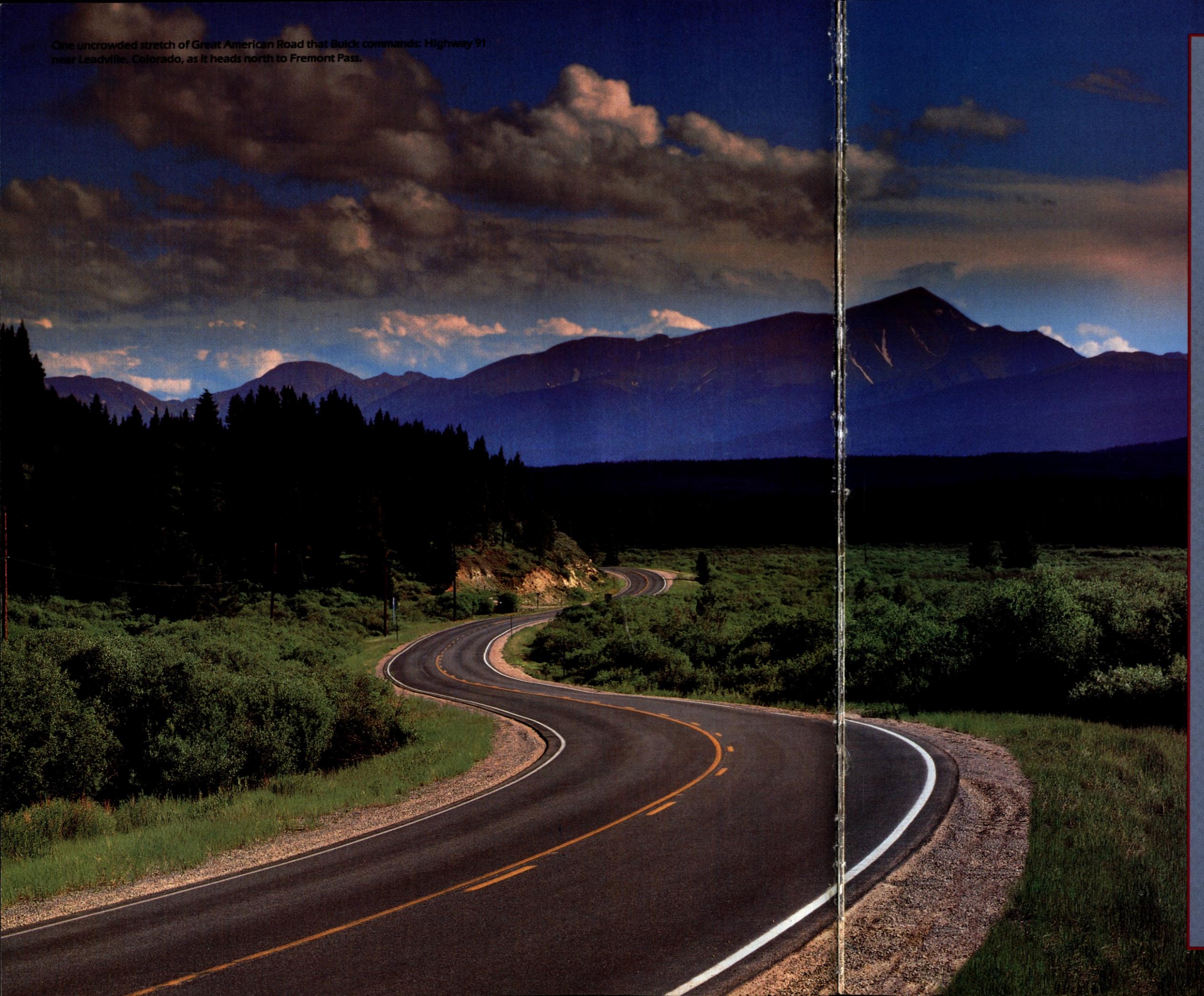


B U I C K

1989



One uncrowded stretch of Great American Road that Buick commands: Highway 91 near Leadville, Colorado, as it heads north to Fremont Pass.



It takes
a special breed of car
to command the
Great American Road.

The Great American Road. There is no other road like it anywhere on Earth. It spans deserts that routinely soar to 135 degrees in the summer. It traverses mountains whose peaks carry snow twelve months of the year.

The Great American Road carries this country's drivers through the sub-Arctic winters of Bangor, Maine, and International Falls, Minnesota. To tropical oases like Palm Springs and Palm Beach. From teeming metroplexes like New York City to the relaxed, tree-lined venues of Urbana, Ohio.

The Great American Road is long, and vast, and virtually endless in its challenges. From the quiet unpaved rural secondaries to the relentless throb of the Interstate. From the hairpins and switchbacks of Tennessee and West Virginia, to the ruler-like straightaways of Nebraska and Wyoming. The Great American Road can span distances within a single state that would eclipse entire countries elsewhere.

Buick, the premium American motorcar, is specifically created and uniquely qualified to master the challenges of the Great American Road.

Buicks are smooth, with premium suspension systems engineered to handle the imperfections of a less-than-perfect world.

Buicks are powerful, with silent, precision-built engines designed to cruise effortlessly hour after hour at the legal limit, or make short work of passing an 18-wheeler.

Buicks are substantial, and are assembled with a rare combination of computer technology and human craftsmanship to help make them solid and dependable through the years.

Buicks are distinctive, styled and shaped to command attention, but never scream for it.

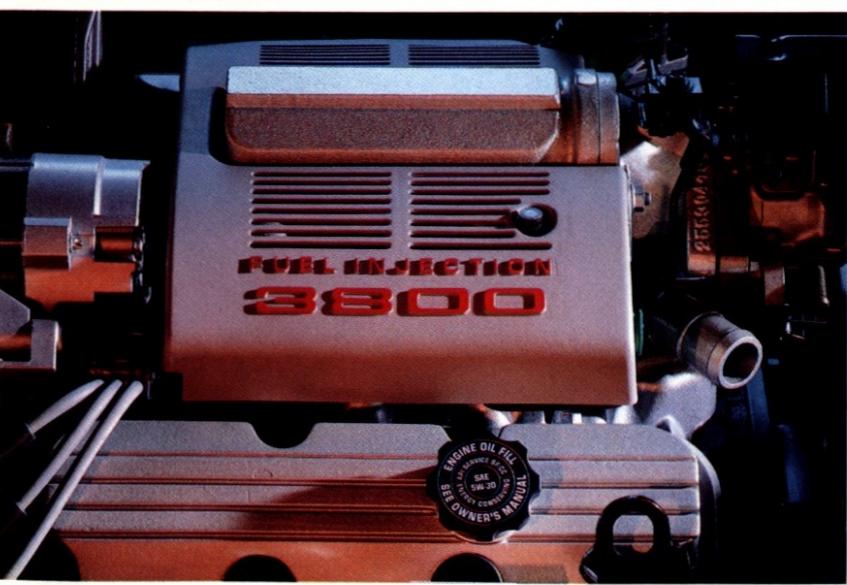
And Buicks are mature, the solid citizens of the highway, with enduring values that serenely transcend fads and trends.

For 1989, Buick celebrates its 86th anniversary by offering motorcars that are designed for exhilarating driving, luxury without ostentation, and to fulfill the proud assertion: The Great American Road belongs to Buick.



POWERFUL.
As the premium American motorcar,
Buick provides a smooth, meaningful reserve
of power for every situation.

For sure,
confident
stopping
power, Buick's
anti-lock
brake system
can pump
the brakes up
to 15 times
in one second.



The silky smooth 3800 V-6 engine delivers a powerful 165 horsepower—for responsive, reassuring performance.

Buicks have traditionally been known as strong, solid, powerful automobiles. Not in the sense of raw, earth-shaking acceleration, but in terms of an assured, refined confidence that responds well to any situation. Buicks offer performance that is powerful without being overpowering. Several engines found in the 1989 Buicks illustrate this point very well.

This silky smooth V-6 delivers a powerful 165 horsepower. That is more than some larger-displacement V-8 engines can muster. Its 210 lbs-ft of torque allow you to take prompt advantage of opportunities for expressway merging or passing on a two-lane road.

Another engine of note is the world-class 3300 V-6 available in Century and Skylark. It is multi-port fuel-injected and, with 160 horsepower, provides the kind of available power Buick owners have a right to expect.

Further evidence of Buick's varied ability to respond to differing power demands is the 2.8-litre V-6 found in the Regal. Multi-port fuel-injected, it delivers 130 horsepower.



The 2.3-litre dual-overhead-cam Quad 4 engine is also available in some Buick models.

designed to deliver outstanding performance and fuel efficiency, the 16-valve Quad 4 also achieves world-class quality, reliability and durability.

Smooth, effortless power and calm, controlled response under difficult conditions. Both are hallmarks of Buick, the premium American motorcar.

Part of the smoothness inherent in a Buick is peace of mind in varying weather conditions and driving situations. And that's the key benefit of ABS, the anti-lock brake system which is standard on some Buick models, and available on others.

With conventional braking systems, it's possible for hard braking to cause a car's wheels to lock up and make steering impossible.

ABS operates on the principle that whatever is happening with the car's four wheels should not affect its fifth and most important wheel: the steering wheel. ABS constantly monitors the rotational speed of each wheel, and reacts according to the input it receives.

When it senses the rapid deceleration of a "panic stop," ABS automatically begins controlling the brake pressure at the wheels that need it most. The ABS can release and apply brake pressure independently to the controlled wheels at a rate of up to 15 times per second, depending on what is needed to maintain best control. The effect is brake pumping that is faster and more accurate than a person can achieve manually, and allows the driver to stop in the shortest possible distance without juddering.

The net result is more controlled steering and stopping abilities, especially under less-than-perfect conditions.



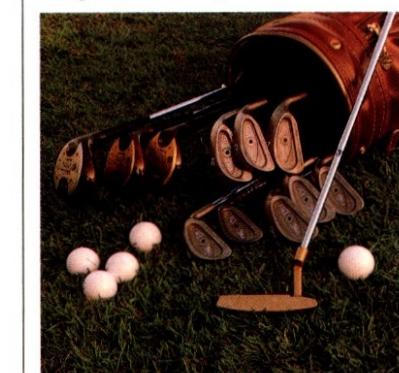
REATTA

California's Highway 1, twisting and sweeping through Big Sur, California, is unquestionably one of America's greatest roads. In fact, judged by the words of the novelists and poets the region has attracted over the years, it may well be one of the world's greatest roads.

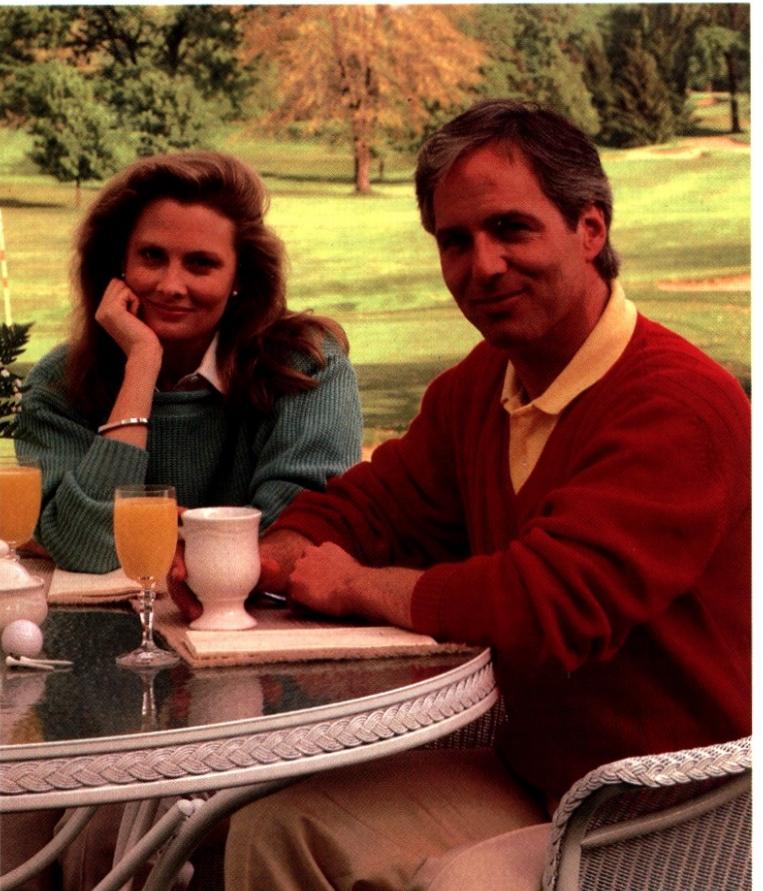
With the Santa Lucias on one side and the full force of the Pacific surf hammering away on the other, the words "breathtaking" and "awesome" invariably come to mind.

Clearly, such a road calls for an extraordinary automobile. An automobile such as Reatta, Buick's premium American 2-seater.

Reatta's fresh, original good looks blend tastefully and effortlessly into the very best of sur-



◀ Reatta and California's Highway 1 are ideal for the couple who want to add luxury to the fun of life.



Reatta is an appropriate reward for your success.

roundings, which is one very good reason it appeals to a certain kind of buyer.

The Reatta driver has tabled some of life's personal gratifications on the way to achieving a secure position in life. Reatta is an

ideal reward for all the long hours and hard work. Reminiscent of the road-hugging sports cars coveted in this owner's youth, Reatta fulfills that youthful longing. And provides much more. Since it seats two, Reatta allows the driver to share its pleasures with someone special.

Reatta offers a couple the exhilaration of a sports car and the luxury of a Buick. It has a .34 coefficient of drag and flush-mounted glass designed to help reduce wind noise. Reatta's 3800 V-6 engine with sequential-port fuel injection propels it powerfully down the Great American Road.



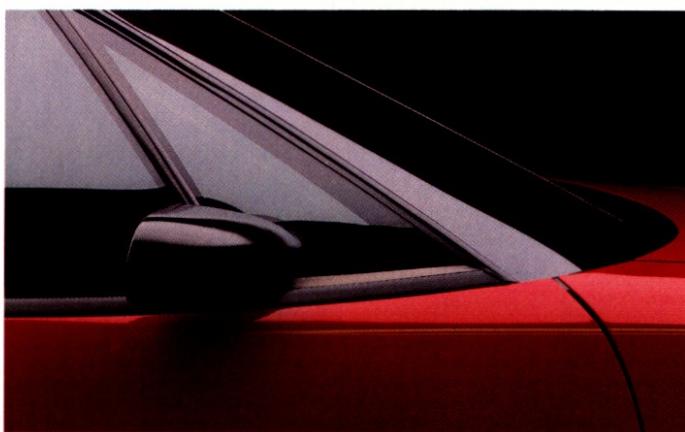
Reatta is sporty, but also accommodating.



Reatta



For all its sportiness and flair, Reatta is a motorcar of uncommon practicality.



Reatta is so well-equipped, an electric sunroof and a 16-way adjustable driver's seat are its only options.



Reatta is carefully handcrafted in limited quantities to some of the industry's most exacting quality standards.

Reatta is, above all, a Buick. As such, it allows the driver to enter and exit with grace. It is designed with ample headroom and legroom. And it is truly comfortable, thanks to 6-way adjustable bucket seats, with leather in the seating areas.

Reatta's trunk, which is accessible from inside the passenger compartment, can accommodate two full sets of golf clubs. And there are two lockable storage compartments within the cockpit.

As Buick's premium American 2-seater, Reatta embodies the idea that luxury and comfort are not incompatible with sportiness and roadworthiness.

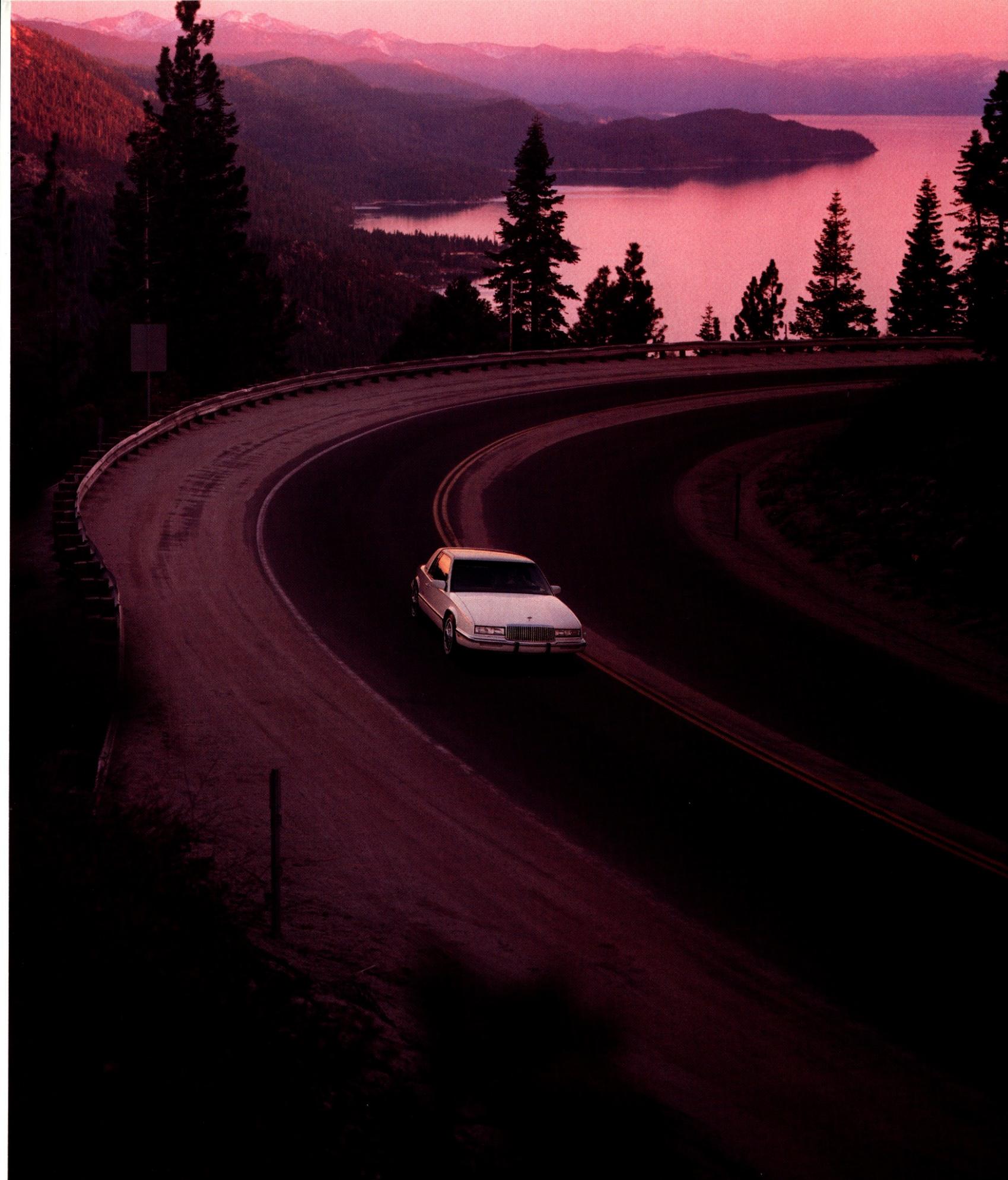
Substantial in concept and execution.

Reatta is not mass-produced in the manner of ordinary cars. It is handcrafted in limited quantities at the Reatta Craft Centre in Lansing, Michigan. The Craft Centre mandates exceptionally high quality control. Small groups of craftsmen working at 24 different and specialized stations bring those quality-control goals to living reality.

Reatta's superb clearcoat exterior finish is one execution of that high quality. It's the result of a complex 12-step process that spares neither energy nor time in achieving a beautiful, durable finish.

Powerful motivation.

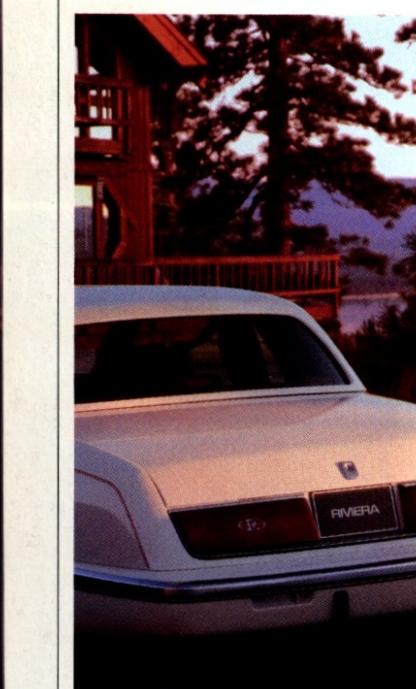
The Reatta owner demands a powerful engine. Not power for its own sake, but for the feeling of control such power can deliver. Reatta's 3800 V-6 engine delivers the smooth, confident response of 165 horsepower, to meet almost any driving situation. It features sequential-port fuel injection and a counter-rotating balance shaft for responsive, smooth performance. And to transmit its power smoothly, the 3800 is coupled to a 4-speed automatic transmission with overdrive. Reatta's 4-wheel disc brakes and anti-lock braking system contribute to controlled stops in slippery or emergency conditions. And 4-wheel independent suspension supplies the necessary ride and handling for people on the move. For all its sportiness and flair, Reatta is a motorcar of uncommon practicality.



