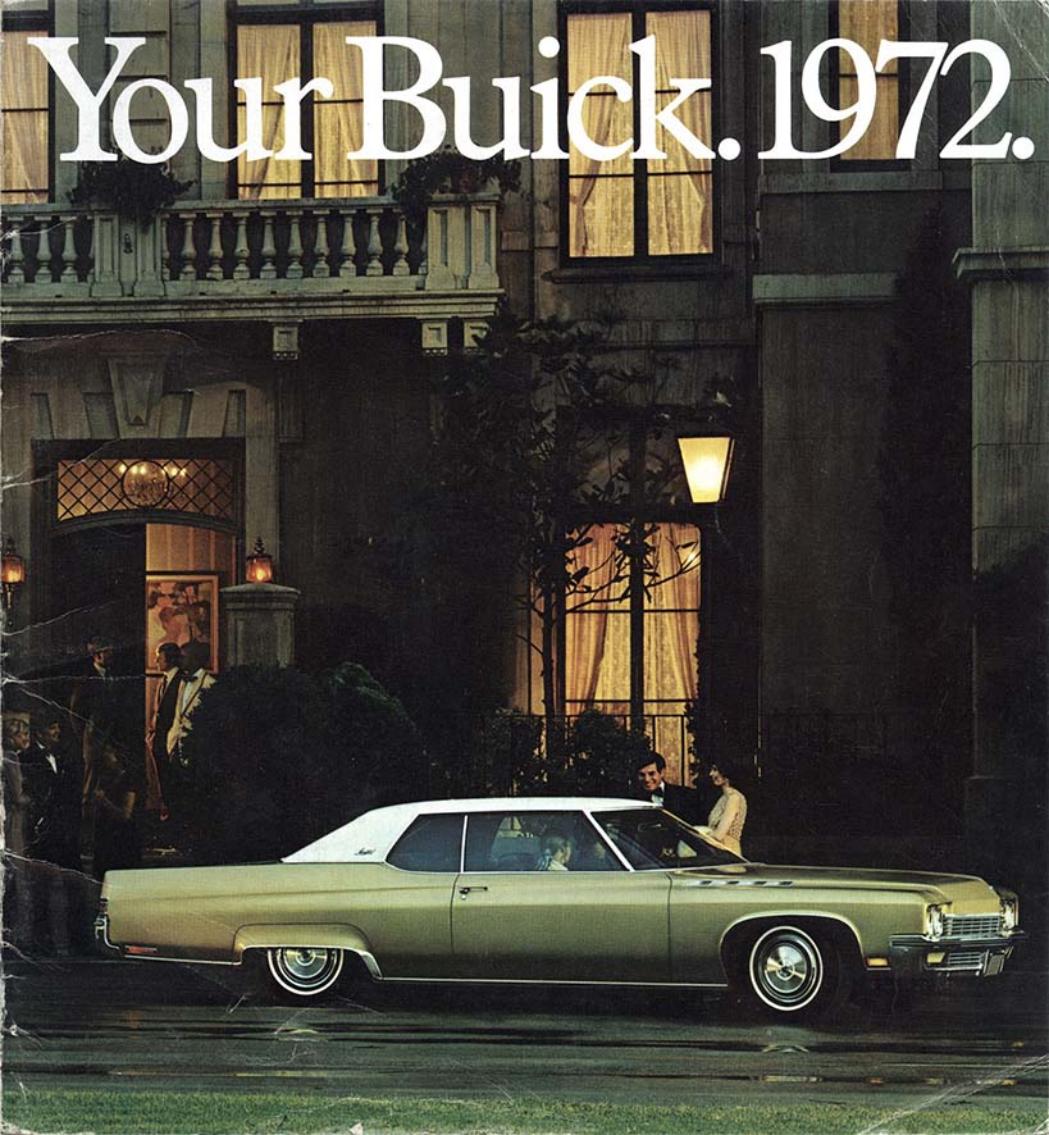


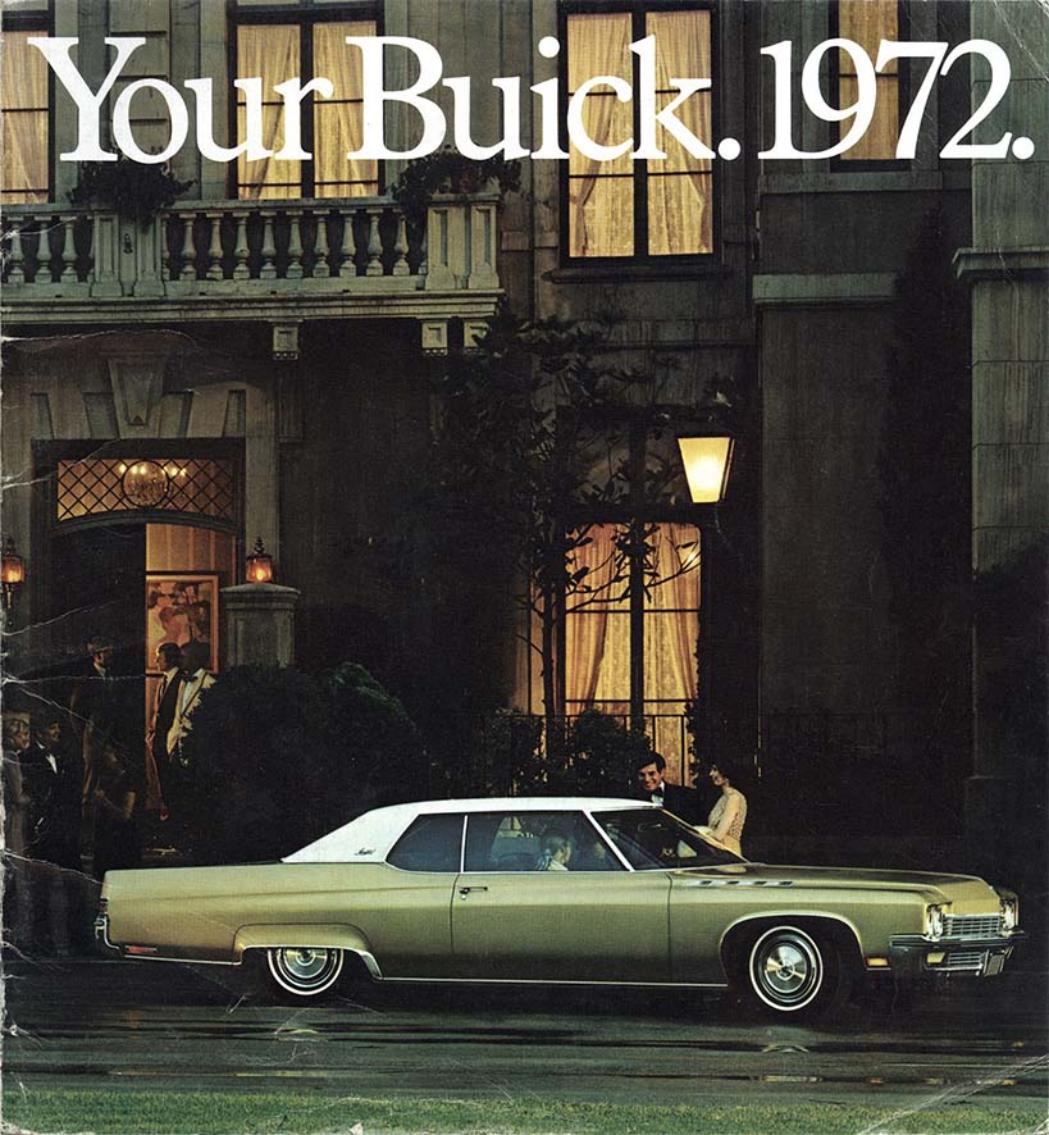
Your Buick. 1972.



1972 Buick. Something to believe in.



Your Buick. 1972.





Skylark 2-Door Coupe.



GS Convertible.



Centurion Convertible.



Skylark Sport Coupe.



Sportwagon (4-Door, 2-Seat Wagon).



Centurion 4-Door Hardtop.



Skylark 4-Door Sedan.



LeSabre Sport Coupe.



Estate Wagon (4-Door, 2-Seat Wagon).



Skylark 350 Sport Coupe.



LeSabre 4-Door Hardtop.



Estate Wagon (4-Door, 3-Seat Wagon).



Skylark 350 4-Door Sedan.



LeSabre 4-Door Sedan.



Electra 225 Sport Coupe.



Skylark Custom Sport Coupe.



LeSabre Custom Sport Coupe.



Electra 225 4-Door Hardtop.



Skylark Custom Convertible.



LeSabre Custom Convertible.



Electra 225 Custom Sport Coupe.



Skylark Custom 4-Door Hardtop.



LeSabre Custom 4-Door Hardtop.



Electra 225 Custom 4-Door Hardtop.



Skylark Custom 4-Door Sedan.



LeSabre Custom 4-Door Sedan.



Riviera.



GS Sport Coupe.



Centurion Formal Coupe.

