

BUICK

LeSABRE, ELECTRA, RIVIERA 1977



LeSABRE

Quite a family you've got.
All six of you.

You're active, healthy... You are doing things together.
Whether it's participating in the county fair or going to the cottage for weekends.
Isn't it nice to know you can all ride comfortably together
in the same car.

Your Buick LeSabre makes it possible.
After all, a family like yours
should be able to stick together.

1977 LeSabre is a new form of North American full-size car. Based on the philosophy that form follows function, it is specifically designed to meet the needs of this day and age. It is designed to carry six adults and luggage. Not six in a pinch. But six

over long distances. Six in comfort. Smoothness. Quiet.

LeSabre is a family car built for the 70's. It is designed for quick, sure responsiveness.

With power supplied by its standard Buick 3.8 litre V6. Or from any of three sophisticated V8's that are available.

Buick's trusty 5.7 litre 4-barrel model, a new 6.6 litre, or another new 5.0 litre version.

There are five available models; LeSabre and LeSabre Custom, both in Coupe or Sedan versions. And a new European-inspired LeSabre Sport Coupe. Like

their predecessors, the new LeSabres are built to provide years of dependable service at an affordable price.

The 1977 LeSabre is the North American full-size car redefined. A car for today's times.



LeSabre Custom Sedan

Some of the equipment shown is optional at extra cost.



LeSabre Custom Coupe

Top: LeSabre Sedan



Some of the equipment shown is optional at extra cost.

LeSabre Coupe

Top: LeSabre Sport Coupe

ESTATE WAGON

Lucky you. Friends and relatives galore.
And, at one time or another,
most of them have borrowed your Buick Estate Wagon.
Your son, the do-it-himself carpenter, for one.
And your son-in-law, the weekend baseball coach.
Heck, you don't mind.
They're family.
And besides, they gave you a beautiful grandfather clock.
Come to think of it, that fit rather nicely in the back of your Buick, too.

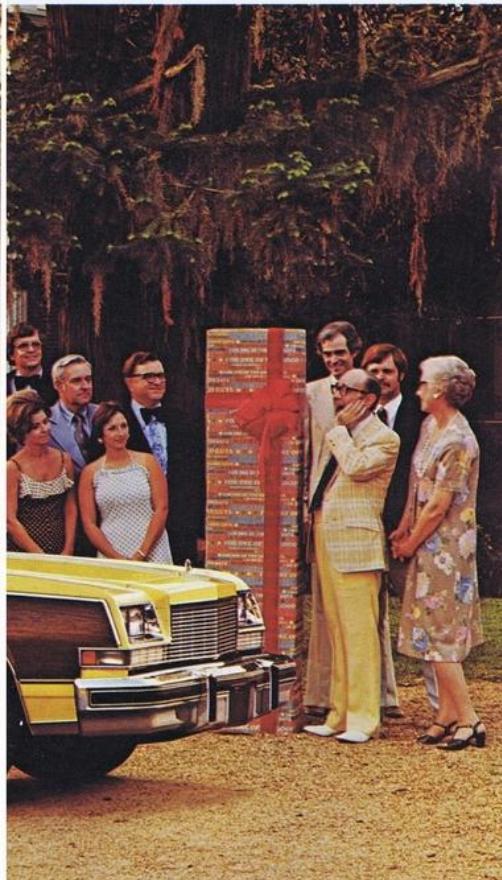
The Estate Wagon is a car of remarkable capabilities. A car as adept at hauling a load of lumber as it is a crew of baseball players. Its cargo area measures 87 cubic feet. And the standard three-way tailgate lets you load and unload with a minimum of effort. You can fold it down like a regular tailgate or swing it open like a door—with the power-operated

window up or down. Convenient. Functional. And yet, the Estate Wagon is still a Buick. And a full-size Buick at that. The Estate Wagon exhibits a new ease of driveability that is characteristic of all full-size Buicks this year. It offers comfortable seating with full-foam bench seats. A score of convenience items like power steering, power front disc brakes and

thick carpeting throughout. All standard, by the way. And the ride is smooth, thanks to front and rear, coil-spring suspension. Buick's trusty 5.7 litre, 4-barrel V8 is the standard power plant. Or you can order a new 6.6 litre V8. If you desire added seating capacity, the Estate Wagon can be ordered with a rear-facing third seat. And a second model, an ultra-deluxe

version known as Estate Wagon Limited, is also available. With 60/40 notchback seating standard. And an available rear-facing third seat.

