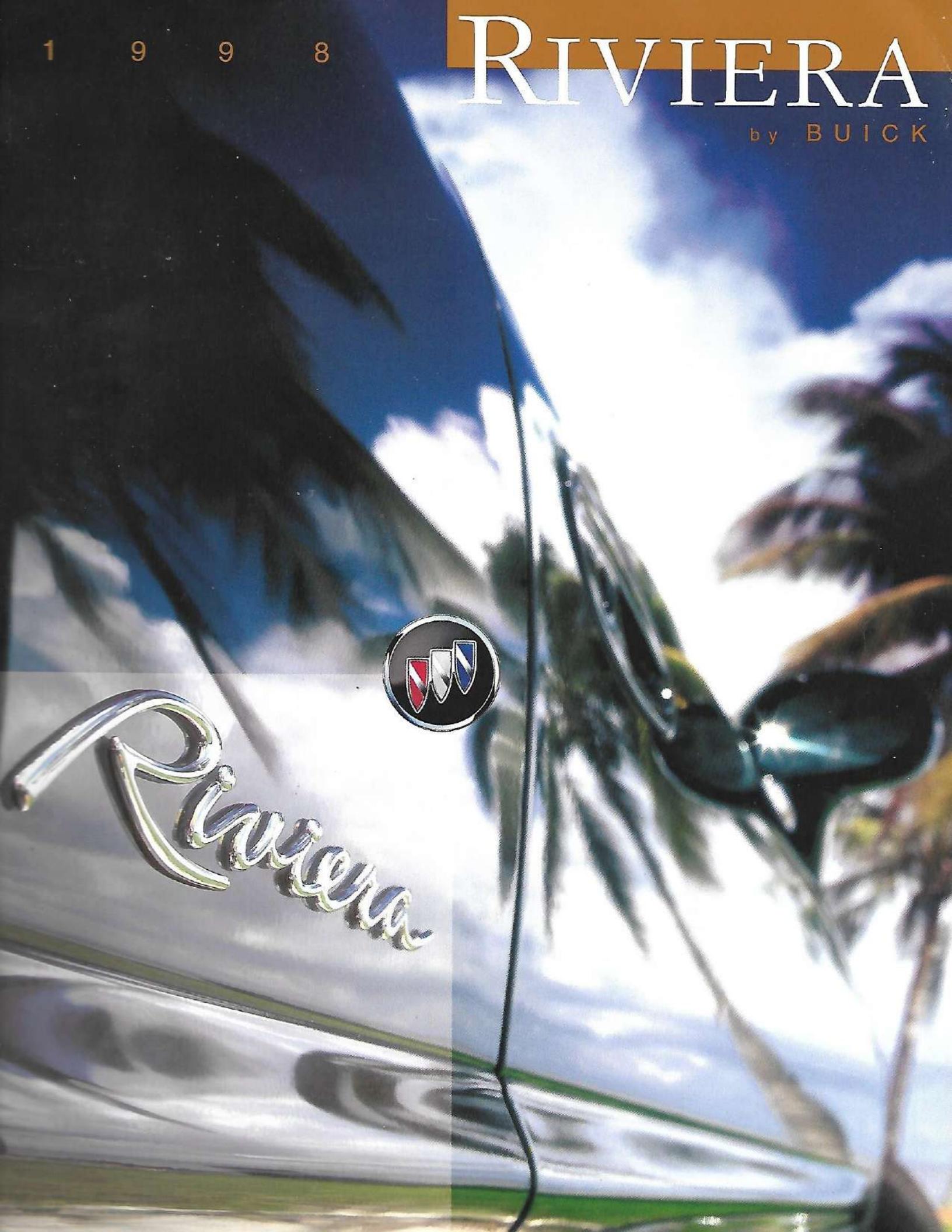


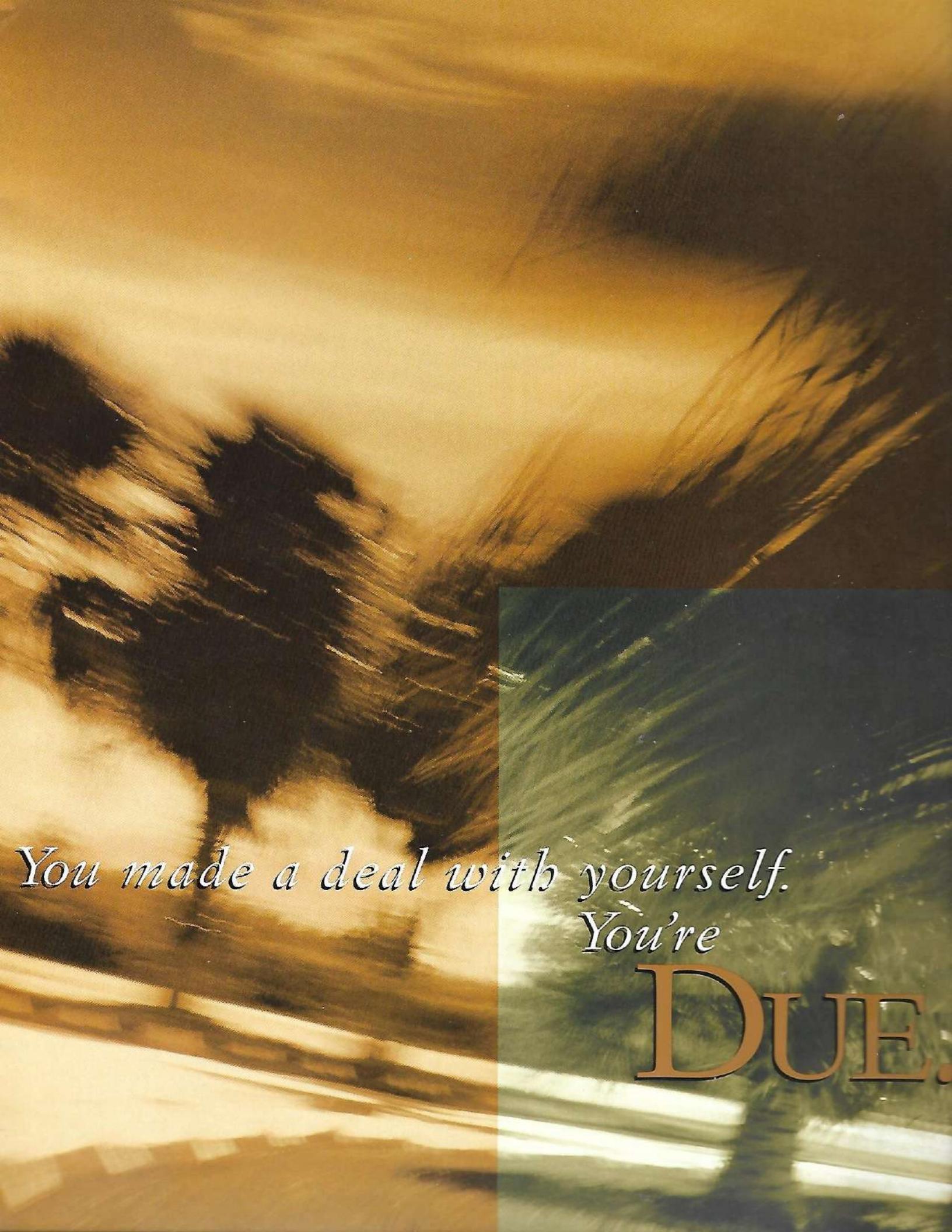
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RIVIERA

by BUICK







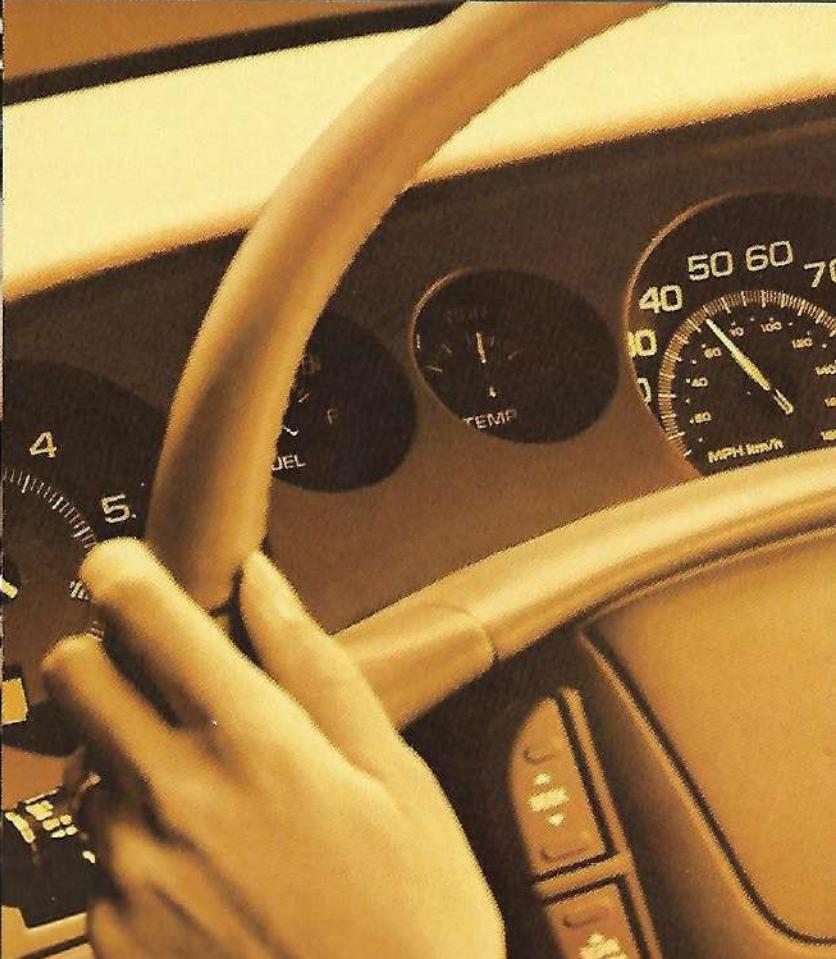
You made a deal with yourself.
You're
DUKE.

