

'64 BUICK



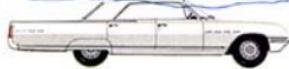
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4-DOOR HARDTOPS



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4-DOOR SEDANS



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The Special 4-door sedan page 55

Above all, they're Buicks!

Here's a capsule version of the whole great line of 1964 Buicks. In the pages inside you'll find as pleasing an array of sedans, wagons, 4-door hardtops, sport coupes and convertibles as ever bore the proud name of Buick. We think that if you're seriously interested in a new car, you can't help getting serious about a 1964 Buick.

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SPORT COUPES



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4-DOOR WAGONS



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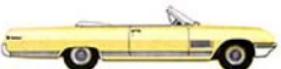
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CONVERTIBLES



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COUPES



The Special Deluxe Coupe page 48

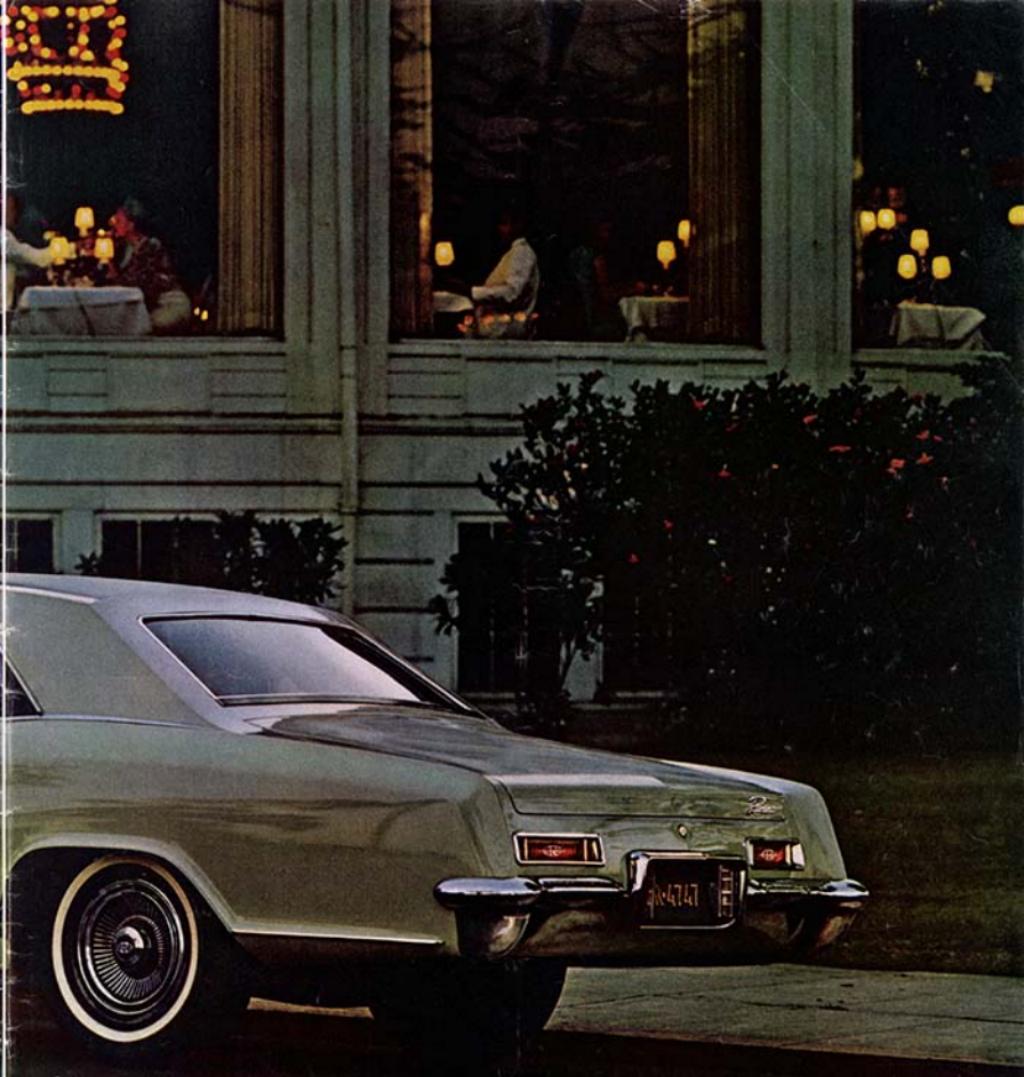


The Special Coupe page 55



A RARE OCCASION: BUICK AT THE CORONADO—CORONADO, CALIF.

This is THE **Riviera** by Buick



TAKE A GOOD LOOK AT YOURSELF. THIS MAY BE JUST THE CAR YOU NEED. THOUSANDS WHO OWN THEM SAY, "TAKE AWAY ANYTHING but my Riviera." IT'S EASY TO BECOME ADDICTED TO THIS ONE. ADVENTURE, YOU KNOW, IS A CAR CALLED RIVIERA.



Riviera COMES EQUIPPED with the following AT NO EXTRA COST:

Super Turbine 400™ Transmission □ 340 Horsepower Wildcat 465 Engine □ Easy Power Steering □ Power Brake □ Windshield Washer □ 2-speed Electric Wipers □ Back-Up Lights □ Glove-Proof Mirror □ Parking Brake □ Signal Light □ Dual Sunshades □ Moon Light □ Electric Clock □ Deluxe Steering Wheel □ Automatic Trunk Light □ License Plate Frame □ Aluminum Front Brake Drums □ Full-flow Oil Filter □ Reusable Air Cleaner Element □ StepOn® Parking Brake □ Instrument Panel Safety Pad □ Directional Signals □ Trip Mileage Indicator □ Glove Compartment Light □ Smoking Set □ Rear Seat Ash Trays □ Dual Sun Shades □ Magic Mirror Finish □ Dual Arm Rests—Front and Rear □ Door-Operated Courtesy Light □ Five 7.10 x 15 Tubeless Tires □ Deep-Pile Carpeting □ Dual Horn □ Full 15-inch Wheels □ Single-Key Locking System □ Single, Transverse Muffler □ Foam-Padded Bucket Seats—Front and Rear □ Crank-Operated Window Vents □ Center Console □ Console-Mounted Selector Lever □ Dual Exhausts □ Delco-Remy Generator □ 6,000 Mile Lubed Front Suspension System □ Self-adjusting Brakes □ Instrument Panel Lower Safety Pad □ Positive Crankcase Ventilation









These are the surroundings into which the Riviera invites you. Soft, foam-padded bucket seats, front and rear. Available in your choice of two luxurious vinyls (one at no extra cost, the other featuring exceptional smoothness and suppleness as a custom option), or a handsome combination of watered silk and leather-grained vinyl. Right, at the driver's finger-tips between the front seats is an elegant console containing storage space, ash tray, cigarette lighter and, most importantly, the Super Turbine "400" transmission selector lever with an illuminated indicator. A beautifully styled instrument panel, rich carpeting and splendid appointments complete the luxury effect.

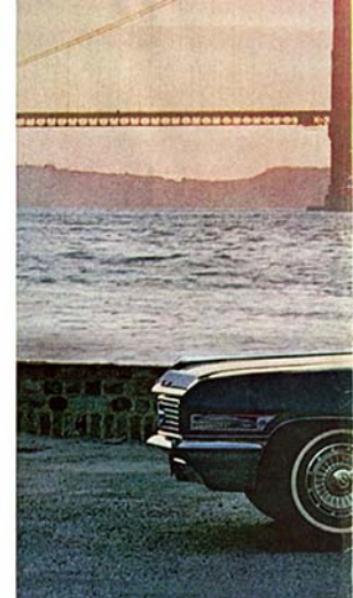


Illustrated: The Electra 225 4-door, 6-window pillarless sedan

THIS IS A BUICK ELECTRA 225



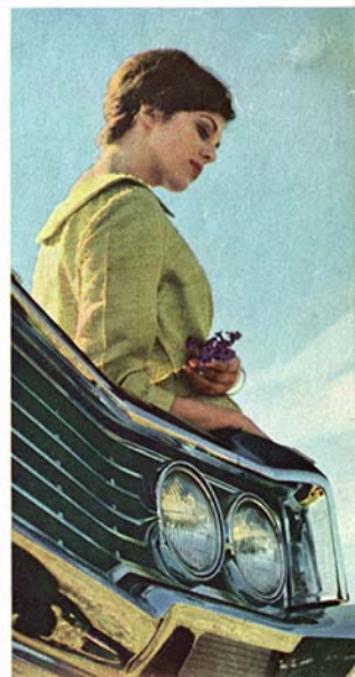
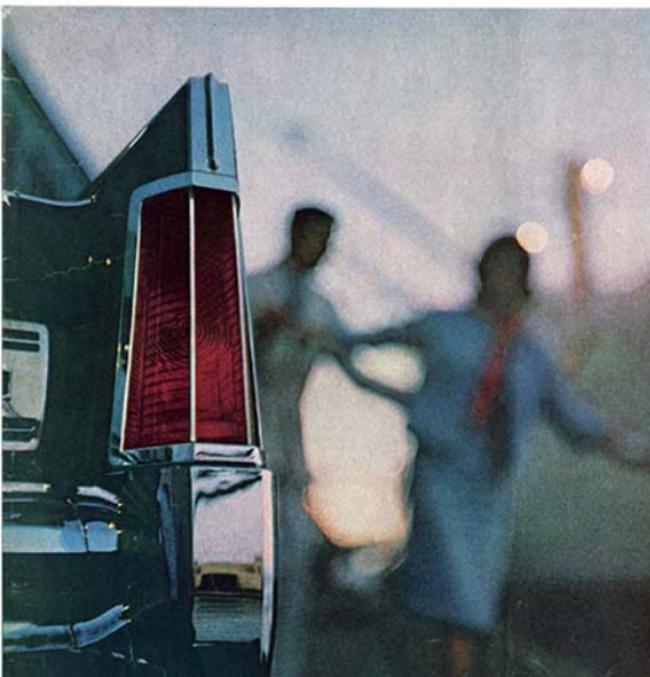
IT'S HOME ON WHEELS TO ALL MANNER OF IMPORTANT PEOPLE. THEY LIKE LUXURY, AND FIGURE THEY'RE ENTITLED TO IT. YOU'RE JUST AS ENTITLED TO IT AS THEY ARE. THIS IS A NICE WAY TO DO THE SIMPLE THINGS . . . SPLENDIDLY.



