

BUICK 75

Apollo/Skylark

(catalytic converter equipped)



Buick Apollo and Buick Skylark

New styling. New features. New Buicks.

Dedicated to the free spirit in just about all of us.

Apollo is the 4-door sedan.

Skylark, the 2-door models, coupe and hatchback.

Apollo's standard engine is a 250 CID 1-bbl. Six, Skylark's a 231 CID 2-bbl. V6.

Standard transmission is 3-speed manual fully synchronized in all forward gears.

Those are the basics.

If your spirit calls for a bit more freedom, Buick is happy to oblige.

Optional engines are a 260 CID 2-bbl. V8 and a 350 CID V8 with either 2 or 4 barrels. Just say the word.

Turbo Hydra-matic transmission may be ordered with a six and is required with a V8.

For 1975, Buick's compacts are restyled and re-engineered.

The styling has much in common with the look of fine European touring cars. That kind of feeling continues inside, too.

But Apollo and Skylark offer much more in the good news department. They offer better overall economy.

For example. Steel-belted radial ply tires offer less rolling resistance than conventional bias-ply tires. And that contributes to better operating economy.

You'll read more about the good news later on—including the benefits of having High-Energy Ignition. It all helps make Apollo and Skylark even more desirable.

Standard features include front disc

brakes, a double-panel roof, forward-mounted steering gear and linkage for directional stability—much more. Your Buick dealer can bring you up to date.

Apollo S/R—Skylark S/R. In addition to all Apollo—Skylark standard equipment, the three S/R models come with a special luxury interior, a centre floor console, rallye steering wheel and rallye firm ride and handling suspension—plus a distinctive stand-up hood ornament for S/R identification.

Ask your Buick dealer what happens to a compact when Buick top-ranks it as S/R. It sets your spirit free.

Right: rear hatch of Skylark Hatchback swings wide open.



Cover: Skylark S/R 2-door Coupe; Above: Skylark Hatchback; Right: Skylark 2-door Coupe and Apollo 4-door Sedan.

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

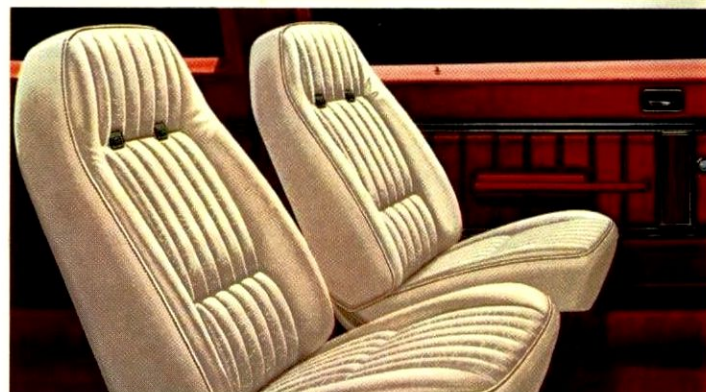




Apollo/Skylark Interiors

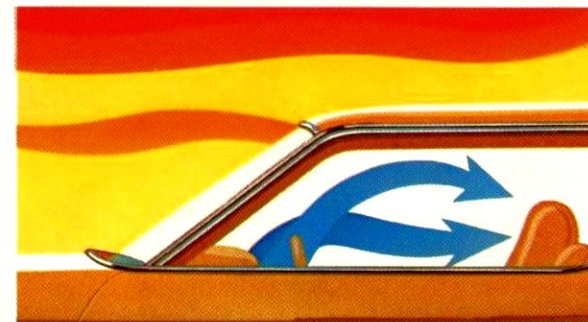
Above: S/R interior with standard bucket seats in Prado cloth; available in blue, sandstone or burgundy. Passenger seat can recline. *Top right:* Standard Apollo/Skylark full-width seat in Glenbrook cloth; available in green, blue or sandstone. *Below it:* Standard full-width seat in oxen vinyl; available in choice of seven color combinations, depending on

model. *Second from bottom:* Extra-cost bucket seats in oxen vinyl; available in choice of seven color combinations, depending on model. *Bottom right:* Extra-cost full-width seat in Meridian cloth, available in choice of three colors. *Below:* Standard Apollo/Skylark instrument panel; also extra-cost rallye steering wheel, standard on S/R models.



Options—Add your own personal touch

Express your individuality while adding even more to your pleasure, comfort and convenience. Enjoy your new car *your* way. For a run-down on other options not mentioned here, please ask your salesman.



Air Conditioning. A manual Four-Season System can help keep you comfortable all year. Power brakes required.

