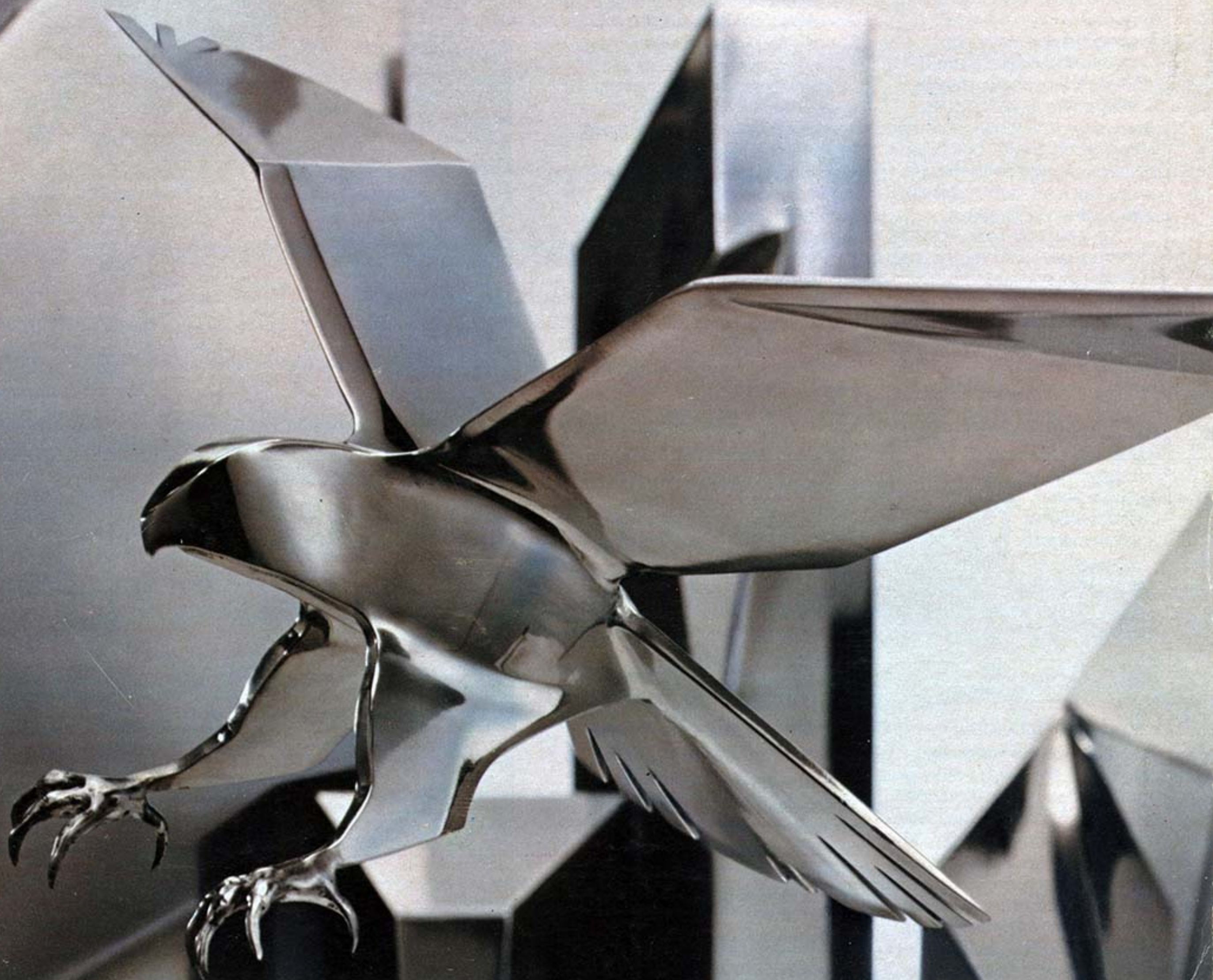


Buick. 1979.



Riviera.

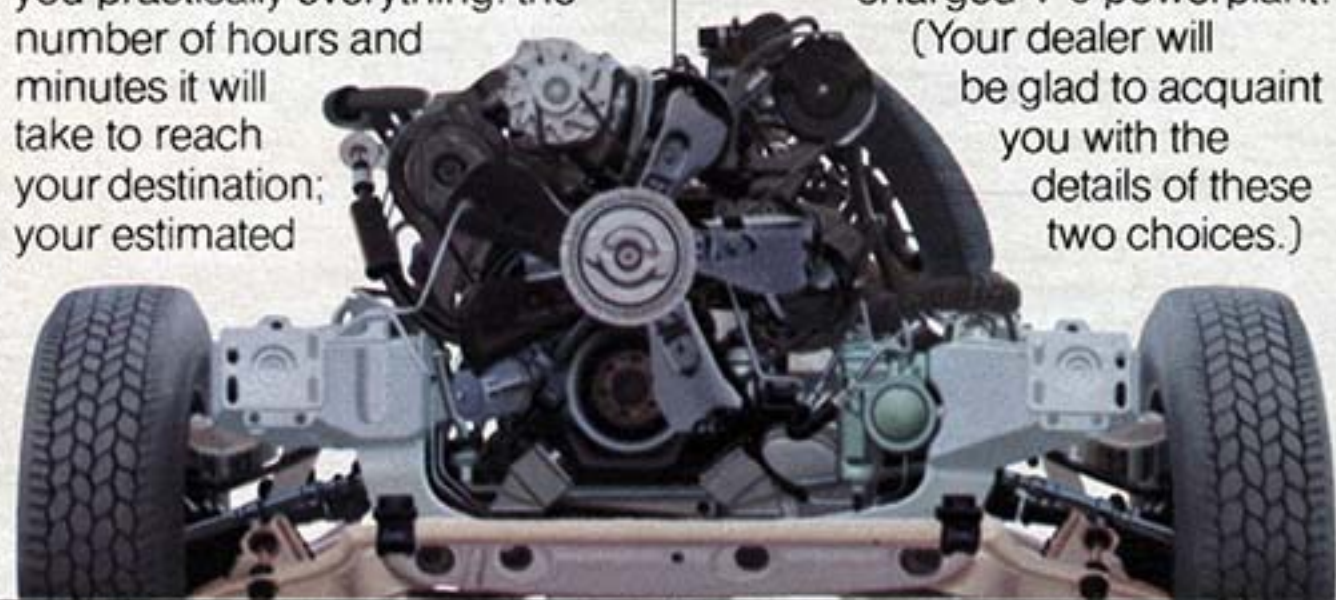
What you see here is not simply a new car.

