

FULL
SIZE
19

61 BUICK



THE CLEAN LOOK OF ACTION . . .

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 wonderful 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 book—and even more so after driving the car—that, truly, "'61 is Buick's year."



← The Buick Invicta 2-Door Hardtop

THE
CLEAN
LOOK
of action



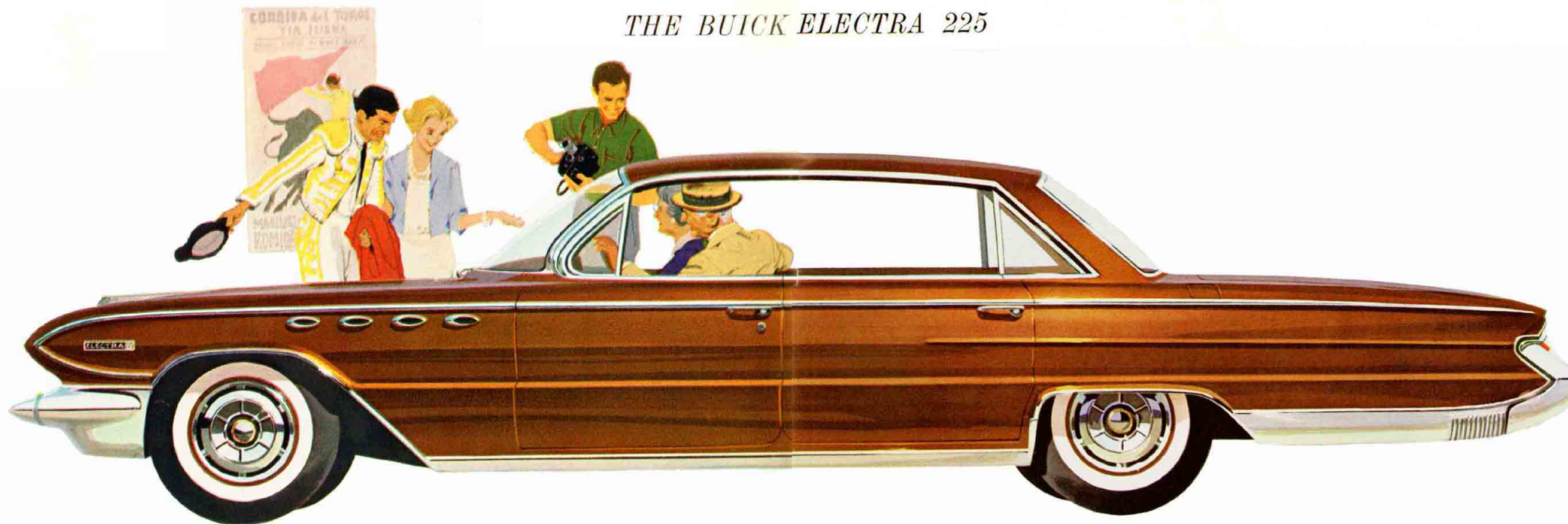
THE BUICK ELECTRA

"...embodying the finest in the name, Buick."

There's no feeling quite like the feeling of going first class, and the magnificent Buick Electra and Electra 225 give it to you in the fullest measure. □ Frankly luxurious cars, these are the pride of the Buick line. Take the interiors, for instance. Upholsteries range from the finest close-woven fabrics to the suppleness of genuine leathers. You'd be proud to see them in your own home. □ Mechanically, Electras are superb creations. Everything has been done to make your driving the purest pleasure. You'll feel the thrill of Wildcat engine power teamed with the smoothness of Turbine Drive transmission. □ You'll feel the sense of effortless command that goes with Electra's standard Easy Power Steering and standard power brakes. □ But probably the biggest reason for the "on top of the world" feeling you get at the wheel of an Electra is the ride. It's hard to believe that the industry's finest-riding car could improve upon itself so greatly, but Buick has done it. □ Experience an Electra . . . the car that embodies everything fine about the name "Buick".

Electra Standard Equipment: Turbine Drive transmission • Easy Power Steering • Power brakes • Windshield washer • Dual-speed windshield wipers • Mirromagic instrument panel • Direction signals • Fin-cooled brakes with aluminum front drums • Full-flow oil filter • Automatic glove compartment light • Electric clock • Automatic trunk light • Custom Padded Cushions • Deluxe steering wheel • License plate frame • Deluxe wheel covers • Trip mileage indicator • Electric cigarette lighter • Dual sunshades • StepOn parking brake • Magic Mirror finish. ELECTRA 225 MODELS include all of the foregoing plus Back-up lights • Glare-proof mirror • Parking brake signal light • Safety buzzer • Courtesy lights • Two-way power seat • Super deluxe in place of deluxe wheel covers • Power window lifts.

THE BUICK ELECTRA 225



Incomparable luxury by Buick. This is the interior of the Electra 225 Riviera sedan. The seats are lavishly upholstered in Calais cloth, a gorgeous close-woven fabric with tiny ribbed pattern. The seat trim is rich leather-grained vinyl with matching accents on door trim panels. Underfoot, deep pile carpeting in front and rear seats. Chaste highlights of bright metal enhance the luxury feeling.

