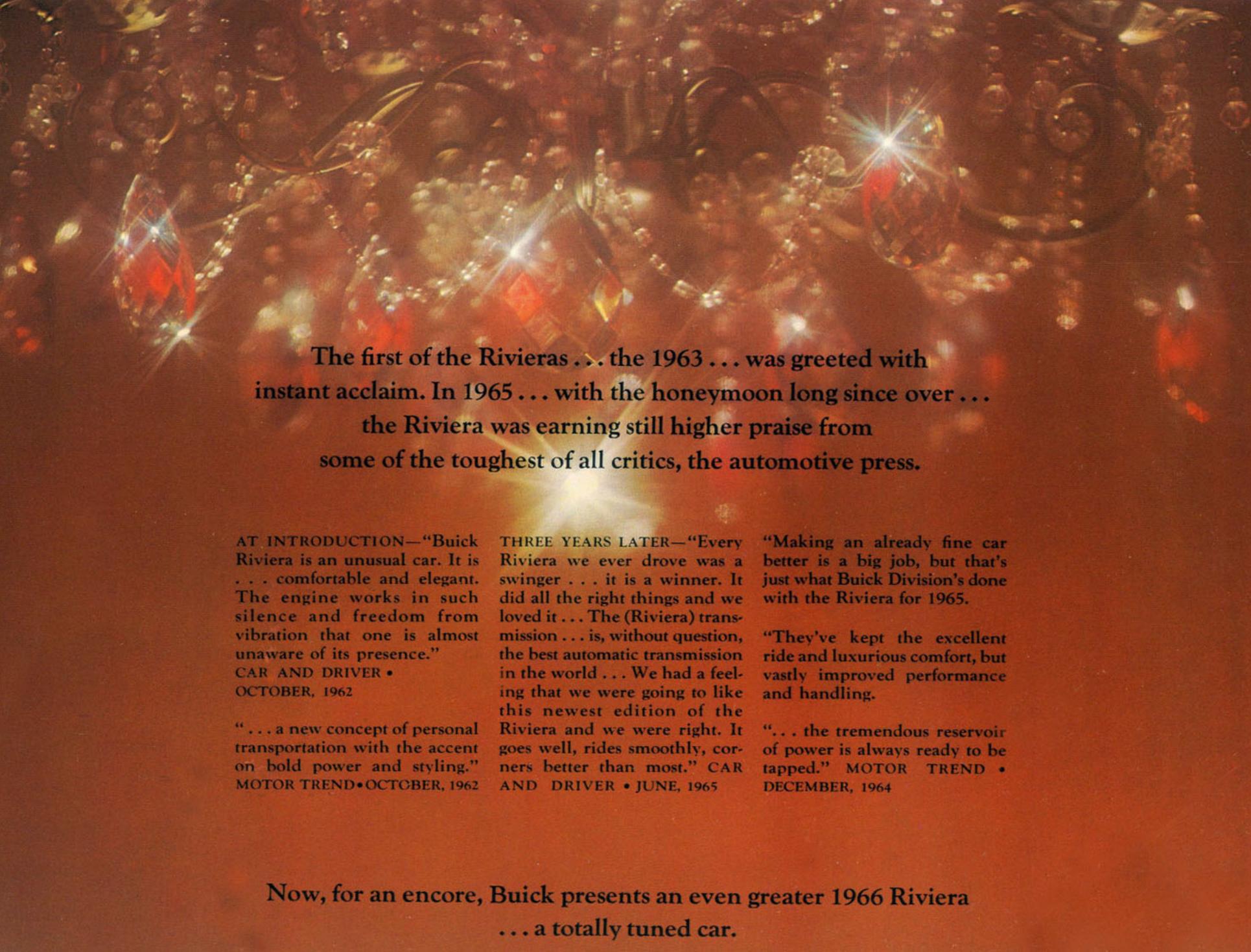


The Riviera for 1966. One of the Tuned Cars from Buick.



Tuned • Taut • Smoother than ever • 1966 Riviera by Buick.





The first of the Rivieras . . . the 1963 . . . was greeted with instant acclaim. In 1965 . . . with the honeymoon long since over . . . the Riviera was earning still higher praise from some of the toughest of all critics, the automotive press.

