



THE BUICK ELECTRA BOOK

Park Avenue
Electra
Electra TYPE





**ENGINEERED
WELL INTO THE
FUTURE.**

New automobiles are introduced every year. And every year, phrases such as "totally new" and "dramatically different" are used to describe them. Well and good. Of course, once in a great while, a new car is introduced that merits more than the usual fanfare. A car that doesn't fit existing molds. A car that breaks from the past, and gives meaning to the notion that the future is truly something we can attain and enjoy right now.

That car is the new Buick Electra. It is a luxury car in the grandest Buick tradition: roomy, well built. Yet, at the same time, it is the embodiment of world class engineering and the latest technology.

Buicks have always been special. So has owning a Buick. Call it an attitude, if you will. One thing's certain though. It began years ago, long before even one new Electra rolled off the assembly line. It began when top Buick teams from engineering, styling, interior design, product planning and manufacturing met to create a car on the very cutting edge of modern technology; a car that would be advanced for its time, and well into the future.

To build the new Electra, one of the world's most sophisticated assembly plants was constructed. Inside that plant are the tools of tomorrow's technology—robots, lasers, and computers. Staffed by a work force totally committed to building the finest Electra in history.

The result? Outstanding value. Even by high Buick standards. And it shows. In the precise fit of body panels. The mirror-like finish of the paint. The meticulous stitching of the upholstery.

We've carried attention to detail far beyond our own doors, however. Right into the dealership, in fact. Because we believe that buying this new Electra should be as special an experience as owning and driving one.

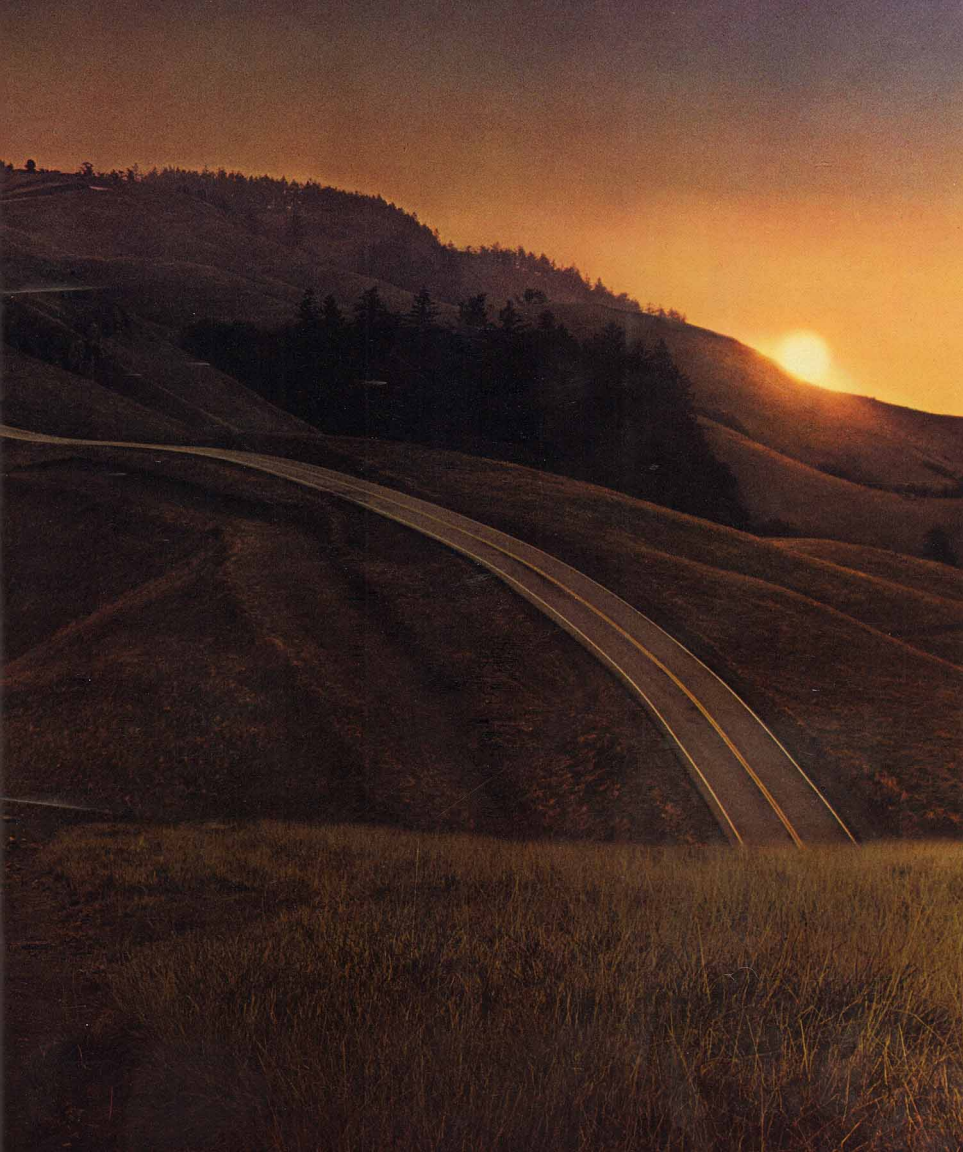
With this in mind, we are equipping selected Buick dealerships with Electronic Product Information Centers (EPIC) that provide our customers with product specifications, competitive comparisons, even a system to locate specially equipped cars from other dealers around the country; and more.

There's another computer system available to every Buick service department. It's called the Diagnostic Data Recorder (DDR). With it, dealership service technicians can instantly diagnose and record engine problems or book up directly to a computer display unit at Buick headquarters to receive further assistance from top Buick service and engineering people.

When you take delivery of your new Electra, you'll discover that we've initiated something we call "NVI Delivery." NVI stands for "New Vehicle Inspection." It's your assurance that your new Buick has been carefully inspected, not once, but twice, to make certain that everything is in perfect order for the beginning of what we're sure will be a long and satisfying relationship between you and your Buick.

Keep all this in mind as you read about the new Park Avenue, Electra 300, 380 and 430; and Electra TYPE on the following pages. Then put Electra to the toughest test there is. Your test. Examine the fit and finish of the exterior. The detail of the engine and luggage compartments. Stretch out in the remarkably spacious and well-appointed interior. Then go for a drive. Not just "once around the block," either. Put some miles on the Electra. Over the kinds of roads you like to travel.

It's the only way to appreciate all that's been done to make this new Buick the finest in our history.



Yes, this is the new Buick Park Avenue. A car this innovative and well-engineered just doesn't happen overnight.

For what you see here and on the next 20 pages is the result of years of hard work.

It's been a labor of love, really, to bring a Buick

Park Avenue or Electra this advanced into being. And we're quite proud of it.

Few American cars have come close to offering all that you'll discover here. Then again, this one's different. This one's a Buick.

Here are a few specifics: **Front-wheel drive.** Totally new to the Park Avenue and

Electra. It pulls you through all kinds of weather. And offers engineers the opportunity to provide plenty of room for six.

Front-hinged hood. Opens forward for ease of service.

