

BUICK 75

**LeSabre - LeSabre Custom - Estate Wagon - Electra 225 -
Electra Limited - Riviera**
(catalytic converter equipped)



Buick LeSabre

Where to begin? So much has happened to Buick for 1975 that just starting the story isn't easy.

But know one thing right off, all the features that mean added value and new satisfaction have happened in the lowest-priced full-size Buick. They are offered in every '75 LeSabre.

Radial tires, a quick warm-up system, a fast-acting choke, improved carburetion, an improved air cleaner, improvements to the automatic transmission.

High-Energy Ignition. A catalytic converter.

What it all comes down to is this: a 1975 Buick LeSabre offers you all the benefits of advanced Buick engineering and technology.

From now on you can enjoy a more driveable car and smooth performance that will interest even long-time Buick owners.

And you'll be driving the cleanest-running Buick ever built.

Take the catalytic converter. What it does is change most unwanted exhaust gases from the engine into harmless carbon dioxide and water vapor. And, by having this emission control *outside the engine*, Buick is able to retune the engine for lower idling speeds, quicker warm-up, smoother overall performance and more economical operation. Unleaded gas helps make it all possible.

And all this can be yours with the deep, satisfying comfort Buicks are recognized for. Plus the quality craftsmanship that makes any Buick a Buick.

Including a new LeSabre.

If this is your first LeSabre, you've got a lot to look forward to. If you've driven LeSabres before, you're in for a new experience.

A test drive should be your next order of business.

You'll hardly be around the block when you'll know it...a 1975 Buick is dedicated to the free spirit in just about all of us.

Can we count you in?

STANDARD EQUIPMENT

Some of LeSabre's new features:

- 350 CID 4-bbl. V8 • High-Energy Ignition
- Steel-belted Radial-Ply Tires • Cool Air Induction • Quick Engine Warm-Up System with Fast-Acting Choke • New Hardtop Sedan Roofline with 6-Window Design • Four-Door Sedan has New Roof Styling, Thinner Door Frame, Fixed Quarter • Windows Added to Rear Door
- Completely New Open Style Instrument Panel with Relocated Highly Visible Controls.

Optional cloth notchback seat.



Cover: Riviera Hardtop Coupe.

Right: LeSabre Hardtop Sedan.

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



Buick LeSabre Custom

LeSabre and LeSabre Custom clearly exhibit the sense of quality-with-value in the 1975 styling.

You see it right away with the imposing full-width grille.

Move inside, and you'll see a completely new instrument panel (page 7) with a more open, easy-to-read cluster. Operating controls for lights and wipers are illuminated by fibre optic backlighting.

If you order a power antenna or rear window defogger, you get distinctively-designed illuminated rocker switches.

A new indicator available tells when the headlamps are on (after ignition is switched "off").

Another new option is a fuel usage gauge that helps you drive in an economical manner.

You'll probably want the optional digital clock, too. Time is definitely on your side in a LeSabre or LeSabre Custom.

And you'll know it, the longer you drive it.

It frees the spirit. Could you ask for anything more?

STANDARD EQUIPMENT

Some more LeSabre features:

- Semi-Closed Cooling System Helps Protect Against Coolant Loss
- Nickel-Plated Exhaust Valves Provide Excellent Valve Durability
- Durable Stamped Steel Rocker Arms
- Integral Voltage Regulator and Delcotron
- Turbo Hydra-Matic Transmission
- Variable-Ratio Power Steering
- Power Front Disc Brakes with Audible Pad Wear Indicator
- Full-Flow Ventilation
- Full-Foam Construction Seat Design
- Cut-Pile Carpeting Front and Rear.

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

LeSabre Custom Hardtop Coupe.



Buick LeSabre Custom

The colorful story on the new interiors is laid out on the following pages, but a brief word here on the difference between a LeSabre and a LeSabre Custom.

LeSabre gives you a full-width front seat appointed in luxurious Repose cloth or in Oxen vinyl.

While a Custom offers you a choice of notchback front seat with fold-down centre armrest in either Berwick or Georgian cloth or in Oxen vinyl.

You can have the same choice in a Custom if you'd like a notchback front

seat that divides 60/40. They're really two seats and are separately adjustable. An extra-cost option.

What else sets a Custom apart? Deluxe wheel covers. Added exterior moldings.

And a convertible.

Why not make that new Buick of yours a LeSabre Custom?...with has

A 1975 LeSabre Custom has the Buick manner in luxury as in road-ability. And that brings us around to the spirit, the free spirit in most of us.

Buick is out to really set it free.

Background: LeSabre Custom Convertible; Foreground: LeSabre Custom 4-Door Sedan.



STANDARD EQUIPMENT

LeSabre Custom Distinctive Equipment:

- Custom Rocker Panel Moldings
- Rear Quarter Lower Molding
- Front Fender Lower Molding
- Wheel Opening Moldings
- Deluxe Wheel Covers
- Distinctive Interior Trim Styling
- Carpet on Door Panels
- Stand-Up Hood Ornament on Convertible
- Inward-Folding Top on Convertible
- Power-Operated Convertible Top.