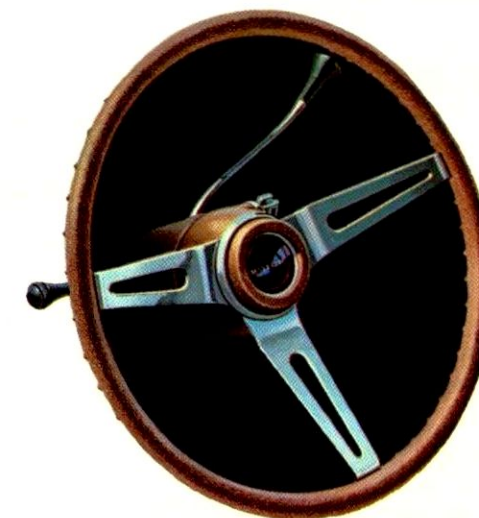


Sound Systems. You can order almost any kind of radio or tape combination you can think of.

Sport Mirrors. Body-colored, driver's remote controlled. Right-hand mirror remote control is extra cost.



Defogger. A forced-air defogger can help keep your rear window free of mist for safer driving.



Rallye Steering Wheel. The look and feel of leather. Standard on SR models.

Wheel Equipment. You can have deluxe wheel covers, chrome-plated wheels or deluxe wire wheel covers. Adds a bit of extra pizzazz to your new Buick compact.

Electric Door Locks. Lock or unlock all doors at once. Separate controls for driver and front passenger.

Power Windows. All windows can be controlled by the driver. Separate controls on all doors.

Power Steering. Variable-ratio power steering helps make an easy-handling car even easier to handle.

Deck Lid Release. Press a button in the glove box to open your trunk.



Tinted Glass. Order it for all windows or for the windshield only.

Fuel Usage Indicator. Tells you when you're driving in the high fuel-consumption range or in the economy range.

"Headlamps On" Indicator. Alerts you with a warning buzzer if you leave your lights on after switching off ignition.

Swing-Out Windows. Just push open. Available on all coupes and hatchbacks.



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

1975 Buick Features

Your new Apollo or Skylark offers the equipment described on these pages.

231 CID V6 is standard on Skylark. This new compact "V" design delivers smooth, economical power in all driving situations. A 250 CID straight six is standard on Apollo.

Both engines include High-Energy Ignition for improved adverse-weather starting power and reliability, as well as integrated emission control equipment.

Front and rear bumper systems retract upon minor impact, then return to position. Bumper protective strips with white accent stripes are available front and rear. Front and rear bumper guards are also available.

High-Energy Ignition can give quicker starts with less drain in the battery. It's an electronic ignition, letting you go much longer between ignition tune-ups.

Semi-unit construction is similar to unit body construction. Body assembly is similar up to the firewall. A sub-frame is attached from the firewall forward. Engine and front suspension are mounted on the sub-frame, which helps absorb vibration and road shocks. The result is the light weight of a unit body with almost the ride and quiet associated with full frames.

Semi-closed cooling system collects hot coolant overflow in a translucent container and returns it to the radiator during cooldown. Coolant supply is checked visually without removing the radiator cap.

Full-Flo ventilation quietly propels a continuous flow of outside air through the passenger compartment after engine warm-up. Windows may be kept closed to help keep outside noise outside. Provides draft-free ventilation.