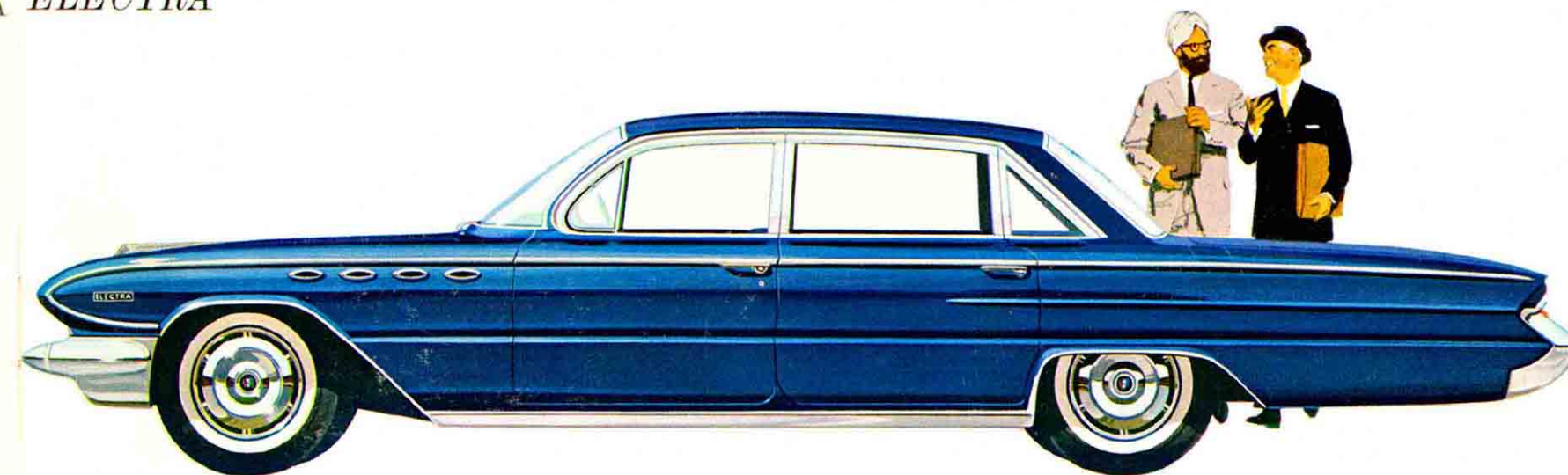


The Buick Electra 225 Convertible

THE BUICK ELECTRA



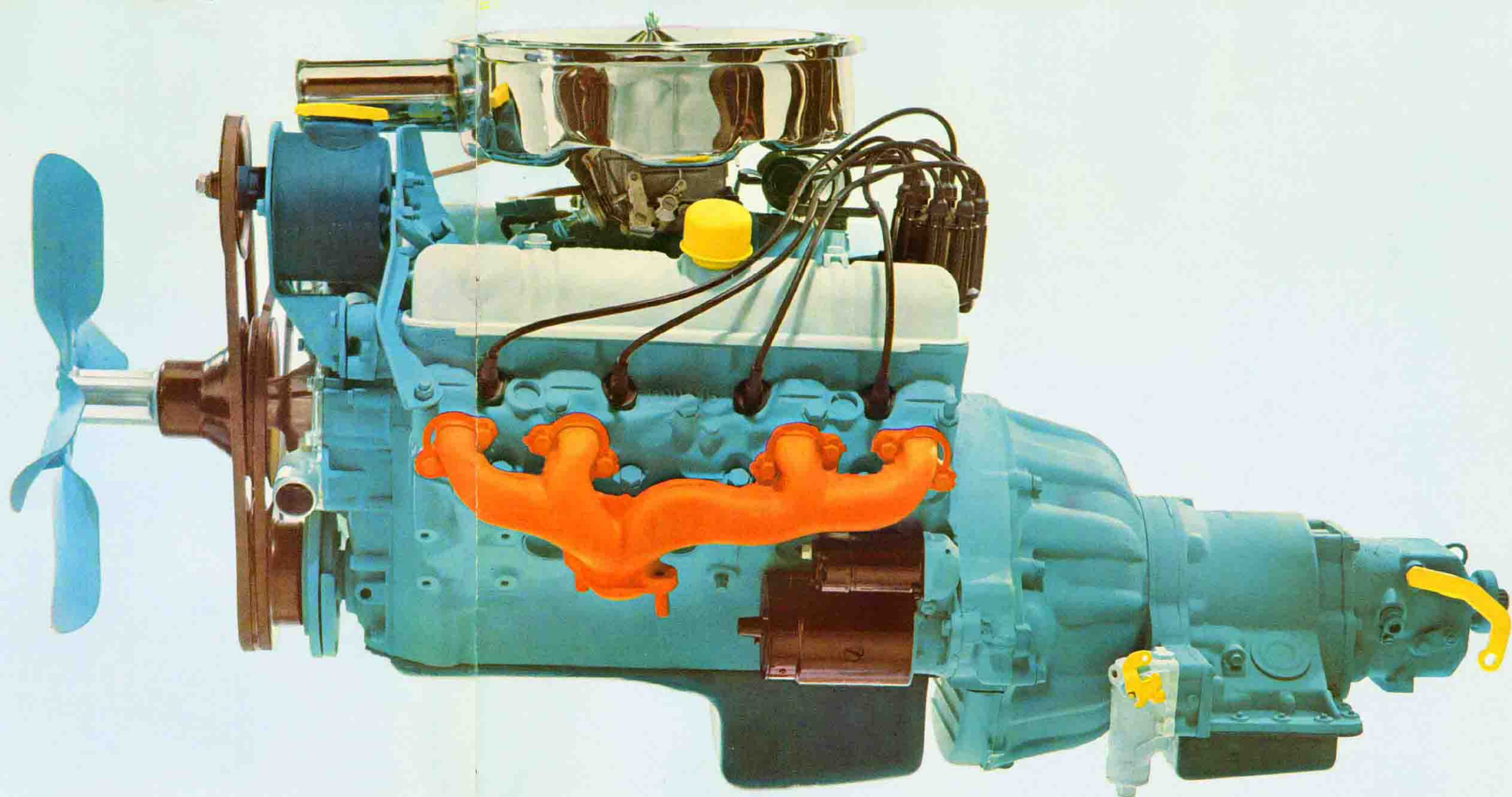
The Buick Electra 2-Door Hardtop



The Buick Electra 4-Door Sedan

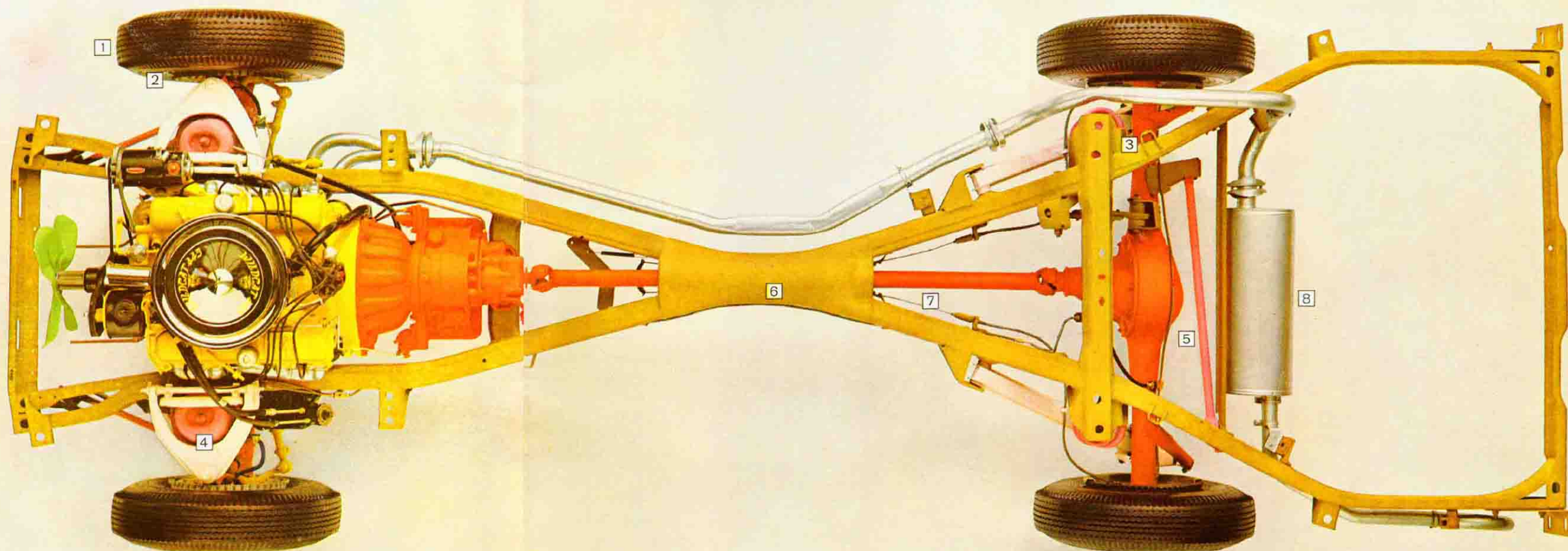
SMOOTHEST POWER ON THE ROAD TODAY

More than ever, Buick is the envy of the industry for its smooth, responsive performance. The reasons? Both Buick's famed Wildcat engines and exclusive Turbine Drive transmission have been made still better for 1961. Buick engineers have gone over the Wildcat from fan blades to crankshaft—recalibrating, modifying and improving—to give you more go on less gas. □ Turbine Drive—standard on every full-size Buick this year—has something new, too. The stator blades are pitched at a new angle to boost the getaway and better the economy at the same time. □ Actually, you can shop the whole field—even pay thousands of dollars more—and still not find Buick's equal for smooth, positive power. Most competitive automatic transmissions have at least one noticeable shifting of gears—some, two or three. With Buick's Turbine Drive you feel no gear shifting either accelerating or decelerating because *no gears shift!* Fluid driven turbines keep the power flowing smoothly at every speed. □ There's a choice of four surging Wildcats in Buick for 1961, all teamed with *standard* Turbine Drive Transmission. The LeSabre series features the standard Wildcat 384 and offers as options the regular gas Wildcat 375E or the high-performance Wildcat 405-4B. Invicta, Electra and Electra 225 models are powered by the great Buick Wildcat 445 engine.