Six-passenger seating. Interior dimensions are about the same as the previous Park Avenue and Electra.

MacPherson strut independent front suspension. For smooth ride and handling. The coil spring is barrel shaped to save space.

Transverse-mounted 3.8 litre engine. It has Multi-Port Fuel Injection. (Engine shown in inset below.) Standard on the Park Avenue, T TYPE, and Electra 380.

Electric engine fan. Controlled by thermostat to reduce engine power drain.

Rack-and-pinion power steering. Helps provide precise control.

Vented front disc brakes. Power-assisted for fade-resistant stops.

Clearcoat finish. Provides extra depth and added lustre.

Integrated body and frame. Solid and rattle-free. Assembly line robots align it, weld it, and hold it to incredibly tight tolerances.

Structural adhesives. Increased strength, reduced rattles and weight.

Improved weather stripping. Makes for a quiet interior environment.

Independent rear suspension. Smooths the ride for impressive road holding on rough or uneven surfaces.

Uncluttered engine compartment. Features neatly arranged and attractive components.

High pressure electric fuel pump. Keeps the fuel injection system primed.

Automatic level control. Compensates for the extra weight of passengers and baggage by sensing that weight and automatically raising or lowering the rear suspension to help maintain a smooth, level ride.

Steel-belted radial tires. All-weather tread design for sure footing.

Serviceability. Transverse engine mounting makes spark plugs accessible. Dipsticks easily located for fluid level checking.

Spacious trunk. Deep, wide, and carpeted.

Special High Strength, Light Alloy (HSLA) steel. Reduces weight in selected components.

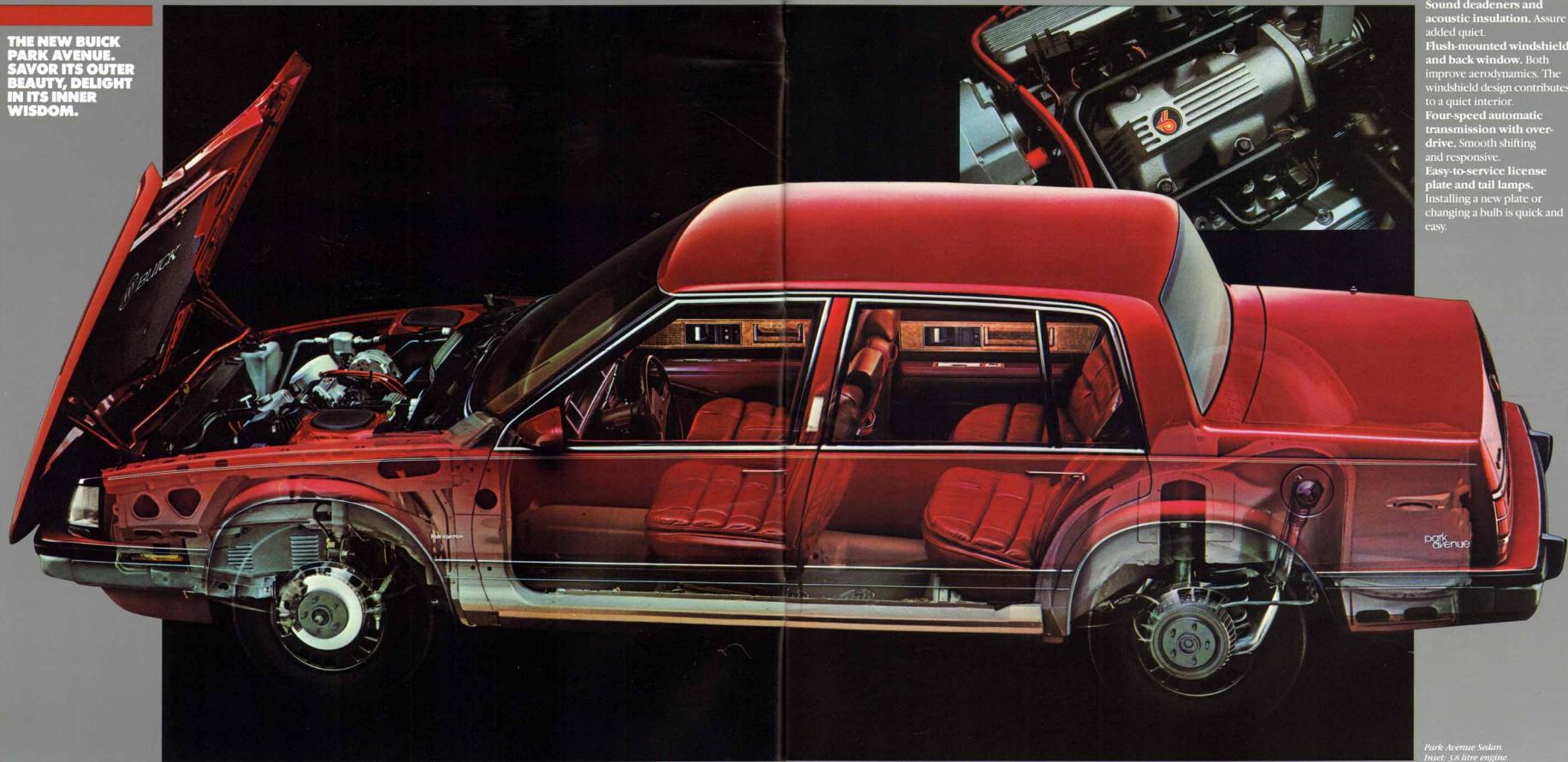
Sound deadeners and acoustic insulation. Assure added quiet.

Flush-mounted windshield and back window. Both improve aerodynamics. The windshield design contributes to a quiet interior.

Four-speed automatic transmission with over-drive. Smooth shifting and responsive.

Easy-to-service license plate and tail lamps. Installing a new plate or changing a bulb is quick and easy.

**THE NEW BUICK
PARK AVENUE.
SAVOR ITS OUTER
BEAUTY, DELIGHT
IN ITS INNER
WISDOM.**



Park Avenue Sedan
Inset: 3.8 litre engine



**INSIDE, THE NEW
BUICK PARK AVENUE
SPARKLES WITH
NEW IDEAS.
ADVANCED
TECHNOLOGY.
TRADITIONAL
BUICK COMFORT.**

Park Avenue leather-trimmed interior. Some of the equipment shown is available at extra cost. Inset: available electric seatback recliner.



Before you is the new Buick Park Avenue interior. The thinking is new. The comfort is traditional. And the luxury is remarkable. All invite your close inspection.

Even though the new Park Avenue Sedan is shorter, narrower, and lower than the previous Park Avenue, its

interior dimensions are remarkably similar, with room for six adults.

As a driver, settle back in a seat that features 6-way power adjustment, standard. Even here, the \$5/45 front seats exhibit advanced thinking. Thin seat profiles save room, while allowing deeply padded upholstery and a fold-

down armrest for the driver.

An available electric seatback recliner (shown in inset) adds to the comfort and convenience of the driver or front-seat passenger.