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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. Some of the equipment shown or described throughout this catalog is available at extra cost. See page 49 for more information and check with your Buick dealer for complete information.

1972 Skylark.



You take your wife to a quaint little restaurant.



Skylark goes well with your first great job.



It's your first new car together.



Skylark treats you both very special.

1972 Skylark.



Skylark Custom Sport Coupe in Heritage Green with a Black vinyl top and equipped with a semi-closed cooling system. Full



details on page 9.

1972 Skylark.



Skylark 350 Sun Coupe shown with a Sun Roof and a Black vinyl top, and Skylark 350 Sport Coupe shown with a White



Skylark Custom Convertible.



Skylark Custom 4-Door Hardtop.



Skylark 2-Door Coupe shown in Flame Orange with a White vinyl top.



Skylark 350 4-Door Sedan shown in Stratomist Blue.

1972 Skylark.



All vinyl notchback seat shown in Saddle (1).

1972 SKYLARK, GS AND SPORTWAGON SPECIFICATIONS.

SKYLARK, SKYLARK 350, SKYLARK CUSTOM, SPORTWAGON AND GS ENGINES, TRANSMISSIONS AND AXLE RATIOS.

Engine, standard:

(Skylark, Skylark 350, Skylark Custom, Sportwagon) 350-4 V-8; Compression: 8.5:1; Displacement: 350 C.I.D.; Carburetion: 2-barrel.

Engine, standard: (GS)

350-4 V-8; Compression: 8.5:1; Displacement: 350 C.I.D.; Carburetion: 4-barrel.

Engine, available:

(Skylark, Skylark 350, Skylark Custom, Sportwagon) 350-4 V-8; Compression: 8.5:1; Displacement: 350 C.I.D.; Carburetion: 4-barrel.

Engines, available: (GS)

a) 455-4 V-8, b) 455-4 V-8 Stage 1; Compression: a & b) 8.5:1; Displacement: a & b) 455 C.I.D.; Carburetion: a & b) 4-barrel.

Transmission, standard: (All models)

3-Speed Manual, Column Shift.

Transmissions, available: (All models)

3-Speed Turbo Hydra-matic 350 Column Shift or Console mounted in Skylark, Skylark 350, Skylark Custom or GS with bucket seats.

3-Speed Turbo Hydra-matic 400 Column Shift or Console mounted in GS with 455-cubic-inch engine.

Transmission, available: (GS) 4-Speed Manual Floor Shift.

Rear Axle Ratios:

(Skylark, Skylark 350, Skylark Custom and Sportwagon) 350-2, Manual: 3.06; Skylark, Skylark 350, and Skylark Custom, 350-2, Automatic: 2.56; Sportwagon, 350-2 or 350-4, Automatic: 3.08; Skylark, Skylark 350 and Skylark Custom.

1. Available in the Skylark, Skylark 350, Skylark Custom and GS Sport Coupes in Sandalwood (with green accessories), White, Saddle or Black. Available in the Skylark Custom 4-Door Hardtop in Green, Saddle or Black. Also available in the GS and Skylark Custom Convertibles in Green, White or Saddle.

2. Kasmor cloth and Madrid-grain vinyl bench seat. Available in Green, Blue or Sandalwood in the Skylark Custom Sport Coupe, 4-Door Hardtop and 4-Door Sedan.

3. Madrid-grain vinyl bench seat. Available in Green, Saddle or Black in the Skylark 2-Door Coupe, Sport Coupe, 4-Door Sedan and the GS Sport Coupe. Also available in Green, Blue, Sandalwood or Saddle in the Sportwagon.

4. Roulet-grain expanded vinyl and Madrid-grain vinyl bench seat. Available in Saddle or Black in the Skylark, and Skylark 350 4-Door Sedans. Standard on the Skylark Custom 4-Door Sedan. Also standard in Black in the GS and Skylark Custom Convertibles.

5. Kalmara cloth and vinyl bench seat. Available in Green, Blue or Sandalwood in the Skylark 2-Door Coupe, Skylark Sport Coupe and Skylark 4-Door Sedan. Standard on Skylark 350.

6. Roulet-grain expanded vinyl and Madrid-grain vinyl bucket seats with Black accessories. Available in White, Tan (with black accessories) or Black in the Skylark, Skylark 350, Skylark Custom and GS Sport Coupes.



350-4, Automatic: 2.73; GS, 350-4, Automatic or 3- or 4-Speed Manual: 3.08; GS, 455-4, Automatic: 3.08; GS, 455-4 Performance (Automatic or Manual): 3.42; GS, 455-4 Stage 1, Automatic or Manual: 3.42. Please consult your Buick dealer for information on available ratios.

INSIDE SKYLARK, SKYLARK 350, SKYLARK CUSTOM, SPORTWAGON AND GS. (approximations in inches.)

2-Door Coupe: Front head room: 37.9; Rear head room: 36.5; Front leg room: 41.3; Rear leg room: 32.4; Front shoulder room: 58.5; Rear shoulder room: 57.1.

Sport Coupes: Front head room: 37.7; Rear head room: 36.3; Front leg room: 41.3; Rear leg room: 32.3; Front shoulder room: 58.5; Rear shoulder room: 57.1.

4-Door Sedans: Front head room: 38.6; Rear head room: 37.3; Front leg room: 41.3; Rear leg room: 34.8; Front shoulder room: 58.4; Rear shoulder room: 57.3.

4-Door Hardtop: Front head room: 38.3; Rear head room: 37.3; Front leg room: 41.7; Rear leg room: 34.8; Front shoulder room: 58.4; Rear shoulder room: 57.3.

Convertibles: Front head room: 38.3; Rear head room: 37.0; Front leg room: 41.6; Rear leg room: 32.2; Front shoulder room: 58.5; Rear shoulder room: 47.8.

Sportwagon: Front head room: 38.4; Rear head room: 38.3; Front leg room: 42.6; Rear leg room: 34.6; Front shoulder room: 58.3; Rear shoulder room: 57.4.

OUTSIDE SKYLARK, SKYLARK 350, SKYLARK CUSTOM, SPORTWAGON AND GS. (approximations in inches.)

2-Door Coupe: Length: 203.3; Width: 76.8; Height: 53.5; Wheelbase: 112.0.

Sport Coupes: Length: 203.3; Width: 76.8; Height: 53.5; Wheelbase: 112.0.

4-Door Sedans: Length: 207.3; Width: 76.8; Height: 54.3; Wheelbase: 116.0.

4-Door Hardtop: Length: 207.3; Width: 76.8; Height: 54.2; Wheelbase: 116.0.

Convertibles: Length: 203.3; Width: 76.8; Height: 53.8; Wheelbase: 112.0.

Sportwagon: Length: 213.7; Width: 76.8; Height: 54.8; Wheelbase: 116.0.

SOME SPECIAL FEATURES.

Skylark: Front ash tray, heater and defroster, side terminal energizer, Magic Mirror finish and padded head restraints. Self-adjusting brakes, a 6000 mile lubed front suspension and G78-14 bias belted tires are standard.

Skylark 350: Standard equipment includes cloth and vinyl deluxe seats, carpeting, front and rear ash trays and arm rests, deluxe steering wheel, front door operated interior lights, depressed park windshield wipers, wheel opening moldings, dual horns, side terminal energizer and special "350" plaques. **Skylark Custom:** Comes equipped with a door operated interior light, front and rear ash trays, a deluxe steering wheel and front and rear carpeting. Features G78-14 bias belted tires, Delco-tron generator, side terminal energizer and independent ball joint front suspension.

Sportwagon: Standard dual action tailgate, Full-Flow oil filter, a semi-closed cooling system, side terminal energizer, safety door latches and hinges, an anti-theft key warning buzzer and anti-theft steering column lock.

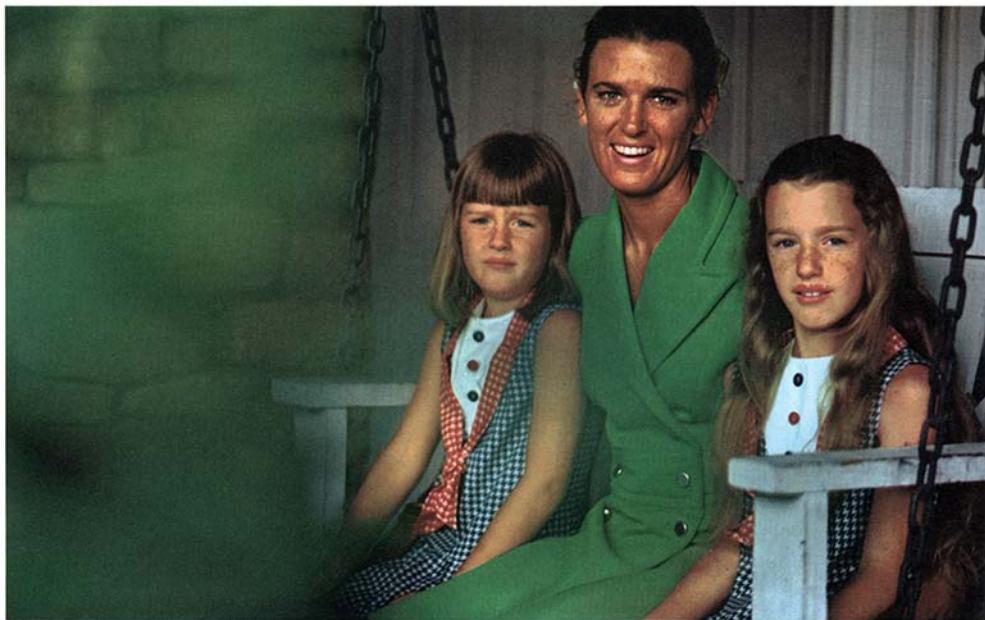
GS: Standard equipment includes dual exhausts, functional hood air scoops, side terminal energizer, heavy duty springs, shock absorbers and stabilizer bar. An instrument panel designed for easier reading and serviceability.