AT INTRODUCTION—"Buick Riviera is an unusual car. It is . . . comfortable and elegant. The engine works in such silence and freedom from vibration that one is almost unaware of its presence." CAR AND DRIVER • OCTOBER, 1962

" . . . a new concept of personal transportation with the accent on bold power and styling." MOTOR TREND • OCTOBER, 1962

THREE YEARS LATER—"Every Riviera we ever drove was a swinger . . . it is a winner. It did all the right things and we loved it . . . The (Riviera) transmission . . . is, without question, the best automatic transmission in the world . . . We had a feeling that we were going to like this newest edition of the Riviera and we were right. It goes well, rides smoothly, corners better than most." CAR AND DRIVER • JUNE, 1965

"Making an already fine car better is a big job, but that's just what Buick Division's done with the Riviera for 1965.

"They've kept the excellent ride and luxurious comfort, but vastly improved performance and handling.

" . . . the tremendous reservoir of power is always ready to be tapped." MOTOR TREND • DECEMBER, 1964

Now, for an encore, Buick presents an even greater 1966 Riviera
... a totally tuned car.

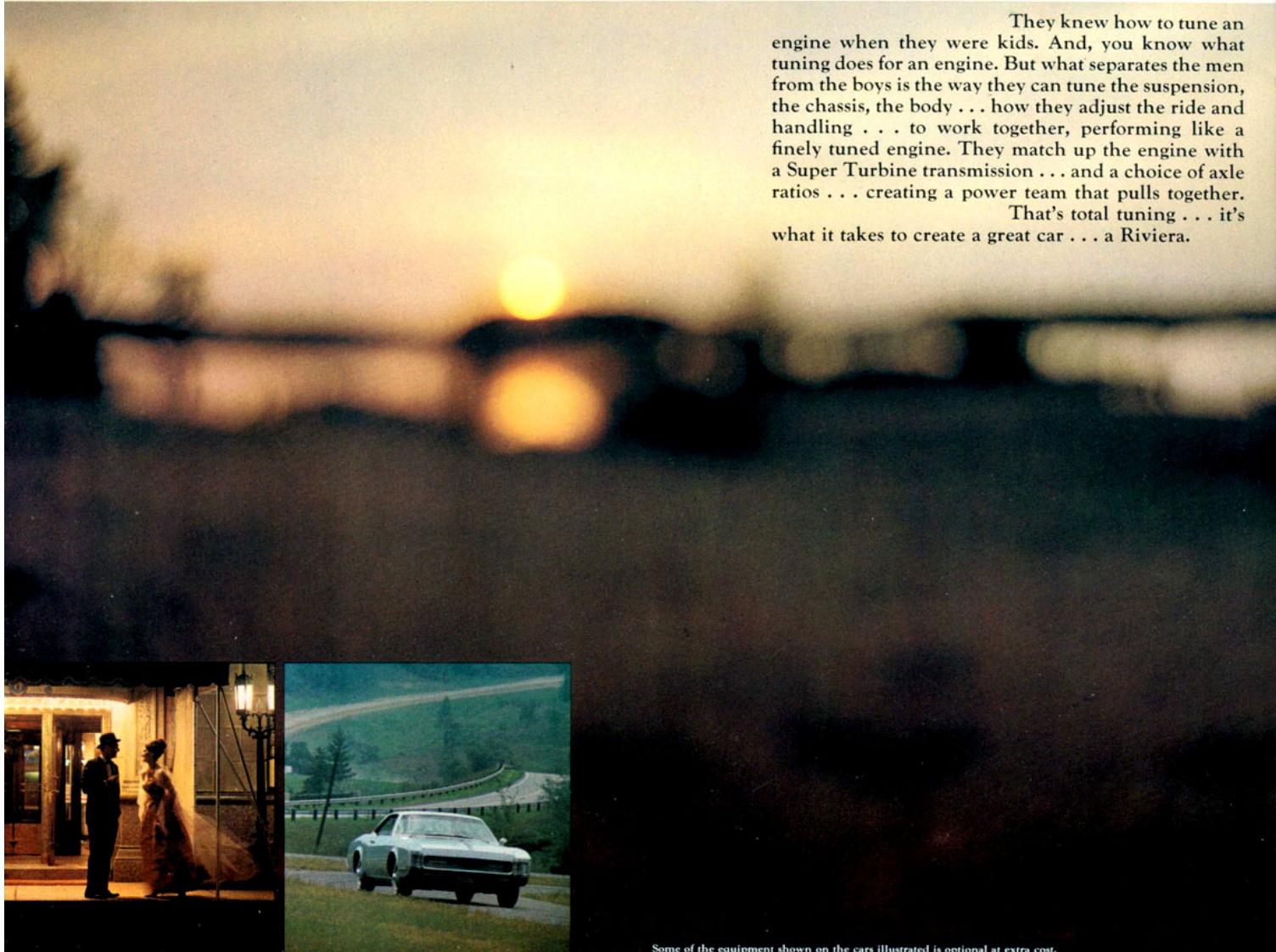
Tuning is the difference between just good and just great!

