



A motorcar of rare beauty

THE RIVIERA

*a stunningly smart new body-type
conceived and styled by Buick*

the look of a convertible...

the luxury of a limousine...

The BUICK

RIVIERA

with DYNAFLOW DRIVE

ONE LOOK TELLS YOU: here is something really new in motorcars and really beautiful.

For the Riviera is a completely new body type, conceived and styled by Buick for those who want the racy look of a convertible with the suave and solid comfort of a fine sedan.

It has the swift, sleek greyhound lines that give sportive zip and zest to the convertible—but with a permanent crown of solid, sturdy steel overhead.

Visibility is practically that of an open car—so broad is your outlook through the Riviera's big, curved windshield, generous side windows without doorposts, and an inspired treatment of the rear window area.

Interior luxury is nearly limitless—what with push-button hydraulic controls to raise and lower all windows and adjust the front seat, gleaming chrome crossbows of the exposed beam type across the top lining, and the most superlative

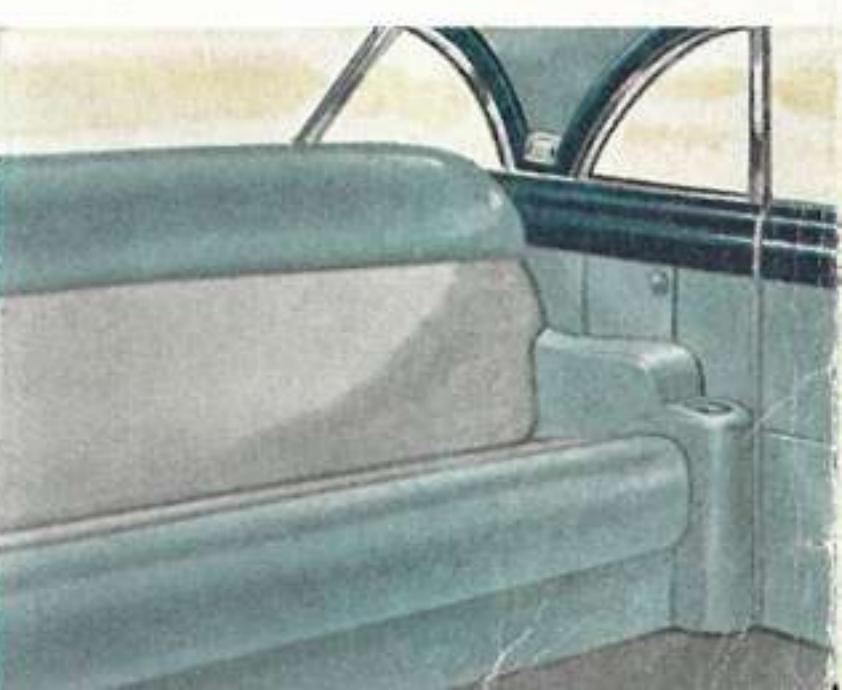
fabric and finish ever to grace a Buick.

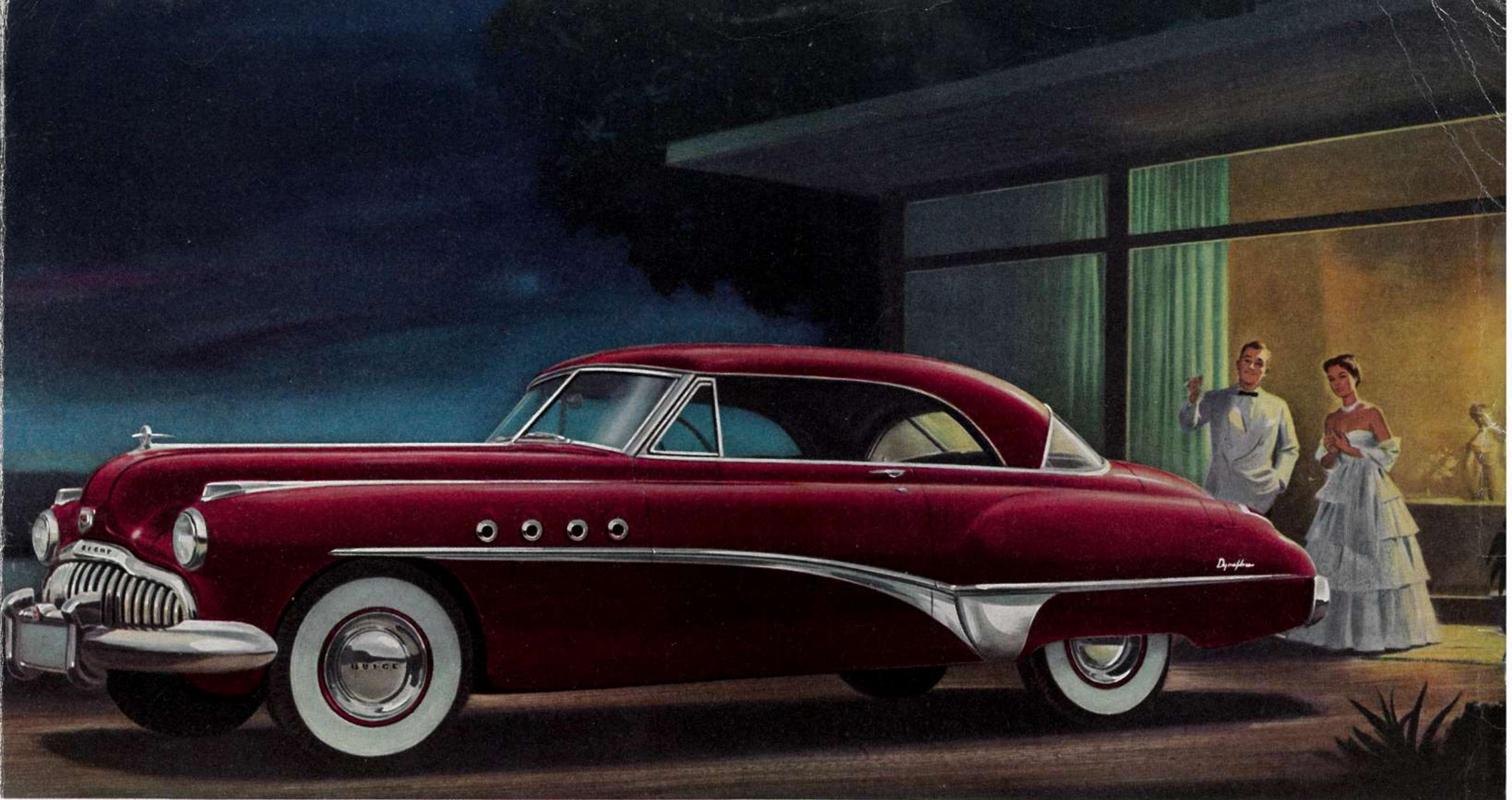
And as brilliant and outstanding as its beauty is the performance of this stunningly smart automobile. For the Riviera comes on the ROADMASTER chassis, as pictured opposite.

