

1964
EDITION

THE **SPECIAL** BOOK OF
BUICKS



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.



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. 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. Skylark comes equipped with the following at no extra cost: 155 Horsepower Fireball V6 • 3-Speed Synchromesh Transmission • Reusable 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 • Delco-Remy Generator • Positive Crankcase Ventilation • Plunger Type Door Locks • Step-on Parking Brake • Glove Box Light • Bucket seats on 2-door Sport Coupe and Convertible.



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.

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.

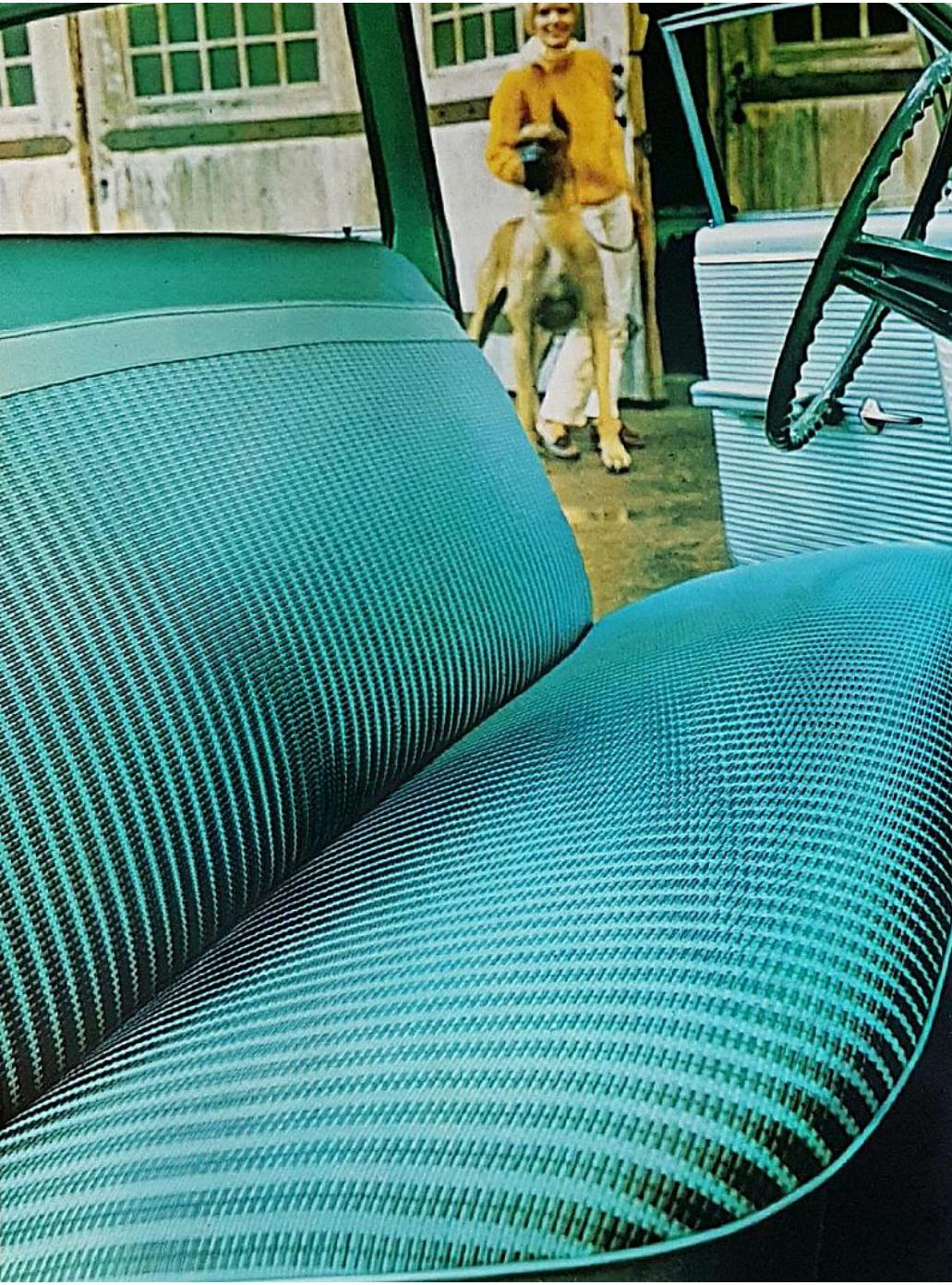




Illustrated: The Buick Special Deluxe 2-door coupe

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."