Welcome to Nevada 431, a spectacularly inviting stretch of Great American Road. It snakes its way westward and upward from the shimmering floor of the Nevada desert toward the crystalline waters of Lake Tahoe.

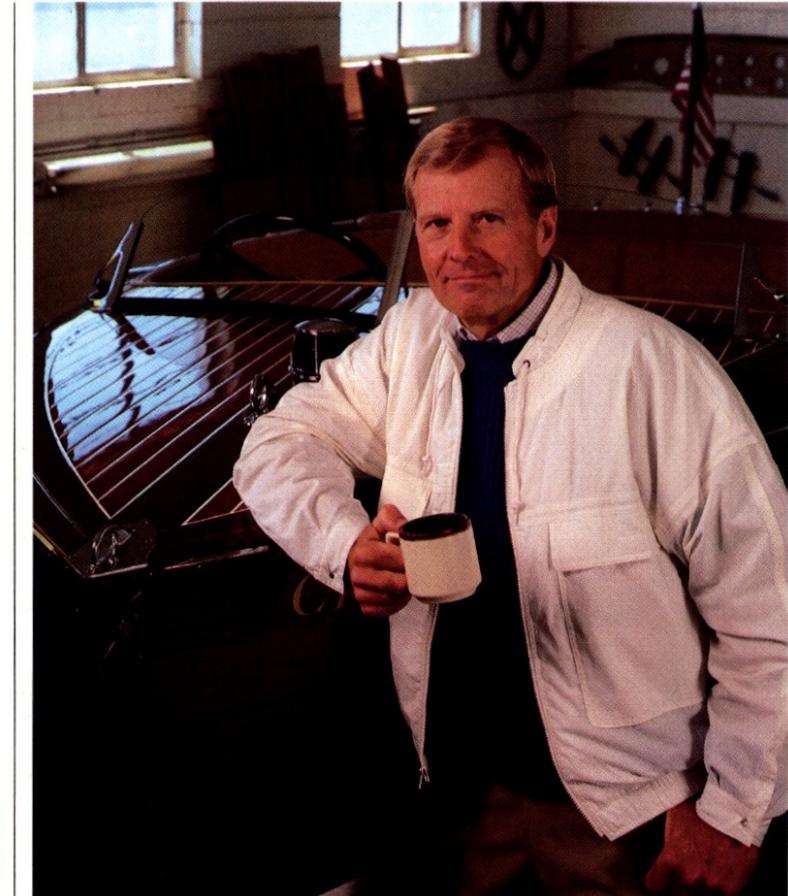
Nevada 431 is no ordinary road. As it climbs skyward it picks its way twistingly around ramrod-straight pines that repeatedly stab the azure sky. House-size boulders and vertical drops crouch ominously just beyond the margin of thin gravel shoulders and steel guard rails.

All the while, Nevada 431 traces a solitary path toward Lake Tahoe. Tahoe itself is home to a highly individualistic breed of boating enthusiast who views the idea of a boat as if it were an art form. Vintage wooden Chris Crafts, Gar Woods and Hacker Crafts dot the lake.



◀ Nevada 431, approaching Lake Tahoe, is a stunning showcase for the talents of a 1989 Buick Riviera.

RIVIERA



Those who understand classic shapes and graceful lines are sure to appreciate the Buick Riviera.

A motorcar most adept at fulfilling the lifestyles along this particular Great American Road may well be the 1989 Riviera. This year's Riviera is 11 inches longer, sleeker, and more contemporary than ever. Yet, like the classic wooden speedboats of Tahoe, the new Riviera's styling recalls a grand tradition.

Riviera's 3800 V-6 powerplant promises a serene mastery over the broad expanses of Nevada highway, as well as the steep mile-long grades that ascend the surrounding mountains. This, plus the smoothness of its Dynaride suspension and the rich level of its appointments, allows Riviera to take the strain out of vast distances that Westerners take for granted.

The person who owns a Riviera is unquestionably a breed set apart; style-conscious, an arbiter of good taste and sure of what he or she wants. If you're such a person, the 1989 Riviera might well be the choice for you.

The muscular grace of a fuel-injected V-6.

Buick owners have always expected their automobiles to respond without strain to every situation. In the 1989 Riviera, the standard 3800 V-6 fulfills that expectation

smoothly and effortlessly. The 3800 is a computer-controlled, sequential-port fuel-injected powerplant that is truly world-class in its precision specifications and performance. The use of premium components throughout, including special lightweight alloy pistons and roller valve lifters, allows the 3800 to produce 165 quiet horsepower. Also, there is the presence of a counter-rotating balance shaft to smooth out vibrations. A computer-controlled



4-speed automatic transmission with overdrive is standard.

An integrated cellular phone system is now available.

The Riviera owner has a firm idea of where he or she is going. And of the arrangements to be made upon arrival. Riviera's available and exclusive integrated cellular phone system allows those arrangements to be made at the touch of a button. An integrated speaker system lets the driver talk without removing either hand from the leather-wrapped steering wheel. The power tri-band antenna provides security in concealing the system. A distinctive telephone handset that sits in the armrest

(continued on page 21)



Riviera



Its styling is
totally new,
yet you recog-
nize it imme-
diately: it
could only be
the Riviera.



The Buick Riviera is a classic all over again.

helps provide security and contributes to the system's stylish appearance. And the telephone circuitry is thoughtfully integrated into the Riviera's Electronic Control Center, so that the Center can be used in both the placing and receiving of calls. Incoming calls can be screened by the Electronic Control Center, which gives both a visual and audible indication of incoming calls. It also permits the storing of phone numbers and allows sequential scrolling of all telephone numbers when the precise location of a particular telephone number is unknown.

Other Riviera touches. Riviera has always established a high benchmark for personal luxury. Accordingly, Riviera's standard equipment now includes wire wheelcovers, 4-wheel disc brakes and hand-polished clearcoat acrylic paint. The personal convenience of a new remote radio Keyless Entry System is available. This year the smoothness of its 4-wheel independent Dynaride suspension is further enhanced through the technology of a new hydraulic engine mount system.

To complement Riviera's new roofline, a new-design landau roof is also available this year. It is one more luxurious detail that can be added to this personal version of Buick's premium American motorcar.



A tasteful, padded
landau roof is available on the Riviera.



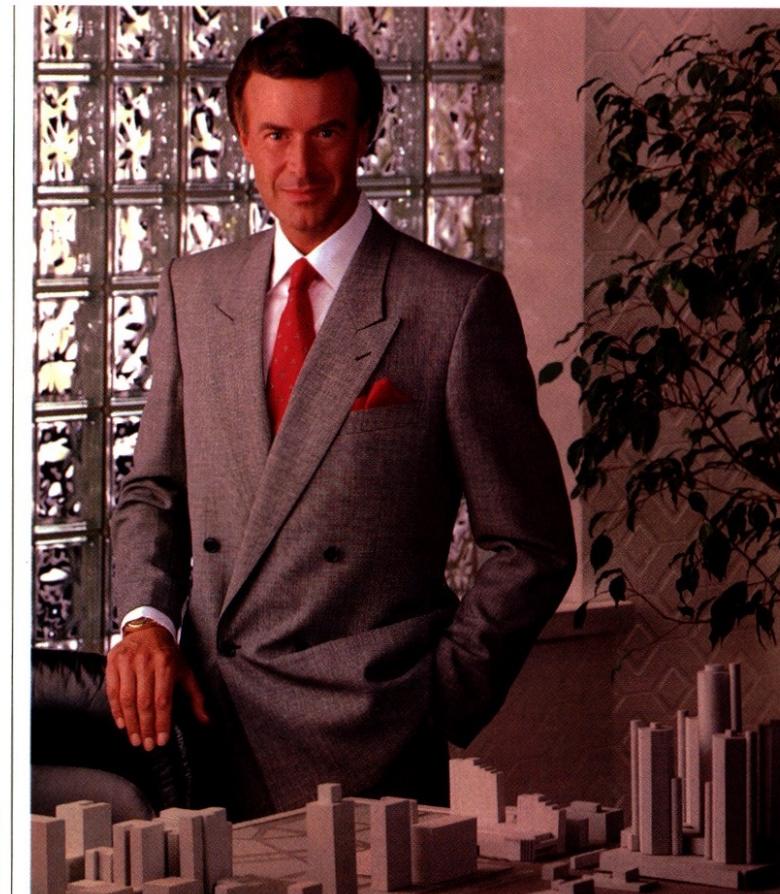
ELECTRA, PARK AVENUE AND ULTRA

Manhattan's busy Park Avenue, with its fashionable shops and towering office buildings, may well qualify as *the Great American Boulevard*. Yet, a few miles away—a few pleasant moments in a Buick Electra—are the serene, wide-open roads of the Hudson Valley, with their pronounced curves and rolling hills.

The Great American Road is full of such contrasts, and the Buick Electra is built to accommodate them all with dignity and style. Perhaps this is why the Electra appeals to individuals who are well accustomed to making the most of life, at many different levels, in many different worlds. Persons of substance and achievement, to be sure, who are both recognized and rewarded for their accomplishments in the hyper-paced professional world. Yet they are also persons who truly understand how to enjoy the fruits of such success.



◀ Electra, Park Avenue and Ultra create a fittingly elegant presence along Manhattan's Park Avenue.



Like its owner, the Buick Electra is comfortable in many different worlds.

Such a lifestyle demands a flexible yet uncompromising automobile: the Electra, Buick's ultimate expression of the 6-passenger luxury sedan. Whether taming the urban tangle or cruising to a favorite mountain retreat, the Electra exudes elegance, comfort, confidence—a sense of serenity.

As Buick's premium sedan, the Electra is undeniably luxurious. The cabin is genuinely spacious. The thick, reassuring seats are covered with fine fabrics. Such amenities as air conditioning, 6-way power driver's seat, advanced sound system, power windows, tilt steering column and automatic level control suspension help make Electra renowned for its richness of detail.



For 1989, Buick continues to offer a variety of prestigious Electra sedans, including the Electra Limited, the Electra T Type and the Park Avenue. And this year, Buick introduces the most prestigious Electra of all: the Park Avenue Ultra.

For a select number of buyers, the Ultra will set new standards for American luxury sedans. Its ride is distinctively smooth and quiet. Its lavish all-leather seating is designed by the world-famous automotive designer, Giorgio Giugiaro. And every detail has obviously been carefully considered.

The name Electra continues to stand for the premium-level sedans that discriminating drivers have come to expect from Buick. And to deliver to these drivers a thoroughly pleasing experience on the Great American Road.

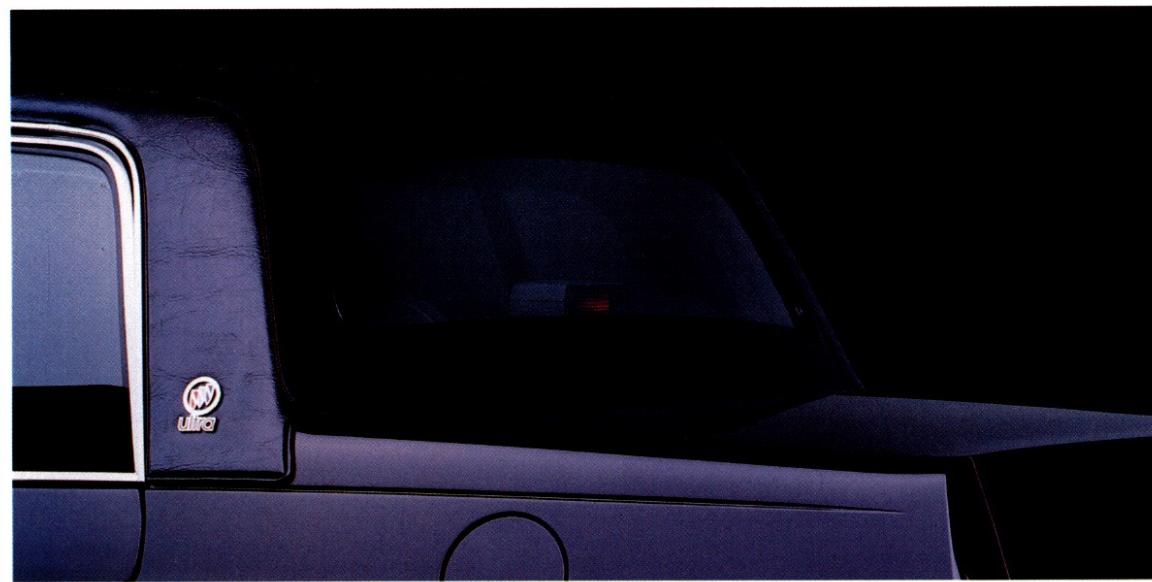




The new Park Avenue Ultra's richly detailed, deeply comfortable all-leather seating is the ultimate standard for 6-passenger luxury sedans.

Ultra: a distinctive new approach to luxurious, smooth-riding American sedans.

PARK AVENUE ULTRA



When you select the vinyl top, the Park Avenue Ultra also offers the elegance and privacy of a limousine-style rear window.

Park Avenue Ultra: a new standard for American luxury sedans.

In every category, one automobile invariably sets the standard by which all others are measured. Starting now, the Park Avenue Ultra Sedan becomes the new standard for luxurious, smooth-riding, American sedans.

The powerful, smooth response of its 3800 V-6 powerplant, and the ride-smoothing benefits of its Dynaride suspension are at the heart of this new ultra-

mate sedan. The 3800 engine responds instantly to every command the driver gives. And the Park Avenue Ultra version of Dynaride has been given ride refinements that appear in no other Buick. The result: unparalleled smoothness underway.

A distinctive and elegant full vinyl roof with a limousine-style rear window is available on the Park Avenue Ultra. The vinyl roof comes in colors to match the owner's choice of exterior colors. The roof also provides a luxurious accent to the roofline of the automobile.

Ultra's front end is set off by a grille crafted solely for this automobile. The same is true for the rear end, which is distinguished by

unique tail lamps. Ultra's 2-tone finish carries a silver lower-body accent treatment, and offers a choice of six upper-portion colors.

Highly polished 15-inch aluminum wheels and large P205/70R15 all-season radial white-wall tires complete the exterior of the Park Avenue Ultra.

Inside, the approach to Ultra's comfort amenities is very accommodating. Ultra has an interior it shares with no other automobile in the world. As you would expect, Ultra offers full 6-passenger room and comfort in the best American tradition.

Ultra also offers a non-traditional approach to seat design. The all-leather seats were designed by famed Italian automotive designer Giorgio Giugiaro. Giugiaro's company, Ital Design, has provided design work for such vehicles as the Lotus Esprit, Saab 9000 Turbo and BMW M1. The Park Avenue Ultra interior is his first effort for an American luxury car builder.

Giugiaro's 20-way power seat design for Ultra features the conventional 6-way adjustment switches located in the front-door armrests. The controls for Ultra's additional functions are located on a flip-up panel between the front seats. These functions include a

4-way power headrest adjustment, 2-way power seat recliners, 3 inflatable air bladders, 2-way power thigh supports and 2-way lumbar supports, for both passenger and driver.

Other Ultra interior features include leather trim on the glove box, burled-elm trim plates on the doors and instrument panel, a specially designed steering wheel and premium acoustical insulation throughout.

In concept and execution, the new Park Avenue Ultra Sedan is the ultimate expression of a premium American luxury car for today's demanding luxury buyer.

The Buick

Electra:
it embodies
elegance,
comfort, con-
fidence—with-
out flash or
overstatement.

ELECTRA



The Electra T Type features Gran Touring suspension, anti-lock brakes and other sporting equipment.



Premium engineering. A primary charm of the Electra is its level of engineering—its unparalleled feeling of solidity, quietness and control. The Electra's 4-wheel independent Dynaride suspension system isolates the driver from noise and vibration, while maintaining a sense of firm control. Its 3800 V-6 engine is extraordinarily quiet and responsive. In all, the Electra offers a level of smoothness that even the most discriminating driver will find unique.

Anti-lock braking. Even the finest automobile will occasionally encounter less-than-ideal road conditions. It is therefore reassuring to consider the benefits of Electra's available anti-lock brake system (ABS). If an automobile's brakes are applied too forcefully, its wheels tend to lock up. The ABS system available on Electra uses computer-assisted monitors that will control the pressure to each brake as required to prevent lock-up. And because the system is on all four wheels the driver can brake and steer simultaneously for maximum control.

Electra T Type. Every Electra has the comfortable accommodation and rich detail that make it particularly adept at exploring the Great American Road. Electra T Type takes those qualities a step further, in offering a firmer ride and flatter cornering. The "T" stands for "Touring." Electra T Type is built on the assumption that its owner expects driving to offer a more precise exchange between driver, car and road. To that end, T Type equipment includes an anti-lock brake system and quartz analog gage cluster as standard equipment. The gage cluster provides a tachometer, low-fuel indicator, oil gage, temperature gage and voltmeter.

In keeping with the T Type driver's requirements, Buick has included a Gran Touring suspension, with firmer springs, shock absorbers and anti-sway bars than other Electra models. Additional elements in the T Type package are a 2.97 performance transaxle ratio, leather-wrapped steering wheel, 15-inch aluminum wheels, Eagle GT+4 blackwall tires and dual exhaust outlets.

Inside the driver's compartment, an overhead console, 45/45 front seats with storage console and front- and rear-seat headrests complete the sporting personality of the Electra T Type.



U.S. Highway 1. Yet another beckoning stretch of the Great American Road. It travels 600 miles straight down the bustling east coast of Florida, and right out into the Atlantic Ocean to Key West. On its way, it meanders past cities like Jacksonville, St. Augustine, Daytona Beach, Orlando, West Palm Beach and Miami.

Florida's U.S. Highway 1 relentlessly transports people from the green, lush hills of southern Georgia into the white sunshine of Key West, and to all points between.

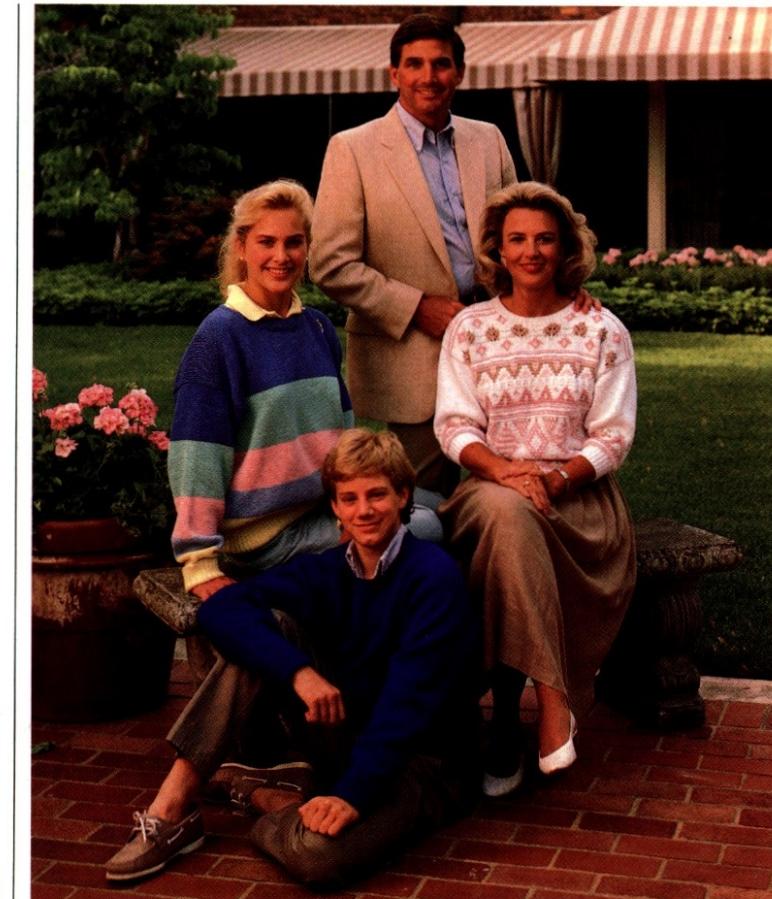
It's a road that takes vacationing families to Disney World, Epcot Center, Everglades National Park and the luxury hotels of Ft. Lauderdale and Miami Beach.

Bounded by the warm, salty surf of the Atlantic Ocean and heated by the sun-drenched skies of the sub-tropics, it helps families on the move get where they are going.

The 1989 LeSabre is especially adept at responding to the chal-



◀ U.S. Highway 1 and the Seven Mile Bridge carry busy families down the east coast of Florida, all the way to Key West. The experience in a Buick LeSabre is special.



An extraordinary family like yours deserves an extraordinary family car.

lenger of this Great American Road.

LeSabre is a gracious full-size automobile with an expansive interior, well-equipped to deliver comfort and convenience as the miles flow effortlessly by. It's an automobile with generous seating that helps entire families arrive at their destination full of energy.

Arrow-straight four-lane highways call forth the smooth, relentless power that LeSabre's precision-engineered 3800 V-6 is capable of generating hour after hour. And even with a full complement of passengers and luggage aboard, LeSabre retains a reserve of power sufficient for brisk highway driving.

In a situation where quality of life is mandatory, the traditional

smooth and substantial feel of Buick's unique Dynaride suspension rewards every LeSabre occupant with comfort that is undiminished by hours on the highway.

If yours is a family that derives pleasure in exploring the wonders of the Great American Road, you should carefully examine the 1989 LeSabre — the great American family car. The family that spends time traveling and playing together will truly appreciate the time-honored comfort, power and distinctive styling this premium family automobile affords.