LeSabre / LeSabre Custom Interiors

1. Repose cloth and Madrid-grain vinyl bench seat. Standard on LeSabre Hardtop Coupe, Hardtop Sedan and 4-door Sedan. Choice of two colors.

2. Oxen and Madrid-grain vinyl bench seat. Standard on LeSabre Hardtop Coupe, Hardtop Sedan and 4-door Sedan. Choice of three colors.

3. Berwick cloth and Madrid-grain vinyl notchback seat. Standard on LeSabre Custom Hardtop Coupe, Hardtop Sedan and 4-door Sedan. Choice of four colors. Also available in Georgian cloth (see #6).

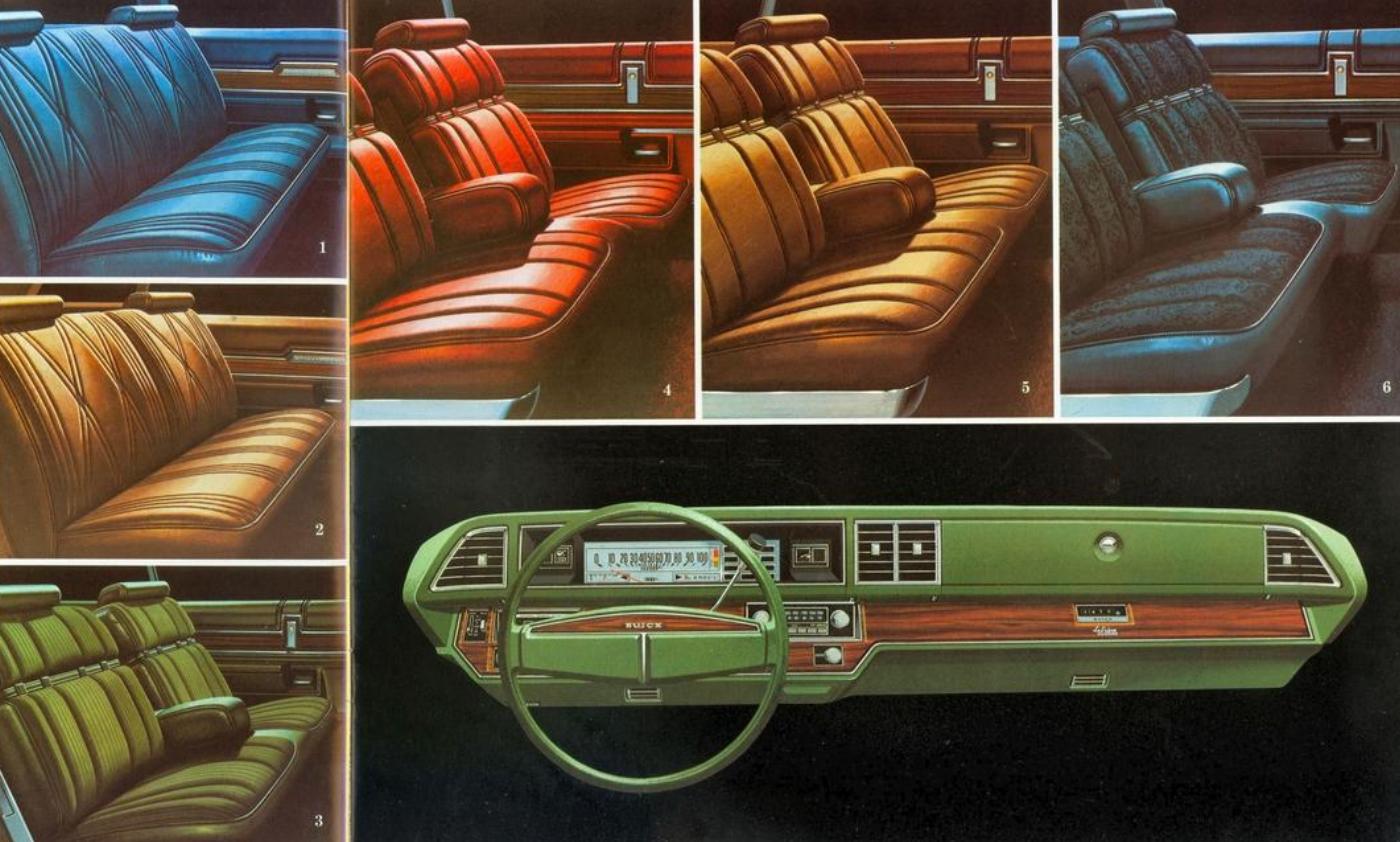
4. Oxen and Madrid-grain expanded vinyl 60/40 notchback seat. Available in LeSabre Custom, Hardtop Coupe, Hardtop Sedan, 4-door Sedan and Convertible. Choice of two colors. Also

available in white with choice of five interior colors (three on convertible).

