

'74 Buick Century

Regal Colonnade Hardtop Coupe



CENTURY. The Century brings big Buick quality, smoothness and interior appointments to the Intermediate field. Century Coupes have a wheelbase of 112 inches; 4-door models 116 inches. There are seven different Coupes and Sedans, from the elegant Regal to the formal Luxus, to the sporty

Century, to the rugged Gran Sport. With a wide range of available equipment, you can make the Century just about any kind of car you want it to be.

CENTURY REGAL. Our top-of-the-line Century Regal is now available in two models: a Coupe and our new Sedan. Both

combine personal-car styling with typical Buick "feel" of the road. You'll notice that Regal is somewhat different from other Centurys. It has its own front and rear styling, greater length, and interiors featuring more luxurious trim. You get a choice of two notchback seats, elegant fabrics,

cut-pile carpeting . . . all standard. For power, there's a 350 cubic-inch V-8, Turbo Hydra-matic, variable ratio power steering and front disc brakes . . . all standard. And a few options you might want to add: a 455 cubic-inch engine, AM-FM four-speaker stereo,

Climate Control or Automatic Climate Control air conditioning. There's even a padded Landau roof.

CENTURY LUXUS. The styling is elegant. And there are two versions: the Colonnade Hardtop Coupe and Hardtop Sedan. Standard equipment

includes a 350 cubic-inch V-8, Turbo Hydra-matic, front disc brakes and variable ratio power steering. There's new styling, too, with all-vinyl notchback or cloth and vinyl seats, a new grille and seven vinyl top colors available. Reclining

bucket seats, electric or manual sliding sun roof (for the Coupe) and six-way power seats are among the many other available conveniences you may want to order.

CENTURY 350 AND GRAN SPORT. There are three in all: the 350 Colonnade Hardtop Coupe and Sedan

and the Gran Sport Colonnade Hardtop Coupe. We've made a number of features available in the 350 . . . things like a sunroof for the Colonnade Coupes (we call them Sun Coupes), styled steel wheels, bucket seats and AM-FM stereo. All these to

complement the standard 350 cubic-inch V-8 engine, variable ratio power steering, Turbo Hydra-matic, front disc brakes and computer-selected chassis springs. The Gran Sport brings you all these standard features and a lot more: Rallye ride and handling suspension with

stabilizer bars front and rear, special blacked-out grille and headlamp doors, a paint stripe on the rear deck, special taillamps and Gran Sport ornamentation. Availabilities include the 455 cubic-inch Stage 1 V-8, high-energy ignition system, dual exhaust, dual

snorkel air cleaner, power front disc brakes and positive traction differential. A highly individual road car.

Regal Colonnade Hardtop Coupe with Landau top and Regal Colonnade Hardtop Sedan



Century 350 Colonnade Hardtop Sedan and Coupe



Century Luxus Colonnade Hardtop Coupe and Sedan



Gran Sport Colonnade Hardtop Coupe at bottom



Instrument panel. An information and control center. Elegantly and practically laid out. Canted design permits easy viewing of instruments, day or night.

Reclining bucket seats. Century's available bucket seats now offer upright or reclining adjustment . . . a wonderful travel bonus that's yours at a touch of a lever.



GM Steel-belted radial ply tires. Provide a desirable combination of important tire performance characteristics. These include handling, ride, tread life and endurance, road hazard resistance in addition to significant improvement in traction on wet and snowy roads. Available on all Centurys.



High-energy ignition system. It's available on all '74 Buick V-8 engines (standard on Stage 1). It's a brand new solid state, electronic system for higher starting voltage and added reliability. No points to wear. And higher voltage aids longer spark plug life.

CENTURY 350/LUXUS/REGAL/GRAN SPORT

DIMENSIONS

(in inches unless otherwise noted)

	350 & Luxus		Regal		Gran Sport
	HT's	Sedans	HT's	Sedans	HT
Wheelbase	112.0	116.0	112.0	116.0	112.0
Length	209.5	213.5	212.0	216.0	209.5
Width	79.0	79.0	79.0	79.0	79.0
Height	53.5	54.1	53.3	54.1	53.5
Trunk Space (cu. ft.)	15.1	14.6	15.1	14.6	15.1

ENGINES

Standard: 350 cubic-inch 2 bbl. V-8. *Available:* 350 cubic-inch 4 bbl. V-8, 455 cubic-inch 2 bbl. + or 4 bbl. V-8, 455 cubic-inch 4 bbl. Stage I V-8 (Gran Sport only).

+NOT AVAILABLE IN CALIFORNIA

TRANSMISSION

Standard: Turbo Hydra-matic 350. *Available:* Turbo Hydra-matic 400 (with 455 cubic-inch V-8's).

STEERING & BRAKES

Standard: Variable ratio power steering. *Available:* Quick ratio power steering (Gran Sport only). *Standard:* Front disc brakes. *Available:* Power brakes.

MODEL AVAILABILITY

Eleven models: four Colonnade Hardtop Coupes, three Colonnade Hardtop Sedans, four Station Wagon Models (see Wagon folder).

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