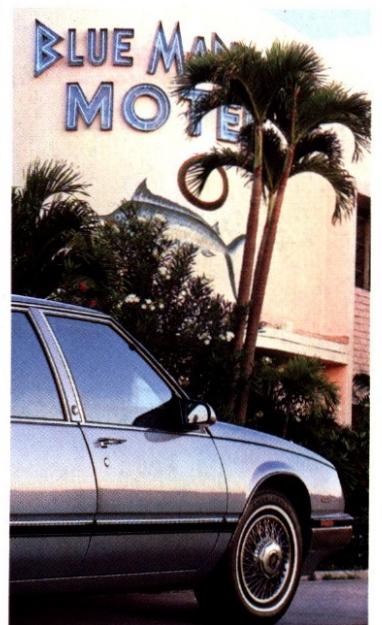


LeSabre for 1989.

LeSabre is available in five different configurations for 1989. The functional basic LeSabre is offered as a coupe, while the LeSabre Custom is available as a sedan. The elegant LeSabre Limited can be selected as either a coupe or a sedan. And for the enthusiast, there's the specially equipped, performance-oriented LeSabre T Type Coupe.

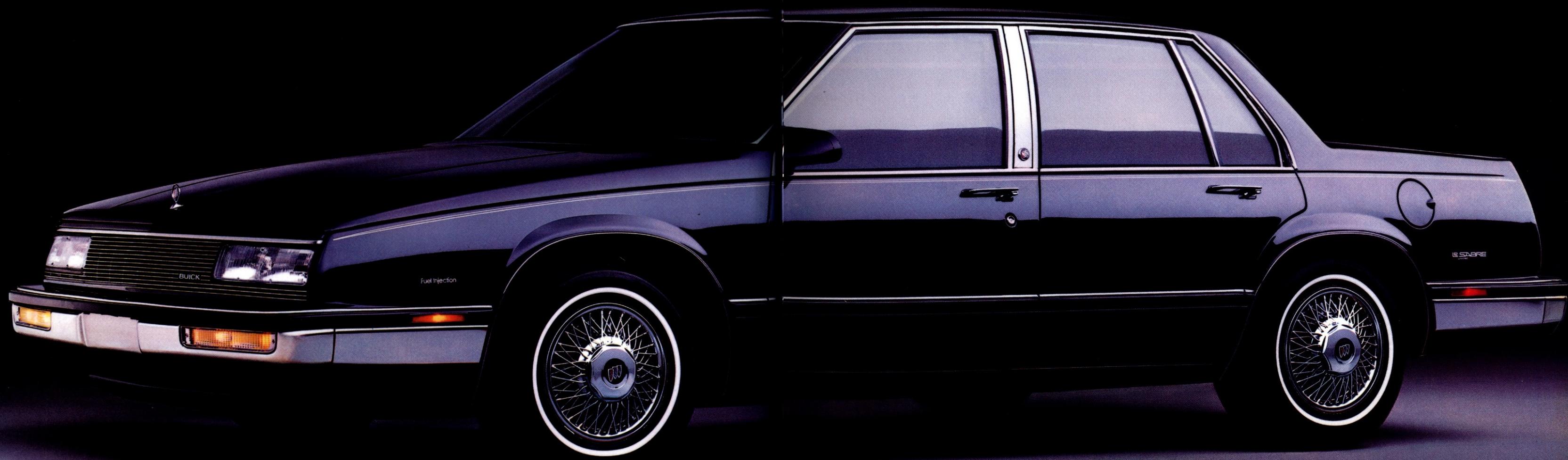
Even better family values.

While it remains a substantial car with comfortable accommodation for 6 full-sized adults, LeSabre has been redesigned in recent years to become a trimmer and even more purposeful transporter

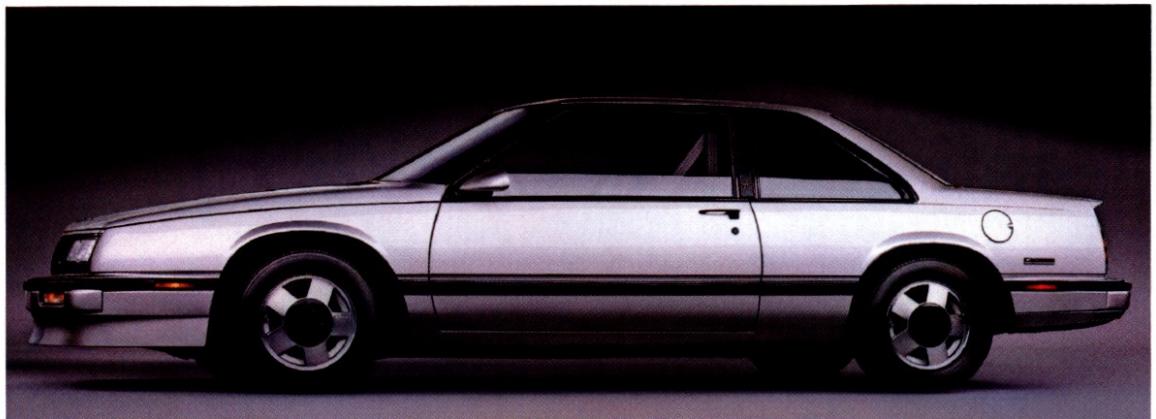


of people and their belongings. Those who have not examined LeSabre recently will be pleasantly rewarded by the discovery of contemporary refinements like front-wheel drive, fully independent suspension and rack-and-pinion steering that give it a new rapport with the road. And with the long list of standard features and equipment you receive, the 1989 LeSabre offers an exceptional value for the money to active American families.

LESABRE

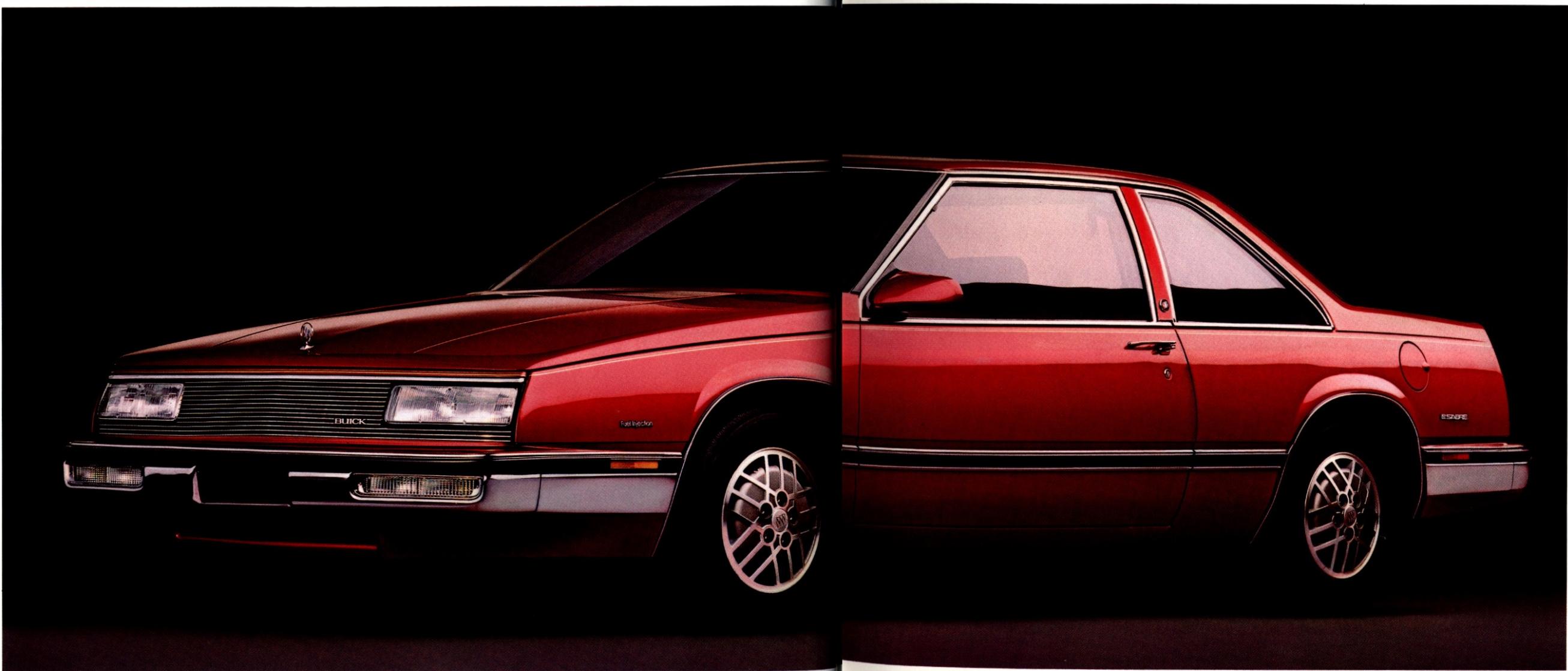


The LeSabre T Type Coupe features Gran Touring suspension, 15" aluminum wheels and very purposeful styling.



The LeSabre Limited Coupe offers such standard features as special lower body side moldings and 55/45 front seats with storage armrest.

The Great American Coupe: the LeSabre Coupe offers a very sporty look, along with full-sized room and comfort.



The premium qualities of LeSabre's 3800 V-6. The sophisticated design of the 3800 V-6 gives an unmistakable feeling of power and smoothness to every LeSabre. This is a premium engine in every way, featuring sequential-port fuel injection, solid state electronic ignition and roller lifters. There's also a counter-rotating balance shaft and light-weight alloy pistons for exceptional smoothness, even by Buick standards.

T Type: the LeSabre for enthusiasts.

Drivers who enjoy a more spirited relationship with the Great American Road will respond favorably to the LeSabre T Type. The T Type's special feel for the road is a result of its Gran Touring suspension, which includes Eagle GT+4 blackwall tires, special 15-inch aluminum wheels, a 2.97 final drive axle ratio and a leather-wrapped sport steering wheel. The T Type also exhibits a special sporting appearance due to its front air dam and rear spoiler, its analog gage cluster with red backlighting, black 45/45 seats, red and amber tail lamps, dual exhaust outlets, blackout trim and more.



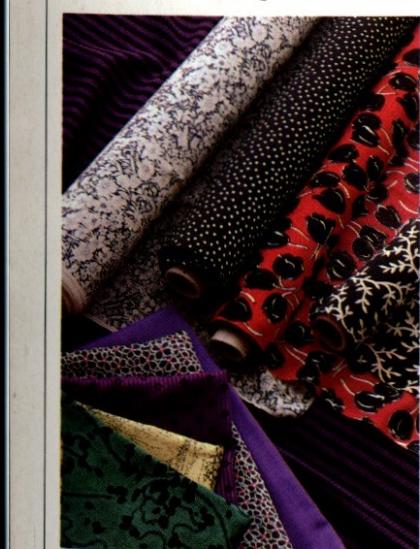
The New England area resonates with the earliest history of our country. Echoes of our founding fathers' footsteps can be imagined along these great and hallowed American roads.

Concord. Lexington. Brattleboro. Bunker Hill. Each year, millions of Americans visit these towns to pay homage to the legends of our nation's origins.

Even though this is the area where our country first severed its ties with royalty, there is, ironically, a certain majesty to the countryside surrounding the Great American Roads of New England. Which, perhaps, makes it a rather appropriate area for a Buick called Regal.

As it approaches the intersection of Interstate 89, Vermont's Highway 14 cuts gracefully into the deep green forests and granite hillsides, offering travelers a variety of historic destinations.

The historic dignity of these surroundings is perfectly appropriate for the Regal owner. The Regal driver values tradition and quiet good taste, avoiding that which is



◀ Vermont Highway 14 and the White River northwest of Brattleboro are an appropriately beautiful setting for the graceful beauty of the Buick Regal.



Regal appeals to those who exhibit quiet good taste, along with a sporty flair.

merely flashy and trendy. A financially sensible person, the Regal owner is also very likely to vacation by automobile. And also likely to be pleased that last year Regal won an award as *Home Mechanix* magazine's most easily serviced automobile.

Practical leanings aside, the Regal owner also has a strong sense of style. And would prefer to be seen in an automobile with a contemporary, distinctive look.

For 1989, Regal offers styling worthy of even the splendor of New England's Cape Cod. And a multitude of comforts for the road, including an available sporty Four-seater Package interior.

Since the great roads of America often require more of a



4-wheel power disc brakes and 4-wheel independent suspension are standard Regal equipment.

On the stately Great American Roads through New England, Regal not only looks appropriate—it handles those roads in a very convincing way.

Regal: another history-making Buick.

Last year's Regal introduction marked yet another chapter in Buick's long history of offering substantial automobiles. Regal's low .305 coefficient of drag is the lowest of any Buick built. The pleasing-to-the-eye look is the serendipitous result of wind-tunnel testing and tasteful design. Regal's flush glass and smoothly sculpted exterior also help reduce wind noise at highway speeds.

Regal is the first American coupe with room for six passengers to offer all of the following equipment standard: 2.8-litre V-6 with multi-port fuel injection, front-wheel drive, 4-wheel power disc brakes and 4-wheel independent suspension. Regal's technology further enhances the substantial feeling of smoothness and control that drivers have always received from owning a Buick.

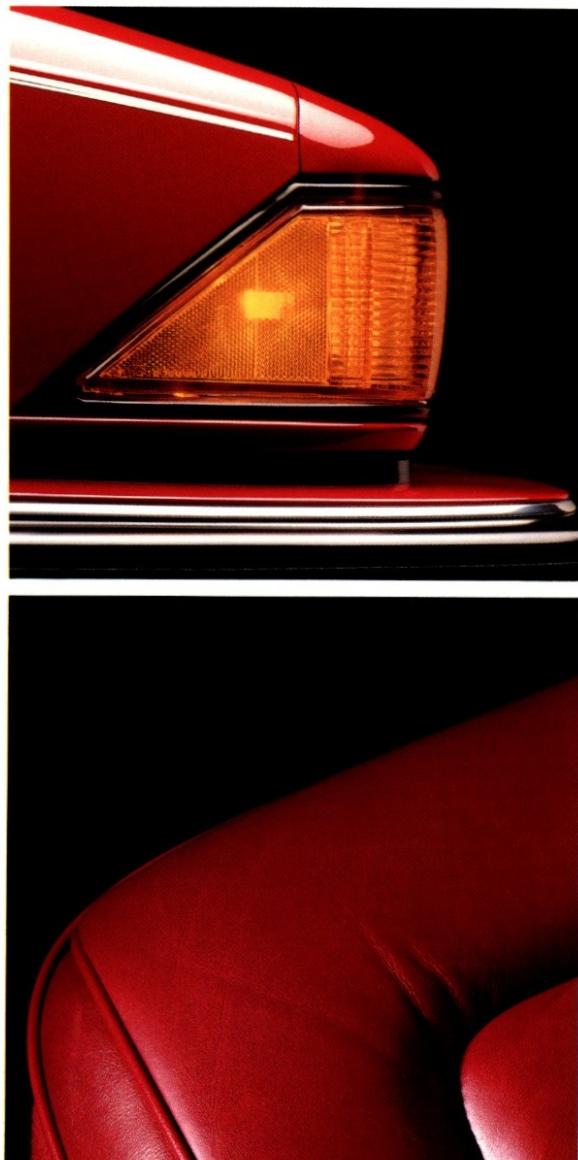
VERMONT

14

REGAL



Regal,
in every
way.



Shown below,
the Regal
Gran Sport:
life in the fast
lane can be
very Regal.

The Regal Gran Sport.

Last year's Regal introduction set a new standard for stylish, well-appointed coupes.

Now, for those who have a greater driving enthusiasm for the Great American Road, Buick offers the Regal Gran Sport. It exhibits all of Regal's highly acclaimed good looks. In addition, the Gran Sport version includes: Eagle GT+4 black-wall tires, a firm Gran Touring suspension, special 16-inch aluminum wheels, fog lamps, leather-wrapped sport steering wheel, front air dam, aero rocker panel "spats" and blackout trim.

What's new in Regal's second year?

Since rich detail is a quality you can expect in all Buicks, new Regal standard equipment this year includes air conditioning, an

AM-FM stereo radio and tilt steering column. Newly available options include the anti-lock brake system, electric sunroof, stereo radio with compact disc player and steering wheel radio controls.

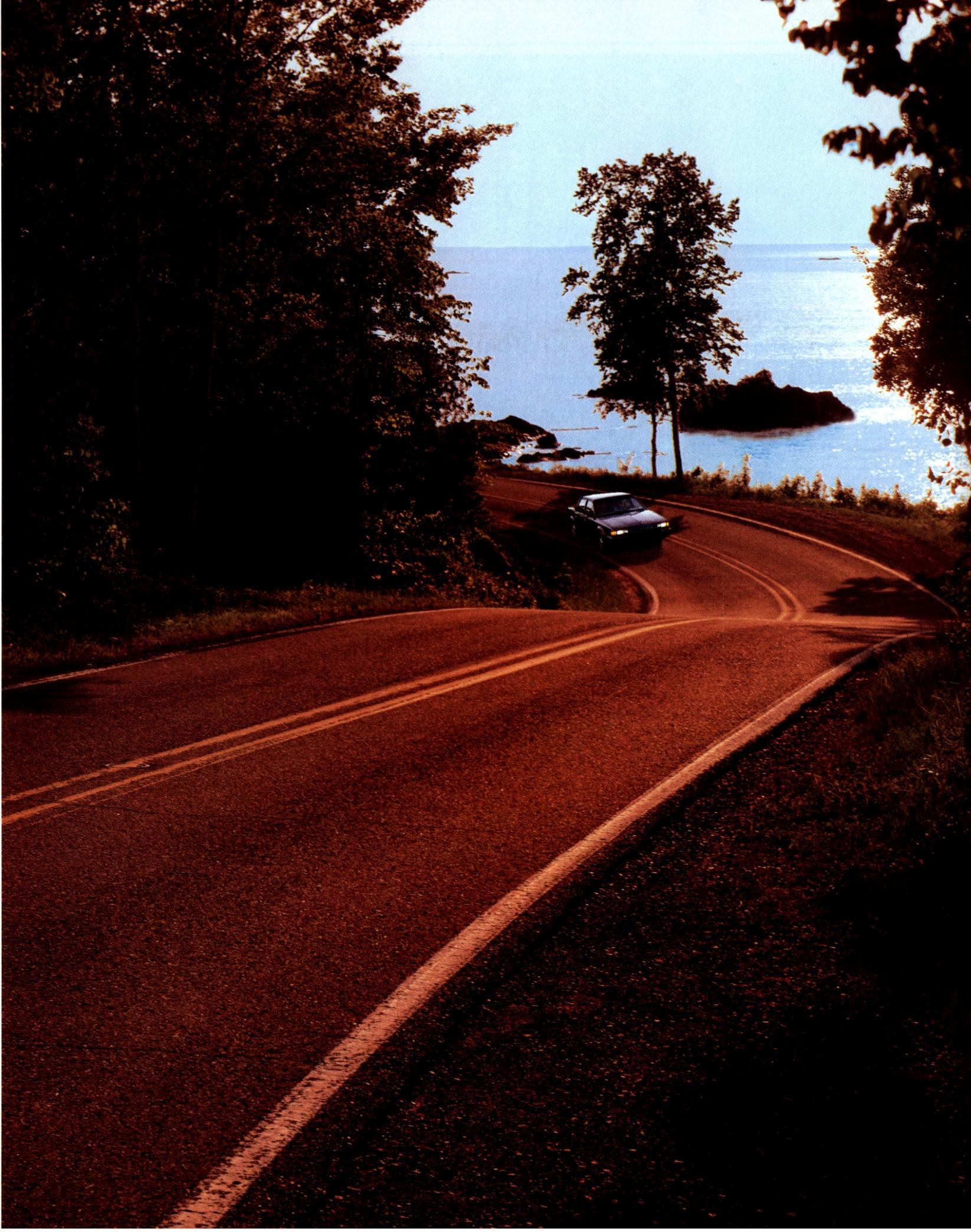
The Regal ride.

Sophisticated technology is apparent in Regal's smooth ride. In addition to its 4-wheel independent Dynaride suspension, the front end features MacPherson struts. At the rear, Regal uses tri-link independent suspension, with a transverse leaf spring and double-acting struts. The suspension also has a front stabilizer bar. Nested coil springs in front further contribute to Regal's low aerodynamic stance. Along with the special smoothness of Dynaride, these suspension elements add to Regal's supple ride and precise handling characteristics.



Regal's 2.8-litre V-6 engine with multi-port fuel injection performs with authority.





◀ U.S. Highway 41, along Lake Superior on Michigan's Keweenaw peninsula, is a beautiful road on which to appreciate Century's smoothness and maneuverability.

The immense water and land masses of the Great Lakes region impart a special sense of beauty and wonder to the Great American Road in the upper Midwest. Roads meander over scenic hills and down through deep, quiet valleys. Around one curve a traveler discovers the red and orange brilliance of maple trees in autumn. Around another, one is surprised by the sudden deep-blue vista of the Great Lakes.

In the Great Lakes region, the road offers up complex and unique challenges. It varies from the six-lane freeways of downtown Chicago to the sandy, rutted roads meandering across the dunes high above Lake Michigan.