Know how well your car's engine runs after a tuneup? Buick tuning has the same effect on the whole car. Not just the engine . . . everything. Styling. Performance. Ride. Handling. All work in harmony. That's what the tuned car is. Buick.

Most cars are pretty good. But the great ones are tuned. By experts. Men with 20, 30, 40 years behind the wheel . . . men who can drive over a coin and tell you whether it's heads or tails. They're sensitive to the way a car rides, turns, handles and how it responds.

They knew how to tune an engine when they were kids. And, you know what tuning does for an engine. But what separates the men from the boys is the way they can tune the suspension, the chassis, the body . . . how they adjust the ride and handling . . . to work together, performing like a finely tuned engine. They match up the engine with a Super Turbine transmission . . . and a choice of axle ratios . . . creating a power team that pulls together.

That's total tuning . . . it's what it takes to create a great car . . . a Riviera.



Some of the equipment shown on the cars illustrated is optional at extra cost.

FULLY EQUIPPED . . . with all the features you want and some you never dreamed of.

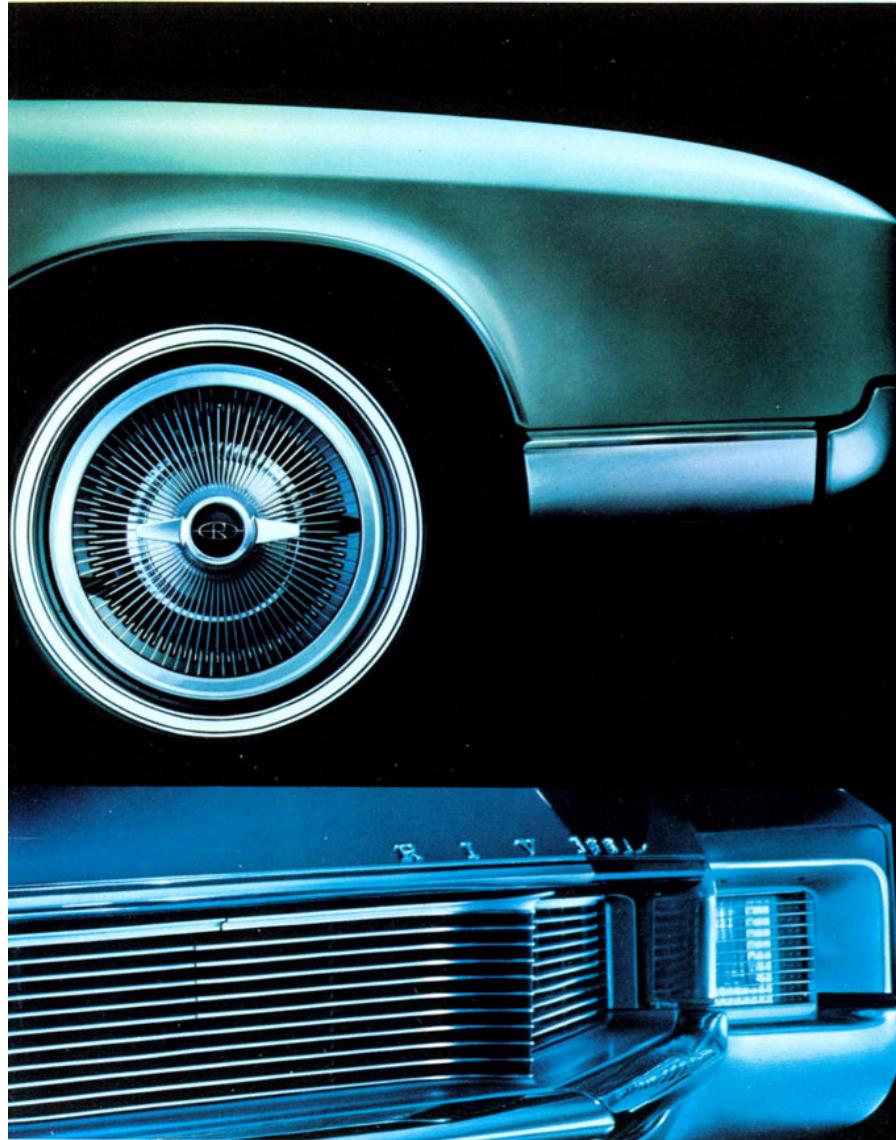
Triple-bond whitewalls—Super Deluxe wheel covers—chrome-plated wheels—are available at extra cost, as dress-up options.

