

As new, as fine as you can go

1961 FULL SIZE TURBINE DRIVE BUICKS



1961 TURBINE DRIVE BUICK

Here in these pages are the reasons why the new Turbine Drive Buick is the car you will probably want most to own in 1961. You'll see its clean new beauty—the clean look of action—from every angle. You'll see how Buick's great ride—already the industry's finest—has been made even smoother for '61. You'll see a gorgeous array of new Buick interiors—with fabrics, vinyls and leathers so rich and tasteful you'll wish you could have them in your own home. □ We think you'll agree after reading this booklet—and even more so after driving the car—that, truly, "61 is Buick's year".

ELECTRA AND ELECTRA 225 . . . *the ultimate in Buick luxury*

Whether you choose the splendid Electra or the incomparable Electra 225, you are driving Buick at its finest. Each is powered by the famous Wildcat 445 engine teamed with ultra-smooth Turbine Drive transmission. And, naturally, Easy Power Steering and power brakes are standard equipment. Interiors are the most gracious and beautiful Buick has ever offered. Electra is offered in 2-door and 4-door hardtops and in a 4-door

sedan. □ In the Electra 225 models—4-door Riviera sedan and convertible—you'll find a host of extra conveniences to make your driving pleasure complete. Back-up lights, glare-proof mirror, parking brake signal, safety buzzer and map light all are standard. The Electra 225 convertible even includes two-way power seat and power window lifts. □ Now is the time to start enjoying the feeling of going "first class" . . . go Electra!

THE
CLEAN
LOOK
of action



The Buick Electra 225 Riviera Sedan

More than ever, an automobile man's kind of automobile

BUICK ¹/₉61 INVICTA

If an automotive engineer were asked to design a car for his own personal use, the chances are the car would be a lot like Buick's high-spirited Invicta. □ Engineers prize performance—and few cars, foreign or domestic, can match Invicta's go. Engineers like a smart-handling car—and Invicta curves, corners and stops with a nimbleness that would do credit to a sports car. □ And an automotive engineer—like everyone else—likes a smartly styled and smartly appointed car. Invicta bears Buick's own unmistakable brand of elegance in all three dashing models—2-door hardtop, 4-door hardtop and convertible.

THE
CLEAN
LOOK
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The Buick Invicta Convertible



There's a youthful zest about this custom Invicta interior*, with the luxury overtones of genuine leather. This is the **Invicta Custom** 4-door hardtop interior with seat cushions and backs in supple, top-grain leathers. Extra-convenient pull-down center armrests in front and rear seats. Other Invicta interiors in vinyl and Braeburn cloth.

If you like sports car flair, see the interior* of the **Invicta Custom** 2-door hardtop. Front seats are the "bucket" type in harmonizing shades of Seville-grained vinyl. Between front seats is a handy storage console upholstered in matching vinyl . . . a perfect place for storing so many small travel needs. Two-way power driver's seat is standard.

*Optional at extra cost.

