



1979 *Riviera*

## ABOUT THIS CATALOG:

We have tried to make this catalog as comprehensive and factual as possible. And we hope you find it helpful. However, since the time of printing, some of the

information you'll find here may have been up-dated. Your dealer has details and before ordering, you should ask him to bring you up-to-date.

The right is reserved to make changes at any time, without notice, in prices, colors, materials, equipment, specifications and models and to discontinue models.

## A WORD ABOUT OPTIONS:

Some of the equipment shown or described throughout this catalog is available at extra cost. Check with your Buick dealer for complete information.



## Imagine, if you will, a car.

Not simply a new car, mind you. But a car that reflects much of the latest automotive thinking.

Imagine a luxury car, with elegant, even arrogant, formal

lines and impeccable interior trappings.

Imagine a personal car that lists, among its available accoutrements, an onboard computer that communicates with the driver via digital telemetry. (Available

after January 15, 1979.)

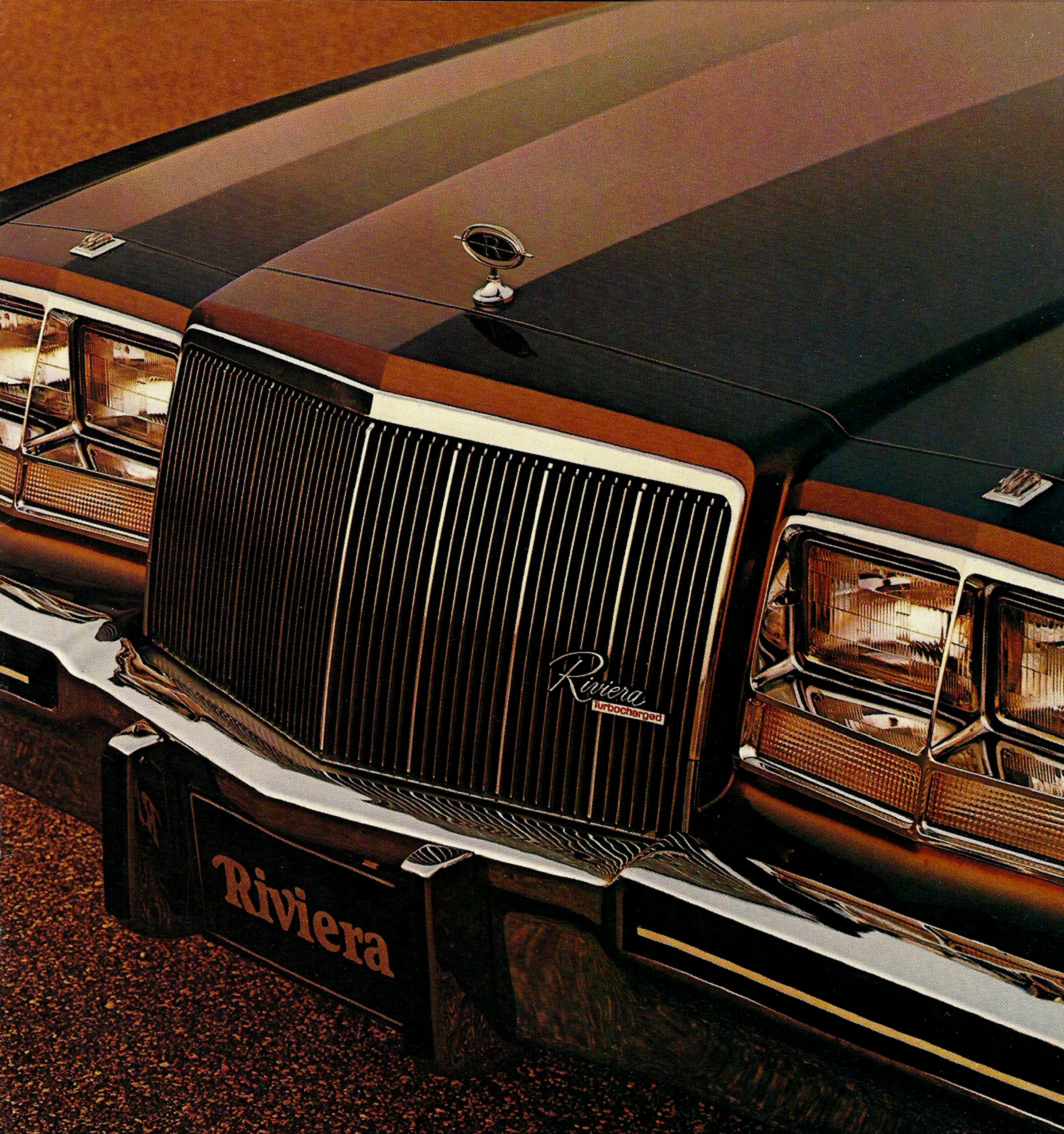
Imagine a road car with fully independent front and rear suspension, and road manners to match.

Imagine a car that veritably brims with innovation: with front-wheel drive, torsion

bar front suspension, and a V-8 or a turbocharged V-6 engine.

Then, if you will, imagine all this and more, in one car, that you can order right now at your Buick dealer.

**Imagine the 1979 Riviera.**



*Riviera*  
turbocharged

*Riviera*

## Riviera.

Like its predecessors, it suggests the future.

Ever since the first Riviera stunned the automotive world back in 1963, the name has carried with it a promise of bold, even daring thinking.

Ironically, it was this tradition that challenged us to

make the new Riviera a statement of what we think is to come, rather than simply a well-turned expression of what is already here.

Your first hint of this is

Riviera's appearance. The raked-back front-end and squared-off roofline leaves no doubt that this is a luxury car that performs with authority. And provides meaningful room for its driver and passengers.

Interestingly, the new Riviera is almost twelve inches shorter than its 1978 predecessor. The new Riviera's wheelbase is almost two inches shorter than it was last year. Which, of course, means

it is lighter on its feet. Naturally, front-wheel drive and four-wheel independent suspension play a vital role in the new Riviera also, but more on them in a moment.

Best of all, we think the new Riviera, with all the advanced thinking that went into

it, looks every bit like the trend-setting automobile it is. Yet, it also possesses the classic beauty of the first Riviera.