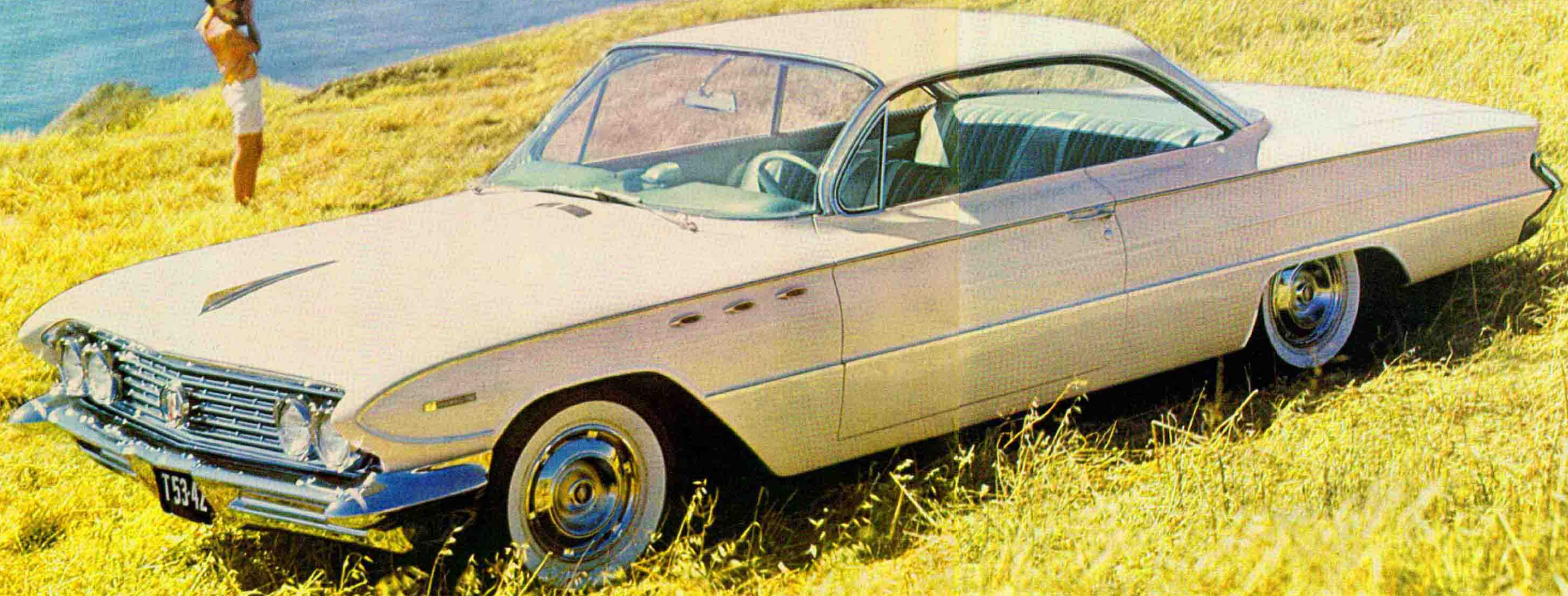


QUALITY FROM THE ROAD UP

□ **Wheels and Tires.** Only Buick in its class uses full 15-inch wheels. This means that manufacturers make Buick's tires to Buick's own specifications for perfect riding ease and longer tire life. □ **Fin-Cooled Aluminum Brakes.** Buick brakes are not only bigger brakes but better brakes. Front drums are of cast aluminum for faster heat dispersion . . . more anti-fade protection . . . longer lining life. □ **Control Arm Suspension.** Widely-spaced coil springs at all four wheels cushion your ride as no other suspension can. Driving forces are transmitted to the body by husky control arms set in cushiony rubber mounts to soak up road shocks and vibration. □ **Ball-Joint Front Mountings.** Another great road-smoother with a bonus of greater handling ease. New anti-dive geometry of the front suspension assures smooth, level stops even at high speeds. □ **Stabilizer and Track Bars.** Keep the Buick ride true and level even in the tight turns. □ **Safety-X-Frame.** "X" conformation gives this frame enormous torsional strength. Extra-heavy body side rails combine with the frame to make a double-triangle rigidity effect. Low center of gravity keeps the turns tight and smooth. □ **Hide-Away Drive Shaft.** New drive shaft is angled in the middle to permit an important reduction in tunnel height and a corresponding increase in passenger leg room. □ **Single Transverse Muffler.** A single muffler handles the exhaust from both banks of cylinders, eliminating the "cold side" during the engine warm-up. Rust and corrosion are substantially retarded.