X **Bucking lights?**

Electra 225 comes equipped with the following at no extra cost:
Super Turbine "400" Transmission □ 325-Horsepower Wildcat 445 Engine □ Easy Power Steering □ Power Brakes □ Windshield Wiper □ Dual-Speed Electric Windshield Wipers □ Foam-padded Seats—Front and Rear □ Electric Clock □ License Plate Frame □ Deluxe Steering Wheel □ Automatic Trunk Light □ Aluminum Front Brake Drums □ Full-flow Oil Filter □ Re-usable Air Cleaner Element □ Step-On Parking Brake □ Crank-Operated Front Window Vents □ Two-way Power Seat (Convertible Only) □ Instrument Panel Safety Pad □ Trip Mileage Indicator □ Safety Buzzer □ Map Light □ Glove Compartment Light □ Smoking Set □ Rear Seat Ash Trays □ Dual Sun Shades □ Magic Mirror Finish □ Dual Arm Rests—Front and Rear □ Door-Operated Courtesy Lights □ Five 8.00 x 15 Tubeless Tires □ Deep-pile Carpeting □ Carpet on Door Trim Pads (Except Convertible) □ Super Deluxe Wheel Covers □ Single, Transverse Muffler □ Dual Horns □ Full 15-inch Wheels □ Directional Signals □ Single-key Locking System □ Glare Proof Mirror □ 6,000-Mile Lubed Front Suspension System □ Delco-Remy Generator □ Self-adjusting Brakes □ Positive Crankcase Ventilation □ Power Windows (Convertible Only)









Fabrics for the Electra 225 interiors are chosen with the greatest care. This rich brocade is a good example. It's the kind of quality you'd expect to find only in the finest furniture, but with an extra measure of durability to stand up to automotive use. Notice the pull-down arm rest in the rear of this Electra 225 4-door, 6-window pillarless sedan. You'll find one in the front, too, in custom-trimmed models. The carpeting underfoot is soft as a dream.





THE ELECTRA 225 4-DOOR SEDAN. See how the beautiful sweep of bright metal along the lower body plus new rear fender skirts accentuate the brilliance of the 4-door sedan. Like all Electra 225's, this model comes equipped with power brakes and power steering.

THE ELECTRA 225 2-DOOR SPORT COUPE. For dashing good looks, it's hard to find a peer to this Electra 225 Sport Coupe. Footloose owners will find the cavernous trunk especially to their liking. It takes a mighty load to fill this one. The smoothness of Super Turbine 400 transmission comes at no extra cost in this and all Electra 225's.

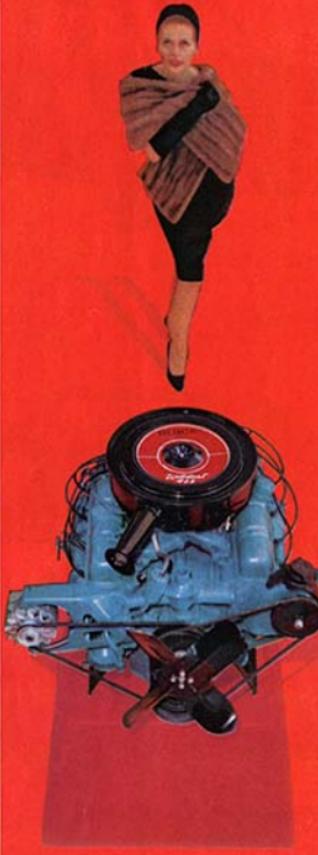
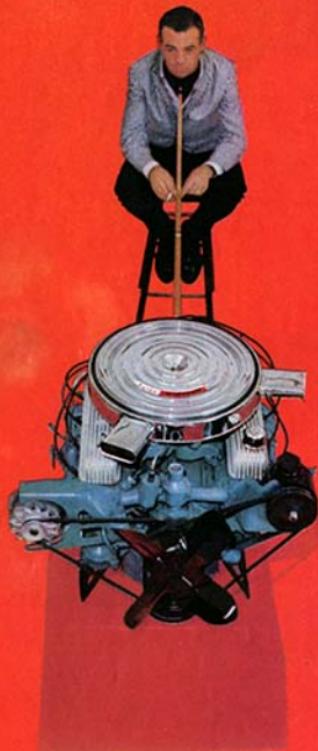


THE ELECTRA 225 CONVERTIBLE. Here is the sweetheart of the Electras. It comes equipped with beautiful full-width, leather and vinyl seats or you can choose bucket seats in the same materials. Power windows are yours at no extra cost in this Electra 225 convertible.

(Left) Picture yourself in the comfort and luxury of this Electra 225 custom convertible interior. Bucket seat backs and cushion inserts are faced in genuine, top-grain leather available in a variety of attractive shades keyed to the exterior color of the car. Between the front bucket seats is a handy storage console that can hold a remarkable variety of travel needs. The rear seat speaker is optional at extra cost.

THE ELECTRA 225 4-DOOR HARDTOP. The Electra 225 models have their own distinctively-styled grille for 1964. Heavy die-cast chrome bars span the distance between the headlights with the elegant Buick tri-shield in the center as the finishing touch. Power? Wildcat 445 naturally.



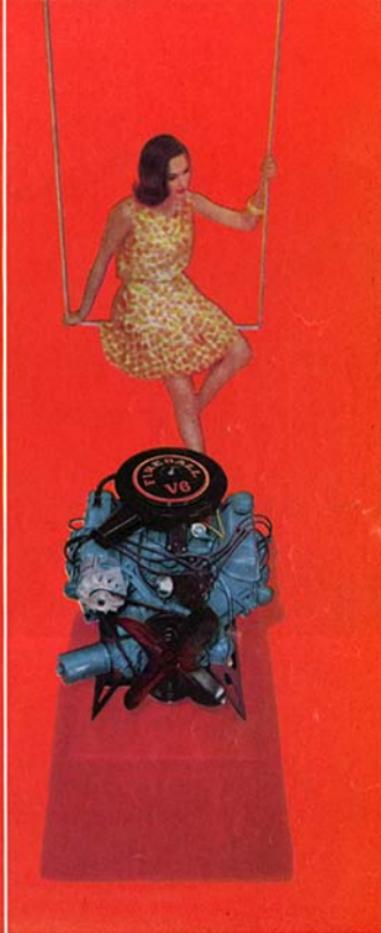
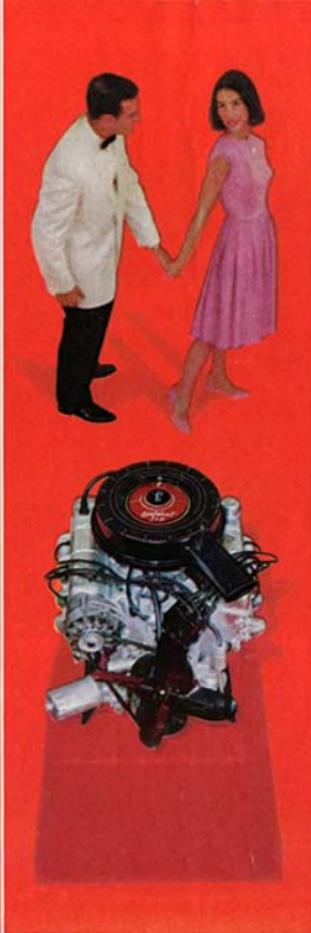
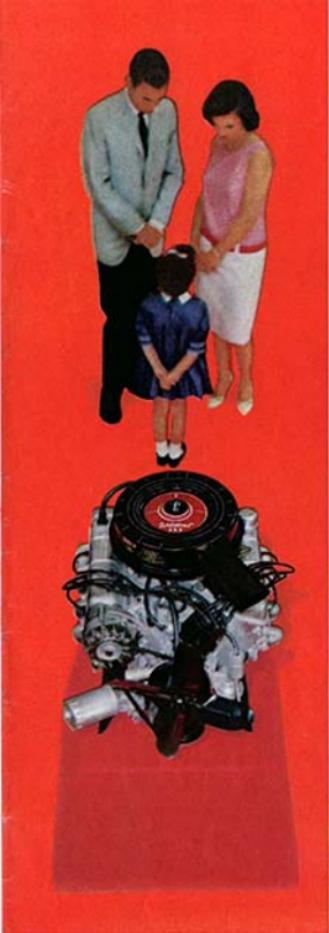


These are the Buick engines. There are six in all, every one a champion. There

SUPER WILDCAT. Strictly tailored to meet the demands of the performance lovers, this Super Wildcat is a 425 cubic inch engine with two four-barrel carburetors and high-performance camshaft. The horsepower is 360. Available as extra-cost equipment on Riviera, Electra 225 and Wildcat models, this mighty engine belongs among the kings of the road. Even at highway speeds it's merely loafing along. What's more, it gives you a big reserve of power to counter any emergency.