So if you need to take along lumber and tools for a day of work; or skis and rafts for a trip to the lake...the Estate Wagon is most accommodating. It's a car as multi-talented as your lifestyle is multi-faceted.



ELECTRA

*It's been a grueling day.
After all, getting married isn't the most relaxing thing a couple can do.
The bridesmaids' dresses, for example.
Oh, they were gorgeous...but in all the wrong sizes.
And Aunt Nora's grounded plane...the same one your best man was on...well,
at least they made the reception.
Isn't it consoling that your new father-in-law saw fit
to send you off as man and wife in the comfort of his Buick Electra.
Aah, nice car. Nice family you married into.*

What impresses you first is what a curious paradox it is. On one hand, there's Electra, Buick's luxury car supreme. The ultimate Buick. Gleaming acrylic lacquer and rich appointments. Serenity underway, quiet within. It's all there in abundance. Then

there's the new Electra. The 1977 Electra. An Electra with a new brace of talents that make it a car for today, the future, instead of a tribute to the past. Its new silhouette is lean, aerodynamic. And the power plants are all-new. There's a

5.7 litre V8 or an available 6.6 litre V8. Both are trusty sources of power like the old 7.5 litre V8, but work with significantly less displacement.

You'll also discover a new fun-to-drive aspect in Electra. Thanks to the fact that it

possesses the same supple coil-spring ride, the same smoothness in motion, that have become Electra's special trademark.

The 1977 Electra. A beautiful reflection of this sophisticated day and age.



Some of the equipment shown is optional at extra cost.





10 Electra Limited Coupe Top: Electra 225 Sedan



Some of the equipment shown is optional at extra cost.

Electra Limited Sedan with Park Avenue option.

RIVIERA

*You'll spend months searching through antique stores
for the right piece of furniture.
Or untold hours browsing for clothes that suit your personality.
And when you come across a classic antique car,
well...a chill goes through you.
You can't help it. You like to surround yourself with quality.
With things that are undeniably special.
It's no surprise that your car happens to be a Buick Riviera.*



Some of the equipment shown is optional at extra cost.

What was true fourteen years ago is still true today. The 1977 Riviera, like the first Riviera built in 1963, is designed to be a personal luxury car of great distinction. Riviera represents a synthesis of two seemingly incompatible worlds: Its demeanor is that of a sporty road car. Its interior rivals the most opulent luxury cars.

Settle into the roomy seats. Run your hand over the

plush velour upholstery. This is definitely a most elegantly appointed automobile. And yet, Riviera also offers a smooth, quiet ride coupled with impressive cornering ability. The standard suspension system includes a large diameter front stabilizer bar, plus a rear stabilizer bar. Special shock absorbers and computer-selected springs at all four wheels. Fast-ratio power steering and power front disc brakes ably assist you. And

this year, Riviera is available with four-wheel disc brakes. A rather special distinction.

Power is derived from either of two sophisticated sources: The standard 5.7 litre V8. Or a new 6.6 litre V8. Each provides the power and performance you want. The 1977 Riviera is indeed a car for today.

Its roadability makes driving in general more than an A-to-B proposition. And inside, there's more headroom

and rear legroom than last year.

And Riviera is the first car in years in the personal-luxury market with an honest-to-goodness trunk.

From the very beginning, Riviera has been an undeniably special car; for those who like to surround themselves with quality. The 1977 Riviera proudly carries on this tradition.



INTERIORS

Some of the equipment shown is optional at extra cost.



LeSabre



LeSabre-1



LeSabre Custom-2



LeSabre Custom-3



Estate Wagon-1



Estate Wagon-2



Estate Wagon-3

Interior Trim Availability	Cloth or vinyl bench seat (1)	Cloth or vinyl notchback seat (2)	Cloth or vinyl 60/40 notchback seat (3)
LeSabre Coupe	S		
LeSabre Sedan	S		
LeSabre Custom Coupe		S A	
LeSabre Custom Sedan	S	A	
LeSabre Sport Coupe	S	A	
2-seat Estate Wagon	S	A A	
3-seat Estate Wagon	S	A A	

S-Standard A-Available

Inside Buick, you'll enjoy lavish expanses of cushioned fabric and the security of Body by Fisher. But while the decor is traditional, the room is modern and there's also a new feeling of comfort.