Here, automobiles must respond reliably to the capricious whims of nature. In this part of the



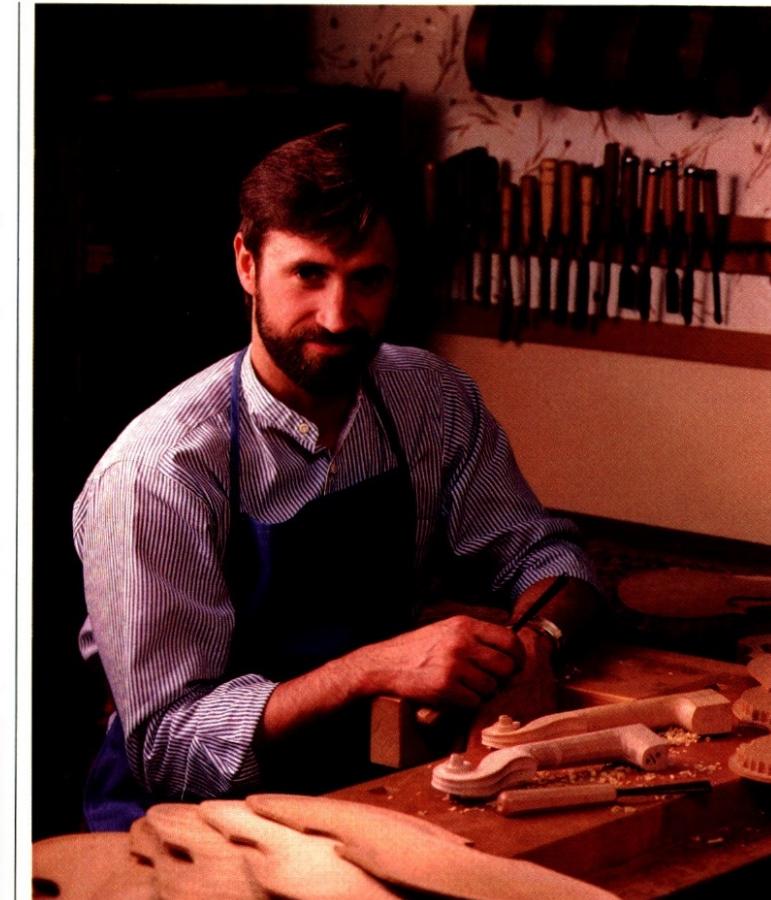
country, the Great American Road receives the full, unsheltered brunt of all four seasons. From the 98-degree summers of Chicago and Cleveland, to the sub-Arctic howling of winter in Michigan's Upper Peninsula.

Buick Century is up to the challenge, with proven toughness and reliability, and front-wheel drive that delivers the confident traction needed for the deep snows of winter.

Practicality best describes the person who chooses to own a Century. In a world where flash and fad can be tiresome, the Century owner maintains a respect for traditional values, delivered in contemporary style.

Century owners have reached

CENTURY



The Century is designed for people who appreciate tradition, precision and distinctiveness.

a comfortable station in life, and their automobile is a reflection of the serious-mindedness and precision with which they view the world.

The Century owner will appreciate the totally new styling of the 1989 Century, because it is distinctive rather than radical. Subtle rather than flamboyant.

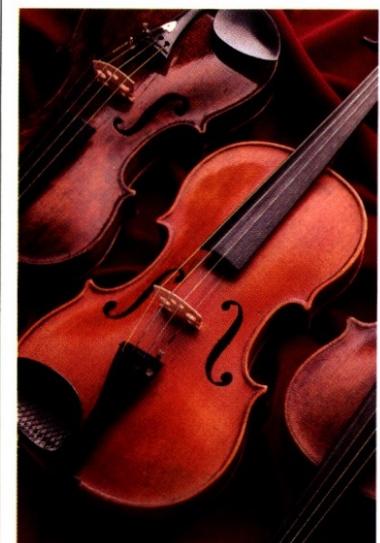
People who choose Century respect tradition, yet they will respond favorably to the contemporary, well-engineered side of this versatile automobile.

If you are a person who is

responsive to both luxury and mid-size practicality, you will undoubtedly respond to the new Buick Century.

Century for 1989.

An entirely new and handsome exterior is foremost among Century's notable distinctions this year. The front end is centered around a grille containing wrap-around parking and turning lamps.



Century's new sloping roofline leads gracefully to the restyled back of the automobile. Here, Century's new tail-lamp design and bumper accents further complement the overall look of quiet distinction.

The 1989 Century also includes Buick's amazingly smooth Dynaride suspension, and more standard equipment than ever. Century is not only smoother to look at, it is smoother on the road.

This year, there are five Century models to choose from. The Century Custom can be selected as either a 2-door coupe or a 4-door sedan. Century Limited is available as a 4-door sedan. And owners who require the load-carrying capabilities of a station wagon can choose between the 4-door Custom Wagon and the

(continued on page 56)



CENTURY



4-door Century Estate Wagon.
With its wide range of model availability and option choices, the substantial rewards of the 1989 Century can be directed toward almost any taste, and any requirements.

Century powerplants.
All Century models are powered by engines that respond briskly to the driver's command. The standard 2.5-litre Tech IV engine is a strong but quiet 4-cylinder engine with electronic fuel injection and balance shaft. A new powerful 3300 V-6 with multi-port fuel injection is available. Automatic transmission comes standard with these engines. An automatic with overdrive is available if you choose the 3300 V-6.

New smooth, refined power.

The new 3300 V-6 engine available with Century continues a time-honored Buick tradition of providing powerplants with the power reserve that Buick owners have come to expect. This 3.3-litre V-6 uses state-of-the-art technology to provide 160 horsepower and 185 lbs-ft of torque. This V-6 engine technology contributes to Century's muscular grace on the Great American Road.

In all Century models, an Electronic Control Module monitors road and engine conditions and helps meter out the proper air/fuel mixture for any driving situation.

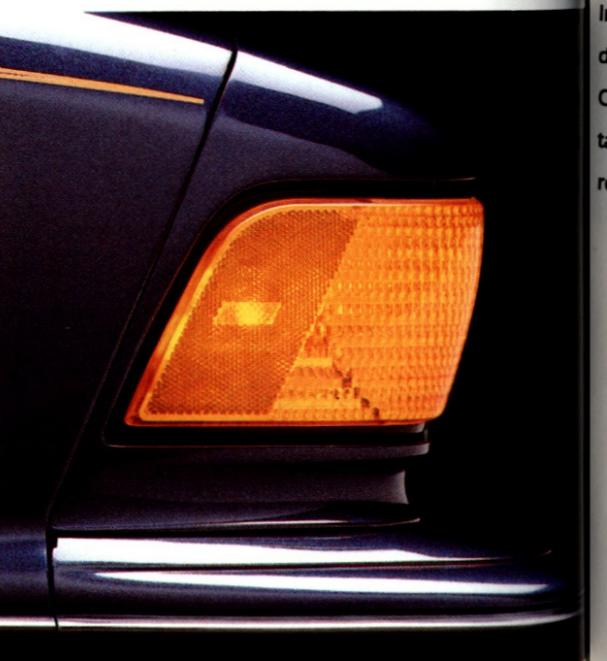
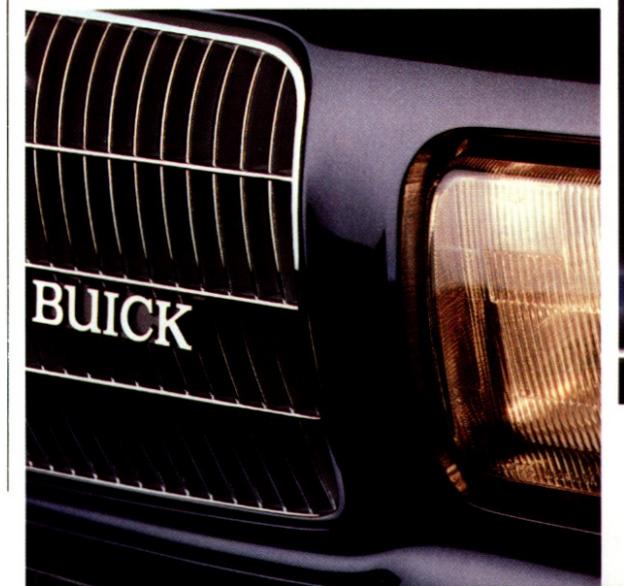


The new 3300 V-6 engine is available on Century.

Other Century amenities.

This year, to enhance the rich details of the Century even further, dual outside rear-view mirrors are a new standard feature. The left mirror is remote, the right one is manual.

Distinctive black body-side moldings on all coupes and sedans, and instrument gages on the Limited and Estate Wagon, reflect the high level of standard equipment the Century owner expects in a Buick.

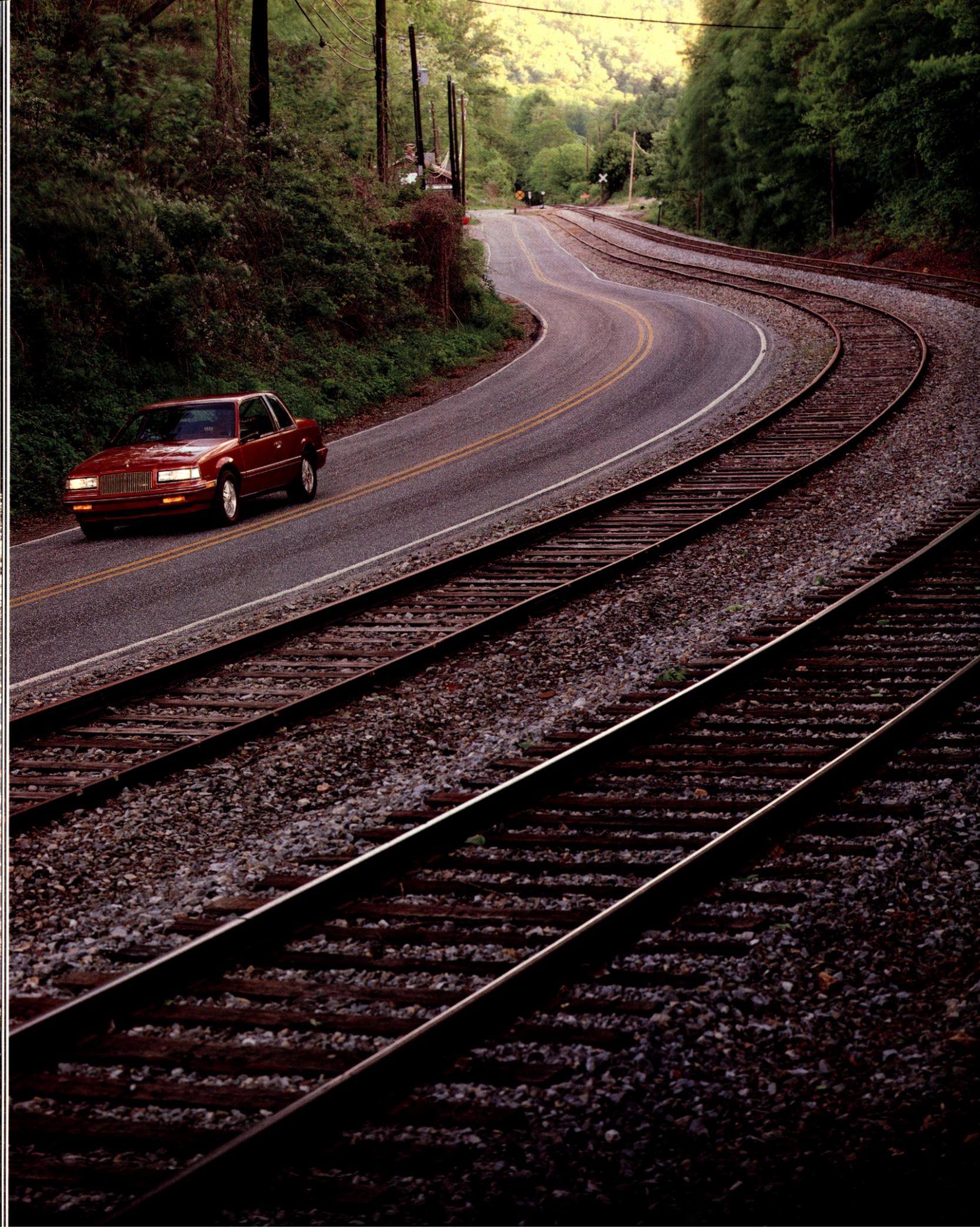


In every detail, the new Century is tasteful and refined.



The Century Coupe is aerodynamic on the outside, comfortable on the inside, extremely smooth on the road.

The Century Estate Wagon: the graceful way to carry a large load.



◀ Old Balsam Road, deep in the Blue Ridge Mountains near Asheville, North Carolina, is a perfect venue for enjoying a Buick Skylark.

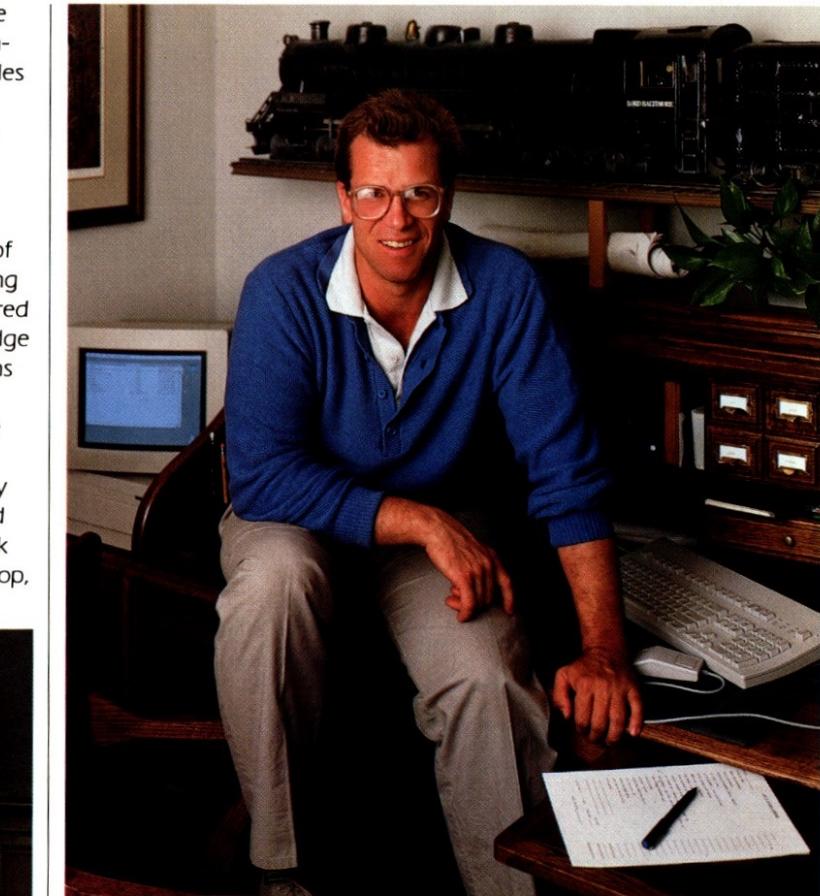
It's morning and the roadside border of wild azalea, mountain laurel and pitchpine fades into the distant, hazy blue-green skyline that gives this place its name.

Here, the Great American Road is North Carolina's Old Balsam Road near the junction of 23/19A, two lanes wide, twisting and dipping among the weathered crags and gorges of the Blue Ridge Mountains, the oldest mountains in North America.

As the early light drives the last of the mists out of the hollows, the stillness is shattered by the piercing whistle of a railroad engine. To the driver of the Buick Skylark humming along the blacktop, it is music.



SKYLARK



The Buick Skylark offers luxury and refinement to people with time-honored American values.

That shrill sound is reminiscent of the steam whistle of the Tweetsie Railroad. Traversing these same mountains slightly northeast of here, the Tweetsie Railroad is doing what trains like it did here over a hundred years ago, when a mule, a sturdy pair of shoes or these same rails were the only way to travel these hills. With its husky little narrow-gauge engine and short string of cars, the Tweetsie is taking care of business as usual.

Taking care of business is, for a change, what the driver is not doing. To the owner of the Buick Skylark, driving here is a soul-soothing experience.

N. CAROLINA
23
19A

A reminder that there are rewards to be gained by meeting the demands of a busy and productive career.

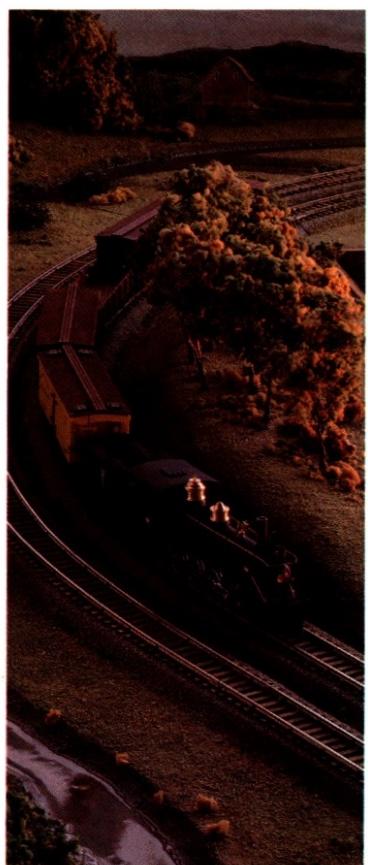
High among those rewards is the knowledge that Buick Skylark is as distinctive in its looks as it is generous in its appointments. For all the technology of its front-wheel drive and computerized engine controls, there is a maturity of style that matters to the owner.

Here, as it glides easily through these reminders of an ancient past, the Buick Skylark is comfortably at home. Its smooth power and computer-tuned ride shorten the distances between places where the stunning views simply

compel the driver to pull over and take it all in.

For someone whose life is carefully planned and whose time is minutely budgeted, the opportunity to roam on a whim is truly a reward.

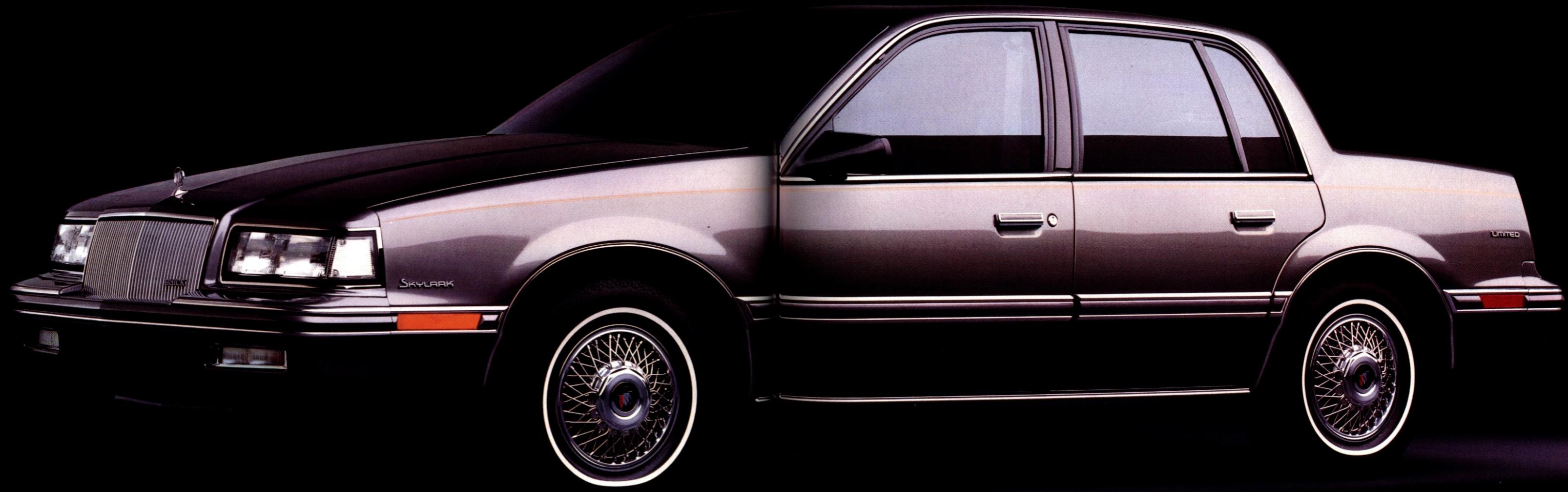
And this driver is enjoying it to the fullest, knowing that Buick



Skylark can be depended upon to take a driver where that driver wants to go in comfort and, if it be admitted, even luxury. Skylark is, after all, Buick's "little limousine."

The road a Skylark owner chooses, as well as the way chosen to travel it, reflects well on the driver's abilities and tastes. And here, on this less-traveled stretch of the Great American Road, this person travels in Buick style, with Buick confidence. This particular travel is on personal time, and on a personal schedule. This driver has earned it.

SKYLARK



With the available Gran Touring Package, the Skylark Coupe becomes a very bold-looking automobile.



14" aluminum wheels are part of Skylark's available Gran Touring suspension package.