It's *that* kind of car. It's *that* kind of Buick.



**Riviera.**  
Years from now,  
any number of instrument panels  
may look like this.

Here before you is Riviera's new digital speedometer and fuel gage, which are a part of our computer-controlled Trip Monitor. The available Trip Monitor is an option, and we expect to offer it after January 15, 1979. But we're showing it to you now, because we think it is a prediction of things to

come and says exactly what the new Riviera is all about.

The readout, as you can see, is digital. In the case of the speedometer and fuel gage, there are no traditional needles and numbers, per se. If you are going 55 mph, the data monitor directly in front of you will read "55". If you slow to 54, the digital message changes accordingly.

A similar readout is provided for fuel, except, unlike conventional fuel gages, this one actually tells you how many gallons are remaining in the tank.

But that's just the beginning. The real wizardry is the Trip Monitor itself. By simply touching the proper buttons in the center of the panel, the

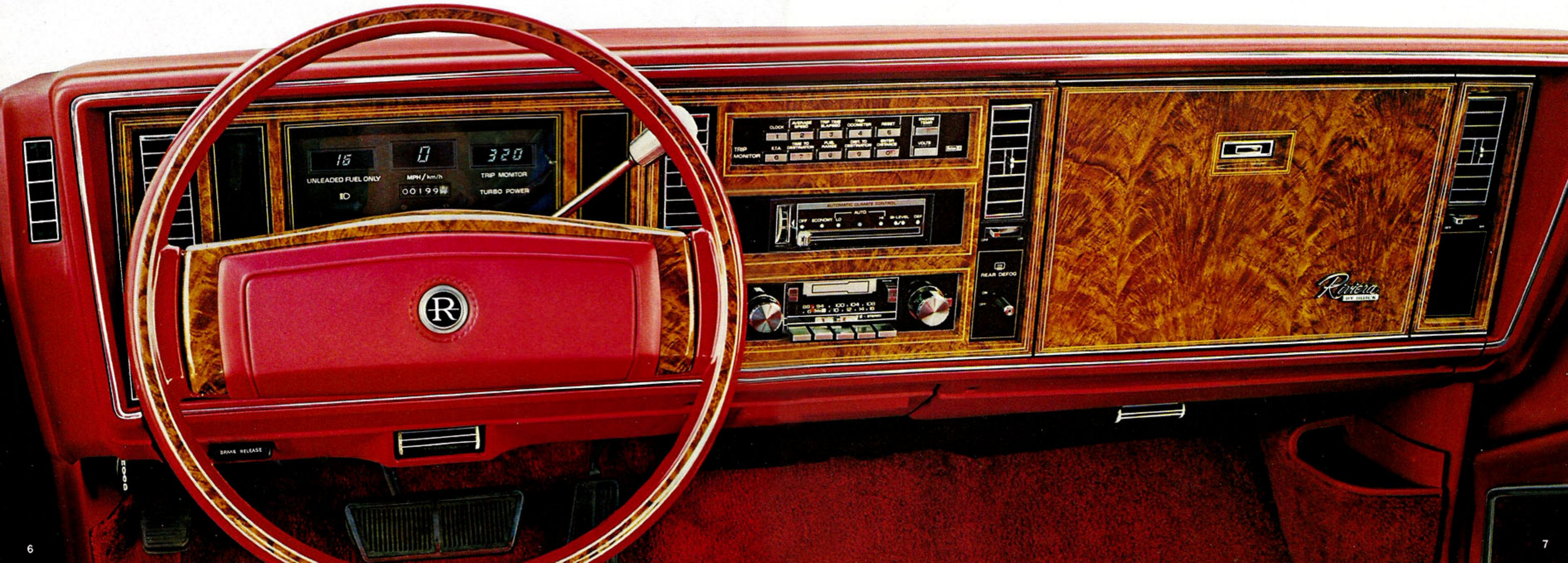
computer will tell you everything, from the number of hours and minutes it will take to reach your destination, to your estimated time of arrival, the number of miles you can go on the fuel remaining in your tank, and the miles remaining to your destination.

As if that isn't enough, the monitor also provides digital readouts for engine temperature, time, average speed,

and elapsed trip time. In addition, there's a resettable digital trip odometer and low-fuel warning.

Naturally, since it is a bit exotic, we don't expect everyone who buys a Riviera to opt for the Trip Monitor, so we provide a conventional speed-

ometer, trip odometer and fuel gage as standard equipment. But, you must admit, it is extremely useful. Particularly, if you do a lot of cross-country driving. And as we indicated, it really does underscore what a superbly advanced conveyance the new Riviera is.



## Riviera.

Like an iceberg, most of its content lies beneath the surface.

Look closely at the anatomy of the new Riviera. You will quickly learn that it contains a remarkable amount of technological prowess.

The drivetrain features front-wheel drive. Which means the wheels that do the

steering also do the driving. Engine weight is over the driving wheels, which in turn makes the Riviera particularly well-suited to driving in the snow or wet.

Springing is handled by torsion bars up front and coil springs in the rear. The full-perimeter frame along with

Pliacell shock absorbers help soak up road noise and vibrations. Take it from us, the resultant ride is very smooth.

