

Buick

LeSabre, Electra, Riviera 1978



LeSabre Sport Coupe at a glance.

As you proceed through this catalogue, you'll notice that science and magic are nothing new to Buick. For years, science has gone into making Buick a leader in engineering. And for just as long, the qualities of comfort and luxury that comprise Buick's "magic", have been part of this tradition as well.

And if we do say so ourselves, our new LeSabre Sport Coupe is the very latest example of that thinking. We think it's one of the best things that's happened to the full-size car in a long time.

In the truest sense of the term, it's a full-size, six-passenger car. With meaningful room for heads, legs, shoulders and luggage. But it's also something else: a performer with a remarkable affinity for winding roads.

Your first clue to its second personality is the flat black trim around the windows, in the grille, and along the rocker panels.

It reminds one that this particular full-size Buick is equipped for serious travelling. With a standard suspension package that includes front and rear stabilizer bars. Special firm springs and shock valving. Extra-wide GR70-15 radial tires. Seven-inch wide chrome-plated road wheels. And fast-ratio power steering.

And now the best part. All this is set in motion by a new 3.8 litre (231 CID) Turbocharged V-6, which is a Buick exclusive for 1978. And standard, too.

The Turbocharged 3.8 litre engine works only on demand. Under normal driving conditions, it performs like a V-6. But when you need power, the turbocharger cuts in to supply it.

It's an engine well suited to the Sport Coupe's dual-sided temperament. One that's at home in city traffic, on some remote country lane, or a long stretch of highway.

Cover: Top, LeSabre Sport Coupe
Bottom left, Electra Park Avenue Sedan
Bottom right, Riviera Coupe

Right: LeSabre Sport Coupe. Specifically engineered for the enthusiast with a special ride and handling package and a 3.8 litre turbocharged V-6.



Some of the equipment shown or mentioned is optional at extra cost.

LeSabre at a glance.

Every now and again you want to get away from the work, the lawn, ringing telephones, any number of things that you face day after day. So you throw some things in a bag, grab the family, and then the whole clan just takes off. Maybe you know where you're going. And then again, maybe you're just going—playing it by ear. But the great thing is being together.

That's also the great thing about your Buick LeSabre. It can nicely accommodate all of you. And the things you want to take with you. Because LeSabre has always been a full-size family car with a hearty aptitude for comfort and convenience; it's a car well suited to letting the whole family get away from it all.

We've already taken a look at LeSabre Sport Coupe, so let's briefly examine its next of kin: LeSabre and LeSabre Custom. Both are available as Coupes and 4-door Sedans.

The basic difference between the regular LeSabre and the Custom is the level of trim and the list of standard appointments. LeSabre Custom is slightly more elegant. It is outfitted with things like notchback seats, Custom steering wheel. Elegant-looking wheelcovers. And on the Coupe, a sporty brushed aluminum roof pillar.

But either way, LeSabre is equipped with an ample supply of quality features. Windshield wipers with single-wipe mist control. Large, round, easy-to-read gauges in an intelligently-arranged instrument panel. Full-Flo ventilation. Plush cut-pile carpeting. And a lot more.

Both LeSabre and LeSabre Custom are powered by a 3.8 litre (231 CID) V-6. With the availability of a 4.9 (301 CID), or 5.7 litre (350 CID) V-8, if you prefer. (Check the power team chart on page 21 for specific applications). And, of course, both LeSabre series are equipped with automatic transmission. And a suspension system similar in design to our top-of-the-line Electra.

For all their luxury and efficiency, however, all five LeSabre models remain full-size six-passenger cars built for long-distance comfort. With passenger space to spare and no less than twenty-one cubic feet of trunk space. (That's more than before we redesigned them last year).

The 1978 LeSabre. A car for the family—and the times.



Some of the equipment shown or mentioned is optional or extra cost.

LeSabre Custom Coupe, foreground, and LeSabre Custom Sedan. Buick's full-size family cars. Comfort for six and plenty of trunk space.

