

# Buick

Century, Regal 1978





## Regal at a glance.

This is the 1978 Regal, a beautiful example of how we've employed science to meet the needs of this day and age. And, at the same time, maintained the magic of Buick's famed luxury ride.

Regal's exterior dimensions are trimmer this year, but usable interior room has improved in several important areas.

We accomplished this by maximizing available space. We squared-off the lines, expanded areas that needed expanding, and eliminated unused space.

In the process, we also made Regal exceptionally distinctive in appearance. For 1978, Regal features a formal roofline and its own vertical grille design, which is similar to that of the Riviera. And this year, there are three Regals, all of which are Coupes: the base Regal, the Regal Limited (shown here), and the Regal Sport Coupe.

Both the Regal and Regal Limited have a new even-firing 3.2 litre (196 CID) V6 as their standard source of power. The Regal Sport Coupe, on the other hand, carries a new, exclusive to Buick 3.8 litre (231 CID) turbocharged V6 as its standard powerplant, (see page 18 for details).

As ever, the Regal presents the mid-size buyer with a broad range of luxury features, a number of which are described on the following page. It also exhibits a new lightness on its feet that makes it more fun to drive, and easy to park due to a wheelbase that has been trimmed from 112 to 108-inches. At the same time, Regal has undergone a weight loss of about 450 pounds compared to last year's comparable model.

Regal for 1978. We've lavished it with science. And we've touched it with magic to make it luxurious and more fun to drive than ever.

Cover: Top: Regal Limited. Bottom: Century Custom Coupe.

Right: Regal Limited. Classic, luxury car elegance in an efficient mid-size automobile.



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

## Regal inside.



This is the interior of the Regal Limited. Rich velour fabric covers 55/45 notchback seats. Dual center armrests are standard. Deep, cut-pile carpeting is featured front and rear. Even the door panels and ceiling are covered in velour.

But for all these lavish trappings, Regal's interior is a study in intelligence and functionality. The instrument panel has been moved forward, closer to the windshield, to create front seat knee and legroom. Gauges and warning lights are arranged in a rectangular cluster immediately in front of the driver for easy reading. Radio, heater, and the optional air conditioning controls are housed in a separate module for convenient access by driver or passenger.

Front seats employ a new thin-shell design that allows for more backseat legroom than last year, while preserving the comfort and support you expect of a Buick. And roof pillars have been moved outward in the interest of more front and back headroom.

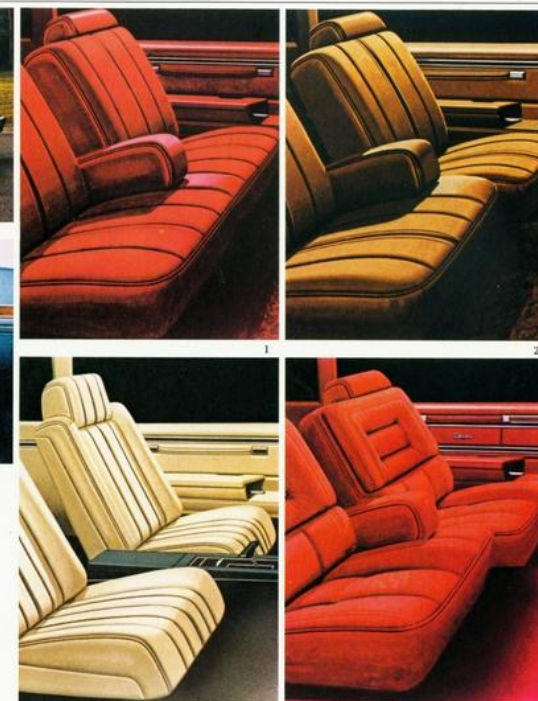
Some of the equipment shown or mentioned is optional at extra cost.



Regal Sport Coupe



Regal Interior Trim Availability	Clash or Vinyl Notchback Seat (1)	55/45 Cloth or Vinyl Notchback Seat (2)	Vinyl Buckets (3)	Custom Cloth 55/45 Notchback Seat (4)
Regal Coupe	S	A	S	
Regal Sport Coupe	S	A	S	
Regal Limited Coupe			S Standard	A Available





# Century Coupes at a glance.

The 1978 Century line presents the mid-size buyer with an abundance of pleasant choices. There are four new Coupes, for example: Special, Custom, Limited, and Century Sport Coupe.

If your needs dictate a mid-size car, but your budget demands something more modestly priced, you may be in the market for Century Special, a practical, down-to-earth model that has been specially designed to cost less than other Centuries.