A value at any price, a sensation at Buick's price

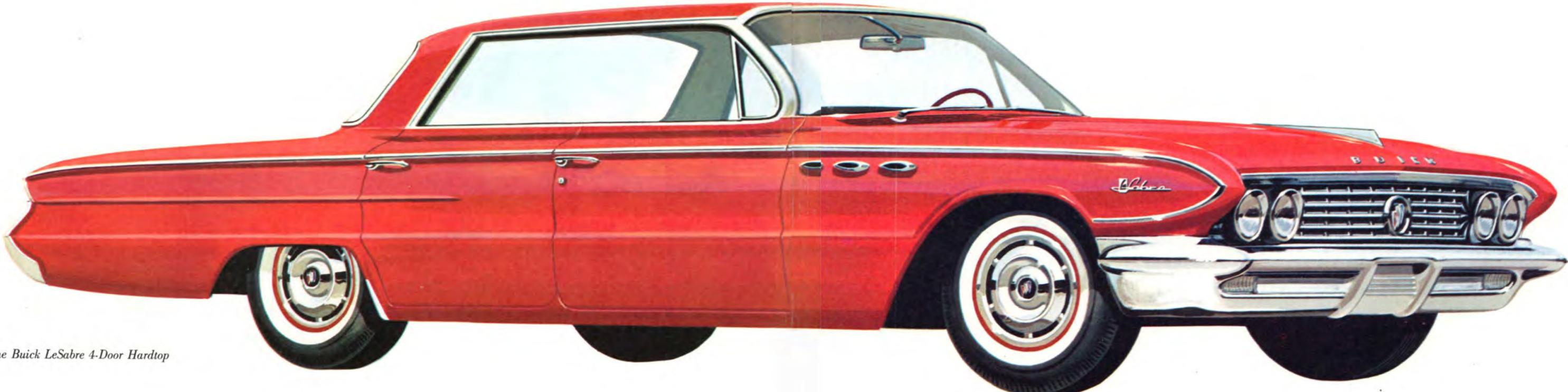
BUICK '61 LeSABRE

To look at the Buick LeSabre '61, you'd find it hard to guess the price. It's not often that you see such interior and exterior richness out of the high-priced field. □ But the fact is that Buick LeSabre sells for little more than the full-sized models of the low-priced three. □ The exterior styling is elegant in the finest Buick tradition. And the interior trim is Buick in every sense of the word. You'll find the ride, handling, reliability—and all-around ruggedness—are all Buick, too . . . the greatest driving combination ever put at any motorist's command. □ Take your choice of three big Wildcat engines in LeSabre—each with Turbine Drive transmission as standard equipment. One Wildcat engine even gives you Buick performance on *regular* gas. □ Available in 2-door and 4-door sedans, 2-door and 4-door hardtops, 2-seat and 3-seat Estate Wagons and in a convertible.

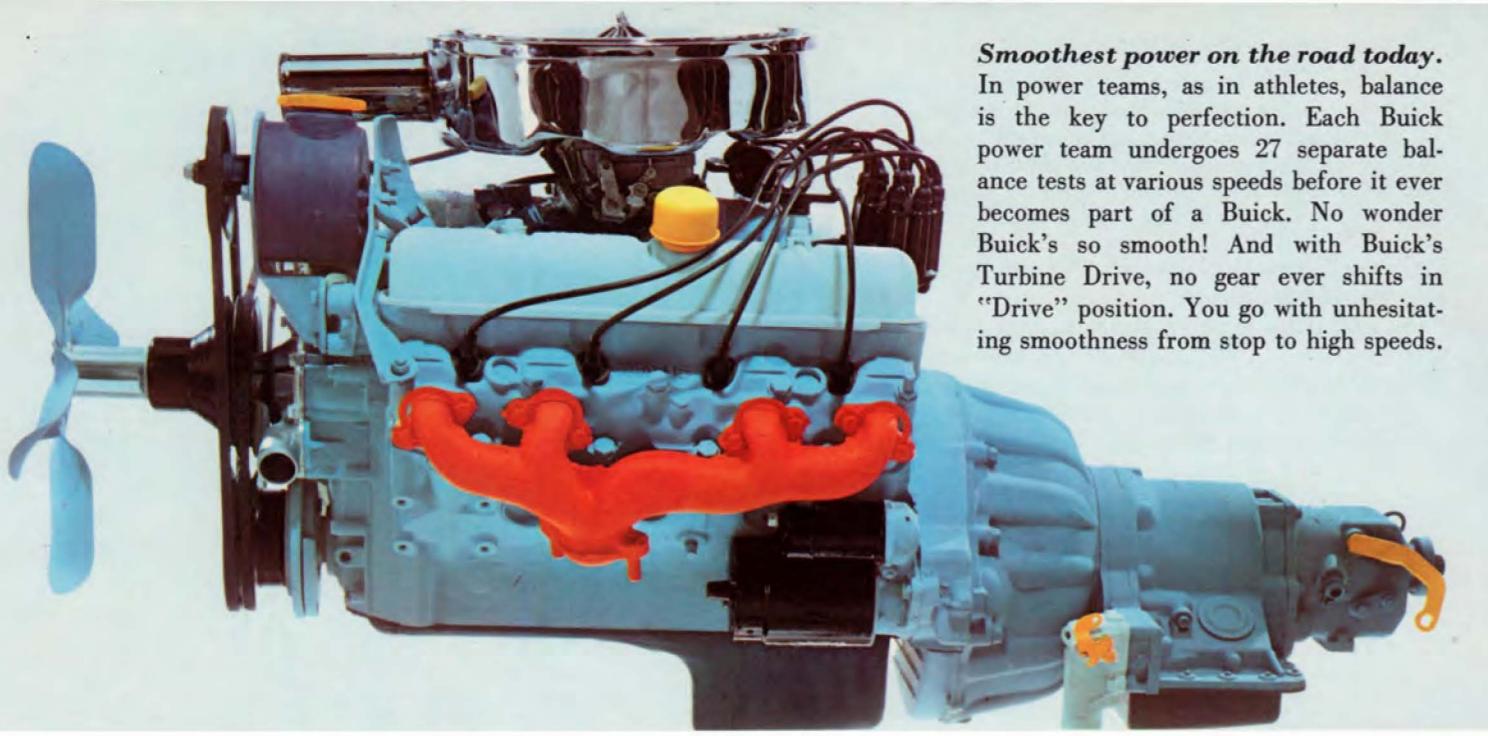
Go in style in any one of the handsome LeSabre interiors. Shown here is the LeSabre 4-door hardtop with broad contrasting stripes of Seville-grained vinyl and Bristol Cloth with color-keyed door trim and instrument panels. This is one of four LeSabre interior stylings.