For further information on standard and available equipment and features on the above cars, see your Buick dealer.

1972 LeSabre.



You worked hard for all of this.



To your wife and kids, you're a hero.



Your 1972 LeSabre treats you like one, too.

1972 LeSabre.

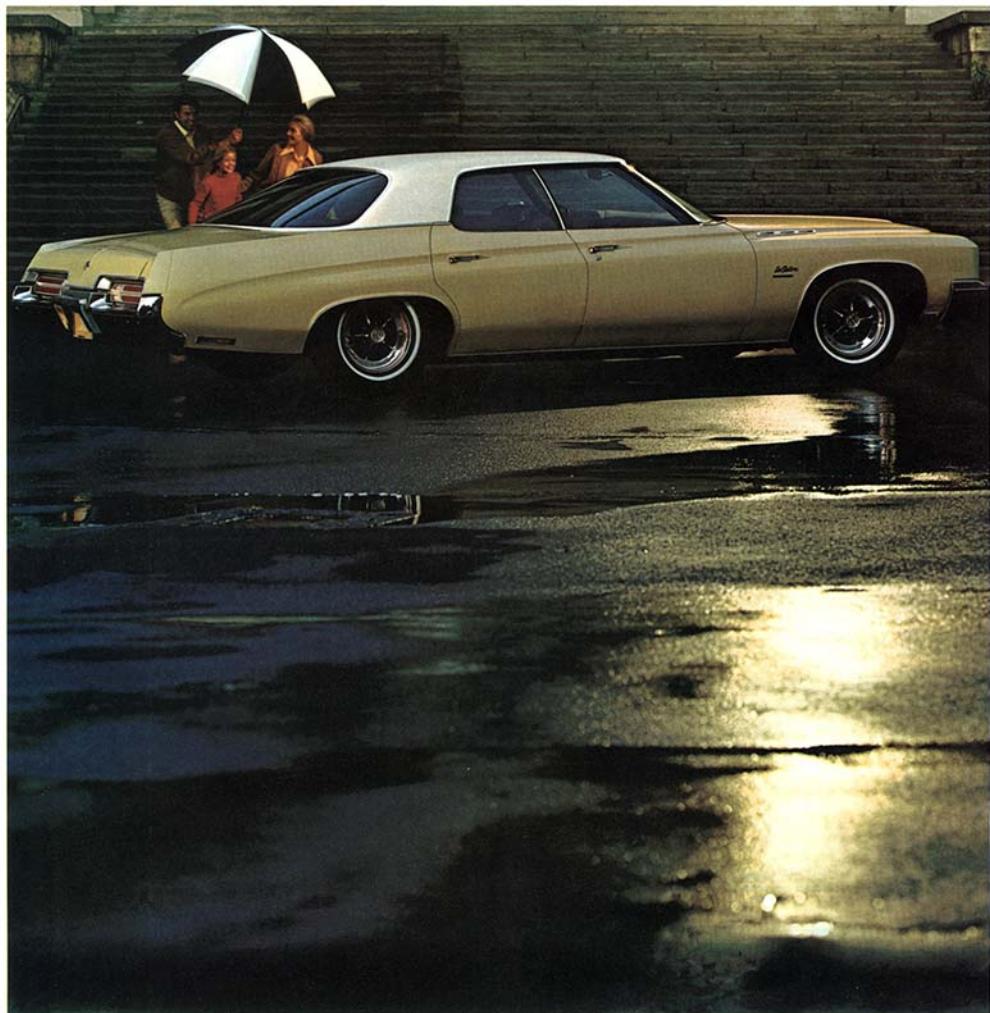


LeSabre Custom Sport Coupe shown in Champagne Gold with a Sandalwood vinyl top and equipped with AccuDrive. Full



details on pages 16 and 17.

1972 LeSabre.



LeSabre Custom 4-Door Hardtop shown in Sandalwood with a White vinyl top.



LeSabre Custom Convertible with Customline boot cover shown in Royal Blue.

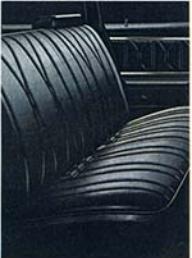
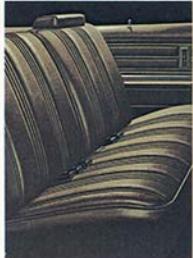
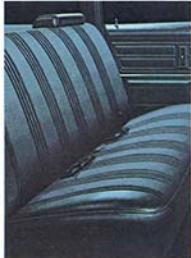


LeSabre Custom 4-Door Sedan shown in Hunter Green.

1972 LeSabre.



Kasmar cloth and Madrid-grain vinyl bench seat shown in Blue (1).

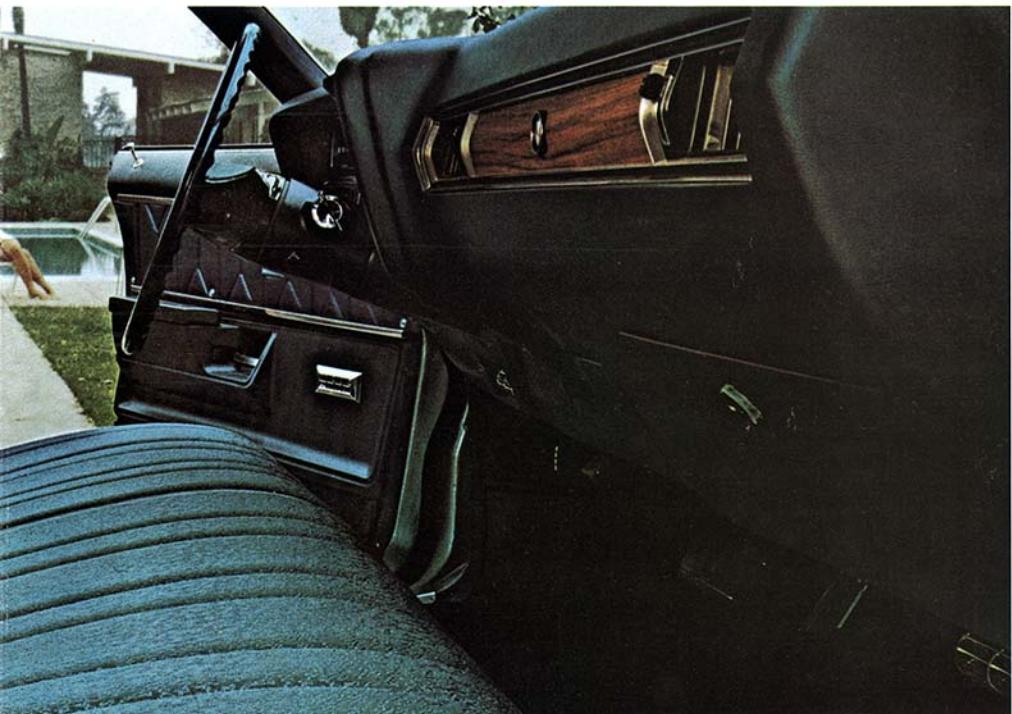


1. Kasmar cloth and Madrid-grain vinyl bench seat shown in Blue. This seat design is available in the LeSabre Custom Sport Coupe, 4-Door Sedan and 4-Door Hardtop in Green, Blue or Sandalwood.

2. Kalmara cloth and Madrid-grain vinyl bench seat. Available in Green, Blue, Sandalwood or Black in the LeSabre Sport Coupe, 4-Door Hardtop and 4-Door Sedan.

3. Madrid-grain vinyl bench seat. Available in Saddle or Black in the LeSabre Sport Coupe, 4-Door Hardtop and 4-Door Sedan.

4. Elk-grain vinyl and Madrid-grain vinyl bench seat. Available in Green, Sandalwood, Saddle or Black in the LeSabre Custom 4-Door Hardtop, Sport Coupe and 4-Door Sedan. White, Saddle or Black in the LeSabre Custom Convertible.



1972 LeSABRE SPECIFICATIONS.

LeSABRE AND LeSABRE CUSTOM ENGINES, TRANSMISSIONS AND AXLE RATIOS.