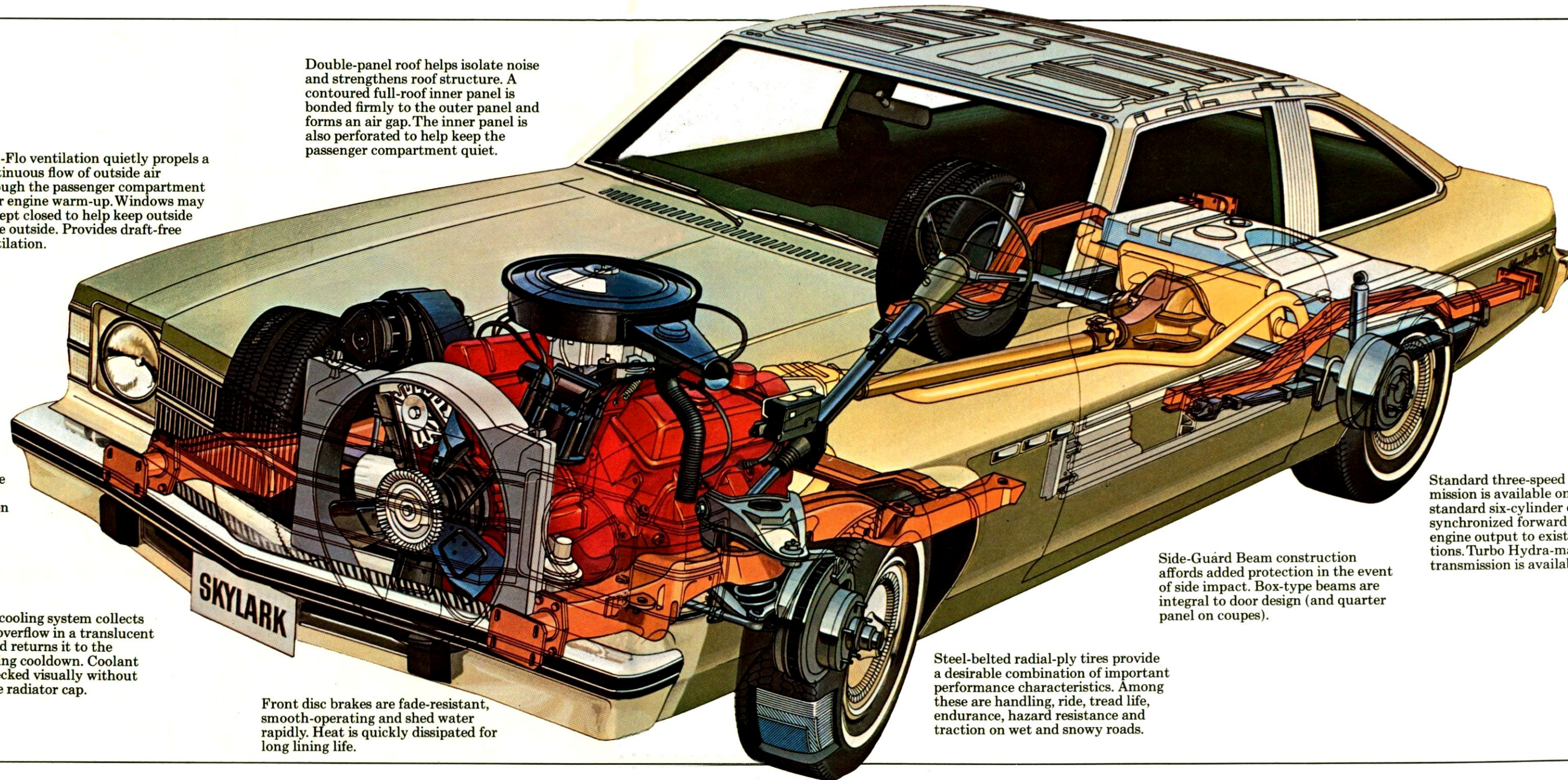
Double-panel roof helps isolate noise and strengthens roof structure. A contoured full-roof inner panel is bonded firmly to the outer panel and forms an air gap. The inner panel is also perforated to help keep the passenger compartment quiet.

Front disc brakes are fade-resistant, smooth-operating and shed water rapidly. Heat is quickly dissipated for long lining life.

Side-Guard Beam construction affords added protection in the event of side impact. Box-type beams are integral to door design (and quarter panel on coupes).

Steel-belted radial-ply tires provide a desirable combination of important performance characteristics. Among these are handling, ride, tread life, endurance, hazard resistance and traction on wet and snowy roads.

Standard three-speed manual transmission is available only with standard six-cylinder engines. Fully-synchronized forward gearing tailors engine output to existing road conditions. Turbo Hydra-matic automatic transmission is available.



Your '75 Buick.

Buick for 1975 is dedicated to helping you enjoy better driveability.

Steel-Belted Radial Tires— offer longer tire life and better operating economy; they come with a Radial Tuned Suspension.

High-Energy Ignition— helps improve engine performance and eliminates points and condenser replacement.



Catalytic Converter—

The Converter, requiring unleaded gasoline, allows calibration of the engine for lower idling speeds, quicker warm-up and smoother overall performance.



Quick Warm-Up System—

helps improve fuel economy under cold engine starting conditions.



Specifications

			2-door	4-door	
Body Styles	Skylark	2-door Coupe	111.0 in.	111.0 in.	
	Skylark	2-door Hatchback			
	Apollo	Coupe			
		4-door Sedan			
Engines	Standard	Skylark	72.6 in.	72.6 in.	
		Apollo			
	Optional	231-2 V6			
		250-2 L6			
		260-2 V8			
		350-2 V8			
		350-4 V8			
Transmissions	Standard	3-speed manual	17.5 Imp. Gal.	17.5 Imp. Gal.	
	Optional	Hydra-matic			
Brakes	Front disc/rear drum	Standard	38.5 in.	39.5 in.	
	Power	Optional			
Tires	Standard	FR78 x 14	36.4 in.	36.6 in.	
			41.7 in.	41.7 in.	
			32.5 in.	35.3 in.	
			55.6 in.	55.6 in.	
			55.3 in.	56.2 in.	
			53.9 in.	53.9 in.	
			53.3 in.	55.2 in.	
			14.6 cu. ft.	13.8 cu. ft.	

This literature is applicable only to 1975 General Motors vehicles equipped with a Catalytic Converter.

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