Estate Wagon at a glance.

Ever since we built the first Estate Wagon in 1940, it's been a popular and special kind of car with Buick owners. Popular, because it's endowed with "big" Buick quality. Special, because of its other capabilities.

After all, not many cars can accommodate up to eight passengers or provide 87 cubic feet of hauling capacity—and accomplish either task with such luxury. But that's what makes the Estate Wagon a Buick wagon.

For your personal convenience, it's equipped with power steering. Power front disc brakes. A lockable rear storage compartment. And a standard three-way tailgate that you can fold down or swing open like a door with a power window up or down.

It's equipped for plenty of hard work with a strong 5.7 litre 4-barrel (350 CID) V-8. Or, if you need more power, a 6.6 litre (403 CID) V-8 is available.

Something else you may want to order is an available rear-facing third seat. Or a handy adjustable luggage rack for the roof.

For that matter, you may want all this wrapped in an even fancier package. In which case, you'll be glad to know we offer an available deluxe version called the Estate Wagon Limited. It has 55/45 notchback seats, power windows, a custom tilt steering wheel, a luggage rack with air deflector, chrome-plated road wheels—even the same front end treatment as an Electra, and more.

If you want a lot of hard work and a lot of luxury out of the same car, you've come to the right place—the Buick Estate Wagon.

Right: Estate Wagon. A full-size wagon with 87 cubic feet of available cargo space and plenty of luxury, too.



Some of the equipment shown or mentioned is optional at extra cost.

LeSabre and Estate Wagon inside.



Although the differences are obvious, LeSabre and Estate Wagon share many similarities as well. First and foremost, both were designed to accommodate the needs of your family in spacious Buick comfort.

Consider these interiors—not exactly spartan. Seats employ full-foam construction for comfortable back and leg support. There is thick cut-pile carpeting in the front and rear. Armrests. Dome ceiling lights. The choice of an available dial or digital, quartz crystal-controlled clock. And for good visibility at night, tiny lamps "floodlight" the switches on the Estate Wagon instrument panel.

If you order the LeSabre Custom, LeSabre Sport Coupe, or the available Estate Wagon Limited package, the list of standard equipment gets even more impressive.

The list of available equipment is pretty impressive, too. You can order everything from a CB, to sunroofs, to automatic temperature and speed controls, and just about everything in-between. Pretty good for a family car—not to mention a wagon.

Consult page 22 for more of LeSabre and Estate Wagon's available equipment.

Some of the equipment shown or mentioned is optional or extra cost.

LeSabre and Estate Wagon Interior Trim Availability

	Cloth or Vinyl Bucket Seat (1)	Cloth or Vinyl Bucket Seat (2)
LeSabre Coupe	S	
LeSabre Sedan	S	
LeSabre Sport Coupe	S	A
LeSabre Custom Coupe	S	A
LeSabre Custom Sedan	S	A
2-seat Estate Wagon		S A A
3-seat Estate Wagon		S A A
2-seat Estate Wagon Limited		S
3-seat Estate Wagon Limited		S
	S Standard	A Available

Electra at a glance.

Electra. Top of the line. The ultimate Buick. Its predecessor was the Roadmaster. And before that, the Series 90.

Remember the Roadmaster? When you were a kid, maybe somebody's dad had one. If so, you probably gave it more than a few envious glances, wishing for the day you'd be old enough to drive. Buick's best was a car of distinction then, just as the 1978 Electra is today.

You know it the moment you see it.

From its proud front end, to its wide wrap-around taillights, Electra's handsome exterior exudes fine-car charisma. Yet, at the same time, there is something angular and lean about its appearance that suggests it is also a car of this unique day and age. Which it is.

Electra offers three series, the 225, the Limited, and the Park Avenue. Each affords the choice of a Coupe or Sedan.