The headlamps will be down in a flash . . . the instant you turn them on. For now, they're neatly retracted . . . up, under the overhanging hood. Neat, eh? Close-up view of what's new . . . Riviera's massive new bumper, brilliant new taillights, elegant rear end styling. And, an electric antenna for the newly

available AM-FM stereo radio.

This is the year the vent went . . . Riviera doesn't need it. A new "Circulaire" system draws outside air from the top of the hood, wafts it through the car and exhausts it back of the rear window. Result: quiet, draft-free, closed-car ventilation.

Riviera's optional full-length shifting console brings you to grips with one of the finest automatic transmissions going. The Super Turbine is regular equipment but the shifting console is optional when you order bucket seats.



The Tuned Car...looks as smooth as it rides.

Riviera's is a confident styling . . . smooth, unadorned, proud . . . with the look of a car that's met and mastered virtually every road in America.

Riviera's is a lean, muscular styling . . . suggesting how easily it moves cross-city or cross-country.

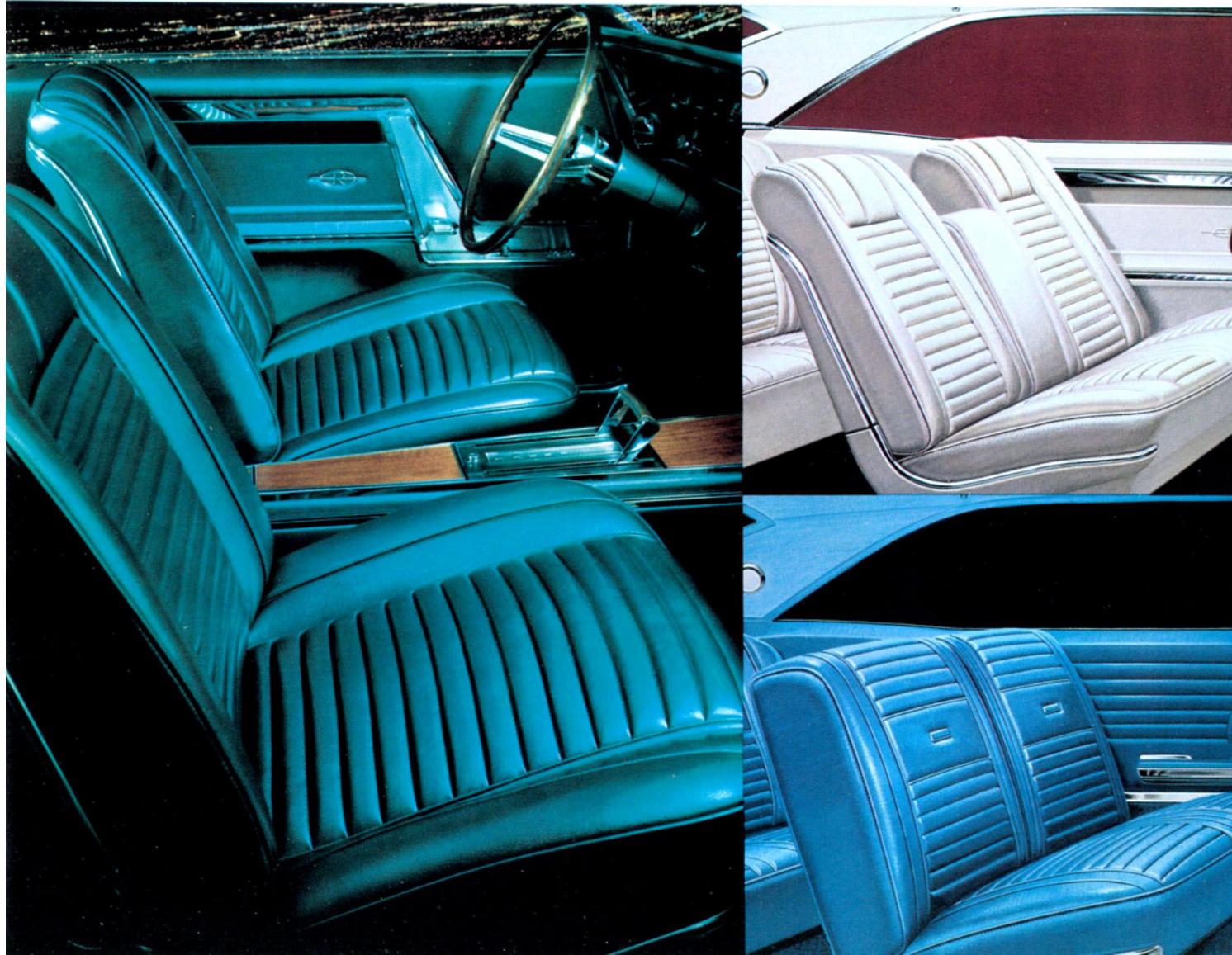
Riviera is ahead of its time and knows it. Rich. Elegant. The finest. Designed by men who know their Rivieras. Men who've peeked into the future . . . to design a truly timeless classic.