The seats are of full-foam construction for comfortable

back and leg support. It is an interior where you feel the presence of engineers and stylists who understand the needs of the human body. Who thought things out before they put things in.

You don't just sit in a Buick. You experience it.

Interior Trim Availability	Cloth or vinyl! notchback seat (1)	Custom cloth or vinyl 60/40 notchback seat (2)	Cloth or vinyl 60/40 notchback seat (3)	Cloth 50/50 seats (4)	Vinyl 50/50 seats
Electra 225 Coupe	S				
Electra 225 Sedan	S				
Electra Limited Coupe		S			
Electra Limited Sedan		S			
Electra Park Avenue Sedan (available option)				S	
Riviera Coupe				A	S

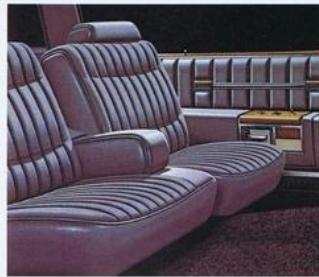
S-Standard A-Available



Electra 225



Electra 225-1



Electra 225-3



Electra Limited-2



Electra Park Avenue-4



Riviera



Riviera-4

The 1977 LeSabre: an inspection

POWERTEAMS	
LeSabre/LeSabre Custom/LeSabre Sport Coupe Powerteams*	Transmission
Standard or Available	Engine Description (standard)
Standard (N.A. on Sport Coupe)	3.8 litre (231 CID) 2.73 V-6 (3.23)
Available	5.0 litre (301 CID) V-8 2.41
	5.7 litre (350 CID) 4-bbl. V-8 2.41
Available	6.6 litre (403 CID) V-8 2.41
(0.00)–Available axle ratios.	N.A. – Not available.

STANDARD EQUIPMENT

- Trued tires and concentric wheels
- FR78-15 tires
- Interior**
 - Choice of cloth or vinyl bench seats (LeSabre)
 - Choice of cloth or vinyl notchback seats (LeSabre Custom, LeSabre Sport Coupe)
 - Lights: front-door-operated dome (LeSabre); front-door-operated dome, front ashtray, glove compartment (LeSabre Custom, LeSabre Sport Coupe)

Increased luggage capacity—
as much as 3.7 cu. ft.
on coupes and 4.4 cu. ft. on
sedans compared to last
year's models.

New interior styling designed
for efficient use of space.
Increased front head- and
legroom. New inertia front
seat back locks (coupes) for
easy rear-seat accessibility.

Inspired interior styling for
visibility and ease of
occupant entry and exit.

New instrument panel is
designed for easy readability.
Driver controls located for
easy access and are arranged
in logical positions.

New diagnostic connectors to
aid serviceability. Engine
harness diagnostic connector
services RPM indication,
circuit check, High-Energy
Ignition primary check and
starting system, A/C diagnostic
connector services seven
different circuits.

Maintenance-free Freedom
battery standard.

Revised V-6 engine with
reduced weight, electric choke,
High-Energy Ignition and
quick engine warm-up
system. Also new 5.0 litre (301
CID) V-8 and a 6.6 litre (403
CID) V-8 engines available.

Radial-ply tires standard.

Power steering, automatic
transmission and power
brakes, disc-front and drum-
rear, standard equipment.

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

New corrosion protection
designed to reduce water and
dirt entrapment and funnel
water to drainaway areas.