WILDCAT 465. Here's another big, top-performing engine in the Buick Wildcat family. It's the 425 cubic inch Wildcat 465 equipped with single four-barrel carburetor. The big piston displacement plus a high-lift camshaft give it extraordinary dash on acceleration plus an easy, well-paced gait at cruising speeds. Horsepower is rated at 340. This engine is regular equipment on Riviera, optional on Electra 225, Wildcat and LeSabre Estate Wagons. Wonderfully quiet in operation, too.

WILDCAT 445. This is the engine that made Buick performance famous. The 401 cubic inch Wildcat 445 is rated at 325 horsepower while the compression ratio is 10.25 to 1. Electra 225, LeSabre Estate Wagons and Wildcat models come equipped with the Wildcat 445 at no extra cost. Actually, this engine is the design prototype for all the great Wildcat engines, now refined to a state of near perfection (but we always keep trying). Hard to find its equal for smoothness.



's a blend of performance and economy to suit almost any desire or budget.

WILDCAT 355. Here's a newcomer to the Wildcat family—and it's great. It's a tremendous bundle of performance in a new lightweight package. The cubic inch displacement is 300 and with a 4-barrel carburetor it turns up a very respectable 250 horsepower. For maximum weight savings many parts are made of aluminum. This engine is optional in LeSabre, Skylark, Special Deluxe and Special models. Compression ratio is 11 to 1. It uses premium fuel but economy is good.

WILDCAT 310. Here's a high-spirited engine that subsists nicely on a diet of regular-grade fuel. It's the 300 cubic inch Wildcat 310 equipped with two-barrel carburetor. The compression ratio is 9 to 1. This engine comes at no extra cost on LeSabre models and is optional on Skylark, Special Deluxe and Special models. It's a fine combination of thriftness and performance that puts new economy into the Buick LeSabre and new liveliness into the trim-size Skylark and Specials.

FIREBALL V6. Behold Buick's revolutionary V6 engine—now bigger and better than ever in 1964. Both bore and stroke of this remarkable engine have been increased to raise the output to a full 155 horsepower. But the best news is economy. All of the V6's top regular-gas economy has been retained in the new edition to give you V8-like smoothness on a mere smidgin of regular gas. Skylark, Special Deluxe and Special models come equipped with the Fireball V6. □ □ □



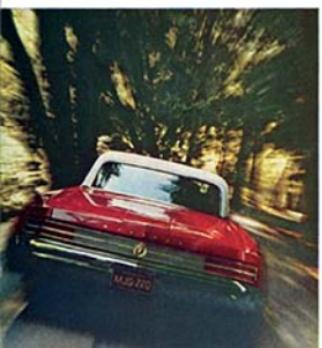
Illustrated: The **Buick Wildcat Sport Coupe** with optional custom fabric roof cover and optional "Formula Five" chrome-plated steel wheels.

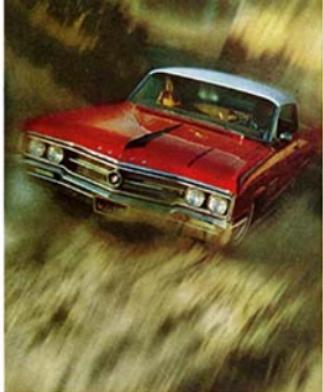


This is the Buick
is 325 horsepower
360. This should
to you about Wildcat performance. Fifteen minutes at the wheel
will suggest a lot more. Fun lovers of the world may now rally 'round.

WILDCAT!

The regular engine
with options up to
suggest something
to you about Wildcat performance. Fifteen minutes at the wheel
will suggest a lot more. Fun lovers of the world may now rally 'round.

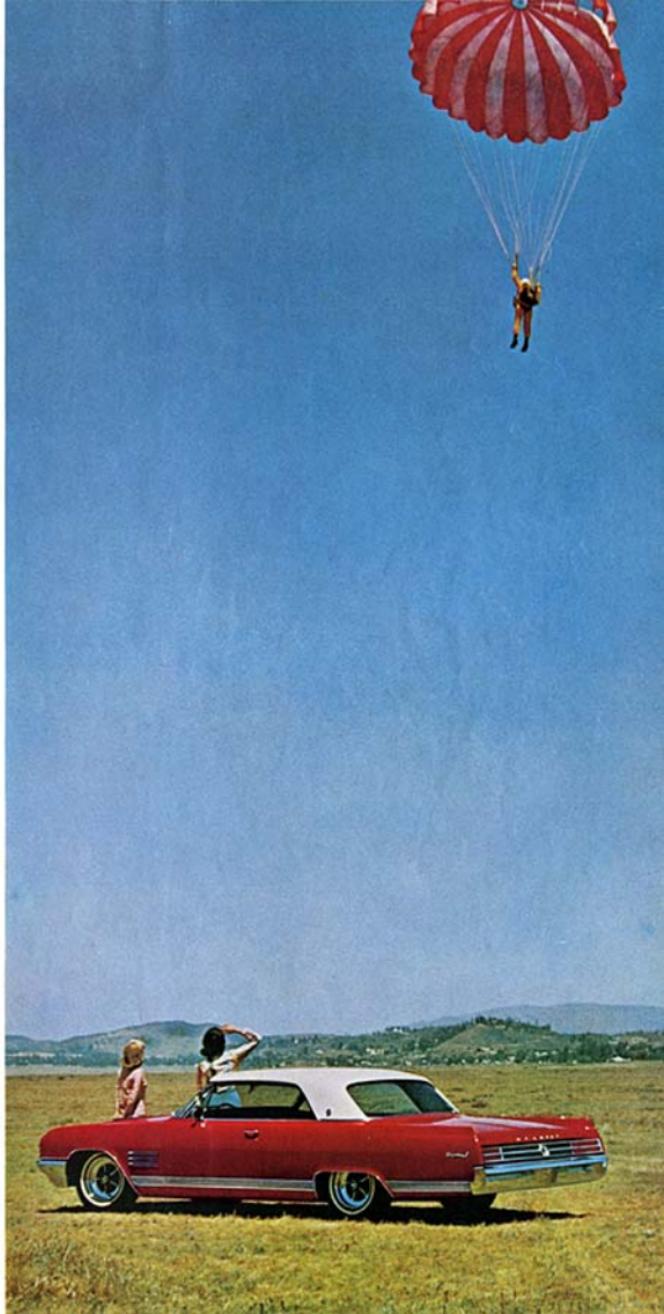




WILDCAT!

Wildcat comes equipped with the following at no extra charge: 3-Speed Synchromesh Transmission □ 325 Horsepower Wildcat 445 Engine □ Aluminum Front Brake Drums □ Full-Flow Oil Filter □ Re-usable Air Cleaner Element □ Electric Windshield Wipers □ Step-On Parking Brake □ Upper Instrument Panel Safety Pad □ Directional Signals □ Glove Compartment Light □ Smoking Set □ Rear Seat Ash Trays □ Magic Mirror Finish □ Dual Arm Rests—Front and Rear □ Five 7.60 x 15 Tubeless Tires □ Carpeting □ Wildcat Wheel Covers □ Single, Transverse Muller □ Dual Horns □ Full 15-inch Wheels □ Single-Key Locking System □ Crank-Operated Front Window Vents □ 6,000 Mile Lubed Front Suspension □ Delco-Rite Generator □ Self-adjusting Brakes □ Positive Crankcase Ventilation □ Front-door-operated dome light. □ □ □ □

WILDCAT!







Next best thing to owning a Riviera! This is the bucket-seat luxury available in the Wildcat Sport Coupe, 4-door hardtop and convertible. The upholstery is in vinyl so soft and supple you'd swear it was real leather. Between the front seats is a smart console with storage space, ash tray and Super Turbine "400" selector. An illuminated tachometer that allows you to track the performance of the great Wildcat engine is available at extra cost.





THE WILDCAT 4-DOOR HARDTOP. Note the distinctive treatment of the traditional Buick venti-ports. Like all Wildcats this year, this one is available with "Formula Five" chrome-plated steel wheels.

THE WILDCAT CONVERTIBLE. The Wildcat is as dazzling going away as it is coming. Take a good look at the beautifully integrated rear-end treatment with smart chrome bars between the taillights. By the way, there's a mighty big trunk beneath that gleaming deck lid. Optional "Formula Five" wheel shown.

THE WILDCAT 4-DOOR SEDAN. Here's a look at the Wildcat's distinctively sporty grille. Its heavy die-cast chrome wings with a tri-shield in the center seem to float against a background of smaller chrome bars. For maximum smoothness, you'll probably want Super Turbine 400 automatic transmission on your Wildcat.

(Left) If you prefer the bench-type seat with the custom look, it's yours in luxurious expanded vinyl, so soft and supple it looks and feels like real leather. This is the interior of a Wildcat 4-door hardtop, a wonderfully luxurious and spirited car with such refinements as a fold down center armrest—front and rear—for long-distance driver and passenger comfort. Wildcat for '64 offers a wide variety of custom and regular interior trims.

SKYLARK



LeSabre



SPECIAL



THE FEMININE TOUCH

Riviera



WILDCAT!



ELECTRA 225



We think Buick stylists create the world's most beautiful automobiles, but even they know their limitations when it comes to interior color and fabric selections. Call it "woman's intuition" or whatever you will, the ladies have a certain precise, unerring sense in this department that's nothing short of uncanny. That's why in the choice of our interior colors and fabrics we consult not only prominent woman decorators

but women who have shown their good taste in the manner in which they decorate their own homes. As you can see on this and other pages our ladies tend to vote for both richness of fabric and bold color schemes. Buick is happy to accommodate them. We think that the interior choices of these discriminating women will make Buick more of a delight when you buy it and more of a joy to own as the years go by.