Buick Special comes equipped with the following at no extra cost: 155 Horsepower Fireball V6, 4-Speed Synchromesh Transmission, Re-usable Air Cleaner Element, Electric Windshield Wipers, Directional Signals, Dual Sun Shades, Foam-Padded Front Seat (Special Deluxe only), Ash Trays—Front and Rear (Special Deluxe only), Cigarette Lighter, Magic Mirror Finish, Custom Bright Exterior Moldings (Special Deluxe only), Instrument-Panel Safety Pad (Special Deluxe only), Carpet (Special Deluxe only), Dual Arm Rests—Front and Rear (Special Deluxe only), Fire 6.50 x 14 Tubeless Tires, Single-Key Locking System, Dual Horns, Front-Door-Opened Dome Lights (Special Deluxe and Special Convertible), Deluxe Steering Wheel (Special Deluxe only), Self-adjusting Brakes, 6,000 Mile Labeled Front Suspension, Delcotron Generator, Positive Crankcase Ventilation, Plunger Type Door Locks, Step On Parking Brake, Glove Box Light.



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 Regaline 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.

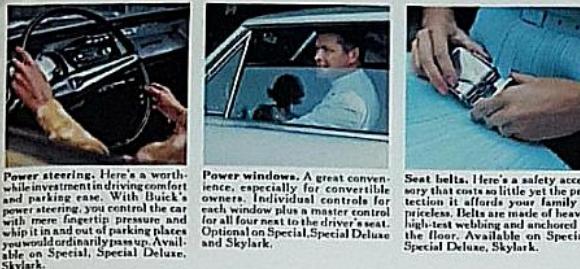
The Buick Special 2-door Coupe. This dashing coupe puts the emphasis on economy with a surprisingly low purchase price and tremendous gas economy with the peppy 155 horsepower Fireball V6 engine. Something you're sure to like is its new firm, solid, road-hugging ride, the result of a whole new suspension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



his is the inside of an economy car? You bet. It's the Buick Special 4-door sedan. You have a choice of smart, durable fabrics. Appointments are handsomely styled to match.



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.



Power steering. Here's a worthwhile investment in driving comfort and parking ease. With Buick 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.

Power windows. A great convenience, especially for convertible owners. Individual controls for each window plus master control for all four next to the driver's seat. Optional on Special, Special Deluxe and Skylark.

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-tension webbing anchored to the floor. Available on Special, Special Deluxe, Skylark.

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.



Power seat. If the whole family drives a Buick, every family member can have a perfect seat adjustment at the touch of a button. Buick power seats are four-way. The four-way seats move backwards and forwards, up and down, and from side to side the most comfortable position. The four-way seat is available on Special, Special Deluxe, Skylark.

Hi-fidelity radio. A radio odds so much to the pleasure of driving, particularly a Buick radio with its splendid fidelity and range. A fine-state-transistor radio with manual antenna is available on Buick Special, Special Deluxe and Skylark.

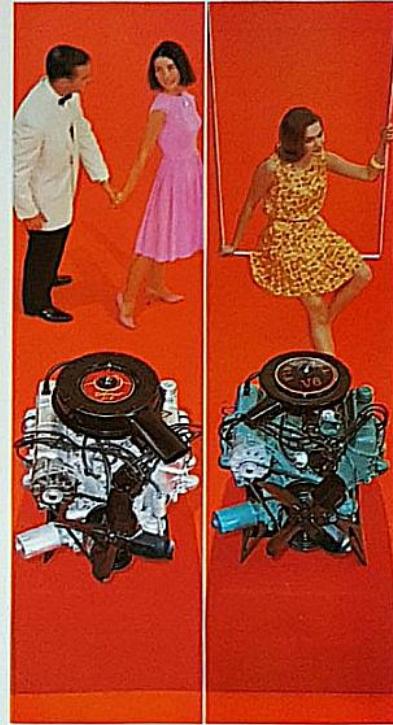
Options and accessories illustrated and described above are available at extra cost.

Air conditioner. Why suffer through summer driving when your Buick can be as comfortable as your home or office? It's the secret. 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.

Positive traction differential. You go know or no with this amazing non-slip differential. And this goes for ice, mud, and grease, too. How does it work? Simple. Concentric gears that feed the power to the wheel that needs the least resistance—no good when you're on slippery pavement. With positive traction differential, power goes to the gripping—no slipping. And it's optional. If you need 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.