All have a wide range of quality Buick features in common. The standard powerplant, for example, is a 5.7 litre (350 CID) 4-barrel V-8. Each is standard-equipped with automatic transmission. Power steering. Power front disc brakes. And front and rear coil-spring suspension.

But each Electra also has a character all its own. Take the Park Avenue Sedan. With its vertical roofline and side-mounted coach lights, it exhibits a genuinely formal presence. On the other hand, the Limited Coupe, with availabilities such as an electric Astroroof and chrome-plated road wheels, takes on a sporting feel.

The point is, Electra offers room at the top for whatever your taste may dictate.

Right: Electra Park Avenue Sedan. The ultimate Buick. The ultimate Electra.





Some of the equipment shown or mentioned is optional at extra cost.

Electra Limited Coupe, foreground, and Electra 225 Sedan. Buick's most luxurious full-size automobiles.

Electra inside.

Inside the new Electra, function and opulence co-exist happily.

Here there is spacious seating for six. And what beautiful seating it is. Depending on the model you desire, your fabric choice takes in a broad range of materials and colors. Everything from textured vinyl to buttoned and tufted crushed velour. The seats themselves feature full-foam construction for long-distance comfort.

Your feet rest on deep cut-pile carpeting. Overhead, the ceiling is covered in an elegant coordinated fabric. This not only adds to the aesthetic charm of the interior, but also provides sound proofing.

This lavish environment is further enhanced by an available Automatic Climate Control system that maintains the temperature you pre-set. And also by Full-Flo power ventilation that circulates outside air throughout the car, even when you're standing still.

Of course, there are all the little touches that make an Electra an Electra. Power windows. Windshield wipers with a single-wipe mist control. The choice of a standard dial or quartz digital clock. And more.

And if you'd like to add a few personal touches, you'll be glad to know that Electra offers a rather enticing list of available options. There are no less than eight different sound systems, including a CB/AM-FM stereo with a Triband antenna, or the new FSR AM-FM stereo radio and 8-track tape player that features both a digital clock and a push-button seek and scan frequency tuner.



Some of the equipment shown or mentioned is optional or extra cost.

Electra Interior Trim Availability

	Cloth or Vinyl	Nubuck or Suede (1)	Cloth or Vinyl (2)	Nubuck or Suede (2)
Electra X25 Coupe	S	A		
Electra 255 Sedan	S	A		
Electra Limited Coupe			S	
Electra Limited Sedan			S	
Electra Park Avenue Coupe			S	
Electra Park Avenue Sedan			S	
	S Standard	A Available		

3

4

Riviera at a glance.

Fifteen years ago, Buick introduced a classic. The Riviera. Totally new and impressively styled, Riviera's debut was a resounding success, winning awards on two continents in its first year of production.

But the Riviera was more than beautiful sheet metal. It was, as it is today, an automobile designed to live in two worlds. To serve two functions with equal distinction. That of the luxury car. And that of the road car.

From the beginning, Riviera was conceived by us as the epitome of personal luxury cars. And ever since 1963 that concept has remained constant.

The 1978 Riviera enjoys a clean and uncluttered look from front to back. Opera windows distinguish its profile, while the "spoked look" of its wheels enhance its classic-car orientation.

On the road, front and rear stabilizer bars, hefty shocks and computer-selected coil springs at each wheel help ensure stable going.

If you desire, there is available a ride and handling package that includes even firmer shocks and springs and a larger-diameter rear stabilizer bar.

Other standard driving assists include power steering. A Custom Sport three-spoked steering wheel. And power front disc brakes. Or, if you prefer, 4-wheel disc brakes are available.

Standard power in Riviera is provided by a 5.7 litre (350 CID) V-8 with 4-barrel carburetion. But for those who need more, there's an available 6.6 litre (403 CID) V-8, with 4-barrel carburetion.

All of this makes for something that is more than mere transportation. Because to drive the Riviera is to experience a real sense of communication with the road.

Right: Riviera. The personal luxury car. Like its predecessors, destined we hope to someday become a classic.



