

THE
MAGAZINE
FOR THE
IN
CROWD

BUICK

Six famous models
look at six
famous models

The tuned car,
Stage II

A visit to the Buick
Sports Hall of Fame

Five ways to put
a song in your heart

An album of
family wagons

1967 EDITION

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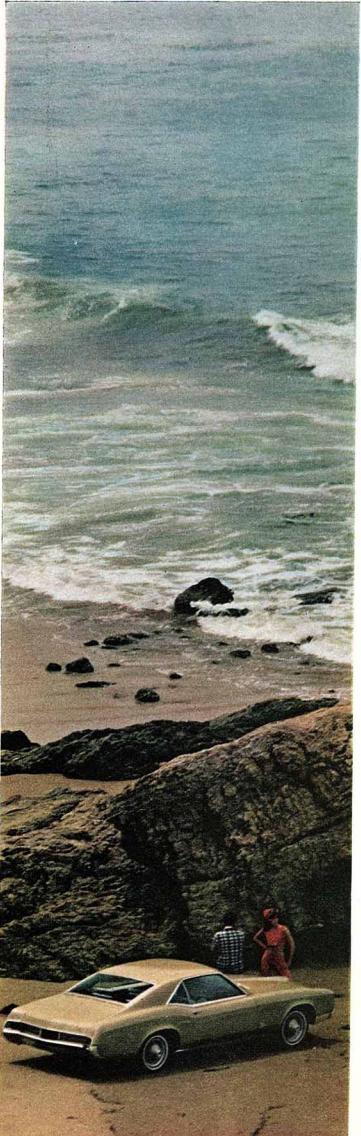


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Buick Motor Division, General Motors Corporation, reserves the right to make changes at any time, without notice, in prices, colors, materials, equipment, specifications, and models and also to discontinue models.



(SOME OF THE EQUIPMENT SHOWN ON THE CAR ILLUSTRATED IS OPTIONAL AT EXTRA COST.)

BUICK

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Buick Motor Division reserves the right to change models, equipment, options or specifications at any time during the 1967 model year. Some of the equipment shown on cars throughout this book may be optional at extra cost.

Basic value in an automobile is something everybody understands. However, the intrinsic safety of an automobile is hardly, if ever, mentioned. Certainly Buick is providing everything in quality, dependability, value and reliability possible. Safety is an intrinsic part of everything engineered into Buick. In 1967, we continue to bring you a car that is engineered and designed with your security in mind. In addition to the basic safety concepts which are under the skin here are some of the more notable features you should know about.

- Inside day-night mirror with shatter resistant vinyl edged glass and breakaway support
- Lane change feature incorporated in direction signal control
- Corrosion resistant brake lines
- Energy absorbing steering wheel
- Energy absorbing instrument panel with smooth contoured knobs and levers
- Soft low profile window control knobs, and coat hooks
- Front seat belt retractors
- Safety door latches and hinges
- Uniform shift quadrant (PRNDL)
- Thick laminate windshield
- Reduced glare instrument panel and windshield wiper arms and blades

There's a long list of optional features which can enhance the individuality of your new Buick and increase the comfort and enjoyment you receive in the coming months and years. These when used with good sense and safe motoring practices will help make your driving safer and more enjoyable. Your safety is important to us . . . make it important to you, too!



(SOME OF THE EQUIPMENT SHOWN ON THE CAR ILLUSTRATED IS OPTIONAL AT EXTRA COST.)

RIVIERA.
The tuned car, Stage II.

Riviera, the luxury car from Buick.
An automobile whose styling, performance, ride and handling
have been honed to a fine edge attained by few of the world's automobiles.

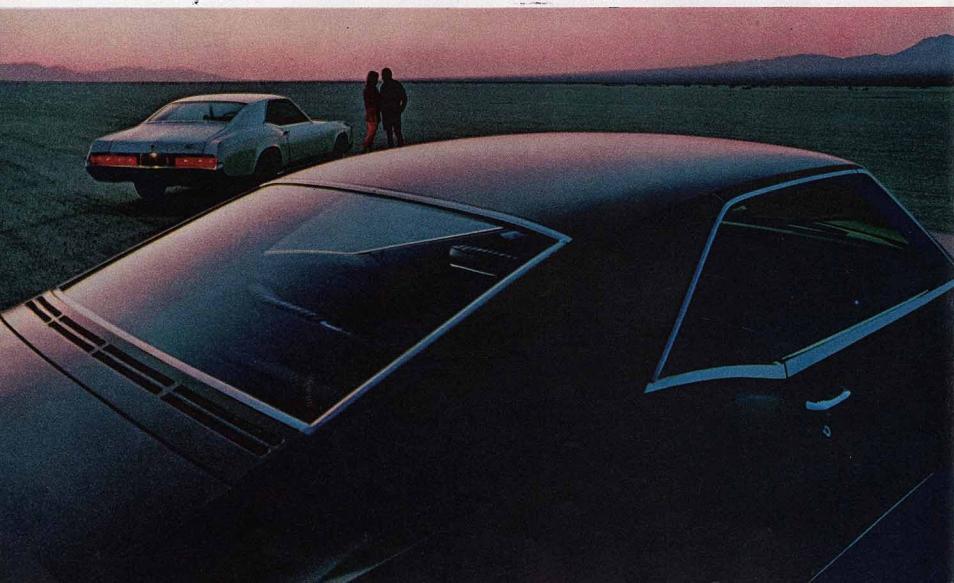
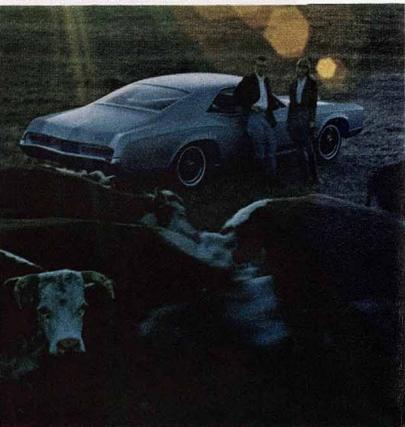
Riviera, a car that is as young as it is luxurious.
An automobile as much at home in Mallorca as Manhattan.

An international favorite.

Riviera.
Look at it. Imagine yourself in it. Imagine that it's yours.
You see how eloquently it would speak for you.

Riviera, the tuned car.
Tuned to the road. Tuned to you.

The tuned car:
for people in tune with the world.



Riviera is the car in tune with today's world. It's as exciting and dynamic as the people for whom it is built.

A 430 cubic inch V-8 engine is standard equipment, delivering 475 pounds/feet of torque, 360 horsepower. Translated, those prosaic figures mean Riviera has enough power to make the Rockies seem like the desert flatlands. And Riviera's 119-inch wheelbase, extra width, and rugged suspension make roads that ordinarily would feel like the Rockies as smooth as a satellite's orb.

Look closely. Do you see what's missing? That little triangle at the corner of the front windows. The '67 Riviera is minus vent windows. To make you look better from without and see better from within. And for ventilation, vents forward of the hood bring outside air into the car and a rear grille lets the stale air escape.

Riviera's standard equipment is detailed fully elsewhere in this magazine (page 56), but for an idea of how complete this automobile is, here are a few of its features:

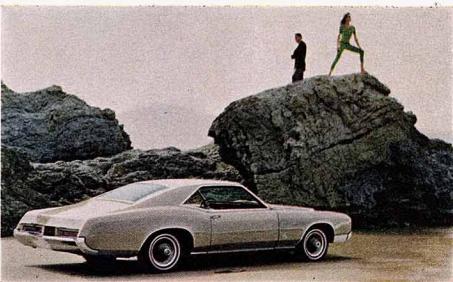
Power steering. Power brakes. Automatic transmission. Tilt steering wheel. Carpeting. Padded instrument panel and sun visors. Back up lamps. Front and rear seat belts. And more. Many more.

The Riviera, but a little more sporty. The car for those who want their Rivieras even more special.

With a 4-barrel Quadra-Jet carburetor, heavy duty suspension, positive traction differential, and available with 15.1 ratio steering.

Now you know what we mean when we call this the tuned car. It's the car tuned to you.

(SOME OF THE EQUIPMENT SHOWN ON THE CARS ILLUSTRATED IS OPTIONAL AT EXTRA COST.)



CONVERTIBLES TO PUT A



SONG IN
YOUR HEART



These are the melodies that build our '67 Buick Convertible rhapsody. The soft caress of summer sun . . . a vaulted roof of stars . . . the sigh of wind in the trees . . . the rhythmic chuckle of rolling tires on warm pavement, all are preludes to that certain time when you climb into your new convertible by Buick and drop the top. It's a great, free feeling that must be experienced. It's a feeling that truly puts a song in your heart.

Electra 225 . . . Bolero in sophistication. The subtle throb of power, sparkling embellishments on style, luxury in custom interiors, these are all a part of Electra 225, the ultimate in convertibles. Now, slide into foam-padded comfort. Peel back the top and feel the freedom of the great outside. Touch the array of controls to answer every command. Start it. Drive it. Now you know real roadability . . . true handling ease. Now you know how it feels to ride under the sun and stars, secure in the knowledge that the 360-hp engine and Super-Turbine transmission will respond to your needs, instantly. This is integrity in a fine automobile. This is cushioned comfort. This is romance on wheels . . . convertible living set to music. This is Electra 225.

Wildcat . . . Serenade to people on their way. Wildcat pulses with response and agility on the road in any model. But, put a convertible top on it and you've got light-

hearted living with flair. The style and sweeping lines seem to put it in motion even at rest. It's a car for people on the move . . . for people going places. Take to the road and feel the tickle of 360-hp touch your toes. Catch the evening breeze at the flick of your finger and open the cabin to the star-studded blackness of soft summer nights. Feel the positive control and handling ease as you sweep into a curve on the highway. Sense the soft envelopment of padded cushions, spacious roominess and finger-tip convenience. It's all a part of Wildcat, tuned to perfection . . . the going-places machine.

LeSabre . . . Ballad to the girl next door. Popular, all-American beauty arranged with comfort, style and fine taste to reflect quality in every line, this is a LeSabre convertible. Look at the lines. Touch the fine finish. Delight in the sleek accents in steel and chrome. Slip into spacious inner comfort on padded cushions. Put down the top and experience the feeling of youthful freedom. These are magic moments with carpet soft on sand-sleek feet . . . happy



moments with a seabreeze whipping your hair . . . quiet moments in the dappled shade of tree-lined boulevards. Under it all, rests a spirited 220-hp power plant and Buick integrity. Nowhere else can such full-sized style, comfort and roadability be packaged at the price. You and

LeSabre were meant for each other and in her convertible mood you'll love her.

GS-400 . . . Speaks in the language of jazz. Riffs and ripples from a brassy, sassy baby that performs . . . in spades. Hit a few hot licks and listen to the down-deep, tones of 340 horses under the deceptively simple bonnet. Climb behind the wheel and sink into a bucket seat just made for you. All the keys are at your fingertips so play a little counterpoint with the nimble-footed handling ease and instant response



of the controls. Baby, this is life in the great outdoors. This is movin' music. It's music you can feel. This is a machine to take you way out and back again. "It's in." It's the Buick GS-400 . . . the convertible with soul, man.

Skylark . . . Swing with a swinger. It's the popular Skylark convertible that sets a trend in style, tone, size and performance. The dash and color are all strictly Buick, but the price is less than you'd think. Up to 220 horses in V-8 harness put you right on the road for those moonlight spins. The big surprise is the comfort and ride, so much like the big Buicks. Skylark's fast on her feet, too, with a personality all her own. She'll match your mood whether it's family fun or a quiet ride with your special girl. If you're going to pick a swinger, pick the most popular swinger . . . Skylark.