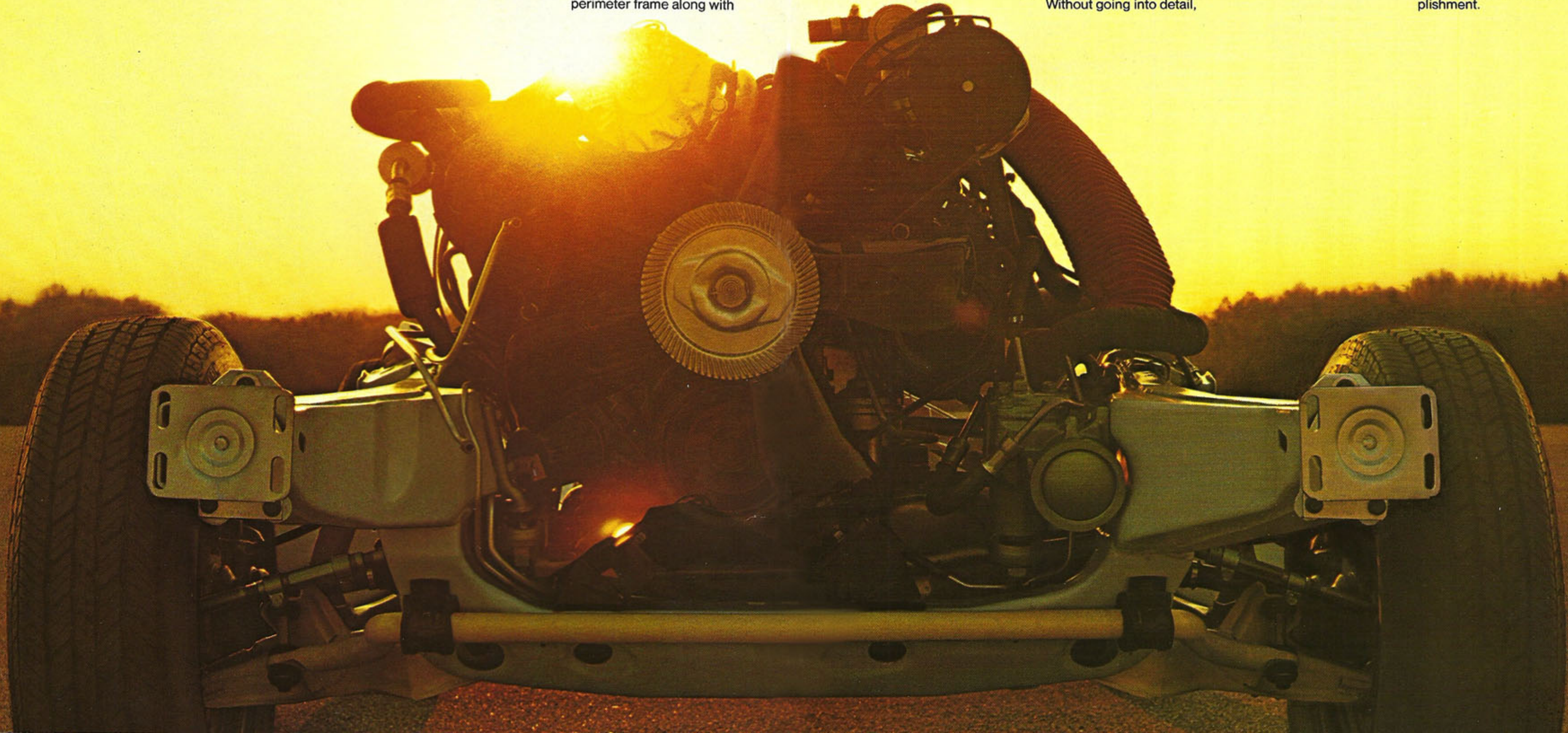
Power, depending on which model you order, is supplied by a 5.7 litre (350

CID) V-8 or a special dressed-up version of the turbocharged 3.8 litre (231 CID) 4-bbl. V-6 powerplant. Special, not only in its dressed-up appearance, but in the way it powers the Riviera with front-wheel drive. As timely and up-to-date as the Riviera itself.

Without going into detail,

the turbocharged engine uses the energy of its own exhaust to help supply extra horsepower when you need it. And when you don't need it, the turbocharger coasts, and the engine behaves like the conventional V-6 powerplant it

basically is. It's a little like having your cake and eating it, too. The turbo places your Riviera S TYPE in the unique position of being the only turbocharged V-6 front-wheel drive car built in America. Which, if we do say so ourselves, is no small accomplishment.



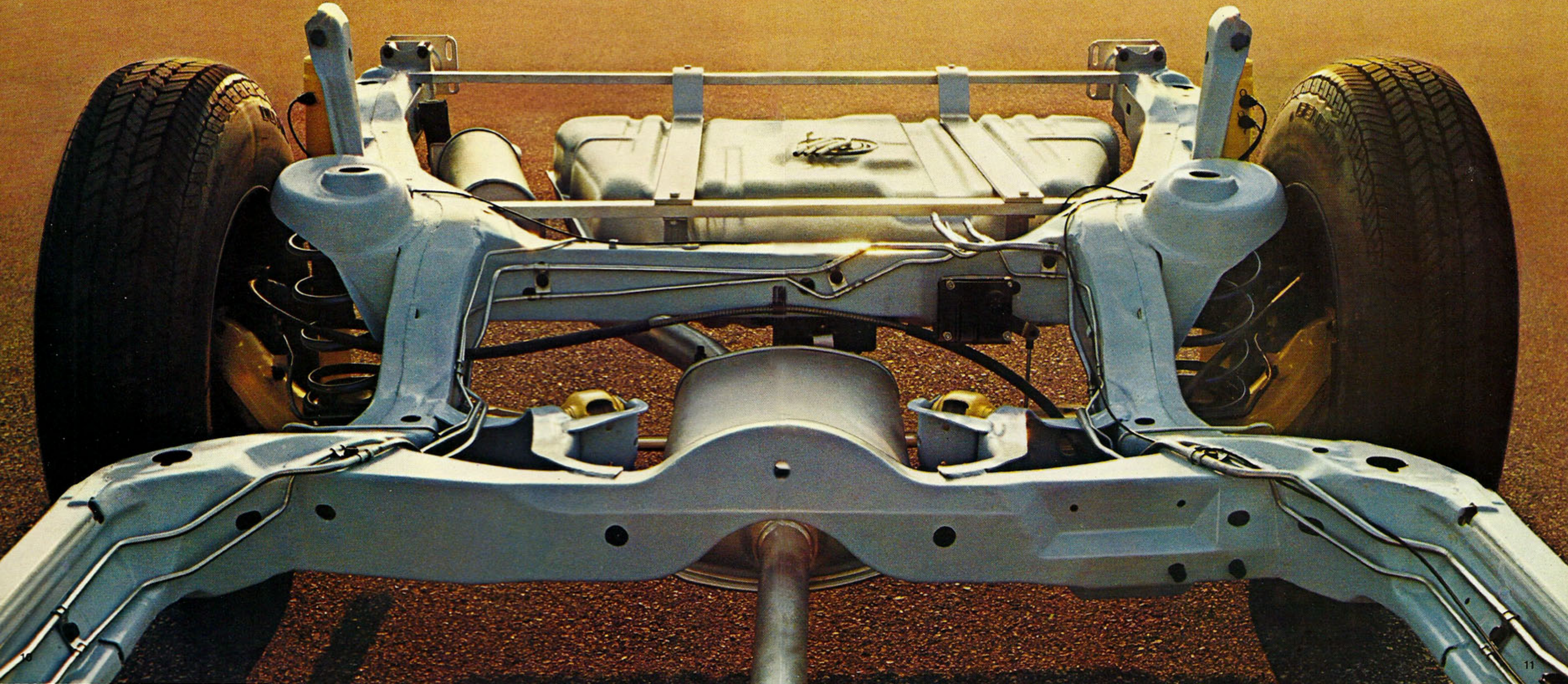
**Riviera.**  
Innovation and intelligence  
everywhere you look.