Some of the equipment shown or mentioned is optional at extra cost.

Riviera inside.

As much as we have touched on Riviera's road-car endowments, there is another, and equally alluring, side of its nature. That of an elegantly appointed luxury Coupe.

As demonstrated on this page, Riviera's rich interior is something that rivals the most luxurious of automobiles.

The plush bolstered crushed velour seats are arranged in 50/50 fashion. This, of course, allows the driver to independently adjust his driving position, which he does with the available six-way power control. Twin armrests are standard.

Underfoot is thick cut-pile carpeting. Windows are electrically adjusted. The thickly padded steering wheel comes with available tilt-and-telescoping adjustments if you so choose.

In front of the driver, the large round brushed aluminum instrument cluster set in a panel that looks for all the world like burled walnut. There is the choice of quartz crystal clocks with either dial or digital numbers. There's also a standard AM-FM stereo radio. And, of course, a CB transceiver is available if you choose. As is a new FSR "seek and scan" combination AM-FM radio, digital clock, and 8-track tape player.

	Vinyl 50/50 Seats	Cloth 50/50 Seats
Riviera Coupe	S	S
S Standard		



Some of the equipment shown or mentioned is optional or extra cost.

1978 Riviera: an inspection



DIMENSIONS

Millimeters, with inches shown in parenthesis unless otherwise noted.

	Riviera	(inches)
Wheelbase	2,943	(115.9)
Tread, front	1,590	(61.8)
Tread, rear	1,541	(60.7)
Length	5,543	(218.2)
Width	1,960	(77.2)
Height	1,398	(55.0)
Headroom, front	969	(38.1)
Headroom, rear	964	(38.0)
Leg room, front	1,072	(42.2)
Leg room, rear	982	(38.7)
Shoulder room, front	1,544	(60.8)
Shoulder room, rear	1,494	(58.8)
Hip room, front	1,396	(55.0)
Hip room, rear	1,462	(57.6)
Trunk Capacity, litres (cu. ft.)	561	(19.8)

AVAILABLE MODEL

Riviera Coupe 4BZ37

STANDARD EQUIPMENT

- See power team chart
- High-Energy Ignition
- Semi-closed cooling system
- Catalytic converter

Chassis

- Automatic transmission
- Power steering
- Power front disc brakes with audible pad wear indicators
- Steel-belted, radial-ply tires
- Coil-spring suspension-front and rear
- Freedom battery (maintenance-free)
- Forward-mounted steering gear and linkage
- Computer-selected chassis springs
- Trued tires and concentric wheels
- GR78-15 tires
- Extensive use of insulation for quietness
- Rear stabilizer bar
- Diagnostic connectors to aid checking and servicing of engine and air-conditioning

Interior, Comfort and Convenience.

- Choice of cloth or vinyl 50/50 seats with dual front armrests

- Power windows
- Full-Flo ventilation
- Lights: front ashtray, under-dash courtesy, glove compartment, trunk, instrument flood
- Full-faux seat construction
- Color-coordinated custom front and rear seat belts (3 each) and front shoulder belts (2)
- Windshield wiper system with single-wipe feature for mud conditions
- Quartz digital clock standard except with digital radio

- Quartz crystal digital clock available at no extra charge except with digital radio
- Inertia front seat back locks
- Cigarette lighter
- 4-jet windshield washer
- Remote-control, outside rearview sport mirror [left side]

- Appearance and Protection
 - Rectangular headlamps
 - Combination turn signal and high/low beam control
 - Corrosion protection
 - Bumper protective strips-front and rear
 - Cut-pile carpeting-front and rear
 - Depressed park windshield wipers
 - Inside hood lock release
 - Simulated leather padded Custom Sport steering wheel
 - Custom wire wheelcovers with locks

RIVIERA POWER TEAMS

Std. or Avail.	Engine	Transmission	Automatic Transmission [standard]
Std.	5.7 litre (350 CID) 4-bbl. V-8 [L77]	2.41	[2.73 or 3.08]*
Avail.	6.6 litre (403 CID) 4-bbl. V-8 [L80]	2.41	[3.08 or 3.23]*

*Available axle ratios

LeSabre, Estate Wagon, Electra, and Riviera: a few of their finer points.