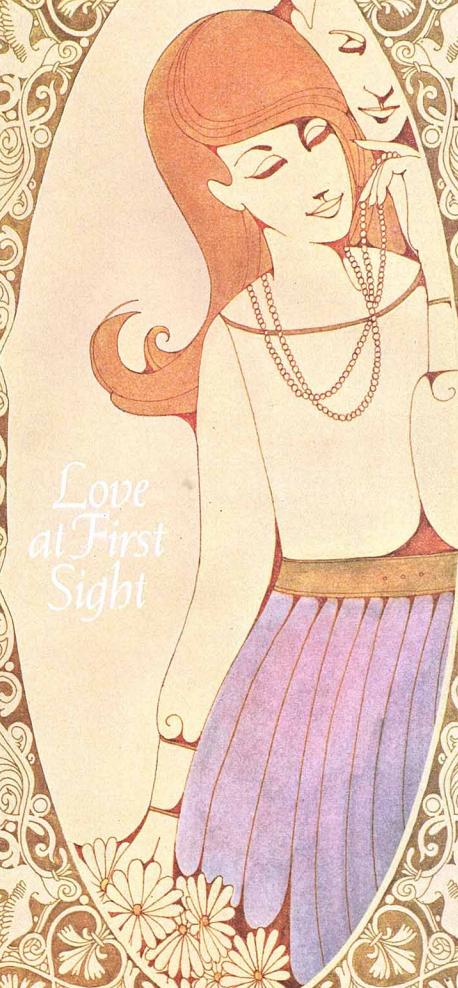
Suddenly there she was... Electra 225

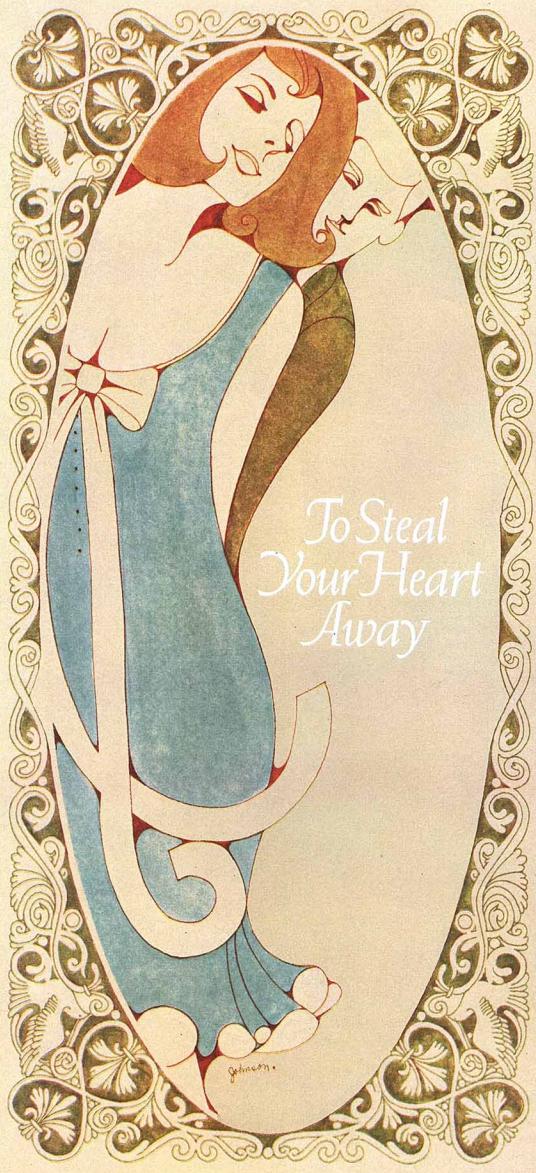


Spring was never like this... Wildcat

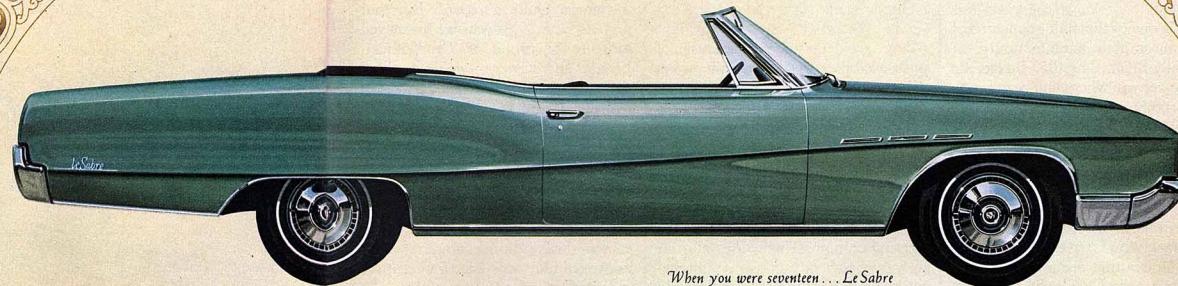
(Some of the equipment shown on the cars illustrated is optional at extra cost.)

*Love
at First
Sight*





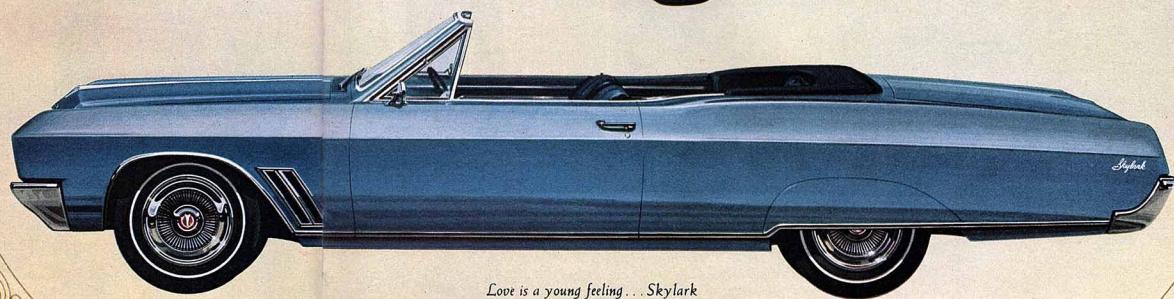
To Steal
Your Heart
Away



When you were seventeen... LeSabre



One of life's great passions... GS-400



Love is a young feeling... Skylark

(Some of the equipment shown on the cars illustrated is optional at extra cost.)

That's what safety means to Buick. Protection for you and your family.

4-way Hazard Warning Flasher

Safety is one of the major concerns of every automobile manufacturer . . . especially Buick. The 1967 Buicks are built to get you where you're going as comfortably as possible, as efficiently as possible, as stylishly as possible, and as safely as possible.

Drive a '67 Buick. The smooth ride you enjoy means more than comfort. It means protection—protection from sudden pits in the road—protection from unexpected curves. Listen to the quiet. Noises that are always annoying aren't there. They're literally built out!

Look around you. At how much visibility you have. At the rugged safety glass windshield. Check under the hood. At an engine with enough power to take you safely up the steepest mountain. To match the rush of turnpike traffic as quickly as is needed.

Tires, drive train, suspension, interior, exterior, windshields—every part of every Buick is designed to do more than look good.

Many accidents occur because of poor visibility or the inability of a driver to see a stalled vehicle on the road until it's too late to avoid a collision. The 1967 Buick has a new hazard warning system that provides unmistakable warning to on-coming motorists. The driver of a stalled vehicle actuates the system by a switch located at the right side of the steering column. This causes all four direction signals to flash simultaneously—just like the lights you've seen on service station trucks. It's also a good way to draw attention to your predicament. Once you're safely moving again the system automatically shuts itself off.

Brakes

1966 gave us plenty of reasons to be proud of our brakes. In the Pure Oil Performance Trials Buicks came in first in two classes of braking compe-

titions and finished second in another. A Buick Special V-6 was also awarded a Gold Cup by Popular Science Magazine for braking performance. Quite a record. But that was last year. This year we have even more to be proud of. On Wildcat, Electra and Riviera—we've doubled the number of fins on our aluminum front brake drums and added ½ inch of length to the shroud which helps keep brakes cool under the severest braking conditions. We've also increased the size of our power brake vacuum booster to give you a 40% greater power assist, and developed a new brake lining material with improved fade resistance for turnpike speed effectiveness.

Improvements on our LeSabre, Skylark and Special series follow a similar pattern—larger power booster and improved lining material with finned alloy iron front drums. For Sportwagon and GS-400 aluminum-finned front brake drums are a brand new feature.

All 1967 Buicks feature dual master cylinders which operate the front and rear wheel brakes independently but from the same pedal and in synchronization. Loss of fluid in either system

is indicated by a warning light. The system then isolates either the front or rear brakes leaving the others operable to stop the car. To maintain brake system longevity, corrosion resistant brake lines further reduce the hazard of fluid loss due to age or wear.

Lane Changing Feature

Nothing is more annoying (or misleading) than to follow a driver for miles who's not aware that his turn signal is still on after making a lane change. In order to take the burden off the driver, Buick has expanded the use of the conventional turn signal. When a driver wants to change lanes he simply holds the turn signal lever down or up. When he's safely in his new lane, he releases the lever and it returns to the off-position.

Seat Belts

This year Buick offers both front and rear push button seat belts as standard equipment. As an added convenience front seat belts will have

retractors and both front and rear belts will have push-button buckle releases. You can also specify shoulder belts for the driver and front seat passenger, now, since shoulder belt anchors are a basic part of the standard equipment.

Many Other Safety Features

Briefly we'd like to mention some of the other more noticeable safety features on all '67 Buicks.

An outside rear view mirror and a day-night inside rear view mirror with shatter resistant vinyl edged glass and breakaway support are standard. You also get as standard equipment a padded instrument panel, padded sun visors, back-up lights, and thick laminate windshield glass with higher resistance to impact. And also windshield washers and dual speed wipers with brush finished wiper arms for glare reduction, are standard.

Locks too have taken on a new safety image. When the safety door lock knob is pushed down, none of the doors can be opened from the inside or outside until the locking knob is manually pulled up. Door

handles are reinforced and latches feature fork bolt locks.

The '67 Buicks are equipped with a safety feature that ought to please housewives particularly. Latches are provided on all split back seats to keep them from tipping forward when the driver makes a quick stop.

Loads of other features, too! Control knobs for radios, wipers, lighter and heater are larger and have been restyled with rounded edges into the energy absorbing instrument panel for added protection.

Transmission shift lever knobs have been restyled for the same reason and a uniform shift quadrant (PRNDL) means you won't mistakenly shift from forward to reverse. The energy-absorbing steering column, a new GM development, can telescope up to $8\frac{1}{4}$ " under severe impact.

To wind up the safety feature parade, Buick for '67 offers: redesigned locks throughout the entire car with increased numbers of key and lock combinations to discourage theft; soft vinyl coat hooks; low profile window knobs; reinforced door hinges; bolts for back seats for more positive retention; and, tire safety rims.

**SAFETY:
THE SUM
TOTAL
OF BUICK**



The Fashionable Two-Doors

AS SEEN BY SIX FASHION MODELS

(SOME OF THE EQUIPMENT SHOWN ON THE CARS ILLUSTRATED IS OPTIONAL AT EXTRA COST.)

Electra 225



Our answer to those who think high fashion is haughty fashion. Electra 225 is the luxury car built for the man or woman young enough to enjoy a luxury car. It's as fresh and vital as the owner it's built for. Its look? Low. Lengthy. A look of motion, even at rest. A look that begins with a newly designed roofline, sweeps aft from unique grillwork, ends with a new deck lid and port-to-starboard taillamps. Its cabin? A pleasant canopy. With more than 40 inches of leg room, 38 of headroom, 60 of shoulder room. With carpeting that climbs partway up the doors. (Custom models have wood grained door moldings. With power steering, power brakes, automatic transmission, electric clock, and many other standard items. If you can think of some additional feature you'd like that isn't standard on this Electra 225, just ask. It's probably available, too. Now add horses. 360 horses corralled in the new 430 cubic inch engine. Harness to a Super Turbine automatic transmission, turn the ignition key, and move out in a way you'd never expect in a luxury car. Electra 225 haughty? Stodgy? Never. See for yourself. Try either the Electra 225 or the Electra 225 Custom for yourself. Whichever Electra you choose, wear it in style.

Wildcat



Say its name again and you'll sense how it's meant to be worn. Wildcat. It's as low, long and sinewy as its namesake. With more power. Wildcat. How can we describe the Wildcat fashion? Its looks are all its own; there's nothing quite like it on the road. You don't buy clothes that look like everybody else's... why buy a car that does? Be sure you notice its grille. It's almost as wide as the car and as striking. Notice the taillamps: two horizontal bands extending from one side to the other. The car between grille and taillamps? You won't have any trouble noticing that for yourself. Inside our car? Luxury the likes of which the animal kingdom has never seen. Seats that are contoured to fit you... your shoulders, your back, your legs. Carpeting that's made for bare feet, on the floor and on the door panels. Room for a family of giants. Wildcat's 126-inch wheelbase gives you room to stretch out in. 37 inches of head room give even your rear seat passengers room to sit up in.

LeSabre



A high fashion original for those who think they can't afford one. What makes the 1967 LeSabre a true American original? To answer one question with another: what other automobile offers as much for as little? There's nothing puny about LeSabre. It spans more than 18 feet in length. Its width reaches nearly seven feet: six feet, eight inches, to be exact. Its wheelbase stretches a full 123 inches. There's nothing lacking about LeSabre. We didn't skimp in size and we didn't skimp in content. If it's standard equipment you want, LeSabre's riding room is replete with it. Nylon-blend carpeting. Fore and aft seat belts. Padding clad instrument panel and visors. Heater. Defroster. Inside and outside mirrors. Brakes that adjust themselves. And many equally impressive and important et ceteras. There's nothing petty about LeSabre's under-the-hood features, either. If its size and equipment don't get you, the way it handles will. A 340 cubic inch V-8 delivers everything you'll need. And LeSabre's size pays off again in smoothness, in surefootedness, in riding comfort with a capital "C". There's everything high fashioned about the looks of our coupes, LeSabre and LeSabre Custom. Look. At the sweep of the side. At the breadth of the grille. At the taillights. At a car that's a lot more car than you'll have to bargain for.