It is a luxury car, with elegant, even arrogant, formal lines. And impeccable interior trappings. Among the conveniences it places at your disposal are Delco AM-FM stereo, power steering, six-way power seating for the driver, power windows, automatic transmission, power brakes, a digital clock, air conditioning, cornering lights, and automatic level control. All standard.

It is a personal car. One that communicates with you via digital telemetry, commanded by an available on-board computer. Specifically, after January 15, 1979, a Trip Monitor will be available as an extra-cost option. By simply touching the proper buttons on the panel, the computer will tell you practically everything: the number of hours and minutes it will take to reach your destination; your estimated

time of arrival; the estimated number of miles you can go on the fuel left in your tank; and the mileage to your destination. And if that isn't enough, the monitor also provides digital readouts for engine temperature, time, average speed and elapsed trip time. There's even a digital speedometer, a resettable digital trip odometer and low fuel warning. But it is more than styling and equipment that put the Riviera on the cutting edge of automotive technology. It is the design itself. It is built to be a road car. With fully independent front and rear suspension and front-wheel drive.

You may order it in one of two ways. In our luxury Riviera version. Or a sporty S TYPE version with a standard turbo-charged V-6 powerplant. (Your dealer will be glad to acquaint you with the details of these two choices.)



ABOUT THIS CATALOG:

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

The right is reserved to make changes at any time, without notice, in prices, colors, materials, equipment, spec-

ifications and models, and to discontinue models.

A WORD ABOUT OPTIONS:

Some of the equipment shown or described throughout this catalog is available at extra cost. Check with your Buick dealer for complete information.

A WORD ABOUT ENGINES:

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



Riviera instrument panel with available Trip Monitor.



Riviera S TYPE Coupe, upper right. Riviera Coupe, below.

Electra.

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

It is a car built to a very nice discipline. To serve you well and handsomely.

This year, it comes in three variations. 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.

The styling speaks for itself, but note that Electra's front-end design has been tastefully modified this year.

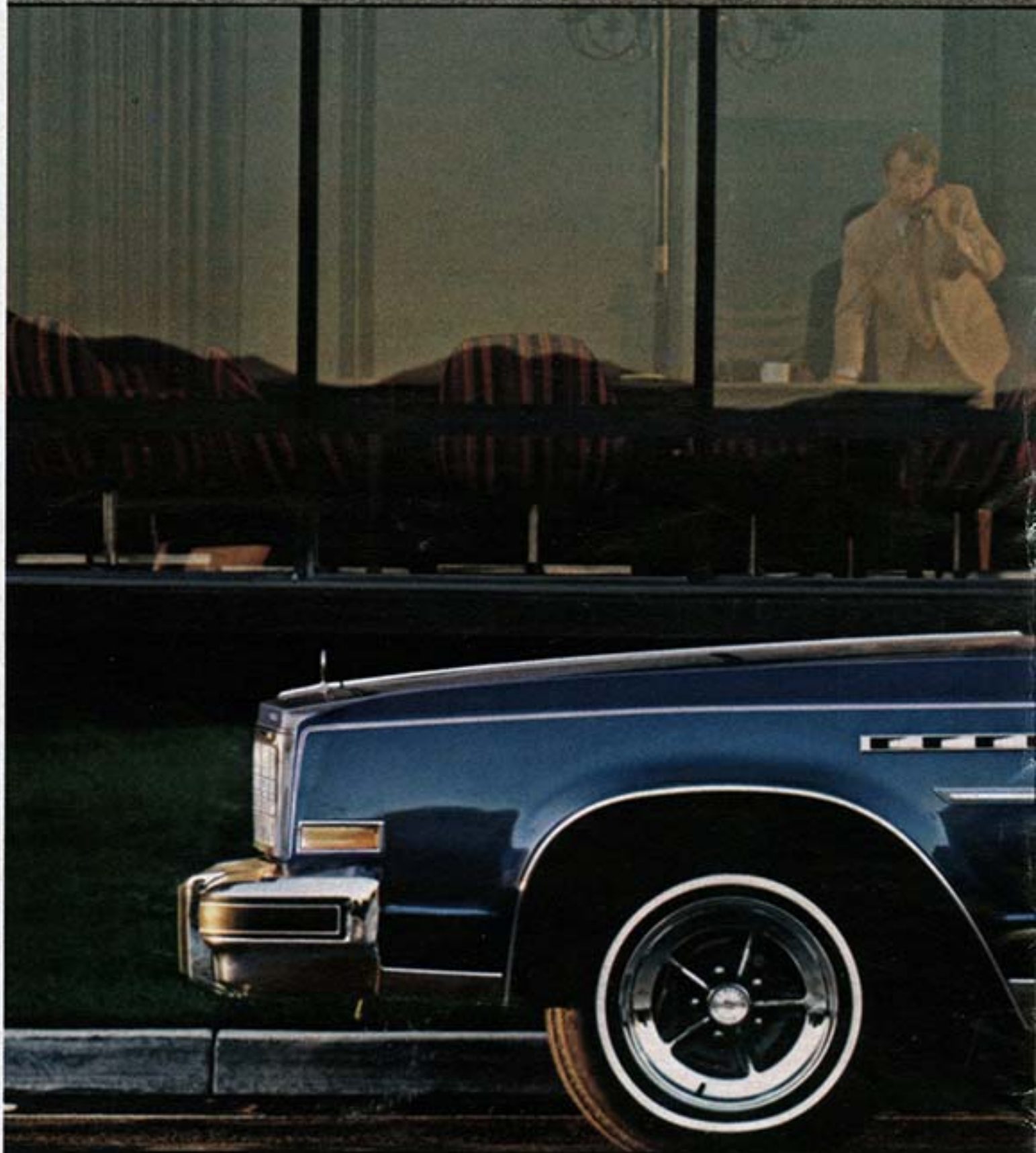
Inside Electra is a joy. It is rich, well-tailored and the finish makes for very enjoyable, serene driving. Of course it seats up to six in comfort. And to carry your professional and recreational

gear, Electra sports a trunk with 20.4 cubic feet worth of carrying capacity.