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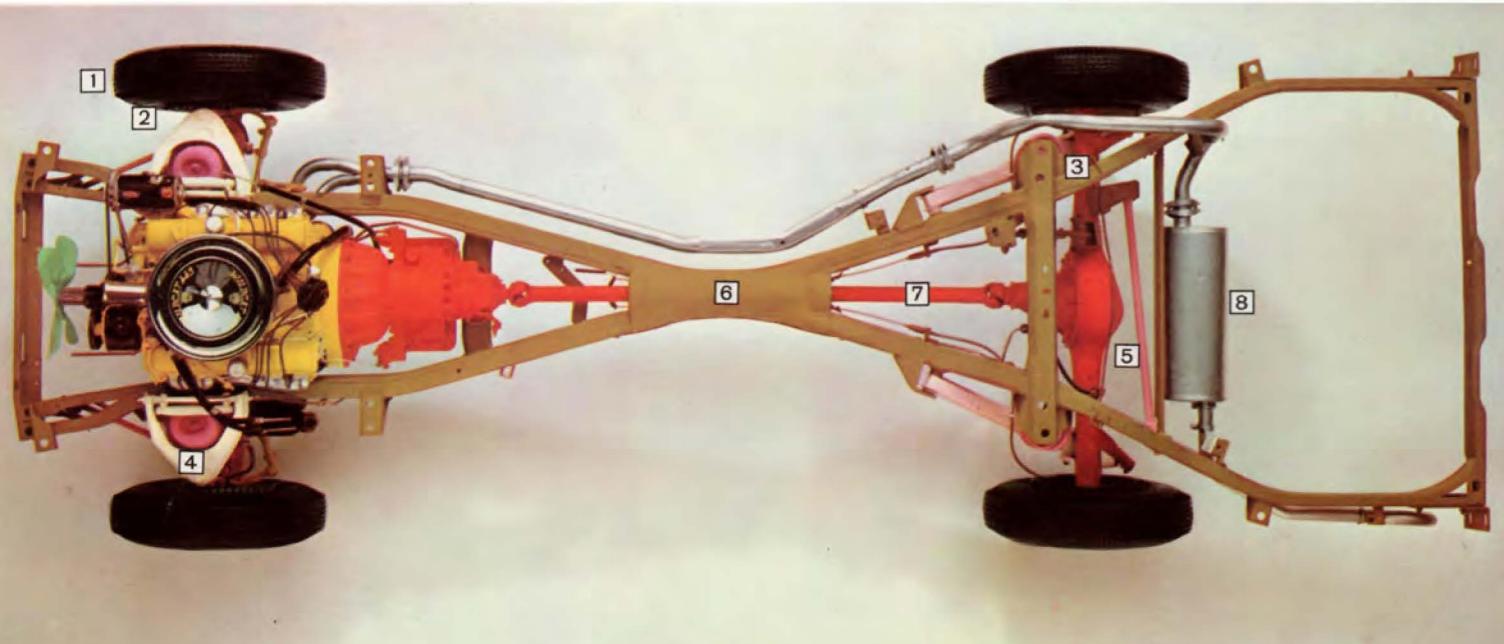


The Buick LeSabre 4-Door Hardtop



Smoothest power on the road today. In power teams, as in athletes, balance is the key to perfection. Each Buick power team undergoes 27 separate balance tests at various speeds before it ever becomes part of a Buick. No wonder Buick's so smooth! And with Buick's Turbine Drive, no gear ever shifts in "Drive" position. You go with unhesitating smoothness from stop to high speeds.