Century Custom, on the other hand, is a notch up the ladder, offering additional comfort and convenience items.

Still farther up, there's Century Limited, which is fitted with the same lavish interior as our top-of-the-line Royal Limited Coupe.

And for the enthusiast in you, there's the new Century Sport Coupe, featuring polycast road wheels, a special paint treatment, and a ride-and-handling package that consists of front and rear stabilizer bars, firmer springs, and stiffer valving in the shock absorbers.

In truth, there's a Century Coupe for just about everyone.

But the most significant feature of all new Century models is a new and innovative aerodynamic fastback body design that underscores what truly functional automobiles they are to own and drive.

They're not only trimmer in look, they're about 550 pounds lighter in weight than last year's comparable model.

Adding to their new functionality is a new even-firing 3.2 litre (196 CID) V6, which is standard on all Century Coupes and Sedans.

The term "even-firing" comes from the fact that the engine now fires at 120-degree intervals of crankshaft rotation. The end product is smoother power. This new 3.2 litre (196 CID) V6 is quite an engine, and reason alone for considering Century.

Another functional note is provided by Century's trim new 108-inch wheelbase. It enables the car to maneuver nimbly through city traffic and in and out of tight parking spots. And this, together with Century's new chassis design and suspension, makes it an absolute pleasure to set in motion.



Century Custom Coupe. An aerodynamic, European look with a special accent and function.

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



Century Special Coupe. Believe it or not, this is our budget-priced Century.

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



Century Sport Coupe. The Century for enthusiasts. Specially equipped with a firm ride and handling suspension.



# Century Sedans at a glance.

If our Century Coupes have already caught your eye, you're in for yet another treat: our Century Sedans. They offer the same contemporary lines, the same long list of features, plus the added convenience of four doors. And like the Coupes, they exhibit new manoeuvrability and roadability. Yet, for all this, the grace in motion, the magic that you expect from a Buick, is still there. All Century Sedans, together with Century Coupes, employ separate body-and-frame construction. In essence, it's the same design used on our full-size Buicks. It means the body is separate-isolated-from the frame. Thus, vibration and road noise are absorbed and trapped by the frame before they reach the body and its passengers. That helps contribute to a smooth, quiet ride.

There are three new Century Sedans. Special, Custom, and Limited. Power in all three is supplied by the new 3.2 litre (196 CID) V6 with the optional availability of a 3.8 litre (231 CID) V6 or a 5.0 litre (305 CID) V8.

These new Sedans feature swing-out rear vent windows that provide additional ventilation for backseat passengers. Operation is manual, with a power option available.

Another practical feature is a trunk with over 16 cubic feet of cargo space. That's more than last year's Century Sedan.

If you're used to conventional mid-size cars, Century represents a great way of getting a V6 and new ease of manoeuvrability without sacrificing the comfort you've come to expect.

And if you're used to imports or compacts, Century is a great way to get interior room and Buick ride smoothness, in a car that's an absolute joy to drive.

*Right: Century Custom Sedan, foreground, and Century Special Sedan. More trunk space, more front and rear legroom, and highly manoeuvrable.*



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

# Century Wagons at a glance.

The nice thing about a wagon is that it's just as adept at helping you play as helping you work. And whether you're headed for the beach or the slopes, our new mid-size Century Wagons can haul the whole gang-and their gear-in ample Buick comfort. This year, you have two Century wagon models from which to choose: the Century Special and the Century Custom.

The Special Wagon is our base model, designed to offer the practical benefits of a wagon at a less expensive price. The Custom Wagon, as its name suggests, features more costly levels of appointment inside and out. And for enthusiasts with cargo to haul, the Custom is also available with a new Sport Wagon option, which includes a special paint treatment, new polycast road wheels, oversize steel-belted tires, and a special "Rallye" suspension similar to Century Sport Coupés. It includes hefty front and rear stabilizer bars, extra firm springs, and stiffer shock valving.

All Century Wagons exhibit the clean new front design of other Century models. All are equipped with a 3.8 litre (231 CID) V6 and offer the availability of a 5.0 litre (305 CID) V8. And they are about 1100 pounds lighter than last year's Century Wagons.

Yet, in spite of their new trimness, these wagons offer 73.8 cubic feet of cargo space. And thanks to this year's newly designed fold-down rear tailgate and lift-up rear window, loading and unloading is easier than ever.

There's another bonus this year in the form of storage compartments behind the rear wheel-housings which can be ordered with a lock to provide secure, out-of-sight storage for valuables.

The new Century Wagons also feature swing-out rear vent windows like the Century Sedans. Manual operation is standard and power available.