And, as you might expect, Electra's list of standard equipment is rather healthy. Among the stars are a 2-way power driver's seat on Electra Limited and Park Avenue, automatic transmission, power steering, power front disc brakes, steel-belted, radial-ply tires and coil-spring suspension front and rear. And the extras you can order are well, incredible. Included are the latest in Delco electronic sound systems, an electric locking gas tank cap, 6-way power seats, automatic air conditioning. And these are just for starters.

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.

Talk to your Buick dealer about buying or leasing any of these great new Buicks.



Electra Limited Sedan, upper left.



Electra 225 Coupe, upper right. Electra Park Avenue Sedan, below.

LeSabre.

No matter which LeSabre model you're talking about — LeSabre, LeSabre Sport Coupe or LeSabre Limited — two things become readily apparent.

The first is that each one offers not only Buick comfort, but "full-size" family room for heads, legs, shoulders and luggage.

And second, each one displays a delightfully distinctive personality of its own, in keeping with the different tastes and life-styles of different owners and their families.

Leading the lineup is the new LeSabre Limited. It takes its name from a plush new "limited" level of interior. With comfortably padded, full-foam notchback seats and elegant velour trim.

For the family who wants the same type of spaciousness but with more basic, down-to-earth appointments,

around the windows, etc. Plus some very special design and engineering features of its own.

Standard with LeSabre Sport Coupe, for instance, is a suspension package that includes special front and rear stabilizer bars, special springs and shock valving, and fast-ratio power steering. It's what gives LeSabre Sport Coupe its special measure of roadability. Its impressive response comes from a 3.8 litre (231 CID) turbo-charged V-6.

Of course, the nicest thing about LeSabre Sport Coupe — or any LeSabre for that matter — is the list of standard features you get: power brakes, power steering, automatic transmission, Full-Flo power ventilation, a maintenance-free Delco Freedom Battery and thick, cut-pile carpeting, to name but a few.



there's LeSabre. Both LeSabre and LeSabre Limited come as Coupes or 4-door Sedans. And both come equipped with a 3.8 litre (231 CID) V-6. V-8s are available at extra cost, too. Refer to engine availability insert.

For the family with a sense of adventure, a taste for liveliness in an automobile, there's still another LeSabre model called LeSabre Sport Coupe. It's distinguished by snappy flat black trim on the grille,

That's the "family" side of LeSabre.

In the interest of the individual personality, however, we also offer a very impressive list of extra cost options, too. Including four-wheel disc brakes for the Sport Coupe, a variety of Delco sound systems and new Designers' Accent colors.

Because, you see, at Buick we want you to have the kind of family car you truly want, as well as the one you need.



LeSabre Limited interior.



LeSabre Sport Coupe, upper right. LeSabre Coupe in the background and LeSabre Limited Sedan in the foreground, below.

Estate Wagon.

If you're one of those folks who remain convinced that true utility and luxury aren't compatible, we politely but firmly draw your attention to Estate Wagon.

A full-size family Buick in every sense of the word, it can accommodate up to eight passengers, if you order the three-seat model. Or, with 88.6 cubic feet of storage space, with the rear seat folded down, it has the kind of room you need for some really serious hauling.

Its standard powertrain is a hearty 5.7 litre (350 CID) V-8. With a 6.6 litre (403 CID) V-8 available at extra cost, if you prefer additional power. Either way, you'll find Estate Wagon equipped for plenty of hard work — or play.

With Estate Wagon, you also get the convenience of power steering, power front disc brakes,

automatic transmission, plus a handy tailgate that folds down or opens like a regular door with the window up or down. Included, too, is the security of a lockable rear storage compartment for small valuables.

So, as you see, there's plenty of comfort and convenience here.

And, in Estate Wagon Limited, this roster grows even larger. Standard with this package are 55/45 seats, power windows, a custom tilt steering wheel, a luggage rack with air deflector, four chrome-plated road wheels, a special grille, wood-grained vinyl applique and more.

At Buick, we happen to think Estate Wagon is well named. Because on one hand you get the traditional benefits you might expect from a full-size wagon. But with the style, comfort and luxury of a Buick, too.



Buick Estate Wagon.



Regal.

Quite an exquisite looking automobile, wouldn't you say? Ah, but if you're captivated by its lines alone, you don't know the half of it.

Because the sophistication of Regal goes much deeper than looks.

Consider, if you will, the design. Its trim dimensions give you the kind of city traffic maneuverability you want, and turns parking spaces from challenges into opportunities.

Inside, you'll find standard amenities typical of Buick. Lots of wood-grain vinyl applique. Thick, rich cut-pile carpeting. Cushy notchback seats in your choice of vinyl or cloth. And lots of room for you and your passengers.

Engines? The standard offering in the Regal and Regal Limited Coupes is an even-firing 3.2 litre (196 CID) V-6. (Not available in California.) A turbocharged 3.8 litre (231 CID) V-6 engine is standard on Regal Sport Coupe. Refer to the engine availability insert.

You can choose your Regal

in any of three forms. One, the base Coupe. Which, even left in standard street garb, is one exciting automobile. Two, there's the Regal Limited. For those who want something a bit more up-town in terms of trim. Or three, there's the Sport Coupe, which as we said, is turbocharged. With such standard equipment as front and rear stabilizer bars, firmer shocks and springs, fast-ratio power steering, power brakes, automatic transmission, and P205/70R-14 steel-belted, radial-ply tires and chrome wheel covers. All of which make Regal Sport Coupe not only a sporting car, but a real driver's car as well. There's even a special black-out decor package to order.

And of course, a full-course Buick list of available options from which you can pick, choose, individualize and customize to your heart's content.

Buick Regal. Luxurious. Roomy. Sophisticated. It's a personal, mid-size car designed with you in mind.



Regal Sport Coupe, upper left.





Regal Coupe, upper right. Regal Limited Coupe, below.

Century Limited and Century Custom.