Illustrated: The Buick LeSabre 4-door hardtop

This is a Buick LeSabre.



It looks very expensive but it's not. In fact, practically everyone who can afford a new car can afford a LeSabre. Now, non-Buick owners have no excuse at all. Really, it costs no more to go first class!!!



LeSabre comes equipped with the following at no extra cost: 3-Speed Synchromesh Transmission □ 210 Horsepower Wildcat 310 Engine □ Aluminum Front Brake Drums □ Full-flow Oil Filter □ Re-usable Air Cleaner Element □ Electric Windshield Wipers □ Step-On Parking Brake □ Instrument Panel Safety Pad □ Directional Signals □ Glove Compartment Light □ Dual Sun Shades □ Smoking Set □ Rear Seat Ash Tray □ Magic Mirror Finish □ Dual Arm Rests—Front and Rear □ Front Door-Operated Courtesy Light □ Five 7.10 x 15 Tubeless Tires □ Single-Key Locking System □ Full 15-inch Wheels □ Dual Horns □ Single, Transverse Muffler □ Crank-Operated Front Window Vents □ 6,000 Mile Lubed Front Suspension System □ Delcotron Generator □ Self-adjusting Brakes □ Positive Crankcase Ventilation □ □ □ □









We mentioned a moment ago that LeSabre is now priced within reach of almost every new car buyer. Hard to believe when you look at this luscious deluxe LeSabre interior. The rich fabric on cushion and seat backs is sewn in an elegant piped style while the bolster is soft leather grained vinyl of a contrasting shade. This is only one of several custom interiors available in the LeSabre series.





THE LE SABRE 2-DOOR SPORT COUPE. Most economical full-size sport coupe in the Buick family—and a honey to look at. LeSabre, too, has its own die-cast grille in rich, chromium plate. Note how the minimum accents of bright metal trim emphasize the LeSabre's cleanliness of line and integrity of style.

THE LE SABRE 4-DOOR SEDAN. You'll love the roominess in this big beautiful sedan, particularly in the front seat. Thanks to Advanced Thrust engineering, the Buick transmission is *forward of not under* the passenger compartment. Hence, no big hump in the middle to interfere with passenger comfort.

THE LE SABRE CONVERTIBLE. You may wonder how we sell this sleek convertible at such bargain prices, but here it is. You can choose either bench-style or bucket seats in the interior in a wonderful array of all-vinyl color schemes.

(Left) This is the everyday, no-extra-cost LeSabre interior, but you'd think it would carry the custom tag. The fine fabric is Ballad cloth, a handsome weave that looks beautiful and stands up to hard wear. Notice the smart design impressed into the door with the broad, bright Mylar strip for an extra dash of sportiness.



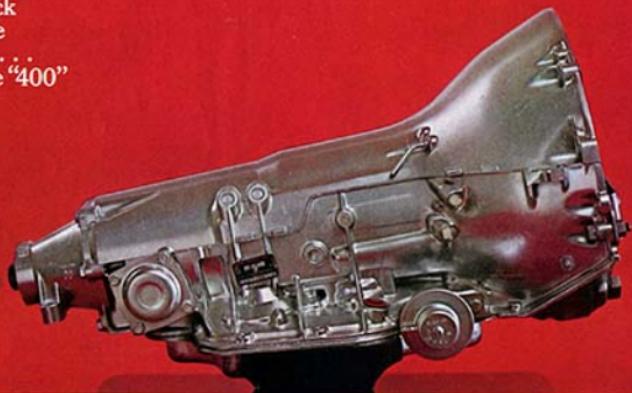
These are the Buick LeSabre Estate Wagons. We think they're the finest looking, finest riding, finest performing wagons you can buy anywhere at any price. So do a lot of other people, apparently. We sell a lot of them.



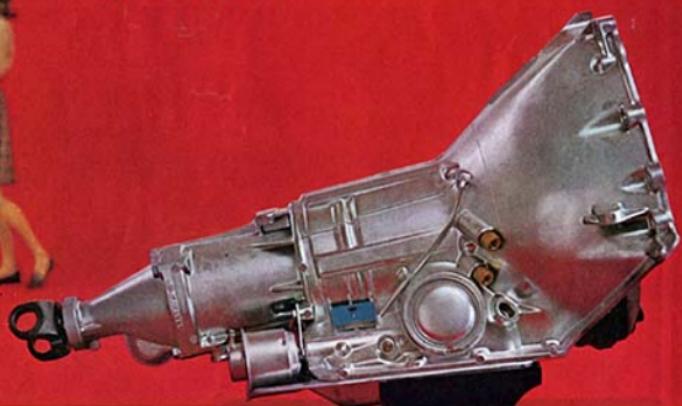
There's a breath of the West in this wagon. The leather-grained vinyl seats feature handsome tooled inserts on either side. The motif is extended to the door trim pads as well. This interior can take plenty of hard usage without showing it, and a mild application of soap and water will remove almost any marks. Buick LeSabre Estate Wagons come in two styles, 4-door 2-seat and 4-door 3-seat. Second and third seats fold down easily to make more cargo space. What's more, easy loading is facilitated by the LeSabre wagon's big, wide tailgate opening, the largest anywhere. The back window is power operated. LeSabre Estate Wagons come equipped with the mighty Wildcat 445 engine or you can choose from options up to 360 horsepower. A custom fabric and vinyl interior trim is optional at slight extra cost. It's absolutely elegant!



This is a Buick
Super Turbine
transmission . . .
Super Turbine "400"



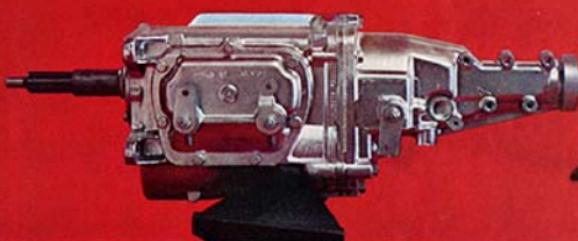
This is a Buick
Super Turbine transmission . . .
. . . Super Turbine "300"



Buick's famous Turbine Drive transmissions have been further refined in smoothness, responsiveness and operating economy. These are great improvements on the world's greatest automatic transmission. Long the leader in the field of automatic transmissions Buick moves out another giant step ahead of the field in 1964. We have taken the best features of the torque-converter Turbine Drive and added to them a series of planetary gears that boost both economy and acceleration. In the Super Turbine "400" transmission, which is teamed with the

Super Wildcat, Wildcat 465 and Wildcat 445, you'll find a convenient passing gear which is available at speeds up to 70 m.p.h. In the Super Turbine "300" transmission, which goes with the Wildcat 355, Wildcat 310 and Fireball V6, there is in addition a "switch-the-pitch" feature that lends added go for passing and emergency situations. Incidentally, both transmissions incorporate a new altitude compensation that insures maximum performance both at mountain top and sea level. To those who thought there could be nothing finer than Turbine Drive, we think you'll find that Buick has gone itself one better.

This is a
Buick 4-speed
synchromesh
transmission



This is a Buick
3-speed
synchromesh
transmission



Buick 4-speed Synchromesh Transmission. If you've never experienced the thrill of "four-on-the-floor" manual shifting, you've got a treat awaiting you. Connect one of these ultra-smooth fully-synchronized transmissions to the business end of a Buick engine and you're prepared for some really spirited driving. You'll be surprised at how much fun it is, after a little experimentation, to locate the optimum upshift points so that you can enjoy the full range of the engine's performance potential. The uninitiated may find this leaves them a bit breathless the first few times, but it's great sport once

you get used to it. Available on Special, Special Deluxe, Skylark, LeSabre Estate Wagons and Wildcat models only. **Buick 3-speed Synchromesh Transmission.** Engineers engagingly refer to this transmission as a "three-on-the-tree" job. We imagine this has to do with the fact that the selector lever is mounted on the steering column and the transmission has three speeds forward. In any event, you'll find that this is one of the smoothest manual transmissions ever built with all forward speeds fully synchronized. It's regular equipment in Special, Special Deluxe, Skylark, LeSabre and Wildcat. □ □ □



Illustrated: The Buick Skylark 2-door Sport Coupe with custom fabric roof cover

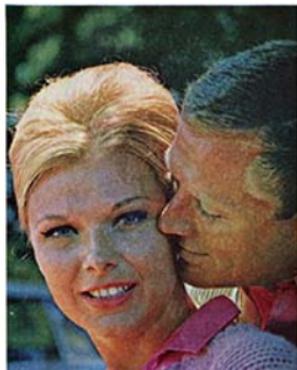


This is the Buick **SKYLARK**. It's bigger, sleeker and smoother in '64 yet it's light on its feet as a kitten. We've put a big helping of performance, comfort and luxury into this one. Don't let the size fool you. All in all, a very personal car.