Instrumentation includes a new electronic speedometer with accuracy controlled by quartz crystal. A resettable trip odometer is also standard. Rocker switches and thumb-wheel rheostats control lighting, and both radio and comfort controls are easily reached by driver and passenger. Defrost air flows through windshield and front side window outlets. Entry and exit are aided by thoughtful courtesy and door-mounted warning lights.

Soft chimes are standard in place of warning buzzers. One electronic chime serves as a seat belt reminder. Another, for "headlamps on." And yet another when you've left the key in the ignition.

Park Avenue's interiors reflect our best contemporary thinking. The seats are covered in rich velour in a choice of five colors. Genuine leather in seating surfaces is also available.

Here's something special we're doing: we're taking particular care sewing the upholstery to match patterns and help eliminate loose threads. We're cutting and bonding the carpet dielectrically and sonically. This exotic sounding process produces reliable carpet joints without staples and cements. The result is very smooth, close-tolerance fits. And no wrinkles. Truly, Park Avenue stands up to the closest inspection.

Elaborate use of sound deadeners and acoustic insulation, including a fiberglass headliner brings a special inner quiet to Park Avenue. Even the door locks work more quietly and with reduced effort.

The new Park Avenue's interior is obviously a fresh approach to traditional Buick comfort and luxury.

When it comes to standard equipment, our Park Avenue has few peers. And when it comes to a standard of excellence, Park Avenue has no peers.

The Buick Park Avenue beckons you with a most impressive array of standard features. Its clearcoat finish is highlighted by tastefully painted body accent stripes. Body color applique between the doors is accented by electroluminescent coach lamps. A wide body side molding is carefully integrated with the front and rear bumpers. It is styling and function blended into an outstanding form.

Inside, Park Avenue offers you more of the same. A multi-position tilt steering column. Electronic Cruise Control with acceleration

feature, electronically tuned AM-FM stereo radio with seek and scan tuning and digital clock, which may be deleted for credit. Plus the security of an electric fuel filler door release and electric door locks can be counted among its many standard luxuries. One thoughtful note about locks: there is also a manual

slide lock on each door. This seeming redundancy is, in fact, an extra touch of security.

Some of Park Avenue's new available equipment is truly fascinating. There's a keyless entry system that eliminates the need for a key to open the driver's door. An electrically heated, outside

rearview mirror that works with the rear window defogger. Electronic digital instrumentation for accurate, up-to-date information (available after September, 1984). And the audiophile-quality Delco GM/Bose Music System, the first system to fully integrate the interior and electronics to produce

symphonic-quality sound. Speaking of quality, the Park Avenue is built with meticulous care. Body fits are subject to super-accurate electronic inspection. Power windows are operated and checked to make sure they are properly quiet. Air conditioners are turned on and off repeatedly for correct

operation. These are but some of the hundreds of stringent quality checks that mark the care put into this new Park Avenue.

Park Avenue offers you a totally enjoyable, personal experience. It is, at once, a superb combination of fine Buick tradition and state-of-the-art technology.

However, it's in the driving that this elegant new Park Avenue shows its outstanding attributes. There is a whole new precision. A sense of solidity and balance. Much of this is due to an all-new independent rear suspension that adds new dimension to Park Avenue ride and handling. Whitewall steel-belted radial

tires link Park Avenue to the road. And if you prefer the blackwall look, just say the word. You can even order them with distinctive available aluminum alloy wheels.

The new Park Avenue Sedan. With an impressive array of standards that sets a new standard in American luxury cars.



**THE PARK AVENUE
SEDAN.
IT REASONS THAT WE
CALL PARK AVENUE
OUR STANDARD
OF EXCELLENCE.**

Park Avenue Sedan.
Inset: Park Avenue Sedan.



Park Avenue Coupe
Inset: Multi-port
Fuel Injection nozzles

**THE PARK AVENUE
COUPE.
A BRAND-NEW
SHAPE WRAPPED
AROUND A FINE
BUICK TRADITION.**



A shape this aerodynamic, this definitive, is daringly different for an American luxury car. Underneath it all, though, you'll find comfort and luxury in the grand Buick tradition as well as large amounts of the latest engineering. Under Park Avenue's front-hinged rear-opening

hood is some of the best evidence of this advanced thinking. The engine, 3.8 litres of smooth power, represents Buick technology at its best.

This engine has Multi-port Fuel Injection that completely eliminates the traditional carburetor. In its place, there is an injector

nozzle (shown in inset) at each cylinder, which sprays a precise amount of fuel right at the intake valve during every engine revolution. This enables the fuel and air to mix right next to the cylinder, rather than way up in the carburetor. The result is increased power and fast engine response.

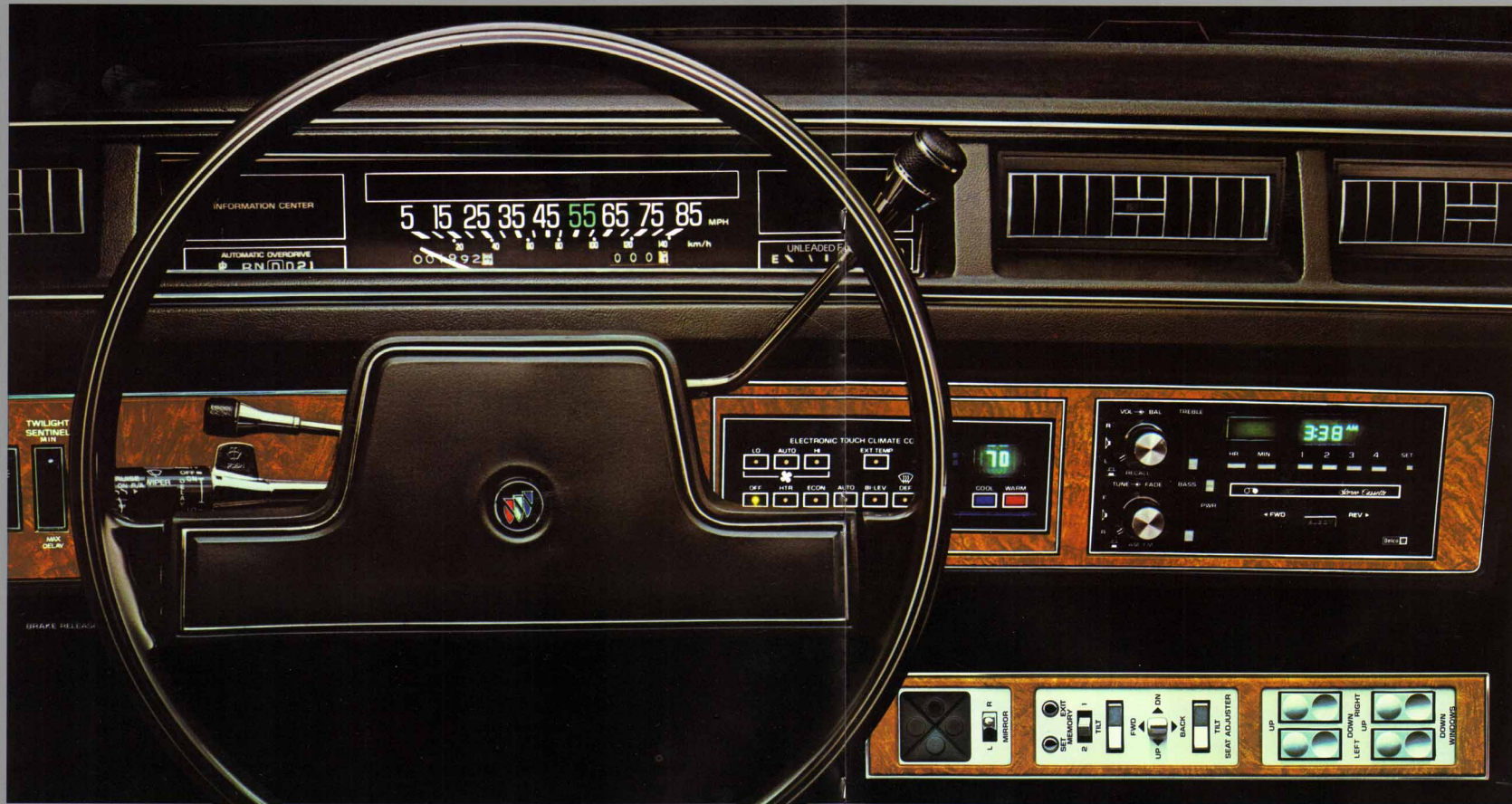
Gone are the idle jets, power jets, metering rods, floats, separate idle passages and complex mechanical linkage of the traditional carburetor. In their place, electronic management of fuel and air.