GS 400



You'd expect a new addition to the line of Buick fashionables to be exciting and dramatic... and you wouldn't be wrong. The GS 400

is all you'd expect, plus some. New? Yes. Exciting? Yes. Dramatic? Yes. Original? Appealing? Built for the good life? Yes. Yes. Yes. Add the sporty to the elegant and this is what you get: the new, young GS 400. The excitement begins behind the full-width grille. Below the Gran Sport hood scoops. With a 400 cubic inch engine. Eight cylinders and a four-barrel Quadrajet carburetor deliver 340 horsepower and 440 pounds/feet of torque. You want a real road machine? You've got it. Inside? That's up to you. All-vinyl bench seats and three on the floor are standard. But you can order a three or four speed stick in a floor console, optional bucket seats and a full length console or column shift with a Super Turbine automatic transmission. Add options to standard equipment and you've got enough to build your own custom automobile before it ever leaves the factory. What's standard? Carpeting. Padded dash and visors. Heater and defroster. 6,000-mile lube from suspension. Delcotron generator. 14-inch wheels. Seat belts up front and in the rear. Dual speed windshield wipers and windshield washer. Plus many other features. And as if the GS 400 isn't exciting enough inside, just step outside and take a look. Recessed taillamps. Full wheel openings accented with chrome. The new grille. The hood scoops. Everything in the GS tradition. But in a way, a unique way. GS 400. Coupe and Sport Coupe.

Skylark



Just the car to wear anywhere. You'll look as good as you would if you were driving something costing \$10,000 more. And you'll look shrewder because you didn't dish out the extra dollars. With a car as young and good looking as this, who needs to spend more money anyway? Take it to the Smokies or the Rockies. Good looks isn't all you get in a Skylark. It's brawny enough to take on the toughest terrain. And handles easily enough to let you enjoy every inch of the way. Take it to Grandma's. There's enough room for the whole family, plus a bundle of baggage. More than 36 inches of headroom in the rear. More up front. And almost five feet of shoulder room. (Now, who do you know that wide?) Take it to the gas pump. Seldom. Skylark's 235 cubic inch V-6, standard in the Thin-Pillar Coupe, won't burn up the fuel. And, that goes double for the 210 hp, 310 cubic inch V-8 that's standard in the Sports Coupe. Take it anywhere. Enjoy it everywhere. It's built that way... to suit you. Which is why Skylark's standard equipment includes so many important items and more options available to individualize your car than ever before. (All the equipment's listed on Page 58. For the hardtop and the coupe. You're in for a

pleasant surprise when you read it, too.) Take the 1967 Skylark with you wherever and whenever you go. Driving has never been so good.

Special Deluxe and Special



A Sunday-go-to-meeting. Saturday-go-to-picnic outfit for the young family.

Put two good size sofas end to end and you've got a pretty good idea of how long the Special De-

luxe is: 17 leg-stretching feet. And it's nearly as wide as one of those sofas is long: six and a quarter feet. Try that on for size some afternoon with a catnap. (You'll notice the seats are like sofas in more ways than one.) While you're relaxing, check out the rest of the Special Deluxe interior. We call it a "ridingroom," and we build it like a livingroom. The Special Deluxe wall-to-wall carpeting is soft enough and thick enough to comfort the weariest soles. And it's tough enough to stand up to the scrapes and splashes of an army of kids. Plenty of standard built-ins, too. A heater and defroster, dual arm rests, ash trays, cigar lighter, and courtesy lamps head the comfort list. Front and rear seat belts, dash and visor padding, inside and outside mirrors, directional signals, self-adjusting brakes, step-on parking brake, back-up lamps, dual-speed wipers, and windshield washer are there for your peace of mind. And many more features are included to make the Special Deluxe just the car you need. That's all inside. Outside? Just look for yourself. How would you describe it? Young? Impressive? Smart? It's all that. It's more. It's whatever you want your car to be. It's a youthful, impressive automobile—from the new, full-width grille to the recessed taillamps. Add the available GS package like the one pictured below and you've got something unique in style. The distinctive grille, GS emblems, a hood molding and side treatment provides sleek accents to an already fine design. And it's just as young under the hood. A 225 cubic inch V-6 is standard equipment on all Specials and Special Deluxe 2-door models. Hitch those horses to the three-speed stick on the column and you can stand up to anything. Especially the gas pump. One more thing. Many people ask for low-priced economy in a luxury Buick. For them there's the 1967 Special. It's just what its name implies: the 1967 Special with those touches that set it apart from other low-price cars. See for yourself. Special. Special. Special. The 1967 Special really is.



(SOME OF THE EQUIPMENT SHOWN ON THE CARS ILLUSTRATED IS OPTIONAL AT EXTRA COST.)

The
Electra 225
& Suzy
Parker

"When I was in school,
I knew a boy whose name was Buick
... Buick Jackson or Johnson
or something.
Anyway, he was named Buick
because he was born on the way
to the hospital
in the back seat of his father's Buick.
You've got to admit he was lucky.

Buick's a good name.
I've heard Buick Jackson
... or whatever it was...
is quite a success.

"A woman should think of her car
as a personal accessory
like jewelry.

She doesn't wear just any
piece of jewelry
and she shouldn't
wear just any kind of car.

When you're in a car,
you're really wearing it
and people's opinion of the car
is their opinion of you.

"To me Buick is like a fine piece
of jewelry.

It looks good;
it has fine architectural lines.

But it's even nicer inside.
It's nice to drive,
but it's a lot more fun
just to ride in and enjoy."



(SOME OF THE EQUIPMENT SHOWN ON THE CAR ILLUSTRATED IS OPTIONAL AT EXTRA COST.) FASHIONS BY OSCAR DE LA RENTA. HAIR BY INGRID OF KENNETH. JEWELRY BY J.K.L.

(SOME OF THE EQUIPMENT SHOWN ON THE CAR ILLUSTRATED IS OPTIONAL AT EXTRA COST.) FASHIONS BY PAULINE TRIGERE. HAT BY EMMIE.



The
Wildcat
&
Wilhelmina

'I know what they should be
and what they are.

Buick is a very good car;
it is strong, but quiet.
I can sense its strength and power.
"But what makes Buick
one of the world's best automobiles
is that it is a complete automobile.
It is, however, yes.

But it is also luxurious.

It is sporty.
It is elegant.
It is tailored.
"I think American automobiles
have undergone
the same kind of change as fashions
in the last ten years.
They've become very young.
But too often they're showy.
Perhaps this is why
I've always appreciated Buick.
It is very modern.

But it is also very elegant.
When I saw this Wildcat,
I fell madly in love with it."

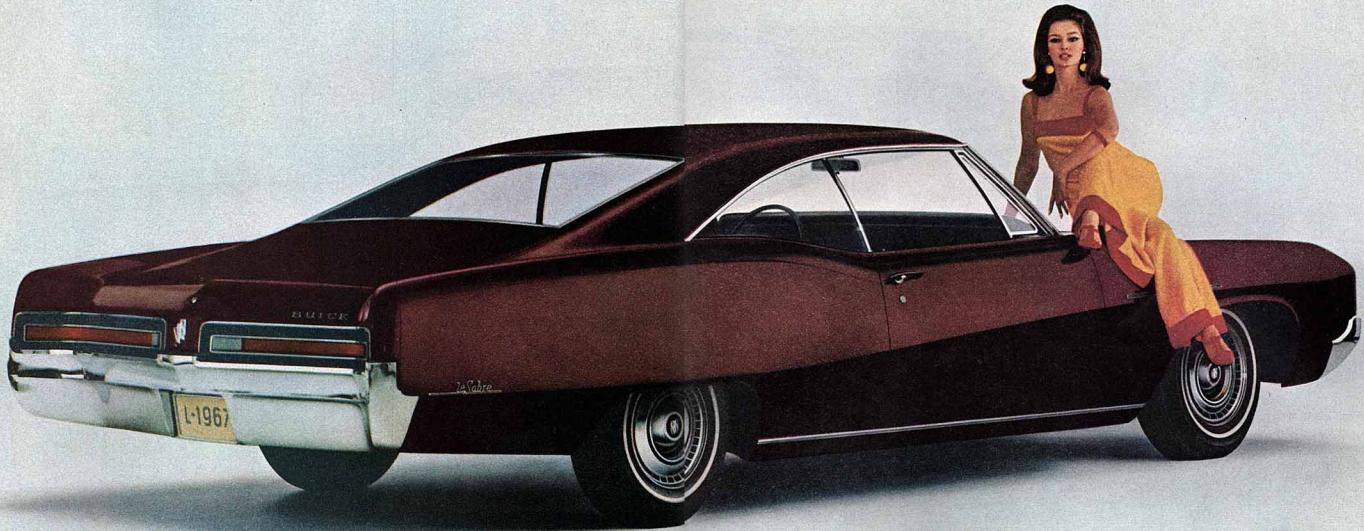
*The
LeSabre
&
Dolores
Hawkins*

"My husband and I have a farm in New York near the mountains with lots of room for our horses. Can you see what would happen if I drove up to a horse show pulling my trailer with this chic LeSabre?"

"The ideal thing for me would be to have a Buick station wagon for the farm and this LeSabre for going places and to use in New York."

"I think a woman should always wear the things that suit her, not just the things that are in Vogue. I like simplicity in everything."

"I think that you have to choose a car the same way you choose your clothing—it should be suited to you. It should fit you and the things you like. The LeSabre's a very special car; you can see that immediately."



(SOME OF THE EQUIPMENT SHOWN ON THE CAR ILLUSTRATED IS OPTIONAL AT EXTRA COST.) FASHIONS BY CHUCK HOWARD OF TOWNLEY.

(SOME OF THE EQUIPMENT SHOWN ON THE CAR ILLUSTRATED IS OPTIONAL AT EXTRA COST.) FASHIONS BY TIGER MORSE. SHOES BY CAPEZIO.

*The
GS 400
& Jean
Shrimpton*

"In London we're used to very small cars. The GS 400 is so much larger, so much more comfortable. But, you know, it still has that sporty look, that special flair. It would get a lot of attention in London."

"I'm funny about cars. I like cars that look and act like they have a lot of power. The minute I saw the GS 400 I liked it. You can sense its power."

"In some ways cars are like fashions. Some fashions are obviously extreme, and some cars are built the same way. Not so with this Buick. Even though it's very fine and very elegant, it's quite casual and relaxed. Perhaps the best way I can think of to describe this car is... it's simply fabulous. I'd really love to drive it at home."



*The
Skylark
&
Dolores
Wettach*

"I have an old 1940 Buick.
Right now it's sitting in Vermont
in my sugar orchard.
When I gather maple syrup
in the springtime,
I sit in it to keep warm.
When my father hunts, he uses it, too,
but he thinks I should get rid of it.
I don't want to.

I always like to hang on to things
that mean something to me.
"I've always been very competitive.

I love to win.

I love the winning sense
of strength and power in certain cars.
I can see it in this Buick.
"How could I use this Buick?
I'd put my dad in it and
go for long rides in the country . . .
anywhere.

Or better yet, I'd use it
to take my mother to Alaska
. . . she always jokes
about panning gold
and you'd certainly need
a tough car up there."



(SOME OF THE EQUIPMENT SHOWN ON THE CAR ILLUSTRATED IS OPTIONAL AT EXTRA COST.) FASHIONS BY CHUCK HOWARD OF TOWNLEY. SHOES BY CAPEZIO.

(SOME OF THE EQUIPMENT SHOWN ON THE CAR ILLUSTRATED IS OPTIONAL AT EXTRA COST.) FASHIONS OF ATELIER BY GAYLE KIRKPATRICK.

*The Special
Deluxe
& Penny
Ashton*

"I think this Buick is a real groove.
It's a sharp car. It's clean.

It's fine. It's smooth.
It's a conservative car,
but in a chic sort of way.

"I like way-out things,
young things, different things.
But I don't like gimmicks.

I like things that are so clean
they're really outstanding.
"When I dress to go out,
I wear plain things,
clothes with beautiful lines and
beautiful cloth, but young clothes.

"I think it's important
that the things you wear
show you off, just
show off themselves.
It's the same with a car.

"A car has to compliment you.
It has to make you look good.

I don't like fads, so I don't worry
about who's wearing what
and who's driving what.
I just want to know that
my clothes and my car fit me.
This Buick Special would
make anyone look good."



BUICK INTERVIEWS MARTA RETZLAFF

Marta Retzlaff, two-time winner of the Mobil Economy Run, talks about her automotive hobby, the men she competes with and of course—other women.



Q. As a two time winner of the Mobil Economy Run Marta you must have gotten off to an early start. Who taught you to drive?

A. Actually I was a very athletic teenager, but hardly what you'd call a tomboy. I believe that girls can and should be feminine regardless of the activity. As for my driving, I owe a lot of credit to my Dad. He taught me control by having me stop at every corner and shift down to low again. I was only 14 at the time.

Q. Do you think that women are emotionally capable of handling emergencies that crop up in everyday driving?

A. Personally I feel that women handle more emergencies daily than men do, particularly with an injured child. Chances are a man will emotionally panic while a woman will calmly take the necessary steps to correct the situation. Emotional panic often comes through lack of knowledge or experience. So given the proper driving experiences, women should certainly be able to cope with driving emergencies as well as men.