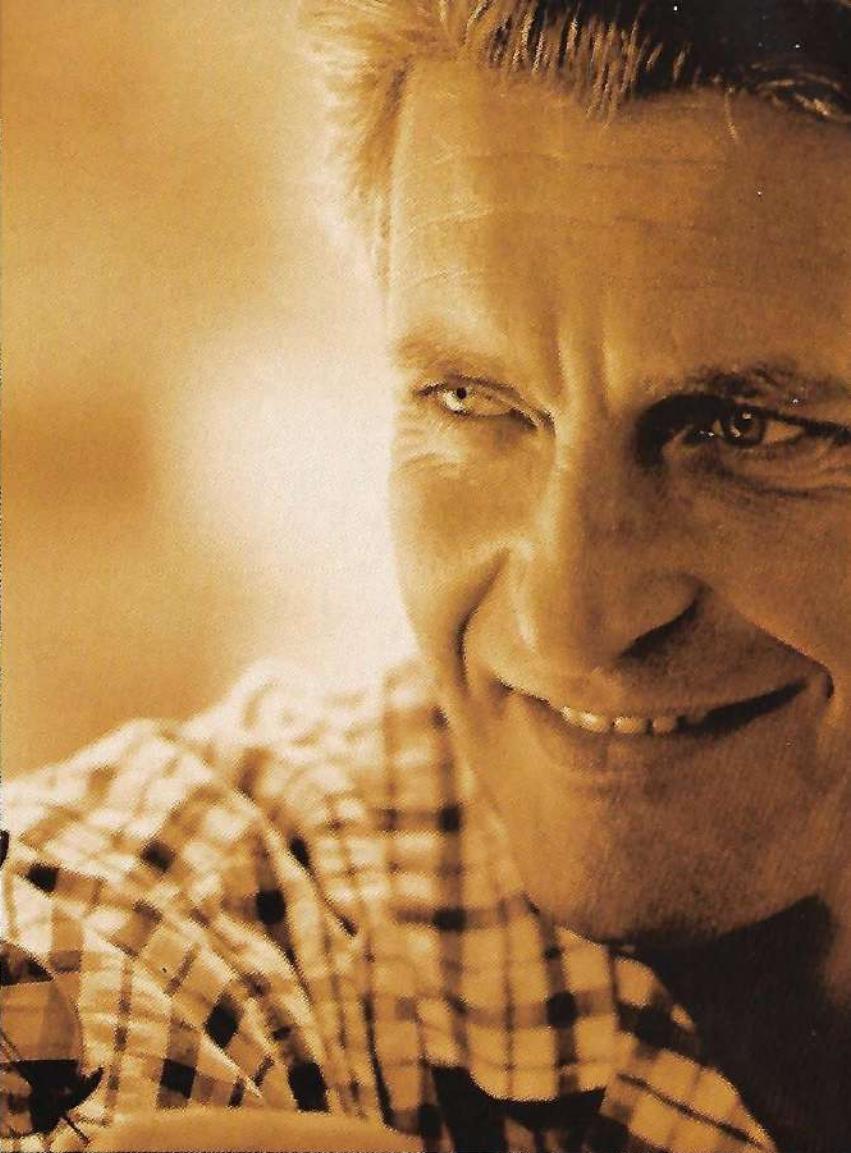
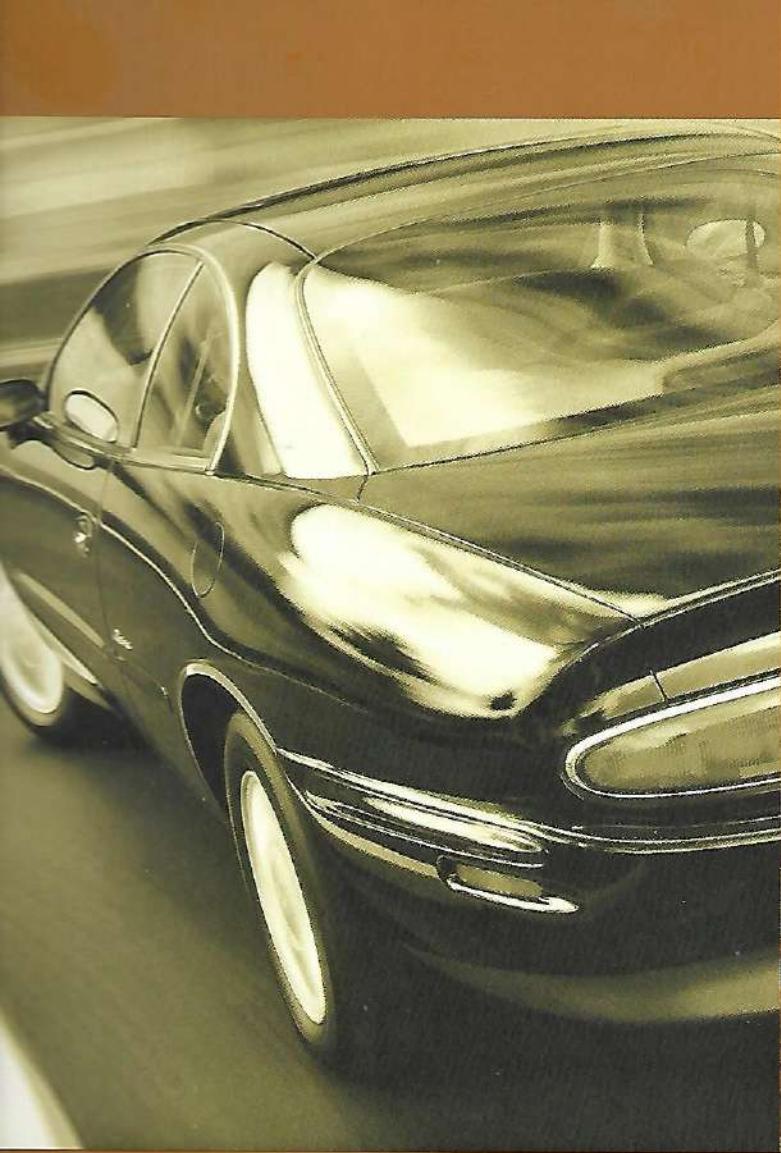


You did the soccer duty. The pancake breakfasts, the pizza runs, the play practices. Other parents became elusive at the last minute. You paid the dues, organized the events, went with less sleep.

Ah, but now it's *your* time.

Riviera by Buick.





You're due.
Quiet power that never
seems to top out. More
control than you thought
possible. Smooth
supercharged performance.

The 1998 Riviera is a
luxurious decompression



You're due for some
STYLE.

jeans and a tux coat. That little

paghetti-strap number over a T-shirt.

Tickets to a play. In some other city.

Riviera style.







Go blur some landscape.

It's time. Riviera was made for fluid

movement. And looks it.





Inapologetic,
feel-good

POWER.

You're smiling. A couple of hours

of this could fix a lot of what's

haywire in the world.

Four-wheel independent suspension combined with available traction control results in outstanding visibility, precise handling and crisp surefootedness on the curves, on uneven surfaces and during virtually any weather condition.

Smooth, linear acceleration and plenty of response where on the power band are constant qualities of the high-torque, assertive supercharged powerplant. The 3800 Series II Supercharged V6 generates 240 horsepower at 4000 rpm, 280 ft-lbs torque at 3600 rpm.

Smile-inducing power and a seamless, effortless transition from standstill to highway cruising are hallmark attributes of the powerful 3800 Series II Supercharged V6. Driving enjoyment continues to be a daily reward program with Riviera.