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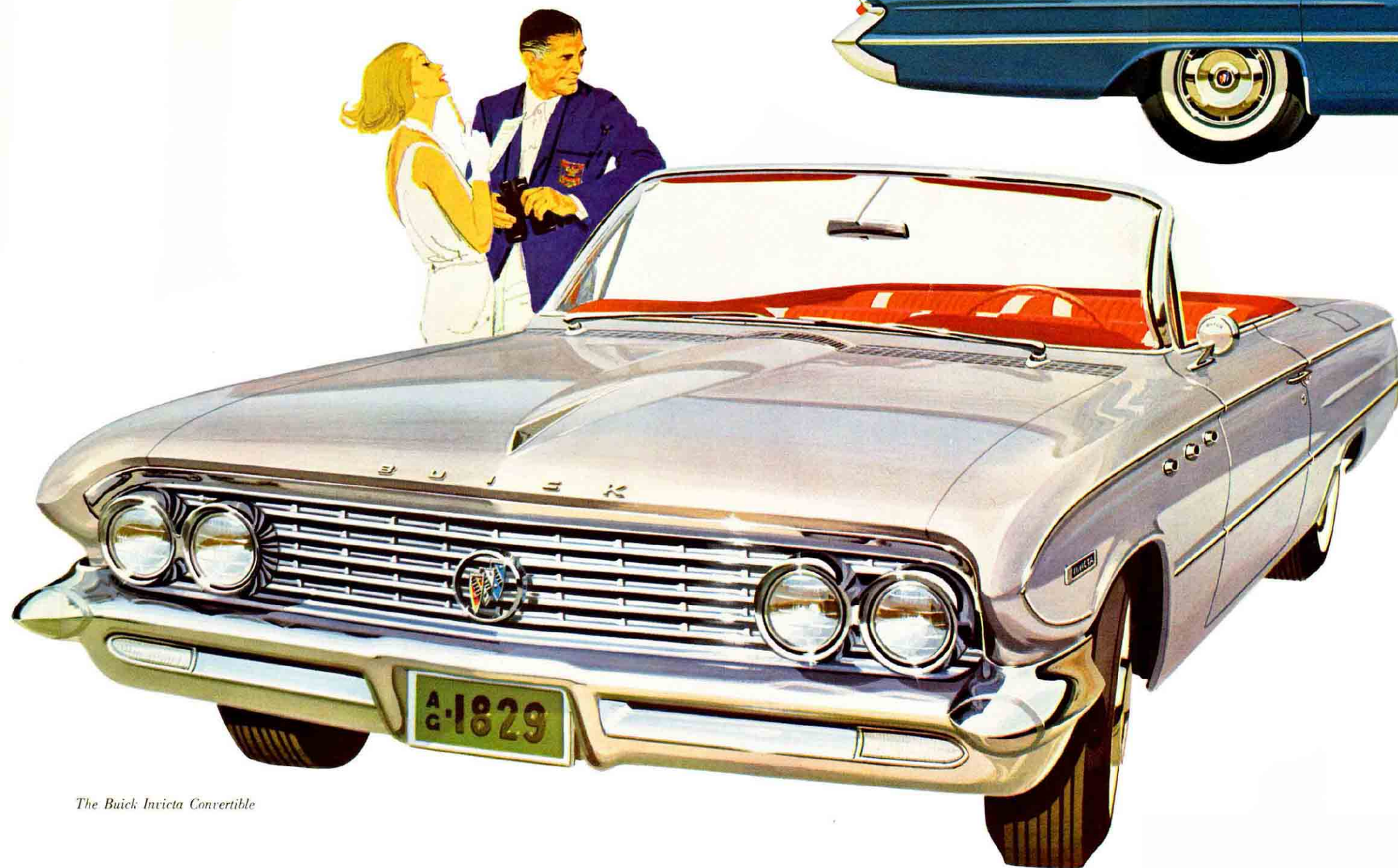


THE BUICK INVICTA

“... an automobile man's kind of automobile.”