Engine, standard: (LeSabre and LeSabre Custom) 350-2; Compression: 8.5:1; Displacement: 390 C.I.D.; Carburetion: 2-barrel.

Engines, available: (LeSabre and LeSabre Custom)

a) 350-4 b) 455-4; Compression: a & b 8.5:1; Displacement: a) 350 C.I.D., b) 455 C.I.D.; Carburetion: a & b) 4-barrel.

Transmission, standard: (LeSabre and LeSabre Custom)

Turbo Hydra-matic 375-B Automatic with 350 C.I.D. engines.

Transmission, available: (LeSabre and LeSabre Custom)

Turbo Hydra-matic 400 Automatic with 455 C.I.D. engines.

Rear Axle Ratios: (LeSabre and LeSabre Custom)

3.08:1 with Turbo Hydra-matic 375-B transmission;

2.93:1 with Turbo Hydra-matic 400 transmission. Please

consult your Buick dealer for information on available ratios.

INSIDE THE LeSABRE AND LeSABRE CUSTOM. (approximations in inches)

Sport Coupe: Front head room: 38.1; Rear head room: 37.1; Front leg room: 42.6; Rear leg room: 35.5; Front shoulder room: 64.3; Rear shoulder room: 62.2.

Custom 4-Door Hardtop: Front head room: 38.4; Rear head room: 37.4; Front leg room: 42.6; Rear leg room: 38.5; Front shoulder room: 64.3; Rear shoulder room: 63.3.

4-Door Sedans: Front head room: 38.9; Rear head room: 38.0; Front leg room: 42.6; Rear leg room: 38.5; Front shoulder room: 64.4; Rear shoulder room: 63.5.

Custom Convertible: Front head room: 38.9; Rear head room: 38.1; Front leg room: 42.6; Rear leg room: 35.5; Front shoulder room: 64.3; Rear shoulder room: 61.7.

OUTSIDE THE LeSABRE AND LeSABRE CUSTOM. (approximations in inches)

Sport Coupe: Length: 221.9; Width: 80.0; Height: 53.6;

Wheelbase: 124.0.

4-Door Hardtop: Length: 221.9; Width: 80.0; Height: 53.8; Wheelbase: 124.0.

4-Door Sedans: Length: 221.9; Width: 80.0; Height: 54.4;

Wheelbase: 124.0.

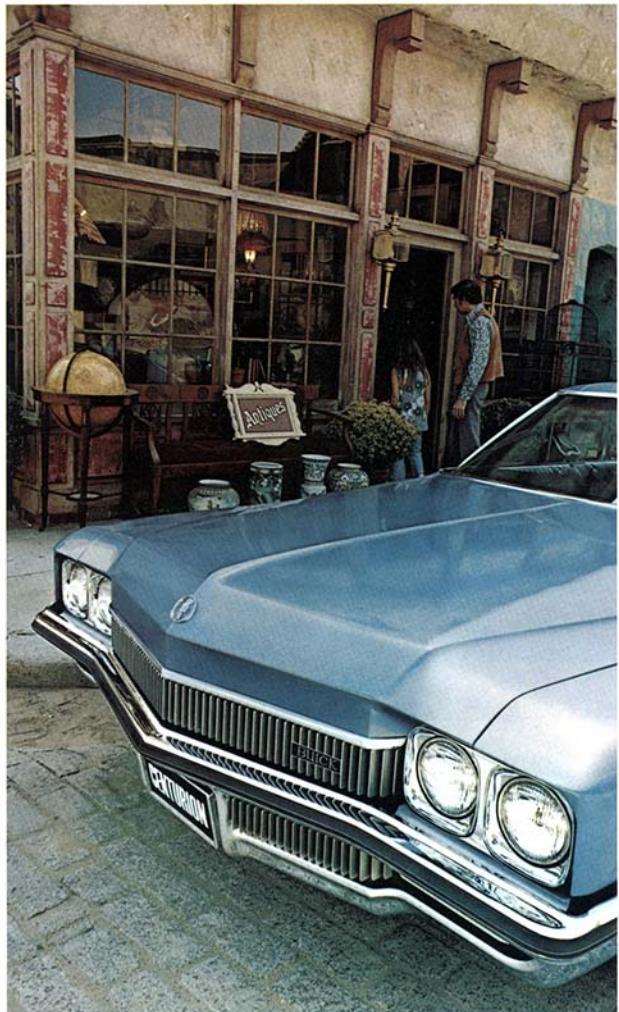
Convertible: Length: 221.9; Width: 80.0; Height: 53.9; Wheelbase: 124.0.

SOME SPECIAL LeSABRE FEATURES.

Power front disc brakes with composite cast iron rear drum brakes, variable ratio power steering, Buick's AccuDrive, Delcotron generator, Full-Flow oil filter, semi-closed cooling system, side guard beam construction for added security. Inside rear view mirror mounted on the windshield, time-modulated carburetor choke control, evaporative emission control system and much more.

For further information on standard and available equipment and features on the above cars, see your Buick dealer.

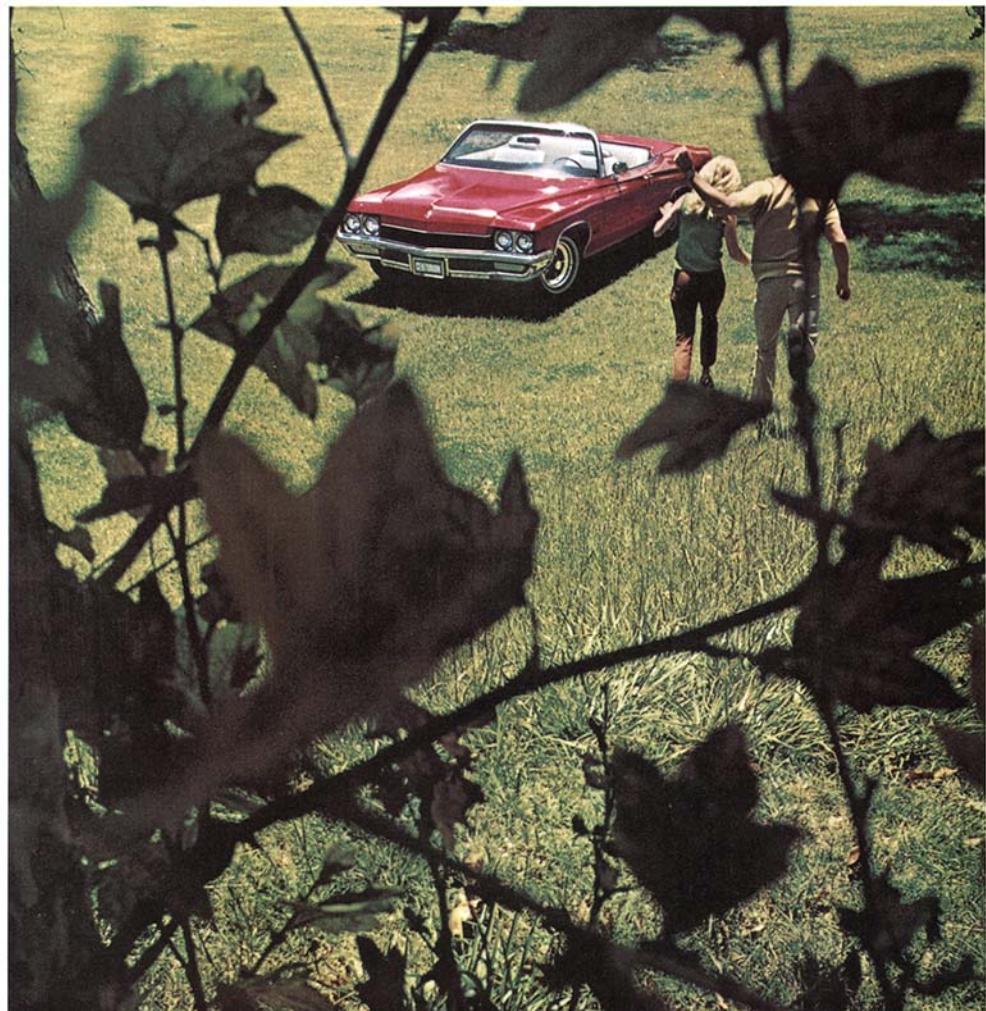
1972 Centurion.



A little window shopping in a seaside resort?



Why not a second honeymoon?



Your '72 Centurion makes you a little more aware of life.