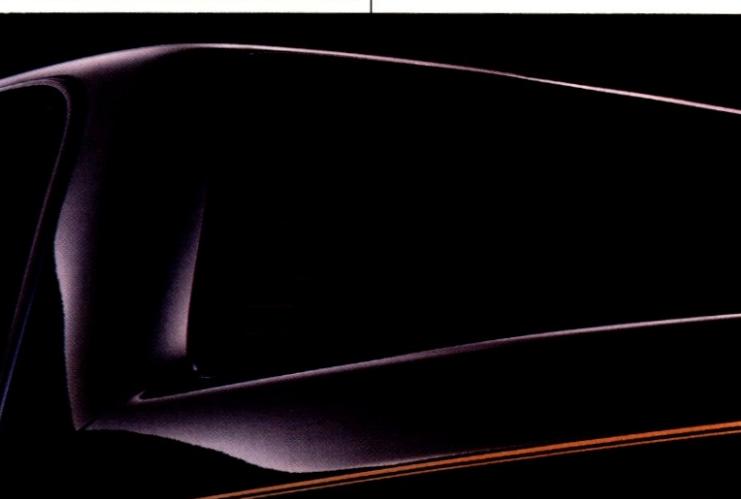


Rich detail in its styling is only one of the many rewards offered by Skylark.

Outside Buick's "little limousine." Buicks have always been recognized for their distinctive exterior styling. In that tradition, this year's Skylark sedans have a new front-end treatment, designed around composite tungsten-halogen headlamps. Tail lamps on both the coupe and sedan have been redesigned for a new level of elegance. Skylark also has a new front and rear bumper system that matches its exterior color. Coupled with its 5-coat exterior finish, these subtle styling refinements give Skylark, more than ever, the elegant look of a "little limousine."

Distinctive treatments. The formal, refined lines of the 1989 Skylark are open to many interpretations. The addition of an optional exterior package can make owning a Skylark an even more rewarding proposition. Skylark Coupe's Exterior Sport Package accents the styling in a somewhat bolder direction. It includes the following blacked-out items: front air dam, lock cylinder and door handles, grille, headlamp and tail-lamp trim, radio antenna and front and rear bumper rub strips. It also has black moldings for the roof drip, wheel openings, pillar applique and belt reveal, and color-coordinated rocker panels.

For those who take their driving a little more seriously, Skylark is also available with a



A formal roofline adds distinctiveness to Skylark's tasteful design.

Gran Touring Package. The Gran Touring Package contains special 14-inch aluminum wheels, Eagle GT+4 all-season blackwall tires, and all the elements of Buick's firm Gran Touring suspension.

The smoothness of Dynaride.

Further evidence of Skylark's upscale character is the employment of Buick's exclusive Dynaride suspension to further enhance the Skylark ride. Dynaride means that the smooth, controlled ride characteristics traditionally associated with larger Buicks can be enjoyed even in a Buick of Skylark's size.

The world-class 3300 V-6.

A powertrain combination of the standard 2.5-litre Tech IV engine and automatic transmission gives muscular grace to every Skylark movement. The 3300 V-6 is also a Skylark option. The "3300" is a 3.3-litre multi-port fuel-injected V-6 engine with roller lifters that meets world-class engine tolerances. It is, for the most part, a smaller but surprisingly responsive version of the 3800 V-6. The Buick engine tradition is not one of raw power, but a confident, smooth response to every driving situation. In this year's Skylark, the 3300 V-6 delivers additional smoothness and confidence in the best Buick tradition.

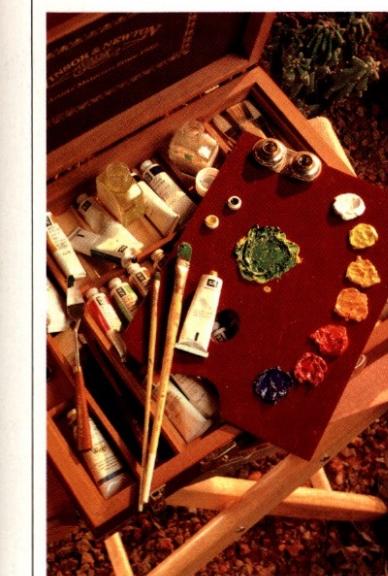


SKYHAWK

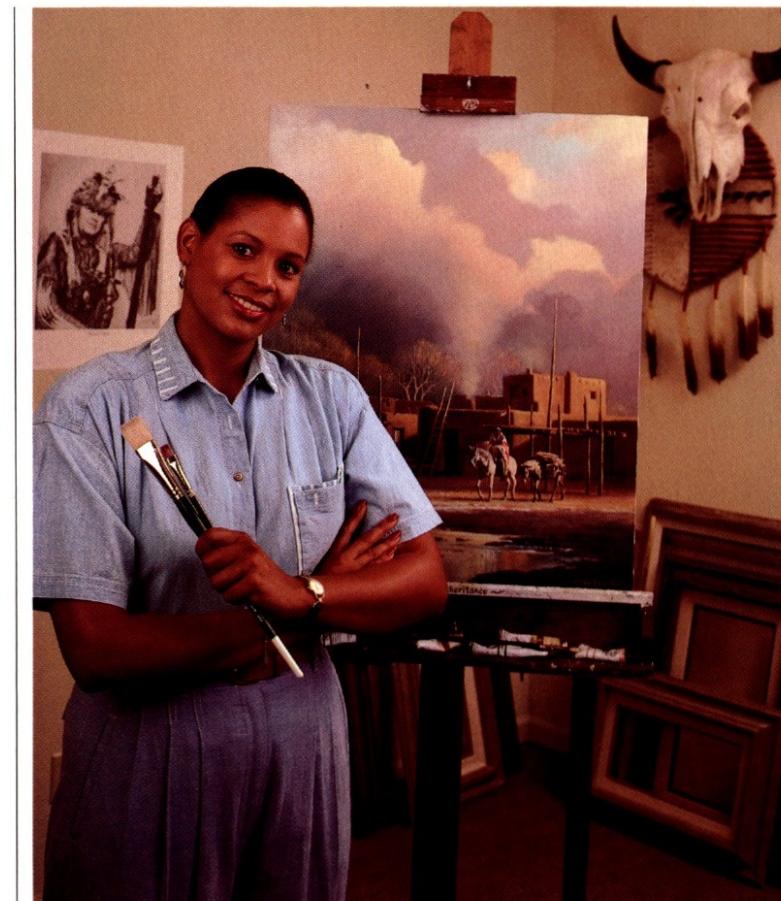
The desert of Arizona has as many moods and as many faces as there are days in a season. The brilliance of spring wildflowers gives way to the shimmering heat of summer. The brooding silences of autumn bring in their wake the cold, crystalline skies of winter. Anyone who thinks the desert is dead and boring has never spent time here.

Cutting through the most magnificent, the most pristine splendor of this desert is Arizona U.S. 89A, a highway born in the spacious vistas of saguaro cactus north of Phoenix and destined, through changing names, for the high reaches above Los Angeles far to the west.

U.S. 89A is the perfect highway for the driver of a Buick Skyhawk. Vistas farther than the eye can see beckon you along a ribbon of concrete so straight, so flat, so smooth that it demands the utmost stamina of the automobile. You dare not break down here for the desert is unforgiving. The Buick Skyhawk provides the



◀ Buick Skyhawk on Arizona's U.S. 89A, a western version of the Great American Road near Sedona.



If you appreciate a car that's affordable, but demand style and comfort as well, Skyhawk was designed for you.

kind of smooth comfort and steady reliability this highway demands.

From the rich velour of its upholstery to the thoughtful touches like a fully reclining driver's seatback, it rewards the owner for knowing that high standards need not mean high price, so long as you know where to look and what to look for.

This desert road is an ideal place to prove the wisdom of choosing the Buick Skyhawk. It honors substance more than flash.

An appreciation of substance as well as a sense of style is a characteristic of the driver of the Buick Skyhawk. This driver has a sense of what is distinctive. And a taste for what is truly rewarding.

Here, in this car, on this road,

the owner can feel a sense of freedom. With perhaps some Bach on the radio, or a bit of clean, pure jazz playing peaceful counterpoint to the silky purr of the engine and the muted sigh of desert air gliding past, the Skyhawk driver is liberated from the concerns and the pressures of the workaday world.

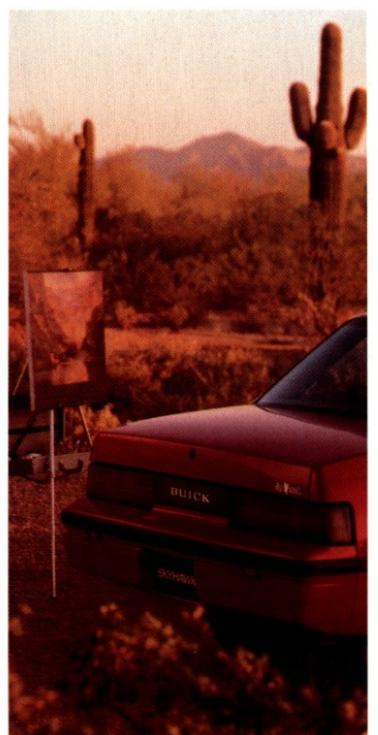
In its unparalleled beauty, and its sheer unforgiving length, this is truly a Great American Road. And it belongs unquestionably to Buick.

This year, the Skyhawk comes in three models: a 2-door coupe, a 4-door sedan and a

4-door station wagon; plus the more sporting Skyhawk SE Coupe Package. Each offers a distinctive access to Buick's line of premium American motorcars.

As befits a Buick, each Skyhawk carries a generous amount of standard equipment and each enjoys the benefits of technology that make ownership rewarding and driving a pleasure.

Power steering and power front disc brakes are standard. So is an electronically tuned AM-FM stereo radio with seek and scan and clock. This year, an upgraded acoustical insulation package is standard. Skyhawk power



comes from a 2.0-litre L-4 engine with electronic fuel injection. That powerplant is coupled to a 5-speed manual transmission.

Skyhawk's transversely mounted engine and front-wheel drive not only provide superior traction but also permit more room within the passenger compartment. And, excluding the wagon,

(continued on page 73)



SKYHAWK



The Skyhawk Sedan:
contemporary styling and luxurious appointments,
in a surprisingly affordable package.



The Skyhawk
Wagon:
practicality
combined with
refinement,
in one very
handsome
Buick.



leading-edge Dynaride suspension technology puts a characteristically smooth Buick ride into every Skyhawk.

Best of all, the 1989 Value Option Packages make Skyhawk ownership even more rewarding. The Packages are a practical way to personalize your Skyhawk, and save money doing so.*

*Savings are based on Manufacturer's Suggested Retail Price of option packages versus options purchased separately.

Skyhawk SE Package. The Skyhawk SE is the sportiest Skyhawk of all. Its aggressive look is aided by concealed headlamps. Other Skyhawk SE equipment includes 14-inch Shelby aluminum wheels, Eagle GT+4 blackwall tires, leather-wrapped steering wheel, black bumpers, amber park and turn lamps, smoked tail and stop lamp lenses, black-out moldings and fog lamps. In Skyhawk SE there is also the firm handling of the Gran Touring suspension. And all the action is monitored by an instrument panel Gage Package comprised of a tachometer, trip odometer, and temperature, oil and volt gages.

Skyhawk Station Wagon. Here's the perfect cross between sportiness and cargo

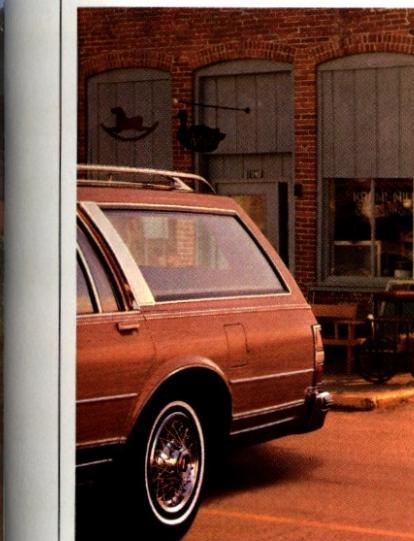
carrying capability. The Skyhawk Wagon has 64.4 cubic feet of usable cargo space. And to make it easy to get at that space, the one-piece, top-hinged tailgate swings up and out of the way in one fluid motion.

When you choose a Skyhawk Wagon, the built-in rear-window air deflector and roof luggage rack come at no extra cost. Front bucket seats, room for five adults and the extra interior roominess provided by front-wheel drive make the Skyhawk Wagon a comfortable place to be. The Wagon's rear seatback is a folding split design that allows extra-long items be stored on one side of the cargo area, and still leaves room for one rear-seat passenger.



ELECTRA AND LE SABRE ESTATE WAGONS

Western Indiana, along the network of scenic highways that wend their way through one small town after another, is America's heartland. Highway 142, as it wanders through the hills and fields and endless horizons outside Eminence, Indiana, is a road that seems quintessentially American. And it is no coincidence that it is here where



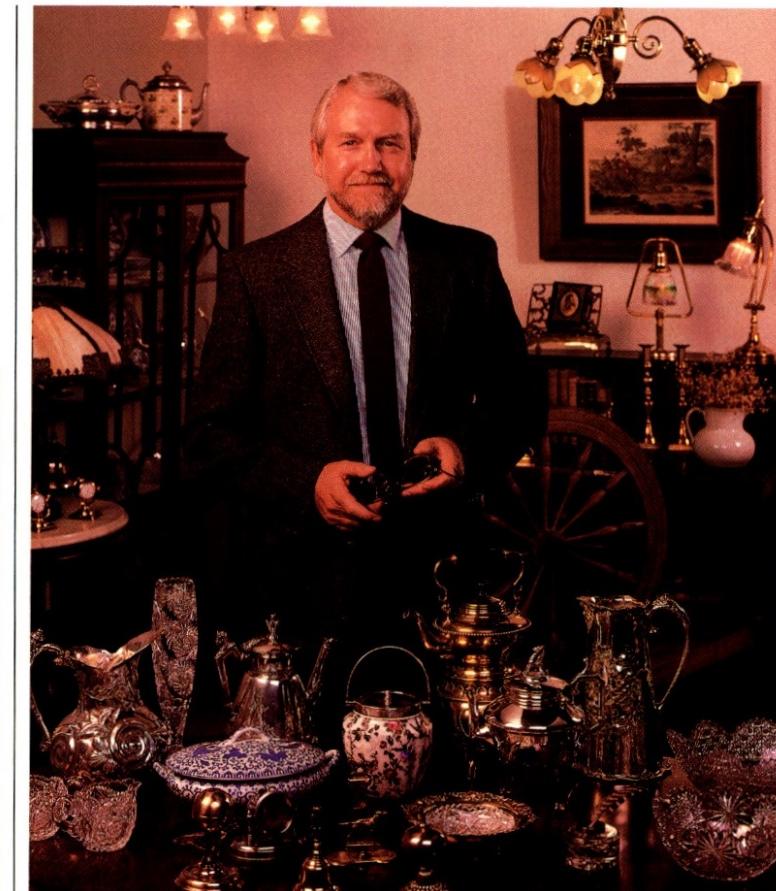
the station wagon, that quintessentially American vehicle, is perhaps most appreciated.

Here, in the timeless country where the Great Lakes meet the Great Plains, Americans value the luxury and utility represented by the Electra Estate and LeSabre Estate Wagons.

The Electra Estate Wagon owner.

While he or she may not, in fact, actually own an estate, the person who chooses an Electra Estate Wagon does things on a grand scale. He or she is a person

◀ Highway 142 outside Eminence, Indiana, in a land where the Great Lakes meet the Great Plains. Everything is on a grand scale, and Buick Estate Wagons are in ample evidence.



The Buick Estate Wagon owner demands both utility and elegance.

of the world, with important executive responsibilities. Yet this person is also one who takes leisure time just as seriously, pursuing hobbies and avocations wholeheartedly. As such, he or she requires a vehicle that can comfortably accommodate both professional and personal lifestyles.

Such a vehicle is the 1989 Electra Estate Wagon. Designed for the owner who is used to demanding the very finest of everything—and getting it.

The 1989 Electra Estate Wagon.

This is the premium wagon in Buick's line of premium American motorcars. It is, quite simply,

the most luxurious wagon available and is the ultimate expression of what a Buick wagon should be.

As you would expect, it is powered traditionally, with a 5.0-litre V-8 engine. This proven, powerful performer has 4-barrel carburetion, linked to a smooth, responsive 4-speed automatic transmission with overdrive.

And because the owner of an Electra Estate Wagon expects certain perquisites for having achieved his position in life, its list of standard equipment is astonishingly complete, even for a Buick.

Of course, air conditioning, AM-FM stereo with seek



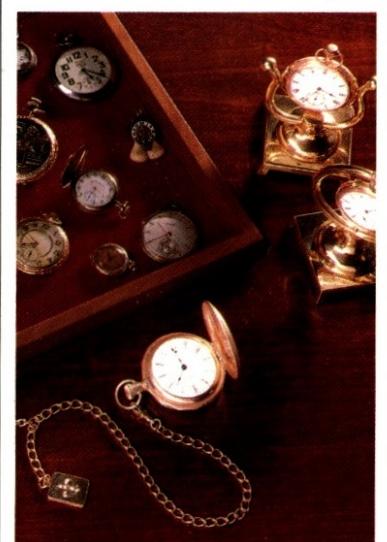
and scan and clock, and tilt steering column are standard. In addition, such useful items as a 6-way power driver's seat, power windows and door locks and a remote-control power tailgate lock are included at no additional charge.

And, also in the Buick tradition, there is a large and lavish menu of optional equipment available, enabling the Electra Estate Wagon owner to make his vehicle a very personal statement of taste and refinement.

LeSabre Estate Wagon. America's family room.

The family road trip, be it Sunday drive or summer vacation, is a time-honored tradition of the American road.

The 1989 LeSabre Estate Wagon upholds that fine tradition, with room for the luggage and necessities the American family



requires to fully enjoy time on the highways and byways of America.

The family that selects a LeSabre Estate Wagon does so to make full use of its spacious cargo area, and comfortable seating for eight. Its interior luxuries treat them the way they expect to be treated. And its distinctive styling and attention to detail offer them

(continued on page 80)

ELECTRA/LESABRE ESTATE WAGONS



a measure of satisfaction lesser wagons simply cannot provide.

Above all, the LeSabre Estate Wagon provides a reassuring measure of continuity. With its room, ride and ample power, it is a visible and stylish guarantee that on the Great American Road, the more things change, the more some things, thankfully, remain the same.

eSabre Estate Wagon for 1989.

The 1989 LeSabre Estate Wagon makes ample room for the American family, with an impressive 115.9-inch wheelbase and 87.9 cubic feet of cargo capacity.

The versatile 4-foot-wide rear door swings out like a door or down like a tailgate for quick access to all that cargo space, which can also be reached through the tailgate's power window.

The LeSabre Estate Wagon sets the standard for quality family transportation with such standards as a 5.0-litre V-8 engine, automatic transmission with overdrive, air conditioning and tinted glass, power steering and power front disc brakes, and more. To allow up to eight adults to be comfortably accommodated, even a third seat is standard—a thoughtful inclusion that is often an extra-cost item on other wagons.

And because America's families are as different as the destinations they choose, the LeSabre Estate Wagon offers a complete line of optional equipment choices, allowing one to tailor an Estate Wagon to one's own particular tastes and demands.



More passengers or more cargo:



In a Buick Estate Wagon...



the choice is yours.

The LeSabre Estate Wagon:
take everything with you on the Great American Road.

The standard AM-FM stereo with seek and scan and clock can be upgraded with one of a variety of premium sound systems. And items like Electronic Cruise Control, Automatic level control, electric rear-window defogger and many other comfort and convenience items are available as well.

Clearly, the 1989 LeSabre Estate Wagon is fully capable of upholding the Buick tradition of keeping families together on the Great American Road—in perfect comfort and style.



1989 MODELS



Reatta. The premium American 2-seater by Buick, Reatta offers the exhilaration of a sports car and the luxury of a Buick.



Riviera. Reminiscent of the classic Rivieras, this new Riviera continues to offer individual style in a personal luxury car.



Electra/Park Avenue. With the new Park Avenue Ultra, these premium American motorcars remain Buick's ultimate in 6-passenger sedans.



LeSabre. Full-size room and numerous standard features make LeSabre the great American family car for the Great American Road.



Regal. The first of a new generation of Buicks, Regal is a unique blend of contemporary style, performance and luxury.



Century. Completely restyled for 1989, Century gives a new outlook to those who view luxury from the practical side.



Skylark. Affectionately known as Buick's "little limousine," Skylark is practical, fun to drive and very Buick.



Skyhawk. A fully equipped Buick at an attractive price, Skyhawk is an affordable and sporty entry-level Buick.



Electra Estate Wagon. Offering exceptional luxury, it is, quite simply, the industry's ultimate full-size wagon.



LeSabre Estate Wagon. With a generous combination of luxury, comfort and practicality, LeSabre Estate is the great American full-size wagon.



Century Wagon. With its front-wheel drive and large capacity, Century Wagon is a practical solution to the challenge of cargo-carrying.



Skyhawk Wagon. Skyhawk Wagon has comfortable seating for five people, and offers more than 60 cubic feet of useful cargo space.

BUICK BUYER'S GUIDE

Reatta

Model Available:

- Reatta Coupe

Standard Equipment:

This is a partial list.
See your dealer for details.