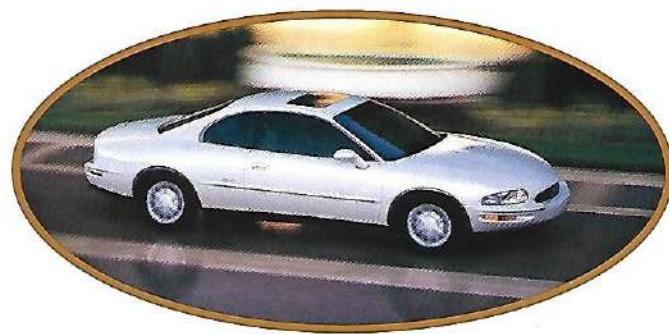
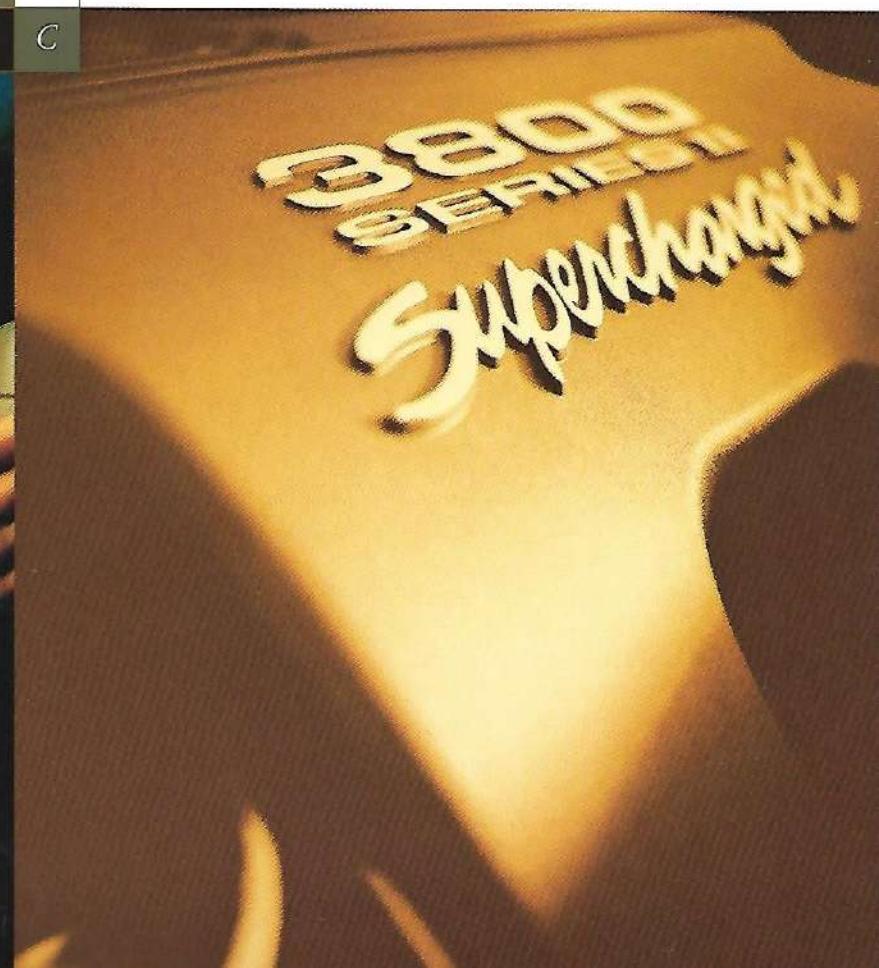
With its sophisticated supercharger and sequential port fuel injection, the standard muscular 3800 Series II Supercharged V6 delivers an instantly satisfying surplus of horsepower, yet it maintains the efficiency of a six-cylinder engine. This is having your cake and enjoying it thoroughly, over and over.



B

A

C



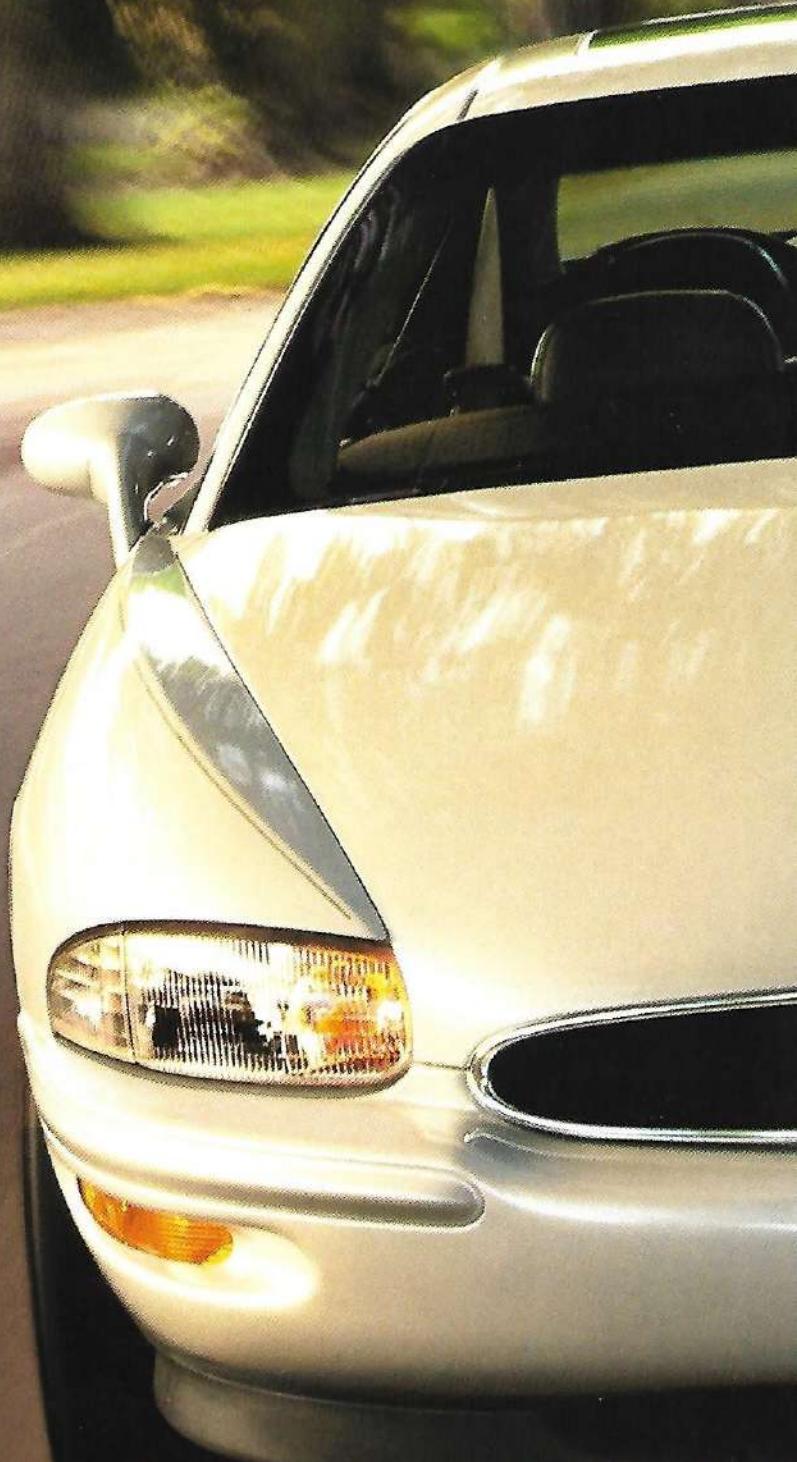
How can metal and glass

make you feel more alive? It depends

on how they're put together.

It really is time you drove a Riviera.

You're due.