DIMENSIONS				
LeSabre Coupe	LeSabre Custom Coupe & Sport Coupe	LeSabre Sedan	LeSabre Custom Sedan	
Wheelbase	115.9 (2,943)	115.9 (2,943)	115.9 (2,943)	115.9 (2,943)
Tread, front	62.2 (1,580)	62.2 (1,580)	62.2 (1,580)	62.2 (1,580)
Tread, rear	60.7 (1,541)	60.7 (1,541)	60.7 (1,541)	60.7 (1,541)
Length	218.2 (5,543)	218.2 (5,543)	218.2 (5,543)	218.2 (5,543)
Width	77.2 (1,960)	77.2 (1,960)	77.2 (1,960)	77.2 (1,960)
Height	54.6 (1,387)	54.6 (1,387)	55.3 (1,405)	55.3 (1,405)
Head room, front	38.3 (974)	38.3 (974)	39.0 (991)	39.0 (991)
Head room, rear	38.0 (964)	38.0 (964)	38.0 (964)	38.0 (964)
Leg room, front	42.2 (1,073)	42.2 (1,073)	42.2 (1,073)	42.2 (1,073)
Leg room, rear	38.9 (988)	38.9 (988)	39.5 (1,003)	39.5 (1,003)
Shoulder room, front	61.0 (1,550)	61.0 (1,550)	61.0 (1,550)	61.0 (1,550)
Shoulder room, rear	59.3 (1,506)	59.3 (1,506)	59.4 (1,508)	59.4 (1,508)
Hip room, front	55.0 (1,396)	55.0 (1,396)	55.0 (1,396)	55.0 (1,396)
Hip room, rear	54.3 (1,378)	54.3 (1,378)	54.1 (1,374)	54.1 (1,374)
Trunk capacity, cu. ft. (litres)	21.2 (600)	21.2 (600)	21.2 (600)	21.2 (600)

- Full-Flo ventilation
- Windshield wiper system with single-wipe feature for misty conditions
- Full-foam seat construction
- Rear door or rear quarter armrests
- 4-jet windshield washer
- Inertia front seat-back locks (Coupes)
- Appearance and Protection**
 - Front and rear energy-absorbing bumpers
 - Bumper protection strips—front and rear
 - Cut-pile carpeting—front and rear
 - Inside hood lock release
 - Deluxe wheel covers (LeSabre Custom)

POWERTEAMS	
Electra 225/Electra Limited Powerteams*	Transmission
Standard or Available	Engine Description (standard)
Standard	5.7 litre (350 CID) 4-bbl. V-8 (3.08)
Available	6.6 litre (403 CID) V-8 (3.08)
	(0.00)–Available axle ratios

STANDARD EQUIPMENT

- Engine**
 - See powerteam chart
 - High-Energy Ignition
 - Semi-closed cooling system
 - Catalytic converter
- Chassis**
 - Power front disc brakes with audible pad wear indicator
 - Power steering
 - Steel-belted, radial-ply tires
 - Coil-spring suspension—front and rear
 - Forward-mounted steering gear and linkage
 - Computer-selected chassis springs
 - Trued tires and concentric wheels
 - GR78-15 tires
 - Freedom battery
 - Diagnostic connectors to aid checking and service of air conditioning and engine
- Improved corrosion protection
- Interior**
 - Choice of cloth or vinyl notchback seat (Electra 225)
 - Choice of cloth or vinyl 60/40 notchback seat (Electra Limited)
 - Two-way power seat on driver's side (Electra Limited)
 - Full-Flo ventilation
 - Windshield wiper system with single-wipe feature for misty conditions
 - Lights: front ashtray, trunk, under-dash courtesy, glove compartment
 - Full-foam seat construction
 - Custom seat and shoulder belts—color-coordinated
 - Remote-control, outside, rearview mirror (left side)
 - Inertia front seat back locks (Coupes)

Inspired exterior styling for
good visibility and ease of
occupant entry and exit.

Astroroof with roll-away shade. Available on all Electra models. It's actually three roofs in one. Closed it's a regular roof. By sliding the inner shade back, you expose the tinted glass roof that lets in sunlight. Retract the glass roof, and you let in sunshine and outside air.

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

New corrosion protection
designed to reduce water and
dirt entrapment and funnel
water to drainaway areas.

New interior styling providing
a truly luxurious occupant
environment. Rear-seat
access is simpler on Coupes
because of the new inertia
front seat back locks. They
eliminate the need to release
the seat back catch before
tilting the front seat back
forward.

Power plants are smaller
while offering responsive
performance.

