

1964
EDITION

THE SPECIAL BOOK OF
BUICKS



Illustrated: The Buick Skylark Sedan 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 Synchronesh 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 • Delcotron Generator • Positive Crankcase Ventilation • Plunger-Type Door Locks • Stop-on Parking Brake • Glove Box Light • Bucket seats on Oldsmobile 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 Tray—Front and Rear (Special Deluxe only) • Cigarette Lighter • Magic Mirror Finish • Custom Bright Exterior Mouldings (Special Deluxe only) • Instrument-Panel Safety Pad (Special Deluxe only) •

Carpets (Special Deluxe only) • Dual Arm Rests—Front and Rear (Special Deluxe only) • Five 6.50 x 14 Tubeless Tires • Single-Key Locking System • Dual Horns • 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 • Delcotron Generator • Positrite 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 baggage. 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 Bouygne cloth cushions and back feature a striped pattern that is both bold and elegant. The door panel has a humanized 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.



Is this 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'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.



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. 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-tensile webbing and 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're 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 the Buick, here's how each member can have 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 also tilt to the most comfortable position. The four-way seat is available on Special, Special Deluxe, Skylark.

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.

Air conditioner. Why sweeter 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.

Positive traction differential. You go know or no with this amazing non-slip differential. And this goes for ice, mud, and grass, 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 • 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 • Vase vanity mirror • Ski rack • All Buick models may be ordered without heater-defroster at reduced cost.

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

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With all times shown on preceding pages also at extra cost.

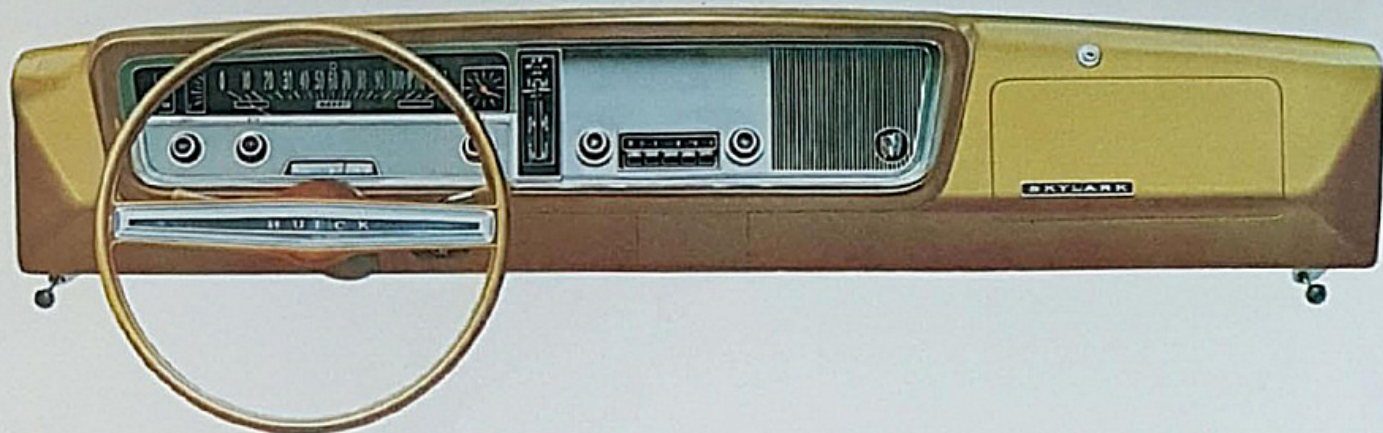
These are the Buick engines. There are three in all, every one a champion. There's a blend of performance and economy to suit almost any desire or budget.



WILDCAT 225. Here's a high-spirited engine that whistles sweetly on a diet of regular-grade fuel. It's the 225 cubic inch, Wildcat 225 equipped with two-barrel carburetion. The compression ratio is 9 to 1. This engine is optional on Skylark, Special Deluxe and Special models.

FIREBALL V6. Behold Buick's revolutionary V6 engine—now bigger and better than ever. Horsepower raised to a full 155. 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 V6-like smoothness on a mere smidgen of regular gas. Skylark, Special Deluxe and Special models come equipped with Fireball V6.

WILDCAT 350. Here's a new member 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 350 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 Skylark, Special Deluxe and Special models. Compression ratio is 11 to 1. It uses premium fuel but economy is good.



SPECIFICATIONS: Special • Special Deluxe • Skylark

ENGINE

		Horse-power	Torque	Compression Ratio	Displacement (cubic ins.)	Carburetion	Fuel
Special Special Deluxe Skylark	Fireball V-6	155 @ 4400	225 @ 2400	9.0 to 1	225	1-barrel	Reg.

ENGINE OPTIONS

	Horse-power	Torque	Compression Ratio	Displacement	Carburetion	Fuel	Availability
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

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. Oil pan capacity (refill less filter) 3 1/2 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 with control. 13.65 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 galvanized steel to promote longer life. Dual exhaust available as optional equipment on all models equipped with V8 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, a single planetary gear set. Maximum torque ratio in DRIVE range is 2.45:1. Total oil capacity (refill) 8 1/4 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:** Reinforced 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 V-6 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 rims. 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.

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