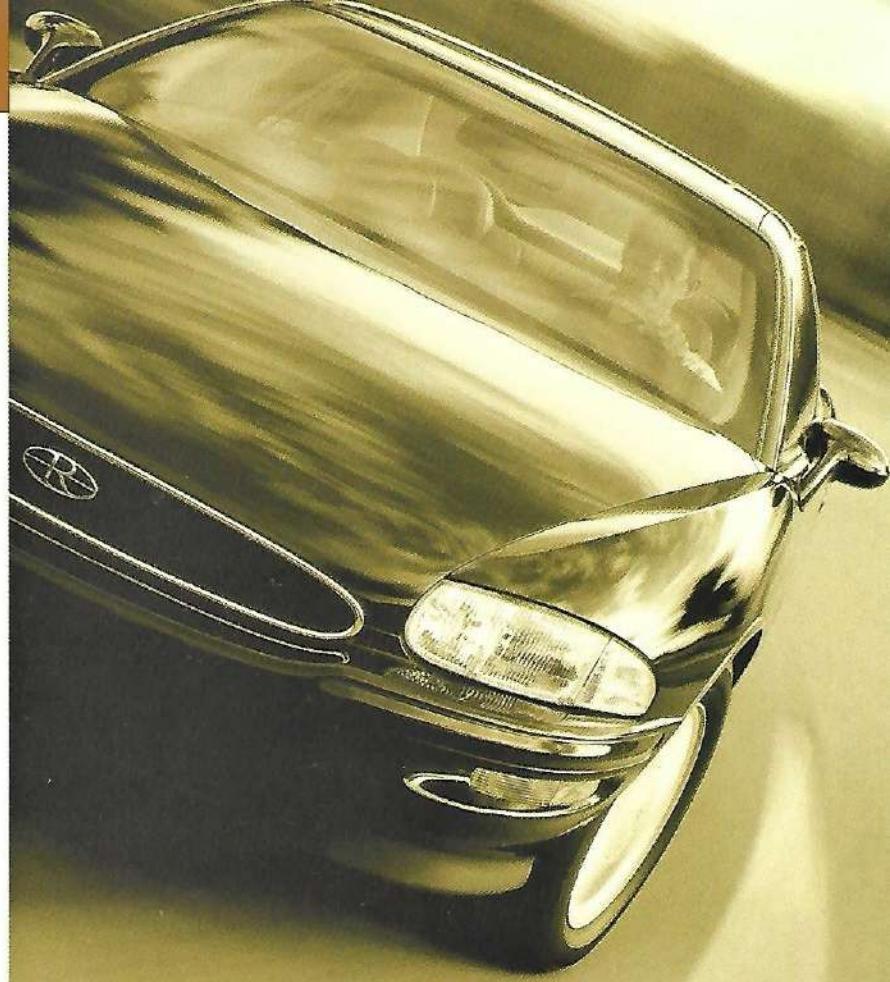
Riviera drivers know
HANDLING
is an interactive term.

This car was made to drive.

Not in the sense that lesser cars were

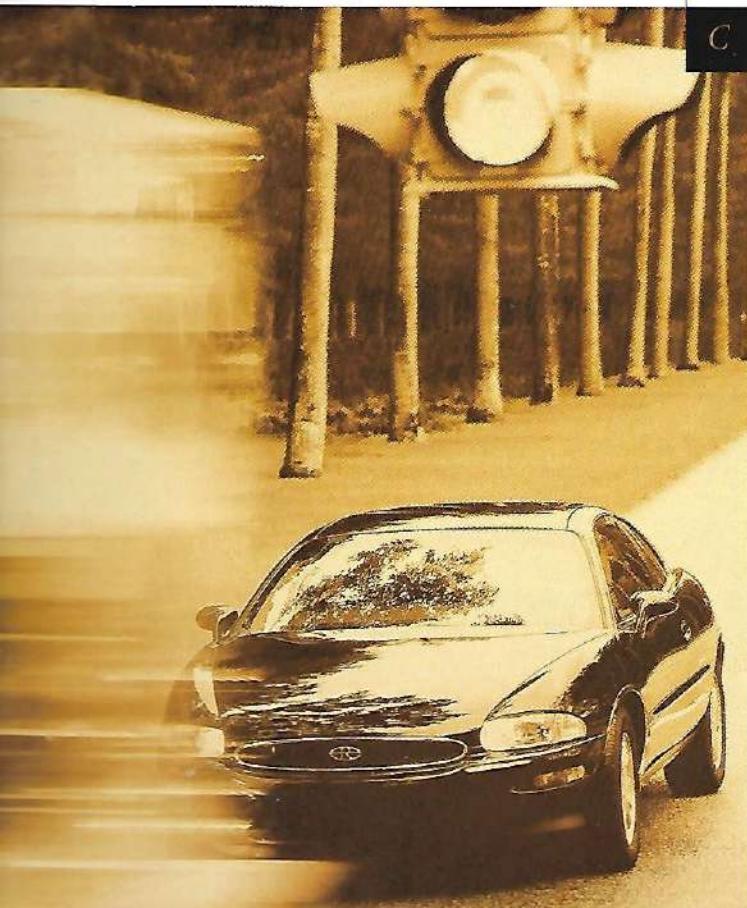
made to get you back and forth.

Riviera leaves stress behind you along



A B

C



Riviera's superb handling prowess and smooth, quiet ride derive from a number of carefully blended factors. Luxurious comfort, acoustics, road-holding ability, aerodynamics and a rigid body structure are just a few of them.

A. Body structure integrity is calibrated in frequencies — the higher the frequency, the more solid it feels.

Riviera's structure reads at a remarkably high 25 Hz. What does it mean? A smoother, more silent ride and an overall feeling of strength, under and around you.

B. The unusually solid body structure dramatically reduces torsional flexing. This, and the precisely engineered steering and suspension, imparts a sense of stability and certainty, and the famous road-hugging agility you will soon take for granted.

C. Confident, controlled braking is a result of four-wheel power disc brakes channeled through an anti-lock braking system (ABS). This active safety



When driver and passengers relax

into this personal luxury coupe, all will

feel the obvious lack of compromise

where their comfort is concerned.

Riviera. Coupe uncooped.

Your total

COMFORT



Optional equipment



A B

C



They special-teamed for comfort in this Riviera. A Seat Comfort Team, which included a physical therapist, drove hundreds of thousands of miles to evolve what may well be the most comfortable seats in the world. Smooth flight is emphasized by the optional, quiet Astrorooft.

A. Available heating adjustments allow you to warm the driver's or front passenger's seat on cold mornings. Such a detail is more than merely another luxury — it's a functional comfort that enhances driver performance from the word go — a Riviera specialty.

B. Dual automatic ComforTemp climate control allows driver and front passenger to choose their own individual temperature levels, varying by as much as six degrees. The cabin is full of touches that cater to the individual in you — and others.