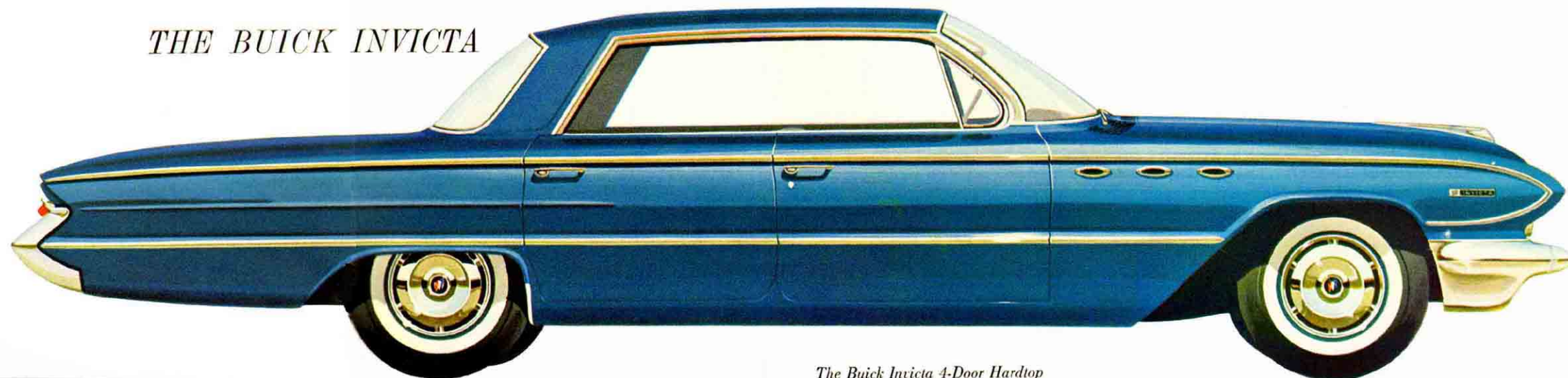
If an automotive engineer were asked to design a car for his own personal use, the chances are that the car would be a lot like the Buick Invicta. □ Engineers prize performance in a car, and Invicta offers performance aplenty. In fact, the Invicta with standard Wildcat 445 engine and Turbine Drive transmission is probably the best performing car built in America. □ Engineers like a smart-handling car, too, and the Invicta answers this requirement beautifully. It hugs the road, stays tight on the curves and corners, and stops practically on a dime with its big, fin-cooled brakes. □ And an engineer—like everyone else—appreciates a smartly-styled and smartly-appointed car. Invicta, beautiful inside and out, bears Buick's own unmistakable brand of elegance. □ While Invicta is truly an automobile man's kind of automobile, it's a car for anyone who enjoys high-spirited motoring.

Invicta Standard Equipment: Turbine Drive transmission • Electric clock • Automatic trunk light • Deluxe steering wheel • Custom Padded Cushions • License plate frame • Mirromagic instrument panel • Direction signals • Fin-cooled brakes with aluminum front drums • Full-flow oil filter • Electric windshield wipers • Automatic glove compartment light • Trip mileage indicator • Electric cigarette lighter • Dual sunshades • StepOn parking brake • Magic Mirror finish • Deluxe wheel covers • Two-way power driver's seat on **custom** two-door hardtop • Storage console on **custom** two-door hardtop • Front and rear fold-down armrests on the **Invicta custom** four-door hardtop.

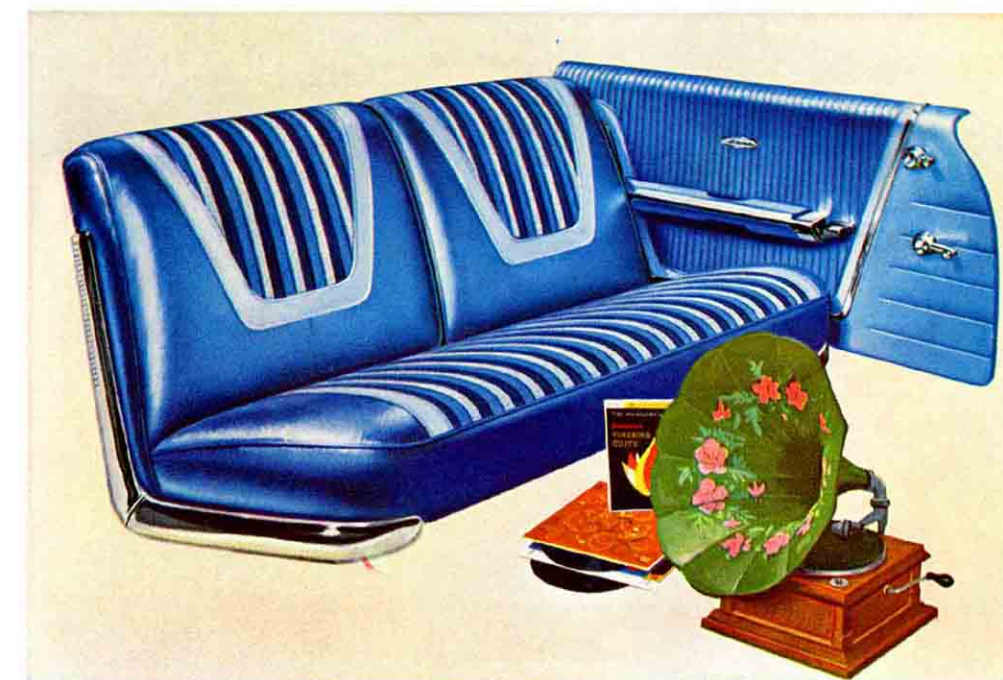


The Buick Invicta Convertible

THE BUICK INVICTA



The Buick Invicta 4-Door Hardtop



Invicta's standard interior bears all the signs of Buick elegance. This Invicta 2-door hardtop features Braeburn cloth in a smart striped pattern, luxuriously matched with "Jewel-Tone" vinyl. Convertible interior trims are available in six beautiful all-vinyl combinations.