Incoming air flows over an electronically heated film called a mass air flow sensor, located in the air intake. A microprocessor measures the cooling effect of incoming air and calculates its mass. This calculation is fed to a central microprocessor that analyzes the engine's exact fuel, air, and spark needs about 84 times every second.

Two tiny microprocessors replace a number of complex mechanical parts. It's this simplicity that's the key to Multi-port Fuel Injection.

Power is coupled to the front wheels through an electronically controlled four-speed automatic transmission with overdrive. Steering is power rack-and-pinion. MacPherson struts cushion each front wheel independently. An all-new independent rear suspension with coil springs, struts, and stabilizer bar provides Park Avenue with impressive ride and handling. Automatic level control is also standard.

The new Buick Park Avenue. Its shape, chassis and powertrain are fresh and contemporary. But its tradition of luxury and solid Buick comfort continues.



Park Avenue instrument panel. Some of the equipment shown is available at extra cost. Inset: door-mounted driver control panel.

AN ERGONOMIC APPROACH TO COMFORT AND CONTROL.

Before you is an instrument panel that demonstrates some of our best work in the area of "ergonomics" or human engineering. Vital information is communicated easily, instantly. Thumbwheel controls for panel lighting and rocker switches for parking lights and headlamps are logi-

cally designed and readily accessible. Other controls, mounted on the steering column, put windshield washers, turn signals, Cruise Control and headlamp dimming right at your fingertips. Added to the inside of the new Park Avenue are such thoughtful standard features as a lighted passenger

vanity mirror. Extendible translucent sun shades that slide out from each sun visor. And an ingenious retractable coat hanger for the Park Avenue Sedan. We have brought our Park Avenue and Electra to the forefront of comfort, control and convenience by rethinking the whole rela-

tionship of driver to car. Some of our more important options reflect this electro-mechanical compatibility. Take our available Electronic Touch Climate Control, for instance. Touch the "warm" or "cool" squares to change the temperature, which is digitally displayed

one degree at a time. Touch another area to display the outside temperature. Other touch areas control defog and fan speeds. Each touch is confirmed by an audible "beep." The unit maintains the temperature you've set automatically.

Then there's the full-feature Electronically Tuned Receiver (ETR) which is standard in Park Avenue and available on other models. (May be deleted for credit.) This 2000 Series receiver has separate bass and treble tone controls, seek tuning, scan tuning and digital clock.

A power Memory Seat option is also available for the driver. With it, two drivers can program the seating position that's perfect for them. A microprocessor stores the data and returns automatically to either selected position at the touch of a button.

The Electronic Cruise Control, standard on Park Avenue and available on Electra, now features an "accelerate" button which allows you to increase speed at a controlled rate. The available Twilight Sentinel automatically activates headlamps at dusk and features a timer that keeps headlamps on for a programmed length of time after you leave the car.

Standard power window controls are "tuned to your fingertips": concave ones lower the windows, convex ones raise them. Electric mirror controls are also mounted on the driver's armrest on Park Avenue for added convenience.

Some would call it a natural extension of the Buick philosophy. We call it simply Electra T TYPE. Here, for the first time, is an Electra with road manners which rival those of some of the world's most respected cars. Yet it manages to accomplish this with a style and grace that is unmistakably Buick.

Like other Buick T TYPES, this one really looks the part. There are black accents on the grille and around the windows, and dark gray accents around the taillights that leave no doubt as to the T TYPE's sporting character.

P205/75R14 steel-belted blackwall radial tires and special 14" x 6" aluminum alloy wheels complement Electra T TYPE's strong visual statement.

But all this visual strength would be meaningless if it weren't backed up by refined cornering and handling. It is,

Underneath, there's Buick's Gran Touring suspension. A combination of higher-rate springs, larger shock absorbers, and bigger front and rear stabilizer bars.

The result? Electra T TYPE has a distinctly firm, flat, highly controlled ride, which makes it an absolute revelation on the kinds of roads

that were once the exclusive playground of expensive European marques.

Power is supplied by a 3.8 litre engine with Multi-Port Fuel Injection (MPI) which is discussed in greater detail on page 21 of this catalog.

Sporting interior appointments are provided Buick by

designers who are obviously enthusiasts. That explains Electra T TYPE's special seat design shown in the inset. Cloth trim is standard, leather in the seating area is available at extra cost as is a six-way power adjustment for the driver's seat.

The 15/15 front seating is firm, yet comfortable, offering

solid lateral support without the hardness common to many fine touring automobiles.

Between these seats is an innovative armrest and storage console. Lift the armrest and you'll discover a map pocket. Under two sliding covers on the console is storage for sunglasses, cassette tapes, and garage door opener.

Plus a depression for a cup.

Scan the instrument panel, where a flood of available electronic instrumentation greets the eye (available after September, 1984), including an oil gage, temperature gage, and voltmeter. Brushed stainless steel T TYPE trim and leather-wrapped sport steering wheel further

accent the interior (shown on page 21 with electronic digital instrumentation).

Make no mistake about it, this is a car for those who really love to drive. The Electra T TYPE was conceived to bring the highest levels of Buick luxury to the sporting driver. It has obviously succeeded.



**THE ELECTRA T TYPE.
AN ENTHUSIAST'S
BUICK THAT CAN
MAKE A BELIEVER
OUT OF THE
MOST RIGIDLY
ENTRENCHED
SKEPTIC.**

Electra T TYPE Sedan.
Inset: available Electra T TYPE
leather-trimmed interior.