Inside...nothing less than the best.

Now available . . . new Strato-notchback bench and Strato-bucket seats. A reclining back for your co-pilot and a pair of front headrests are also available when you order Strato-seats.

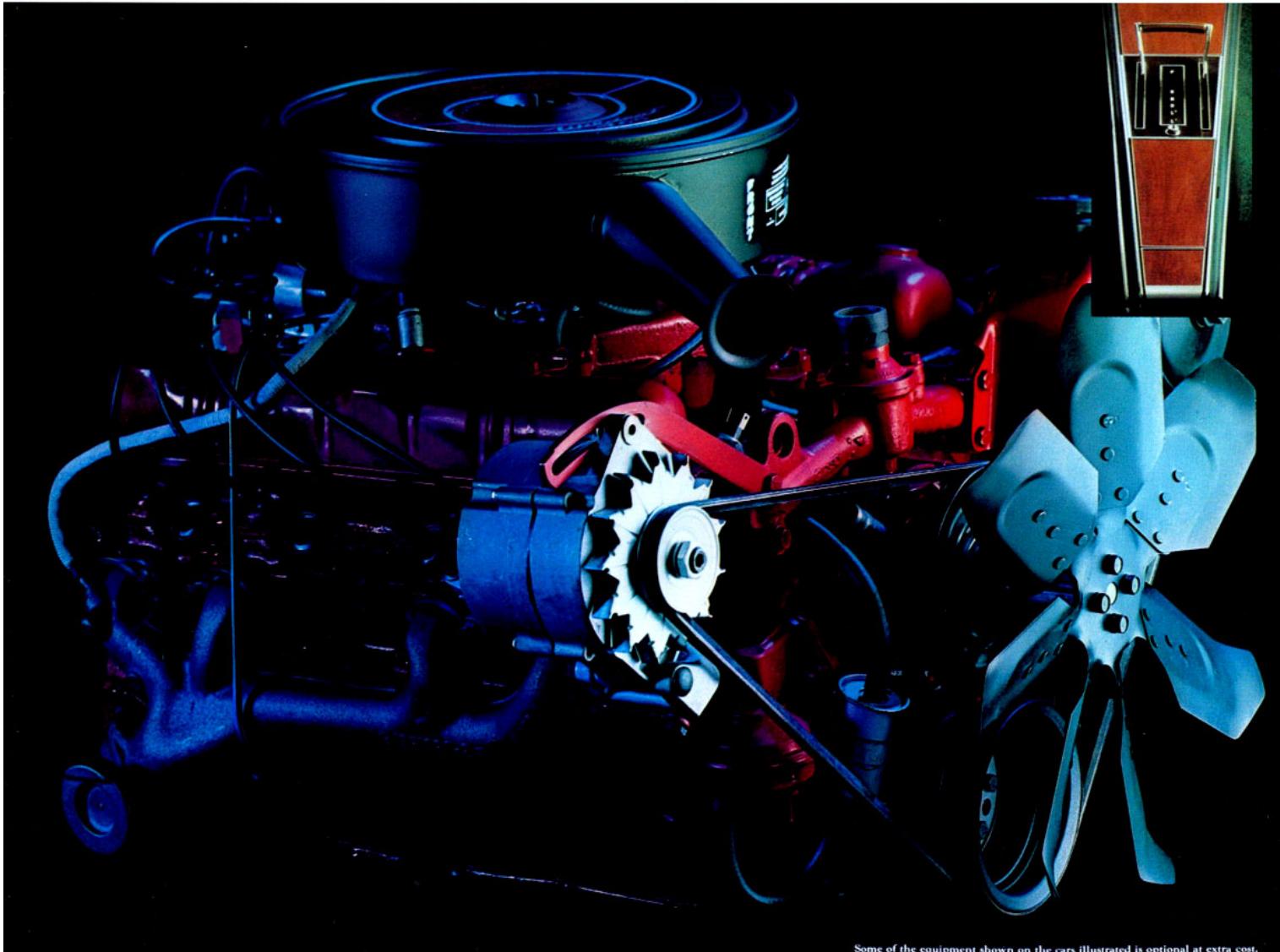
Like more room up front? A full-width, all-vinyl bench seat is regular equipment . . . for the first time in a Riviera. Bucket seats are also offered at no extra cost . . . for dyed-in-the-wool Riviera buffs. Again, headrests are available for both driver and passenger seats.