THE BUICK INVICTA CUSTOM

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 with seat cushions and backs in supple, top-grain leathers and extra convenient pull-down center armrests in front and rear seats.

Sports car flair is the hallmark of this **Invicta Custom** 2-door hardtop interior*. Front seats are the "bucket" type in harmonizing shades of "Jewel-Tone" vinyl. Between front seats is a handy storage console upholstered in matching vinyl... perfect for storing so many small travel needs. Two-way power driver's seat standard.



*Custom interiors optional at extra cost.

← Illustrated: The Buick Invicta 2-Door Hardtop

SEE UNDER FOLD



1



NEW CONTROL
NEW QUALITY
NEW "COMFORT ZONE"
LUXURY IN
BUICK FOR 1961

1 **Mirromagic Instrument Panel.** Control and safety go hand in hand. This is why Buick lavishes so much attention on the instrument panel . . . and why Buick alone in the industry offers a revolutionary advance in glare-free instrument viewing such as Mirromagic. With Mirromagic, you see all instruments, not directly, but through an adjustable tilted mirror. This way, you adjust the mirror to your most comfortable viewing height and at the same time direct eye-straining glare and reflection out of your line of vision. All other instruments and controls on Buick's richly-styled new instrument panel are specifically placed to be within easiest reach of hand and eye. Instrument panel padding is standard on all models. 2 **Magic Mirror Finish.** You've always wished that a car could keep its showroom lustre for years, and now it can . . . without waxing or polishing. The secret is Magic Mirror finish, a new kind of acrylic lacquer that's glossier to begin with and keeps its gloss far longer, with no more care than regular washings. A new elastic primer makes it more resistant to chipping and cracking, too. Here is lasting protection for the beauty of your Buick. 3 **Hide-Away Drive Shaft.** Angled Hide-Away Drive Shaft drops the drive shaft tunnel way, way down to provide more foot room and more leg room for the middle passenger. It's the foundation of Buick's new "Comfort Zone" luxury. 4 **More Head Room.** Buick's "Comfort Zone" means new bigness in every direction, particularly in head—and hat—room. Even tall folks can get in and sit in a 1961 Buick with perfect comfort. 5 **Big Door Openings.** Buick stylists have smoothed away the "dog-leg" to give you the easiest getting in and out in years. Diagonal entry dimensions in the front entrance have been increased more than five inches. 6 **Narrower Door Sills.** Buick's new Safety-X-Frame makes possible an important reduction in door sill width to create more flat floor area and to contribute further to easy entry and exit. 7 **Sofa-Wide Seats.** There's no crowd on this Buick seat because Buick hip and shoulder room is among the most generous in the industry. Buick's "Comfort Zone" is real stretch-out comfort for a full six adult passengers.



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THE BUICK LeSABRE

“... a real value at any price, a sensation at Buick's price.”

To look at a Buick LeSabre, 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 LeSabre is priced only slightly above the full-sized models of the lowest. □ Take the wheel of a LeSabre, and you'll experience performance that belies the price, too. You have your choice of three big Wildcat engines, each with *standard* Turbine Drive transmission. One thrifty LeSabre engine even performs handsomely on *regular* gas. □ And LeSabre is all Buick in so many other ways: in its ride—so smooth and stable; in its handling—so crisp and sure; and in its stopping—so safe and confident. □ The Buick LeSabre . . . a car that would be considered a value at any price, is a real sensation at Buick's price.

LeSabre Standard Equipment. LeSabre comes equipped with these standard features: Turbine Drive transmission • Mirromagic instrument panel • Direction signals • Fin-cooled brakes with aluminum front drums • Full-flow oil filter • Electric windshield wipers • Automatic glove compartment light • Deluxe steering wheel • Trip mileage indicator • Electric cigarette lighter • Dual sunshades • StepOn parking brake • Magic Mirror finish • Dual armrests.



Go in style in this handsome LeSabre interior; it's only one of four smart interiors in this series. Shown here is the LeSabre 4-door hardtop with broad contrasting stripes of Bristol cloth and Seville-grained vinyl. Door trim and instrument panel are color-keyed to seats. Floor of this LeSabre is richly carpeted front and rear.