5. Oxen and Madrid-grain expanded vinyl notchback seat. Available in LeSabre Custom Hardtop Coupe, Hardtop Sedan, 4-door Sedan and Convertible. Choice of two colors. Also available in white with choice of five interior colors (three on convertible).

6. Georgian cloth and Madrid-grain vinyl 60/40 Notchback seat. Available in LeSabre Custom Hardtop Coupe, Hardtop Sedan and 4-door Sedan. Choice of three colors. Also available in Berwick cloth (see #3) in choice of four colors.

7. Buick LeSabre and LeSabre Custom instrument panel with standard steering wheel.



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

Buick Riviera

Distinctiveness. Comfort.

In a Riviera, it's hard to tell which comes first. Buick makes your decision even more difficult for 1975.

Distinctiveness? Riviera's all-new rectangular headlamps blend with wrap-around park and turn lamps for a uniquely balanced lighting system—and a new level of distinction.

Riviera is 3½ inches easier to park this year, thanks to the new bumper treatment. In fact, the whole face of Riviera has a new look. More sophisticated, maybe?

Comfort? The optional 60/40 front seat features a plush velour insert with a doeskin vinyl bolster. Or you can order it in all-vinyl.

Or you can stipulate a 40/40 split seat in doeskin vinyl or in real leather.

Standard front seat is a full-width notchback in Lombardy velour. The inside story's on page 10.

How about performance? Exciting! Riviera fans will find a new smoothness to the 455 CID 4-bbl. this year. And the handling and ride is helped no little bit by steel-belted radial tires. And radial-tuned shocks.

And AccuDrive, Buick's total roadability system that Riviera's helped develop over the years.

The bets are on that you'll come back from that first exploration on the road and say, in so many words, "driving a Riviera gets better all the time".

Could there be a finer accolade?

Riviera, of course, has all the features of improved Buick drivability—catalytic converter, High-

Energy Ignition, radial tires, cool air induction—and it comes with other features you should look for.

The new instrument panel, power windows and an electronic, quartz-crystal controlled digital clock, for instance, Riviera "standards".

Let us know which most helps make up your mind...the distinction, the comfort or the performance.

Riviera. The Original.
Dedicated to the free spirit.

STANDARD EQUIPMENT

Some of Riviera's new features:

- High-Energy Ignition • Steel-Belted Radial-Ply Tires • Cool Air Induction
- Quick Engine Warm-Up System with Fast-Acting Choke • Distinctive Front End with Larger Grille Opening, Rectangular Headlamps and Wrap-Around Park and Turn Lamps • New Door Panels with Large Carpeted Lower Panel, Brushed Chrome Control Panel and Hinged Door Pull
- Digital Clock • Power Windows.

Riviera Hardtop Coupe (below and right).



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



Riviera Interiors

1. Lombardy cloth and Doeskin-grain vinyl notchback seat. Standard in Riviera Hardtop Coupe. Choice of three colors.

2. Doeskin and Madrid-grain expanded vinyl 40/40 seats. Available in Riviera Hardtop Coupe. Choice of three colors. Also available in white with choice of six interior colors.

