

# Riviera



The new lean look.

Seeing is believing...when  
you're looking for your own kind  
of Riviera luxury!

**RIVIERA I**

*Bold! With a Vinyl Top.  
Clean, crisp  
silhouette. Full, flush  
fender skirts.*





There are three ways to enjoy Riviera luxury. Three ways to express your very own kind of elegance. Varied enough to suit every taste, every consideration of composition and style. In motion or patiently waiting for you at the curb, your new 1970 Buick Riviera has a look . . . as if it were designed by you.

Every angle and line sums up what you expect Riviera to look like. Because you actually *do* have a hand in the elegant-maker's art. Style-wise, you have it your way! When you order your new 1970 Riviera and the many appearance and convenience features available, you put your signature on the final design. It may be a

#### RIVIERA II

*Gracious!* With the gleam of thin body side moldings and new, High Profile wheel opening covers.



vibrant look that makes sports car senses come alive...or a muted effect that whispers gracious compliments about your taste...or a bold statement of character, uncommonly wide-awake. Riviera can be anything you want it to be...and therein lies its power to please for years to come.

Riviera's I, II and III turn for inspiration to you to complete the personality of America's No. 1 Personal Car! Have a heart-to-heart talk with all three of the new 1970 Riviera's pictured here. And then draw your own picture of Something to Believe in. With Riviera to work with, we're sure you'll do it beautifully.

#### **RIVIERA III**

*Vibrant! With a Vinyl Top.  
Clean, crisp silhouette.  
New, High Profile wheel  
opening covers.*





# Everything you expect in a truly classic automobile

Outside, dramatic Riviera coachwork speaks for itself. Inside, excitement heightens. One look promises eminent satisfaction for years to come.

Then there's AccuDrive. Buick's advance-design suspension system offers easier handling and improved ride. That's a quiet statement. One drive tells you AccuDrive is the understatement of the decade.

Buick's 455 cubic-inch powerplant is quiet and unassuming, too. Just nudge this 370 hp V-8 and you'll have ample evidence of the biggest and most responsive engine ever made by Buick.

Excitement. Have it your way... in a new 1970 Buick Riviera.

## 1970 Riviera Regular Equipment

**Power Train and Handling Equipment:** 370 hp 455-4 V-8 engine; 3-speed Turbo Hydra-matic 400 automatic transmission; variable ratio power steering; self-adjusting power brakes with finned aluminum front drums and cast iron liners; gross lining area 193.3 sq. in.; dual exhausts with stainless steel mufflers; Full-Flow oil filter; Buick's AccuDrive suspension system, new semi-closed cooling system; 6,000 mile lubed front suspension. Delcotron generator.

**Styling and Convenience Features:** recessed windshield wiper blades; custom padded seat cushions; carpeting; electric clock; trunk light; smoking set; rear-seat ash trays; Comfort-Flo ventilating system.

### THE STANDARD ENGINE: 455-4 V-8.

Horsepower: 370 @ 4600  
Torque: 510 @ 2800  
Compression Ratio: 10.0  
Displacement: 455  
Carburetion: 4-barrel  
Fuel: Premium

### THE TRANSMISSION:

Regular Equipment: 3-speed Turbo Hydra-matic 400 automatic

transmission. Column Shift (console-mounted shift available at extra cost)

### REAR AXLE RATIOS:

RIVIERA: 2.78      RIVIERA GS: 3.42 PT

Consult your Buick dealer for information on available ratios.

### EXTERIOR DIMENSIONS: (Approximations in inches.)

Length: 215.5

Width: 79.3

Height: 53.6

Wheelbase: 119.0

### INTERIOR DIMENSIONS: (Approximations in inches.)

Head Room: Front 37.7

Rear 37.5

Leg Room: Front 41.2

Rear 36.6

Shoulder Room: Front 58.6

Rear 56.6

**THE AVAILABLE RIVIERA GRAN SPORT.** Suspension is heavy-duty. Positive traction differential (3.42 axle ratio standard). Monogram—front fender "GS". H78 x 15 Fiberglas belted white sidewall tires standard.



ITHO IN U.S.A.

Buick Motor Division, General Motors Corporation, reserves the right to make changes at any time, without notice, in price, materials, equipment, specifications, and models; and also to discontinue models. Some of the equipment shown and described is available at extra cost.