C. The metaphoric switches communicate their function through their shapes. The six-way power



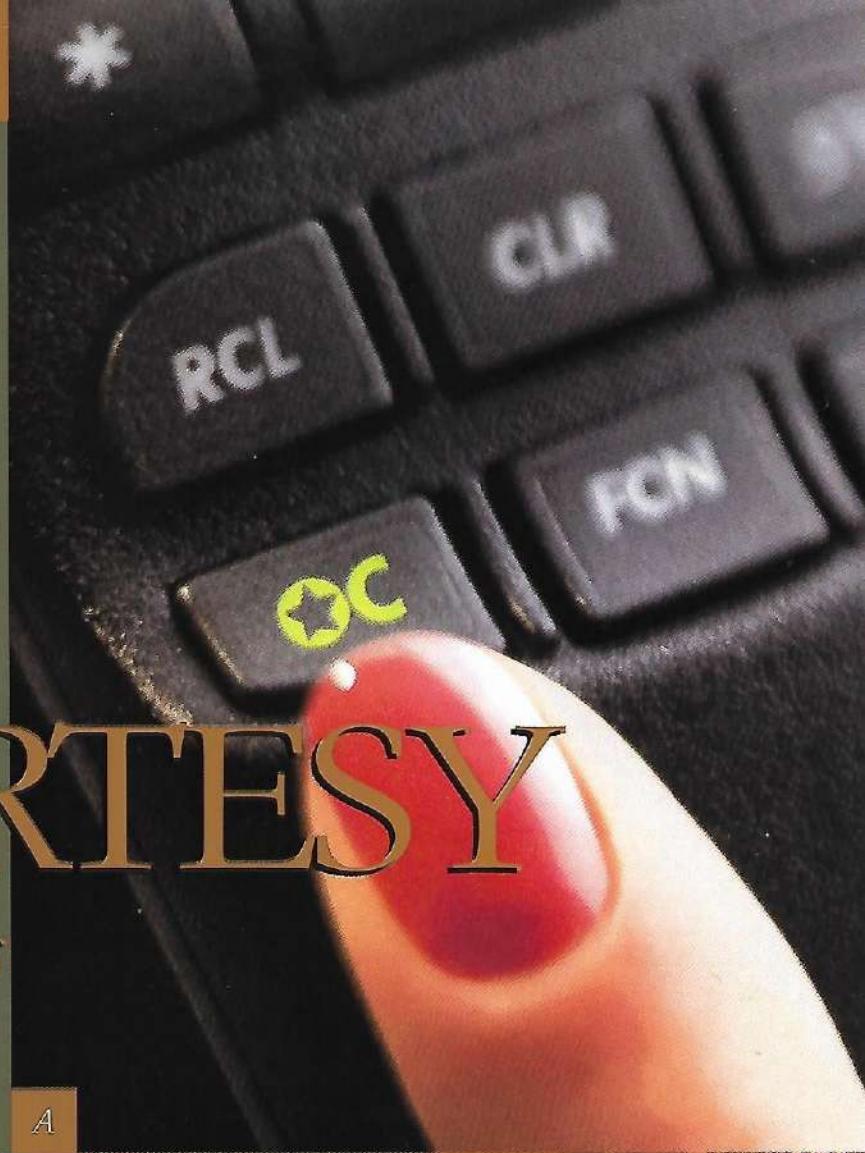


Optional Amaroof sunroof

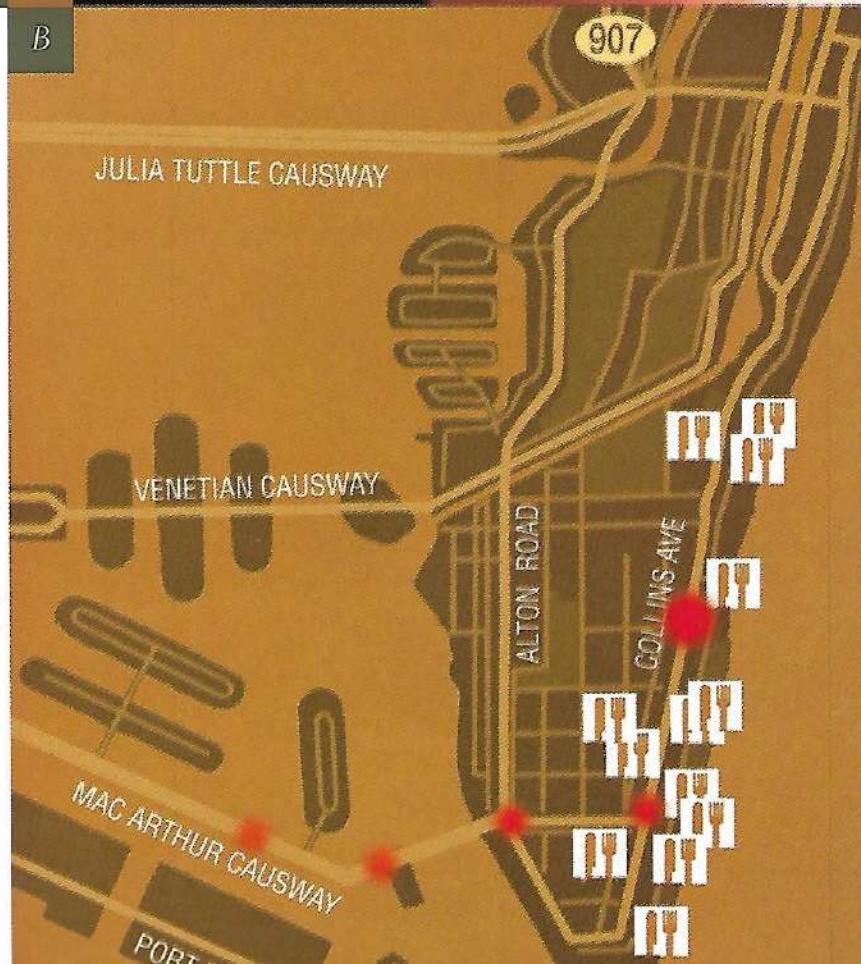
Real COURTESY underlines Riviera's sense of freedom.

available OnStar® Service backs up Riviera freedom with confidence — and satellite technology. Wherever you travel in the 1998 Riviera, this constant security-minded companion can ride with you. Silent, even unnoticed, until such time as the need for it arises, OnStar is ready in seconds. It can remotely unlock a Riviera with the keys locked inside, call emergency road personnel, give you directions, find hotels, ATMs, restaurants, or call for immediate help if the air bags* are deployed. You've taken care of things for a long time — it's due time you got some of that treatment yourself.

ONSTAR



A
B





C



D

A. OnStar is activated by touching a button on the cellular phone. Once on, this voice-activated, hands-free service puts you in touch with all of OnStar's security and convenience offerings.

B. It's your own personal locating device, telling you where you are and how to get where you're going. OnStar uses Global Positioning System satellites to instantly locate your vehicle in relation to its surroundings.

C. OnStar Advisors, with access to enormous information resources, are your instant conduit to everything from airlines to zoos. They are "...a kind of remote 'Lone Ranger,' riding to your rescue on the white horse of a two-way data transmission."*

D. Over 100 location categories include ATMs, airports, car rental agencies, gas stations, glass repair, hospitals, hotels, restaurants, taxis and more. "The services provided by OnStar are only limited by your imagination."**

*United Airlines Hemispheres

**Automobile Industries Magazine

OnStar Service



Automatic Notification of Air Bag Deployment so we can call emergency services for you.



Emergency Services are just a touch of a button away if needed.



Theft-Detection/Notification and Stolen-Vehicle Tracking helps police find your vehicle.



Remote Door Unlock in case you lock your keys in your vehicle.



Roadside Assistance with Location tells us where you are, so we can send you help.



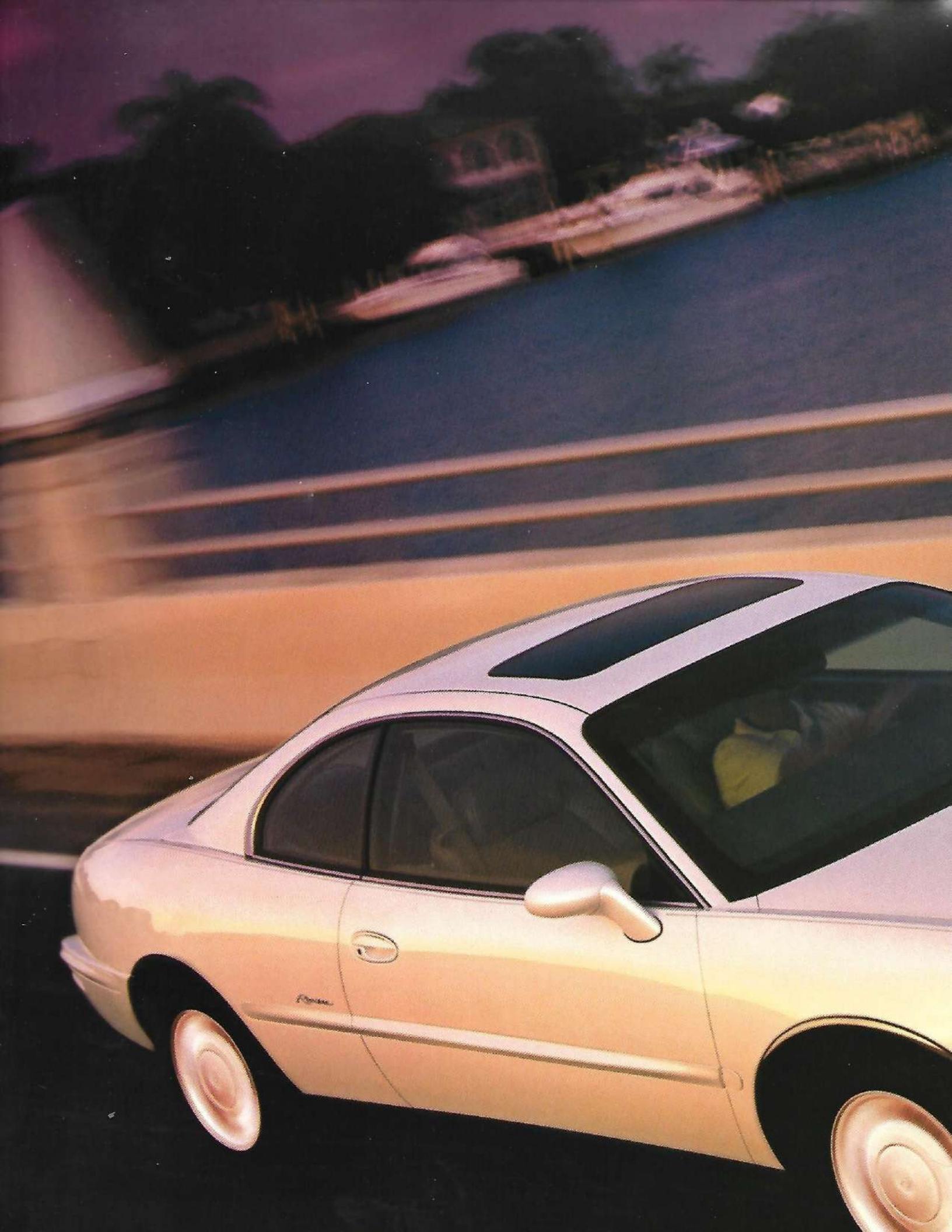
Route Support will get you right to the doorstep of your destination.