Automatic transmission,
power steering, power brakes,
disc-front and drum-rear,
standard equipment.

Maintenance-free Freedom
battery standard.

New engine lineup featuring
a standard 5.7 litre (350 CID)
engine and a new 6.6 litre
(403 CID) available engine.

The 1977 Electra: an inspection

DIMENSIONS	
Electra 225 Coupe	Electra Limited Coupe
Electra 225 Sedan	Electra Limited Sedan

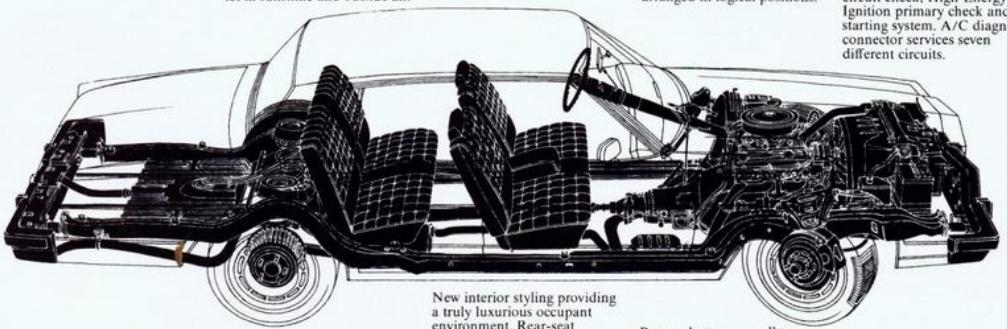
Inches with millimeters shown in parentheses unless otherwise noted.

Wheelbase	118.9 (3,020)	118.9 (3,020)	118.9 (3,020)	118.9 (3,020)
Tread, front	62.2 (1,580)	62.2 (1,580)	62.2 (1,580)	62.2 (1,580)
Tread, rear	60.7 (1,541)	60.7 (1,541)	60.7 (1,541)	60.7 (1,541)
Length	222.1 (5,640)	222.1 (5,640)	222.1 (5,640)	222.1 (5,640)
Width	77.2 (1,960)	77.2 (1,960)	77.2 (1,960)	77.2 (1,960)
Height	54.8 (1,392)	54.8 (1,392)	55.7 (1,416)	55.7 (1,416)
Head room, front	38.2 (970)	38.2 (970)	39.1 (992)	39.1 (992)
Head room, rear	38.0 (964)	38.0 (964)	38.1 (967)	38.1 (967)
Leg room, front	42.2 (1,072)	42.2 (1,072)	42.2 (1,072)	42.2 (1,072)
Leg room, rear	39.9 (1,014)	39.9 (1,014)	40.9 (1,038)	40.9 (1,038)
Shoulder room, front	60.6 (1,538)	60.6 (1,538)	59.1 (1,500)	59.1 (1,500)
Shoulder room, rear	58.9 (1,495)	58.9 (1,495)	60.6 (1,538)	60.6 (1,538)
Hip room, front	55.2 (1,403)	55.2 (1,403)	55.2 (1,403)	55.2 (1,403)
Hip room, rear	57.6 (1,464)	57.6 (1,464)	55.4 (1,408)	55.4 (1,408)
Trunk capacity, cu. ft. (litres)	20.4 (579)	20.4 (579)	20.4 (579)	20.4 (579)

- Power windows
- Quartz crystal controlled dial clock standard except with digital radio
- Quartz crystal digital clock available at no extra charge except with digital radio
- Combination turn signal and high/low beam control standard
- Appearance and Protection**
 - Front and rear energy-absorbing bumpers
 - Bumper protective strips—front and rear
 - Cut-pile carpeting—front and rear
 - Custom steering wheel
 - Wide rocker appearance moldings (Electra Limited)

The new instrument panel is
designed for easy readability.
Driver's controls are positioned
for easy access and are arranged
in logical positions.

New diagnostic connectors to
aid serviceability. Engine
harness diagnostic connector
services RPM indication,
circuit check, High-Energy
Ignition primary check and
starting system, A/C diagnostic
connector services seven
different circuits.