THE NEW TURBOCHARGED V-6.

Perhaps the biggest engine story since the V6 itself, has to be the new 3.8 litre turbocharged V6. It is standard on the LeSabre Sport Coupe in a 2-barrel version with a 4-barrel available. The turbocharger is designed to harness exhaust gases just as they leave the engine and used in turn to drive a turbine and compressor to force an increased air/fuel charge into the combustion chambers. The highly pressurized charge of fuel and air delivers more power per piston stroke. Hence the added punch when you put your foot down. The turbocharger works only on demand, when additional power is not needed, the V6 breathes like a conventional engine.

TOPPING OFF YOUR NEW BUICK.

There are a variety of roof options available on full-sized Buicks. Either a vinyl or Landau top may be specified on all Cougars. A sunroof or Astroroof (with slight reduction in headroom), on the other hand, may be ordered on all models, except the Estate Wagon. The sunroof is metal and electrically operated. The Astroroof is electrically operated as well, but constructed of tinted glass that can be ordered in any of five colors to coordinate with the color scheme of the car. Astroroof is actually three roofs in one: an open-air sunroof, a tinted glass roof, or, if you desire, a completely enclosed roof when you draw the sunshade. By the way, when you order the available padded Landau roof on the Riviera, coach lamps are automatically mounted on the roof pillar. And coach lamps are standard on Electra Park Avenue Sedan.

LIGHTING FEATURES.

In addition to dome lighting, ash tray lights, glove box lights, and even tiny underdash lights that "floodlight" the instrument panel, there's a broad assortment of other courtesy lights that you will find convenient. Dome reading lights, for example, are standard in Electra Limited and Park Avenue and available on other full-sized Buicks. And a lighted visor vanity mirror is available. Even curb-side lights in the doors. And for night-driving convenience, cornering lights are activated by the turn indicator lever, if you so order. Front light monitors are also available. They report in amber on the condition of parking lights and turn signals, blue for headlamp high beams, and green for low beams.

IN-CAR ENTERTAINMENT.

In addition to AM and FM radio combinations, there's an intriguing new array of optional sound systems for you to play with. All full-size Buicks offer a new AM-FM stereo radio with a cassette tape player. Riviera and Electra also continue to offer AM-FM stereo radios with an 8-track tape player. Riviera, by the way, now features an AM-FM stereo radio as standard equipment. And the Electra and Riviera offer a new Frequency-Synthesized Radio (FSR) that features AM-FM stereo, 8-track tape, a digital clock, and a push-button frequency scanner that will automatically locate and lock on strong signals in remote areas. The FSR even provides a digital readout of the frequency it is tuned to. You can also get an AM-FM stereo radio with an integral 40-channel CB transceiver and Triband power-operated antenna. This antenna, by the way, automatically retracts into the fender whenever the car's ignition is turned off.

YET MORE CONVENIENCE ITEMS.

By now, you have a pretty good picture of the kinds of things we're talking about when we refer to full-size Buick luxury. Things that add to your comfort and convenience, and, quite simply, make driving a rather magic experience. Things like available six-way power seating and a tilt-and-telescoping steering wheel that allow you to adjust for optimum driving comfort. An electric seat-back recliner for front-seat passengers. And Cruise-Master speed control that you pre-set to maintain a constant highway cruising speed. You can also select three-speed windshield wipers with a low-speed delay that provides intermittent wiping for misty or light-rain conditions. There's even an outside rearview mirror with a thermometer available for your convenience.

THEFT DETERRENT SYSTEM.