1972 Centurion.



Centurion Formal Coupe shown in Seamist Green with a Black vinyl top and equipped with nickel-plated engine exhaust

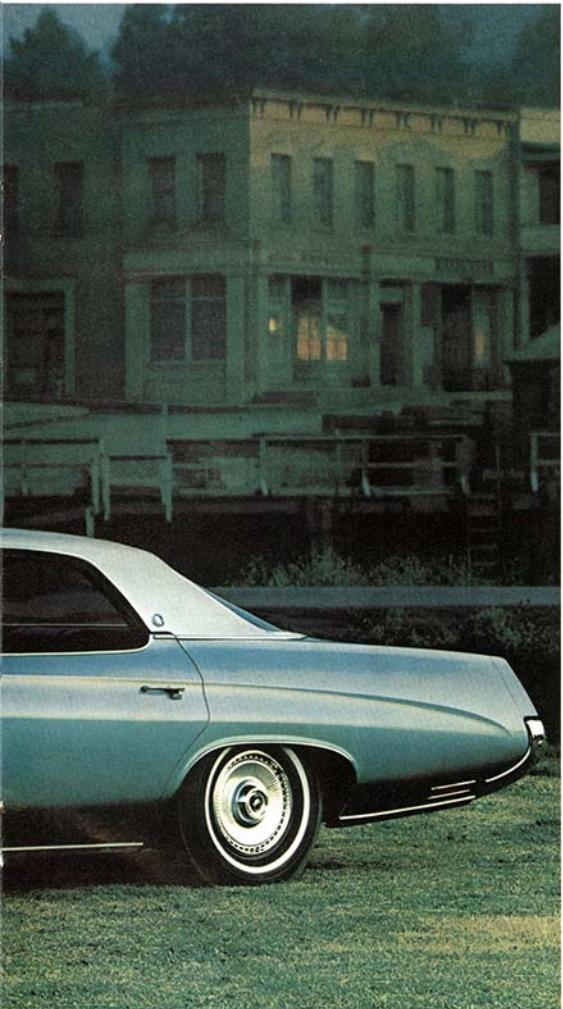


valves. Full details on pages 24 and 25.

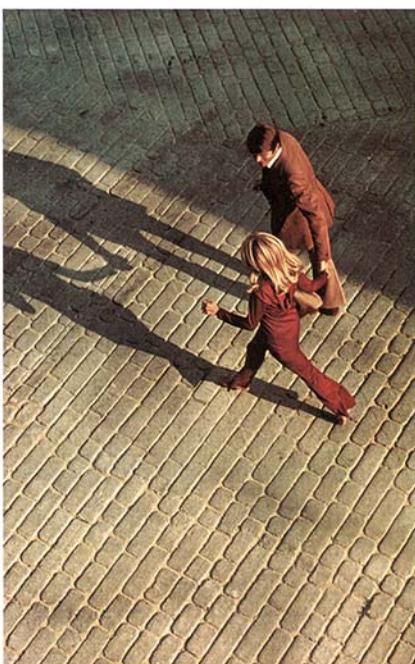
1972 Centurion.



Centurion 4-Door Hardtop shown in Cascade Blue with a White vinyl top.



Centurion Convertible with Customline boot cover.



1972 Centurion.



Elk-grain expanded vinyl and Madrid-grain vinyl notchback seat shown in Saddle (1).



1. Elk-grain expanded vinyl and Madrid-grain vinyl notchback seat shown in Saddle. This seat design is available in the Centurion Formal Coupe and 4-Door Hardtop in Green, Sandalwood, Saddle or Black and in the Convertible in Green, White, Saddle or Black.
2. Kenway cloth and Madrid-grain vinyl notchback seat. Available in the Centurion 4-Door Hardtop in Sandalwood or Black and in the Formal Coupe in Sandalwood.

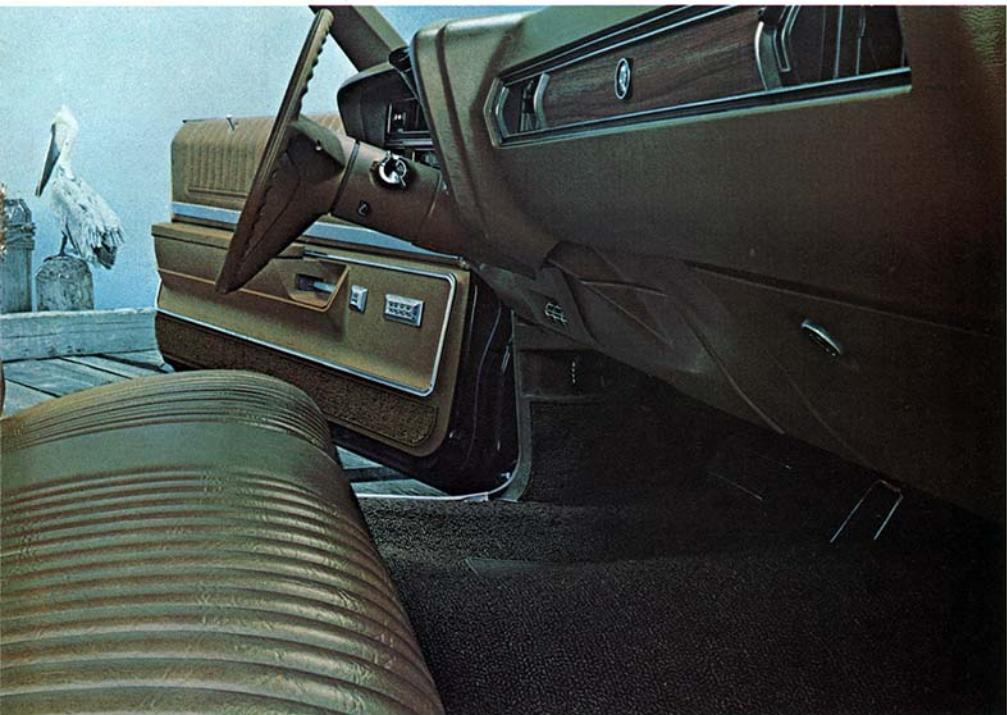
1972 CENTURION SPECIFICATIONS.

CENTURION ENGINES, TRANSMISSIONS AND AXLE RATIOS.

Engine, standard: 455-4; Compression: 8.5:1; Displacement: 455 C.I.D.; Carburetion: 4-barrel.

Engine, available: 455-4, higher performance with dual exhaust; Displacement: 455 C.I.D.; Compression: 8.5:1; Carburetion: 4-barrel.

Transmission, standard: Turbo Hydra-matic 400 automatic. Axle Ratio: 2.93:1. Please check your Buick dealer for available ratios.



INSIDE THE CENTURION.
(approximations in inches.)

Formal Coupe: Front head room: 38.1; Rear head room: 37.1; Front leg room: 42.6; Rear leg room: 35.5; Front shoulder room: 64.3; Rear shoulder room: 62.2.

4-Door Hardtop: Front head room: 38.4; Rear head room: 37.4; Front leg room: 42.6; Rear leg room: 38.5; Front shoulder room: 64.3; Rear shoulder room: 63.3.

Convertible: Front head room: 38.9; Rear head room: 38.1; Front leg room: 42.6; Rear leg room: 35.5; Front shoulder room: 64.3; Rear shoulder room: 61.7.

OUTSIDE THE CENTURION.
(approximations in inches.)

Formal Coupe: Length: 221.9; Width: 80.0; Height: 53.6; Wheelbase: 124.0.

4-Door Hardtop: Length: 221.9; Width: 80.0; Height: 53.8; Wheelbase: 124.0.



Convertible: Length: 221.9; Width: 80.0; Height: 53.9; Wheelbase: 124.0.

SOME SPECIAL CENTURION FEATURES.

Power front disc brakes with composite cast iron rear drum brakes, variable ratio power steering, Delcotron generator, semi-closed cooling system, time-modulated carburetor

choke control, evaporative emission system, H78-15 bias belted tires, AccuDrive, an instrument panel designed for easier reading and serviceability, energy absorbing steering column, side guard beam construction and much more.

For further information on standard and available equipment and features on the above cars, see your Buick Dealer.

1972 Estate Wagon.



Aren't you glad your new Estate Wagon is so big and comfortable and secure . . .



For those trips every weekend to the country?



The bigger they get, the more friends they seem to have.

1972 Estate Wagon.



The Estate Wagon shown in Nutmeg and equipped with a Glide-Away Tailgate. Full details on pages 30 and 31.



1972 Estate Wagon.



Elk-grain expanded vinyl and Madrid-grain vinyl notchback seat shown in Saddle (1).



1. Elk-grain expanded vinyl and Madrid-grain vinyl notchback seat shown in Saddle. This seat design is available in the 3-Seat Estate Wagon in Green, Sandalwood or Saddle and in Green or Saddle in the 2-Seat Estate Wagon.

2. Elk-grain vinyl and Madrid-grain vinyl bench seat. Available in Green, Blue, Sandalwood or Saddle in the 2- or 3-Seat Estate Wagon.



1972 ESTATE WAGON SPECIFICATIONS

ESTATE WAGON ENGINE, TRANSMISSION AND AXLE RATIOS.

Engine, standard: 455-4; Compression: 8.5:1; Displacement: 455 C.I.D.; Carburetion: 4-barrel.

Transmission, standard: Turbo Hydra-matic 400 automatic. Axle Ratio: 2.93:1. Please consult your Buick dealer for available ratios.

INSIDE THE ESTATE WAGON. (approximations in inches.)