The 1977 Riviera: an inspection

POWERTEAMS

Riviera Powerteams*	Transmission
Standard or Available	Engine Automatic (standard)
Standard	5.7 litre (350 CID) 2.41 4-bbl. V-8 (3.08)
Available	6.6 litre (403 CID) 2.41 V-8 (5.08)
(0.00) - Available axle ratios	

*-Availability contingent on emission certification

DIMENSIONS

	Riviera
Inches with millimeters shown in parentheses unless otherwise noted.	
Wheelbase	115.9 (2,943)
Tread, front	62.2 (1,580)
Tread, rear	60.7 (1,541)
Length	218.2 (5,543)
Width	77.2 (1,960)
Height	54.6 (1,387)
Head room, front	38.3 (974)
Head room, rear	38.0 (964)
Leg room, front	42.2 (1,072)
Leg room, rear	38.9 (988)
Shoulder room, front	61.0 (1,550)
Shoulder room, rear	59.3 (1,506)
Hip room, front	55.0 (1,396)
Hip room, rear	54.3 (1,378)
Trunk capacity, cu. ft. (litres)	19.8 (561)

New Riviera exclusive—two-tone exterior paint treatment available in three pleasing combinations.

Increased luggage capacity. An additional 4.7 cubic feet of load-and luggage-carrying capacity.

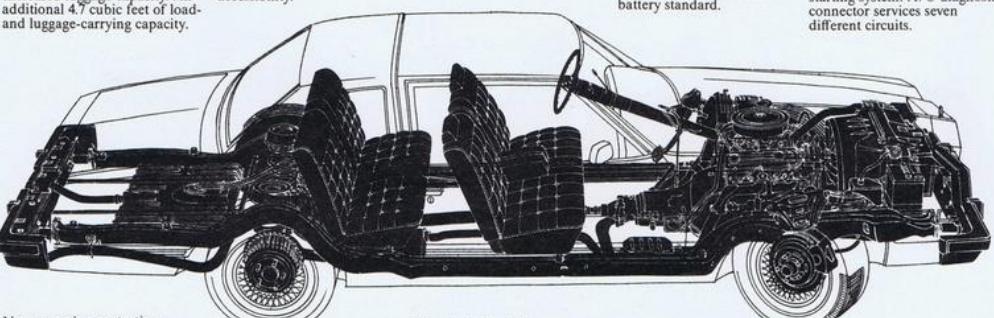
New interior styling designed for efficient use of space. Increased front and rear headroom and rearleg room over 1976. New inertia front seat back locks for easy rear-seat accessibility.

New instrument panel designed for easy readability. Driver's controls positioned for easy access.

New 6.6 litre (403 CID) V-8 engine available with High-Energy Ignition and fast-acting choke.

Maintenance-free Freedom battery standard.

New diagnostic connectors to aid serviceability. Engine harness diagnostic connector services RPM indication, circuit check, High-Energy Ignition primary check and starting system. A/C diagnostic connector services seven different circuits.



New corrosion protection designed to reduce water and dirt entrapment and funnel water to drainage areas.

Steel-belted, radial-ply tires standard.

Chassis designed for a Buick smooth and quiet ride.

New four-wheel disc brake system available.

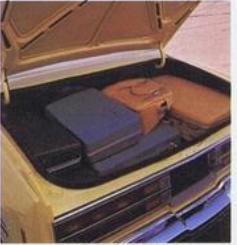
Automatic transmission, power steering and power brakes, disc-front and drum-rear, standard equipment.

Power plants are smaller yet offer responsive performance.

ONCE A BUICK ALWAYS A BUICK.

Even in standard garb, a full-size Buick is a luxurious automobile. But there are many ways to personalize it to suit your needs.

You can order from a long list of available options that include such traditional Buick luxuries as 6-way power seats. Tilt and telescope steering wheel. Electric door locks, trunk lock release, power



antenna. Power windows, and the like.

But we've got some new options to amaze and delight you this year, too. On Riviera, for instance, you can select 4-wheel power disc brakes and an exclusive two-



tone paint treatment. And on all except the base LeSabre Sedan and Estate Wagon, with bench seat, there is a new front passenger electric seat back adjuster...It's thoughtful touches like that, that make a Buick...a Buick.