Q. Has there been any noticeable male resentment against you because of your wins?

A. It's understandably hard for a man to be bested by a woman in any field or career. But I've found that the men I've been in competition with know what goes into making a win. They're fully aware of the practice and hours necessary to make the right reaction to driving situations come automatically. They have always respected my abilities and training in this area. These men know that to bring in a winner you need a car that's engineered in "economy details". The best driver in the second best car may win but the best car with a properly trained driver has the advantage. To my benefit, Buicks have been finely engineered for economy as well as performance.

Q. Do you think there's any truth to the remarks men make about the hazard of women drivers?

A. Well, there are always a few women, and men, too, who are hazards on the road. From those I know, I'd say women were wonderful drivers. Women often drive under conditions men never encounter. A car full of children and animals can be extremely distracting. But, now, with improved visibility and power assists

available on our new cars there's no reason women should be thought "hazardous." The woman who does feel insecure and could become a hazard should get to know her car and adjust her seat for good pedal reach and visibility. Six-way power seats are marvelous for the small woman. High heels can be a problem, too. They throw the foot out of position and create muscle strain. I like to keep soft driving shoes in my car at all times.

Q. What got you started in competition?

A. Several years ago my husband Jim, who's a Buick dealer, asked me if I'd be interested in the Mobil Economy Run. Since we had relatives living with us at the time, it was easy to get away and leave the children well cared for. To get me started, Buick factory engineers came out to the desert and showed me how to practice for a steady foot. This was in 1959 and I haven't missed a year since.

Q. How time consuming is your driving schedule?

A. When training for the Run I put in a lot of hours getting back in the "saddle". It's quite necessary since I need to build up my endurance to 10 to 12 hours on the road without feeling muscle aches and pains of fatigue. This year I put 7,000 miles on my practice car during the two months before the 3300 mile Run began—four week-end trips out of state over different 100 mile routes we had previously logged for use.

Q. Does this leave you any time for other hobbies or pastimes?

A. Like most American mothers I'm very interested in our public schools and what I can do to promote and protect the system. School board participation has been very rewarding and gives me a feeling of real accomplishment. I've also been a Girl Scout Leader for the past four years and love to go camping with the girls.

Q. What in your opinion are the major reasons why a woman chooses one car over another? Are they usually different than a man's?

A. Within our own family we do have a difference of opinion as to desirable features in a car. Luckily we're a two car family. My car is always a wagon and Jim's is a beautiful coupe or convertible. Both men and women appreciate beauty equally but practicality comes first with me—like medium tone colors that won't show dirt readily and fabrics that are comfortable and easy to wash. I also like power windows all around so I can control as much as possible from the driver's seat, and the six way seat is a favorite since I'm quite tall and like to change positions.



Q. Would you encourage other women to enter driving competition?

A. Only if they have a real desire to compete. It does take a deep incentive to win—a vast amount of energy and drive. When the going gets rough and the sleep short, you need calm nerves, good humor, patience and the ability to remain alert and keep going.

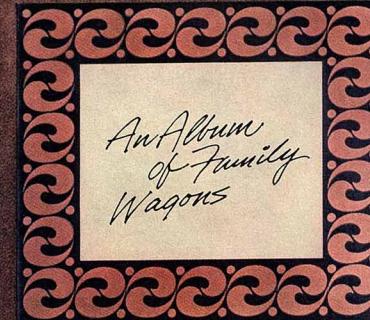
Q. Do you have any words of advice for a woman who wants to take up competitive driving?

A. No advice really—only "Good Luck."



A Brief Note About Marta

She and her husband Jim live in Barstow, California with their five children—three boys and two girls—age 2 to 10. She won both of her Mobil Economy Runs in Buick LeSabres. The first in 1964 and the second in 1966. Most of her competitors were male.



This is our new Buick Sportwagon. Dad doesn't let mom drive it much when he's around.



That's mom below. She says the Sportwagon is real easy to drive.



If all you want is cargo space, get a prairie schooner. If it's cargo space, comfort and great new Buick lines you want—get a Sportwagon. It's a giant of a wagon. Up to 100 cubic feet of cargo space or full 3-seat passenger capacity. There are two to choose from: A Custom 2-

seater and a Custom 3-seater. The third seat faces forward which is the only civilized way to travel.

Did we say comfort? We mean Buick "sedan" comfort. Features such as a tinted glass skyroof that gives the Sportwagon a spacious look and feeling, plush easy to

maintain interiors in solid vinyl, a suspension system that skips over bumps and ruts. Available options like an automatic level control that maintains your wagon at the proper level even when fully loaded, luggage rack and lockable compartment—and all the power and convenience features normally associated with luxury sedans.

Sportwagon is a lively eyeful too. Clean, flowing lines for that balanced finished look that's so characteristic of Buicks. The Custom Sportwagon can be ordered with walnut wood grain applique above the rocker panel and

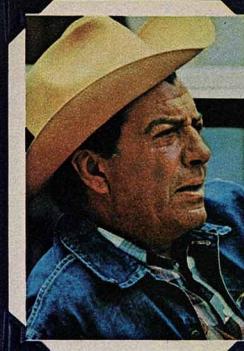
across the tailgate, and chrome wheel mouldings that round out the tasteful side appearance.

Sportwagon doesn't move like a lumbering giant either. The standard engine is an economical 220-hp V-8. An optional Sportwagon 400 package consists of a Super

Turbine 3-speed transmission coupled with a 260-hp V-8. Truly, the Buick Sportwagon is everything a wagon should be and everything a Buick is.

Some of the equipment shown on the cars illustrated is optional at extra cost.

This is me and my brother. We have two whole seats to ourselves, but we mostly we sit together.



This is dad.



Sometimes we just sit on the fence and get our pictures took.

Living on a ranch
is fun. We get to
own two wagons.
This is our
Special Deluxe.



We kind of let
stuff pile up
in our wagons.
Dad's worse
than any
of us.



This is our neighbor's Regular Special Wagon.
He asked us to pose in back of it cause
he doesn't have any kids.



I got back too far.
In case nobody recognises
recognizes them, that's
my dad and that's our
Special Deluxe Wagon.



Want a wagon with Buick advantages and an economy price tag? Simple? Get a Special Deluxe Wagon or a Regular Special Wagon. They're both made as fitting companions to the Buick Sportwagon, with comfort and readability, but you'd never know it by the pricetag.

The one thing that stands out most prominently in the Special Wagon is clean, uncluttered lines that give it a solid, gemlike appearance. Its deep, massive grill further adds to its luxurious appearance. Everywhere you look richness is apparent. Bold, impressive bumpers that

blend right into the body, squared-off headlamps, plus many other Buick luxury touches make Special a style and economy leader.

The Special Deluxe has a particularly bold, but tasteful look about it. Rear molding accents add emphasis to

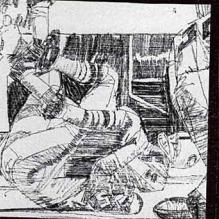
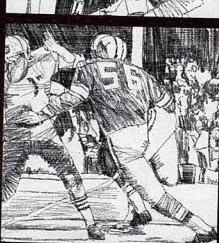
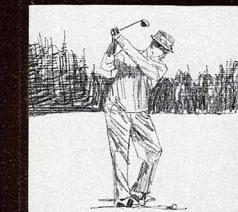
the wraparound tail lamps to distinguish it from the Regular Special series. It also has stainless steel body side moldings and front fender ornamentation.

Inside, the Special wagons are just as inviting. Handsome, easy to maintain vinyl everywhere you look and the

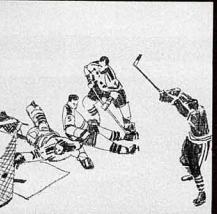
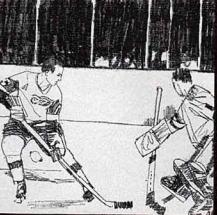
complete range of Buick convenience and safety features. The standard engine in the Special is a beautifully balanced 160-hp V-6—a quiet but spirited engine that gets the most out of a gallon of gas. Two different V-8 powerplants are also available. A 210-hp V-8 and a 250-

hp V-8. The Special Deluxe features a standard 210 hp, 300 cubic inch V-8 and is available with a 340 cubic inch 260-hp V-8.

Some of the equipment shown on the cars illustrated is optional at extra cost.



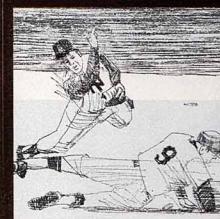
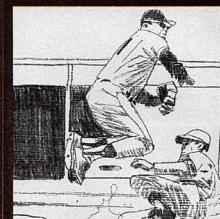
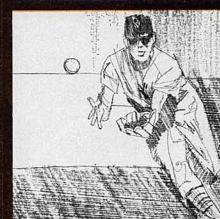
Joe Schmidt, with the recipe for
defensive glue.



Ted Lindsay, always making
himself felt.



Bob Cousy, a flair for razzle-dazzle.



Frank Crosetti, a stop sign at short.



Rocky Marciano, nobody knocks him.



The Four Doors
Visit the Buick
Sports Hall of Fame.





**Sam Snead with the
Buick Electra 225 four door**

Sam Snead is a natural for the Sports Hall of Fame. At 54, "The Slammer" continues to smash his near-legendary drives straight down the fairway. In almost 30 years on the pro tour, Snead's won almost every title worth having, at almost every course worth playing. Quite a record.



The Buick Electra 225 four door has a record to be proud of. This one is no spectator. It's a luxury car that doesn't sit on the sidelines when it comes to action and performance. Buick refuses to believe a fine car has to be dull. That's why they put a new 360 horsepower V-8 under the hood. Then added power steering and brakes and a three-speed automatic transmission. (What a power team!) Your Buick dealer has all the exciting facts about both Electra four doors, the hardtop and the thin-pillar sedan. Watch yourself turn on when you test drive one.

(SOME OF THE EQUIPMENT SHOWN ON THE CARS ILLUSTRATED IS OPTIONAL AT EXTRA COST.)



**Joe Schmidt with the
Buick Wildcat four door**

Joe Schmidt pulled a switch on pro football. Used to be defensive linemen just plowed ahead and hoped for the best. Not Joe. In his 13 years with the Detroit Lions, he helped pioneer the fast and deadly middle linebacker position. He was defensive unit captain for nine years straight, and was voted his team's most valuable player four times. Today, Joe is a Lions' Coach.

Another switch—a performance car that looks like a luxury car. Buick Wildcat four door. Its styling is even more rakish for 1967. Its plush interiors are a story in themselves. (See pages 43 and 44.) Its performance is something you have to feel to believe. This year Wildcat comes with a three-speed Super Turbine automatic transmission as standard equipment. Added to Wildcat's 430-4 V-8, this car can take the knots out of any road. (Our suspension makes the ride so smooth, you'll probably never notice the knots.) Buick Wildcat is a winner for 1967. See both Wildcat four doors (the hardtop and the thin-pillar sedan) at your Buick dealer's . . . where good driving begins.



Ted Lindsay with the Buick LeSabre four door

Ted Lindsay had all the right moves as a pro hockey player. In a game noted for fierce players, Lindsay was the fiercest. He was at the same time, the highest-scoring left winger in the history of the NHL and its most-penalized player. He spent 14 years with the Detroit Red Wings and kept pace with the best of them.

The Buick LeSabre four door also has the right moves to keep pace. Price is one of them. LeSabre costs about the same as some smaller cars, but what a difference. This is a Buick—a full-size Buick—with Buick styling and quality throughout. There's a 220 horsepower V-8 under the hood as standard equipment. Inside, you get thick carpets that fit right (how many cars can make this claim and mean it?) and richly upholstered seats that make LeSabre almost as comfortable as your own living room. Check into both LeSabre four doors (the hardtop and the thin-pillar sedan) at your Buick dealer's. This year, wouldn't you really rather . . . ?



SOME OF THE EQUIPMENT SHOWN ON THE CARS ILLUSTRATED IS OPTIONAL AT EXTRA COST.

Bob Cousy with the Buick Skylark four door

Robert Joseph Cousy patented his own style as a basketball player. His backhand passes and behind-the-back and double transfers made him the cagiest floor man ever to play the game. In 14 years with the Boston Celtics, Cousy totaled a record of scoring assists that still stands in the NBA. Someone may equal this record someday, but not the style and finesse of Cousy. He's one of a kind.

In cars, the Buick Skylark four door is one of a kind. A quick look proves it. Skylark's low body shell and bright trim work make this one a standout. (Add a vinyl roof and you've got a car that's as much at home at opening nights as it is at a basketball game.) Skylark's performance matches its good looks. A 220 horsepower 340-2 V-8 is standard. And you can order a smooth Super Turbine transmission, power brakes and power steering to round out your performance team. Skylark is guaranteed to produce envy in anyone who settled for less. Take a test drive soon, and watch the heads turn.





Frank Crosetti
with the Buick
Special Deluxe four door



Frank Crosetti has made the scene with the New York Yankees for 35 straight years. He was an infielder for 17 of them. As a shortstop, Frank tied the record for the most runs scored in a single game of a World Series, and once led the league in stolen bases. Frank is now the Yankees' third-base coach.