But perhaps the nicest thing about a new mid-size Century Wagon, is that you get traditional wagon benefits, with manoeuvrability and practicality thrown in for good measure. It's the best of both worlds.

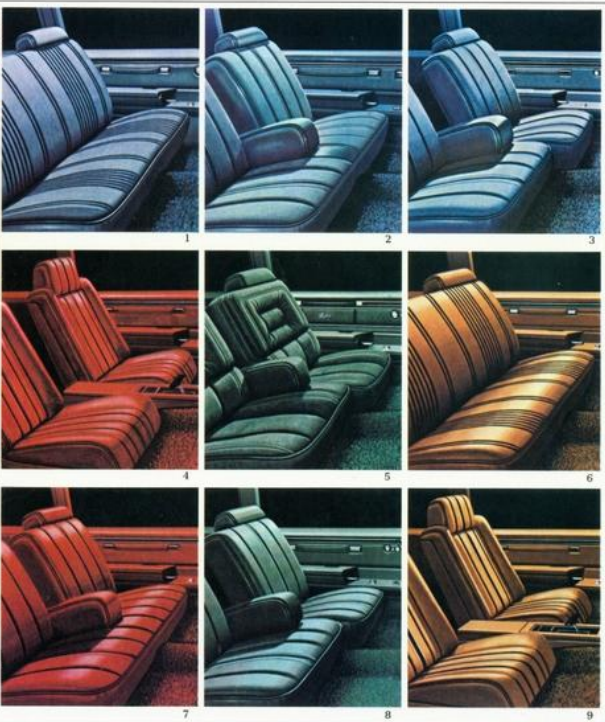
*Right: Century Sport Wagon, background, and Century Custom Wagon. Two beautiful examples of wagon practicality.*



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



Century inside.



The new Centurys offer a list of interior features that further distinguish them as a most intriguing new breed of mid-size cars.

For example, you can specify a reclining passenger seat. And with bucket seats, you may also choose to order a new full-length operating console. And all Centurys now feature inertia front seat back locks that eliminate old-fashioned latches that have to be hunted, found, and unlatched each time someone enters or exits the back seat.

All new Centurys also feature a turn signal lever that doubles as the headlight dimmer. (You simply lift it toward you to change beams.) And a coin-holder in the glove box. And a trunk equipped with the new weight- and space-saving spare tire.

There's also quite an array of clocks and radios. Availabilities include a quartz crystal clock; and AM/FM stereo radio with digital readout for time, month, date, and elapsed driving time; a combination AM/FM stereo radio and cassette tape player.

Century Interior Trim Availability	Cloth or Vinyl Standard Seats (1)	Cloth or Vinyl Standard Seats (2)	Cloth or Vinyl Standard Seats (3)	Cloth or Vinyl Standard Seats (4)	Cloth or Vinyl Standard Seats (5)	Cloth or Vinyl Standard Seats (6)	Cloth or Vinyl Standard Seats (7)	Cloth or Vinyl Standard Seats (8)	Cloth or Vinyl Standard Seats (9)	Cloth or Vinyl Standard Seats (10)	Cloth or Vinyl Standard Seats (11)	Cloth or Vinyl Standard Seats (12)
Century Special Coupe	S											
Century Special Sedan	S											
Century Custom Coupe	S	S	A	S								
Century Custom Sedan	S	S	A	S								
Century Sport Coupe	S	S	A	S								
Century Limited Coupe												S
Century Limited Sedan												S
Century Special Station Wagon	S*											
Century Custom Station Wagon	S	S	A	S								
Century Sport Wagon (level, optional)	S	S	A	S								
*Vinyl only	S Standard	A Available										

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

Regal, Century, and Century Wagon: a few of their finer points.

**REGAL SPORT COUPE.**  
To accommodate its 3.8 (231 CID) turbocharged engine, the new Regal Sport Coupe is equipped with an exclusive raised hood. Other standard features include a special ride-and-handling suspension with front and rear stabilizer bars, automatic transmission, and steel-belted radial-ply tires.

**NEW OPERATING CONSOLE.**  
A full-length operating console is available on all Regal and Century models equipped with bucket seats and automatic transmission. The console houses the shift lever and convenient storage bins.

**TRANSMISSIONS.**  
Models equipped with the new even-firing 3.2 litre (196 CID) V-6, transmit their power through a standard 3-speed manual transmission. Or, if you prefer, you may order an available floor-operated 4-speed manual. Or an automatic, which, by the way, comes standard on all Century Wagons.