SKYLARK comes equipped with the following at no extra cost: 155 Horsepower Fireball V6 □ 3-Speed Synchromesh Transmission □ Re-usable Air Cleaner Element □ Electric Windshield Wipers □ Directional Signals □ Dual Sun Shades □ Foam-Padded Seats □ Cigarette Lighter □ Magic Mirror Finish □ Instrument Panel Safety Padding □ Paddle-type Arm Rests □ Skylark Wheel Covers □ Skylark Steering Wheel □ Rear Passenger Compartment Courtesy Lights on two-door models □ Ash Tray and Glove Compartment Lights □ Full Carpeting □ Dual Horns □ Single-Key Locking System □ 6,000 Mile Lubed Front Suspension □ Self-adjusting Brakes □ Delcotron Generator □ Positive Crankcase Ventilation □ Plunger Type Door Locks □ Step-On Parking Brake □ □ □ □ □

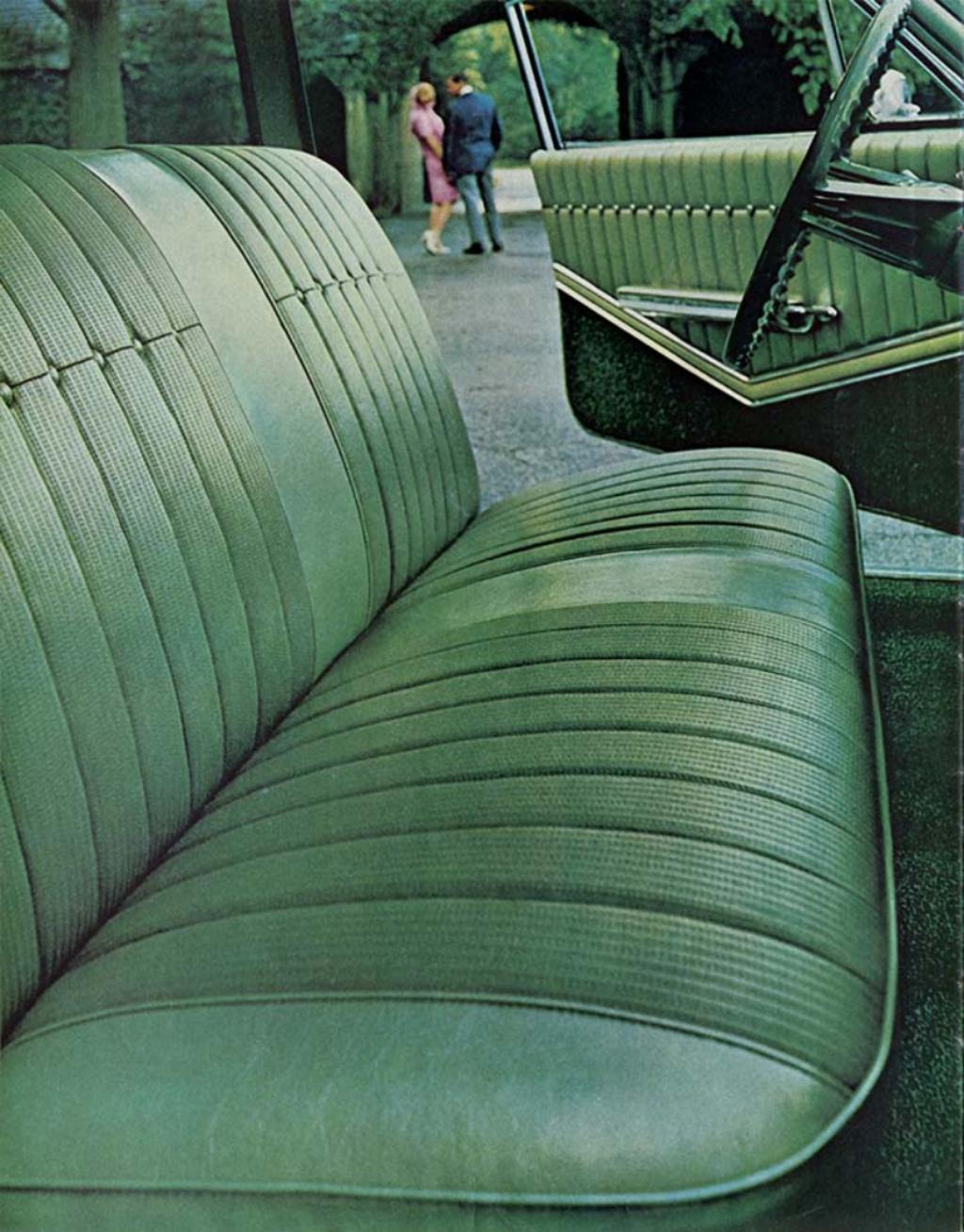








Ever wonder what it's like to step inside a Skylark? This will give you an idea. In this Skylark 2-door sport coupe leather-grained vinyl front bucket seats are yours at slight extra charge. For a little extra you can even have a storage console between the seats. The carpeting is wonderfully soft and luxurious and the appointments carry out the sporty interior motif set by the bucket seats. By the way, the seats are foam-padded and individually adjustable for extra comfort of both driver and passenger.





THE SKYLARK CONVERTIBLE. What could be sweeter? Like all Skylarks this convertible is bigger, roomier, solidier and more comfortable in 1964. Wheelbase has been increased three inches, overall length nearly a foot. Yet all the fabulous maneuverability that people associate with Skylark is still there.

(Left) The beauty of rich fabric combines with the smartness of leather-grained vinyl to create the handsome interior of this Skylark 2-door sport coupe. Bucket seats are also available in this model. An all-vinyl option is available in the 4-door sedan at no extra cost.

THE SKYLARK 4-DOOR SEDAN. Here's a newcomer to the family of Skylarks, this smart 4-door sedan. It's a real family-size car with room for as many as six, and a huge luggage compartment. You can take your choice of engines ranging up to 250 horsepower. Safety note: Skylark brakes are bigger and better than ever with finned drum construction that keeps brakes cool for maximum stopping power.





Illustrated: The Buick Special Deluxe 2-door coupe

AYHOUSE



THIS IS A BUICK SPECIAL. If you're particular about how you spend a dollar, this car will hold out a bundle of appeal. It's now almost full-size, but still goes at "compact" prices. With this great one, the name of the game is "value."



A LIVELY NIGHT AT PLAYLAND AMUSEMENT PARK, SANTA CRUZ, CALIFORNIA.



Buick Special comes equipped with the following at no extra cost: 155 Horsepower Fireball V6 □ 3-Speed Synchromesh Transmission □ Re-usable Air Cleaner Element □ Electric Windshield Wipers □ Directional Signals □ Dual Sun Shades □ Form-Padded Seats (Special Deluxe only) □ Ash Tray—Front and Rear □ Cigarette Lighter □ Magic Mirror Finish □ Instrument-Panel Safety Pad (Special Deluxe only) □ Carpets (Special Deluxe only and Special convertible with bucket seats) □ Dual Arm Rests—Front and Rear (Special Deluxe only) □ Fire 6.50 x 14 Tubeless Tires □ Single-Key Locking System □ Dual Horns (Special Deluxe only) □ Front-Door-Operated Dome Lights (Special Deluxe and Special convertible) □ Deluxe Steering Wheel (Special Deluxe only) □ Self-adjusting Brakes □ 6,000 Mile Lubed Front Suspension □ Dodecagon Generator □ Positive Crankcase Ventilation □ Plunger Type Door Locks □ Step-On Parking Brake









The Special for '64 is not only bigger outside but bigger inside—and more luxurious, too. Here's a case in point, the Special Deluxe 4-door sedan. The beautiful Belgrave cloth forms a unique parquet pattern, with seat inserts separated by a broad strip of leather-grained vinyl. The motif is carried forward by a smart panel of Belgrave cloth in the door.





The Buick Special Deluxe 4-door Sedan. Here's a good example of the blithe sportiness in the new Special series. Note that the Special features the new curved glass side windows that give the car a smooth, tailored appearance.

The Buick Special Convertible. Most economical Buick convertible you can own, and a beauty from bumper to bumper. Convertible owners traditionally like to take to the open road. That's why they'll like the Special's big, big trunk that can swallow up a mighty load of luggage. Trunk opening is at convenient loading height.

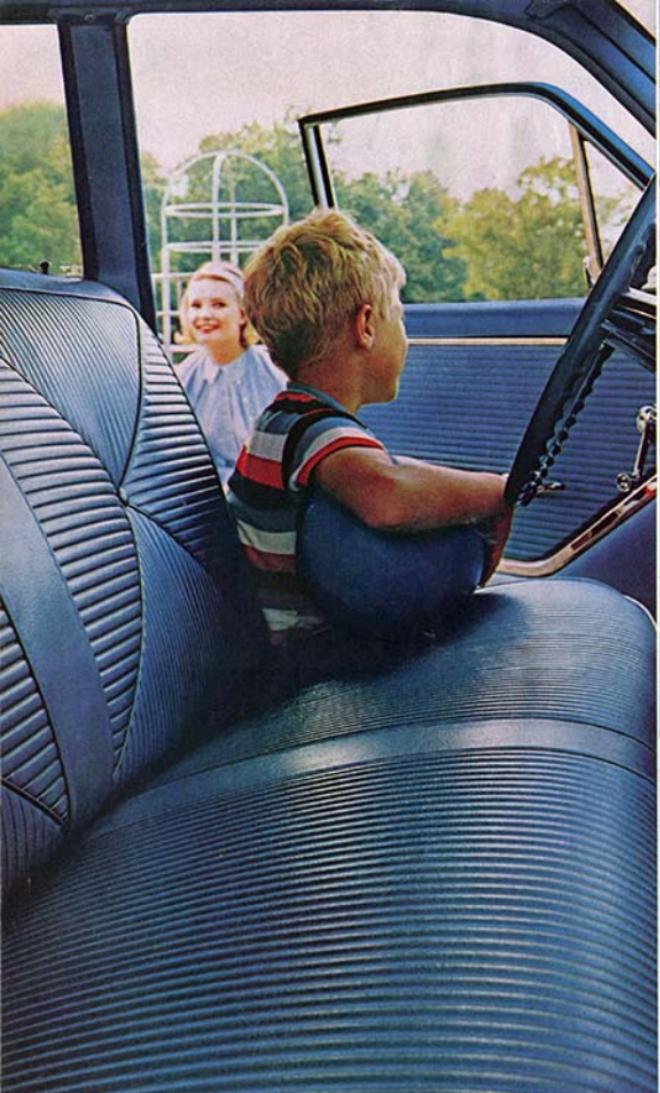


The Buick Special 4-door Sedan. This is family-style going at an unbelievably modest price. You and yours will like the big new passenger compartment along with the generous increase in head room, hip room, leg room and shoulder room. This Special 4-door sedan will carry the average family of six with no trouble at all.