The Buick Special Deluxe four door makes the scene beautifully in Buick's 1967 lineup. It's an economy car styled like a luxury car, equipped with a thrifty 160 horsepower V-6 and a three-speed manual transmission. Best of all it's a Buick. That means a car that gives you a solid feeling on the freeway . . . even when there's a crosswind . . . plus fine interior fabrics and carpets that fit right. See the Buick Special Deluxe at your Buick dealer's soon. You'll find you can own one for less than you might think . . . and it's a Buick.

Rocky Marciano
with the
Buick Special four door



Rocky Marciano never lost a fight. In 49 professional bouts Marciano knocked out 43 opponents, and took the rest by decisions. He retired as World Heavyweight Champion in 1956. Nowadays, Rocky owns a restaurant in New York City and gives a lot of his time to helping young people get a decent start in life. Rocky Marciano belongs in anyone's Hall of Fame.

The Buick Special four door connects this year with a triple threat—styling, performance and economy. This is a Buick four door—a Buick—that comes at a price tag similar to that of some lesser names. And it does it with a 160 horsepower V-6, a three-speed manual transmission and an improved and redesigned braking system for 1967. If your budget is about due for a quality car at a sensible price, take a long look at Buick Special. Hurry, before your next door neighbor beats you to it.



(SOME OF THE EQUIPMENT SHOWN ON THE CARS ILLUSTRATED IS OPTIONAL AT EXTRA COST.)

DIANA LYNN AND FRIENDS AT THE '67 PREMIERE OF THE BUICK INTERIORS

Guests in order of
their appearance:

Robert Taylor
Cornell Wilde
Charlton Heston
Cliff Robertson
Gardner McKay
Bill Bixby
Stuart Whitman
Tony Franciosa
Fess Parker
Van Heflin
Robert Cummings
Lloyd Bridges
Robert Lansing
David Janssen



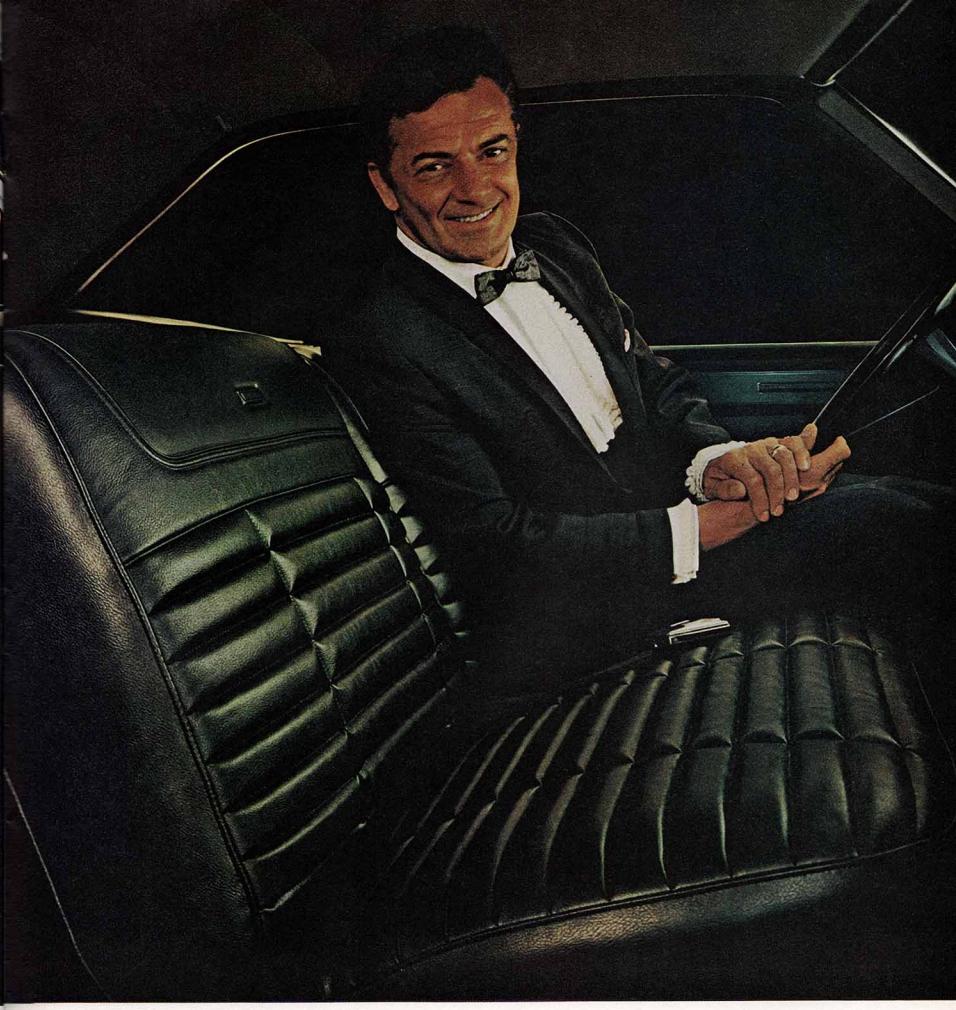


THE RIVIERA INTERIORS

Exquisite styling and tastefully luxurious decor in the Custom Riviera are highlighted by strato bench seat of Barcelle cloth and Madrid grain vinyl in champagne or black. This same seat also comes in solid vinyl in plum, green, black or white. Or if you prefer, strato bucket seats in Madrid grain vinyl are available in blue, saddle, aqua or black. Notice the fold down arm rest between the seat backs in this strato bench design. The seat back reclines on the passenger side, and headrests can be ordered for both driver and passenger. Even the door panels reflect Riviera's custom trim. Jewel-like chrome and deep, durable carpeting that extends part way up the door.



*"Oh by the way,
the handsome fella
with the gun in *The Naked Prey*
Arlington Brush is—you guessed it
—Robert Taylor. Bob is
currently swapping bullets in MGM's
'Return of the Gunfighter'."*



*"Here's a talented fellow, Cornell Wilde,
who made his name as a movie star—
which is what he is in *'The Naked Prey'*,
his new Paramount release.
He also made his mark with this film
as a producer-director
with critical raves at home and abroad."*



20000TH AND VINTAGE SEAT

This is the standard Riviera interior—if you can afford it, you can buy such luxury standard. Bench seats made of Madrid grain vinyl are available in dove or black. Strato bucket seats are also available in dove or black. When the console is ordered, the automatic transmission shift lever is transferred from the steering column position and changed into an inverted "U" shape control atop the center console.



THE ELECTRA 225 INTERIORS

The sheer size and comfort of Electra 225 is manifest in the Madrid grain vinyl notch-back seats shown above. They're standard equipment in the Custom sport coupe, convertible, and available at no extra cost in the 4-door Custom Electra hardtop and Custom 4-door sedan. Colors are blue, saddle or black in all models plus red in the sport coupe and convertible. Strato bucket seats can also be ordered in the convertible in black. The standard seat in the Custom 225 4-door sedan and hardtop sedan is an unusual combination of two exotic materials. Barcarole for the broader areas and Bard cloth for a tasteful tapestry accent that's as rich as it looks. Available in green, blue, maroon or black.

*"The face is familiar but I can't seem to place the name. Let me see. Moses? No. Michelangelo? No. Ben Hur? No. Charlton Heston? Oh, wait a minute. I'm really complicating matters even further by playing Chinese Gordon in *Khartoum*, a United Artists release."*



*"As one of the busiest young actors in town, this year's Emmy Award winner, Cliff Robertson is used to going to premieres—mostly his own. You can see him in *'The Honeypot'*, *'Masquerade'* and *'Sunday in New York'*, all United Artists releases."*



This sumptuous seat is the "Limited", a new luxury Electra 225 custom interior for 1967. Available only in the Custom 4-door hardtop sedan on a "limited quantity" basis, the lavish fabric is champagne or black Baveré cloth surrounded by Madrid grain vinyl. It's an exceptionally plush interior. This same seat is also available in solid Madrid grain vinyl in black or champagne. Carrying luxury even further, a simulated wood-grained molding is featured below generous pull handles and the lower portion of the door paneling is done in rich, deep pile carpeting.



What a variety of Electra 225 interiors to choose from. Standard 225 trim is Brocadel cloth and beautifully rugged Madrid grain vinyl. Available in the sport coupe, 4-door sedan and 4-door hardtop sedan in blue, black, champagne or aqua. You can also order this same seat in solid Madrid grain vinyl in dove or black in the sport coupe and 4-door hardtop sedan. To give you an idea of just how roomy Electra 225 really is—you get 40 inches of leg room in both front and rear seats, over 38 inches of headroom, and shoulder room that exceeds 60 inches. It's a moving living room.

"You sailing fans will remember Gardner McKay from 'Adventures in Paradise.' Well, Gardner can't seem to stay away from adventure. His new TV series (which he also produces and directs) is called 'I Love Adventure'."



THE WILDCAT INTERIORS

Custom Wildcat interior features Madrid grain vinyl notchback — beautifully contoured for maximum driving comfort. Available in the sport coupe and 4-door hardtop sedan in blue, dove, aqua or black and the convertible in blue, dove, red or black. Other luxury touches are upper and lower door panel moldings of extruded aluminum, a center panel molding of horizontally brushed aluminum and carpeting that covers the lower portion of the door on 2-door models. You can also order Madrid grain vinyl bucket seats in black that recline on the passenger side and a shifting console as optional equipment.



"Know this guy? It's Bill Bixby, star of MGM's 'Doctor, You've Got to Be Kidding.' Bill is best known for his TV role in 'My Favorite Martian' —a logical place to develop a taste for out-of-this-world transportation."



This richly styled bench seat is regular equipment in the Wildcat 4-door sedan and 4-door hardtop. Made of Bracalla cloth and Madrid grain vinyl it comes in blue, maroon, champagne or aqua and is available in blue or champagne in the Sport Coupe. Also available are all-vinyl bench seats in the Wildcat sport coupe, hardtop sedan, 4-door sedan and convertible. Colors are blue, black or saddle in all models plus aqua in the sport coupe and red in the convertible. For an even sportier appearance, black Madrid grain vinyl bucket seats can be ordered at extra cost in the Sport Coupe.



"The last time I saw Stuart Whitman he was hanging from the underscarriage of a 1911 airplane. But I understand he plays a rather down-to-earth role in his latest Warner Bros. movie 'An American Dream'."

(SOME OF THE EQUIPMENT SHOWN ON THE CAR ILLUSTRATED IS OPTIONAL AT EXTRA COST.)



"Tony Franciosa's swinging career takes him from film to film these days. One, the aptly titled Paramount film, 'The Swingers'. His other up and coming projects include 'Assault on a Queen' and 'The Girl Nobody Knew'."

"ASSAULT ON A QUEEN" IS A 7 ARTS-SINATRA ENTERPRISE;
"THE GIRL NOBODY KNEW" AN NBC-TV PRODUCTION



2800 THE LeSABRE INTERIORS
Standard trim for the LeSabre is characterized by seats of Bordeau body cloth and Madrid grain vinyl in green, blue, champagne or black. A variety of seats comprise the Custom LeSabre series: Bracalla cloth and Madrid grain vinyl in blue or champagne in the sport coupe and blue, maroon, champagne or aqua in the sedan and hardtop sedan; Madrid grain vinyl bench seats in blue, black or saddle in all models, plus red in the convertible and aqua in the sport coupe; black vinyl buckets in the sport coupe are an extra cost option.

(SOME OF THE EQUIPMENT SHOWN ON THE CAR ILLUSTRATED IS OPTIONAL AT EXTRA COST.)



THE SPORTWAGON INTERIORS

Rugged Custom Sportwagon interior with child-proof vinyl is featured throughout as a sensible approach to high style for young families. The exposed stitch seat cushion and back insert area is bordered by a tooled overlay of colored vinyl—a motif that also appears on the upper door panel. The lower portion of the door panel is carpeted for added protection against scuffs. Colors for the three-seat models are green, blue, black or saddle. Two-seat models are available in blue, red, black or saddle.



"That Buick Sportwagon must really be something to seat comfortably the likes of Fess Parker. Why, he's as tall as Daniel Boone. As a matter of fact he is 'Daniel Boone' on NBC-TV. Fess stars also in a current motion picture, the remake of Will James' 'Smoky', a 20th Century-Fox release."

"DANIEL BOONE" IS AN ARCOLA-PESPAR PRODUCTION
"SMOKY" AN ARCOLA PICTURES PRODUCTION



"Wagons and Van Heflin seem to go together. The Oscar Award-Winning actor uses his Buick wagon to drive to and from the studio and to and from his premieres. Heflin's current picture is 'Stagecoach', a Martin Raskin Production."



This all-vinyl interior is standard with the Special Deluxe Wagon in blue, black or saddle. Testimonial to the fact that you don't have to sacrifice good looks for durability. Notice the unusual cross-stitch design on the seats and the door panels accentuated by an overlay within perimeters of bright mylar. You can also order a regular Special wagon. Seats are all-vinyl and available in blue, dove or red.

(SOME OF THE EQUIPMENT SHOWN ON THE CAR ILLUSTRATED IS OPTIONAL AT EXTRA COST.)