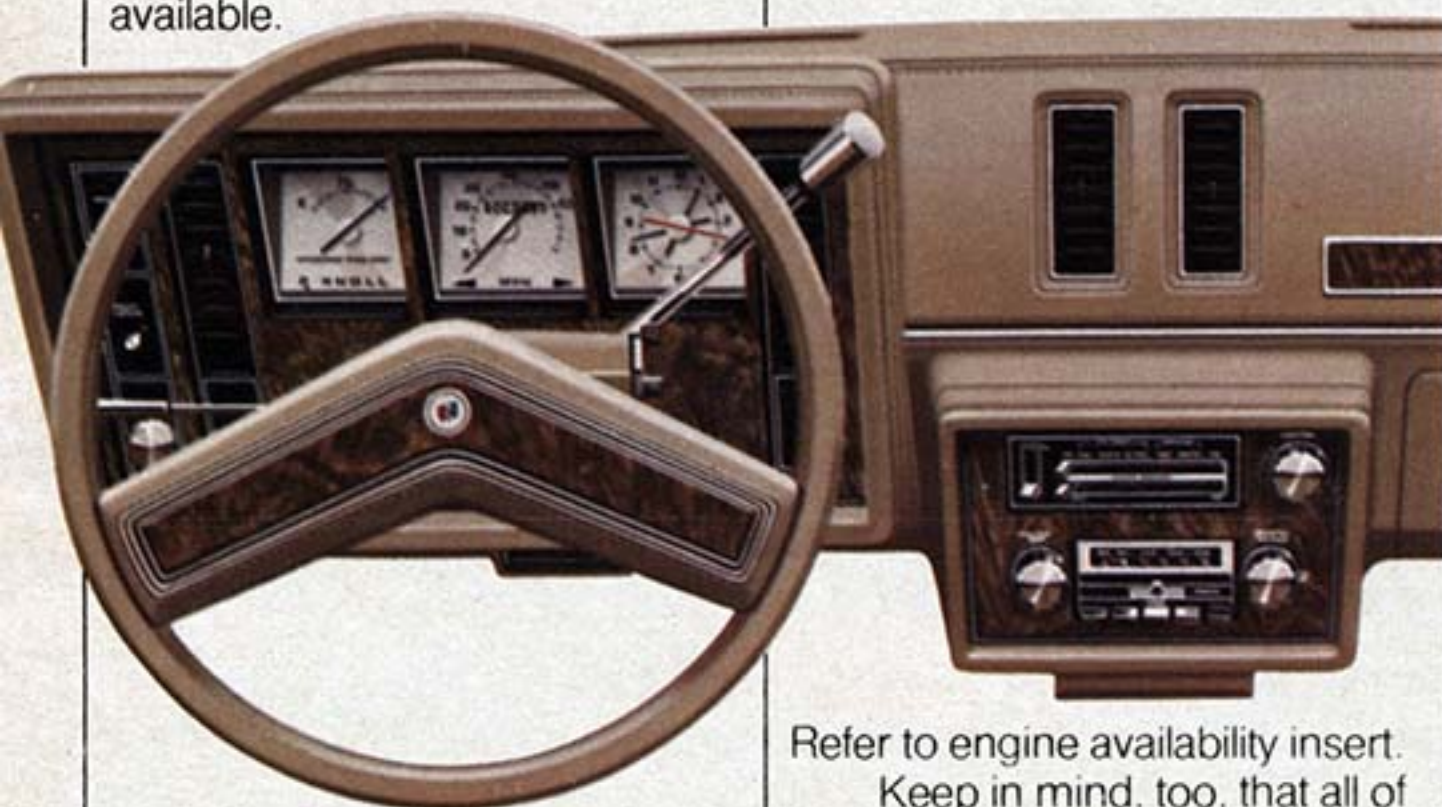
Luxury is an important part of Century's personality. (After all, it is a Buick.) And nowhere in Century will you find this particular quality more in evidence than in Century Limited Sedan.

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

Then there is the Century Custom Coupe or Sedan. They are particularly distinguished by a higher level of interior trim and appointments than Century Special. And they offer a choice of comfortable cloth or vinyl notchback seats. Buckets are available.

offer considerable head, leg and shoulder room. Plus over 16 cubic feet of storage space—enough for groceries, luggage, or sports gear. Another nice convenience is the maintenance free Delco Freedom Battery. We've even planned for emergencies by installing a compact spare tire to help provide a roomy trunk.

The standard engine in Century Limited and Custom is a 3.2 litre (196 CID) V-6. This is not available in California, where an available 3.8 litre (231 CID) V-6 with automatic transmission is offered. And, if you're the sort of person who enjoys even greater power, a turbocharged V-6 as well as a V-8 represent other possibilities.



All Century sedans feature fixed second-seat windows and swing-out rear vent windows, that provide ventilation for rear-seat passengers.

Yet, you'll be pleased to discover that along with all of this mid-size elegance, Century Custom and Limited demonstrate a considerable number of practical aptitudes, as well.

The Century Limited Sedan and Custom Coupe or Sedan

Refer to engine availability insert.

Keep in mind, too, that all of this rests on a very trim 108-inch wheelbase. A feature that not only gives Century Limited and Custom a tight turning diameter, but also impressive maneuverability in city traffic and while parking.

It's this kind of engineering, together with rather avant-garde styling that make Buick Century Limited and Century Custom so beautiful to watch. And such a pleasure to drive.



Century Limited interior.



Century Custom Coupe, upper right. Century Limited Sedan, below.

Century Sport Coupe and Century Special.

When Buick undertook to make Century a study in mid-size practicality, we didn't forget to add another important feature as well: personality. As each of these models—Century Sport Coupe, Century Turbo Coupe package and Century Special—demonstrate so well.

Let's begin by examining our Century Sport Coupe that comes with its own attractive list of features. Including a rear spoiler, Designers' Sport wheels, P205/70R-14 tires, special black accent paint treatment, sport mirrors, and Rallye ride-and-handling package with fast-ratio power steering, when power steering is ordered. Century Sport Coupe is powered by an even-firing 3.2 litre (196 CID) V-6—the standard powertrain in all Century Coupes and Sedans. (Not available in California, where an available 3.8 litre (231 CID), V-6 with auto-

dual-exhaust system. It combines the convenience of things like automatic transmission and power brakes with the spirit and fun of things like a sport steering wheel and four Turbine wheels. Outside, a Turbo Coupe decal complete with I.D. on the rear is teamed with the Sport Coupe black lower body accents, and a Sport Coupe rear spoiler. The attractive Sport Coupe flat black trim in the grille, around the headlamps and windshield, etc. adds the final finishing touches to the Turbo Coupe's appearance.