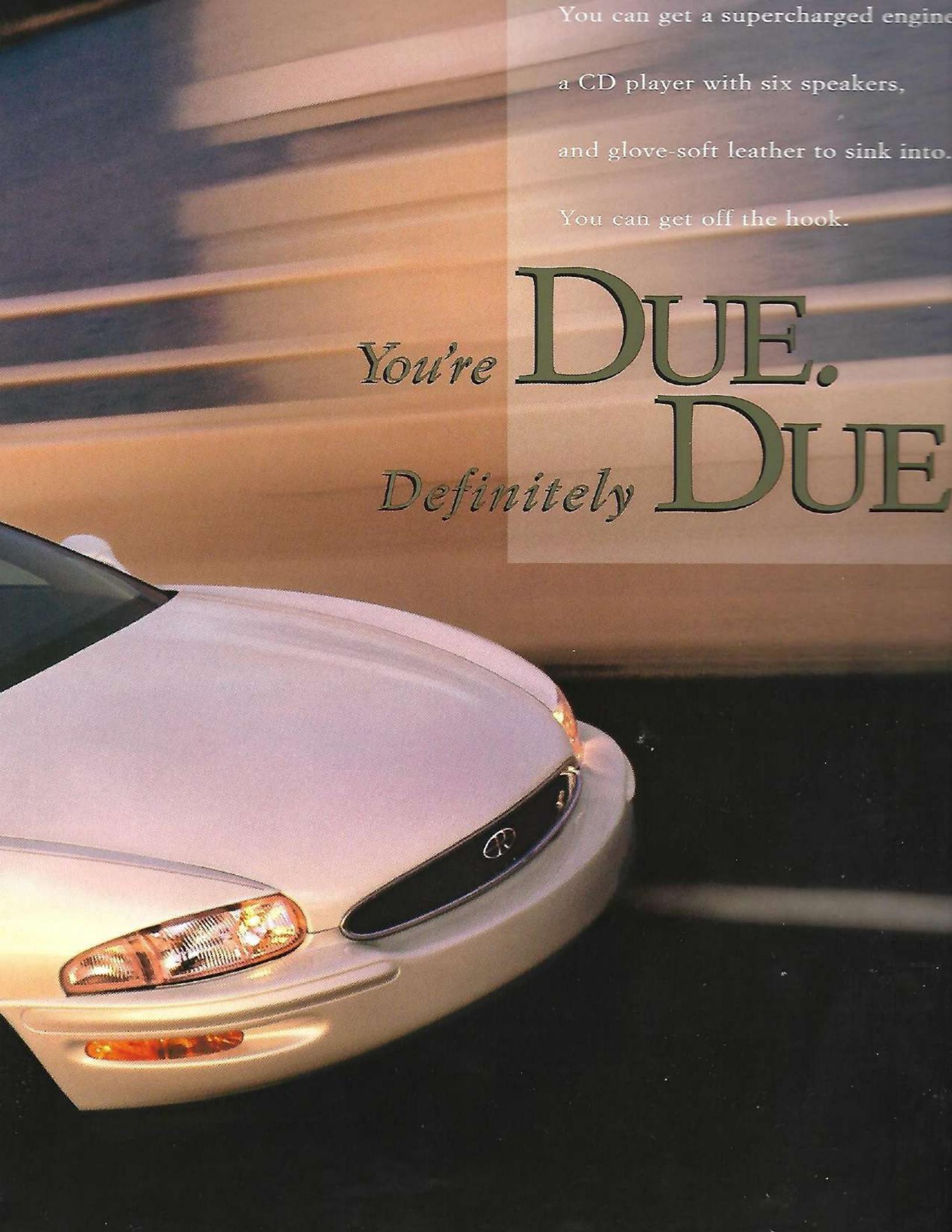


Convenience Services help you locate hotels, restaurants, service stations and more.



Hands-Free, Voice-Activated Cellular Phone lets you keep your hands on the wheel.





You can get a supercharged engine

a CD player with six speakers,

and glove-soft leather to sink into.

You can get off the hook.

You're **DUE.**
Definitely **DUE**

STANDARD FEATURES *

Mechanical

- Battery — heavy-duty with Rundown Protection
- Brakes — anti-lock, 4-wheel power disc
- Cooling — heavy-duty, engine and transmission
- Drive — front-wheel
- Engine — 3800 Series II Supercharged V6 (includes 16" aluminum wheels and Eagle LS touring tires)
- Exhaust system — dual, stainless steel
- Fuel filler door release — electric, remote
- Hood lock — inside release
- Horn — dual-note
- Remote keyless entry — individually programmable transmitters, includes instant alarm, perimeter lighting and security feedback
- Retained accessory power
- Steering — magnetic variable effort
- Suspension — 4-wheel independent with automatic level control
- Theft-deterrent system — PASS-Key II
- Transmission — electronically controlled 4-speed automatic with overdrive
- Wipers — 2-speed with variable delay

Exterior

- Glass — flush-mounted
- Glass — Solar Ray solar control
- Headlamp control — Twilight Sentinel
- Headlamps — composite tungsten halogen
- Headlamps — daytime running
- License plate holder — slide-in rear, front mounted
- Mirrors — outside rearview — deluxe, electric, body color, left and right remote with floodlit controls
- Moldings — protective, body color body side belt reveal, wheel opening and rocker panel
- Paint — clearcoat
- Tires — P225/60R16 Eagle LS touring steel belted radial ply, all-season blackwall
- Wheels — 16" aluminum
- Windows — power with driver express down and floodlit control

Convenience Plus Features

Electronic reminder tones for ignition key, headlamps, turn signal, parking brake "on", delayed entry lighting, delayed exit lighting, theater dimming, Battery Rundown Protection, lockout protection, delayed locking, flash-to-pass signal, passive theft-deterrent system, daytime running lamps, retained accessory power and auxiliary power outlet.

Interior

- Acoustical Package
- Air Bags — Next Generation, driver and front-seat passenger Supplemental Restraint System (SRS)**
- Air conditioning — dual automatic ComforTemp climate control
- Air conditioning — rear-seat ComforTemp
- Armrest — front-seat storage with dual cup holders
- Assist handles — two
- Carpet savers — front and rear
- Carpeting — plush, front and rear
- Console — overhead (includes front-seat reading lights and garage door opener compartment)
- Cruise control — electronic
- Defogger — electric, rear-window
- Defogger — front and side window outlets
- Door locks — automatic, programmable
- Instrumentation — speedometer, tachometer, temperature gauge, trip odometer; indicators for low oil pressure, low voltage, and low washer fluid, oil, fuel, and coolant levels; with parade dimming feature
- Lamp — center, high-mounted stop
- Lights — door courtesy and warning with theater dimming, delayed entry and exit lighting
- Lights — front ashtray, glove box, engine compartment, trunk compartment, instrument panel courtesy and instrument panel
- Mirror, visor vanity — lighted, passenger
- Safety belts — front- and rear-seat outboard positions lap/shoulder with shoulder belt comfort adjuster and slack set, center rear lap belt
- Seats — leather-trimmed bucket with 6-way power recliners, lumbar and operating console
- Speakers — 6-speaker Concert Sound II
- Steering column — TILT-WHEEL™ adjustable
- Steering wheel — leather-wrapped with Supplemental Restraint System (SRS)**
- Sunshades — front, supplemental and extendable
- Trunk convenience net
- Trunk release — electric, remote with security switch
- Trunk trim — deluxe

Personal Choice Features

- Delayed locking (programmable)
- Memory door locks
- Perimeter lighting

Security Systems

- Antenna — automatic power
- Radio — ETR® AM-FM stereo with preset of

Available Features

- Astrorooftop — electric sliding with sunshade
- Engine block heater — electric
- Heated driver and passenger seat with memory driver and passenger outside mirrors, with automatic parallel park assist, and memory driver seat control
- Memory driver seat and mirrors
- Mirror, inside rearview — electrochromic, automatic dimming, includes integral digital compass
- OnStar Service — includes voice-activated cellular phone (dealer installed option with OnStar readiness standard)
- Tires — P225/60R16 Michelin steel-belted, radial ply, all-season blackwall
- Wheels — 16" chrome

Available SE Package

- Accessory controls — steering wheel (radio and temperature)
- Cornering lamps
- Mirror, visor vanity — lighted, driver
- Mirrors — automatic, electrochromic inside and driver outside rearview
- Seats — power lumbar control, driver and passenger
- Stripes — accent
- Theft-deterrent system — includes central unlocking and starter interrupt
- Traction control — full-range
- Universal Transmitter — 3-function, remote; replaces garage door opener compartment

Special Note To Parents:

Children are generally safer if they ride in a rear seat using the appropriate child safety seats and restraints, which is why General Motors recommends that child safety seats be properly secured in the vehicle's rear seat. See your Owner's Manual and child safety seat's instructions for more information.

* Partial listing only — See your Buick dealer for complete lists and details.

**Always wear safety belts, even with air bags.



S P E C I F I C A T I O N S

3800 Series II Supercharged V6 with SFI™	240 @ 5200
	280 @ 3600 rpm

Series II Supercharged V6	2.98 final drive ratio
	1,000 maximum gross trailer rate (lbs) ^{1/2/3}

capacity	
cu. ft.	17.4
tank, gal.	18.5
curb weight, lbs	3,699

Multi-port fuel injection.
Standard equipped. Includes weight of trailer, cargo, passengers and equipment. All towing recommendations are for the driver's responsibility. Check with your Buick dealer for the latest information. Trailer tongue load should be 10% of the total trailer weight but should not exceed the load rating specified for that vehicle, engine or hitch combination. Use Class II frame-mounted trailer hitch.