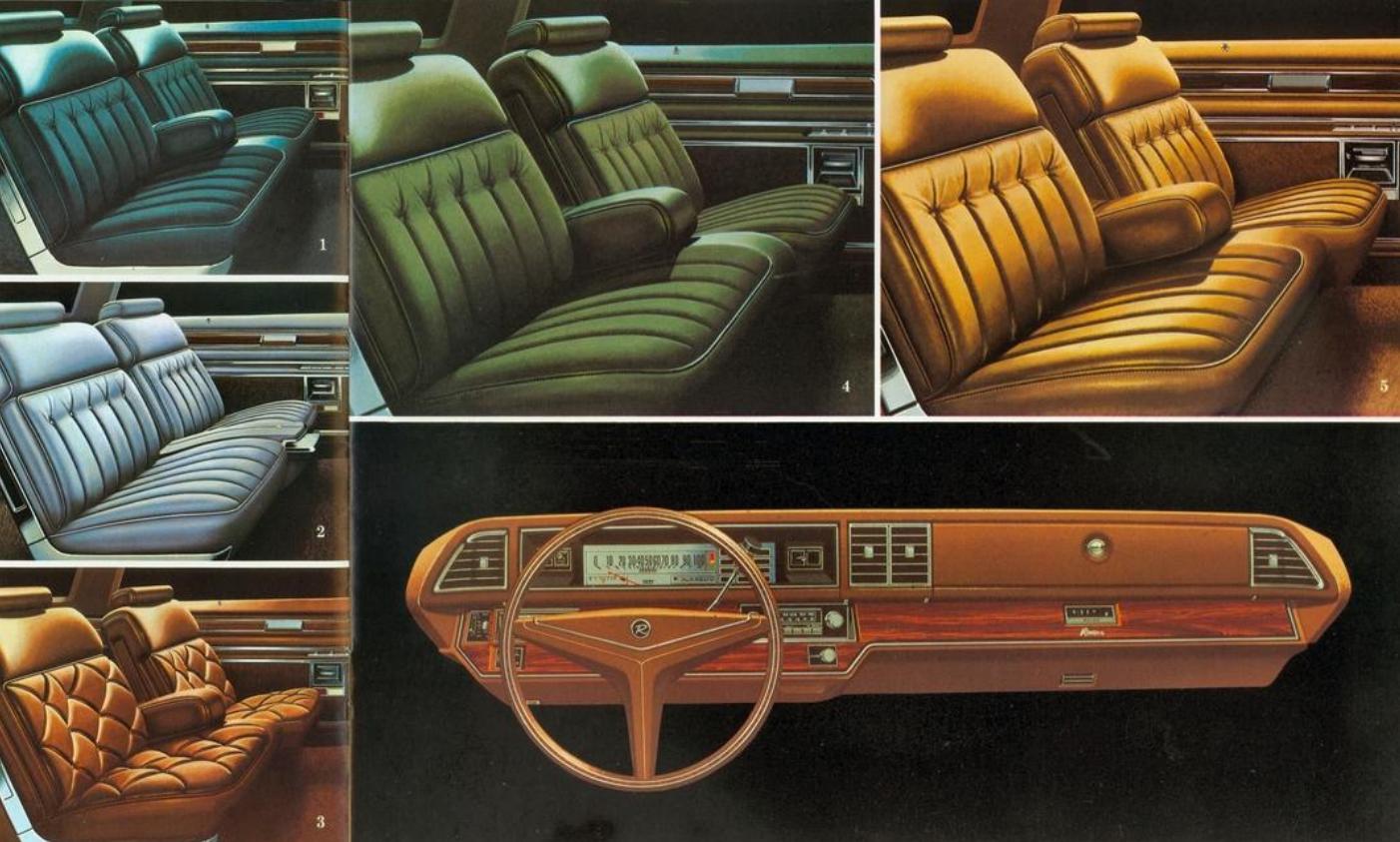
3. Leather and Doeskin-grain vinyl 60/40 notchback seat. Available in Riviera Hardtop Coupe. Choice of two colors, Saddle or Black.

4. Lombardy cloth and Doeskin-grain vinyl 60/40 notchback seat. Available in Riviera Hardtop Coupe. Choice of five colors.

5. Doeskin and Madrid-grain expanded vinyl 60/40 notchback seat. Available in Riviera Hardtop Coupe. Choice of two colors. Also available with choice of six interior colors.

6. Buick Riviera Hardtop Coupe instrument panel with standard steering wheel.

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



Buick Electra 225

Many '75 Buicks can be identified quickly by a stand-up hood ornament. And all '75 Buicks are dedicated to the free spirit in most of us.

But Electra goes the ultimate distance for Buick owners.

Upholstery is an all-new knit material in most elegant design. Lap and shoulder belts are color-coordinated. The seat belt warning buzzer is replaced by a harmonic beep. The windows are power-operated. And the driver's outside mirror is remote-controlled.

A new available option locks all doors when you shift out of park. And unlocks them when you return it to the park position. And when you unlock the driver's door from the outside, you automatically unlock *all* doors. Something for a rainy day.

Electra can be ordered to anticipate your every need and convenience. When you load up the back seat with passengers or the trunk with cargo, the car can level itself. Automatically.

You can have a rear axle designed to transfer extra traction to the rear wheel most needing it, on a slippery road. Or a sandy beach.

You ride on standard JR78 x 15 steel-belted radial tires which help improve the ride and handling qualities even of an Electra.

It's only natural that you'd want to enjoy your Electra as quietly as possible. Buick engineers know this and never stop working on it.

There are thick pads of insulation on the floor, in the doors, behind the new instrument panel, rear window

ledge, trunk, and there's a double-steel roof with sound-absorbing inner panel. There's also thick fiberglass underhood insulation to dampen engine noise. And thick rubber body mounts are strategically placed to isolate the body from the frame, lessening vibrations and road noise.

Obviously, isn't it? Buick tries its very best to give you just what you want in a luxury car.

Is your spirit willing?

Electra 225 Hardtop Sedan showing new opera window.



STANDARD EQUIPMENT
Some of the new features on Electra 225 and Electra Limited are:
• High-Energy Ignition • Steel-Belted Radial-Ply Tires • Cool Air Induction
• Quick Engine Warm-Up System with Fast-Acting Choke • Rectangular Headlamps and Stand-Up Hood Ornament
• Digital Clock • Power Windows • Hardtop Coupes with New Roof Styling and Large Fixed Quarter Windows • Hardtop Sedan with 6-Window Design featuring fixed small window in sail area.