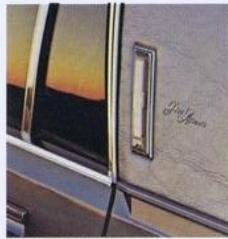
ROOF TREATMENT.

An all-metal, electric sunroof is available on all full-size Buicks. A distinctive new touch for Wagons and Sedans. Or you can order any full-size Buick with our Astroroof, which is like having three roofs in one:

At the touch of a button, you can electrically retract the glass section. Or, with

another touch of the button, you can slide the glass back to its original position and have a glass-topped driving compartment. Or, you can draw the sunshade and have a well-tailored tight-fitting headliner overhead.

Riviera features yet another interesting roof treatment. If you order the available Landau vinyl top, illuminated coach lamps are included.



The Park Avenue option offers the elegance you'll love to enjoy. Talk to your dealer for details.

BUICK POWER PLANTS.

A spunky V6 is standard equipment on all LeSabres except the special new Sport Coupe. (More about that momentarily.) As available equipment, we offer three V8's. A new 5.0 litre, a 5.7 litre 4-barrel or the brand-new 6.6 litre that takes the place of the former 7.5 litre V8 engine. And for Estate Wagon, Electra and Riviera, a 5.7 litre is standard and the 6.6 litre available.

We couple these engines with things like radial tires and Buick's High-Energy Ignition system.



NEW MODELS.

LeSabre Sport Coupe. Tosay that the new LeSabre Sport Coupe handles well would be something of an under-statement.

It comes with the new 5.0 litre V8. White-stripe radial tires. Special suspension and steering linkage.

Inside, there's custom trim and a Rallye steering wheel. Outside, chrome wheels,



amber lights, and downright mean-looking black accents.

LeSabre Sport Coupe. All in all, it's not exactly what you'd call your typical family bus.

THE LeSABRE V6 HIGHWAY ECONOMY PACKAGE.

On the other hand, if your tastes are a little more pragmatic than exotic, you might want to consider the new LeSabre economy package. Which offers you a specially tuned V6, specially calibrated automatic transmission and a lower 2.56 axle ratio. In addition, this package offers a larger, 20.4 gallon fuel tank in place of the standard 17.5 gallon tank. But keep in mind that this option is not geared for in-city driving. It's primarily a highway cruising package and that's where its economical benefits are most apparent. If in doubt about ordering the package, just ask your Buick salesman. Describe your driving situation, and see what he recommends. Yes, LeSabre is an economical car. But the nice thing is, it's also a full-size Buick.

NEW INSTRUMENT PANEL LIGHTING.

The new instrument panel design for Riviera, Electra and Estate Wagon Limited includes functional warning lights shown and "flood-



lighting". Tiny lamps on the underside of the dash "flood-light" the driver's instrumentation and controls.

ESTATE WAGON LIMITED.

Here, the difference between a station wagon and an Estate Wagon becomes clearly evident.

With the Limited, you get, as standard equipment, Electra front-end styling, custom 60/40 notback seat, power windows, power door locks, tilt steering wheel, quartz-crystal-controlled clock, luggage rack with air deflector, a remote-control outside mirror, chrome



wheels and more. And like the Estate Wagon, the Limited is available in both two- and three-seat versions.

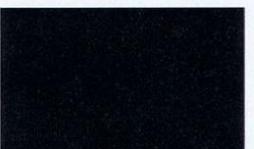
Exterior Colors



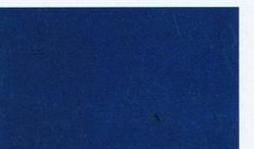
11. White



13. Silver



19. Black



29. Dark Blue



36. Firethorn



61. Buckskin



69. Brown



78. Orange



48. Dark Green



50. Cream



72. Red



22. Light Blue



44. Medium Green



63. Gold

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



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Riviera 2-Door Coupe



Electra 225 4-Door Sedan



LeSabre 4-Door Sedan



Electra Limited 2-Door Coupe



LeSabre Custom 2-Door Coupe



LeSabre Sport Coupe



Electra Limited 4-Door Sedan



LeSabre Custom 4-Door Sedan



Estate Wagon Limited



Electra 225 2-Door Coupe



LeSabre 2-Door Sedan



Estate Wagon