Dimensions (inches)

width	207.2
height	75.0
base	54.6
head	113.8
head	62.5
head	62.6

Exterior (inches)	front/rear
width	42.6/37.1
height	38.2/36.2
head room	57.8/57.8



Exterior

Bright White (16)

Interior

Blue, Gray, Lt. Green, Taupe,
Bordeaux Red

Bright White Diamond Tri-Coat (78)

Blue, Gray, Lt. Green, Taupe,
Bordeaux Red

Silvermist Metallic (17)

Blue, Gray, Bordeaux Red

Sandstone Beige Metallic (50)

Taupe, Bordeaux Red

Slate Green Pearl (61)

Gray, Lt. Green, Taupe

Emerald Green Pearl (38)

Gray, Lt. Green, Taupe

Majestic Teal Pearl (48)

Gray, Taupe

Twilight Blue Metallic (27)

Blue, Gray

Midnight Blue Pearl (28)

Blue, Gray, Taupe

Bordeaux Red Pearl (51)

Gray, Taupe, Bordeaux Red

Santa Fe Red Pearl (53)

Gray, Taupe

Black (41)

Blue, Gray, Lt. Green, Taupe,

Bright White (16)



Bright White Diamond Tri-Coat (78)



Silvermist Metallic (17)



Sandstone Beige Metallic (50)



Slate Green Pearl (61)



Emerald Green Pearl (38)



Majestic Teal Pearl (43)



Twilight Blue Metallic (27)



Midnight Blue Pearl (28)



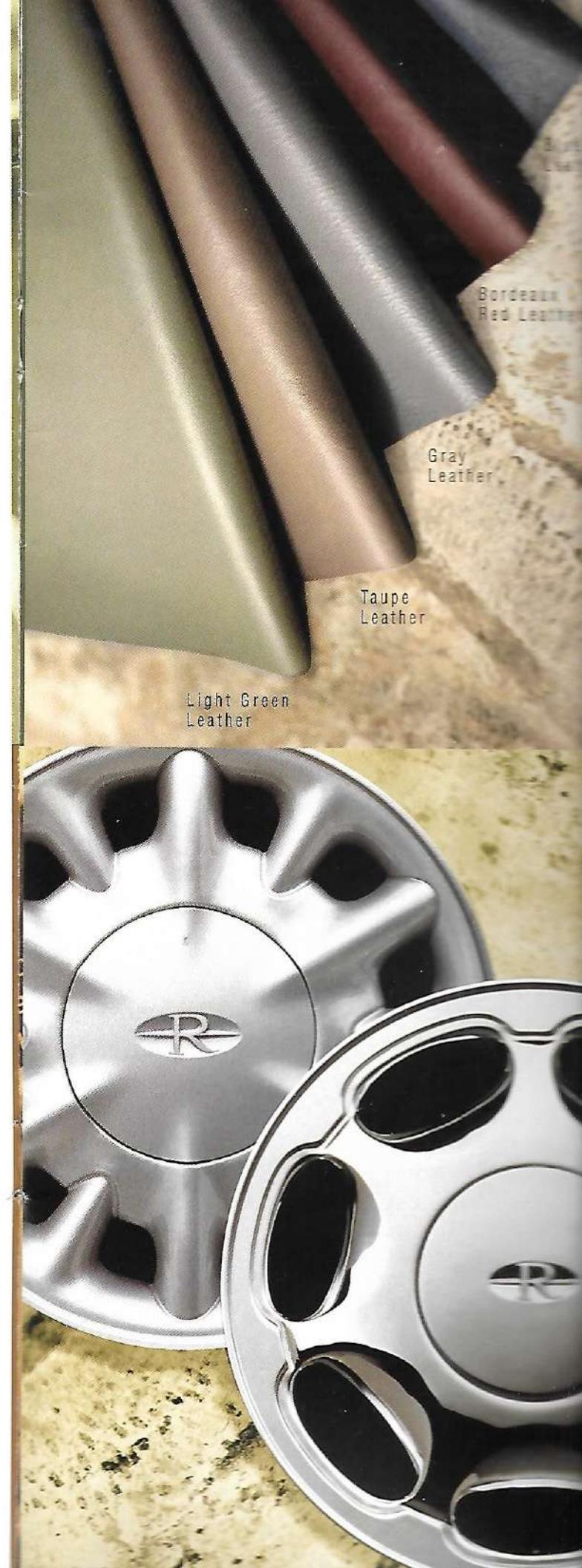
Bordeaux Red Pearl (51)