With all the attention that's  
been lavished on the front half  
of Riviera's chassis, you might  
be inclined to wonder what  
wizardry is worked with the  
back half.

As you can see, Riviera  
uses a fully independent rear  
suspension, a feature that  
up until now has been the ex-  
clusive province of cars  
like Corvette, Mercedes-Benz  
and Porsche.

It means that one rear  
wheel can take a bump  
independent of the other rear  
wheel. On rough surfaces,  
particularly in turns, that can  
mean a smooth unruffled ride.

And, in the interest of  
cornering flatness, a hefty rear  
stabilizer bar is also standard  
equipment. To aid stopping,  
disc brakes, which are stan-  
dard in front, are also available  
in the rear.





## Riviera. Inside.

No doubt about it, one of the real pleasures of owning a Riviera is getting inside it.

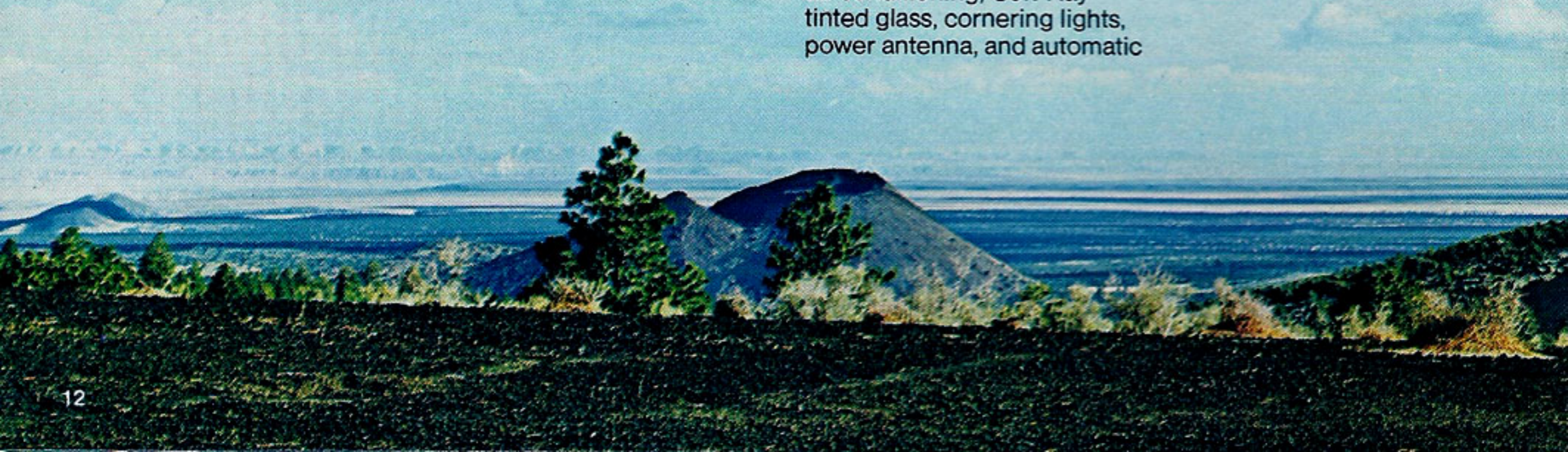
Not only is the seating comfortable, the choice of fabrics or leather in the seating area, colors, sew patterns and seat configurations is

enough to please the most demanding, aesthetic tastes.

Among the conveniences it places at your disposal are a Delco AM-FM stereo radio, power steering, six-way power driver seating, power windows, automatic transmission, power brakes, a digital clock, air conditioning, Soft-Ray tinted glass, cornering lights, power antenna, and automatic

level control—all as standard equipment.

If your idea of a Riviera is that of a no-holds-barred, all-out luxury car, we can accommodate you. Opulent 45/55 seating, featuring rich, tufted velour or vinyl upholstery and a folding center armrest, is







standard. Extra cost leather in the seating area is also available, for an added luxury touch.

On the other hand, if you lean toward the sport side, we'd suggest the S TYPE with bucket seats, which are new this year, and offered in vinyl or cloth. Leather upholstery

in the seating area is available at extra cost.

On the subject of sportiness versus luxury, you'll also be interested to know that when you order an S TYPE Riviera, the instrument panel

is trimmed in an appropriate black motif, and a storage console is included. Rivas with 45/55 seating get a stately wood-trimmed effect.

And speaking of luxury, how about ordering the available automatic air conditioning system?

We'll have more to say about the two rather distinct aspects of Riviera's personality on the following pages. Suffice it to say here, the inside of a Riviera—any Riviera, is one fine place to pass the miles in.



## Riviera.

Developing its personality with options and features.

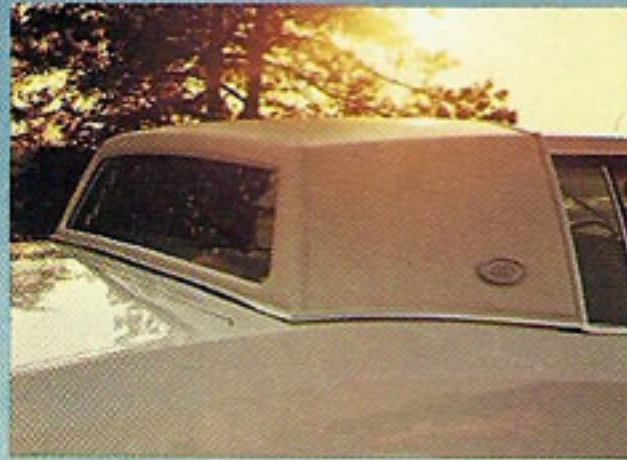
We mentioned earlier how Riviera can become anything from an all-business road car to a sumptuous boulevardier, depending upon the way you option it out.