(Left) Quiet tastefulness is the key to the interior styling of the 1964 Buick Special models. The Brigade cloth cushions and back feature a striped pattern that is both bold and elegant. The door panel has a horizontal design impressed in its leather-grained padding. Full carpeting is optional at slight extra cost.

The Buick Special 2-door Coupe. This dashing coupe puts the emphasis on economy with a surprisingly low purchase price and tremendous gas economy with the peppy 155 horsepower Fireball V6 engine. Something you're sure to like is its new firm, solid, road-hugging ride, the result of a whole new suspension system.

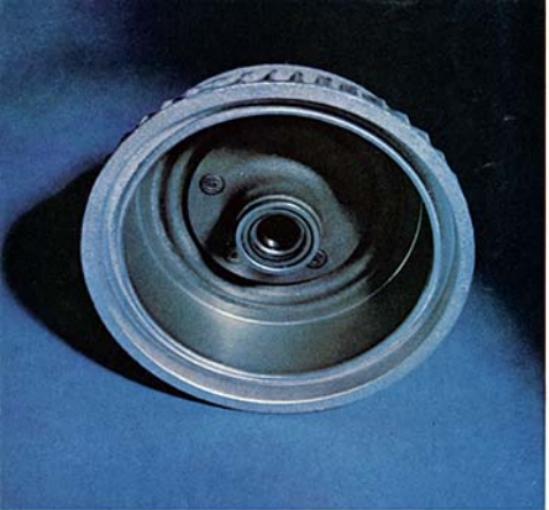




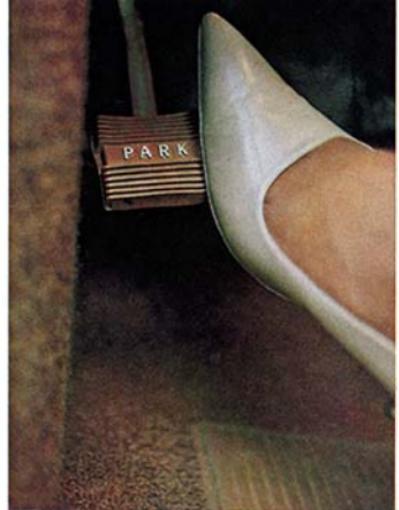
Wagon interiors should be beautiful—but tough. Here's an example of how the Buick Special station wagon approaches the problem. The rugged all-vinyl interior is durable enough to stand up to the spatter of tiny feet, but handsome enough to show off to your friends. Something else to like about this wagon is its new easy loading with a window that rolls down into the tailgate and a tailgate that drops down flat and flush with the floor. Second seat folds down into the deck in a jiffy to make extra cargo space. Chrome plated roof luggage rack is optional as is power-operated back window.



THIS IS A BUICK SPECIAL STATION WAGON. It has more than 87 cubic feet of load space, and that puts it right up there with the big ones. What's more, it rides like a dream and looks sharp, too. If we don't have a wagon to please you, you just plain don't like wagons.



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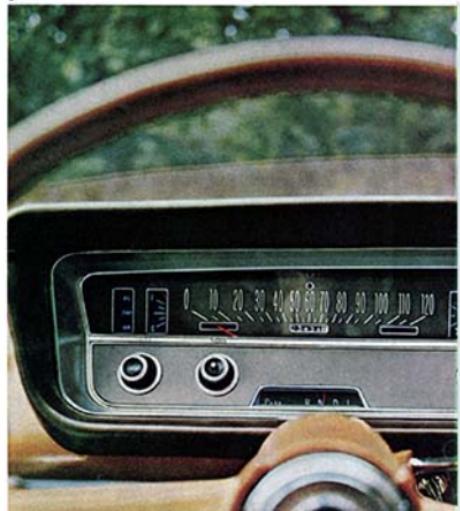
These are a few things about the Buick Special and Skylark that will delight you. We're making these cars as much like the other Buicks as we can in everything but price.

1. **Bigger, Better Brakes.** Buick Special and Skylark wheels are bigger and so are Buick Special and Skylark brakes. The larger cast-iron drums are of finned construction to dissipate brake heat fast for safe, sure, fade-free stops. Effective braking area is an impressive 142.1 square inches. 2. **Easier-To-Operate Parking Brake.** The handy StepOn parking brake has long been a favorite with owners of full-size Buicks. Now it's yours at no extra cost on the Buick Special and Skylark. It's conveniently mounted to the left of the steering column.

3. **Improved Power Brakes (Optional).** A touch of the Skylark or Special power brake instantly becomes tons of pressure at the brake shoes. You get real stopping action with only the lightest pressure.



5



6



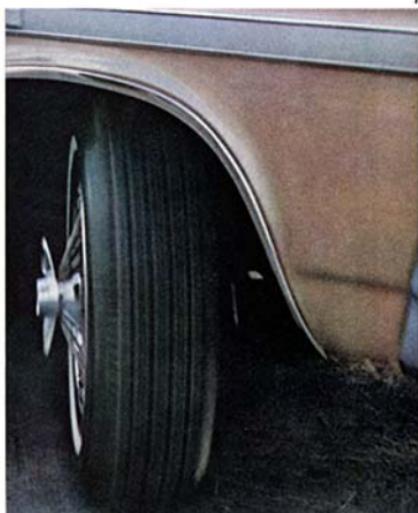
3 4

4. New Front Suspension. Both Skylark and Special have a whole new front suspension for 1964, and the ride is great. There's a new solider feeling, yet the bumps are cushioned out with remarkable efficiency. Incidentally, the Special and Skylark have a husky coil spring at every wheel to give you superb riding comfort. **5. Big, Family-size Trunk.** Everything about the 1964 Specials and Skylark is roomier, including the trunks. There's room for many, many pieces of luggage. Skylark trunk interior is fabric-lined for maximum protection.

6. Fully-integrated Instrument Panel. All instruments are grouped in one handsome cluster for easy reading and easy reach. Thick safety padding surrounding the cluster is optional at small extra cost on



Special models, standard on Special Deluxe and Skylark. **7. Superb Handling with Feather-touch Steering.** We think there's nothing to equal the Special or Skylark anywhere for brisk response to the wheel and matchless ease of handling. This superiority is more than ever noticeable in the '64 models, even with the increased size and weight. Once you've parked a Special or a Skylark, you'll wonder why you ever thought parking was difficult. **8. 14-inch Wheels.** Special and Skylark wheels and tires are bigger in 1964. The result? Wheels make fewer revolutions for every mile of travel, tires run cooler, safer . . . last longer. If you're concerned with your family's safety, as most of us are, this is something to think about.



7

8





Power steering. Here's a worthwhile investment in driving comfort and parking ease. With Buick's power steering, you control the car with mere fingertip pressure and whip it in and out of parking places you would ordinarily pass up. Available on Special, Special Deluxe, Skylark, LeSabre and Wildcat. No-extra-cost on Electra 225 and Riviera.



Power windows. A great convenience, especially for convertible owners. Individual controls for each window plus a master control for all four next to the driver's seat. Not available on Special, optional on Special Deluxe, Skylark, LeSabre, Wildcat, Electra 225 and Riviera. No-extra-cost on the Electra 225 convertible.

and down. The six-way seat also tilts to the most comfortable position. The four-way seat is available on Special, Special Deluxe, Skylark, LeSabre, Wildcat, Riviera and Electra 225. The six-way seat is available on LeSabre, Wildcat and Electra 225 only. A special two-way power seat comes at no extra cost on the Electra 225 convertible.



Air conditioner. Why swelter through summer driving when your Buick can be as comfortable as your home or place of business? The secret is a Buick air conditioner that cools and filters air to give you dust-free, pollen-free driving comfort in any weather. Available on Special, Special Deluxe, Skylark, LeSabre, Wildcat, Electra 225 and Riviera.

These are the options and accessories you can choose from. As far as the comfort and convenience of your Buick are concerned, they spell the difference between "great" and "sensational"!!!



Power brakes. Just a touch of the toe and you come to a smooth, level, gliding stop. No work at all, really. Power brakes are optional on Special, Special Deluxe, Skylark, LeSabre and Wildcat and come installed at no-extra-cost on Electra 225 and Riviera.



Power seat. If the whole family drives the Buick, here's how each member can have perfect seat adjustment at the touch of a button. Buick power seats come in two varieties—six-way and four-way. The four-way seats move backwards and forwards, up



Tilt steering wheel. No need to adjust yourself to the steering wheel when you can adjust the steering wheel to yourself. Buick's adjustable steering wheel locks into any one of seven positions, to fit everyone from the tallest to the smallest. Flip it up out of the way, too, to make getting in and out easier. Available on Special, Special Deluxe, Skylark, LeSabre, Wildcat, Electra 225 and Riviera.