**BUICK ELECTRA
300, 380 & 430.
THE NUMBERS
SIGNIFY
PERSONALITY.**



The numbers tell you which engine is in any given Buick Electra. An Electra 300 has a 3.0 litre V-6 engine, standard. Order the available 3.8 litre multi-port fuel-injected engine, and you have the Electra 380. An Electra with the available 4.3 litre diesel V-6 becomes an Electra 430.

In all cases, an electronically controlled four-speed automatic transmission with overdrive is standard.

This particular series offers the same front-wheel-drive technology. The same fine ride and handling. The same generous seating for six. A range of thoughtful standard power assists. And

much more. The difference, of course, is that this Electra series has its own special personality, just as the Park Avenue and the T TYPE have theirs.

Like the Park Avenue, the Buick Electra rides on a fully independent suspension with automatic level control. Turns with the precision of power-assisted rack-and-pinion steering. Enjoys the quiet brought about by extensive acoustic insulation and sound deadeners. Integral all-welded body-frame construction. A separate cradle for the engine that isolates it from the body for a quiet ride. And the sure-footedness of P205/75R14 steel-belted radial tires with all-weather tread design.

This Electra was manufactured with features you'll never see. A roof design that eliminates exposed spot welds. Special sealing tapes, resins, and hot melt seals. A cleaning and washing system that helps keep foreign substances out of the electrophoretic paint system. And, a plastisol protectant that is sprayed automatically for even coverage and smooth appearance in critical stone chip areas.

You do see the last coat of high solid enamel finish color and acrylic clearcoat that gives an extra-deep lustre. We believe that few cars in the world get as extensive paint finishing. But, after all, that's our attitude at Buick.

The Buick Electras. There may never have been more desirable, or attainable, luxury car offerings.



*Electra Sedan.
Inset: Electra interior.*

Like the Park Avenue's, Electra's standard features are both impressive and extensive: 55/45 front seats with six-way power adjustment for the driver. Electronically tuned AM-FM stereo radio with a digital clock (may be deleted for credit). Chime warnings, rather than buzzers. Front-seat reading lights. Electronic speedometer, quartz controlled for accuracy.

The instrument panel features floodlighting. And the remote-controlled electric fuel filler door offers a place to store the fuel cap when it's removed for refueling.

Impressive as this list of standard features is, Electra's range of available equipment is just as impressive. We invite you to look over the selected items featured on these pages and pages 20 and 21.

You'll find the 300, 380, 430 series Electras highly remarkable. We invite you to spend time with your Buick dealer inspecting and driving this brand-new series and

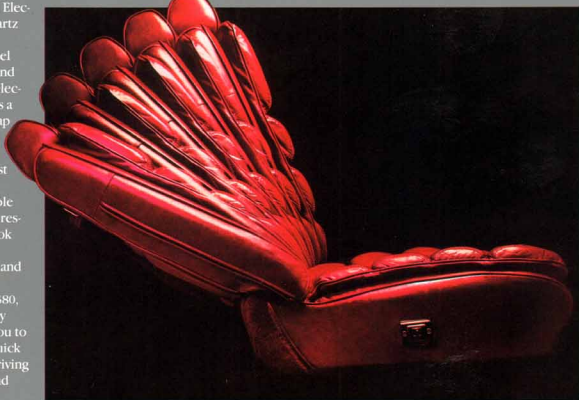
considering the many available features you can add. Time, we feel, that will be most rewarding to you.

When you settle behind the wheel of any Buick Electra or Park Avenue, you'll find spacious dimensions and a steadfast devotion to comfort for six adults. There's an abundance

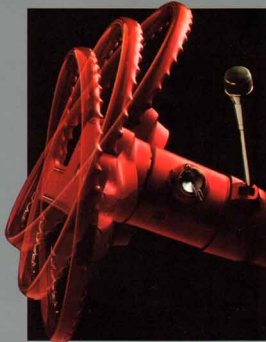
of room for heads, knees, legs, hips, and shoulders. And enough elegance to let you know Buick's penchant for luxury continues well into the eighties.

It doesn't matter which Electra you order: all feature front seats with six-way power adjustment for the driver. The rich velour

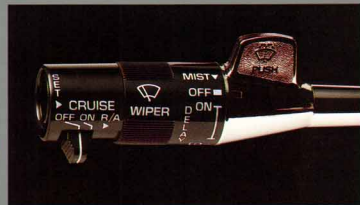
upholstery adds a fitting touch to the new thin-profile front seats. The upholstery is specially sewn to help eliminate mis-stitching and unsightly loose threads. Even the carpet is bonded dielectrically and sonically to make more reliable carpet joints than conventional staples or cements.



Electric seatback recliner. Features adjustable backrest, and makes seat adjustments convenient for any driver or passenger. Available on all models.



Tilt and telescoping steering column. Adjusts in and out, up and down for comfort. Available on all models.



Front-seat reading lamps. Located in the windshield header, each light is pre-focused and features separate switches for individual control. Standard on all models.



Electrically heated, outside, rearview driver's side mirror. Clears your view from ice, frost, snow or fog. Operates automatically when the available rear-window defogger is activated. Available on all models.



Electronic Cruise Control. With an acceleration feature. Push the button to the position labeled "R/A", and the car accelerates to a set speed. Speed can be increased by tapping the R/A slide button and decreased by tapping the set button. The speed adjusts in 1 mile-per-hour increments. Standard on Buick Park Avenue, available on other models.



Deck lid luggage rack. A rear rail provides support, while sturdy, chrome-plated bars are mounted securely on the deck lid to protect the painted surface. Straps can be



Rear-seat reading lamps. Mounted directly in the rear quarter roof panel, these lamps are a welcome feature for rear-seat passengers. Standard on Park Avenue.

Lighted visor vanity mirror. Built right into the sun visor. Features a snap-open lid that activates the lights and a switch for selecting high- or low-intensity light levels. Standard on the Park Avenue.



Keyless entry system. Five touch keys designed into driver's door. Press any key to light interior. Press correct five-digit code to unlock driver's door. Then press "1 and 2" button within five seconds to unlock all other doors. To unlock deck lid, press "3 and 4" button. You may also choose your own code to activate system. Available on all models.



Memory Seat. Two drivers can program different comfort positions and the "memory" stores each one. Available on all models.



COMFORT AND CONVENIENCE.

ENGINEERING AND ELECTRONICS.

It takes much more than mere mechanical aptitude to create an outstanding automobile these days. A thorough understanding of the latest in electronics is also necessary. The new Electra displays an abundance of both.

Thus, electronics play a key role in the form of both sensors and command centers in the operation and management of various mechanical subsystems within Electra.

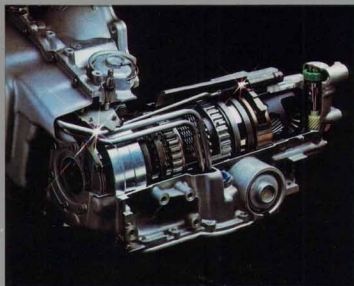
Engine, transmission, and rear suspension all benefit from the application of the latest advances in electronics.