"STAGECOACH" IS A MARTIN RASKIN PRODUCTION

(SOME OF THE EQUIPMENT SHOWN ON THE CAR ILLUSTRATED IS OPTIONAL AT EXTRA COST.)



THE SPECIAL DELUXE INTERIORS

Here's the ultimate in low-priced comfort—the extra-cost optional Special Deluxe Madrid grain vinyl notchback seat. Offered in blue, dove, aqua or black in the sport coupe model. The standard Special Deluxe seat is Barcarole cloth and vinyl in the sedan and comes in blue, champagne, aqua and black. It features some unusual effects through the use of pads, stitching and tie-down buttons. An all-vinyl version of this seat is available in the sport coupe and sedan in blue, dove or black, and in the wagon in blue, black and saddle.

"You're looking at 'The Man Who Never Was'. At least that's what Robert Lansing is (or isn't) in his new ABC-TV series. Bob also takes on 'Namu The Killer Whale' in his latest United Artist release."



(SOME OF THE EQUIPMENT SHOWN ON THE CAR ILLUSTRATED IS OPTIONAL AT EXTRA COST.)

"THE MAN WHO NEVER WAS" IS A PALOMINO PRODUCTION IN ASSOCIATION WITH 20TH CENTURY-FOX-TV. "NAMU THE KILLER WHALE" IS AN IVAN TORS PRODUCTION



THE SPECIAL INTERIORS

"I never thought David Janssen would allow himself to be surrounded in a car. He's always such an elusive character in his ABC-TV series 'The Fugitive'. You can also catch him in 'Warning Shot', a Paramount picture."



The regular Special seat is an attractive and practical blend of Bandalier cloth and Madrid grain vinyl. Available in the coupe in black or champagne and the 4-door sedan in blue, champagne or black. The coupe can be outfitted in solid vinyl benches in a similar design in blue, dove or black. The wagon is available in blue, dove or red. The same seat shown on the Special Deluxe wagon page is also available in both the coupe and sedan models in blue, dove or black at extra cost. Headrests can be ordered at additional cost.

(SOME OF THE EQUIPMENT SHOWN ON THE CAR ILLUSTRATED IS OPTIONAL AT EXTRA COST.)

BUICK'S COLOR GUIDE

Body Colors, All Models



Exclusive Riviera Colors



1 Arctic White, Order Code C
 2 Verde Green, Order Code J
 3 Midnight Blue, Order Code E
 4 Blue Mist, Order Code F
 5 Gold Mist, Order Code G
 6 Green Mist, Order Code H
 7 Platinum Mist, Order Code P
 8 Apple Red, Order Code R
 9 Shadow Turquoise, Order Code L
 10 Burgundy Mist, Order Code N
 11 Ivory, Order Code T
 12 Aquamarine, Order Code K
 13 Sapphire Blue, Order Code D
 14 Champagne Mist, Order Code S
 15 Regal Black, Order Code A

A Riviera Turquoise, Order Code B
 B Riviera Red, Order Code X
 C Riviera Charcoal, Order Code V
 D Riviera Fawn, Order Code W
 E Riviera Gold, Order Code Z
 F Riviera Plum, Order Code U

Riviera is available in all other exterior colors except Midnight Blue, Aquamarine, Burgundy Mist, Apple Red, Champagne Mist and Ivory.
Note: When ordering exterior colors please use the order code letter to specify the color you want.

Exterior / Interior Color Compatibility



All Models* (except Riviera)

Exterior color	Code	Green	Blue	Dove	Yellow	Saddle	Aqua	Red	Maroon	Black	Champagne
Regal Black	A	R	R	R	R	R	R	R	R	R	R
Arctic White	C	R	R	R	R	R	R	R	R	R	R
Sapphire Blue	D	R	R								R
Midnight Blue	E	R	R								R
Blue Mist	F	R	R								R
Gold Mist	G	R	R	R	R					R	R
Green Mist	H	R	R	R	A					R	R
Verde Green	J	R	R	R	R					R	R
Aquamarine	K	R				R					R
Shadow Turquoise	L	R				R					R
Burgundy Mist	N	R		R	R	A/R [#]	R	R	R	R	R
Platinum Mist	P	A	A	R		A	A	R	R		
Apple Red	R			R			R	A	R		
Champagne Mist	S	R	R	R	R	A	R	R	R	R	
Ivory	T	R	R	R	R					R	R

*Applicable where color is available in specific series.

[#]Burgundy Mist exterior Acceptable with Red interior on Special, Special Deluxe, Skylark and GS 400. Recommended on Sportwagon, LeSabre, Wildcat and Electra 225.

Riviera

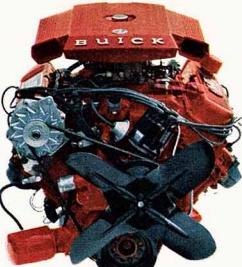
Exterior color	Code	Green	Blue	Dove	Saddle	Aqua	Black	White	Plum	Champagne
Regal Black	A	R	R	R	R	R	R	R	R	R
Riviera Turquoise	B			R		R	R	R		
Arctic White	C	R	R	R	R	R	R	R	R	R
Sapphire Blue	D	R	R				R	R		
Blue Mist	F	R	R				R	R		
Gold Mist	G	R	R	R			R	R		
Green Mist	H	R	R	A			R	R		
Verde Green	J	R	R	R			R	R		
Shadow Turquoise	L	R		R		R	R	R		
Platinum Mist	P	A	A	R		A	R	R		
Riviera Plum	U			R		R	R	R	R	R
Riviera Charcoal	V	A	R			R	R			
Riviera Fawn	W	R	R	R		R	R	A	R	
Riviera Red	X			R		R	R	R		
Riviera Gold	Z	R	R	R		R	R	R		

R—Recommended A—Acceptable

A stableful of the finest thoroughbreds ever assembled: the Buick engines for 1967. Two brand new engines are making their first runs on the track: the magnificent 430-4 and 400-4. Both have been bred and trained to deliver the finest performance you've ever seen. The all-new 430-4 is off and running with greater engine breathing capacity and improved fuel economy. Buick engineers have packed 360 horsepower into approximately the same size package as last year's 401 engine. Redesigned manifold, and quadrajet carburetor have been tuned to larger cylinder head ports. New reusable air cleaners have lower air restriction and reusable filter elements. It's standard on all Rivieras, Electra 225s and Wildcats.

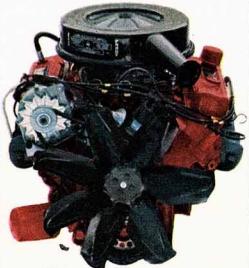
As a running mate, the GS-400, in a new all-new series, the GS-400, in a performance class of its own. Quadrajet power and lower restriction air intake manifold and air cleaner work to produce an effortless 340 horsepower from this champion-sired new engine.

Two brand new blue bloods plus the great stable of V-8 and V-6 power provide the widest performance range yet. New crankshafts, special rocker arm and shaft assemblies, rotating valve lifters, new radiators, new exhaust systems, new fuel indicators, new locations for distributors and coils, new oil filter assemblies, new harmonic balancers, new rocker arm covers... the list of improvements goes on and on. Winners even finer than the 1966 Buick engines that paced the field in the Pure Oil Performance Trials and Mobil Economy Run... that remain the choice of leading marine engine builders and fabricators. Six to one your favorite's right here.

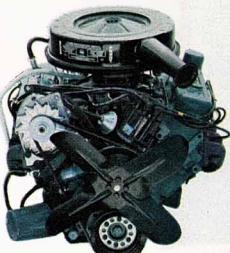


400-4. V-8.
Horsepower: 340 @ 5000.
Torque: 440 @ 3200.
Compression ratio: 10.25 to 1.
Displacement: 400 cu. in.
Fuel: Premium.
Standard on GS-400.

A tour of the Buick stables: 1,550 of the world's best-bred horses.



340-4. V-8.
Horsepower: 260 @ 4200.
Torque: 365 @ 2800.
Compression ratio: 10.25 to 1.
Displacement: 340 cu. in.
Carburetion: 4-barrel.
Fuel: Premium.
Standard on Custom Sportwagon with "400" package.
Standard on LeSabre with "400" package.
Available on all Special, Special Deluxe, Skylark, Sportwagon and LeSabre models.



430-4. V-8.
Horsepower: 210 @ 4400.
Torque: 310 @ 2400.
Compression ratio: 9.0 to 1.
Displacement: 300 cu. in.
Carburetion: 2-barrel.
Fuel: Regular.
Standard on Special Deluxe Wagon, Skylark Sport Coupe and Skylark convertible.
Available on all Special, Special Deluxe Sport Coupe and 4-door sedan and Skylark 2-door Thin Pillar Coupe models.



225-2. V-6.
Horsepower: 160 @ 4200.
Torque: 235 @ 2400.
Compression ratio: 9.0 to 1.
Displacement: 225 cu. in.
Carburetion: 2-barrel.
Fuel: Regular.
Standard on all Special, Special Deluxe Sport Coupe and 4-door sedan and Skylark 2-door Thin Pillar Coupe models.

(Shown on facing page)
430-4. V-8.
Horsepower: 360 @ 5000.
Torque: 475 @ 3200.
Compression ratio: 10.25 to 1.
Displacement: 430 cu. in.
Carburetion: 4-barrel.
Fuel: Premium.
Standard on Riviera, Electra 225, Wildcat.



**“When better
automobiles are
built, Buick
will build them.”**

Still true.

LeSabre and Estate Wagon Buyer's Guide.

Available Models

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

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

Standard Equipment

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



Comfort and Convenience

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

Available Equipment

Engine

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

Chassis

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

Interior

- Cloth or vinyl notchback seats (Sport Coupe, Estate Wagon)
- Cloth or vinyl 55/45 notchback seats (LeSabre Limited, Sport Coupe, Estate Wagon)
- Cloth front, vinyl rear seats (Estate Wagon)
- Cloth bucket seats (LeSabre Coupe, Sport Coupe)
- Vinyl third seat (Estate Wagon)
- Full-length operating console (LeSabre Coupe, Sport Coupe)
- 6-way power seat—driver's side
- Carpet savers and hand-mats with carpet inserts
- Trunk trim covering (LeSabre, LeSabre Limited, Sport Coupe)
- 8-track tape player with AM-FM stereo radio
- Cassette tape player with AM-FM stereo radio
- CB and AM-FM stereo radio with Triband power antenna
- Automatic power antenna
- Automatic Triband power antenna

Comfort and Convenience

- Air conditioner
- Automatic air conditioner
- Cruise-Master speed control
- Tilt steering column
- Tilt and telescoping steering column
- Electric door locks
- Remote-control tailgate lock (Estate Wagon)
- Power windows
- Soft-Ray tinted glass
- Electric trunk release (LeSabre, LeSabre Limited, Sport Coupe)
- Reclining passenger and/or driver seatback—electric (N.A. with bench seats on sedans or wagons)
- Headlamps on indicator
- Fuel usage indicator
- Speed alert and trip odometer
- Low fuel indicator
- Front light monitors
- Door courtesy and warning lights
- Dome reading light
- Visor vanity mirrors (2)
- Lighted visor vanity mirror
- Cornering lights
- Rear compartment courtesy light (Estate Wagon)
- Convenience group: sunshade map light, courtesy light, trunk light, quartz-crystal-controlled dial clock, also rear door light switch (LeSabre, LeSabre Limited, Sport Coupe); sunshade map light, quartz-crystal-controlled dial clock (Estate Wagon); sunshade map light deleted when dome reading lamp is ordered. Quartz-crystal-controlled digital clock may be ordered in place of dial clock.
- 3-speed windshield wiper with low-speed delay feature

Appearance and Protection

- Bumper protective strips—front and rear
- Deluxe wheel covers (LeSabre Limited, Estate Wagon)
- Steel-belted, radial-ply, wide-oval white-lettered GR70-15 tires (Sport Coupe)
- Steel-belted, radial-ply, wide-oval white-lettered GR70-15 tires (LeSabre, LeSabre Limited)
- Steel-belted, radial-ply, whitewall HR78-15 tires (LeSabre, LeSabre Limited)
- Steel-belted, radial-ply, wide-oval whitewall GR70-15 tires (Sport Coupe)
- Steel-belted, radial-ply, wide-oval white-lettered GR70-15 tires (LeSabre, LeSabre Limited)
- Steel-belted, radial-ply whitewall HR78-15 tires (Estate Wagon)
- Stowaway spare tire (LeSabre, LeSabre Limited, Sport Coupe)
- Firm ride-and-handling suspension (recommended for trailer towing)—includes heavy-duty suspension, springs and wheels (LeSabre, LeSabre Limited, Estate Wagon)

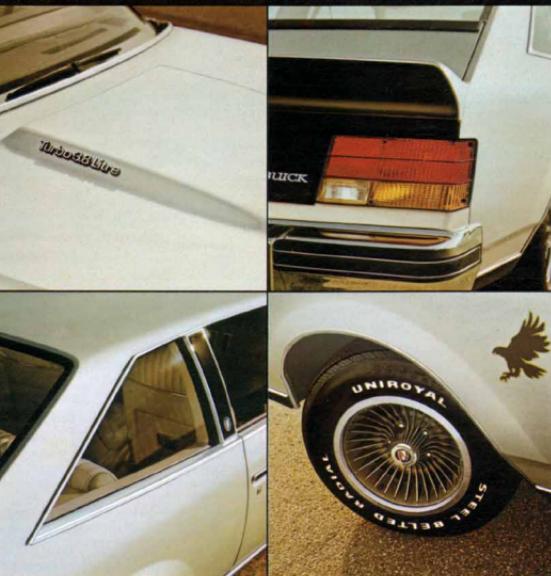
Head room is reduced slightly with this option.