Of course, let us remind you that sportiness is not the only aspect to Century. There are other attractions to this mid-size Buick as well.

Functionality, with interior roominess, various seating arrangements and the city traffic maneuverability of each of these models.



matic transmission is offered). A turbo-charged V-6 or a V-8 are also available with all Century Coupes and Sedans. Refer to engine availability insert.

Our new Century Turbo Coupe package is designed especially for those who appreciate a certain liveliness, and a distinct look to their automobiles. It's available on the Century Sport Coupe and features a turbocharged 3.8 litre (231 CID) V-6 and a special

Century Special Coupes and Sedans are our lowest priced Century models (based on manufacturer's suggested retail price). It represents an excellent value for anyone looking for real value in a mid-size car.

We've built these Century models this way because frankly, at Buick, we feel practicality is something you should be able to take for granted. But personality should be a matter of choice.



Century Special interior, top. Century Special Coupe, middle. Century Custom available bucket seats, bottom.



Available Century Turbo Coupe, upper right. Century Sport Coupe, below.

Century Wagons.

When it comes to translating luxury, sportiness, utility — almost any idea into form — Century just seems to do it extremely well. And, we're happy to report that wagons are no exception to the rule.

That's right. We said 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 the traditional benefits of a down-to-business wagon there's Century Special Wagon.

On the other hand, if your tastes run toward a slightly higher level of appointments, Buick also offers Century Custom Wagon. It comes with comfortable, fully padded notchback seats, featuring full-foam construction. All wagons feature stationary windows and swing-out vents in the rear-doors for rear-seat ventilation.

Another species you might want to consider is an available Sport Wagon option. It combines a special suspension system similar to the one used in Century

Sport Coupe and steel-belted, radial-ply tires with new Designers' Sport wheels and a special paint treatment like the Sport Coupe.

Of course, when it comes to being a wagon, in terms of hauling the load and the crew, Century models really shine. With the rear seat folded down, there's 71.8 cubic feet of handy cargo space in each one. With additional storage compartments behind the wheel housings and under the load area floor.

Century's split tailgate design is another handy wagon feature. The top half lifts up like a hatch, while the bottom half folds down to form a deck for easy loading.

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

Suffice it to say, that no matter what kind of equipment you choose, you're 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.



Century Special Station Wagon in the background.



Century Custom Station Wagon in the foreground.

Skylark.

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

It's a design inspired by the great European touring cars. With tall generous glass all around. It does more than just add to Skylark's handsome, sophisticated profile. It's also very practical when it comes to driver visibility. And very functional when it comes to front and rear head room. The full-width bench seats provide plenty of room for people. (Front bucket seats and a full-length console are available on some models.)

We offer six Skylarks in all. First, there's Skylark "S," our budget-priced Coupe. Next, there's the regular Skylark. It comes as a Coupe, or Sedan, and there's also a Hatchback, which gives you 29.2 cubic feet of cargo space with the

rear seat folded down. Or, if you'd prefer something a bit more up-scale in terms of trim and appointments, consider Skylark Custom. It's available in Coupe or Sedan versions.

All Skylarks are powered by a 3.8 litre (231 CID) even-firing V-6. V-8's are available. Refer to the engine availability insert. The standard transmission is a manual 3-speed (not available in California) with an automatic available (required in California).

And, if your nature leans towards the sporty side, the available Sport Package, offered in four colors with black paint accents, steel-belted, radial-ply tires and Rallye ride-and-handling suspension is for you.

And, naturally, in terms of comfort and convenience options, Skylark offers you just about everything you'll need to make one of our Skylarks *your* Skylark. The 1979 Skylark.

The comfortable, roomy compact from Buick.



Skylark Sedan, upper left. Skylark Custom Coupe, below.



Skylark Hatchback, right.

Skyhawk.

Five model years ago, Skyhawk was an exciting new arrival. Today, we are pleased to report, it still is exciting. Because, as always, Skyhawk, and the sheer joy of the road are still very much synonymous.

Now, shall we talk about the essence of driving? Well, Skyhawk's 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 just might go out looking for them.

And this year Buick has two special packages: the "Road Hawk" and the "Designers Accent Paint." Each features special equipment and markings. The Road Hawk even has a special interior trim. It makes a mighty neat car even neater.

So there's no doubting, Skyhawk is a pretty exhilarating car. But rest assured all the excite-

ment hasn't come at the expense of practicality. For instance, consider the fact that every Skyhawk is a hatchback. That means easy access to 27.8 cubic feet of cargo space with the rear seat folded down. More than some full-size cars have in their trunks.

litre (231 CID) even-firing V-6 engine supplies smooth, peppy performance. Link it with one of three transmissions. The standard 4-speed manual, or an available automatic or 5-speed manual with a fifth gear acting as an over-drive.