The ROADMASTER Riviera has Dynaflow Drive as standard equipment and a 150-horsepower Fireball straight-eight engine.

We of Buick present the Riviera with as much pride as you will take in owning it.

LINED WITH LUXURY—Beautiful to look at is the smartly tailored interior of the Riviera with a choice of two trims—all leather or leather and gray cloth—both with matching leatherette roof lining and both offered in a color choice of black, red, tan, blue, or green leather. Shown is the combination of leather and cloth. Door pleats edged at the bottom with chrome strips add to the custom-like richness of this superlative setting.





PUSH-BUTTON MAGIC—Windows in the beautiful Riviera are raised or lowered by a touch on the push button provided for each window. Extra push buttons are located on the left door to enable the driver to raise or lower any window from his seat. A similar automatic control is provided for adjusting front seat to desired position.



CROWNED WITH CHROME CROSSBOWS—In keeping with its convertible-like lines, the Riviera's leatherette roof lining is crossed by chrome bows of the exposed beam type, enhancing the smart sportiness of the car itself. The convenient shelf back of the rear seat serves as a handy rack for gloves and the like.



SPECIFICATIONS

MODEL 76-R

BUICK VALVE-IN-HEAD STRAIGHT-EIGHT ENGINE

—Bore and stroke, $3\frac{1}{16}$ x $4\frac{5}{16}$ inches. Displacement, 320.2 cubic inches. Full-pressure lubrication to main, connecting rod, and camshaft bearings, and to rocker arms. Oil capacity (refill), 7 quarts.

FUEL SYSTEM—Thermostatic heat control, automatic choke, automatic idle control. Intake silencer and oil bath air cleaner. Fuel strainer. Fuel tank capacity, 19 gallons.

COOLING SYSTEM—Thermostatic and By-Pass Temperature Control; pressure relief valve in filler cap. Water capacity, $16\frac{3}{4}$ quarts. 18 quarts with heater.

DYNAFLOW DRIVE—Hydraulic torque converter with emergency low and reverse planetary gear transmission. No clutch pedal. Total oil capacity, 11 quarts.

REAR AXLE—Semi-floating rear axle with hypoid gears. Torque-tube drive. Rear axle ratio, 43 to 11. One universal joint automatically lubricated from transmission.

SUSPENSION—Independent front wheel suspension with ride stabilizer. Torque-free rear springing. All coil springs.

STEERING—Exclusive Buick Permi-Firm Steering; 29 to 1 steering ratio.

THE BUICK RIVIERA

FRAME—Girder X-type frame, $6\frac{3}{16}$ x $5\frac{5}{32}$ x $2\frac{1}{4}$ inches.

SHOCK ABSORBERS—Front, double-acting integral with independent suspension unit. Rear, double-acting end-to-end discharge type.

BRAKES—Four-wheel hydraulic. Buick cast brake drums. Size, $12 \times 2\frac{1}{4}$ inches. StepOn parking brake.

ELECTRICAL SYSTEM—Delco-Remy, two-unit, 6-8 volt. Solenoid starter. Battery mounted under hood. "High-output" generator with regulator.

WHEELS AND TIRES—Broadrim, demountable steel disc wheels. Tire size, $8.20-15-4$ ply.

WHEELBASE—126 inches. Overall car length, $214\frac{1}{8}$ inches.

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When better automobiles are built



Buick will build them

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