Electronics also perform important functions in a variety of standard and optional comfort and convenience features to be found in the new Electras.

All radios are electronically tuned. Electronic Cruise Control, digital instrumentation, Memory Seat, and Electronic Touch Climate Control options all make use of processors and sensors for precise operation.

These next four pages will provide you with a brief overview of the human and computer intelligence to be found in the new Buick Electras.

A test drive, however, is still the best way to determine how well they perform their various assignments.



Automatic transmission with overdrive. This transmission is standard on all models. It features a converter clutch which engages at an electronic command in third and fourth speeds to eliminate torque converter slippage.

The electronic commands to engage and dis-

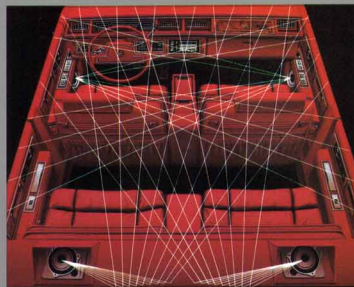
engage come from the Electronic Control Module (ECM) which can distinguish between a cold and warm engine, various road speeds and grades, and other inputs.

When conditions agree with the ECM's program, it very smoothly activates or deactivates the converter clutch.



Available Delco electronically tuned AM-FM stereo radio with clock, seek and scan, cassette tape player and graphic equalizer. Here's state-of-the-art sound sophistication featuring a five-band tone control with

12 dB range centered at five frequencies: 60 Hz, 250 Hz, 1,000 Hz, 3,500 Hz, and 10,000 Hz. These five controls provide more tone control range than conventional bass-treble knobs. Available on all models.

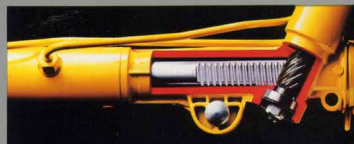


Available Delco GM/Bose Music System. This highly sophisticated system combines state-of-the-art electronics and premium speakers to create a new dimension in automotive entertainment and sound reproduction.

Premium components include special Bose speakers in door panels and package shelf, a special tuner in the Delco 2000 Series ETR radio with cassette tape player

featuring Dolby noise reduction circuits and a manually controlled dynamic noise reduction system.

The Bose system tailors sound to the car by compensating for acoustical absorption properties in the interior. This system also provides an audio output of fifty watts per channel instead of the eight to ten watts per channel found in most car audio sound systems.



MacPherson strut suspension. This sophisticated front suspension combines coil spring, shock absorber, and wheel location in one unit. Instead of using a straight coil spring, Buick engineers shaped it like a barrel, narrow at the top and bottom. It occupies less space when it's compressed to allow our designers to lower the hood line for better visibility and improved aerodynamics.



New coil-spring and strut independent rear suspension. An all-new, fully independent rear suspension allows the rear wheels to roll over irregularities in the road one at a time for sure-footed roadholding, particularly on rough surfaces.

In addition, automatic level control senses the weight of passengers, luggage, or both. Then it automatically raises or lowers the rear suspension the appropriate amount to maintain a smooth, level ride.



Multi-port Fuel Injected engine. T TYPE's 3.8 litre engine with Multi-port Fuel Injection (MFI) system has six injectors located at each of the intake valves for precise

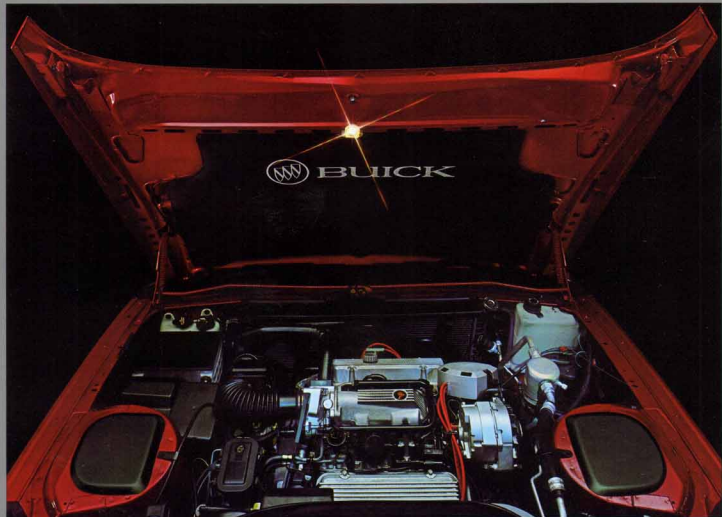
fuel/air mixing. Thus, engine response is more immediate.

In addition, a small piece of nickel film called a "mass air flow sensor" is located in the air intake, to electronically

measure the density of incoming air, and automatically compensate for temperature, humidity, and barometric pressure.

The mass air flow sensor's

output is analyzed by an on-board computer along with other engine outputs, and controls the exact amount of fuel sprayed from each injector.



Power assisted rack-and-pinion steering. With this system, input from the steering wheel is transmitted to a gear-driven "rack," which is connected directly to the steering arms on the front wheels. The result is a feeling of true precision at the steering wheel.

The gear, or "pinion" on the end of the steering column, is power assisted for low-effort steering.



Electronic digital instrumentation. An electronic digital instrument cluster will be available on all Electras after September, 1984. Digital readouts display speed, fuel remaining, and transmission selector. Voltage, temperature and oil pressure readings can be

taken by pressing a separate switch on the instrument panel. A small microprocessor located in the instrument panel gives driver accurate, up-to-date information. Available electronic digital instrumentation is shown here in the Electra T TYPE instrument panel which also

features brushed stainless steel trim instead of wood-grain, and a standard leather-wrapped sport steering wheel. On Electras equipped with this option, selected equipment remains operable after the ignition is turned off and until the door is opened.

THE BUICK OWNER EXPERIENCE.



This is the story of an extraordinary new Buick, and how it is designed and how it is built.

But it's also more than that. It's the rather special attitude we at Buick have toward the people who buy our products. You'll find it expressed in the way all Buicks are put together, sold, and serviced. It's something we at Buick call *owner experience*.

It begins at the design center, then continues at the factory. In fact, we've constructed a brand-new assembly plant just to build these cars. There, automated welding creates body fits so precise that, through the use of lasers, we measure tolerances in *thousandths* of an inch.



We carefully hand sand every primed body before computers take over to apply the final coats of finish. Then we complete the finish by putting a coat of clear acrylic lacquer over the color to add extra luster.

The Buick owner experience continues with sales people who we think know their product better and service people who care enough to do a quality job.

The more information you have, the easier it is to select the car exactly right for you. That's why we

are initiating the Electronic Product Information Center (EPIC) in selected Buick dealerships.

This in-showroom computer provides customers with product specifications, competitive comparisons, even a system to locate specially equipped cars from other dealers around the country and more.

When the prototype EPIC system proves as successful and useful as we expect it to be, we will continue to expand its deployment throughout our dealer body in the coming months and years.