Every Reatta Features:

- 3800 V-6 with balance shaft
- Stainless steel exhaust system with dual outlet
- Automatic transmission with overdrive
- Anti-lock 4-wheel power disc brake system
- Fast-ratio power steering
- Independent 4-wheel Gran Touring suspension
- Electronic Touch Climate Control air conditioning
- Electronic Control Center
- Tilt steering column
- Leather-wrapped sport steering wheel
- Operating console
- Electronic Cruise Control
- Retained accessory power
- Electric rear-window defogger
- Power windows
- Soft-Ray tinted glass
- ETR® AM stereo-FM stereo radio with seek and scan, graphic equalizer, cassette tape player with auto reverse, search/repeat, clock, premium 8-speaker Concert Sound system and automatic power antenna. (This unit receives C-Quam® AM broadcasts. Most AM stereo stations across the country broadcast in C-Quam® but some do not. Check with your local stations for compatibility in your area.)
- Clearcoat paint with chip-resistant primer
- Lockable rear storage compartments (2)
- Extendable slide-out sunshades
- Theft-deterrent system with starter interrupt
- Interior, lockable trunk access door
- Remote Radio Keyless Entry System with automatic door locks

Selected Available Equipment:

- Electric sliding steel sunroof
- 16-way adjustable driver's seat

Engine:

3800 Engine with SFI

Type	V-6
Horsepower	165 @ 4800
Torque	210 @ 2000

Dimensions:

Inches unless otherwise noted	Coupe
Overall	
Length	183.7
Width	73.0
Height	51.2
Wheelbase	98.5
Front Tread	60.3
Rear Tread	60.3
Interior	
Legroom	43.1
Headroom	36.9
Shoulder Room	57.0
Hip Room	53.9
Trunk Capacity	10.5 cu ft
Fuel Tank Capacity	18.2 gallons

Century

Models Available:

- Custom Coupe, Sedan and Wagon
- Limited Sedan
- Estate Wagon

Standard Equipment:
This is a partial list.
See your dealer for details.

Every Century Features:

- 2.5-litre Tech IV with EFI
- Automatic transmission
- Power front disc/rear drum brakes
- Power steering
- Soft-Ray tinted glass
- Composite tungsten-halogen headlamps
- ETR® AM-FM stereo radio with seek and scan and clock
- Deluxe, black, outside mirrors (left remote, right manual)
- Notchback bench front seat with armrest
- Steel-belted, radial-ply, all-season whitewall tires
- Rear-seat lap/shoulder belt system
- Dynaride suspension

Additional Limited Features:

- Front-door courtesy and warning lights
- Black, wide, lower body-side moldings
- 55/45 notchback seats with storage armrest
- Instrument panel gages

Additional Station Wagon Features:

- Carpeted load floor area
- Split, folding rear seatback
- Lockable load-area storage compartments

Dimensions:

Inches unless otherwise noted	Coupe	Sedans	Wagon
Overall			
Length	189.1	189.1	190.9
Width	69.4	69.4	69.4
Height	53.7	54.2	54.2
Wheelbase	104.8	104.8	104.8
Front Tread	58.7	58.7	58.7
Rear Tread	56.7	56.7	56.7
Interior Front			
Legroom	42.1	42.1	42.1
Headroom	38.6	38.6	38.6
Shoulder Room	56.1	56.2	56.2
Hip Room	52.3	52.4	52.4
Interior Rear			
Legroom	36.1	35.9	34.8
Headroom	37.9	38.0	38.9
Shoulder Room	57.0	56.2	56.2
Hip Room	53.6	52.7	52.7
Trunk Capacity			
Fuel Tank Capacity	16.2 cu ft	16.2 cu ft	—
Cargo Capacity	15.7 gallons	15.7 gallons	15.7 gallons
Rear Tailgate Opening	74.4 cu ft	42.6 width	28.7 height
Maximum Cargo Length at Floor	75.4 length		

Skyhawk

Models Available:

- Custom Coupe and Sedan
- Limited Coupe and Sedan

Selected Available Equipment:
This is a partial list.
See your dealer for details.

- 3300 V-6
- Automatic transmission with overdrive
- Air conditioning
- Roof rack (Wagons)
- Tilt steering column
- Deluxe, electric, outside mirrors (left remote, right manual)
- 2-speed windshield wipers with low-speed delay
- ETR® AM-FM stereo radio with cassette tape player
- Soft-Ray tinted glass
- Electric door locks
- Power windows
- Electric Cruise Control
- Analog instrument cluster with trip odometer
- Electric trunk lock release
- Electric tailgate lock release
- Clearcoat paint with Plastisol protection
- ETR® AM-FM stereo radio with seek and scan and clock
- Air deflector (Wagons)
- Woodgrain vinyl applique (Wagons)
- Tailgate window washer and wiper (Wagons)
- Gran Touring Package (Coupe and Sedans)
- Heavy-duty suspension (Wagons)

Engines:

2.5-litre Tech IV Engine with EFI

Type	L-4
Horsepower	112 @ 5200
Torque	138 @ 3200

2.3-litre DOHC Quad 4 Engine

Type	DOHC Quad 4
Horsepower	150 @ 5200
Torque	160 @ 4000

3300 Engine with MFI

Type	V-6
Horsepower	160 @ 5200
Torque	185 @ 2000

Dimensions:

Inches unless otherwise noted	Coupes	Sedans
Overall		
Length	180.0	180.0
Width	66.6	66.6
Height	52.1	52.1
Wheelbase	103.4	103.4
Front Tread	55.6	55.6
Rear Tread	55.2	55.2
Interior Front		
Legroom	42.9	42.9
Headroom	37.7	37.7
Shoulder Room	54.6	54.3
Hip Room	48.8	48.3
Interior Rear		
Legroom	34.3	34.3
Headroom	37.1	37.1
Shoulder Room	55.2	54.1
Hip Room	50.4	50.3
Trunk Capacity		
Fuel Tank Capacity	13.4 cu ft	13.4 cu ft
Cargo Capacity	13.6 gallons	13.6 gallons
Rear Tailgate Opening	42.6 width	28.7 height
Maximum Cargo Length at Floor	75.4 length	

Skyhawk

Models Available:

- Coupe and Sedan
- Station Wagon
- SE Coupe

Standard Equipment:
This is a partial list.
See your dealer for details.

Every Skyhawk Features:

- 2.5-litre Tech IV with EFI
- Automatic transmission
- Power front disc/rear drum brakes
- Power steering
- Soft-Ray tinted glass
- Composite tungsten-halogen headlamps
- Analog instrument cluster with trip odometer
- Electric trunk lock release
- Electric tailgate lock release
- Clearcoat paint with Plastisol protection
- ETR® AM-FM stereo radio with seek and scan and clock
- Air deflector
- Woodgrain vinyl applique (Wagons)
- Tailgate window washer and wiper (Wagons)
- Gran Touring Package
- P215/60R14 Eagle GT+4 tires*

Engines:

2.5-litre Tech IV Engine with EFI

Type	L-4
Horsepower	112 @ 5200
Torque	138 @ 3200

2.3-litre DOHC Quad 4 Engine

Type	DOHC Quad 4
Horsepower	150 @ 5200
Torque	160 @ 4000

Dimensions:

Inches unless otherwise noted	Coupes	Sedans	Wagon
Overall			
Length	179.3	181.7	181.7
Width	65.0	65.0	65.0
Height	54.0	54.0	54.4
Wheelbase	101.2	101.2	101.2
Front Tread	55.6	55.6	55.4
Rear Tread	55.2	55.2	55.2
Interior Front			
Legroom	42.1	42.2	42.2
Headroom	37.4	38.2	38.3
Shoulder Room	53.7	53.7	53.7
Hip Room	52.8	49.1	49.0
Interior Rear			
Legroom	31.8	34.3	33.7
Headroom	36.3	37.6	38.8
Shoulder Room	52.6	53.8	53.8
Hip Room	49.8	49.0	49.2
Trunk Capacity			
Fuel Tank Capacity	12.6 cu ft	13.5 cu ft	—
Cargo Capacity	13.6 gallons	13.6 gallons	13.6 gallons
Rear Tailgate Opening	48.3 width	30.1 height	67.3 length
Maximum Cargo Length at Floor	75.4 length		

LeSabre Estate Wagon/Electra Estate Wagon

Models Available:

- Coupe and Sedan
- Station Wagon
- SE Coupe

Additional SE Coupe Features:
■ Carpet savers
■ Black exterior moldings
■ Instrument gages, tachometer and trip odometer
■ Gran Touring suspension
■ Concealed headlamps
■ Aluminum wheels (4)

Standard Equipment:
This is a partial list.
See your dealer for details.

Every Estate Wagon Features:

- 2.0-litre L-4 with EFI

Standard Equipment:
This is a partial list.
See your dealer for details.

Every Skyhawk Features:

- 2.0-litre L-4 with EFI

Standard Equipment:
This is a partial list.
See your dealer for details.

Every LeSabre Estate Wagon Features:

- 5.0-litre 4-bbl V-8

Standard Equipment:
This is a partial list.
See your dealer for details.

Every Electra Estate Wagon Features:

- 5.0-litre 4-bbl V-8

Standard Equipment:
This is a partial list.
See your dealer for details.

Selected Available Equipment:

- Carpet savers

Selected Available Equipment:
This is a partial list.
See your dealer for details.

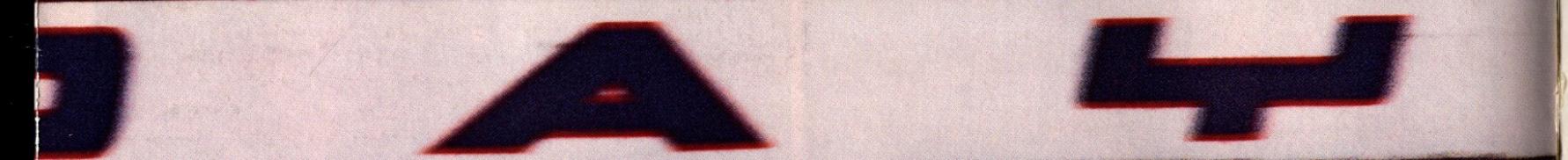
Selected Available Equipment:

- Carpet savers

Selected Available Equipment:
This is a partial list.
See your dealer for details.

Selected Available Equipment:

</div



For Bobby Allison, NASCAR racing is all in the family.

◀ The high bank of the Daytona International Speedway: in 1988 it belonged to Bobby Allison's Buick Regal, winner of the famed Daytona 500.

Jim Crawford in his Buick-powered Indy racecar.

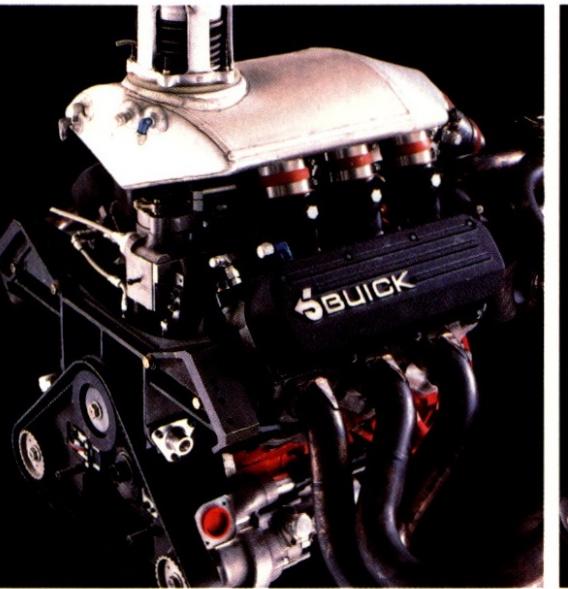
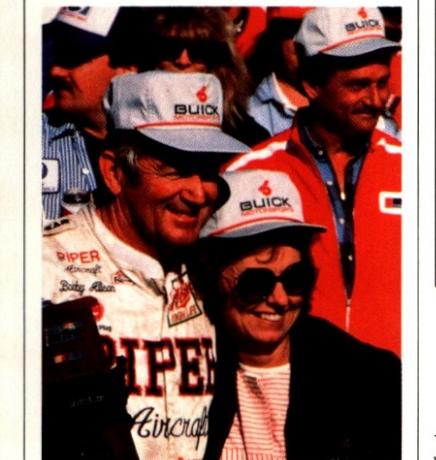
Bobby Allison in his Piper LeSabre, one of many NASCAR competitors to choose Buick V-6 power.



THE OTHER GREAT AMERICAN ROAD

The racetrack is perhaps the most challenging of all American roads, for it is here that new ideas are tested and new technologies are refined.

Buick has a proud and long-standing involvement in motorsports of all types. Buicks were running at Daytona when races



The turbocharged Buick V-6 Indy engine was the 700-plus horsepower powerplant for several of this season's Indy racecars.



For the fourth year running, the American Racing Series has chosen this custom-built Buick engine as the exclusive powerplant in its racecars.

were still held on sandy beaches. And there were 15 Buicks on the starting line for the first-ever Indy 500, more than 75 years ago.

Today, as then, Buick has a firm, underlying purpose for remaining at the forefront of racing: to design automobiles that perform well on every Great American Road. Automobiles

that are not just luxurious, but smooth, substantial and confidently powerful. To Buick, the racetrack is also a test track—a proving ground for technological advances in V-6 engine design, suspension refinements, aerodynamics, solid-state ignition and more.

Specially modified Buicks can be found at all levels of racing,

from NHRA to NASCAR, from IMSA GT to the American Racing Series. And, of course, Buicks can be found on the Great American Road.

Buicks are smoother, more powerful, more substantial than ever—due, in part, to Buick's involvement on the racetrack, one more Great American Road.

Gianpiero Moretti and Michael Roe are co-drivers of this Buick-powered IMSA GTP racecar.

Paul Tracy's Buick Wildcat, competing in the American Racing Series, a 12-event series powered solely by Buick engines.

You don't
have to under-
stand the
technology
behind
Dynaride to
feel the result:
extraordinary
smoothness.

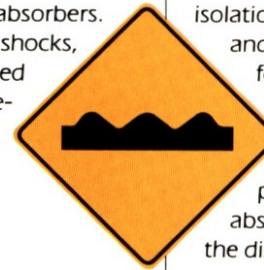


SMOOTH AND DISTINCTIVE.
Dynaride. Buick's unique solution to the
imperfections of the Great American Road.

Smoothness is, perhaps, the primary virtue of the premium American motorcar. Buicks have always been known and desired for their smooth, comfortable ride. More than any other single element, it is what makes a Buick a Buick.

Today, that smoothness has been refined definitively by a Buick exclusive called Dynaride.

The heart of Dynaride is the use of deflected-disc valving technology in the shock absorbers. Unlike conventional shocks, these can be fine-tuned to meet extremely demanding criteria for ride and control.



Which is exactly what Buick engineers have done. And fine-tuned the entire suspension as well, for a smooth ride. A Buick ride. The philosophy behind Dynaride is that smoothness and control need not be mutually exclusive. The Dynaride system uses a pyramid stacking of discs that vary in diameters and thicknesses.

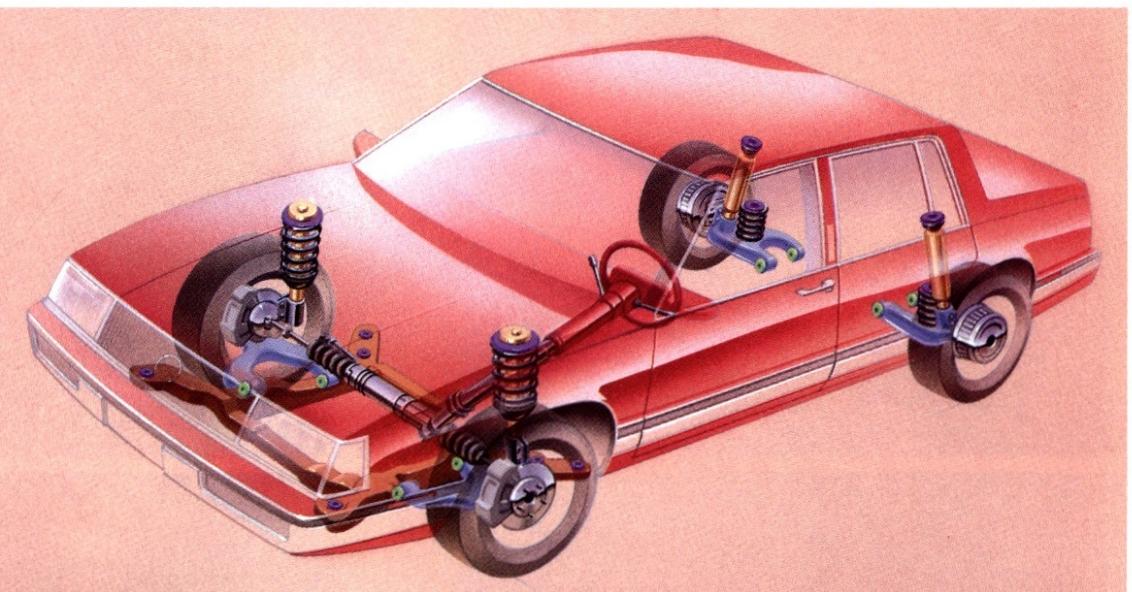
A minor road shock deflects just the first disc, which carries the rest of the stack with it, providing isolation from road imperfections and the pillow-like smoothness for which Buicks are famous.

But then, as more severe road conditions occur, the fluid pressure in the shock absorbers increases, bends the discs and flows through

the others in the stack, providing the additional control needed under such situations. Dynaride offers the best of both worlds: smoothness and control.

And Dynaride isn't limited to just top-of-the-line models, either. Dynaride is a feature found on virtually every 1989 Buick. The few exceptions include station wagons, Reatta, LeSabre T Type, Electra T Type and those Buicks equipped with the Grand Touring option. All other Buicks feature Dynaride. It is, after all, one of the primary reasons we refer to Buick as "the premium American motorcar."

Buick's Dynaride suspension is fine-tuned to offer the best of both worlds: smoothness and control.



Deflected-
disc valving in
the shock
absorbers is
the heart
of Buick's
Dynaride
suspension.



Dynaride instantly
compensates for changes in road conditions.

Meticulous attention to detail marks the production of every Buick, in order for it to earn the title of premium American motorcar. Reatta is one of the latest and most representative examples of that Buick philosophy. At the Reatta Craft Centre, such exacting attention to detail has created an environment that in some ways seems like a step into America's past, when products were slowly, carefully hand-crafted into being.

There are 24 production steps carried out within the Reatta Craft Centre, each one of which takes place at a separate craft station where a small team of skilled craftsmen undertake their phase of the Reatta construction process.

All together, those stations comprise one of the most thoughtful approaches to quality in recent American automotive history. The process allows for intensive attention to detail, a personal caring for the success of the finished product.

The goal here is not quantity, but quality. Unlike a traditional assembly line which moves at its own relentless pace, a computer-controlled Automatic Guided Vehicle moves the Reatta body and chassis to each craft station where it is joined with the appropriate componentry.

Construction processes are computer-aided and high-tech, but the approach is highly personal. The Guided Vehicle moves to the next craft station only after the workers decide that their portion of the assembly process is finished according to specifications. So there is a certain "pride of authorship" that goes into every stage of the process.

To ensure they meet the high standards set for Reatta, all components not actually created in the Craft Centre are given thorough examination when they arrive. As the powerplant for this premium 2-seater, each Reatta engine, for example, receives special attention before being installed in the chassis.

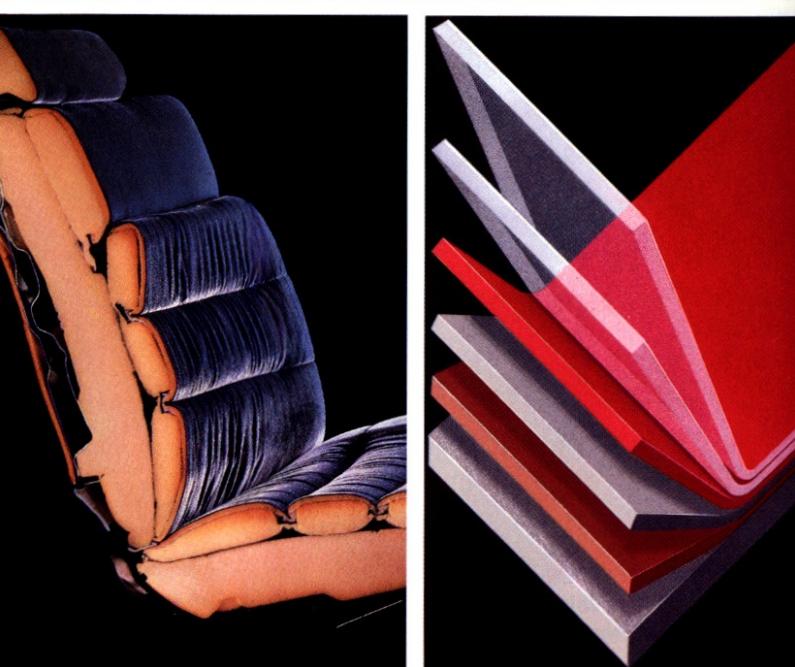
Another superb example of the premium nature of Reatta's special quality is the exterior finish which each vehicle receives. To obtain the best possible results, the 12-stage vertical-dip phosphate Uniprime system has been assigned to one of the finest independent body finishers in the country.

The Reatta exterior finish consists of a primer surfacer, a basecoat and then two clearcoat applications. Prior to applying each coat, the body surface of each Reatta is prepared by hand. After the primer coat, each vehicle is meticulously hand-sanded to remove even the smallest of imperfections.

During application of the finish, the achievement of incredibly high quality standards is guaranteed through continued close inspection of the finish under high magnification. Hand-buffing of the final clearcoat finish brings forth a depth of lustre that is truly remarkable.