- "Tailgate ajar" indicator light (Estate Wagon)
- Load floor carpet (Estate Wagon)

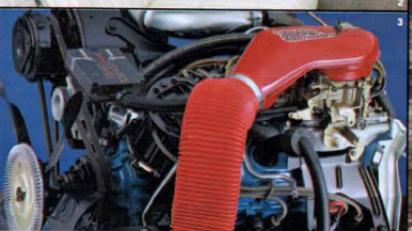
*Head room is reduced slightly with this option.
N.A. — Not Available

Function in an excitingly different form.

Century.



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



Century Turbo Coupe and Century Sport Coupe.

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

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

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

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

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

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

For those who appreciate a certain liveliness, as well

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

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

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

practical mid-size cars.

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





Century Limited Sedan.

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

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

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

Yet, it also demonstrates

a considerable number of practical aptitudes, as well.

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

train is a 3.2 litre (196 CID) V-6. This is not available in California, where a 3.8 litre (231 CID) V-6 with automatic transmission is available. And, if you're the sort of person who enjoys even greater power in a car, an available turbocharged V-6 or naturally aspirated V-8, represent other possibilities.

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

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

1 Century Limited Sedan.

2 Crushed velour 55/45 notchback seats.

3 Century Limited instrument panel.

4 Century Limited rear seat.





Century Custom and Century Special.

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

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

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

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

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

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

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

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

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

And, if this is the very first time you've ever seriously considered a mid-size Buick, you'll find Century Custom and Century Special employ separate body and frame construction. Essentially, it's the design principle used in our full-size Buicks to help trap outside road noise before it gets inside your car, and gets to you. You see, we feel that size shouldn't make a difference. A Buick is a Buick is a Buick.



1 Century Custom Coupe.

2 Century bench seat.

3 Century Special Coupe.

4 Century Custom Sedan.



Century Wagons.

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

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

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

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

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

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

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

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

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

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

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

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

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

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



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

Sound-deadening material is liberally applied throughout to Century's quiet ride. The frame helps absorb road noise and vibration. The frame is supported by thick rubber body mounts, so road noise is reduced before it reaches the passengers.

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

Maintenance-free Delco Freedom Battery standard.

Brake lining wear sensors on each inboard disc brake to reduce wear and funnel squeak when replacement is needed.

Front fender wells are constructed of corrosion-resistant plastic. Suspension uses computer-selected shock absorbers, front stabilizer bar, and special suspension geometry, coordinated with radial-ply tires.



Century. Features and options.

By now, if you've been reading this section, you know that there is plenty to appreciate about each and every one of our Centurys.

The innovative design. Separate body and frame construction. Coil-spring suspension. All the kinds of things that contribute to a smooth ride.

But it doesn't stop there. Because Century, being a Buick, is packed with the touches that make life a bit more enjoyable. And certainly easier.

For instance, there are conveniences like a combination turn signal and headlight dimmer. Plus windshield wipers with single-wipe mist

control. Both of which you can activate by a mere touch.

And convenience items, like the inside hood lock release. A Freedom Battery that never needs refilling. That's right. We said never.

Centurys also harbor a space and weight-saving compact spare tire—just in case. And when it comes

to Century Wagons, you can count among the standard features a very versatile lift-up, fold-down tailgate and a rear storage compartment.

Options? Well, never let it be said that Century is short in this area, either.

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

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

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

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

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

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

Happy reading.

Available Models

Century Special Coupe	E57
Century Special Sedan	E09
Century Special Station Wagon	E35
Century Sport Coupe	G87
Century Sport Wagon	Option Code W01
Century Turbo Coupe	Option Code W13
Century Custom Coupe	H87
Century Custom Sedan	H09
Century Custom Station Wagon	H35
Century Limited Sedan	L09

Special Models or Packages

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

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

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

Dimensions mm (inches)

	Coupes	Sedans	Wagons
Wheelbase	2,745 (108.1)	2,745 (108.1)	2,745 (108.1)
Tread, front	1,486 (58.5)	1,486 (58.5)	1,486 (58.5)
Tread, rear	1,467 (57.8)	1,467 (57.8)	1,467 (57.8)
Length	4,979 (196.0)	4,979 (196.0)	4,979 (196.0)
Width	1,834 (72.2)	1,834 (72.2)	1,834 (72.2)
Height	1,375 (54.1)	1,397 (55.0)	1,416 (55.7)
Front Interior:			
Head room	962 (37.9)	983 (36.7)	985 (38.8)
Leg room	1,086 (42.6)	1,086 (42.6)	1,086 (42.6)
Shoulder room	1,425 (56.1)	1,434 (56.5)	1,434 (56.5)
Hip room	1,311 (51.6)	1,326 (52.2)	1,326 (52.2)
Rear Interior:			
Head room	971 (38.2)	957 (37.7)	985 (38.8)
Leg room	982 (35.1)	965 (38.0)	912 (35.9)
Shoulder room	1,416 (55.7)	1,450 (57.1)	1,450 (57.1)
Hip room	1,364 (54.5)	1,412 (55.6)	1,412 (55.6)
Trunk capacity, litres (cu. ft.)	456 (16.1)	456 (16.1)	2,033 (71.8)
Cargo capacity, litres (cu. ft.)			

Powerteams

	Coupes and Sedans:
Standard engine:	3.2 litre (196 CID) 4-bbl. V-6
Available engines:	3.8 litre (231 CID) 2-bbl. V-6 3.8 litre (231 CID) 4-bbl. Turbo V-6 4.5 litre (301 CID) 2-bbl. V-8 4.9 litre (301 CID) 4-bbl. V-8 5.0 litre (305 CID) 4-bbl. V-8
Standard transmission:	3-speed manual
Available transmissions:	4-speed manual Automatic
Standard Wagons:	3.8 litre (231 CID) 2-bbl. V-6
Available engines:	4.9 litre (301 CID) 2-bbl. V-8 4.9 litre (301 CID) 4-bbl. V-8 5.0 litre (305 CID) 4-bbl. V-8
Standard transmission:	Automatic

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

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



Interior trim availability

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

Standard Equipment

Engine

- High-Energy Ignition
- Delco Freedom Battery

Chassis

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

Comfort and Convenience

- Cloth or vinyl bench seats (Special Coupe/Sedan, Sport Coupe)
- Vinyl bench seat (Special Wagon)
- Cloth or vinyl notchback seats (Custom Coupe/Sedan/Wagon)
- Cloth or vinyl 55/45 notchback seats (Limited Sedan)
- Cloth front, vinyl rear seats available (Custom Wagon)
- Load floor carpet (Custom Wagon)
- Stationary rear door windows with swing-out rear vent windows (Sedans, Wagons)
- Wide-view, inside, day/night mirror
- Windshield wiper system with single-wipe feature for misty conditions
- Cigarette lighter
- Combination turn signal and high/low beam control
- Lights: front-door-operated dome (Special, Sport Coupe); front and rear-door-operated dome, front ashtray, under-dash courtesy, glove compartment (Custom, Limited)
- Lift-up fold-down tailgate (Wagons)
- Rear storage compartments (Wagons)

Appearance and Protection

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

Available Equipment

Engine

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

Chassis

- Power steering
- Power brakes (standard on Wagons)
- Cloth front, vinyl rear seats available (Custom Wagon)
- Load floor carpet (Custom Wagon)
- Stationary rear door windows with swing-out rear vent windows (Sedans, Wagons)
- Wide-view, inside, day/night mirror
- Windshield wiper system with single-wipe feature for misty conditions
- Cigarette lighter
- Combination turn signal and high/low beam control
- Lights: front-door-operated dome (Special, Sport Coupe); front and rear-door-operated dome, front ashtray, under-dash courtesy, glove compartment (Custom, Limited)
- Lift-up fold-down tailgate (Wagons)
- Rear storage compartments (Wagons)
- Limited-slip differential with sway-limited spare tire
- Automatic level control
- Steel-belted, radial-ply P195/75R-14 tires (N.A. Sport Coupe)
- Steel-belted, radial-ply whitewall P205/70R-14 tires (Sport Coupe)
- Steel-belted, radial-ply wide-oval white billboard lettered P205/70R-14 tires
- Rallye ride-and-handling package (includes rear stabilizer bar, fast-ratio power steering on Coupes and Sedans when power steering is ordered, specific springs and shock absorbers) (N.A. Sport Coupe)
- Firm ride-and-handling package (recommended for trailer towing—includes heavy-duty suspension, springs and shock absorbers) (N.A. Sport Coupe)
- Remote-control, outside, rearview mirror

Interior

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

Comfort and Convenience

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

Appearance and Protection

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

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

The Electra.

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

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

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

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

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





The Electra Park Avenue.

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

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

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

The Electra 225.

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

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

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

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

The steering is power assisted and brings you from curb to curb in 40.6 feet. The standard braking system consists of power front discs and drums in the rear. And the tires are steel-belted radials. The point is, that no matter how impressed you are with Electra's looks and luxury, buying one for its engineering is also a mighty good reason.

The Electra Limited.

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

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

Naturally, this finely-

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

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





The Electra inside.

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

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

As your passengers take their places, you adjust the available tilt and telescoping steering column to automatically bring the inside temperature to the setting you prefer.

Before you pull away, you

of Electra Park Avenue's newly designed safety belts. Dual inertia reels, new this year, make for their easy use. A push of a button allows you to lock all doors, as other options quietly fill the air with stereo sound and automatically bring the inside temperature to the setting you prefer.

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



Cloth or vinyl
notchback seats (1)



Cloth or vinyl
65/45 notchback seats (2)



Limited cloth or vinyl
65/45 notchback seats (3)



Park Avenue cloth
50/50 seats (4)

Electra interior trim availability	S	A
Electra 225 Coupe	S	A
Electra 225 Sedan	S	A
Electra Limited Coupe		S
Electra Limited Sedan		S
Electra Park Avenue Coupe		S
Electra Park Avenue Sedan		S
Cloth or vinyl notchback seat (1)		
65/45 cloth or vinyl notchback seats (2)		
Limited cloth or vinyl 65/45 notchback seats (3)		
Park Avenue cloth 50/50 seats (4)		
Cloth or vinyl notchback seat (1)	S standard	A available
65/45 cloth or vinyl notchback seats (2)		
Limited cloth or vinyl 65/45 notchback seats (3)		
Park Avenue cloth 50/50 seats (4)		

The Electra equipment and specifications.

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

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

cleaning solution; six quick, drying sweeps later, the wipers return automatically to the frequency for which you had previously programmed them. The available outside Power Control rearview mirrors adjust electrically from inside the automobile.

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

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



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

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

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

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

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

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

Available Models

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

Powerteams

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

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

Electra features.



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



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



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

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



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

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

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

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

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

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

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

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

Electra Buyer's Guide.

Standard Equipment

Engine

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

Chassis

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

Comfort and Convenience

- Cloth or vinyl notchback seats (Electra 225)
- Cloth or vinyl 55/45 notchback seats (Electra Limited)
- Cloth 50/50 seats (Electra Park Avenue)

- 2-way power seat—driver's side (Electra Limited, Park Avenue)
- Custom color-coordinated seat and shoulder belts (with dual retractor on Park Avenue)
- Full-foam seat construction
- Inertia front seatback locks (Coupes)
- Windshield wiper system with single-wipe feature for misty conditions

- Door courtesy and warning lights (Park Avenue)
- Lights: front ashtray, courtesy, glove compartment, instrument panel flood

- Quartz-crystal-controlled dial or digital clock (N.A. when electronic reading radio is ordered)
- Dome reading light (Limited, Park Avenue)
- Combination turn signal and high/low beam control
- Remote-control, outside, rearview mirror (left side)

Appearance and Protection

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

Available Equipment

Engine

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

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

Chassis

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

Interior

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

Comfort and Convenience

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

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

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

Appearance and Protection

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



Skyhawk.

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

Because as always, Skyhawk and the sheer joy of the

road are still very much synonymous. It's a car capable of rekindling the fun you probably thought had gone the way of prom nights and pep rallies. Yet, for all the spark and spontaneity Skyhawk generates, its enthusiasm still carries with it a timely sense of function. It's a well-designed subcompact automobile. And we hope you enjoy reading about it as much as you will owning and driving it.



Skyhawk

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

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

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

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

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

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

This year, Buick has two special Skyhawk packages: the "Road Hawk" and the "Designers' Accent Edition."

