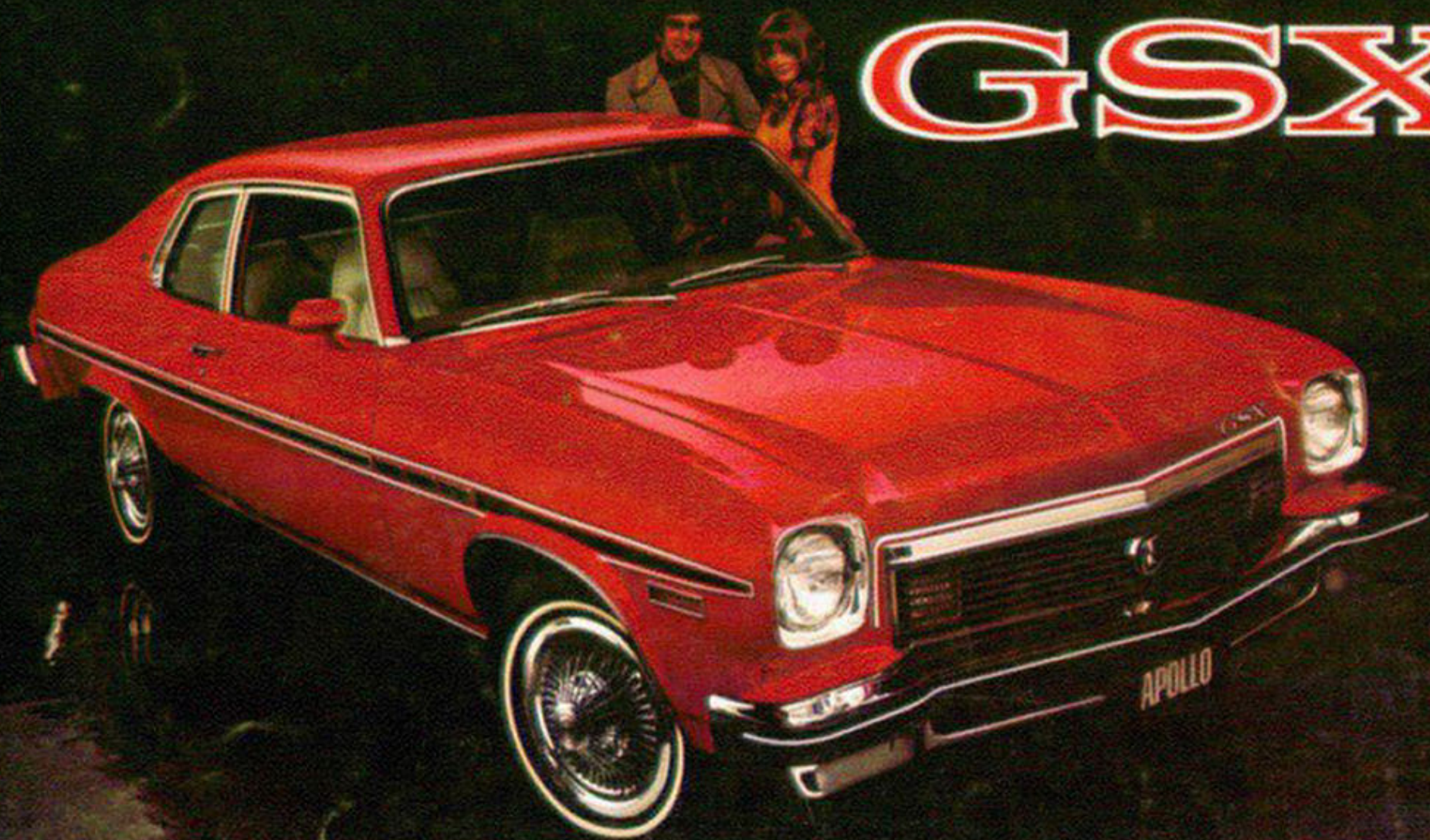


NEW APOLLO EXCITEMENT

GSX



GSX

BUICK'S NEWEST EXCITEMENT
IN THE ALREADY EXCITING
APOLLO LINE-UP



Here's an eye-catching new way to handle your smaller car needs: Apollo by Buick... all dressed up with smart personal car accents... and sporting its own distinctive new emblem—GSX!

Special GSX trim all around, for pleasing "special car" distinctiveness—all in one easy-to-take package. Available in the 2-door coupe model. Red or white exterior finish with white bucket seats, and red interior accents, plus wire wheel covers, may be ordered to further enhance your GSX.

GSX adds up to a light-weight Buick with lighthearted looks that can help put plenty of fun in smaller car ownership. Try GSX... it's the Buick of small cars that's especially big on pleasure!



SPORTY GRILLE

GSX's special blacked out grille (right next to the bold GSX nameplate) adds a distinctive touch that tells everyone you meet that you're driving one of Buick's newest models.



SPECIAL APPEARANCE STRIPING

GSX gives you instant recognition from every angle. A wide side molding makes this handsome smaller car really stand out. At the rear, a distinctive paint stripe traces the lower edge of the trunk lid. In front, still another special paint stripe arches over the blacked out grille.

SPORT MIRRORS

GSX comes equipped with sleek-looking sport mirrors on both driver's and passenger's sides. Remote adjustment for driver's side; manual adjustment on the passenger side.



OTHER HIGHLIGHTS

In addition, GSX includes all the many standard Apollo features, such as thick carpeting, full foam cushion seat, wood grain, vinyl-accented instrument panel, front and rear arm rests and ashtrays, coil springs up front and rear multi-leaf springs (selected by computer according to the way your GSX is equipped). Plus many other standard Apollo features. Available features include variable ratio power steering, power drum brakes or power front disc brakes, vinyl top, Turbo-Hydra-matic, Rallye steering wheel, bumper guards—front and rear, Climate Control air conditioning, and many more.

6-CYLINDER ECONOMY

GSX comes equipped with a 250-cubic-inch L-6 engine, standard, featuring seven main bearings for dependability... one-barrel carburetor. Air conditioning is available with the L-6 engine.

V-8 PERFORMANCE

A 350-cubic-inch V-8 engine is available on GSX. Features include 2-barrel carburetion, time-modulated choke, solenoid throttle stop, nickel plated exhaust valves.

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