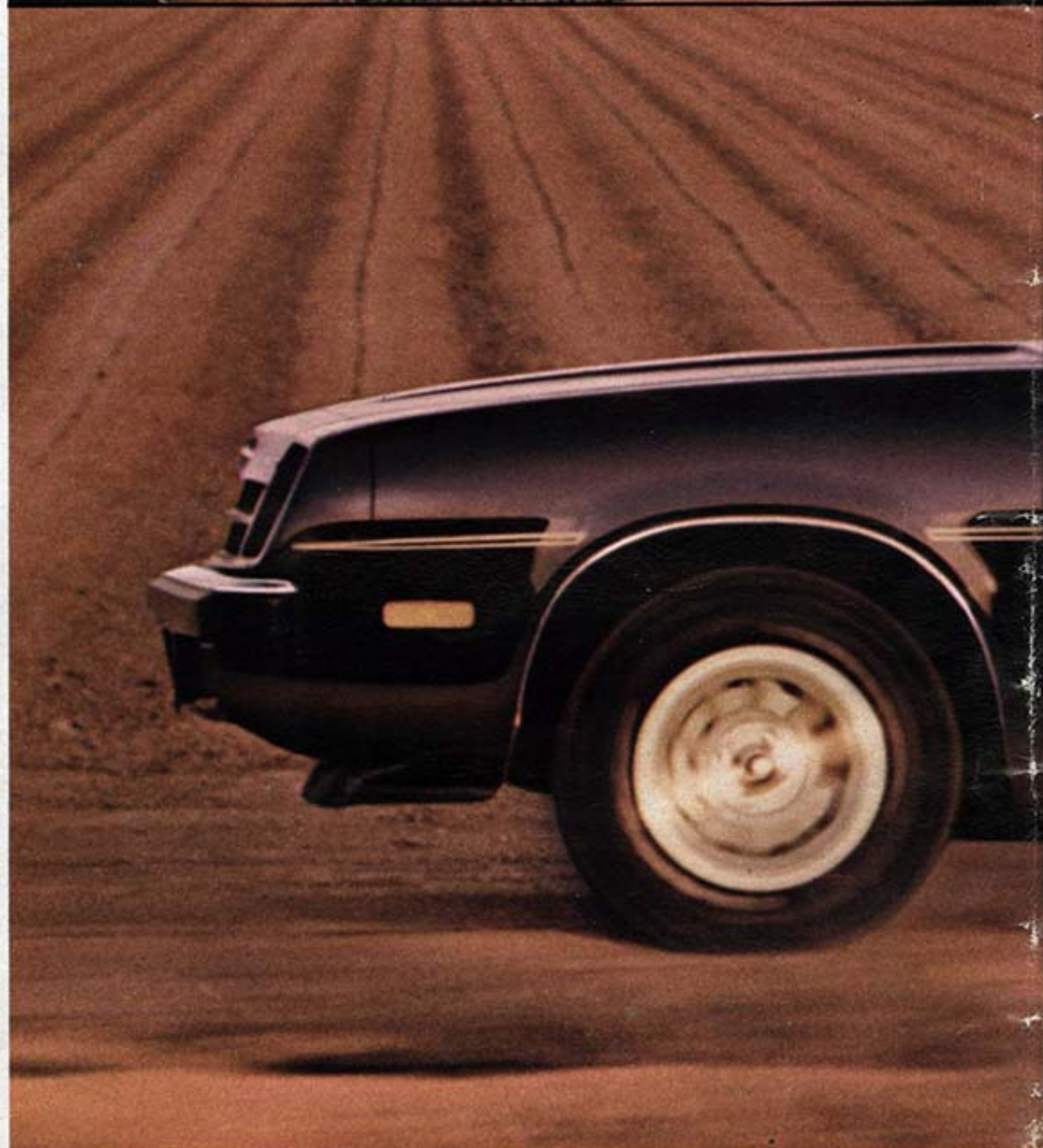
And, inside you'll find the high-backed buckets in 2+2 fashion. The switches, controls, and instrumentation within easy reach and eyeshot of the driver. And the cockpit is furnished in plush deep-pile carpeting and hobnail velour and/or vinyl fabrics depending on the model.

As complete as Skyhawk is, there's still plenty of room for "you" to express yourself. The options list tells you Skyhawk can be as cushy or as sporty (or both) as you want. Select from an array

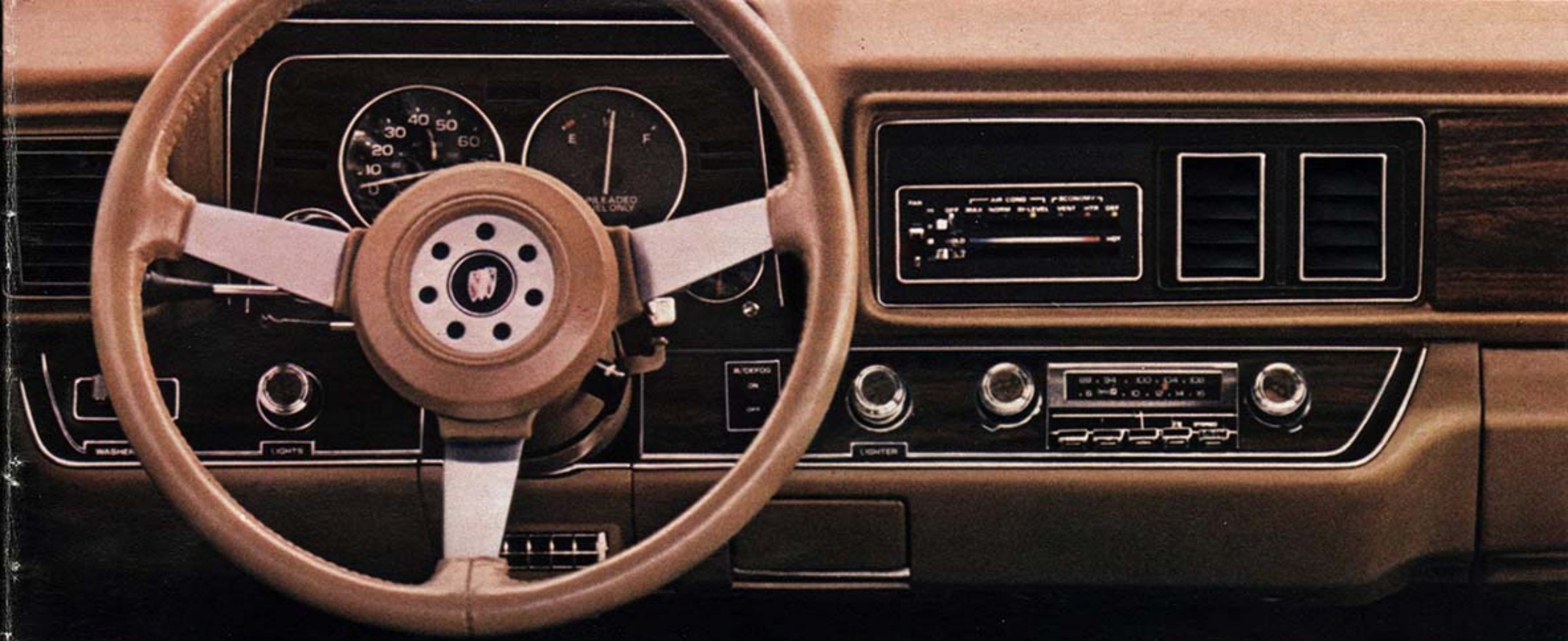
of power options or Delco radio/tape/stereo combinations. Touch the car with decor, appearance and convenience items. There's also a fixed glass Astrorooft and a Vista-Vent sunroof available.