Riviera's Wildcat 465 is masterfully tuned.

This 340-horsepower Wildcat 465 V-8 makes time like a finely tuned watch. Pistons are machined, balanced, then paired off with the cylinders for a microthin fit.

Then your Wildcat engine is assembled, balanced, and equipped with a new carburetor . . . a Quadrajet. After it's tuned . . . for cruising economy . . . for passing power . . . the Wildcat engine is fired up and balanced again . . . dynamically. That's to make sure you get the last split-second's performance . . . from a Wildcat that really purrs.

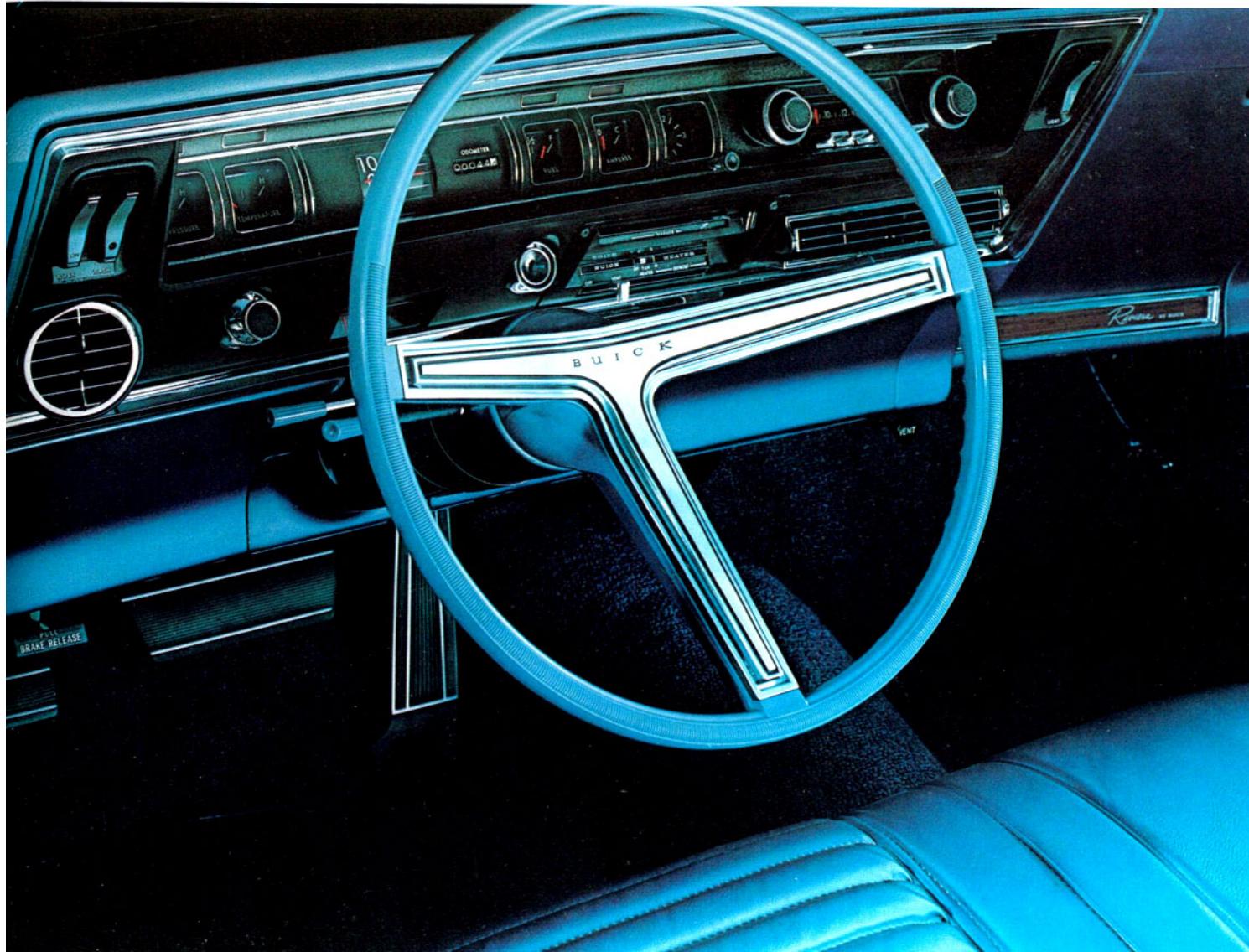


Some of the equipment shown on the cars illustrated is optional at extra cost.

Get set to take off...with cockpit-type controls.

O.K. pilot . . . check your instruments.
Direct reading ammeter? CHECK!
Gas O.K.? CHECK!
Speedometer drum at zero. CHECK!
Direct reading temperature gauge. CHECK!
Clock synchronized? CHECK!
AM-FM radio tuned to tower frequency? CHECK!
Wiper and washer switches off. CHECK!

O.K. Cleared for take-off.
Pull back on the transmission control, push forward
on the throttle and leave your cares behind.



Riviera is ride-tuned on the roughest roads in America.

Riviera beat you to them . . . rut-torn back roads, rock-strewn mountain trails, pot-holed detours and every other piece of road that creates chatter and rumble and thump.

They're not the same, not under the wheels of a Riviera. It wasn't easy . . . smoothing out those road jolts. It took thousands of changes . . . trying dozens of body mounts . . . changing spring after spring . . . adjusting shock absorber valving up to 100 times. In all, a two-year project. But wasn't it worth it . . . to perfect a superlative ride?



Some of the equipment shown on the cars illustrated is optional at extra cost.

Handling...like Riviera's...takes a tidy bit of expert tuning.

Meanwhile, back at the Proving Ground, more engineers were working out the niceties of Riviera's superb handling. Setting up the suspension and geometry so that Riviera won't squat on take-off or dive with a sudden stop. Building in understeer, so that the Riviera recovers smoothly and smartly after you complete a turn. And, sharpening the steering to an exact precision. They sure did a mighty tidy job!