Mind now, we're not talking about mere cosmetics here. What we're talking about are two very distinct personalities, two entirely different modes of behavior, two separate kinds of charisma, both of which reside beneath the Riviera nameplate. And, whether you choose to develop one personality or the other, the type of Riviera that emerges will be the direct product of the fabrics, colors, and options that you select. We urge you to give the matter careful thought before you buy.

### The Riviera.

Frankly, we think many people will opt for this version, because luxury really is something of a Buick forte.

You start by specifying the Riviera Coupe, with its standard 5.7 litre (350 CID) V-8. From there, consider roof treatments. In keeping with the luxury motif, there is a padded Landau top with coach lamps in the roof pillars. While you're at it, how about an electric sunroof or glass Astrorooftop?



Both are Riviera options. (Bear in mind the fact that these options do reduce head room slightly.)

Inside, you'll find the aforementioned 45/55 front seats with velour cloth or vinyl upholstery. The available reclining driver's seatback is a nice thought, too. A six-way power driver's seat is, of course, standard. You may want to specify the available power passenger seatback recliner.

Furthering the subject of driver assists, let us also suggest a tilt and telescoping steering column and elec-

tronically-adjustable rearview mirrors. For a final touch, add illuminated door

locks with interior light control.

And if you like, delete the standard Delco AM-FM stereo radio and

specify one of the eight available

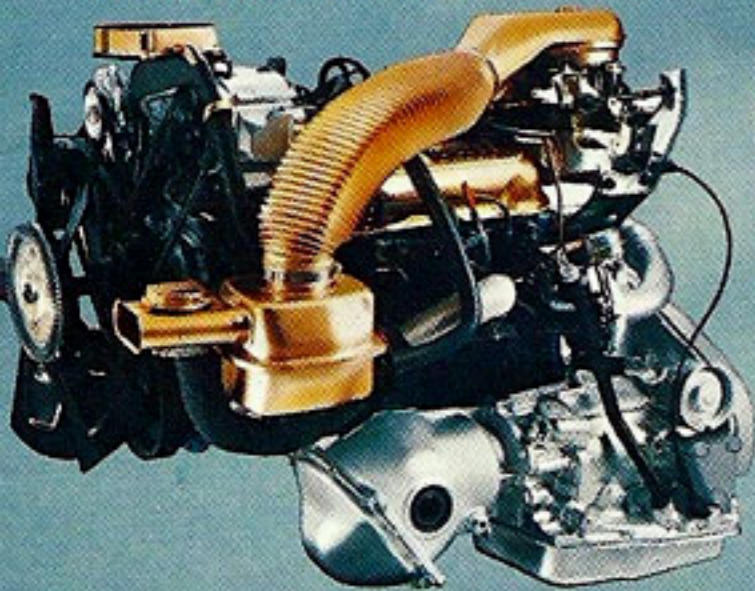
Delco sound systems. New for 1979, are Electronically Tuned Radios (ETR) available in 4 versions, each with digital readout and signal seeking feature. The steering wheel in your Riviera will be the deluxe version, with simulated woodgrain trim to match the instrument panel. Super deluxe wheel covers are standard and custom wire wheel covers are available.



### The S TYPE.

This, of course, is the other side of Riviera.

To create it, you simply specify the Riviera S TYPE with its standard turbocharged V-6 powerplant. In addition to all the other Riviera chassis



features, you get the following special equipment:

Fast-ratio power steering.  
Firmer rate front torsion bars.  
Firmer rate rear springs.

Firmer shock absorbers, front and rear.  
Larger diameter stabilizer bars, front and rear.

Ordering the S TYPE also gets you a special interior, which features the following:

Bucket seats and center storage console.

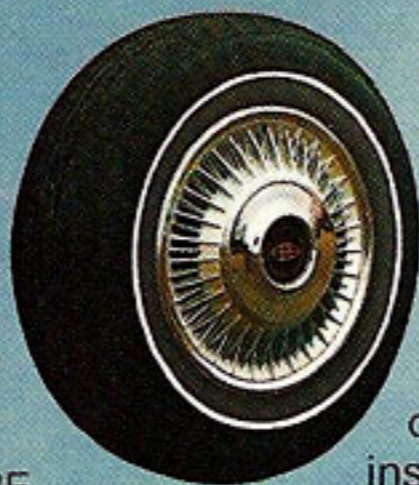
A choice of cloth, vinyl, or extra-cost leather (in the seating area) upholstery.

Brushed black instrument panel trim.

Sport steering wheel with T-shaped center section and padded rim.

The S TYPE also has certain exterior features that set it apart. These are:

Flat black trim around the windows and on the rocker panel.  
Streamlined sport mirrors.  
Designers' Sport wheel covers.  
Amber parking lights.



The result is a real hybrid, a sumptuous, but definitely European inspired road car that looks, acts and feels the part. In addition to the basic S TYPE Riviera, however, there are certain other options to consider.

For your enjoyment, there is an available sunroof or Astrorooft. (Head room may be reduced slightly with these options.)