Skyhawk. If you're looking for a good time, and good sense, you've come to the right place.

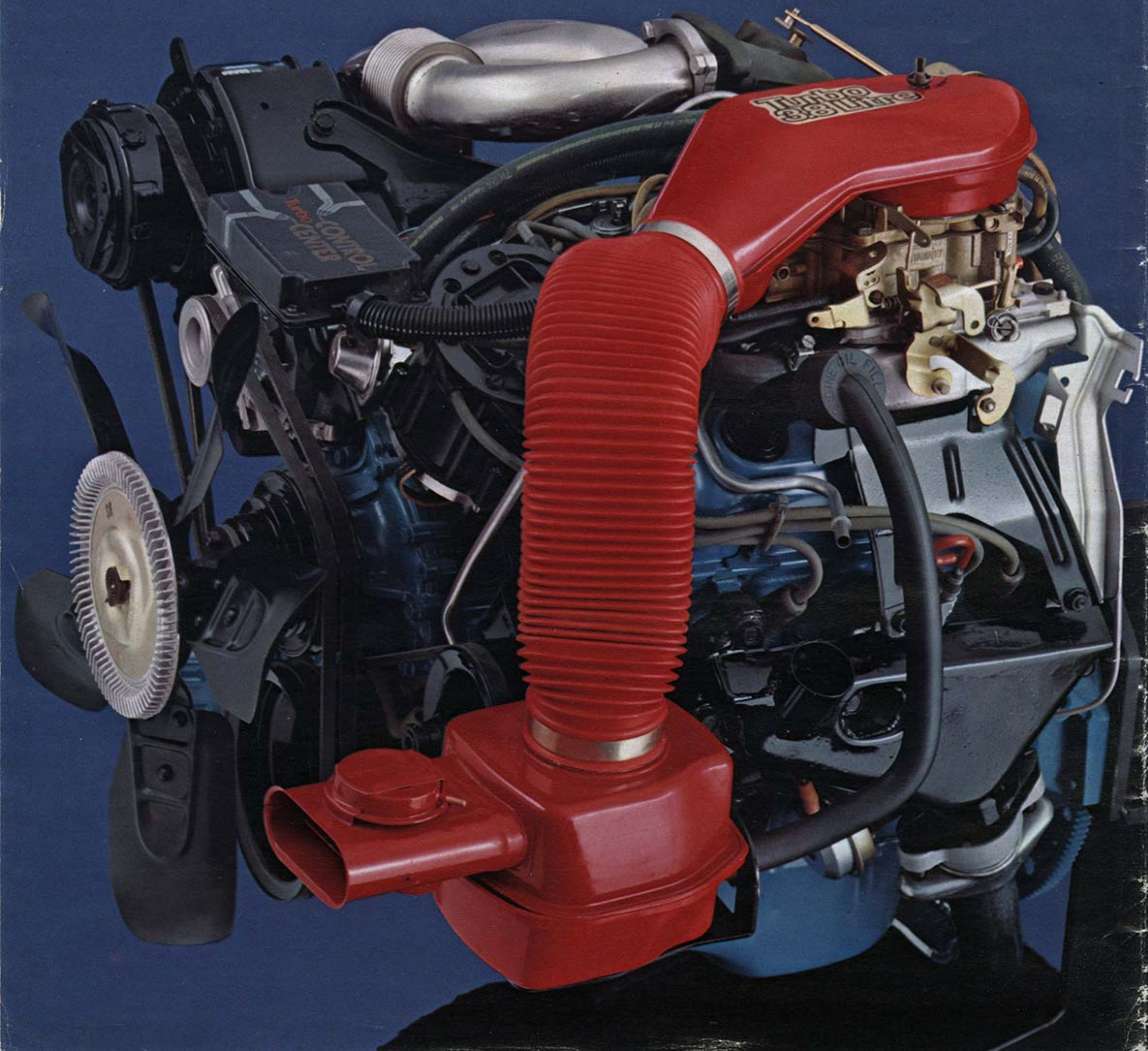
A tough, but considerate 3.8



Skyhawk interior. Skyhawk 'S' also available.



Skyhawk instrument panel, upper right. Skyhawk Hatchback, below.



Turbocharging.

An idea whose time has come.

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.

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

What is it? What does it do?

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.

This is how it works:

The Concept.

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

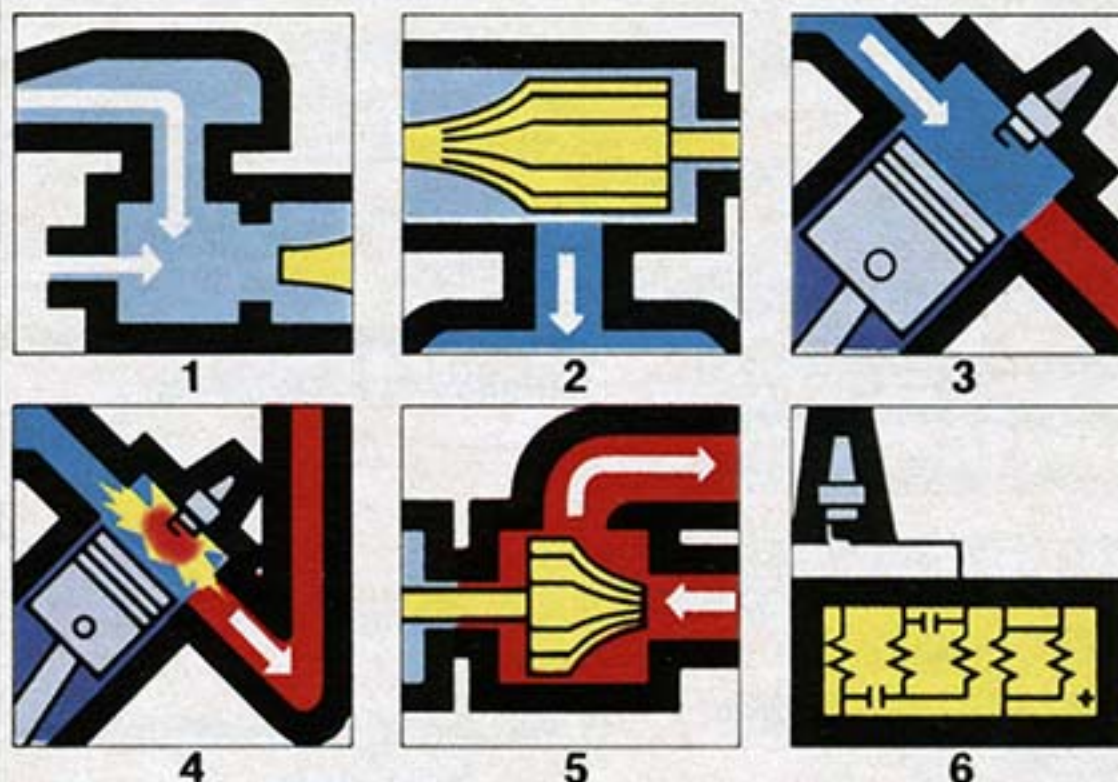
Turbocharging works to recover some of that exhaust gas energy to increase engine power output. The turbocharger consists of an exhaust-gas-driven turbine, which is coupled to a compressor in the intake system. When engine speed and load increase, the exhaust gases spin the turbine, that in turn drives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