Right, Foreground: Electra 225 Hardtop Coupe;
Background: Electra 225 Hardtop Sedan.



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

Buick Electra Limited

A 1975 Electra can be spotted instantly by the striking new rectangular headlamps.

The Limited Coupe shares large new opera windows with the 225 Coupe. But, on closer inspection, you'll see added brightwork. Strictly Limited.

In the Hardtop Sedans, the profiles are quite distinct. The Limited Sedan presents a totally new appearance with fixed opera-type windows in the rear quarter panels.

Other set-apart styling differences

are on the door interiors. The Limited's door design is all-new and truly luxurious with cut-pile carpeting covering the entire lower portion of the doors.

The upper door area features a "pillow pad" with button accents and a hinged door-pull, set in a carved simulated woodgrain section. This design can be ordered in leather.

Leather is also available in an extra-cost full-width notchback seat that divides 60/40. Or you can have this seat in a luxury cloth.

STANDARD EQUIPMENT

Electra Limited Distinctive Equipment:
• Wide Rocker Appearance Moldings
• Limited Identification • 60/40 Notchback
Front Seat • Two-Way Power Seat • Litter
Container • Door Reflectors

Electra Limited Hardtop Coupe.



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

Buick Park Avenue Limited

It is new. It is an extra-cost "package" on the Limited Sedan.

A simple listing of what you get when you specify Park Avenue, tells it:
• A special Lombardy velour and Doeskin expanded vinyl interior trim with 40/40 seats • A velour-covered centre console and headlining • Special plush carpeting • An Oxen-grain halo vinyl top • Special exterior ornamentation.

If you wish to set off all this even further, consider optional wire wheel covers or chrome-plated wheels • A carpeted trunk • Front and rear lamp monitors • Remote control right and left outside rearview mirrors • An outside thermometer • Automatic Climate Control air conditioning • An AM/FM Stereophonic radio • An automatic power antenna • Positive Traction differential.



Park Avenue 40/40 seats with centre console.

Electra Limited 4-Door Sedan.



Electra Interiors

1. Garland cloth and Madrid-grain vinyl bench seat. Standard in Electra 225 Hardtop Sedan. Choice of four colors.

2. Garland cloth and Madrid-grain vinyl notchback seat. Standard in Electra 225 Hardtop Coupe. Available in Hardtop Sedan. Choice of four colors.

3. Garland cloth and Madrid-grain vinyl 60/40 notchback seat. Available in Electra 225 Hardtop Coupe and Hardtop Sedan. Choice of four colors.

4. Oxen and Madrid-grain expanded vinyl notchback seat. Available in Electra 225 Hardtop Coupe and Hardtop Sedan. Choice of three colors. Also available in white with choice of five interior colors.

5. Park Avenue Interior Lombardy

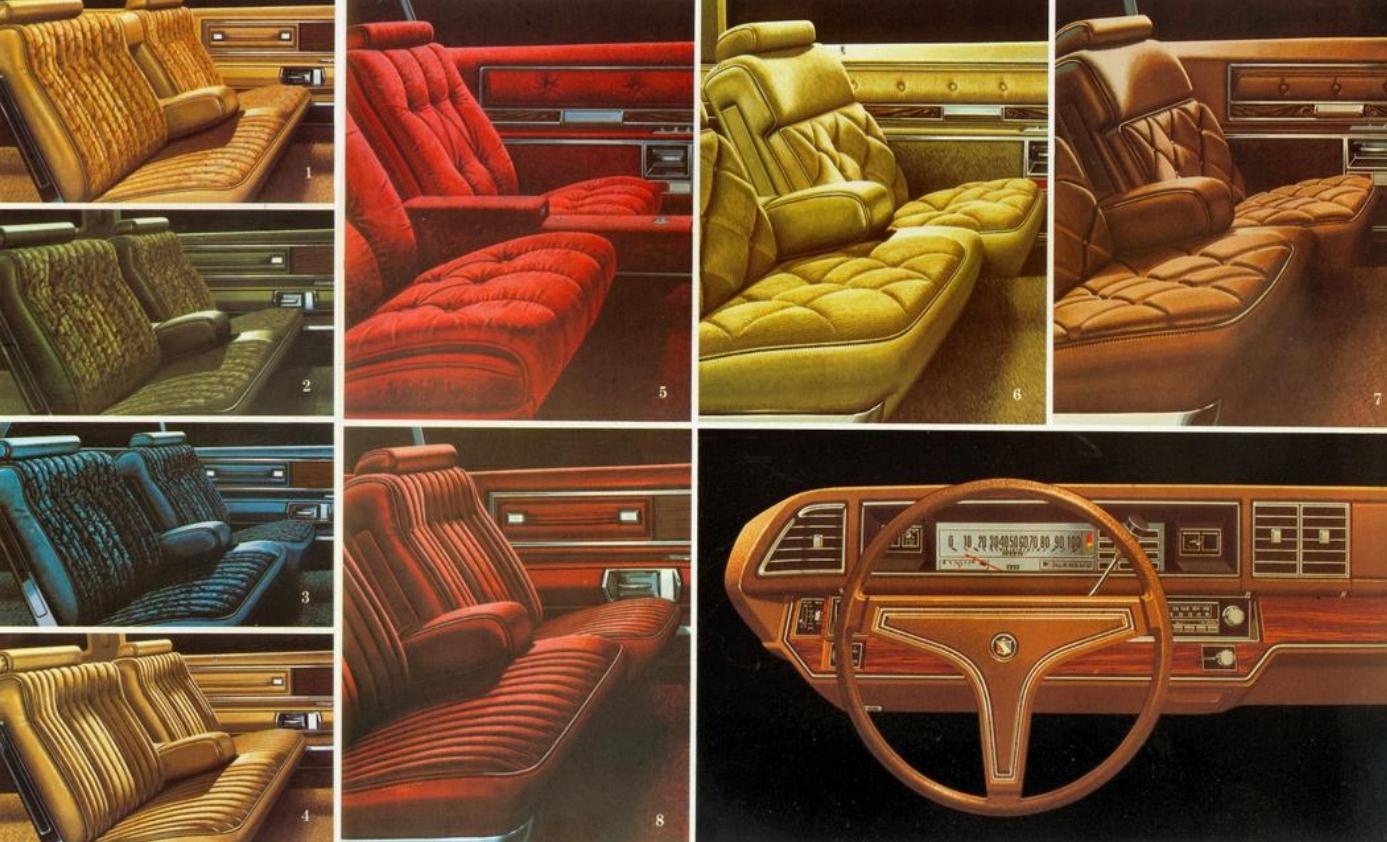
cloth and Doeskin-grain vinyl 40/40 seats with velour-covered center console. Available in Electra Limited Hardtop Sedan. Choice of three colors.