Sound systems are important to any car buyer; and here

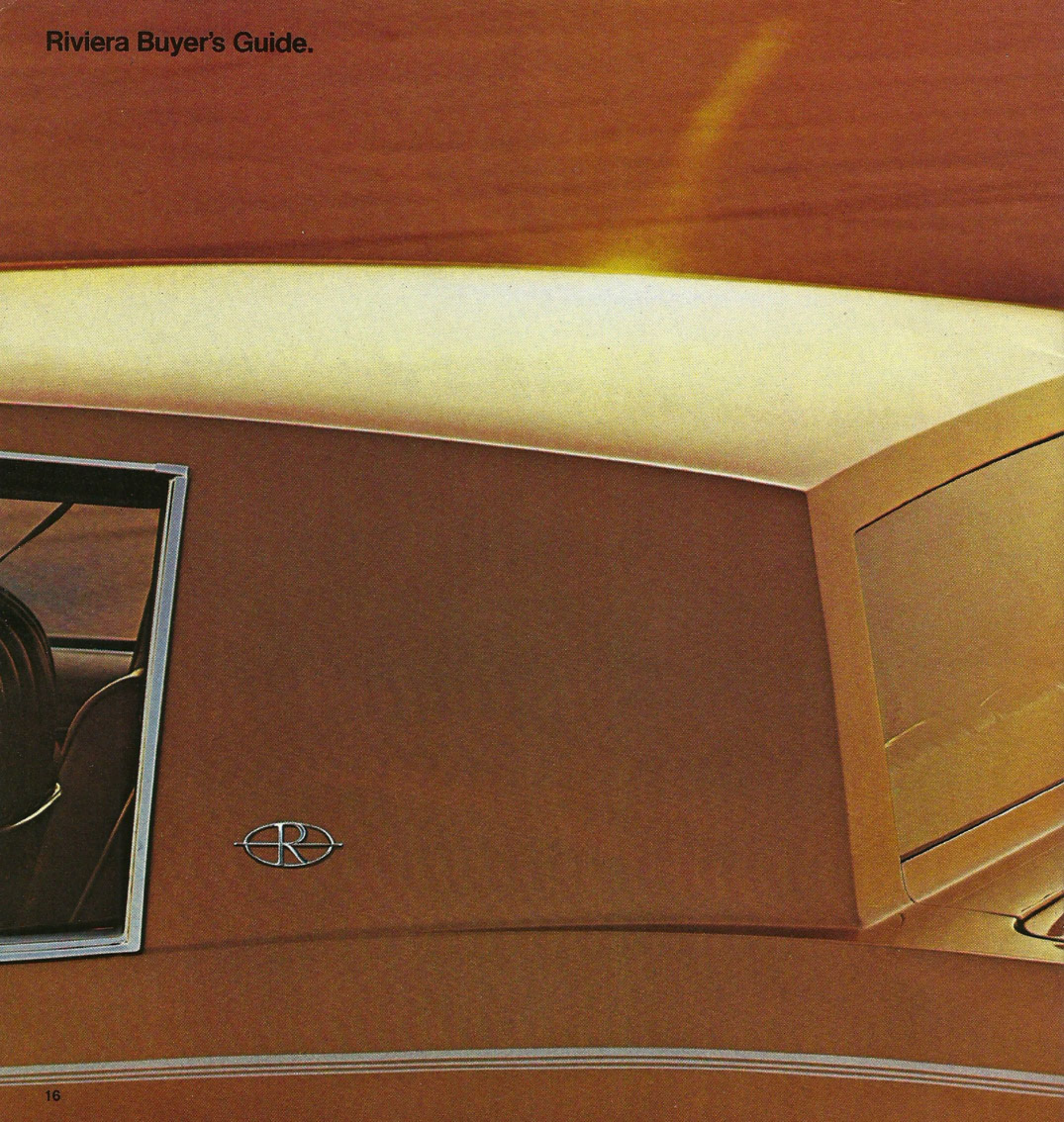
you'll be glad to know Riviera offers no less than nine different systems—all engineered by Delco—everything from the standard AM-FM stereo radio to a stereo radio that electronically seeks out the strongest stations, with a tape deck and 40-channel CB.

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Well, there you have it: two entirely different kinds of Riviera, for two entirely different sets of values.

The choice, enviably, is yours.





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## Available models

Riviera	Z57
Riviera S TYPE	Y57

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## Powerteams

Standard Riviera engine:	5.7 litre (350 CID) 4-bbl. V-8
Available Riviera engine:	3.8 litre (231 CID) 4-bbl. Turbo V-6

Standard S TYPE engine:	3.8 litre (231 CID) 4-bbl. Turbo V-6
Available S TYPE engine:	5.7 litre (350 CID) 4-bbl. V-8

Standard transmission (both models):	Automatic
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Rivieras are equipped with GM-built engines produced by various divisions. See your dealer for details.

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## Dimensions mm (inches)

Wheelbase	2,895 (114.0)
Tread front	1,506 (59.3)
Tread rear	1,524 (60.0)
Length	5,247 (206.6)
Width	1,788 (70.4)
Height	1,378 (54.3)