Actually, with all these items as regular Riviera equipment, we have very few options to speak of.

Super Turbine Transmission
340-hp. Wildcat 465 V-8
Power Steering
Self-adjusting Power Brakes
Tilt Steering Wheel
Dual Exhausts
Heater and Defroster
Finned Aluminum Front Brake Drums
Custom Padded Seat Cushions
Custom Front Seat Belts With Retractors
Rear Seat Belts
Electric Clock
Step-On Parking Brake
Parking Brake Signal Light
Directional Signals
Trunk Light
Door-operated Courtesy Lights
Glove Compartment Light
Map Light
Glareproof Mirror

Smoking Set
Rear Seat Ash Trays
Magic-Mirror Finish
Dual Arm Rest/Front and Rear
15-inch Wheels
Deluxe Wheel Covers
Dual Horns
License Plate Frame
6,000-mile Lubed Front Suspension
Delcotron Generator
Carpeting
Dual-Key Locking System
Re-usable Air Cleaner Element
Full-flow Oil Filter
Plunger-type Door Locks
Upper Instrument Panel Pad
Outside Rear View Mirror
Dual-speed Windshield Wiper and Windshield Washer
Padded Sun Visors
Back-up Lamps

Quick reading:
A list of Riviera extra-cost options!

Sonomatic Radio with Manual or Electric Antenna
AM-FM Radio with Electric Antenna
AM-FM Radio with Front & Rear Speakers & Electric Antenna
Cornering Lights
Automatic Trunk Release
Rear Window Defroster
Four-Note Horn
Custom Steering Wheel
Air Conditioning
4-Way or 6-Way Power Seat
Rear Seat Speaker
Door Guards
Remote Control Outside Rear View Mirror
Carpet Savers and Handy Mats
Electro-Cruise Control
Power Windows
Vacuum-operated Door Locks

Soft-Ray Tinted Glass All Windows
Soft-Ray Tinted Windshield
Passenger and Driver Headrests
Reclining Passenger Seat and Driver and Passenger Headrests
White Wall Tires
Chrome-plated Wheels
Super Deluxe Wheel Covers

A word about the Riviera Gran Sport

There's still another Riviera . . . the Gran Sport . . . designed for the man who looks for the ultimate in tuned cars!