Reatta assembly methods set a premium quality benchmark for the entire Buick line. As you examine the following pages, you'll see how the philosophy behind the development of the premium American motorcar translates into those individual car lines.

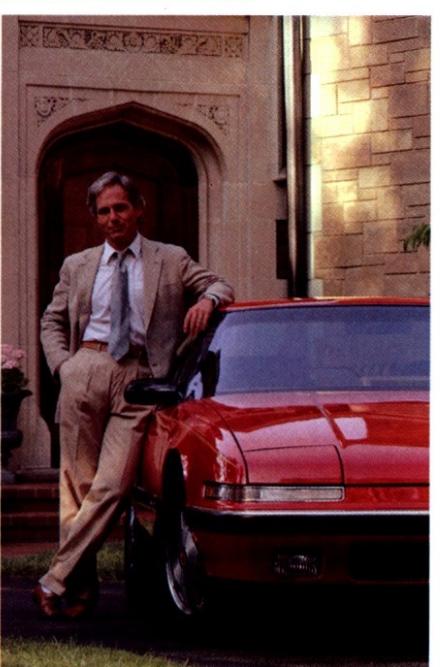
SUBSTANTIAL AND MATURE. Buicks are high in quality, and built to last. And this is why.



The premium American motorcar is the product of attention to detail.



Hand-buffing of the final clearcoat gives Reatta a depth of lustre that ensures pride of ownership.



Reatta is meticulously hand-sanded to remove even the smallest of imperfections.

Buick's
premium
American
2-seater
features very
accommo-
dating 6-way
adjustable
bucket seats
with leather in
the seating
areas.



Comfortable accommodation for two.

Reatta's striking styling will turn heads anywhere. But inside, its sense of accommodation is what impresses most. The Reatta interior is vastly more comfortable than that of a sports car. No detail has been spared or overlooked. A full complement of creature comforts is standard, including, among others: fast-ratio power steering; Electronic Touch Climate Control air conditioning; Electronic Cruise Control; 6-way power seats for both driver and passenger; even a theft-deterrent system with starter lock-out.

Also included is an ETR® AM stereo*—FM stereo radio with seek and scan, plus a cassette tape player with auto reverse. The entertainment unit also features search/repeat, a graphic equalizer, clock, premium 8-speaker Concert Sound system and automatic power antenna.

Unlike conventional 2-seaters, Reatta was designed for comfort. It therefore gives the driver and passenger generous amounts of headroom and legroom. There's also plenty of seating room, thanks to its highly functional, 6-way adjustable bucket seats, with leather in the seating areas. Unlike most 2-seaters, Reatta is easy to enter, comfortable to ride in, and easy to exit.

Reatta's exclusive Electronic Control Center is another prominent interior feature, and the main attraction of the Reatta instrument panel. The Center, or ECC, is an on-board computer that receives driver input and transmits useful data silently and instantaneously.

This Center replaces the functions of more than 90 different switches and gages. It's activated by merely touching the pressure-sensitive CRT screen. A touch of the finger lets the user monitor the engine instrumentation and tachometer, interior climate and entertainment controls, service diagnostics, an overspeed alarm, trip computer and even a personal reminder calendar. Again, it's all standard.

In concept and execution, Reatta represents a mature, sensible approach to what one can, and should, expect from a 2-seater that proudly carries the Buick name.

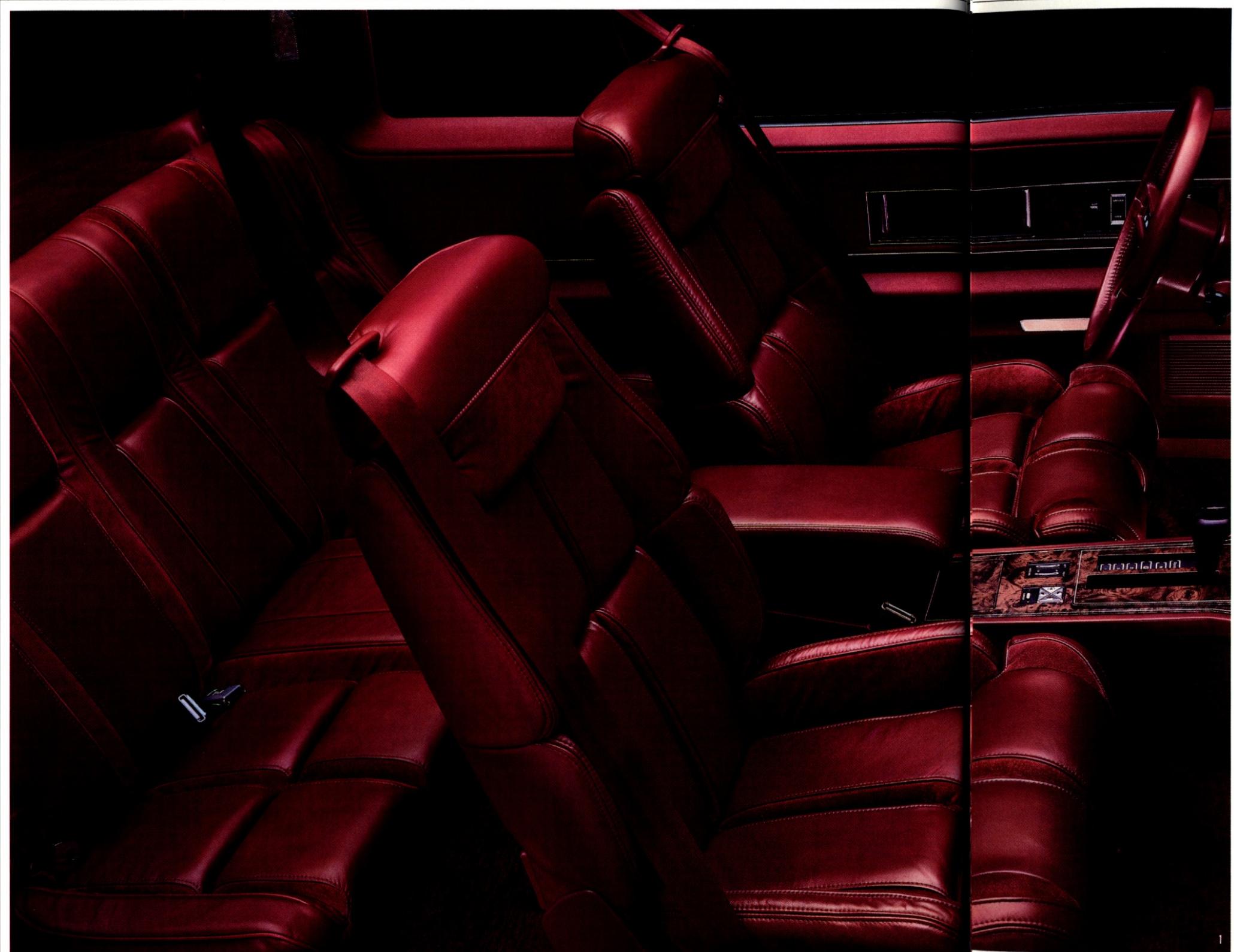
Reatta's trunk is large enough to accommodate two sets of golf clubs. Or the luggage needed for an extended trip. There are two lockable storage compartments behind the seats. Those compartments can conceal cameras and other valuable traveling necessities when your Reatta is left unattended. There's even a door that gives you access from the interior clear through to the luggage compartment. It permits the inside storage of extremely long items like water skis or your favorite fishing rod.

In concept and execution, Reatta represents a mature, sensible approach to what one can, and should, expect from a 2-seater that proudly carries the Buick name.

*Receives C-Quam® AM stereo broadcasts. Most AM stations across the country broadcast in C-Quam® but some do not. Check with your local stations for compatibility in your area.

Buick's exclusive Electronic Control Center replaces the functions of more than 90 different switches and gages.





An ultra-soft leather-trimmed interior, with 16-way adjustable driver's seat, is available, offering comfort as well as luxury.

Personal luxury. Perhaps the most distinctive and personally rewarding aspect of the new Riviera is its interior. There, you will find human engineering and luxury appointments in abundant force. The adjustable and fully supportive driver's seat is available with fine leather in the seating areas. Riviera's Electronic Control Center puts everything within easy sight and reach. A tilt steering column, Electronic Cruise Control, electric door locks and host of other rich details are automatically provided. This year a leather-wrapped steering wheel and leather-wrapped shift handle join the long list of standard Riviera accoutrements. Fuel-access and trunk-access buttons are discreetly concealed within the glovebox. Even the trunk area is more luxurious this year, with the addition of a new carpeted liner and hidden storage box under the cargo floor. It all contributes to making the 1989 Riviera a highly rewarding environment for the discriminating driver.



2

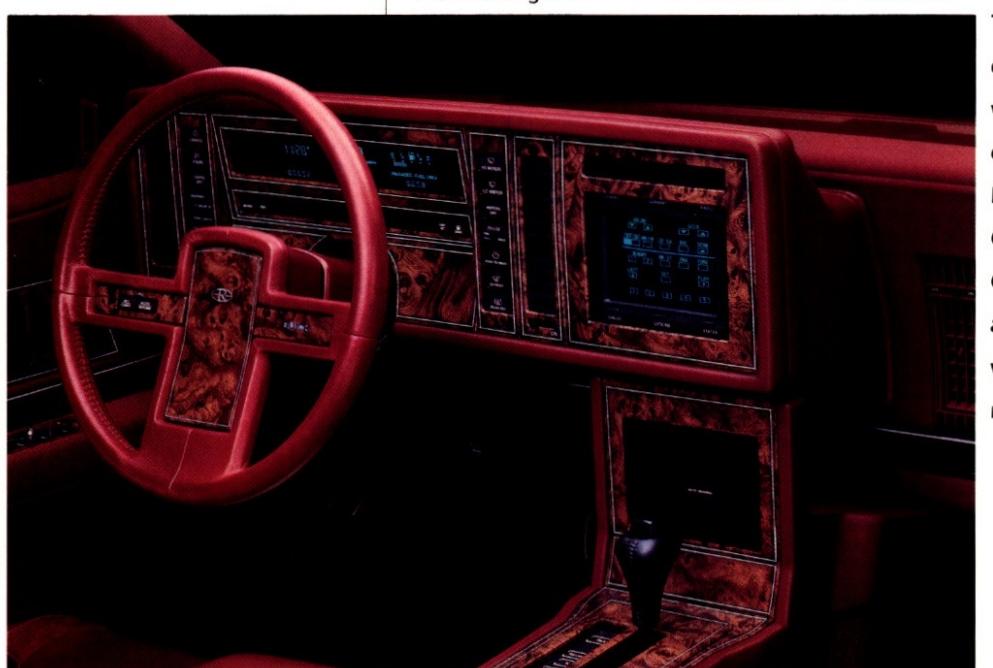


3

Riviera Seat Styles

1. Leather* 16-way Adjustable Driver Bucket	A
2. Cloth Buckets	S
3. Leather* Buckets	A

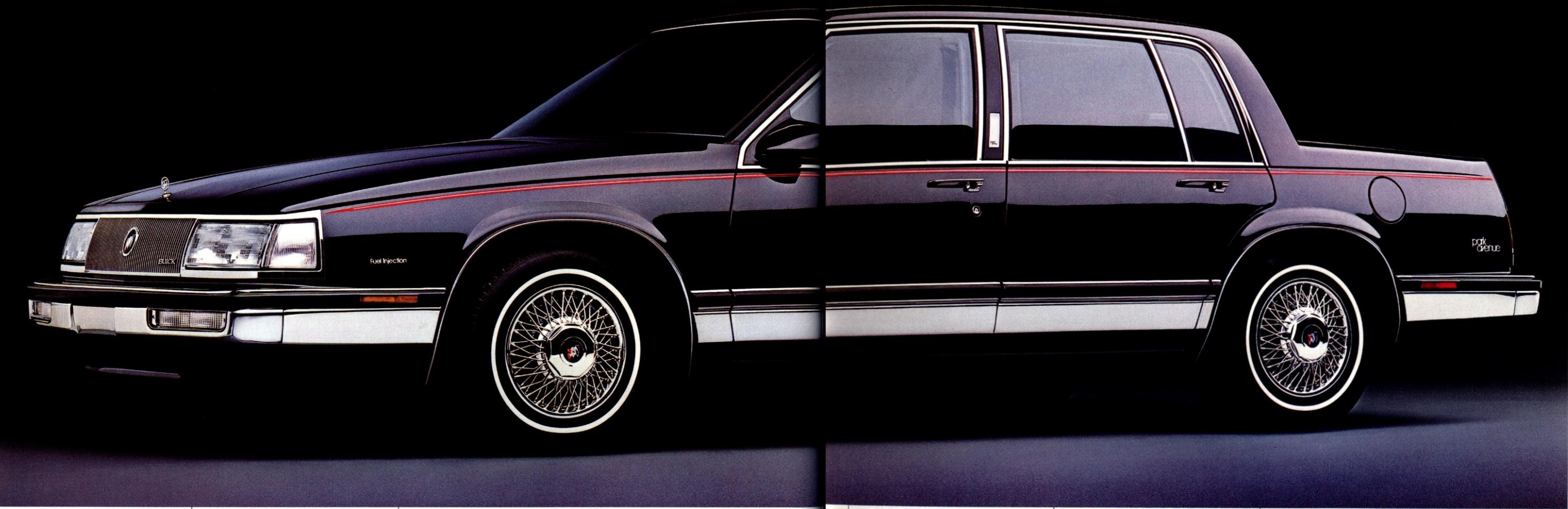
*In the seating area. S—Standard A—Available



The Riviera cockpit, with Buick's exclusive Electronic Control Center, puts all controls within easy reach.

PARK AVENUE

The Buick
Park Avenue:
prestige is
standard
equipment.



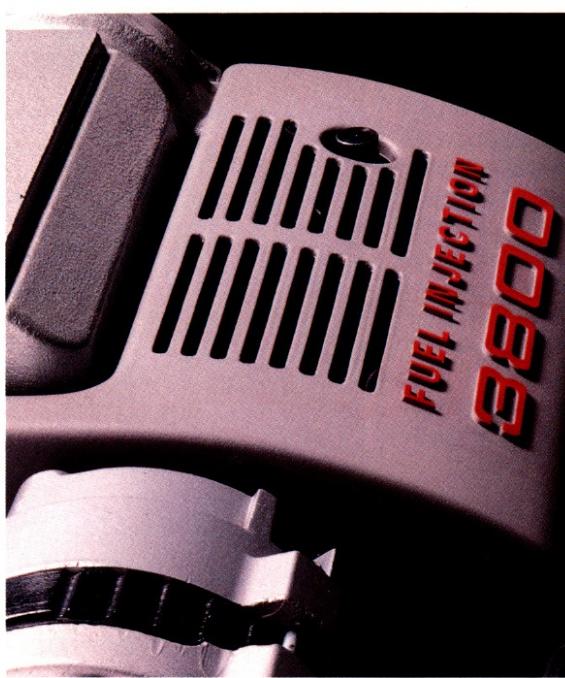
Park Avenue: the embodiment of Buick smoothness and luxury.

As further complement to the standard equipment and trim level of every Electra, the Park Avenue also contains a unique grouping of interior and exterior amenities. Among others, these amenities include cruise control, 2-speed windshield wipers with a low-speed delay feature, electric door locks, an electric remote trunk lock release, additional interior lighting and distinctive exterior trim moldings.

The rewards of Dynaride.

Buick has always projected the image of a substantial, mature, powerful, distinctive, smooth automobile. Dynaride is one example of how technology continually refines that long-standing image.

In creating Dynaride, Buick engineers began with a very advanced suspension system and tuned it to achieve the ultra-smooth ride characteristics historically associated with the Buick name. But then they went one better. The result is a very smooth ride that also gives a very positive feeling of control over the Great American Road. In the end, it provides new levels of long-distance comfort for driver and passengers. Destinations are thus achieved with a minimum of fatigue and strain.



The smooth, responsive 3800 V-6 engine is standard in Electra, Park Avenue and Ultra.

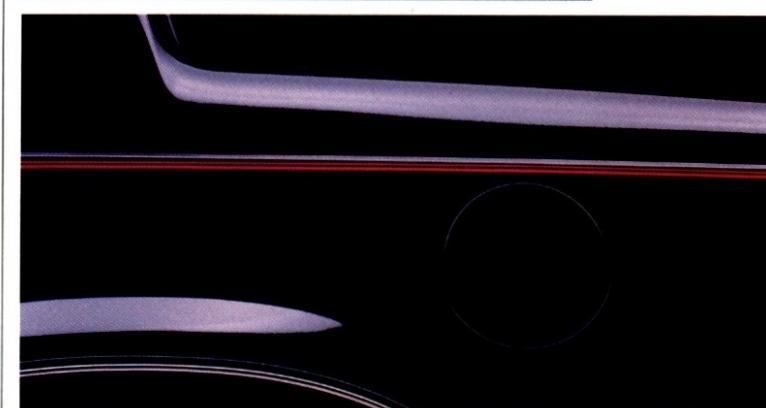
An engine of world-class standards.

The 3800 V-6 engine is standard equipment in every Electra and Park Avenue. It is accompanied by a 4-speed automatic transmission with overdrive. The 3800 is a premium 3.8-litre, sequential-port fuel-injected engine. Its design features include a counter-rotating balance shaft, lightweight alloy pistons and roller valve lifters.

The balance shaft contributes to an engine that is unusually smooth-running both at idle and

all operating speeds.

A lightweight piston assembly is used to decrease the mass of reciprocating parts. The piston, piston pin and piston ring are 26% lighter than the equivalent assembly in the previous 3.8-litre V-6. New manufacturing tolerances decrease friction, to help provide a 250% improvement in bearing reliability. The overall result is a smoother-running, longer-lasting engine—a premium source of power for a premium automobile.



Among the standard amenities of Park Avenue are a remote electric fuel filler door and trunk lock release.

The Electra, in its many forms, offers a wide array of highly refined cloth and leather seating choices.



Electra and Park Avenue instruments and controls reflect a thoughtful attention to both rich detail and ease of operation.

Electra and Park Avenue interiors.

Electra and Park Avenue interiors were created for the individual who insists on superb interior roominess, high levels of luxury and convenience, and plentiful luggage-carrying capacity. Every Electra and Park Avenue interior is therefore crafted with that set of demands carefully in mind. Controls and instruments are placed with utmost concern for ease of operation. Seats are engineered for full-sized frames. Attention to detail abounds everywhere.

Only the finest fabrics and the supplest of leathers on full-foam cushions will meet the criteria for

such luxurious interiors. The Park Avenue Ultra Sedan has 55/45 leather seats standard. Electra T Type has 45/45 cloth front seats with a storage console and armrest. Electra and Park Avenue each have 55/45 cloth front seats with a storage armrest.

Interior lighting is helpful and generous. There are front- and rear-seat reading lamps, a lighted passenger vanity mirror and front-door courtesy lamps in the Park Avenue.

All in all, the Electra and Park Avenue interiors are premium, luxury environments wherein six adults may comfortably explore the Great American Road in refined comfort and elegance.

Electra/Park Avenue Seat Styles	Electra	T Type	Park Avenue	Ultra
1. Cloth 55/45			S	
2. Cloth 55/45			S	
3. Leather* 55/45			A	
4. Cloth 45/45			S	
5. Leather* 45/45			A	
6. Leather 55/45 (shown on page 26)				S

*In the seating area. S—Standard A—Available



From notch-back to 55/45 seating arrangements, the LeSabre is luxurious, well-appointed and expansively spacious.



A full complement of instruments and controls enhances the comfortable accommodation of every LeSabre interior.

LeSabre inside.

Inside LeSabre, one finds rich detail and comfortable accommodation.

LeSabre Custom and LeSabre Coupe offer the amenities of a notchback front bench seat with folding center armrest. Seating in the Limited Sedan is a luxurious loose-pillow, reclining design. The Limited Coupe has 55/45 seats in luxurious woven velour cloth fabric.

LeSabre's front-wheel drive not only delivers traction on wet

or icy roads, but also contributes substantially to the full-size room, since there's no "hump" in the middle of the floor. And the spacious trunk is easily accessible.