Better service also begins with better information — what we call the "Technical Assistance Center." Now, dealer service technicians may call an 800 number to get specialized technical assistance from us at Buick.

In addition, each of Buick's 26 strategic areas located across the country has a mobile computer terminal called the Diagnostic Data Recorder (DDR). With this device, a service technician anywhere in the country can hook up to any new Buick's on-board computer and receive an immediate diagnosis of engine performance.



If there is an engine problem that occurs only intermittently and away from the dealership, the DDR can

be installed in the car which is driven by the technician until the problem occurs again. The problem is then recorded for analysis at the dealership.

To further aid in problem solving, the DDR allows the dealership technician to connect the car's computer display unit at Buick headquarters in Flint, Michigan. There, our



service technicians can analyze the engine's performance and recommend a solution to the technician at the dealership.

Both the Technical Assistance Center and the Diagnostic Data Recorder enable us to do a better, faster job of fixing your Buick right the first time.

We've also initiated a special service called "NVI Delivery." NVI stands for "New Vehicle Inspection." It is designed to assure you that owning your new Buick will be pleasant right from the start.

When you take delivery, your Buick will have been thoroughly inspected and tested. Not once, but twice. Then, its operation will be explained to you during another test drive, with you at the wheel. We're doing all this — and much more — to make sure your new Buick Electrica or Park Avenue is just what you expect it to be.

AVAILABLE MODELS

Park Avenue Sedan	W69
Park Avenue Coupe	W11
Electra T TYPE Sedan	H69
Electra T TYPE Coupe	F11
The Electra 300, 380, 430 Sedan	X69
The Electra 300, 380, 430 Coupe	X11

DIMENSIONS

	Park Avenue, T TYPE, Electra (Coupe) (Sedan)	
	inches (mm)	inches (mm)
Length	196.2 (4981)	196.2 (4981)
Width	72.1 (1832)	72.1 (1832)
Height	55.0 (1397)	55.0 (1397)
Wheelbase	110.8 (2815)	110.8 (2815)
Front Tread	60.3 (1532)	60.3 (1532)
Rear Tread	59.7 (1518)	59.7 (1518)

Interior Room, Front	
Leg	42.4 (1078)
Head	39.2 (998)
Shoulder	58.8 (1496)
Hip	55.4 (1409)

Interior Room, Rear	
Leg	40.7 (1036)
Head	38.1 (969)
Shoulder	57.6 (1464)
Hip	54.0 (1372)

Trunk Capacity:	
cu ft (liters)	cu ft (liters)
15.9 (452)	15.9 (452)

Fuel Tank Capacity:	
gal (liters)	gal (liters)
18.0 (68.2)	18.0 (68.2)

Estimated Base Curb Weight:	
lbs (kg)	lbs (kg)
3,241 (1,470)	3,288 (1,492)
3,201 (1,452)	3,245 (1,472)
3,219 (1,460)	3,263 (1,480)

POWERTEAMS

The Park Avenue
Standard engine: 3.8 litre V-6 with Multi-port Fuel Injection (MPI)
Transmission: Four-speed automatic with overdrive

Available engine: 4.3 litre V-6 diesel
Transmission: Four-speed automatic with overdrive

The Electra T TYPE
Standard engine: 3.8 litre V-6 with Multi-port Fuel Injection (MPI)
Transmission: Four-speed automatic with overdrive

The Electra 300, 380, 430
Electra 300 standard engine: 3.0 litre V-6
Transmission: Four-speed automatic with overdrive

Electra 380 standard engine: 3.8 litre V-6 with Multi-port Fuel Injection (MPI)
Transmission: Four-speed automatic with overdrive

Electra 430 standard engine: 4.3 litre diesel V-6
Transmission: Four-speed automatic with overdrive

Refer to the EPA mileage estimates and engine supplement chart included with this catalog.

STANDARD EQUIPMENT

Engine/Chassis

- 3.0 litre V-6 (Electra)
- 3.8 litre MPI V-6 (Park Avenue, T TYPE)
- Automatic transmission with overdrive
- High Energy Ignition
- Computer Command Control (with gas engines)
- Front-wheel drive
- Rack-and-pinion steering with power assist
- Low-drag power brakes with front disc/rear drum
- Steel-belted, radial-ply blackwall tires — P205/75R14 (Electra and T TYPE)
- Steel-belted, radial-ply whitewall tires — P205/75R14 (Park Avenue)
- Independent four-wheel suspension
- Delco Freedom II Plus Battery (maintenance-free)
- Extensive anti-corrosion protection
- Automatic level control
- Gran Touring suspension (T TYPE)
- Comfort and Convenience
- Cloth 55/45 notchback seats (Electra, Park Avenue)
- Cloth 45/45 sport seats with storage console (T TYPE)
- Power windows
- Air conditioning
- Tilt steering column (Park Avenue)
- Electronic Cruise Control (Park Avenue)
- Electric trunk release (Park Avenue)
- Electric door locks (Park Avenue)
- 6-way power seat — driver's side
- Manual seatback recliners
- Remote-control, outside, rearview mirror — left-hand remote, right-hand manual (electric on Park Avenue)
- Delco AM-FM electronically tuned stereo radio with clock (may be deleted for credit) (Electra and T TYPE)
- Delco AM-FM electronically tuned stereo radio with seek and scan and clock (may be deleted for credit) (Park Avenue)
- Fixed-mast antenna
- Lights: front ashtray, trunk, instrument panel courtesy, engine compartment, glove box, map light, also standard on Park Avenue: door courtesy and rear-seat reading lamps, and rear-seat reading lamps
- Front-seat reading lamps
- Rear-seat cigarette lighter
- "Headlamps on" indicator and warning chime
- Soft-Ray tinted glass
- Multi-function control lever with turn signal, headlamp high/low beam control, and windshield wiper/washer control
- Seat belt and ignition key warning chime
- Lighted visor vanity mirror — passenger side (Park Avenue)
- Electric fuel filler door release
- 2-speed windshield wiper with low-speed delay feature (Park Avenue)
- Sun visor with slide out translucent panel (Park Avenue)
- Trip odometer
- Front, side-window defogger outlets
- Appearance and Protection
- Body-side moldings
- Carpet savers with inserts — front and rear (Park Avenue)
- Painted accent stripes (Park Avenue)
- Leather wrapped sport steering wheel (T TYPE)
- Electroluminescent coach lamps (Park Avenue)
- Electroluminescent insignia on instrument panel (Park Avenue)
- Color-coordinated seat and shoulder belts
- Styled aluminum wheels (T TYPE)

AVAILABLE EQUIPMENT

Engines

- 5.8 litre MPI V-6 (Electra)
- 4.3 litre diesel V-6 (N.A. on T TYPE)
- Engine block heater (std. with 4.3 litre diesel engine)
- 108-amp Delco-tron
- Heavy-duty engine and transmission cooling
- Delco power reserve Freedom battery
- High altitude emission system (4.3 litre diesel engine required)
- California assembly line emission equipment and testing (required in California)