3-Seat Model: Front head room: 39.6; Rear seat head room: 37.8; Front leg room: 42.6; Center seat leg room: 37.9; Rear seat leg room: 35.6; Front shoulder room: 64.3; Center seat shoulder room: 63.3; Rear seat shoulder room: 48.8.

2-Seat Model: Front head room: 39.6; Rear head room: 39.3; Front leg room: 42.6; Rear leg room: 39.9; Front

shoulder room: 64.3; Rear shoulder room: 63.3.

OUTSIDE THE ESTATE WAGON. (approximations in inches.)

3-Seat and 2-Seat Models: Length: 228.3; Width: 80.0; Height: 57.3; Wheelbase: 127.0.

SOME SPECIAL ESTATE WAGON FEATURES.

Variable ratio power steering, L78-15 bias belted tires, direct acting hydraulic shock absorbers—front and rear, Glide-Away tailgate for easy cargo loading, power tailgate window, side guard beam construction, self-adjusting power front disc brakes, AccuDrive, Delcotron generator, Full-Flow oil filter, left and right outside rear view mirrors, semi-closed cooling system, time-modulated choke control for easier starts in any weather, four-jet windshield washer and much more.

For further information on standard and available equipment and features on the above cars, see your Buick dealer.

1972 Electra 225.



It's a special time in a man's life . . .



When he gets to the top of his chosen ladder.



Your new Electra 225 speaks softly, but definitely sets you apart.

1972 Electra 225.



Electra 225 Custom Limited Sport Coupe shown in Hunter Green with a Black vinyl top and equipped with a time-modulated



carburetor choke control. Full details on pages 38 and 39.

1972 Electra 225.



Electra 225 4-Door Hardtop shown in Charcoal Mist with a Black vinyl top.



1972 Electra 225.



Kismet cloth and Madrid-grain vinyl Custom Limited seat shown in Blue (1).



1. Kismet cloth and Madrid-grain vinyl Custom Limited seat shown in Blue. This seat design with fold-down center armrest is available in the 4-Door Hardtop in Green, Blue, Sandalwood, or Black. A Limited 60/40 notched-back seat design is also available in the Electra 225 Custom 4-Door Hardtop and Sport Coupe in Green, Blue, or Sandalwood.



2. Kilton cloth and Madrid-grain vinyl bench seat. Available in the Electra 225 Sport Coupe and 4-Door Hardtop in Green, Blue or Sandalwood. A vinyl version of this trim is also available in Sandalwood or Black in both models.

3. Kenway cloth and Madrid-grain vinyl bench seat. Available in the Custom 4-Door Hardtop in Green, Blue, Sandalwood or Black. A notchback seat is available in the Custom Sport Coupe in Green, Blue, or Sandalwood.

4. Elk-grain expanded vinyl notchback seat. Available in the Custom Sport Coupe and Custom 4-Door Hardtop in Green, Sandalwood, Saddle, or Black.

5. Elk-grain expanded vinyl and Madrid-grain vinyl 60/40 notchback Custom Limited seat. Available in the Custom Sport Coupe and Custom 4-Door Hardtop in Saddle. A Limited-trim bench seat design with fold-down center armrest is also available in the Electra 225 Custom 4-door Hardtop in Saddle expanded vinyl.

1972 ELECTRA 225 SPECIFICATIONS.

ELECTRA 225 AND ELECTRA 225 CUSTOM ENGINE, TRANSMISSION AND AXLE RATIO.

Engine, standard: 455-4; Compression: 8.5:1; Displacement: 455 C.I.D.; Carburetion: 4-barrel.
Transmission, standard: Turbo Hydra-matic 400 automatic.
Axle Ratio: 2.73:1. Please consult your Buick dealer for available ratios.

INSIDE THE ELECTRA 225 AND ELECTRA 225 CUSTOM. (approximations in inches.)

Sport Coupe: Front head room: 38.8; Rear head room: 38.1; Front leg room: 42.6; Rear leg room: 39.3; Front shoulder room: 64.3; Rear shoulder room: 61.5.
4-Door Hardtop: Front head room: 39.3; Rear head room: 38.2; Front leg room: 42.6; Rear leg room: 40.5; Front shoulder room: 64.3; Rear shoulder room: 63.4.

OUTSIDE THE ELECTRA 225 AND ELECTRA 225 CUSTOM. (approximations in inches.)

Sport Coupes: Length: 227.9; Width: 80.0; Height: 54.4; Wheelbase: 127.0.

4-Door Hardtops: Length: 227.9; Width: 80.0; Height: 54.9; Wheelbase: 127.0.

SOME SPECIAL ELECTRA 225 AND ELECTRA 225 CUSTOM FEATURES.

Variable ratio power steering, power front disc brakes with composite cast iron rear drum brakes, AccuDrive, J78-15 bias belted tires, Delcotron generator, Full-Flow oil filter, remote controlled outside rear view mirror, side guard beam construction for added security, instrument panel designed for easier reading and serviceability, semi-closed cooling system and much more.

For further information on standard and available equipment and features on the above cars, see your Buick dealer.

1972 Riviera.



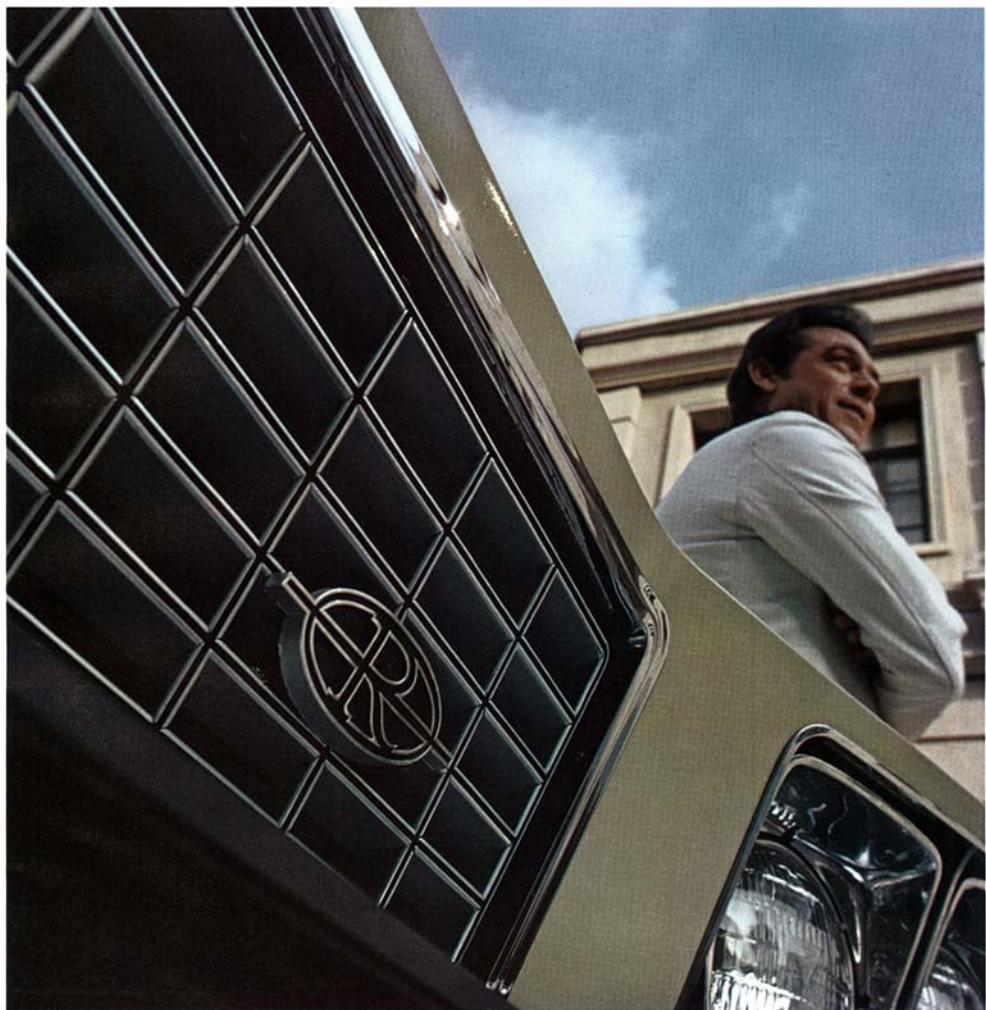
You're used to things that are out of the ordinary.



It's because of the way you think . . .



The way you present yourself.



1972 Riviera . . . is this the way you look at life?

1972 Riviera.



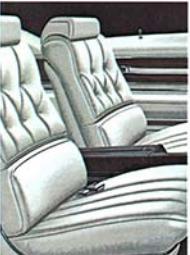
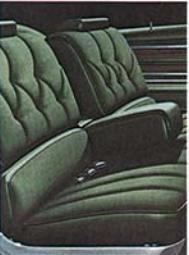
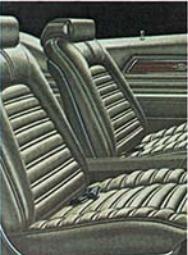
The Riviera shown in Sandalwood and equipped with MaxTrac. Full details on pages 44 and 45.