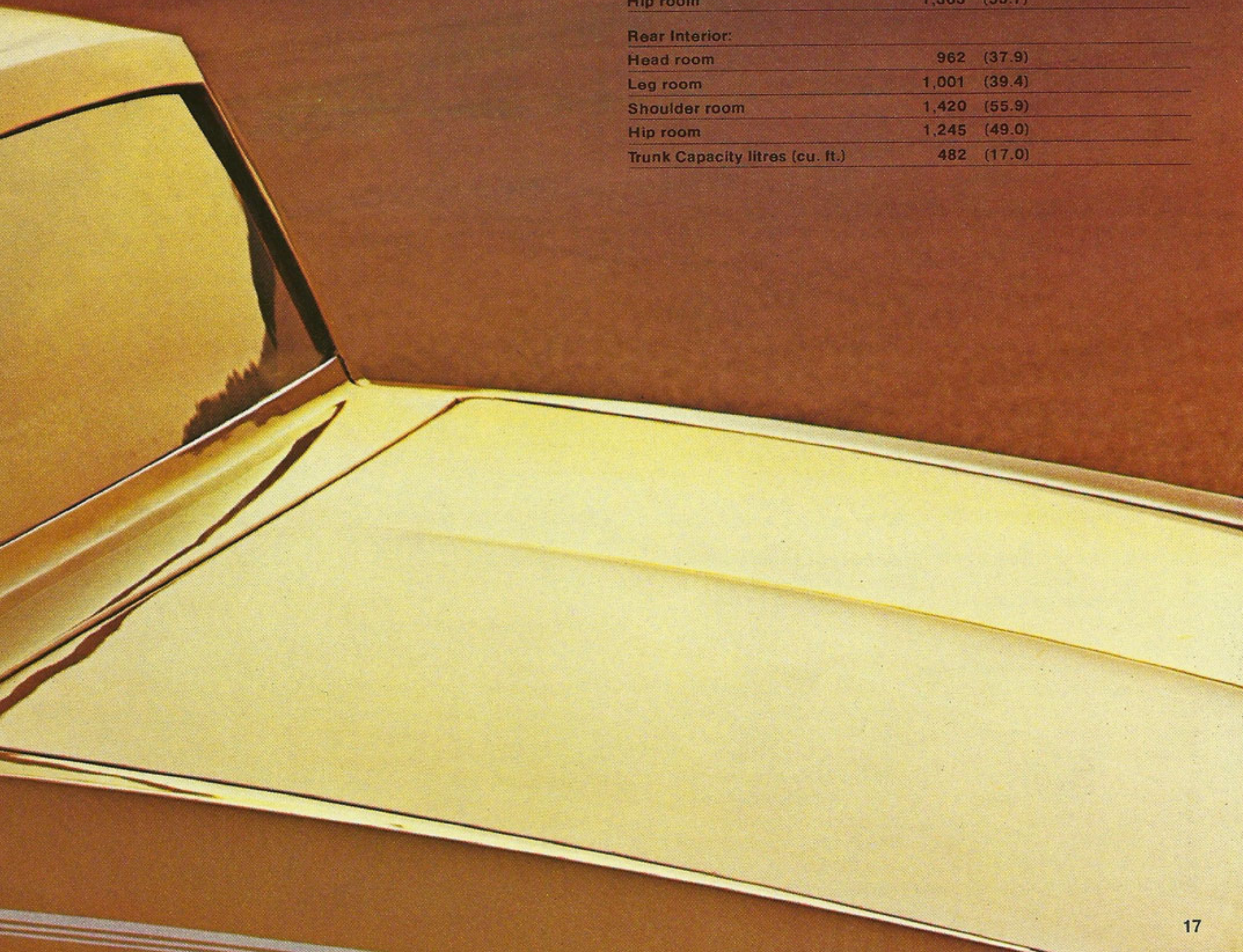
### Front Interior:

Head room	962 (37.9)
Leg room	1,088 (42.8)
Shoulder room	1,434 (56.5)
Hip room	1,363 (53.7)

### Rear Interior:

Head room	962 (37.9)
Leg room	1,001 (39.4)
Shoulder room	1,420 (55.9)
Hip room	1,245 (49.0)

Trunk Capacity litres (cu. ft.)	482 (17.0)
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**Standard Equipment:****Engine**

- High-Energy Ignition
- Delco Freedom Battery
- Semi-closed cooling system

**Chassis**

- Power steering (fast-ratio on S TYPE)
- Power front disc/rear drum brakes
- Front torsion bars, rear coil springs
- Front-wheel drive
- Four-wheel independent suspension
- Full-perimeter frame
- Automatic level control
- Rallye ride-and-handling suspension (S TYPE)
- Steel-belted, radial-ply whitewall P205/75R-15 tires (wide-oval, narrow white stripe GR70-15\* on S TYPE)
- Stowaway spare tire
- Front and rear stabilizer bars

**Comfort and Convenience**

- Cloth or vinyl 45/55 notch-backseats (N.A. on S TYPE)
- Cloth or vinyl bucket seats (S TYPE)
- 6-way power seat—driver's side
- Door courtesy and warning lights
- Inertia front seatback locks
- Storage console (S TYPE)
- Side-window defroster outlets
- Quartz-crystal-controlled digital clock (not offered when electronically tuned radio is ordered)
- Soft-Ray tinted glass
- Power windows
- AM-FM stereo radio
- Automatic power antenna
- Electric door locks
- Air conditioner
- Trip odometer
- Remote-control, outside,

chrome left- and right-hand rearview mirrors (N.A. on S TYPE)

- Remote-control, outside, left- and right-hand sport mirrors (S TYPE)
- Cornering lights
- Windshield wiper system with single-wipe feature for misty conditions
- Litter pocket
- Combination turn signal and high/low beam control

**Appearance and Protection**

- Deluxe steering wheel (N.A. on S TYPE)
- Sport steering wheel (S TYPE)
- Bumper protective strips—front and rear
- Super deluxe wheel covers (N.A. on S TYPE)
- Designers' Sport wheel covers (S TYPE)
- Extensive anti-corrosion measures (including plastic front inner fenders)
- Front bumper guards
- Black moldings and outside trim (S TYPE)
- Lower body-side moldings (Black on S TYPE)
- Amber front park and turn signal lenses (S TYPE)
- Simulated wood-grain trimmed instrument panel (Black trimmed on S TYPE)
- Inside hood lock release

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**Available Equipment:****Engine**

- Heavy-duty battery
- Heavy-duty engine and transmission cooling
- Engine block heater
- 80-amp Delcotron generator (with V-8 engine)
- High-altitude engine package (available and recommended for high-altitude operation with V-8 engine)

- California assembly line emission testing (required in California)

**Chassis**

- Four-wheel disc brakes
- Firm ride-and-handling package (N.A. on S TYPE)

**Interior**

- Leather and vinyl 45/55 notchback seats (N.A. on S TYPE)
- Leather and vinyl bucket seats (S TYPE)
- 6-way power seat—passenger side
- Power driver and passenger seatback recliner (manual passenger only on S TYPE)
- Carpet savers and handmats with carpet inserts
- Trunk trim covering

**Comfort and Convenience**

- Automatic air conditioner
- Cruise-Master speed control
- Tilt steering column
- Tilt and telescoping steering column (N.A. on S TYPE)
- Automatic door locks
- Electric trunk release
- Electric trunk lock
- "Headlamps on" indicator
- Fuel usage light
- Front and rear light monitors
- Lighted visor vanity mirrors
- Rear-quarter courtesy and reading lamps
- Electric rear-window defogger
- 3-speed windshield wiper with low-speed delay feature
- Low fuel indicator
- Electric fuel cap lock
- Trip monitor digital readout information center (available after January 15, 1979)
- Illuminated door locks with interior light control
- Electric, remote-controlled, outside, chrome or thermometer (left side only) rearview mirrors (N.A. on S TYPE)