ENJOY THE CONVENIENCE, EXPERIENCE THE



Instant instrument viewing. With Buick's Mirromagic instrument panel you see all instruments in a tilted mirror without glare or reflection.

Quality from the road up.

1 Wheels and Tires. Only Buick in its class uses full 15-inch wheels. This means Buick's tires are made to Buick specifications for perfect riding ease and longer tire life. **2 Fin-Cooled Brakes.** Bigger wheels mean bigger brakes . . . more efficient brakes, too, with fin-cooling to get rid of fade-causing heat fast. **3 Control-Arm Suspension.** Coil springs



New room for new comfort. Getting in or sitting in, Buick's Comfort Zone is greater than ever in '61. You'll like particularly the generous head room.

RELIABILITY IN THE TURBINE DRIVE ¹61 BUICK

at all four wheels cushion your ride as no other suspension can. Driving forces are transmitted to the body through husky, rubber-mounted control arms for smooth, vibration-free motoring. **4 Ball-Joint Front Mountings.** Another great road-smoother with a bonus of greater handling ease. **5 Stabilizer and Track Bars.** Keep the Buick ride true and level in the tight turns. **6 Safety-X-Frame.** Gives Buick a new low center of gravity together with great torsional rigidity. **7 Hide-Away Drive Shaft.** Constant velocity universal joint at shaft angle keeps power flowing with perfect smoothness to rear wheels. **8 Single Transverse Muffler.** One big muffler does the work of two . . . cuts internal corrosion for far longer life.



The dogleg is gone from the front door entrance to provide nearly five inches more of diagonal entry room. **Door sills are narrower**, too, for easier getting in and getting out. And Buick's new Hide-Away Drive Shaft reduces the tunnel height to give the middle passenger more leg room to stretch out and relax.

BUICK ENGINEER- APPROVED ACCESSORIES AND OPTIONS



You can tailor your Buick to suit your exact taste with Buick's wide range of engineer-approved accessories and options. For instance, power can take over most of your driving effort with **1 Easy Power Steering** . . . takes 90 per cent of the effort out of steering . . . **2 Power Brakes** . . . bring you to a smooth, level stop with a feather touch . . . **3 Power Window Lifts** . . . raise or lower all four windows in the car at the touch of a button . . . **4 Power Seat** . . . 4-way and 6-way, puts you in your favorite seat position automatically. Other great Buick convenience and comfort accessories include **5 SonoMatic Radio** . . . with push-button tuning, true high fidelity . . . **6 Twilight Sentinel** . . . automatically turns your lights on as nightfall approaches, turns them off again when daylight is sufficient . . . **7 Guide-Matic** . . . automatically dims your lights as other cars approach . . . **8 Air Conditioning** . . . cools, filters, dehumidifies, maintains a perfect climate inside your Buick in any season . . . **and many others**, among them . . . Estate Wagon Electric Back Window, Rear Seat Radio Speaker, Positive Traction Differential, Deluxe Steering Wheel, Deluxe and Super-Deluxe Wheel Covers, Estate Wagon Luggage Rack, Heater-Defroster with rear seat heat duct, Windshield Washers, Easy-Eye Glass, Back-up Lights and Custom Exterior Trim Molding.



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SPECIFICATIONS

STANDARD EQUIPMENT

LeSabre comes equipped with these standard features: Turbine Drive transmission, Mirromagic instrument panel, Direction signals, Fin-cooled brakes, Full-flow oil filter, Electric windshield wipers, Automatic glove compartment light, Foamtex cushions, Trip mileage indicator, Cigarette lighter, Dual sunshades, Step-On parking brake, Magic Mirror finish, Power back window on LeSabre three-seat Wagon.

Invicta comes equipped with these standard features: All LeSabre standard equipment plus Custom Padded Cushions, Electric clock, Automatic trunk light, Deluxe steering wheel, License plate frame, Deluxe wheel covers, Two-way power driver's seat on Invicta custom 2-door hardtop only.