1972 Riviera.



Madrid-grain expanded vinyl custom notchback 60/40 seat shown in Black (1).



2

3

4

5

1. Madrid-grain expanded vinyl custom notchback 60/40 seat shown in Black. Available in the Riviera Custom in Green, Sandalwood, Saddle or Black.

2. & 3. Roulet-grain expanded vinyl

and Madrid-grain vinyl bench seat (2)

and bucket seats (3). Available in

the Riviera in Sandalwood or Black.

4. Kassel cloth and Madrid-grain

vinyl custom notchback 60/40 seat.

Available in the Riviera Custom in

Green, Blue, or Saddle. Sandal-

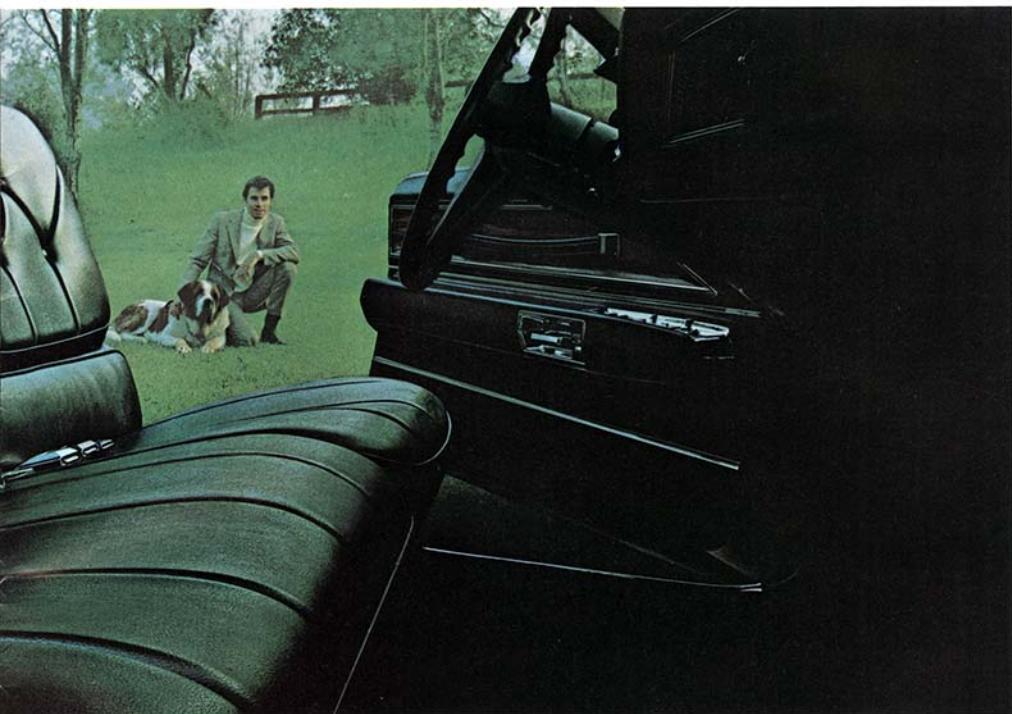
wood is available in Kenway cloth.

5. Madrid-grain expanded vinyl

custom bucket seats. Available in

the Riviera Custom in White,

Saddle or Black.



1972 RIVIERA SPECIFICATIONS.

RIVIERA ENGINES, TRANSMISSION AND AXLE RATIOS.

Engine, standard: 455-4; Compression: 8.5:1; Displacement: 455 C.I.D.; Carburetion: 4-barrel.

Engine, available: 455-4 GS with dual exhaust; Compression: 8.5:1; Displacement: 455 C.I.D.; Carburetion: 4-barrel.

Transmission, standard: Turbo Hydra-matic 400 automatic. Axle Ratios: With standard engine: 2.93:1; with GS engine: 3.42:1 with positive traction.

INSIDE THE RIVIERA. (approximations in inches.)

Front Head Room: 37.7; Rear head room: 37.0; Front leg room: 42.7; Rear leg room: 35.6; Front shoulder room: 64.3; Rear shoulder room: 59.3.

OUTSIDE THE RIVIERA. (approximations in inches.)



Length: 218.3; Width: 80.0; Height: 54.0; Wheelbase: 122.0.

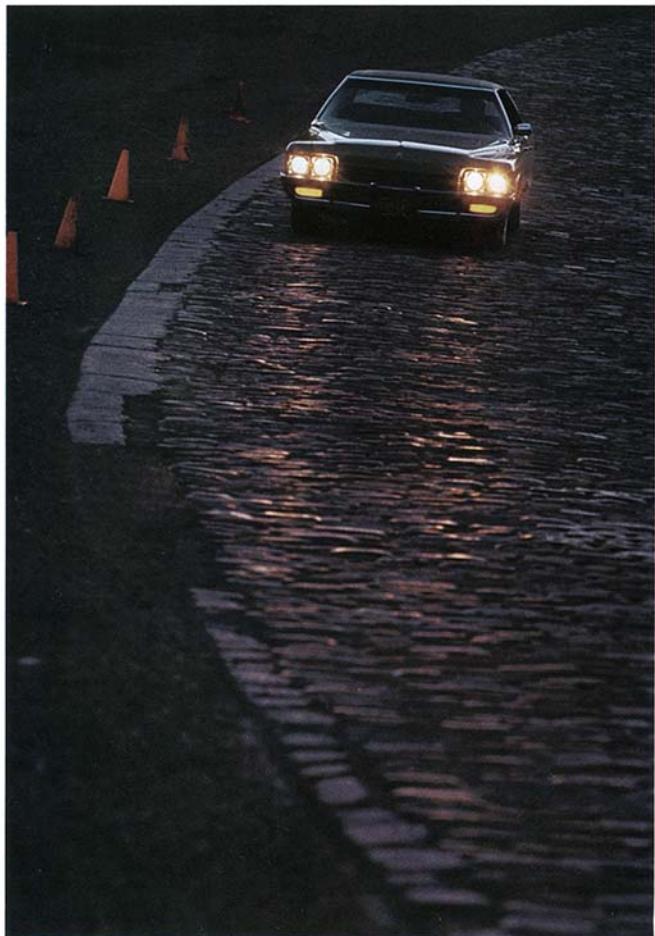
SOME SPECIAL RIVIERA FEATURES.

AccuDrive, variable ratio power steering, power front disc brakes with composite cast iron rear drum brakes, Full-Flow oil filter, semi-closed cooling system, Delcotron generator with integral voltage regulator, inside rear view

mirror mounted on the windshield, time-modulated choke control, side guard beam construction for added security, dual exhaust system, tilt steering wheel, evaporative emission control system and much more.

For further information on standard and available equipment and features on the above cars, see your Buick dealer.

Buick on the things that concern you most.



Auto safety and cleaner air are everyone's concern. But they're also our business. And we take them seriously.

When we say that Buick is something to believe in, we mean it in these vital areas, too.

Our concern shows in our products. And in the care we've taken to help protect the environment in the areas where we manufacture.

The first anti-pollution system was installed at a Buick foundry over thirty years ago. Recently an even more advanced process has been completed called the "Venturi Scrubber." Smoke, traveling at speeds up to 500 miles an hour is drawn through beds of marble pellets and water, until it emerges into the air as almost pure steam. Ash and foundry waste are constructively used as land fill.

As for the community you live in, your 1972 Buick has tested cleaner air features that start working the minute you turn your engine on, and don't stop until you get where you're going. Like a PCV valve.

"PCV" stands for positive crankcase ventilation. It helps reduce the emission of pollutants into the atmosphere by drawing any internal crankcase vapors present into the air charge. These vapors then go into the engine, where they are burned away with the normal combustion process. Without the PCV valve, these vapors would have been vented out into the atmosphere.

A time modulated choke control enables the engine to run on as lean a fuel mixture as possible during warm-up, thereby helping to reduce exhaust pollutants.

An evaporative emission control system also helps. By collecting gas fumes from the carburetor and gas tank, this device helps reduce pollutants on hot



Choke control.



days. Fumes are stowed in a charcoal filled container, and fed back into the carburetor while the engine is running.

Safety is also a vital concern to everyone. It is another area in which Buick is very serious. Buick is committed to the advancement of safety through sound product engineering and testing.

Product features such as the energy absorbing steering column, energy absorbing instrument panel, thick laminate windshield, padded sun visors, side guard beam construction and countless others help protect Buick occupants.

The following driving safety features are included on every 1972 Buick:

Occupant protection features:

- Seat belts with pushbutton buckles for all passenger positions.
- Shoulder belts with pushbutton buckles—driver and right front passenger (except convertibles).
- Two front seat belt retractors.
- Two front seat head restraints.
- Energy absorbing steering column.
- Passenger guard door locks with forward mounted lock buttons.
- Yielding windshield pillar moldings.
- Smooth contoured door and window regulator handles.
- Shoulder belt anchorages for rear seat outboard occupants.
- High strength front seat anchorages and construction.