Hi-fidelity radios. A radio adds so much to the enjoyment of driving, particularly a

Buick radio with its splendid fidelity and range. A fine all-transistor radio with manual antenna is available on Buick Special, Special Deluxe and Skylark. Buick's Sonomatic radio, with or without electric antenna, is available in LeSabre, Wildcat, Electra 225 and Riviera, and the famous signal-seeking Wonder Bar radio is available in the same models. For the FM fans, Buick offers a high-quality AM-FM set with electric antenna in LeSabre, Wildcat, Electra 225 and Riviera.



Seat belts. Here's a safety accessory that costs so little yet the protection it affords your family is priceless. Belts are made of heavy, high-test webbing and anchored to the floor. Available on Special, Special Deluxe, Skylark, LeSabre, Wildcat, Electra 225 and Riviera.



Remote control mirror. Adjust your side rear-vision mirror to the best viewing angle without even opening the window. A handy control lever gives you a virtually infinite choice of viewing positions. Available on Special, Special Deluxe, Skylark, LeSabre, Wildcat, Electra 225 and Riviera.

Electro-cruise. Remarkable new way to ease the tedium of continuous road driving. With Electro-cruise you set the desired maximum speed with a control on the speedometer and the speed is maintained electronically. You can remove your foot from the accelerator pedal but a touch of the brake restores



manual operation instantly. Available on LeSabre, Wildcat, Electra 225 and Riviera.



Cornering lights. Here's an important safety accessory that illuminates an area your headlights do not cover. When you actuate a turn signal the light comes on to give you a good view of the area to the side of the car . . . goes off automatically when turn signal shuts off. Available on LeSabre, Wildcat, Electra 225 and Riviera.



Power door locks. These will give you a lot of peace of mind if you have small children in the family. A push of a button at the driver's seat locks all doors securely. There's extra convenience too, since the driver can lock all doors without leaving the driver's seat. Available on Electra 225 4-door sedan, 4-door 6 window pillarless sedan and 4-door hardtop only.

Automatic trunk release. Here's good news in bad weather. You can stay inside warm and dry while others load the trunk. Just pull the concealed release in the glove



compartment and the trunk lid pops up. Available on Special, Special Deluxe, Skylark, LeSabre, (except Estate Wagons), Wildcat, Electra 225 and Riviera.



Positive traction differential. You go snow or no with this amazing non-slip differential. And this goes for ice, mud, and grease, too. How does it work? Simple. Conventional differentials feed the power to the wheel that offers the least resistance—no good when you're on slippery pavement. With positive traction differential, power goes to the gripping—not the slipping—wheel. Hence, if either wheel has traction, you're off. Great for the winter weather. What's more, it's great in any weather for improved traction and over bumpy, rutted or twisty roads.

...and many others including...

- 4-speed transmission
- Rear seat speaker
- Estate Wagon tailgate window washer/wiper
- Rear window defroster
- Four-note horn
- Tachometer
- Power vents
- Tinted glass
- Guide-matic (headlight dimmer)
- Estate Wagon luggage rack
- Glare-proof mirror
- Electric clock
- Back-up lights
- Windshield washer
- Station Wagon luggage rack
- Chrome door guards
- White-wall tires
- Station Wagon power tailgate window
- Gas tank door guard
- Compass
- Litter basket
- Tissue dispenser
- Topper slip cover
- Handy mats
- Visor vanity mirror
- Ski rack
- All Buick models may be ordered without heater-defroster at reduced cost.



SPECIFICATIONS: LeSabre □ Wilcat □ Electra 225 □ Riviera

ENGINE

| | Horse-power | Torque | Com-pression Ratio | Displace-ment (cu. in.) | Car-buretion | Fuel |
|-------------|------------------|--------------|--------------------|-------------------------|--------------|---------|
| LeSabre | Wildcat 310* 310 | 310 ft. 4600 | 9.0 to 1 | 300 | 2-barrel | Regular |
| Wildcat | Wildcat 325 325 | 345 ft. 4400 | 10.25 to 1 | 401 | 4-barrel | Premium |
| Electra 225 | Wildcat 325 325 | 345 ft. 4400 | 10.25 to 1 | 401 | 4-barrel | Premium |
| Riviera | Wildcat 340 340 | 355 ft. 4400 | 10.25 to 1 | 425 | 4-barrel | Premium |
| | Wildcat 465 465 | 380 ft. 4400 | 10.25 to 1 | 425 | 4-barrel | Premium |

*Except LeSabre Estate Wagons, which have the Wildcat 445.

ENGINE OPTIONS

| | Horse-power | Torque | Com-pression Ratio | Displace-ment | Car-buretion | Fuel | Availability |
|---------------|-------------|--------------|--------------------|---------------|--------------|-------|-------------------------------------------------|
| Wildcat 355 | 250 | 355 ft. 3000 | 11.0 to 1 | 300 | 4-barrel | Prem. | All LeSabres except Estate Wagons |
| Wildcat 465 | 340 | 465 ft. 2800 | 10.25 to 1 | 425 | 4-barrel | Prem. | Wildcat, Electra 225, Riviera, Estate Wagons |
| Super Wildcat | 360 | 465 ft. 2800 | 10.25 to 1 | 425 | 2, 4-bbl. | Prem. | Wildcat, Electra 225, Riviera and Estate Wagons |

TRANSMISSIONS

| | Regular Equipment | Option (Manual) | Option (Automatic) |
|-------------|-------------------|------------------|--------------------|
| LeSabre | 3-Speed Synchro. | 4-Speed Synchro. | Super Turbine 300* |
| Wildcat | 3-Speed Synchro. | 4-Speed Synchro. | Super Turbine 400 |
| Electra 225 | Super Turbine 400 | None | None |
| Riviera | Super Turbine 400 | None | None |

*LeSabre Estate Wagons are available with Super Turbine 400.

REAR AXLE RATIOS

| | 3-Speed Manual Trans. | 4-Speed Manual Trans. | Super Turbine 300 | Super Turbine 400 |
|-------------|-----------------------|-----------------------|-------------------|------------------------|
| LeSabre | 3.42 | 3.42 | 3.07 | Estate Wagon only 3.07 |
| Wildcat | 3.23 | 3.42 | -- | 3.07 |
| Electra 225 | -- | -- | -- | 3.07 |
| Riviera | -- | -- | -- | 3.07 |

Engine Lubricating System: Main bearings, connecting rods and camshaft bearings pressure lubricated. Cylinder walls splash and nozzle lubricated. Normal oil pressure 33 (□ 2400 (LeSabre except Estate Wagons); 40 (□ 2400 (Wildcat, Electra 225, Riviera and LeSabre Estate Wagons)). Full-flow oil filter. Crankcase capacity (refill less filter) 4 quarts. **Fuel System:** Automatic choke. Mechanical fuel pump. Two-stage gasoline filter with fine filter in fuel tank. Oil-injected polyurethane air cleaner. Exhaust type intake manifold heat control (Wildcat, Electra 225, Riviera and LeSabre Estate Wagons). Water-type intake manifold heat control on all LeSabres except Estate Wagons. Twenty gallon fuel capacity. **Engine Cooling:** Pressure system. Choke-type circulation thermostat. Centrifugal water pump. Capacity: 401 cubic inches is 18.5 quarts, 300 cubic inches is 13.7 quarts, with heater. **Exhaust Systems:** Single muffler for both banks of cylinders is mounted close to the engine. The muffler is constructed of corrosion-resistant aluminum steel to protect longer life. Dual exhausts available as optional equipment on all models except Estate Wagons. **Electrical:** Twelve volt electrical system. Five-position starter/ignition switch. **Automatic Transmissions:** Super Turbine 300 is a torque converter type featuring a variable pitch stator within the

converter; and single planetary gear set. Maximum torque ratio in DRIVE range at stall 2.45. Total oil capacity (refill) 18.5 pints. Super Turbine 400 is a torque converter type with a double planetary gear arrangement. Maximum torque ratio in DRIVE range at stall 2.15. Total oil capacity (refill) 24 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 insures vibrationless transfer of power to rear axle. Shaft is connected to transmission and rear axle by needle bearing universal joints. **Rear Axle:** Hypoid gears, semi-floating. Transfer of driving forces through rubber-mounted arms connected to frame. Positive traction differential optional on all models. **Frame:** Safety-X frame with box section cross-members and tubular center section through which propeller shaft passes. **Suspension:** Independent ball joint front suspension with link-type stabilizer bar. Three-link-type rear suspension with track bar and spring coil rear. Rear springs located through lower arms and direct action hydraulic track absorber front and rear. **Brakes:** Hydraulic, self-energizing. Air-cooled finned, aluminum brake drums front; finned cast iron drums rear. Total lining area: 197.32 sq. in. Step-on parking brake operating through rear service brake shoes. Power brakes standard on Electra 225 and Riviera, optional on Wildcat and LeSabre. **Wheels and Tires:** Disc-hubwheels 15x5.50"K" on LeSabre; 15" x 6.00" "L" type flange on Wildcat and Electra 225. Tires: LeSabre and Riviera, 7.10 x 15; Wildcat 7.60 x 15. Electra 225, 8.00 x 15. Oversize tires optional on Wildcat. Whitewall tires optional on all models. **Steering:** Manual regulating ball steering standard on LeSabre and Wildcat. Overall ratio: 33.0 to 1. Easy Power Steering standard on Electra 225 and Riviera; optional on Wildcat and LeSabre. Overall ratio: 20.7 to 1. Flexible coupling in power gear screens out vibration.