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... and many others including . . . 4-Speed transmission • Rear seat speaker • Rear window defroster • Four-note horn • Tachometer • Power vents • Tinted Glass • Guide-Matic (headlight dimmer) • Positive traction differential • Glare-proof mirror • Electric Clock • Back-up lights • Windshield washer • Station wagon luggage rack • Chrome door guards • Whitewall tires • Station Wagon power tailgate window • Gas tank door guard • Compass • Litter basket • Tissue dispenser • Topper slip cover • Seat cushion topper • Spotlight • Handy mats • Visor vanity mirror • Ski rack • All Buick models may be ordered without heater-defroster at reduced cost.



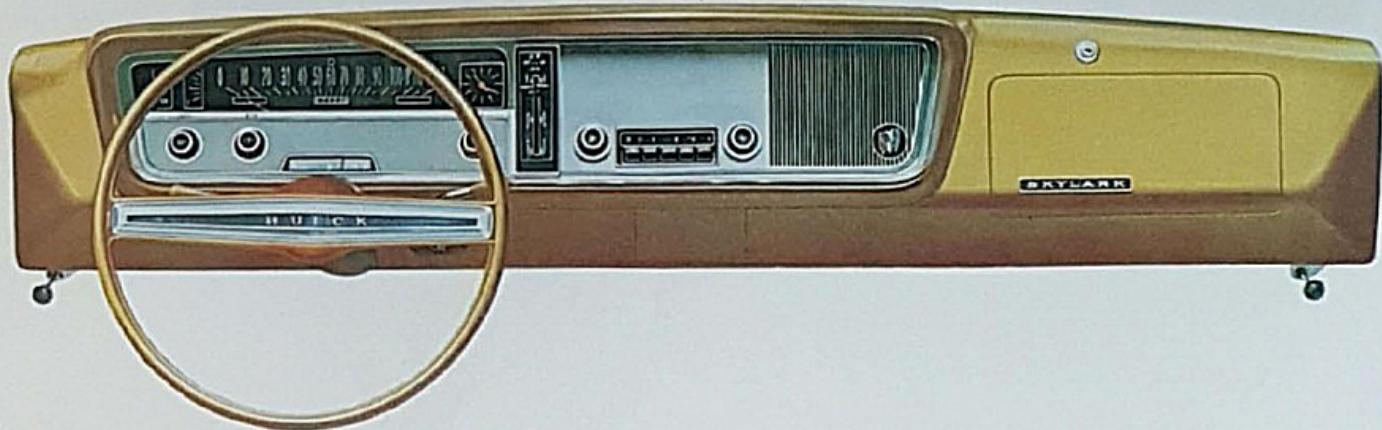
WILDCAT 300. Here's a high-spirited engine that ultimately runs on a diet of regular-grade fuel. It's the 300 cubic inch Wildcat 300 equipped with two-barrel carburetor. The compression ratio is 9.5 to 1. This engine is optional on Skylark, Special Deluxe and Special models.

WILDCAT 250. Here's a powerhouse to the Wildcat 300, 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 ne-

splicable 250 horsepower. For the Wildcat 250, the engine and engine parts are made of aluminum. This engine is optional in Skylark, Special Deluxe and Special models. Compression ratio is 11 to 1. It uses premium fuel but economy is good.

Whitewall tires shown on preceding pages also at extra cost.

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SPECIFICATIONS: Special • Special Deluxe • Skylark

ENGINE

	Horse-power	Torque	Com-pression Ratio	Displace-ment (cubic ins.)	Car-buretion	Fuel
Special Special Deluxe Skylark	Fireball V-6 4400	155 @ 225 @ 2400	9.0 to 1	225	1-barrel	Reg.

ENGINE OPTIONS

	Horse-power	Torque	Com-pression Ratio	Displace-ment	Car-buretion	Fuel	Avail-ability
Wildcat 310	210	310 @ 2400	9.0 to 1	300	2-barrel	Reg.	All
Wildcat 355	250	335 @ 3000	11.0 to 1	300	4-barrel	Prem.	All

TRANSMISSIONS

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

REAR AXLE RATIOS

	3-Speed Manual Trans.	4-Speed Manual Trans.	Super Turbine 300
Fireball V-6	3.32	3.23	3.08
Wildcat 310	3.08	3.23	2.78
Wildcat 355	3.08	3.23	2.78

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	36.4	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	58.8	58.8	58.8	58.8	58.8	58.8	58.8	58.2	58.2
Shoulder Room, Rear	58.8	59.6	45.6	58.8	58.8	58.8	58.8	56.5	45.6

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