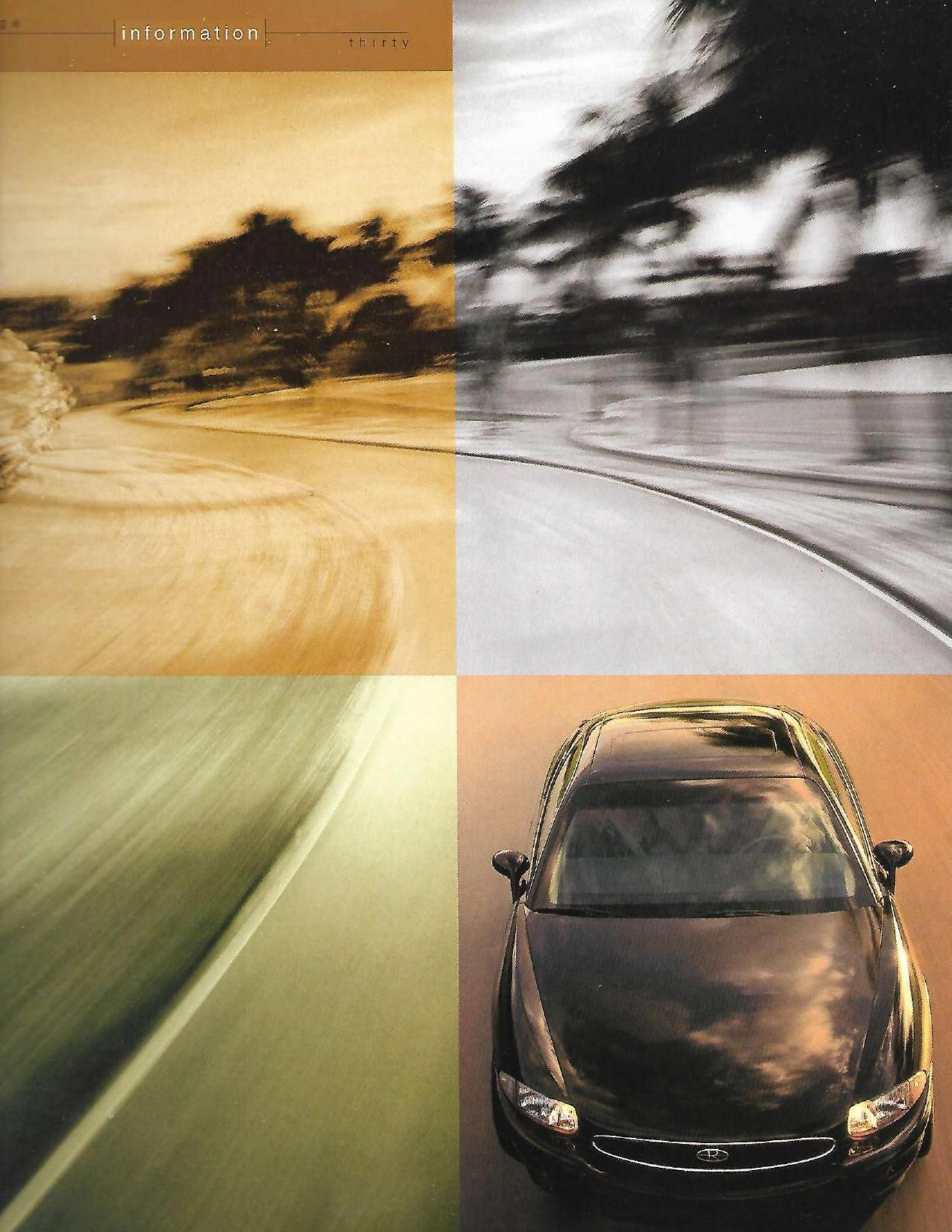


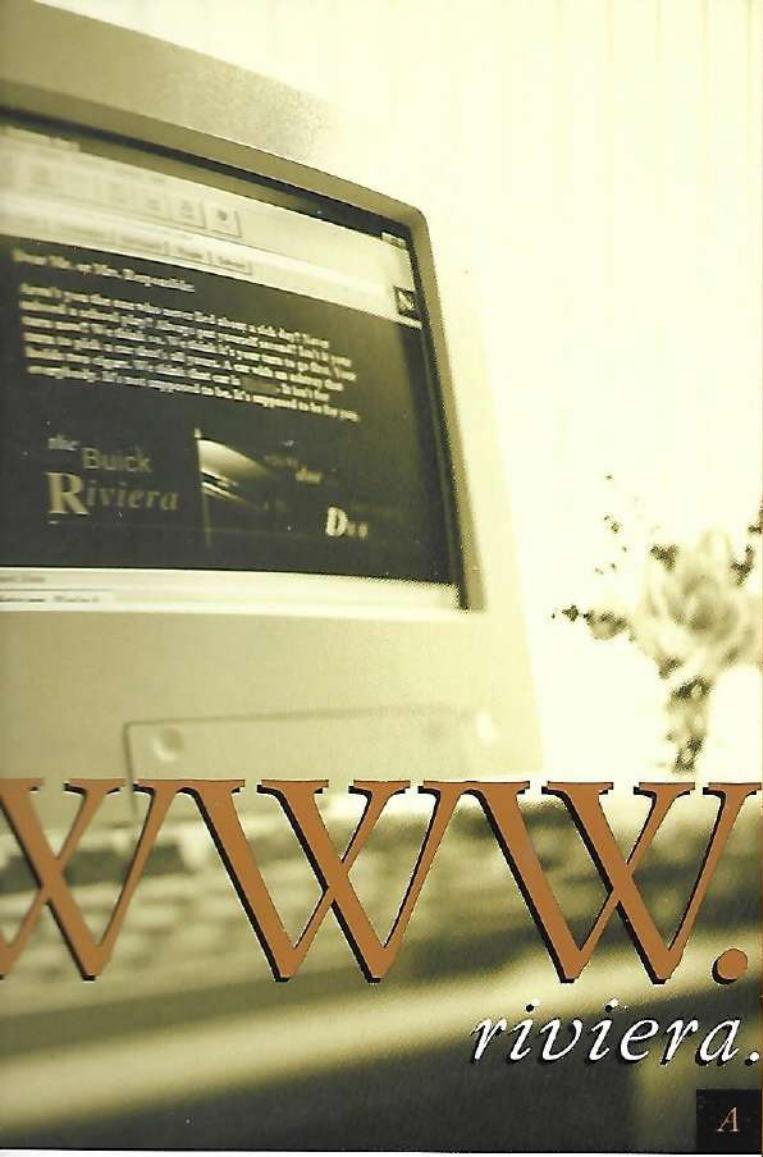
Santa Fe Red Pearl (53)



Black (41)







The powers of Riviera are accessible by PC — just move your mouse to www.riviera.buick.com and explore many facets of your luxury coupe-to-be on the Web. Cruising is a way to become partially acquainted with the 1998 Riviera, but nothing can approximate the feeling of turning the key, and pulling out into the real world in this latest edition of the world-class luxury car.

Quality Plus. 1-800-4A-BUICK is another way to get customer assistance or information. Quality Plus is a Buick institution that deals with aspects of the buying/owning experience such as Premium Roadside Assistance, Quality Plus Delivery and the generous 36/36,000-mile Warranty.* When shopping for a Riviera, ask about all the reassuring backup you'll receive along with the car itself.

Important: A word about this catalog.

We have tried to make this catalog as comprehensive and factual as possible. We reserve the right, however, to make changes at any time, without notice, in prices, colors, materials, equipment, specifications, models and availability. Since some information may have been updated since the time of printing, please check with your Buick dealer for complete details. Some models as shown may not be available in California, Idaho, Oregon and Washington.

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

A word about assembly of Buicks. Buicks are assembled by different operating units of General Motors, its subsidiaries or GM suppliers worldwide. Buicks incorporate thousands of components produced by different operating units of GM, its subsidiaries or GM suppliers worldwide. We sometimes find it necessary to produce Buicks with different or differently sourced components than originally scheduled. All such components have been approved for use in Buicks and will provide the quality

performance associated with the Buick name. Since some options may be unavailable when your vehicle is assembled, we suggest you verify with your dealer that your vehicle includes the equipment you ordered, or if there are changes they are acceptable to you.

A word about updated service information.

Buick regularly sends its dealers useful service bulletins about Buick products. Buick monitors product performance in the field. We then prepare bulletins for servicing our products better. You can receive these bulletins, too. Ask your dealer. For ordering information, call toll-free 1-800-551-4123.

A word about warranty. The GM 3-year/36,000-mile Bumper to Bumper Warranty covers repairs for any new Buick, including labor and parts, to correct any defects in material or workmanship occurring during the warranty period. The complete vehicle (including tires) will be covered for 3 years or 36,000 miles, whichever comes first. See your Buick dealer for terms of this limited warranty. Supplemental Restraint System coverage is 3 years regardless of mileage.

The GM Card. For information or to apply for The GM Card or GM Gold Card, call 1-800-8GM-CARD.

Buick product information.
Call 1-800-4A-BUICK



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Buckle up, America!



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BUICK

1-800-4-
RIVIERA



PARK AVENUE

THE POWER OF UNDERSTATEMENT.



Riviera

You're due. Definitely due.



Regal

Official Car of the Supercharged Family.



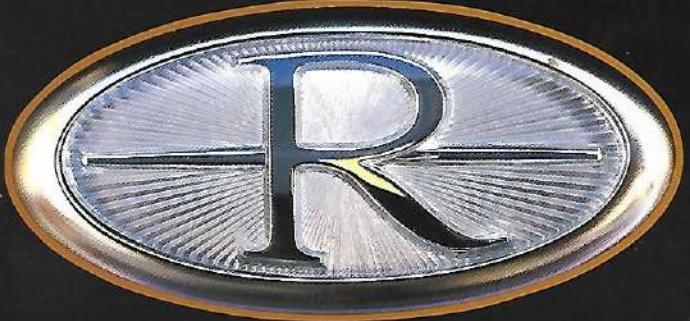
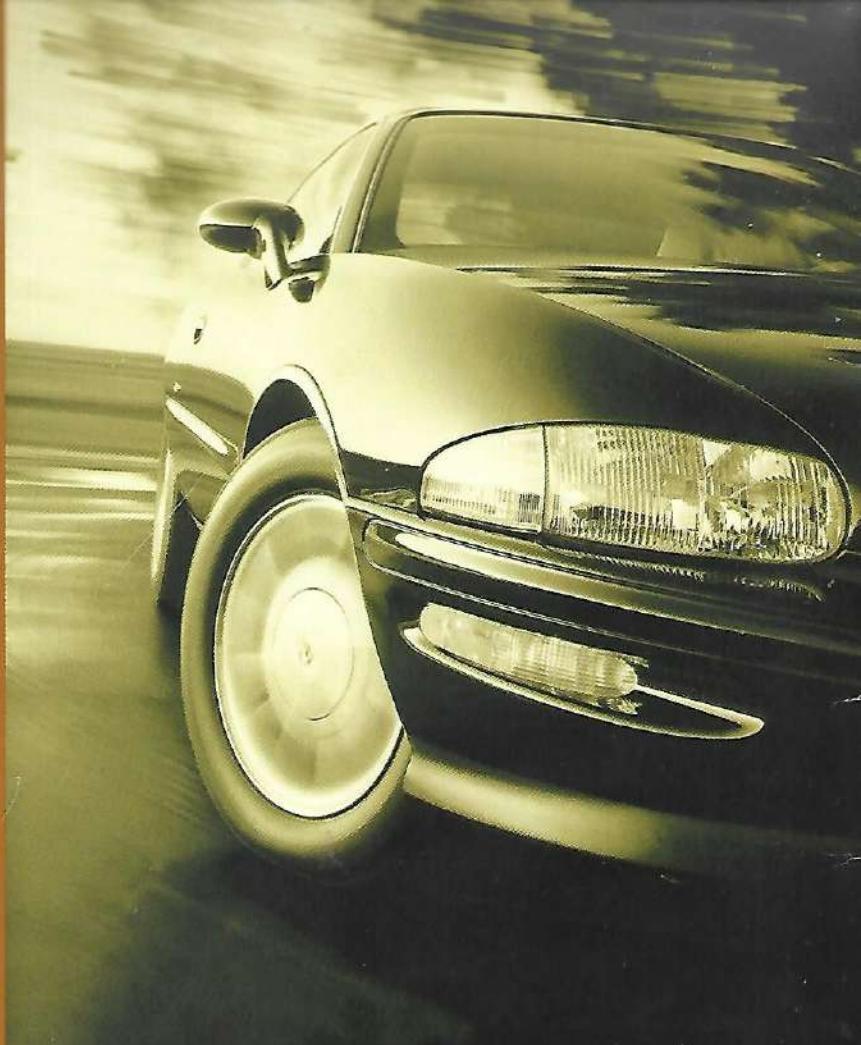
LeSabre

PEACE OF MIND.



CENTURY

Discover a little luxury in this Century.



Riviera by Buick



You're due. Definitely due.