**CONVENIENCE FEATURES.**  
The new Regal and Century abound with conveniences. For example, inertia front seat back locks now eliminate the need for manually-operated releases. And if you order power windows, power door locks, and/or remote control outside mirror, you'll find the controls located within easy reach on the driver's armrest. In addition, the headlight dimmer switch is now conveniently located in the turn signal lever. The bintype glove box features a handy coin holder for use on toll roads and bridges. And, if you desire, a power trunk lock release is available.

**RADIOS.**  
An unprecedented Buick selection of sound systems is available on this year's mid-size Buicks. You can order an AM/FM stereo radio with a clock that provides digital readouts for time, month, date and elapsed driving time. Or you may select an AM/FM stereo radio with a cassette tape player. And, of course, regular AM or AM/FM radios are available as well. And any of these may be ordered with a power antenna, recommended for better fringe-area reception. The antenna automatically retracts inside the fender whenever the ignition is turned off.

**REAR VENT WINDOWS.**  
All 1978 Century Sedans and Wagons feature manually-operated swing-out vent windows for additional back-seat ventilation. Power operation is also available, thus allowing the driver to open and close the vents from the front seat.

**REDESIGNED WAGON TAILGATE AND ROOF RACK.**  
Century Wagons feature a tailgate design that employs a fold-down tailgate and lift-up rear window. It's a higher tailgate opening than on last year's models, and allows easy loading and unloading of large packages. Another handy feature is Century Wagon's optional new adjustable roof rack. It has front and back sliding cross bars that can be fitted up tight against large packages to help keep them from coming loose or sliding while you're driving.

**AVAILABLE ROOFS.**  
If you like the open air, there are a number of special sunroofs available to suit your desires. Regal and Century Coupes, for example, offer a new "hatch roof", consisting of two removable tinted-glass panels that can be easily stored in a special case in the trunk. And all Regals and Century Coupes can be ordered with a power-operated Astor roof (slight reduction in headroom), which functions as either an open sunroof or a closed-glass skylight. There's also a sun shade that can be drawn to keep light from entering.

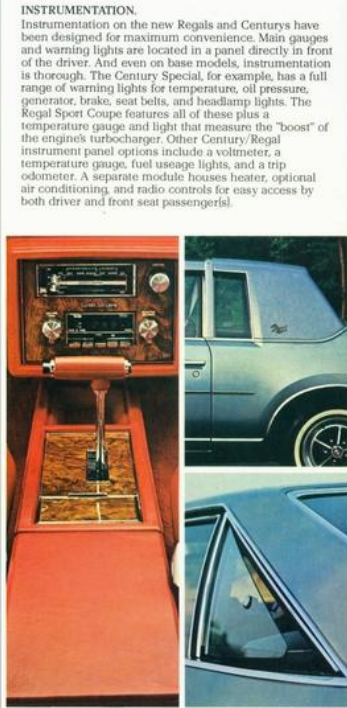
**NEW DESIGNER'S SPORT WHEELS AND COMPACT SPARE.**  
Standard on the new Century Sport Coupe and Century Sport Wagon are these handsome road wheels with oversize P 205/70 R-14 blackwall steel-belted radial ply tires. They are also available on other Century models. All Regal and Century models come equipped with a new compact spare tire. It's smaller and lighter than a traditional spare, but steers fully inflated, and mounts vertically horizontally under floor in wagons in the trunk to save space.

**DESIGNERS ACCENT COLORS.**  
A distinctive exterior appearance this year is provided by a selection of handsome new paint treatments. These are created by using contrasting shades of similar colors, set off by a pin stripe.

They are called Designers' Accent Colors and they're available on all Regals and Centurys.

While color combination availability varies somewhat from model to model, each car offers a selection specifically designed to enhance its styling. And, if you wish, coordinated vinyl tops-and interiors-are also available in Designers' Colors.

For some examples, note the cars on pages 3, 7, 8, 9 and 11.



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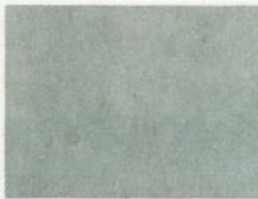


# Exterior colors

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



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



63. Dark Gold  
69. Brown



77. Red  
79. Dark Red



GENERAL MOTORS  
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Regal Coupe



Regal Sport Coupe



Regal Limited Coupe



Century Special Coupe



Century Special Sedan



Century Special Station Wagon



Century Custom Coupe



Century Custom Sedan



Century Custom Station Wagon



Sport Wagon Option



Century Sport Coupe



Century Limited Coupe



Century Limited Sedan

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

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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.