- Chassis
- Firm ride-and-handling suspension (N.A. on T TYPE)
- Gran Touring suspension (standard on T TYPE)
- Self-sealing tires
- P205/75R14 steel-belted, radial-ply blackwall tires (Park Avenue — standard on Electra and T TYPE)

- Interior
- 55/45 leather seats (Park Avenue)
- 45/45 leather sport seats (T TYPE)
- 6-way power seat — passenger
- 2-position memory seat — driver
- Electric seatback recliners
- Electronic digital instrumentation (Available after September 1, 1984)

- Comfort and Convenience
- Electronic Touch Climate Control air conditioning
- Electric rear window defogger
- Electric door locks (Electra and T TYPE)
- Automatic electric door locks
- Keyless entry system
- Low windshield washer fluid indicator (Available after August, 1984)
- Low fuel indicator

- Appearance and Protection
- Front carpet savers with inserts (Electra and T TYPE)
- Rear carpet savers with inserts (Electra and T TYPE)
- Trunk compartment mat
- Trunk trim carpeting

- Deck lid luggage rack
- Door courtesy and lights (Electra and T TYPE)
- Rear-seat reading lamps (Electra and T TYPE)
- Illuminated door interior light
- Tungsten-halogen low beam headlights
- Delco power reserve lamp control system
- Front and rear seat monitors
- Electronic rearview mirror — hand removable (Electra and T TYPE)
- Electric, heated, outside, rearview mirror — left- and right-hand remote
- Lighted visor vanity mirrors — driver and passenger (passenger standard on Park Avenue)
- Delco ETR AM-FM stereo radio with seek and scan and clock (standard on Park Avenue)
- Delco ETR AM-FM stereo radio with cassette tape player and clock
- Delco ETR AM-FM stereo radio with seek and scan, cassette tape player, graphic equalizer and clock
- Dual rear extended range speakers (Electra and T TYPE)
- Concert Sound Speaker System
- Delco GM/Bose Music System
- Automatic power antenna
- Electronic Cruise Control (Electra and T TYPE)
- Electric trunk release (Electra and T TYPE)
- Electric trunk pull-down
- 2-speed windshield wiper with low-speed delay feature

- Appearance and Protection
- Front carpet savers with inserts (Electra and T TYPE)
- Rear carpet savers with inserts (Electra and T TYPE)
- Trunk compartment mat
- Trunk trim carpeting

- Appearance and Protection
- Front carpet savers with inserts (Electra and T TYPE)
- Rear carpet savers with inserts (Electra and T TYPE)
- Trunk compartment mat
- Trunk trim carpeting

N.A. — not available
std. — standard
*Head room is slightly reduced with this option.



SAFETY EQUIPMENT

Occupant protection.

Manual lap/shoulder belts with pushbutton buckles for driver and right front passenger (driver side includes visual and audible warning system). Manual lap belt at center position when applicable.

Energy-absorbing steering column.

Passenger-guard inside door lock handles.

Safety interlocking door latches.

Safety armrests.

Inertia-type folding front seatback latches.

Energy-absorbing instrument panel and front seatback tops.

Laminated safety glass windshield/tempered safety glass side and rear windows.

Smooth contoured door and window regulator handles.

Front seat head restraints for driver and right front passenger (adjustable).

Glove box door latch and, when applicable, console cover latch impact security.

Pressure lock radiator cap.

Accident avoidance.

Side marker lights and reflectors.

Parking lamps that illuminate with headlamps.

Backup lights.

Four-way hazard warning flasher.

Lane-change feature in direction signal control.

Windshield defrosters, washer and dual-speed wipers.

Vinyl-bonded inside rear-view mirror glass.

Outside, left, rearview mirror (Right also standard on some models).

Dual master cylinder brake system with warning light.

Starter safety switch.

Dual action safety hood latch.

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

Safety road wheel rims.

Front disc brakes with audible wear indicators.

Self-adjusting brakes.

Illumination of heater and defroster controls on instrument panel.

Pressure-relief fuel cap.

Anti-theft.

Audible anti-theft ignition key reminder.

Anti-theft steering column lock.

Inside hood release.

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

Visible vehicle identification number.

"Let's get it together... buckle up."

Official Car of the XXIIIrd Olympiad
Los Angeles 1984



Wouldn't you really rather have a Buick?

Buy or lease a Buick.

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

The GM Continuous Protection Plan.

It offers service protection in addition to that provided by GM's new-vehicle limited warranty. Coverage is currently available only in U.S.A. and Canada for the 1984 model year. See your Buick dealer for details.

Important:

A word 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 will find here may have been updated. Also, some of the equipment shown or described throughout this catalog is available at extra cost. 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. Check with your Buick dealer for complete information.

A word about assembly, components and optional equipment in these Buick products.

The Buicks described in this catalog are assembled at facilities of General Motors Corporation operated by

Buick or 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 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 that you verify that your car includes the optional equipment you ordered or if there are changes, that they are acceptable to you.

A word about engines.

Some Buicks are equipped with engines produced by other GM divisions,

subsidiaries or affiliated companies worldwide. See your dealer for details or please refer to the Buick powertrain engine chart on the insert provided to your dealer with this catalog.

A word about updated service information.

Buick regularly sends its dealers useful service bulletins about Buick products. Buick monitors product performance in the field. We then prepare bulletins for servicing our products better. Now you can get these bulletins too. Ask your dealer. To get ordering information, call toll free 1 (800) 551-4123



1985 Buick Electra/Park Avenue Powerteam Engine Supplement Chart

Engine	Standard or Available Engine	49 States or California	Transmission	Mileage Estimates		Range Estimates		Fuel Tank Capacity (gal.)
				Est. Highway	EPA Est. MPG	Est. Hwy. Range	Est. Driving Range	
V-6-LK9 (E)								
3.0 litre, 181 CID	Standard	49 States	AOD	32*	19*	576	342	18
2-bbl. carburetor	Electra 300	California	AOD	32*	19*	576	342	18
V-6-LN3 (3)	Standard	49 States	AOD	33	21	594	378	18
3.8 litre, 231 CID	Electra 380,	California	AOD	33	21	594	378	18
Multi-port Fuel Injected	Park Avenue, T TYPE							
V-6-LT7 (T)	Available	49 States	AOD	41*	25*	738	450	18
4.3 litre, 263 CID Diesel	Electra 430, Park Avenue	California	AOD	43*	26*	774	468	18

(E) (3) Produced by GM-Buick Division

AOD—Automatic Overdrive Transmission

* Projected

(T) Produced by GM-Oldsmobile Division

Remember: Use estimated MPG for comparison. Your mileage and range may differ depending on speed, distance, weather. Actual highway mileage and range lower. Range estimates are obtained by multiplying fuel tank capacity by the EPA estimates.

() Denotes VIN (Vehicle Identification Number) Engine Code. Identified as the eighth entry (letter or number) from the left on the vehicle serial number plate. The vehicle serial number plate is located on the top portion of the driver's side of the instrument panel and can be viewed from the exterior by looking through the windshield.