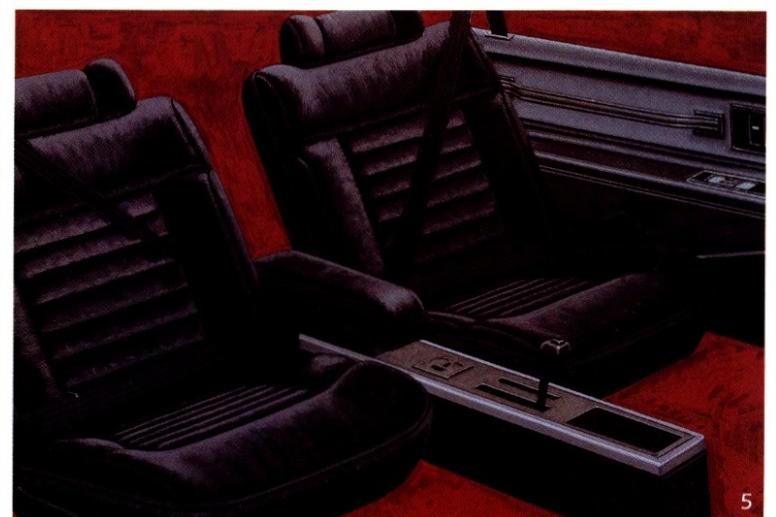
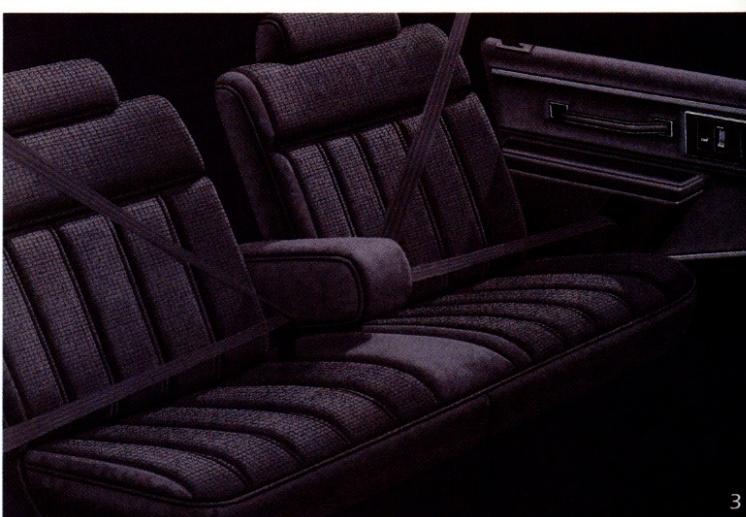
A modified Concert Sound speaker system and an optional leather-wrapped sport steering wheel are new this year.

For a relatively modest investment, LeSabre allows the American family to move up to a full-size Buick. And to do so with a rewarding degree of style and dash.

LeSabre Seat Styles	LeSabre Coupe	Custom Sedan	T Type	Limited Coupe	Limited Sedan
1. Cloth 55/45				S	
1. Leather* 55/45				A	
2. Cloth Notchback Bench	S				
2. Cloth 55/45	A				
3. Cloth Notchback Bench		S			
3. Cloth 55/45		A			
4. Cloth 55/45			S		
4. Leather* 55/45			A		
5. Cloth 45/45		S			
5. Leather* 45/45		A			

*In the seating area.

S—Standard A—Available



This elegant 55/45 seating arrangement, with leather in the seating areas, is one of the stylish and plush interior choices available in the Regal Limited.



Regal's instruments and controls are a further exhibition of its quiet good taste.

Regal interiors. Regal's interior is as rewarding as the rest of the automobile. Here again, the emphasis on technology has enhanced Regal's comforts and conveniences. A digital speedometer, analog fuel gage, rotary odometer and aircraft-type warning lights are standard on the instrument panel. Controls for various functions have either been made electronic, or, if mechanical, are low-travel push buttons.

Regal's Four-seater Package option is another comfortable interior accommodation available on the Gran Sport for your choosing. Up front, the package includes reclining front bucket seats, a full-length operating console, and a

leather-wrapped sport steering wheel and shift handle. The back seat consists of two bucket seats with headrests, quarter-window identification and a rear-seat storage console, with armrest.

To further increase Regal's interior comforts, air conditioning, an AM-FM stereo radio and tilt steering wheel are now standard. An extendable sunshade is also now standard as is the rear-seat lap and shoulder belt system.

A notchback bench with armrest is standard seating in the Regal Custom. Cloth bucket seats come with the Regal Gran Sport Package, and are optional on Regal Custom. Regal Limited seating includes cloth reclining 55/45 front seats, with a storage armrest.

Regal Seat Styles	Custom	Gran Sport	Limited
1. Leather* 55/45			A
2. Cloth Notchback Bench	S		
2. Cloth 55/45	A		
3. Cloth Buckets	A	S	
4. Cloth 4-seater Package Buckets	A		
5. Cloth 55/45			S

*In the seating area. S—Standard A—Available



Century
interiors are
designed
to be roomy
and practical,
but they
are also luxur-
ious and
rich in detail.



Century interiors.
Rich detail is very
apparent in the Century
interior. Here the care-
ful, coordinated blending
of materials and colors maintains
a tone of distinctive, understated
luxury.

A most rewarding sense of
ownership is felt simply by sitting
inside a Buick Century. One is
immediately impressed by the
additional interior room made
possible by front-wheel drive. No
drive-shaft housing intrudes on
passenger-compartment legroom.
Standard Century equipment
includes an AM-FM stereo radio
with seek and scan and clock,
power steering and Soft-Ray tinted
glass. The Century Limited has

front-door courtesy and warning
lights, and elegant, 55/45 front
notchback seats with an armrest
containing a storage compartment.
Station wagons have lockable
storage compartments and carpeting
in the cargo area.

Other new interior amenities
this year include rich vinyl wood-
grain trim on the instrument panel
and doors, new analog cluster
graphics for the instrument panel,
and a new rear-seat lap-and-
shoulder belt system.

Century's distinctive new
exterior styling promises a sense
of affordable, practical luxury. And,
through its detailing and comfort,
Century's interior richly fulfills
that promise.

Century Seat Styles

	Custom Coupe & Sedan	Custom Wagon	Limited Sedan	Estate Wagon
--	----------------------------	-----------------	------------------	-----------------

1. Cloth 55/45 S S

2. Cloth Notchback Bench A A

3. Cloth 55/45 S—Standard A—Available



Century's
instruments
are tastefully
designed, and
its controls
can be easily
reached.



A wide variety of tasteful interior treatments adds to Skylark's image as the "little limousine."



The rich detail expected in every Buick is apparent in the instruments and controls of Buick's "little limousine."

Inside Skylark.

Inside Skylark there is more room than you would expect, room for five adults. Also inside are many upscale luxury touches you'll not find in any other car in Skylark's class.

This year the Skylark Convenience Group is standard. It includes a front-seat armrest, seat recliners, trunk trim, passenger vanity mirror and remote fuel-filler-door release.

Standard also on all Skylarks is a new split-bench front reclining seat. It comes in one of three fabrics, depending on which Skylark model you select.

A color-coordinated lap-and-shoulder belt system is also now standard for the rear seats of all Skylarks. New interior options include a leather-wrapped sport steering wheel, and a new 45/45 bucket-seat design. AM-FM stereo radio, deluxe wheelcovers, rack-and-pinion power steering and analog cluster instrumentation with a trip odometer are standard Skylark amenities.

Sit inside a 1989 Skylark. You'll find that all the comfortable accommodations and rich detail that characterize ownership of a larger Buick are also present in the Skylark, Buick's little limousine.

Skylark Seat Styles	Custom Sedan	Custom Coupe	Limited Coupe	Limited Sedan
1. Cloth Split Bench				S
2. Cloth Split Bench	S	S		
3. Cloth Split Bench			S	
4. Cloth Buckets	A	A		
5. Cloth Buckets	A			A
	S—Standard		A—Available	



Reclining

cloth bucket
seats are
standard on
all Skyhawk
models.



The instrumentation is complete, easy to read, and the controls are easy to reach.

Dynaride and the Skyhawk suspension.

A smooth, comfortable ride has always been the very heart of what a Buick stands for. And even in this smaller Buick, that smooth ride has been refined year by year.

All 1989 Skyhawks continue that tradition, with computer-selected coil springs and a MacPherson strut front suspension with front stabilizer bar. The precision of rack-and-pinion steering and stopping power of power front disc brakes help the Skyhawk driver get the most from these

suspension elements.

In addition, the Skyhawk 2-door coupe and 4-door sedan also offer the rewarding ride benefits of Dynaride. Dynaride is Buick's unique blend of ride smoothness and advanced suspension control, built around deflected-disc-valving in the shock absorbers. The system is so advanced that it permits a wide range of solutions to the problem of balance between bump-taming and road handling. Buick engineers have tuned the system so it delivers a wider range of damping activity. In other words, the Skyhawk has a ride smooth enough to be called a Buick. And controlled enough to be a Skyhawk.

The Skyhawk interior.

The comfortable accommodations that are a major trademark of Buick interiors are visible and enjoyable within the Skyhawk interior, as well. All four Skyhawk models feature contoured front reclining cloth bucket seats for driver and passenger.

In the Skyhawk Coupe, the front passenger bucket

seat has an easy-entry feature for the rear compartments as well as a front-passenger assist strap. In sedan and wagon models, there are assist straps for both front and rear passengers.

AM-FM stereo radio with seek and scan, extended-range speakers and a clock is standard in all models. A full-length operating console, upgraded acoustical package, defoggers with both front- and side-window outlets and adjustable front-seat headrests are all additional examples of the rich detail in every Skyhawk interior.



The interior of the Buick Electra Estate Wagon isn't merely roomy, it's plush and luxurious as well.



Electra Estate interior. From the look of its tasteful woodgrain applique and standard roof rack to its spacious interior, you'll find thoughtful touches inside and out the Electra Estate Wagon. The standard third seat allows the comfortable transportation of up to eight adults, and 3-point rear-seat shoulder belts are now standard, as well.

With rear seats stowed, there's a total of 87.9 cubic feet of very useful load space. And the 2-way tailgate (with power window and remote lock release) makes it very easy to reach.

Should your tastes so dictate, you'll be pleased to learn that tan leather trim is now available in the seating areas. The standard interior features a richly finished, closely woven velour fabric and vinyl on the third seat.

And you may also wish to consider the new Buick Trailering Package, available this year for the first time. It includes a limited slip differential, automatic level control, heavy-duty engine and transmission cooling and a 3.23 performance axle ratio.

Inside the LeSabre Estate Wagon.

American families need all the room they can get. And the LeSabre Estate Wagon answers that demand in high style. Up front, there's a convenient and comfortable 55/45 split bench seat with center armrest, covered like the second seat in a fine fabric. For convenience, the standard third seat is upholstered in vinyl and color-keyed to the other two seats.

The load space is equally attractive, even when not used for carrying items. It is fully carpeted, complemented by cargo lighting and lockable storage compartments. And it is quickly accessible,

thanks to a 2-way tailgate with power window. There is even an indicator light on the instrument panel that alerts the driver when the tailgate is not fully secured.

With its full-size wagon capacity and full complement of interior luxuries, here is the comfort American families demand—and which Buick is very proud to supply—in the 1989 LeSabre Estate Wagon.



Estate Wagon Seat Styles

	LeSabre	Electra
1. Cloth 55/45	S	
1. Leather* 55/45	A	
2. Cloth 55/45	S	
3. Leather* 55/45	A	

*In the seating area. Third seat is vinyl. S—Standard A—Available



2



3

The tastefully designed instrument panel features a wide array of convenience features.

Riviera

Model Available:

- Riviera Coupe

Standard Equipment:

This is a partial list.
See your dealer for details.

Every Riviera Features:

- 3800 V-6 with balance shaft
- Automatic transmission with overdrive
- 4-wheel power disc brakes
- Power steering
- Dynaride 4-wheel independent suspension
- Electronic Touch Climate Control air conditioning
- Electronic Control Center
- Automatic level control
- Tilt steering column
- Operating console
- Electronic Cruise Control
- Retained accessory power
- Electric rear-window defogger
- Electric door locks
- Power windows
- Soft-Ray tinted glass
- Electronic digital instrumentation
- ETR® AM-FM stereo radio with seek and scan and clock, cassette tape player with auto reverse, search and repeat, Concert Sound speakers
- Reclining front bucket seats with easy-entry passenger feature
- Electric trunk lock release
- 2-speed windshield wipers with low-speed delay
- Body-color door edge guards
- Wire wheelcovers
- 15-inch wheels and tires
- Rear-seat lap/shoulder belt system
- Coach lamps
- Custom locking wire wheelcovers

Dimensions:

Inches unless otherwise noted	Coupe
Overall	
Length	198.3
Width	71.7
Height	53.6
Wheelbase	108.0
Front Tread	59.9
Rear Tread	59.9
Interior Front	
Legroom	42.7
Headroom	37.8
Shoulder Room	57.9
Hip Room	55.9
Interior Rear	
Legroom	35.6
Headroom	37.8
Shoulder Room	57.4
Hip Room	55.4
Trunk Capacity	13.9 cu ft
Fuel Tank Capacity	18.2 gallons

Electra/Park Avenue

Models Available:

- Electra Limited Sedan
- Electra T Type Sedan
- Park Avenue Sedan
- Park Avenue Ultra Sedan

Standard Equipment:

This is a partial list.
See your dealer for details.

Every Electra Features:

- 3800 V-6 with balance shaft
- Automatic transmission with overdrive
- Power front disc/rear drum brakes
- 16-way adjustable driver bucket seat
- 6-way power front passenger seat with recliner
- Electric trunk pull down
- Remote Radio Keyless Entry System with automatic door locks
- Automatic electric door locks
- Twilight Sentinel headlamp control
- Theft-deterrent system
- Automatic day/night inside rear-view mirror
- Anti-lock brake system
- Electronic compass
- Cellular telephone installed in console armrest
- Gran Touring Package
- Astrorooftop
- Landau top

Engine:

3800 Engine with SFI

Type

V-6

Horsepower

165 @ 4800

Torque

210 @ 2000

Dimensions:

Inches unless otherwise noted	Sedans
Overall	
Length	196.9
Width	72.4
Height	54.3
Wheelbase	110.8
Front Tread	60.3
Rear Tread	59.8
Interior Front	
Legroom	42.4
Headroom	39.3
Shoulder Room	58.9
Hip Room	55.5
Interior Rear	
Legroom	41.5
Headroom	38.1
Shoulder Room	58.8
Hip Room	54.8
Trunk Capacity	16.4 cu ft
Fuel Tank Capacity	18.0 gallons

LeSabre

Models Available:

- Coupe
- Custom Sedan
- Limited Coupe and Sedan
- T Type Coupe

Standard Equipment:

This is a partial list.
See your dealer for details.

Every LeSabre Features:

- 3800 V-6 with balance shaft
- Automatic transmission with overdrive
- Power front disc/rear drum brakes
- Power steering
- Dynaride 4-wheel independent suspension
- Air conditioner
- Soft-Ray tinted glass
- Automatic front safety belt system for driver and right front passenger
- ETR® AM-FM stereo radio with seek and scan and clock
- Electric rear-window defogger
- Lighted visor vanity mirror
- Electronic Touch Climate Control air conditioning
- Automatic day/night inside rear-view mirror
- Cornering lamps
- Twilight Sentinel headlamp control
- Remote Radio Keyless Entry System
- Theft-deterrent system with starter interrupt
- 2-position memory driver's seat

Engine:

3800 Engine with SFI

Type

V-6

Horsepower

165 @ 4800

Torque

210 @ 2000

Dimensions:

Inches unless otherwise noted	Coupes	Sedans
Overall		
Length	196.5	196.5
Width	72.4	72.4
Height	54.7	55.4
Wheelbase	110.8	110.8
Front Tread	60.3	60.3
Rear Tread	59.8	59.8
Interior Front		
Legroom	42.4	42.4
Headroom	38.1	38.9
Shoulder Room	59.0	59.5
Hip Room	53.0	53.0
Interior Rear		
Legroom	37.4	38.7
Headroom	37.6	38.3
Shoulder Room	57.8	59.8
Hip Room	54.5	56.0
Trunk Capacity	15.7 cu ft	16.4 cu ft
Fuel Tank Capacity	18.0 gallons	18.0 gallons

Regal

Models Available:

- Custom Coupe
- Limited Coupe
- Gran Sport Coupe

Standard Equipment:

This is a partial list.
See your dealer for details.

Every Regal Features:

- 2.8-litre V-6 with MFI
- Automatic transmission with overdrive
- 4-wheel power disc brakes
- Power steering
- Dynaride 4-wheel independent suspension
- Soft-Ray tinted glass
- Tilt steering column
- Composite tungsten-halogen headlamps
- ETR® AM-FM stereo radio with seek and scan and clock
- Air conditioning
- Automatic front safety belt system for driver and right front passenger
- Quartz analog gage cluster

Selected Available Equipment:

This is a partial list.

See your dealer for details.

- Electronic Cruise Control
- Power windows
- Electric door locks
- Electric trunk lock release
- Rear-window defogger
- Aluminum wheels (4)
- Custom locking wire wheelcovers
- Gran Touring Package
- Electronic digital/graphic instrumentation
- Four-seater Package
- Anti-lock brake system
- Compact disc player
- Remote Radio Keyless Entry System

Engine:

2.8 litre Engine with MFI

Type

V-6

Horsepower

130 @ 4500

Torque

170 @ 3600

Dimensions:

Inches unless otherwise noted	Coupes	
Overall		
Length	192.2	
Width	72.5	
Height	53.0	
Wheelbase	107.5	
Front Tread	59.3	
Rear Tread	58.0	
Interior Front		
Legroom	42.3	
Headroom	37.8	
Shoulder Room	57.6	
Hip Room	52.0	
Interior Rear		
Legroom	34.8	
Headroom	37.1	
Shoulder Room	56.8	
Hip Room	53.1	
Trunk Capacity	15.5 cu ft	
Fuel Tank Capacity	16.5 gallons	

- Front air dam and aero rockers
- 16-inch aluminum wheels (4)
- P215/60R16 Eagle GT+4 black-wall tires*
- Fog lamps

*Use of tire chains with this tire may cause damage to your car.

Selected Available Equipment:

This is a partial list.

- See your dealer for details.
- ETR® AM-FM stereo radio with cassette tape player and clock
- ETR® AM stereo radio with cassette tape player and graphic equalizer. (Receives C-Quam® AM stereo broadcasts. Most AM stations across the country broadcast in C-Quam® but some do not. Check your local stations for compatibility in your area.)
- Electronic Cruise Control
- Power windows
- Electric door locks
- Electric trunk lock release
- Rear-window defogger
- Aluminum wheels (4)
- Custom locking wire wheelcovers
- Gran Touring Package
- Electronic digital/graphic instrumentation
- Four-seater Package
- Anti-lock brake system
- Compact disc player
- Remote Radio Keyless Entry System

Buick Safety Equipment	Laminated safety windshield glass	Back-up lights	Illuminated windshield wiper and washer controls (if on IP)
Occupant Protection	Safety interlocking door latches	Center high-mounted stop lamp	Tires with built-in tread-wear indicators
Manual lap/shoulder safety belts for driver and right front passenger; driver side includes visual and audible warning system (except cars with automatic safety belt systems)	Side-guard door beam	Directional signal control with lane-change feature	Safety road wheel rims
Automatic safety belt system for driver and right front passenger (Electra, LeSabre, Regal and Skylark)	Passenger-guard inside door lock handles	Windshield defroster, washer and multi-speed wipers	Audible brake-lining-wear indicators, disc brakes
Manual lap/shoulder safety belts, outboard rear-seat positions	Inertia-locking, folding front seat-backs, two-door models	Inside rearview mirror	Self-adjusting feature, brakes
Manual lap safety belts, center-front/rear-seat positions, where applicable	Safety armrests	Outside left rearview mirror (right mirror where applicable)	Theft Deterrence
Energy-absorbing steering column	Head restraints, driver and right front passenger (adjustable)	Brake system with dual master cylinder and warning light	Audible reminder for ignition key removal
Energy-absorbing instrument panel	Tempered safety glass, side windows; also rear windows	Starter safety switch	Theft-deterrent steering column lock
Energy-absorbing seatback tops, front	Pressure-lock radiator cap	Dual-action hood latch (front-opening-hood vehicles)	Visible vehicle identification number
	Dual sun visors	Low-glare finish on inside windshield moldings, wiper arms and blades, metallic steering wheel surfaces	Marked body parts (Reatta, Riviera, Electra and LeSabre)
	Accident Avoidance	Pressure-relief fuel cap	Remote inside hood release
	Side marker lights and reflectors	Illuminated heater and defroster controls	Theft-deterrent key system (separate ignition key)



BUICK
PREMIUM AMERICAN
MOTORCARS

Important:

A word about this catalog

We have tried to make this catalog as comprehensive and factual as possible. We reserve the right, however, to make changes at any time, without notice, in prices, colors, materials, equipment, specifications, models and availability. Since some information may have been updated since the time of printing, please check with your Buick dealer for complete details.

A word about engines

Buicks are equipped with engines produced by different operating units of GM, its subsidiaries or suppliers to GM worldwide.

A word about assembly of Buicks

Buicks are assembled by different operating units of General Motors, its subsidiaries or suppliers

to GM worldwide. Buicks incorporate thousands of components produced by different operating units of GM, its subsidiaries or suppliers to GM worldwide. We sometimes find it necessary to produce Buicks with different or differently sourced components than originally scheduled. All such components have been approved for use in Buicks and will provide the quality performance associated with the Buick name. Since some options may be unavailable when your vehicle is assembled, we suggest that you verify that your vehicle includes the equipment you ordered or, if there are changes, that they are acceptable to you.

A word about updated service information

Buick regularly sends its dealers useful service bulletins about Buick products. Buick monitors

product performance in the field. We then prepare bulletins for servicing our products better. Now you can get these bulletins, too. Ask your dealer. To get ordering information, call toll-free 1-800-551-4123.

About rustproofing

The 1989 Buicks are carefully designed and built to resist corrosion, so the application of additional rustproofing is neither necessary nor required. Buick's confidence in its extensive anti-corrosion protection is reflected in a new-vehicle limited warranty which includes 6-year/100,000-mile rust-through protection.

Buy or lease a Buick

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

The GM Protection Plan

It offers service protection in addition to that provided by GM's new-vehicle limited warranty. Coverage is currently available only in the U.S.A. and Canada for the 1989 model year. See your Buick dealer for details.

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"Let's get it together... buckle up."