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

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

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

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



adjusting the spark.

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

The Mechanics.

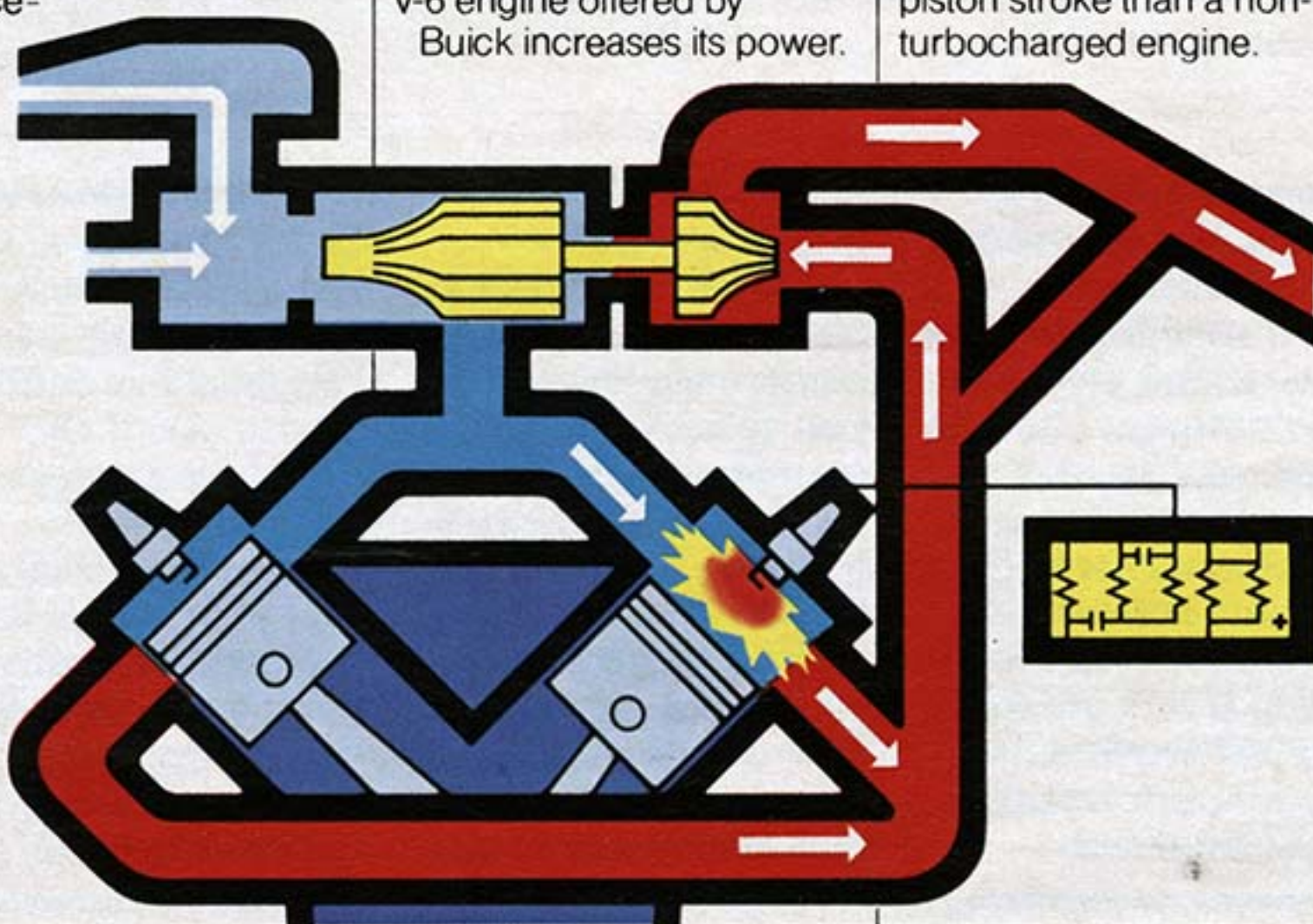
1 Under light throttle operation, air and fuel are mixed in the normal manner in the carburetor and flow into the combustion chambers.

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

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

"Turbo"—today's key word.

It's the added power available that makes turbocharging an exciting innovation for passenger car use.



1979 Buick Safety Features.

Occupant protection.

Seat belts with push-button buckles for all passenger positions

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

Energy-absorbing steering column

Passenger-guard door locks

Safety door latches and stamped-steel hinges

Folding seatback latches

Energy-absorbing padded instrument panel and front seatback tops

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

Four-way hazard warning flasher

Backup lights

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

Headlamp-aiming access provision

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

Safety wheel rims

No winged wheel nuts, discs, and caps

Uniform shift quadrant.

Front disc brakes with audible wear indicators

Self-adjusting brakes

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

Pressure-relief gas cap

Anti-theft.

Anti-theft ignition key reminder buzzer

Anti-theft steering column lock

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

Visible vehicle identification

Check with your Buick dealer for complete information.

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-2-9-78
4.5mm
Printed in U.S.A.

A WORD ABOUT ASSEMBLY, COMPO- NENTS 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.