One more thing worth noting: all full-size Buicks now offer an available Theft Deterrent System. The system is made up of special electric door, trunk, and hood locks. If any of these are tampered with, an alarm is triggered, in the form of pulsating headlights, tail lights, parking lights, and horn. And, if you so choose, an electrically-operated fuel cap lock is also available on all but Estate Wagon.

SOME EXCLUSIVE TOUCHES.

The new Riviera offers equipment availability found on few North American cars. Chrome-plated wire wheels, for example. Not covers, mind you—but real, honest-to-goodness chrome-plated wire wheels. And linked to these, you will find another rather rare availability: disc brakes on all four wheels. The kind of thing you'd expect on some exotic sports car. In that same vein, we thought you'd appreciate a really sporty steering wheel to have in your hands. So we've made a rather flamboyant standard equipment on both Riviera and LeSabre Sport Coupe.

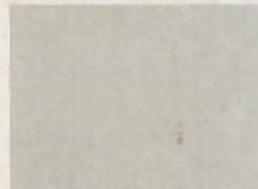


Some of the equipment shown or mentioned is optional at extra cost.

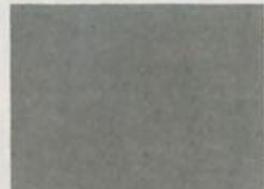


Exterior colors

Colors shown are representative only. Printed reproduction does not permit accurate color fidelity. Actual colors may be seen at your Pontiac-Buick dealer's. Colors not available on all models.



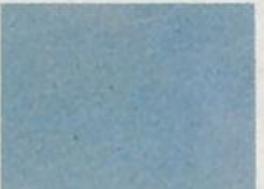
11. White



15. Silver Metallic



19. Black



22. Medium Blue Metallic



44. Light Green Metallic



61. Tan



63. Dark Gold Metallic



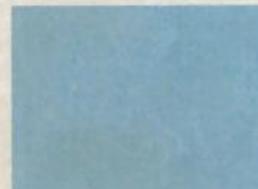
67. Saffron Metallic



69. Brown Metallic



77. Red Metallic



21. Light Blue



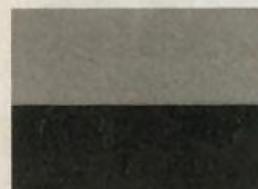
29. Dark Blue Metallic



45. Medium Green



79. Dark Red Metallic



15. Silver
16. Grey



22. Medium Blue
29. Dark Blue



44. Light Green
45. Medium Green



61. Tan
56. Gold



77. Red
79. Dark Red



91. Blue Firemist
(Riviera only)



92. Amber Firemist
(Riviera only)



93. Red Firemist
(Riviera only)



GENERAL MOTORS
OF CANADA LIMITED
OSHAWA, ONTARIO.

The illustrations or descriptions in this catalogue do not necessarily show standard colors, materials and equipment. General Motors of Canada Limited reserves the right to make changes at any time without notice, in prices, colors, materials, equipment, specifications and models, and also to discontinue models. This right may be exercised without incurring any responsibility with regard to cars and trucks previously sold.

A word about the components and optional equipment in these vehicles.

The vehicles described in this brochure incorporate thousands of different components produced by General Motors of Canada Limited and related companies and by various suppliers to General Motors of Canada or related companies. 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 emission and safety requirements or fuel economy guidelines, or for other reasons, to produce vehicles with different components or differently sourced components than initially scheduled. All such components have been approved for use in our products by General Motors of Canada Limited or related companies and will provide the quality performance associated with our 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. Before taking delivery of the vehicle, we suggest you verify that it includes the optional equipment that you ordered or if there are changes, they are acceptable to you.



LeSabre Coupe



LeSabre Sedan



LeSabre Custom Coupe



LeSabre Custom Sedan



LeSabre Sport Coupe



Electra 225 Coupe



Electra 225 Sedan



Electra Limited Coupe



Electra Limited Sedan



Electra Park Avenue Coupe



Electra Park Avenue Sedan



Riviera Coupe



Estate Wagon (2- or 3-seat)



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