■ High strength rear seat retention.

- Stamped steel door hinges.
- Folding seat back latches.
- Contoured windshield header (except convertibles).
- Thick laminate windshield.
- Padded sun visors.
- Safety steering wheel.
- Cargo guard (except wagons).
- Side guard beam construction.

■ Energy absorbing padded instrument panel and front and intermediate seat back tops.

- Soft, low profile window control knobs, coat hooks and dome light.
- Contoured full roof inner panel (LeSabre, Centurion, Estate Wagon, Electra 225 and Riviera except convertibles.)
- Fuel tank impact security.
- Glove box and console door latch impact security.
- Safety arm rests.
- Safety door latches and hinges.

Accident prevention features:

- 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.

■ Windshield defrosters, washers and dual speed wipers.

- Wide view inside day/night mirror (vinyl edged, shatter resistant glass and deflecting support).
- Headlamp aiming access provision.

■ No winged wheel nuts, discs and caps.

- Safety wheel rims.
- Self-adjusting brakes.
- Starter safety switch.
- Outside rear view mirror.
- Uniform shift quadrant.
- Dual master cylinder brake system with warning light.

■ Dual action safety hood latches.

- Low glare instrument panel top, inside windshield moldings, wiper arms and blades and steering wheel metallic surfaces.

■ Lane change feature in direction signal control.



Anti-theft equipment:

- Anti-theft ignition key warning buzzer.
- Anti-theft steering column lock.
- Visible vehicle identification.
- Tamper resistant odometer with teletale feature.
- Inside hood latch release (LeSabre, Centurion, Estate Wagon, Electra 225 and Riviera.)
- Multiple key combinations.

Buick quality exposed.

When we call a new car "new", we don't mean just "different." We mean better. We mean that we've spent the past year making significant improvements that'll mean something to the value of your new Buick.

Consider the air motoring system we use as one of our latest quality control methods.

Foreign matter may accumulate in any new engine during production. But we want that inside immaculate. So first we run your engine backward, cleaning it with compressed air blasts.

Then we run it forward. Testing. Checking. Until it's met the stringent standards we've set for every new engine before it can be called a Buick engine.

But it's not through yet. The last step is the Hot Test where the engine is run under its own power. The engine is connected to a dynamometer and has its performance output checked from top to bottom. Only then can we be satisfied that you'll be satisfied with the power-plant in your new Buick.

Buick's tradition of quality is added to every year. Here are some of 1972's improvements and features that help make your new Buick the most advanced Buick yet:

Engine and throttle linkage.

The exhaust emission control equipment on many of today's automobiles could cause a lag in response and some engine roughness. Buick has done something about it.

The carburetor, choke, throttle linkage, camshaft and timing on Buick engines have been modified to give smooth engine performance in the practical areas of everyday driving... around town and in stop-and-go driving.

Nickel-plated engine exhaust valves.

The hard, nickel-plated valves, standard in Buick engines, provide excellent valve durability with the use of the new low-lead and no-lead fuels.

Solenoid actuated throttle stop.

Buick has installed this device in 1972 models to prevent the engine from "dieseling." (The engine continues to run after

the ignition is turned off.) This might be encountered with lean carburetor mixtures and low octane fuels.

AccuDrive.

AccuDrive is Buick's unique suspension system with forward steering stability. It helps to hold your course in heavy cross winds and on rough roads, adding to your handling of your car.

Unidirectional dual-rate body mounts.

Buick has developed a body mount that serves to isolate the car body from mechanical and road vibrations for a smoother ride, but still permits the driver to "feel the road."

Flush and dry rocker panels.

All 1972 Buicks are equipped with rocker panels designed with a flush and dry feature, permitting water and air to flow freely through the inside of the panels. This means that accumulations of salt, mud and snow are naturally cleaned away, resulting in greatly reduced rust and corrosion.

GM door locking system.

The GM door locking system is one of the many 1972 Buick features that are designed to protect you and your property. Simply push the lock button down and close the door. The door is locked. It's no longer necessary to depress the door handle button while locking the door from the outside. A handy feature when your arms are filled with packages.

True tires and concentric wheels.

The tires and wheels on every 1972 Buick are as close to being perfectly round as current technology permits. This results in a smoother ride at highway speeds.

MaxTrac.

Available on all 1972 LeSabre, Centurions, Estate Wagons, Electras and Rivieras. MaxTrac helps stop fishtailing before it starts. A miniature computer controls the power fed to the rear wheels. When it senses the beginning of rear wheel spin (which precedes skidding and fishtailing), the power is

modulated. This exclusive Buick feature helps maintain traction on roads slick with rain, ice, or snow.

Welded piston shock absorbers.

This new construction process permits an improved flow of fluid in the shock absorber, resulting in a smoother operation, a smoother ride, and long lasting shock absorbers.

Customline hard finish boot cover.

Maintains the LeSabre Custom and Centurion convertible smooth styling appearance and is standard. Two pieces of body color fiberglass are easily attached over the top boot storage area. When not in use, Customline is stored in a protective bag in the luggage compartment.

Protective impact strips.

Added protection from minor scratches and dings is provided by new protective impact strips. This new feature is standard equipment on all 1972 Buick front and rear bumpers.

Sun roofs.

Let the "fun shine" in your 1972 Buick. A soft-folding-vinyl sun roof is available on Skylark, Skylark Custom and GS Sport Coupes and included when the Skylark 350 Sun Coupe is ordered. Features one-hand operation, a heavy-duty track mechanism and weather-tight sealing. A steel sun roof, electrically operated, is available on the 1972 Riviera and Electra 225 Sport Coupes. Custom vinyl tops are also available with either type of sun roof.

Front light monitors.

Available on LeSabre, Centurion, Estate Wagon, Electra 225 and Riviera. Monitor units are situated atop each front fender to inform the driver when front lights are functioning properly. The monitors are in full view from the driver's seat and have an amber lens for parking and turn signal lights; green lens for headlamp low beam and red lens for headlamp high beam.

1972 Buick options, accessories and exterior colors.

Comfort and convenience.

- AM/FM stereo radio and tape player.
- Center consoles (for Skylarks, GS's and Rivieras equipped with bucket seats).
- Power seats.
- Climate Control air conditioning (Automatic Climate Control is also available on the LeSabre, Centurion, Estate Wagon, Electra 225 and Riviera).
- Power windows.
- Electric trunk release.
- Child safety seat.
- Remote controlled outside mirror (standard on Electra 225 and Riviera).
- Custom seat and shoulder belts.
- Sun Roof (available as a hand operated, soft folding top on the GS, Skylark Custom, Skylark 350, and Skylark Sport Coupes; also available on the Riviera and Electra 225 Sport

Colors available
on all models:

1. Arctic White, Code C
2. Crystal Blue, Code D
3. Hunter Green, Code I
4. Sandalwood, Code J
5. Antique Gold, Code U
6. Silver Mist, Code V

Additional colors
available on all models
except Riviera:

7. Seamist Green, Code F
8. Fire Red, Code R
9. Cascade Blue, Code T

Additional Skylark, GS
and Sportwagon colors:

10. Stratomist Blue, Code B
11. Heritage Green, Code H
12. Burnished Copper, Code M
13. Cortez Gold, Code Q
14. Sunburst Yellow, Code Y
15. Flame Orange, Code Y
16. Regal Black, Code A

Additional LeSabre,
Centurion, Estate Wagon
and Electra 225 color:

17. Royal Blue, Code E
18. Sierra Tan, Code L
19. Nutmeg, Code N
20. Champagne Gold, Code S
21. Charcoal Mist, Code W

Additional
Riviera colors:

22. Emerald Mist, Code G
23. Deep Chestnut, Code K
24. Burnished Bronze, Code P
25. Vintage Red, Code X

Coupes as an electrically operated, sliding metal panel. Custom vinyl top also available).

- Soft-ray tinted glass.
- Rear window defroster.
- Mirror map light.
- Electric clock.
- Power tailgate window (standard on the Estate Wagon and available on the Sportwagon).
- Tilt steering wheel (standard on Riviera).
- Cornering lights (available on all LeSabres, Centurions, Estate Wagons, Electra 225's and Rivieras).
- Speed alert.
- Front lamp monitors—permits monitoring front light operation from driver seat.

Appearance and protection.

- Sun Coupe (Available on Skylark 350 Sport Coupe).

■ Luggage rack for wagons.

- Bumper guards and protective side moldings.
- Vinyl tops.
- Sport wheels.

Performance.

- MaxTrac—Buick's computerized traction control system. Helps prevent excessive rear wheel slip on all slick surfaces.
- Trailer towing packages.
- Automatic level control.
- Maintenance free battery (available on the Electra 225 and Riviera).

The equipment listed above is available at extra cost on most Buick models. Consult your dealer for complete information.



1972 colors limited to specific
Buick models are available on all
other models at extra charge.

1972 Buick. Something to believe in.