6. Brahmin cloth and Doeskin-grain vinyl 60/40 notchback seat. Standard in Electra Limited Hardtop Coupe and Hardtop Sedan. Choice of five colors.

7. Leather and Doeskin-grain vinyl 60/40 notchback seat. Available in Electra Limited Hardtop Coupe and Hardtop Sedan. Choice of three colors.

8. Oxen and Madrid-grain expanded vinyl 60/40 notchback seat. Available in Electra 225 Hardtop Coupe and Hardtop Sedan. Choice of three colors. Also available in white with choice of five interior colors.

9. Buick Electra instrument panel with standard steering wheel.



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

Buick Estate Wagon -

If you need a wagon now and then and want first-rate transportation all the time, Buick solves your problem beautifully.

Consider its carrying qualifications first.

The Estate Wagon is available as a two-seater or three-seater. Cargo capability is 106 cubic feet plus a storage compartment under the floor.

The famous Glide-away tailgate makes for easy, obstruction-free loading. (See top right.)

Wheelbase is 127 inches—to take whatever you wish to carry in its stride.

Engine is a 455 CID 4-bbl. V8 and it has barometric-compensated fuel metering for efficient fuel usage despite changes in the weather or the altitudes you drive in.

Transmission is a 3-speed Turbo Hydra-matic.

Power steering is variable-ratio for positive control at all times.

Power brakes are discs in front for better fade resistance and large finned drums in the rear for extra cooling.

Suspension system? Coil springs in front for comfort and leaf springs in the rear for its anti-sway qualities—and the leaf springs now offer reduced friction for an even smoother ride.

Standard seats are full-width in all-vinyl. Easy to look after. Optional are: a notchback front seat with pull-down centre armrest in either vinyl or Potomac cloth, or a 60/40 notchback front seat in your choice of vinyl or Potomac cloth (this one lets the driver and front passenger adjust their seats separately).

Consider that a 1975 Estate Wagon offers you full-size convenience, comfort and luxury—and consider that the people who make it are very proud that what they're building is a Buick—and you'll know you've come to the right place.

A full-size Buick Estate Wagon.

Also dedicated to the free spirit in just about all of us.



Bottom: Standard vinyl full-width seat;
Bottom right: Optional vinyl 60/40 notchback seat.



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



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.



Reassurance Features

Occupant Protection. Seat belts with pushbutton buckles for all passenger positions. Two front combination seat and shoulder belts for driver and right front passenger (with reminder light and buzzer and inertia reel). Two front seat head restraints. Energy-absorbing steering column. Passenger-guard door locks. Safety door latches and hinges. Folding seat back latches. Energy-absorbing padded instrument panel and front and intermediate seat back tops. Contoured windshield header (except convertible). Thick laminate windshield. Padded sun visors. Safety armrests. Safety steering wheel. Cargo-Guard (except station wagons). Side-Guard Beams. Contoured full roof inner panel (except convertible).