EXTERIOR DIMENSIONS:

| | LeSabre | LeSabre Estate Wagons | Wildcat | Electra 225 | Riviera |
|----------------|---------|-----------------------|---------|-------------|---------|
| Overall Length | 218.93 | 216.76 | 218.93 | 222.84 | 208.10 |
| Overall Width | 78.0 | 78.0 | 78.0 | 78.0 | 76.6 |
| Overall Height | 55.7 | 57.9 | 56.4 | 57.5 | 53.2 |
| Wheelbase | 123.0 | 123.0 | 123.0 | 126.0 | 117.0 |
| Tread—Front | 62.14 | 62.14 | 62.14 | 62.14 | 60.15 |
| Tread—Rear | 61.00 | 61.00 | 61.00 | 61.00 | 59.00 |

INTERIOR DIMENSIONS:

| | Leg Room Front | Leg Room Rear | Head Room Front | Head Room Rear | Shoulder Room Front | Shoulder Room Rear |
|------------------------|----------------|---------------|-----------------|----------------|---------------------|--------------------|
| LeSABRE | | | | | | |
| 4-dr. Sport Coupe | 40.9 | 36.0 | 38.3 | 38.1 | 59.0 | 57.7 |
| 4-dr. HardTop | 40.8 | 37.4 | 38.5 | 33.5 | 58.6 | 57.9 |
| 4-dr. Sedan | 40.8 | 38.7 | 39.3 | 33.8 | 58.6 | 57.9 |
| Estate Wagons | 44.5 | 38.1 | 38.3 | 39.7 | 58.8 | 57.9 |
| Convertible | 40.9 | 35.4 | 39.3 | 38.0 | 59.0 | 56.6 |
| WILDCAT | | | | | | |
| 4-dr. Sedan | 40.8 | 38.7 | 39.3 | 33.5 | 58.6 | 57.9 |
| 4-dr. HardTop | 40.8 | 37.4 | 38.5 | 33.5 | 58.6 | 57.9 |
| 4-dr. Sport Coupe | 40.9 | 36.0 | 38.3 | 38.1 | 59.0 | 57.7 |
| 4-dr. HardTop | 40.9 | 38.6 | 38.7 | 38.3 | 58.6 | 58.0 |
| 6-window HardTop Sedan | 40.9 | 40.5 | 40.1 | 38.6 | 58.6 | 57.9 |
| Convertible | 40.5 | 39.2 | 39.4 | 38.1 | 58.9 | 48.3 |
| ELCTRA 225 | | | | | | |
| 4-dr. Sedan | 40.9 | 40.5 | 40.1 | 38.6 | 58.6 | 57.9 |
| 4-dr. Sport Coupe | 40.5 | 39.2 | 38.5 | 38.4 | 58.6 | 57.9 |
| 4-dr. HardTop | 40.9 | 38.6 | 38.7 | 38.3 | 58.6 | 58.0 |
| 6-window HardTop Sedan | 40.9 | 40.5 | 40.1 | 38.6 | 58.6 | 57.9 |
| Convertible | 40.5 | 39.2 | 39.4 | 38.1 | 58.9 | 48.3 |
| RIVIERA | | | | | | |
| 4-dr. Sport Coupe | 40.1 | 35.1 | 37.6 | 37.3 | 56.2 | 55.8 |

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.



SPECIFICATIONS: Special □ Special Deluxe □ Skylark

ENGINE

| | Horse-power | Torque | Com-pression Ratio | Displace-ment (cubic ins.) | Car-buretion | Fuel |
|----------------|-------------|------------|--------------------|----------------------------|--------------|---------------|
| Special | | | | | | |
| Special Deluxe | Fireball V6 | 155 @ 4400 | 225 @ 2400 | 9.0 to 1 | 225 | 1-barrel Reg. |
| Skylark | | | | | | |

ENGINE OPTIONS

| Horse-power | Torque | Com-pression Ratio | Displace-ment | Car-buretion | Fuel | Avail-ability |
|-------------|------------|--------------------|---------------|--------------|-------|---------------|
| Wildcat 310 | 210 @ 2400 | 9.0 to 1 | 300 | 2-barrel | Reg. | All |
| Wildcat 355 | 250 @ 3000 | 11.0 to 1 | 300 | 4-barrel | Prem. | All |

TRANSMISSIONS

| | Regular Equipment | Option (Manual) | Option (Automatic) |
|----------------|-------------------|------------------|--------------------|
| Special | | | |
| Special Deluxe | 3-Speed Synchro. | 4-Speed Synchro. | Super Turbine 300 |
| Skylark | | | |

REAR AXLE RATIOS

| | 3-Speed Manual Trans. | 4-Speed Manual Trans. | Super Turbine 300 |
|--------------|--------------------------|--------------------------|----------------------|
| Fireball V-6 | 3.23 | 3.23 | 3.08 |
| Wildcat 310 | 3.08 | 3.23 | 2.78 |
| Wildcat 355 | 3.08 | 3.23 | 2.78 |

Engine Lubricating System: Main bearings, connecting rods and camshaft bearings pressure lubricated. Cylinder walls splash and nozzle lubricated. Normal oil pressure 30 @ 2400. Full-flow oil filter. Crankcase capacity (refill less filter) 4 quarts.

Fuel System: Automatic choke. Mechanical fuel pump. Two-stage gasoline filter with fine filter in fuel tank. Oil-impregnated polyurethane air cleaner. Water-type intake manifold heat control. Twenty gallon fuel capacity.

Engine Cooling: Pressure system. Choke-type circulation thermostat. Centrifugal water pump. **Exhaust System:** Single muffler for both banks of cylinders is mounted to rear of passenger compartment. Constructed of corrosion resistant aluminized steel to promote longer life. Dual exhaust available as optional equipment on all models equipped with V-8 engine.

Electrical: Twelve volt electrical system. Five-position starter-ignition switch. **Automatic Transmissions:** Super Turbine 300 is of the torque converter type featuring a variable pitch stator within the converter, and a single planetary gear set. Maximum torque ratio in DRIVE range at stall 2.45. Total oil capacity (refill) 10 quarts.

Propeller Shaft: Solid drive shaft is slightly angled to reduce tunnel height. Shaft is connected to transmission and rear axle by needle-bearing universal joints.

Rear Axle: Hypoid gears, semi-floating. Rear wheel bearings permanently lubricated. **Suspension:** Independent ball joint front suspension. Four-link rear suspension. Coil springs front and rear. Rear springs are loaded through lower control arms. Direct-acting hydraulic shock absorbers front and rear. Driving forces from axle to frame are through rubber bushed rear links. **Frame:** Perimeter type for greater strength and passenger protection.

Brakes: Self-Adjusting. Air-cooled finned cast iron brake drums front and rear. Total swept lining area 268.6 sq. in. Parking brake operating through rear service brake shoes. Power brakes optional at extra cost. Not available on V6 air-conditioned models.

Steering: Manual recirculating ball steering standard. Overall ratio, 28.6 to 1. Power steering optional. Overall ratio 20.9 to 1. **Wheels and Tires:** Disc-type wheels. "Size 14 x 5.00, "J" type flange. Tire size: 6.50" x 14". White sidewall tires are optional at extra cost.

*14 x 6.00 wheel with "K" type flange optional on Special Station Wagons with optional 7.50 x 14 tires.

DIMENSIONS

| | Special Sedan | Special Coupe | Special Convertible | Special Deluxe Sedan | Special Deluxe Coupe | Station Wagons | Skylark Sedan | Skylark Coupe | Skylark Convertible |
|----------------------|---------------|---------------|---------------------|----------------------|----------------------|----------------|---------------|---------------|---------------------|
| Overall Length | 203.5 | 203.5 | 203.5 | 203.5 | 203.5 | 203.5 | 203.5 | 203.5 | 203.5 |
| Overall Width | 73.4 | 73.6 | 73.6 | 73.6 | 73.6 | 73.6 | 73.6 | 73.6 | 73.6 |
| Overall Height | 54.4 | 53.9 | 54.4 | 54.4 | 53.9 | 54.8 | 54.4 | 53.9 | 54.0 |
| Wheelbase | 115.0 | 115.0 | 115.0 | 115.0 | 115.0 | 115.0 | 115.0 | 115.0 | 115.0 |
| Tread, Front | 58.0 | 58.0 | 58.0 | 58.0 | 58.0 | 58.0 | 58.0 | 58.0 | 58.0 |
| Tread, Rear | 58.0 | 58.0 | 58.0 | 58.0 | 58.0 | 58.0 | 58.0 | 58.0 | 58.0 |
| Leg Room, Front | 42.0 | 41.1 | 41.1 | 42.0 | 41.1 | 42.1 | 42.0 | 41.1 | 41.1 |
| Leg Room, Rear | 36.5 | 33.1 | 33.1 | 36.4 | 33.1 | 36.2 | 36.4 | 33.1 | 33.1 |
| Head Room, Front | 38.2 | 37.8 | 38.4 | 38.2 | 37.8 | 38.4 | 38.2 | 37.8 | 38.4 |
| Head Room, Rear | 37.2 | 36.6 | 36.8 | 37.2 | 36.6 | 38.4 | 37.2 | 36.6 | 36.8 |
| Shoulder Room, Front | N.A. | 58.8 | 58.8 | N.A. | 58.8 | 58.8 | N.A. | 58.2 | 58.2 |
| Shoulder Room, Rear | N.A. | 59.6 | 45.6 | N.A. | 58.8 | 58.8 | N.A. | 56.5 | 45.6 |

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That is almost the
whole story of the
1964 Buick. Your
Buick dealer has
the happy ending.

Buick Motor Division, General Motors Corporation, Flint, Michigan

“When better automobiles are built, Buick will build them.”