"Road Hawk"

consists of a Rallye-ride-and-handling package and blackwall BR70-13 tires (white lettered tires are available). There are also "Road Hawk" markings, special silver and gray paint

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

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

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

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

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

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

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

Skyhawk outside.



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

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

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

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

operating console, housing parking brake and shift lever, fits snugly between the front seats. Plush, cut-pile carpeting, great for passenger bare-footing, and a new padded Sport steering wheel complete the compartment.

Very cushy, and why not? You're supposed to enjoy driving.

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

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

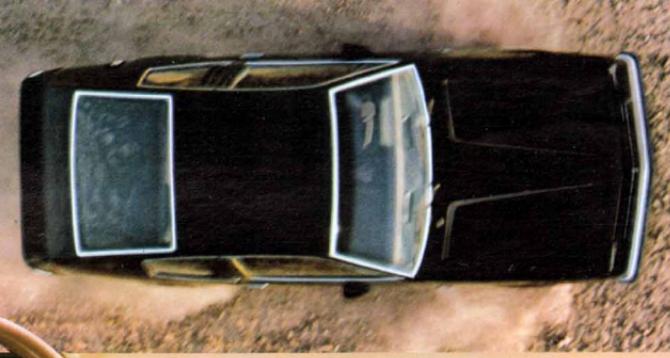
Now that we've shown you that Skyhawk is both exciting and functional, we'll show you that it still leaves plenty of room for you to come through. A quick glance at the options list tells you Skyhawk can be as cushy, or as sporty (or both) as you want.

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

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

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

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



More Skyhawk.



Skyhawk Buyer's Guide.

Available Models

Skyhawk 'S' Hatchback	707
Skyhawk Hatchback	807

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

Dimensions mm (inches)

Wheelbase	2,466 (97.0)
Tread, front	1,389 (54.7)
Tread, rear	1,361 (53.6)
Length	4,555 (179.3)
Width	1,661 (65.4)
Height	1,275 (50.2)

Front Interior:

Head room	958 (37.7)
Leg room	1,092 (43.0)
Shoulder room	1,295 (51.0)
Hip room	1,208 (47.5)

Rear Interior:

Head room	897 (35.3)
Leg room	752 (29.6)
Shoulder room	1,300 (51.2)
Hip room	1,087 (42.0)
Cargo capacity, litres (cu. ft.)	787 (27.8)

Powerteams

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

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

Standard Equipment

Engine	■ High-Energy Ignition ■ Delco Freedom Battery
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Chassis

■ Manual steering
■ Manual front disc/rear drum brakes
■ Bias-ply B78-13 tires (Skyhawk 'S')
■ Steel-belted, radial-ply BR78-13 tires (Skyhawk)
■ Stowaway spare tire
■ Unibody body construction
■ Coil-spring suspension—front and rear

Comfort and Convenience

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

Appearance and Protection

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

■ Steel-belted, radial-ply white billboard lettered BR78-13 tires supplied by various manufacturers*
■ Conventional spare tire
■ Steel-belted, radial-ply blackwall BR78-13 tires (Skyhawk 'S')
■ Body-side accent stripes (Skyhawk)
■ Load floor carpeting

■ Steel-belted, radial-ply white billboard lettered BR78-13 tires supplied by various manufacturers*
■ Conventional spare tire
■ Steel-belted, radial-ply blackwall BR78-13 tires (Skyhawk 'S')
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■ Body-side accent stripes (Skyhawk)
■ Load floor carpeting

Available Equipment

Engine

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

Chassis

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

Comfort and Convenience

■ Cloth or vinyl bucket seats (Skyhawk)
■ Cloth or vinyl bucket seats (Skyhawk)
■ Full-length operating console
■ Cut-pile carpeting—front and rear
■ Sport steering wheel

Interior

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

Appearance and Protection

■ Custom Sport wheels (4)
■ Protective body-side moldings
■ Roof crown molding
■ Appearance group consisting of wheel opening moldings, and body-side stripes (Skyhawk 'S'; standard on Skyhawk)
■ Shadow-light fixed Astroroof and roof crown molding

■ Vista-Vent sunroof—manual operation

■ Steel-belted, radial-ply white billboard lettered BR78-13 tires supplied by various manufacturers*
■ Conventional spare tire
■ Steel-belted, radial-ply blackwall BR78-13 tires (Skyhawk 'S')
■ Body-side accent stripes (Skyhawk)
■ Load floor carpeting

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■ Load floor carpeting

■ Steel-belted, radial-ply white billboard lettered BR78-13 tires supplied by various manufacturers*

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Skylark.

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

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

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

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

And includes just about everything you need, to make one of our Skylarks your Skylark. Buick offers six Skylark models in all. The standard model comes in three configurations. There's the Coupe. The Sedan. Or the Hatchback. Skylark Custom comes as either a Coupe or a Sedan. Then there's Skylark "S," our budget-priced Coupe. All in all, a rather remarkable array. The 1979 Skylark. It's not only a wise decision. It's also a very enjoyable one.



Skylark Sedan.



Skylark Hatchback.

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

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

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

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

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

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

Skylark interiors.

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

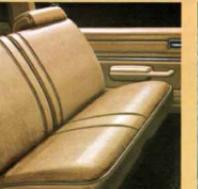
Like interior space that doesn't cramp you. Whether you specify cloth bench, or bucket seats where available, you'll enjoy the comfort and support of full-foam construction. Armrests, big enough to really rest your arms, are standard, front and rear. As is rich, thick cut-pile carpeting. If you wish,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

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

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



Skylark vinyl bench interior



Skylark 'S' vinyl
bench seat (1)



Skylark cloth or vinyl
bench seat (2)



Skylark vinyl
bucket seats (3)



Skylark custom cloth or
vinyl bench seat (4)

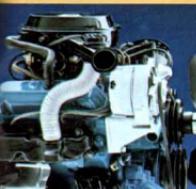
Skylark interior trim availability	
Skylark 'S'	S
Skylark Coupe	S A
Skylark Sedan	S A
Skylark Hatchback	S A
Skylark Custom Coupe	S
Skylark Custom Sedan	S
S standard	Available



Skylark Hatchback



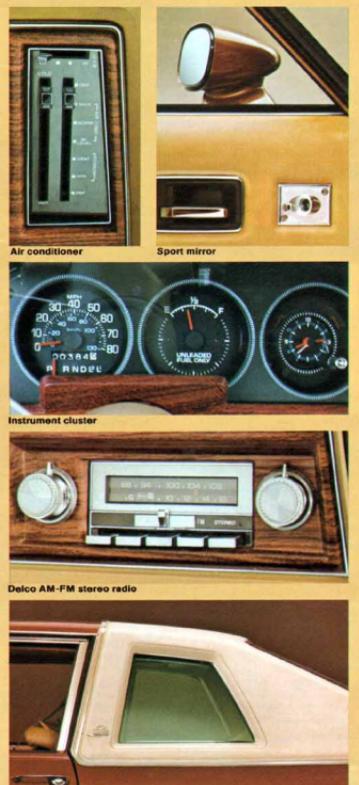
Skylark Custom cloth rear seat



V-6 engine



Rear window defogger



Instrument cluster



Delco AM-FM stereo radio

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

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

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

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

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

Skylark features & options.

Skylark Buyer's Guide.

Available Models

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

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

Dimensions mm (inches)

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

Front Interior:

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

Rear Interior:

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

Powerteams

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

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

Standard Equipment	Chassis
	■ Manual steering
	■ Manual front disc/rear drum brakes
	■ Wide-span, front lower control arms
Engine	■ High-Energy Ignition ■ Delco Freedom Battery



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

Comfort and Convenience

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

Appearance and Protection

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

Interior

- Deluxe wheel seat (Skylark)
- Cut-pile carpeting—front and rear
- Load floor carpeting (Skylark Hatchback)
- Wheel opening and roof drip moldings (Skylark, Skylark Custom)
- Rocker panel moldings (Skylark Custom)
- Deluxe wheel covers (Skylark Custom)
- Carpeted door trim with map pocket and reflectors (Skylark Custom)
- Carpet savers and handi-mats (Coupes)

Comfort and Convenience

- Air conditioner
- Cruise-Master speed control
- Tilt steering column
- Headlamps-on indicator
- Electric clock
- Electric door locks
- Power windows
- Electric trunk release
- Soft-Ray tinted glass
- Swing-out, rear-quarter vent windows (Coupes & Hatchbacks)
- Acoustic package
- 2-speed windshield wipers with low-speed delay feature
- Rear-window defogger (blower)
- Accessory package (day/night rearview mirror and cigarette lighter) (Skylark 'S')
- Convenience group: visor vanity mirror, engine compartment light, glove compartment light, ashtray light, courtesy lights, rear doorjamb switch on Sedans, trunk light, except on Hatchbacks (Skylark S, Skylark)
- Remote-control outside rearview mirror
- Outside, rearview sport mirrors (left-hand remote, right-hand manual)
- AM or FM radio
- 8-track tape player with AM radio
- 8-track tape player with AM-FM radio
- Cassette tape player with AM-FM stereo radio
- Rear seat speaker

1979 Buick model offerings.

Riviera



Century Sport Coupe

Riviera Coupe



Century Turbo Coupe Option

Regal



Regal Limited Coupe



Regal Sport Coupe



Regal Coupe

Century



Century Special Coupe



Century Special Sedan



Century Special Station Wagon

LeSabre



LeSabre Limited Coupe



LeSabre Limited Sedan



LeSabre Sport Coupe



LeSabre Custom Sedan

Skyhawk



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



Estate Wagon (2- or 3-seat)



Skyhawk Hatchback Coupe

Electra



Electra Park Avenue Coupe



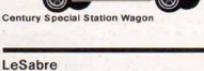
Electra Park Avenue Sedan



Electra Limited Coupe



Electra Limited Sedan



Electra 225 Coupe



Electra 225 Sedan

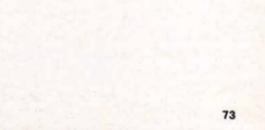
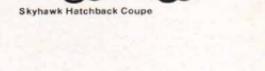


Estate Wagon



LeSabre Sedan

Skylark





Turbocharging.

An idea whose time has come.

What is it?
What does it do?

This is how it works.

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

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

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

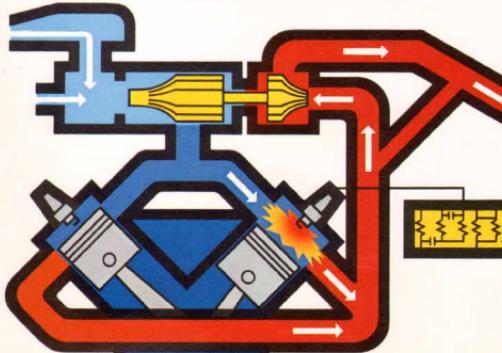
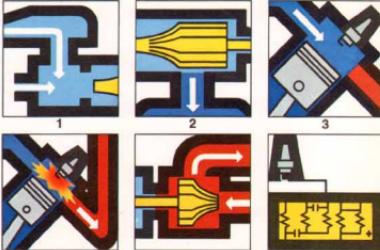
The turbocharger works "on demand." With a turbocharged V-6, being driven under normal conditions, a normal air/fuel mixture reaches the cylinders. But with a situation requiring extra power—like passing, for example—a press on the accelerator causes the turbo to speed up, and the turbocharged 3.8 litre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

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

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

a non-turbocharged engine.

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



The Mechanics.

- Under light throttle operation, air and fuel are mixed in normal manner in the carburetor, and flow into the combustion chambers.
- As engine load and speed are increased, the intake mixture is pressurized by the compressor, to increase or boost the amount of air/fuel mixture in the intake system.
- The boosted charge provides increased cylinder pressures and a denser air/fuel charge.
- The boosted charge is ignited by the spark plug, and produces more power per stroke of the piston than the same V-6, without turbocharging.

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



1979 Buick safety features.

Occupant protection.

Seat belts with push-button buckles for all passenger positions

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

Energy-absorbing steering column

Passenger-guard door locks
Safety door latches and stamped-steel hinges

Folding seatback latches

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

Contoured windshield header

Thick laminate windshield

Safety armrests

Safety steering wheel

Glove box and console door latch impact security

Smooth contoured door and window regulator handles

Automatic locking rear outboard seat belt retractors

Pressure-lock radiator cap

High-strength front seat anchorages and construction

High-strength rear seat retention

Accident avoidance.

Side marker lights and reflectors

Parking lamps that illuminate with headlamps

Backup lights

Four-way hazard warning flasher

Lane change feature in direction signal control

Outside rearview mirror

Windshield defrosters, washer, and dual-speed wipers

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

Dual master cylinder brake system with warning light

Starter Safety Switch

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

Headlamp aiming access provision

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

Safety wheel rims

Uniform shift quadrant

No winged wheel nuts, discs, and caps

Front disc brakes with audible wear indicators

Self-adjusting brakes

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

Pressure-relief gas cap

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.

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

Anti-theft.

Anti-theft ignition key reminder buzzer

Anti-theft steering column lock

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

Visible vehicle identification



BUICK

After all, life is to enjoy.

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

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

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

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

the Buick name.

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

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