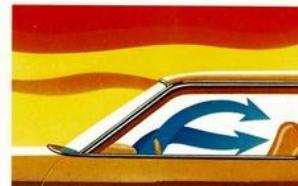
Accident Prevention. Side marker lights and reflectors (front side marker lights flash with directional signal). Parking lamps that illuminate with headlamps. Four-way hazard warning flasher. Backup lights. Lane change feature in direction signal control. Windshield defrosters, washer and dual speed wipers. Wide-view inside day/night mirror (vinyl edged, shatter-resistant glass and deflecting support). Outside rear-view mirror (driver side and passenger side on station wagons). Dual master-cylinder brake system with warning light. Starter Safety Switch. Dual-action safety hood latches.

Anti-Theft. Anti-theft ignition key warning buzzer. Anti-theft steering column lock. Inside hood latch release.



Options—Add your own personal touch

Express your individuality while adding even more to your pleasure, comfort and convenience. For a run-down on other options not shown here, please ask your salesman.



Air Conditioning. Helps keep you comfortable all year. Choose a manual Four-Season or a new, simplified automatic system.



6-Way Power Seat. Lets you raise, lower, move forward, backward or tilt your front seat. If you order a divided full-width seat, you can have either the driver's side only or the driver's and the passenger's side power operated.



Defroster. Specify an electric defroster using glass-embedded wires or, except on the convertible and Estate Wagon, a forced air blower defroger.



Wheel Equipment. Ask about special wheel covers available for your new Buick.



Power Door Locks. Electrically lock or unlock all doors at once. There are separate controls for driver and front passenger.

Fuel Useage Indicator. A gauge on your instrument panel can tell you when you're driving in the high fuel-consumption range or in the fuel economy range. Helps you keep an eye on economy.



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

Outside Mirrors. Left-hand mirror may be ordered with a thermometer. Mirror is remote-controlled. Right hand remote control is available.

"Headlamp On" Warning System. Alerts you with a warning buzzer if you leave your lights on after switching off ignition.

Trailer Towing. Ask your dealer for special trailer-towing catalogue.

Sound Systems. A complete choice of radio and integrated tape player systems are available. And you may order an Automatic Power Antenna that rises when you turn on the radio, recesses when you switch it off.

1975 Buick Features

Your new LeSabre, Electra, Estate Wagon or Riviera offers the equipment described on these pages.

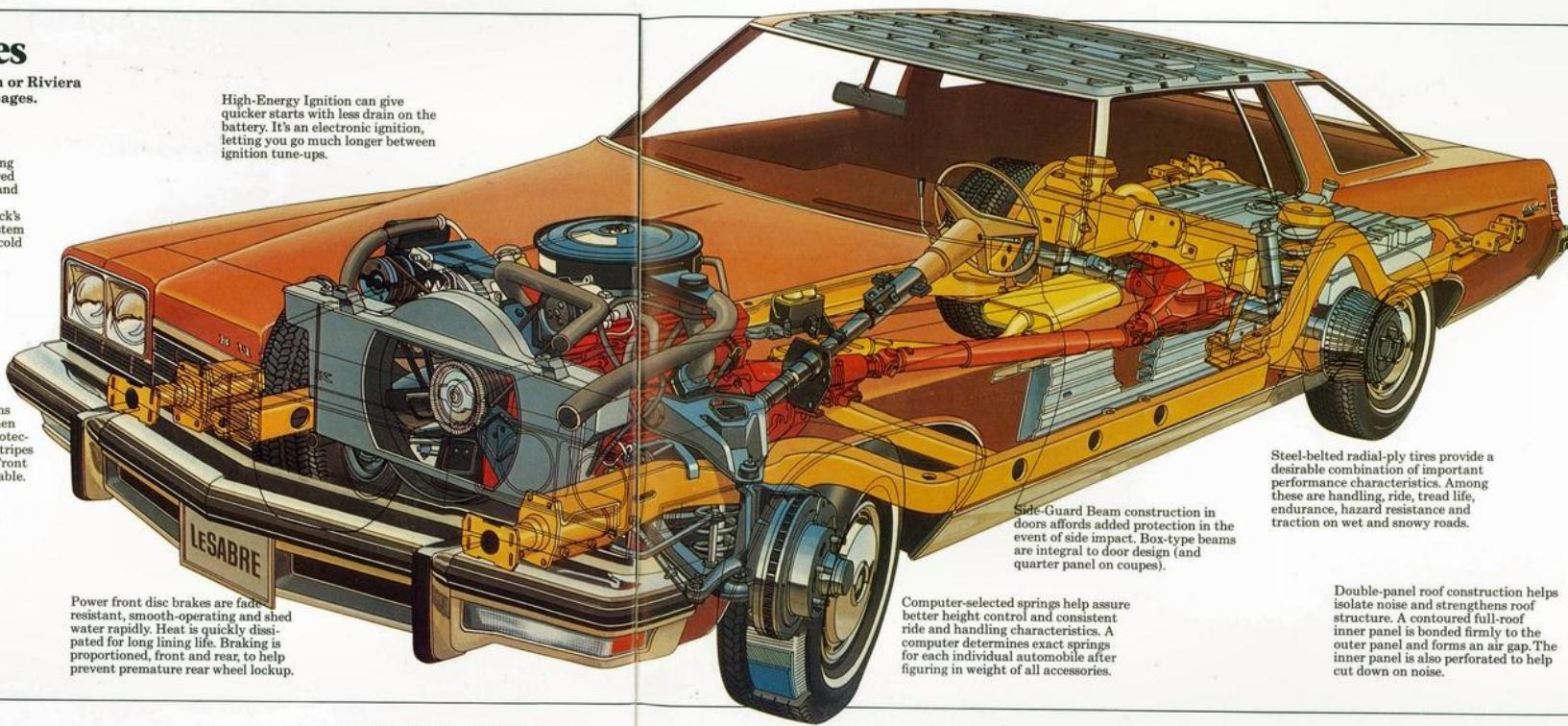
Buick V8 engine incorporates advanced design features including High-Energy Ignition for improved adverse-weather starting power and reliability, as well as integrated emission control equipment. Buick's new Quick Engine Warm-Up System improves engine response under cold engine starting conditions.

