

Apollo

BY BUICK





Apollo Hatchback Coupe



Potomac cloth and Madrid-grain vinyl custom interior. Available at extra cost in Green, Blue, and Sandalwood.

The difference between a small car and a small car by Buick.

Power. Apollo isn't a typical compact—not when you add a Buick V-8 under the hood. There are two 350-cubic-inch V-8s available for Apollo. Both are the same engines that go into our most expensive Century models. And both have the durability, reliable starting, and smooth idle that have become traditional with Buick V-8s.

Ride. Apollo is not a sports car. We designed it for comfort, not for competition. And we did it with coil springs up front, multi-leaf springs in the rear—each selected by a computer according to the way each Apollo is equipped.

Quiet. Per Buick thinking, Apollo comes in for more than its share of sound-deadening. On all Apollo models, sound deadeners are applied to the roof, doors, floors, and wheelhouses. There's insulation below and behind the instrument panel. With V-8 engines,

a full fiberglass hood blanket is included. And to help isolate noise and vibration, rubber isolation mounts are used between the body and frame.

Interior. This is perhaps Apollo's most impressive asset. Thick carpeting is standard. So is a handsome instrument panel with wood-grain vinyl accents. So are front and rear armrests and ashtrays. The full-foam seats are very un-small-car. They're big, thick, and comfortable—with room for legs, hips, and shoulders.

Weight. Crosswinds are going to have trouble pushing this small car around. Because Apollo weighs as much as 450 pounds more than some other compacts. When ordered the way we suggest, Apollo weighs more because Apollo comes with more. Standard equipment includes a rather imposing bumper system with full-width steel reinforcement. Large E78 x 14 tires. And all that insulation. Then there are Apollo's available

and eminently desirable V-8 engines and Turbo Hydra-matic transmission. The result is one of the heaviest small cars offered today.

What it all boils down to is this.

Apollo is a smart investment. One with performance, prestige, and style. One that moves as easily on the highway as it does on crowded city streets. One with interiors that are both beautiful and deceptively roomy. We think that's the kind of small car America has been looking for. If that's the kind of small car you've been looking for... well, you've just found it.



Buick Motor Division, General Motors Corporation, reserves the right to make changes at any time, without notice, in prices, colors, materials, equipment, specifications and models; and also to discontinue models.



Apollo Hatchback Coupe



Apollo 2-door Coupe



Apollo 4-door Sedan



1. Glenbrook cloth and Madrid-grain vinyl interior. Available for 2-door Coupe and 4-door Sedan models in Green, Blue, and Sandalwood. (Not available for Hatchback Coupe.)

2. Oxen-grain and Madrid-grain vinyl interior. Available for all three Apollo models in Saddle and Black. Also available in Sandalwood in 2-door models only.

3. A soft steering wheel. This extremely handsome and comfortable soft molded vinyl steering wheel, with wood-grain vinyl insert in center, is standard on all three Apollo models.

4. Sport Wheels. There are three wheel options offered for all Apollo models. Shown here is the chrome-plated styled wheel.

5. Vinyl on top. Vinyl tops are available in seven colors and in two different vinyl top molding treatments—a conventional design for the 4-door Sedan, and the distinctive Buick halo molding arrangement, shown here, for the 2-door Coupe and Hatchback Coupe.

Standard Equipment

- Three models available—Hatchback Coupe, 2-door Coupe and 4-door Sedan
- 250-cubic-inch 1-barrel L-6
- Semi-closed cooling system
- Manual brakes with finned front drums
- Coil spring front suspension with stabilizer bar
- Computer-selected springs
- Extensive use of insulation and sound-deadening materials
- Flow Through ventilation system
- Full-foam seat construction
- Front and rear ashtrays
- Strong, reinforced front bumpers
- Carpeting front and rear
- Deluxe steering wheel
- Roof drip moldings
- Front and rear wheel opening moldings

For occupant protection:

- Contoured windshield header
- Energy-absorbing padded instrument panel and front seat back tops
- Energy-absorbing steering column
- Folding seat back latches
- Fuel tank impact security
- Padded sun visors
- Passenger-guard door locks with forward mounted buttons
- Safety armrests
- Safety door latches and hinges
- Safety steering wheel

- Seat belts with pushbutton buckles for all passenger positions
- Single-buckle seat and shoulder belt system for driver and right front passenger with reminder light and buzzer
- Side-Guard beam
- Cargo Guard (except Hatchback)
- Thick laminate windshield
- Two front seat head restraints

For accident prevention:

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

For anti-theft:

- Anti-theft ignition key warning buzzer
- Anti-theft steering column lock

Available Equipment

- 350-cubic-inch 2- or 4-barrel V-8 (including time-modulated choke, solenoid throttle stop, nickel-plated exhaust valves and stamped steel rocker arms)
- Turbo Hydra-matic 350 automatic transmission
- Variable ratio power steering
- Power drum brakes
- Power front disc brakes
- E78 x 14 bias-belted tires
- Custom cloth interior trim
- Convenience Center storage compartment
- Tilt steering wheel
- Climate Control air conditioning with low freon detector switch
- Rear window defogger (blower)
- Tinted glass
- Sport mirrors—left remote and right manual
- Bumper protective strips with white accent stripe—front and rear
- Bumper guards—front and rear
- Color-coordinated body protective side moldings
- Deluxe wheel covers
- Deluxe wire wheel covers
- Chrome-plated styled wheels
- Custom vinyl top

Specifications

Dimensions (inches, unless otherwise noted)	Hatchback Coupe	2-door Coupe	4-door Sedan
Wheelbase	111.0	111.0	111.0
Tread, front	59.8	59.8	59.8
Tread, rear	59.6	59.6	59.6
Length	197.9	197.9	197.9
Width	72.4	72.4	72.4
Height	52.5	52.5	53.9
Curb weight (lbs.)	3317	3212	3242
Head room, front	38.0	38.0	39.3
Head room, rear	36.9	36.9	37.3
Leg room, front	41.7	41.7	41.7
Leg room, rear	33.4	33.4	35.3
Shoulder room, front	55.6	55.6	55.6
Shoulder room, rear	55.3	55.3	56.2
Hip room, front	55.2	55.2	55.9
Hip room, rear	55.0	55.0	54.9
Trunk volume (cu. ft.)	14.6 to 27.3	14.6	13.8
Length of load floor (rear seat folded down)	74.0	—	—
Axle Ratio:			
Manual Transmission	3.08	3.08	3.08
Automatic Transmission	2.73	2.73	2.73