- ETR AM-FM stereo radio with digital readout and clock
- 8-track tape player with AM-FM stereo radio
- 8-track tape player and ETR AM-FM stereo signal seeking radio with digital readout and clock
- Cassette tape player and AM-FM stereo radio
- CB and AM-FM stereo radio with Triband power antenna
- CB and ETR AM-FM signal seeking radio with digital clock and Triband power antenna
- CB, 8-track tape player and AM-FM stereo radio with Triband power antenna
- CB, 8-track tape player with ETR AM-FM stereo signal seeking radio with digital clock and Triband power antenna
- Triband power antenna

**Appearance and Protection**

- Designers' Accent Paint treatment (N.A. on S TYPE)
- Rear bumper guards
- Protective body-side moldings (available in seven colors)
- Door-edge guards
- Lighted coach lamps (included with vinyl tops)
- Theft-deterrent system
- Long vinyl top with coach lamps
- Heavily padded Landau top with coach lamps (N.A. on S TYPE)
- Sunroof—electric\*\*
- Silver, gold, shadow-light, green or rose Astrorooft—electric operation\*\*
- White, black, blue, gold or red body-side stripes
- Custom wire wheel covers

\*\*Head room is reduced slightly with this option.

\*Difficulty may be encountered using tire chains on the front wheels with this tire. See your Buick Dealer.

N.A.—Not Available

## 1979 Riviera safety features.

### Occupant protection

Seat belts with push-button buckles for all passenger positions.

Two front combination seat and inertia reel shoulder belts for driver (with reminder light and buzzer) and right-hand front passenger.

Energy-absorbing steering column.

Passenger-guard door locks.

Safety door latches and stamped-steel hinges.

Folding seatback latches.

Energy-absorbing padded instrument panel and front seatback tops.

Contoured windshield header.

Thick laminate windshield.

Safety armrests.

Safety steering wheel.

Glove box and console door latch impact security.

Smooth contoured door and window regulator handles.

Automatic locking rear out-board seat belt retractors.

Pressure-lock radiator cap.

High-strength front seat anchorages and construction.

High-strength rear seat retention.

### Accident avoidance

Side marker lights and reflectors.

Parking lamps that illuminate with headlamps.

Four-way hazard warning flasher.

Backup lights.

Lane change feature in direction signal control.

Outside rearview mirror.

Windshield defrosters, washer, and dual-speed wipers.

Wide-view inside mirror (vinyl-edged, shatter-resistant glass and deflecting support).

Dual master cylinder brake system with warning light.

Starter safety switch.

Dual-action safety hood latches.

Headlamp aiming access provision.

Low-glare instrument panel top, inside windshield moldings, wiper arms and blades, and steering wheel metallic surfaces.

Safety wheel rims.

Uniform shift quadrant.

No winged wheel nuts, discs, and caps.

Front disc brakes with audible wear indicators.

Self-adjusting brakes.

Illumination of windshield wiper and washer, heater and defroster controls on instrument panel.

Pressure-relief gas cap.

### Anti-theft

Anti-theft ignition key reminder buzzer.

Anti-theft steering column lock.

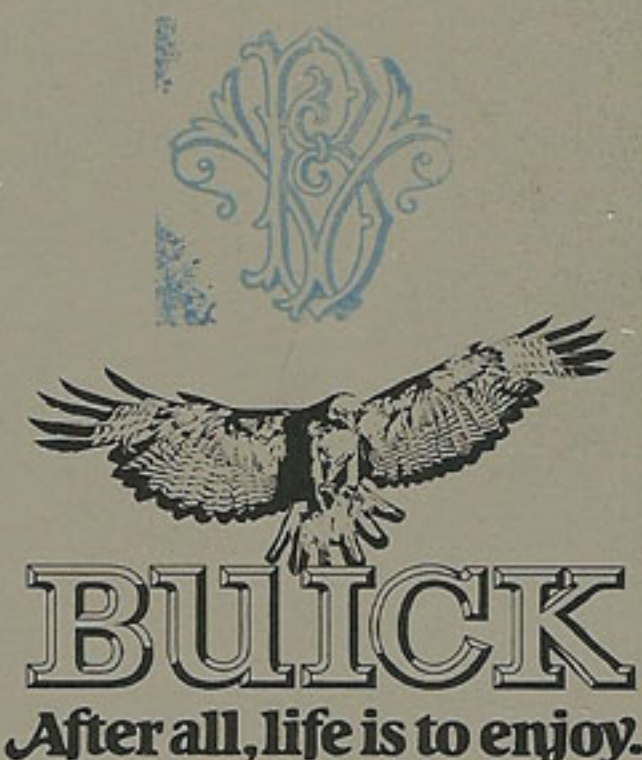
Anti-theft key system (one key for ignition only, other key for glove compartment, doors and trunk).

Visible vehicle identification.

### Buy or lease a Riviera

Many Buick dealers offer you the opportunity to buy or lease a Riviera. Ask them about their leasing arrangement. It may be right for you.

Ident. No. 79-BA-3-9-78  
300M  
Printed in U.S.A.



### A WORD ABOUT ASSEMBLY, COMPONENTS AND OPTIONAL EQUIPMENT IN THESE BUICK PRODUCTS:

The Buicks described in this brochure are assembled at facilities of General Motors Corporation operated by GM Assembly Division. These vehicles incorporate thousands of different components produced by various divisions of General Motors and by

various suppliers to General Motors. From time to time during the manufacturing process, it may be necessary, in order to meet public demand for particular vehicles or equipment, or to meet federally mandated emissions, safety and fuel economy requirements, or for other reasons, to produce Buick products with different components or differently sourced components than initially scheduled. All such

components have been approved for use in Buick products and will provide the quality performance associated with the Buick name.

With respect to extra cost optional equipment, make certain you specify the type of equipment you desire on your vehicle when ordering it from your dealer. Some options may be unavailable when your car is built. Your dealer receives advice regarding current

availability of options. You may ask the dealer for this information. GM also requests the dealer to advise you if an option you ordered is unavailable. We suggest you verify that your car includes the optional equipment you ordered or, if there are changes, that they are acceptable to you.