Turbo Hydra-matic transmission offers responsive performance and driver convenience. Smooth response results from close match of transmission to engine output.

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

Full perimeter frame construction forms a solid foundation for fitted and welded body components. Engine and suspension units are cushioned and mounted to the frame. By isolating the body from the chassis through rubber body mounts, the frame is allowed to twist and flex slightly to absorb vibrations and road shocks while the rigid body remains quiet.

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



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

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

Computer-selected springs help assure better height control and consistent ride and handling characteristics. A computer determines exact springs for each individual automobile after figuring in weight of all accessories.

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.

Double-panel roof construction 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 cut down on noise.

Specifications

		LeSABRE	LeSABRE CUSTOM	ESTATE WAGON	ELECTRA 225	ELECTRA LIMITED	RIVIERA
Body Styles		Hardtop Coupe Hardtop Sedan 4-door Sedan	Hardtop Coupe Hardtop Sedan 4-door Sedan Convertible	2-seat 3-seat	Hardtop Coupe Hardtop Sedan	Hardtop Coupe	Hardtop Coupe
Engines	Standard V8 Optional	350-4 400-4 455-4	350-4 400-4 455-4	455-4 — —	455-4 400-4 —	455-4 — —	455-4 — —
Transmissions	Standard	Hydra-matic	Hydra-matic	Hydra-matic	Hydra-matic	Hydra-matic	Hydra-matic
Brakes	Front disc/rear drum Power	Standard Standard	Standard Standard	Standard Standard	Standard Standard	Standard Standard	Standard Standard
Tires	Standard	HR78 x 15	HR78 x 15	LR78 x 15	JR78 x 15	JR78 x 15	JR78 x 15
Wheelbase		123.5 in.	123.5 in.	127.0 in.	127.0 in.	127.0 in.	122.0 in.
Length		224.8 in.	224.8 in.	230.3 in.	230.5 in.	223.0 in.	
Height (4-door)		54.3 in.	54.3 in.	57.1 in.	54.6 in.	53.4 in.	
Width		79.8 in.	79.8 in.	79.8 in.	79.6 in.	79.8 in.	
Weight		4531 lbs. (4-dr. Sed.)	—	—	4861 lbs. (4-dr.)	4698 lbs.	
Fuel Tank Capacity (app.)		21.6 Imp. Gal.	21.6 Imp. Gal.	18.3 Imp. Gal.	21.6 Imp. Gal.	21.6 Imp. Gal.	
Headroom	Front (4-dr.) Rear (4-dr.)	39.1 in. 37.9 in.	39.1 in. 37.9 in.	39.8 in. 39.3 in.	39.4 in. 38.1 in.	38.2 in. 37.1 in.	
Legroom	Front (4-dr.) Rear (4-dr.)	42.2 in. 38.8 in.	42.2 in. 38.8 in.	42.1 in. 37.4 in.	42.2 in. 40.8 in.	42.2 in. 35.8 in.	
Shoulder Room	Front (4-dr.) Rear (4-dr.)	64.0 in. 63.8 in.	64.0 in. 63.8 in.	64.0 in. 63.1 in.	64.0 in. 63.0 in.	63.5 in. 62.6 in.	
Hip Room	Front (4-dr.) Rear (4-dr.)	59.3 in. 59.7 in.	59.3 in. 59.7 in.	59.3 in. 58.9 in.	57.5 in. 57.6 in.	57.5 in. 56.0 in.	
Usable Luggage Space (4-dr.) Cargo Volume		20.3 cu. ft. —	20.3 cu. ft. —	— 106.0 cu. ft.	19.1 cu. ft. —	15.8 cu. ft. —	

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

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