Electra comes equipped with these standard features: All LeSabre and Invicta standard equipment plus Easy Power Steering, Power brakes, Windshield washer, Dual-speed windshield wipers. **Electra 225** 4-door Riviera sedan and convertible come equipped with all LeSabre, Invicta, and Electra standard equipment plus Back-up lights, Glareproof mirror, Parking brake signal light, Safety buzzer, Map light, Super deluxe in place of deluxe wheel covers, Power window lifts. Two-way power seat on Electra 225 convertible.

ENGINES	Wildcat 364 (Std. Engine)	Wildcat 375-E* (Regular Gas Engine)	Wildcat 405-48** (High Performance Engine)	Wildcat 445
Available on	LeSabre	LeSabre	LeSabre	Invicta Electra Electra 225
Type	90° V8	90° V8	90° V8	90° V8
Displacement Cu. in.	364	364	364	401
Horsepower @ 4400 R.P.M.	250	235	300	325
Max. Torque @ 2400 R.P.M.	384 @ 2400 R.P.M.	375 @ 2400 R.P.M.	405 @ 2800 R.P.M.	445 @ 2800 R.P.M.
Compression Ratio	10.25 to 1	9.0 to 1	10.25 to 1	10.25 to 1
Carburetor	2-Barrel	2-Barrel	4-Barrel	4-Barrel
Transmission	Turbine Drive	Turbine Drive	Turbine Drive	Turbine Drive

*OPTIONAL AT NO EXTRA COST. **OPTIONAL AT EXTRA COST.

Engine Lubricating System: Main bearings, connecting rods, camshaft bearings pressure lubricated. Piston pins splash lubricated. Cylinder walls splash lubricated. Normal oil pressure 40 at 1600 r.p.m. Full-flow oil filter standard on all models. Crankcase capacity (refill less filter): 4 quarts. **Fuel System:** Two- or four-barrel carburetor according to engine chart above. Standard automatic choke. Mechanical fuel pump. Two-stage gasoline filter with coarse filter in fuel tank and extra filter at the carburetor. Oil-impregnated polyurethane air cleaner. Exhaust-type intake manifold heat control. Twenty-gallon fuel capacity. **Engine Cooling:** Pressure system. Choke-type circulation thermostat. Centrifugal water pump.

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Capacities: 18.5 qts. with heater, 17 qts. without heater. **Exhaust System:** Single muffler for both banks of cylinders is mounted crosswise to the frame. Heavy zinc and aluminum coatings of muffler parts promote long life. Dual exhaust standard on Electra 225 Convertible and Electra 2-door hardtop, optional on all others. **Electrical:** Twelve-volt electrical system. Five-position starter-ignition switch. **Transmission:** Turbine Drive standard on LeSabre, Invicta, Electra and Electra 225. Turbine Drive is a torque converter type of transmission, fully automatic, with two turbines, a variable-pitch stator and a fixed-vane stator. Maximum torque ratio in DRIVE range at stall, 3.4 to 1. Total oil capacity (refill): 12 quarts. **Propeller Shaft:** New Hide-Away 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. Gear ratios: LeSabre, 3.07 to 1; Invicta, Electra and Electra 225, 3.23 to 1. Rear wheel bearings permanently lubricated. 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 crossmembers and tubular center section through which propeller shaft passes. Extra-heavy body side rails add extra strength. **Suspension:** Independent coil springing at all four wheels with ball-joint front mountings. Link-type stabilizer bar in front, track bar in rear. Hydraulic shock absorbers front and rear. New suspension geometry means there's no "squat" when you start, no "dive" when you stop. **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 and Electra 225, optional on Invicta and LeSabre. **Wheels and Tires:** Disc-type wheels. Size: LeSabre, 5.50" x 15", "K"-type flange; Invicta and Electra, 6.00" x 15", "L"-type flange. Tires: LeSabre and Invicta, 7.60" x 15"; Electra and Electra 225, 8.00" x 15". Oversize tires optional on Invicta. Whitewall tires optional on all models. **Steering:** Manual recirculating ball steering standard on LeSabre and Invicta. Overall ratio: 31.9 to 1. Easy Power Steering standard on Electra and Electra 225, optional on Invicta and LeSabre. Overall ratio: 19.9 to 1. Flexible coupling in shaft screens out vibration.

Take the measure of the greatest Buicks ever.

1961 TURBINE DRIVE BUICKS