Pop open the hood and you'll find a chrome-plated air cleaner and cast aluminum rocker covers. Underneath, there's a 425-cubic-inch Wildcat V-8 with Quadrajet carburetion. Buick's finest!

The GS suspension is something rather special . . . heavy-duty springs with shocks to match. They're a bit much on the boulevard . . . but they really level out once you hit the turnpike. You have your choice of 8.45 x 15 whitewalls or red-lines. And, a faster 15-to-1 power steering ratio is available.

Positive traction differential is a must. Of course, it's standard. Helps the rear wheels get a better bite on the road (or on ice, or on sand or gravel) . . . because power's constantly transferred to both driving wheels for the greatest traction. You'll feel like the wheels are glued to the road!

If you're a quietly cool kind of guy . . . the Riviera GS may be for you. You can spot one by the discreet GS emblem on the fender. But don't let them catch you looking.

The optional Riviera Gran Sport

The air cleaner is chrome plated. And the rocker arm covers are cast aluminum. Suspension, both front and rear, is heavy duty. Positive traction differential (3.23 axle ratio standard). Monogram—front fender "GS." Monogram—instrument panel "Riviera GS." Finally, you have a choice of whitewall tires (8.45 x 15) or a red-line (8.45 x 15). Also available: 15-to-1 power steering ratio.

Now here's an item of interest. Specifications for one of the world's most expertly designed and tuned cars!

ENGINE: Wildcat 465 V-8. Output—340 hp. @ 4400 rpm; 465 lbs.-ft. of torque @ 2800 rpm. Compression ratio—10.25-to-1. (425 cu. in. displacement) 4-barrel carburetor. Uses premium fuel. ENGINE LUBRICATING SYSTEM: Main bearings, connecting rods and camshaft bearings pressure lubricated. Cylinder walls splash- and nozzle-lubricated. Normal oil pressure 40 psi @ 2400 rpm full-flow oil filter. Crankcase capacity (refill less filter) 4 quarts. FUEL SYSTEM: Automatic choke. Mechanical fuel pump. Two-stage gasoline filter. Oil impregnated polyurethane air cleaner. Exhaust type intake manifold heat control. Fuel Tank Capacity: approximately 20 gallons. ENGINE COOLING: Pressure system. Choke-type circulation thermostat. Centrifugal water pump. Capacity: 18.5 quarts with heater. DUAL EXHAUST SYSTEM: Dual mufflers constructed of corrosion-resistant aluminized and stainless steel to promote longer life. ELECTRICAL: Twelve-volt electrical system. Five-position starter-ignition switch. AUTOMATIC TRANSMISSION: 3-speed Super Turbine is a torque converter type featuring a variable pitch stator within the converter; and single planetary gear set. Total oil capacity: 23 pints. PROPELLER SHAFT: Drive shaft is slightly angled to reduce tunnel height in rear seat. Angled sections are connected by a special constant-velocity universal joint that reduces vibration transfer of power to rear axle. Shaft is connected to transmission and rear axle by needle bearing universal joints. REAR AXLE: Ratio 3.07-to-1. Hypoid gears, semi-floating. Transfer of driving forces through rubber-mounted arms connected to frame. FRAME: Cruciform. SUSPENSION: Independent ball-joint front suspension with link-type stabilizer bar. Three-link and track bar type rear suspension. Coil springs, front and rear. Direct-acting hydraulic shock absorbers, front and rear. BRAKES: Gross lining area: 193.30 sq. in. Step-On parking brake operating through rear service brake shoes. Power brakes, standard. WHEELS AND TIRES: Disc-type wheels, size 15 x 6.00, "L"-type flange. Whitewall tires, optional. STEERING: Easy power steering, standard. Overall ratio: 19.4-to-1. Flexible coupling in power gear screens out vibration.

Exterior Dimensions. (Approximations in inches.)

Length	Width	Height	Wheelbase	Tread-Front	Tread-Rear
211.2	78.8	54.4	119.0	63.5	63.0

Interior Dimensions. (More approximations in inches.)

Leg Room:	Front	41.2
	Rear	35.2
Head Room:	Front	38.0
	Rear	37.5
Shoulder Room:	Front	58.7
	Rear	56.4

Ever seen a car so in tune with your tempo...as the 1966 Riviera?



See and drive the incomparable
1966 Riviera...one of the Tuned Cars by Buick.



Do... and you'll discover
the new dimension in fine car handling,
ride and performance.