THE BUICK LeSABRE



The Buick LeSabre 2-Door Hardtop



The Buick LeSabre 2-Door Sedan



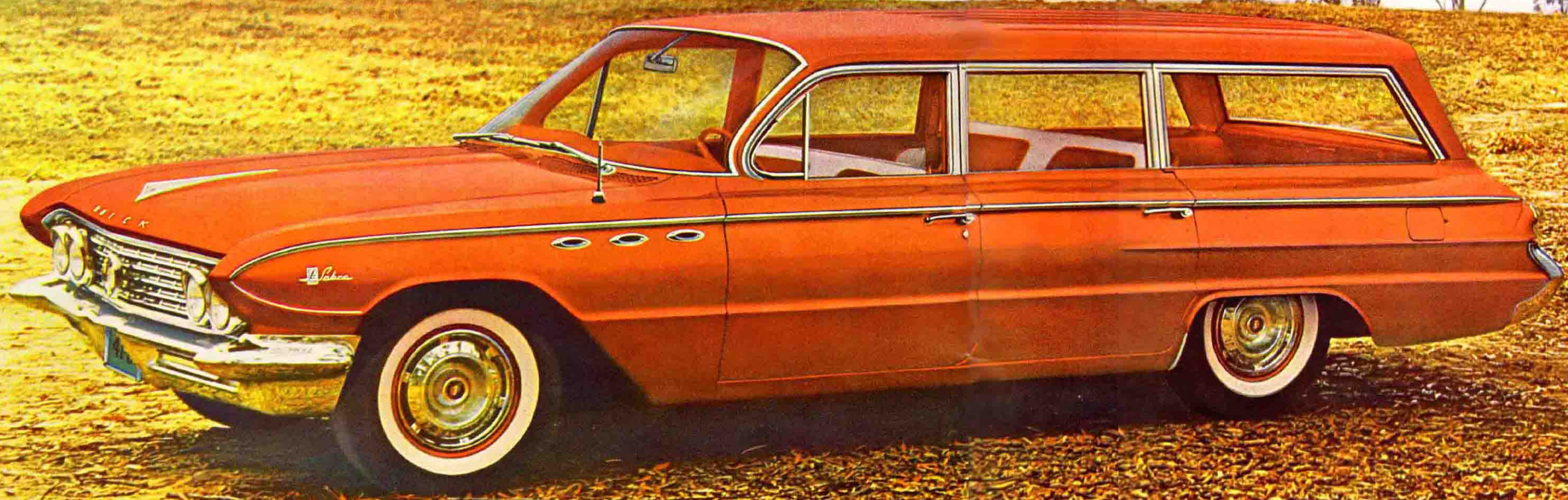
The Buick LeSabre Convertible



The Buick LeSabre 4-Door Sedan



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BUICK ESTATE WAGONS

*"... style and sturdiness
go hand in hand..."*

The era of "roughing it" is over among wagon owners. The goal today is passenger car looks and comfort along with traditional wagon ruggedness and utility. □ In the Buick Estate Wagons, style and sturdiness go hand in hand. □ Buick wagons are, first of all, beautiful—with all of Buick's clean look of action and no ungainly styling compromises. Inside, the Buick wagon is a delight to the eye, and yet this interior can stand up to the hardest kind of wear without showing it. □ The ride is excellent, because Buick Estate Wagons use the same full-coil Control Arm suspension used in Buick passenger cars. □ And when it comes to utility, Buick wagons hold their own with anything on the road. With all but first seat down, you get nearly 90 cubic feet of load space. □ Buick Estate Wagons come in 2-seat and 3-seat models. Power-operated back window is standard in the 3-seat model.

Estate Wagon Standard Equipment: Turbine Drive transmission • Mirromagic instrument panel • Direction signals • Fin-cooled brakes with aluminum front drums • Full-flow oil filter • Electric windshield wipers • Automatic glove compartment light • Deluxe steering wheel • Trip mileage indicator • Cigarette lighter • Dual sunshades • StepOn parking brake • Magic Mirror finish • Power-operated back window on three-seat Estate Wagon.

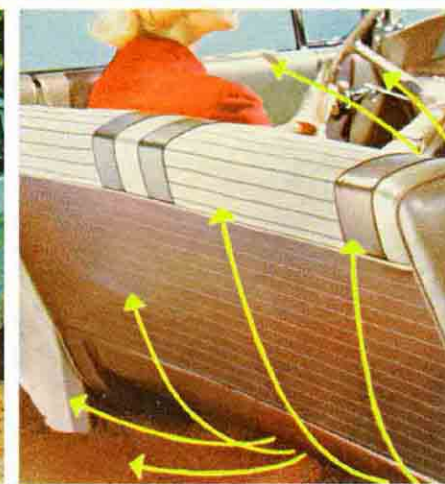
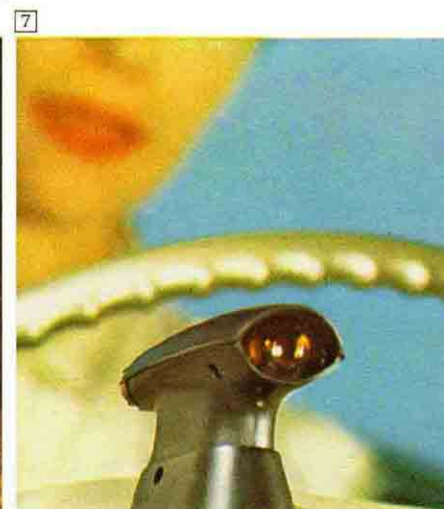
All-vinyl smartness, all-vinyl durability in this LeSabre Estate Wagon interior. Just a light wipe with a damp cloth will restore the fresh, new look even after hard wear. Custom interior in the 2-seat Estate Wagon is Braeburn Cloth and vinyl.

BUICK ENGINEER- APPROVED OPTIONS AND ACCESSORIES



You're the judge of how much convenience and comfort suit your needs in the Turbine Drive Buick '61. These Buick engineer-approved accessories and options can make your Buick exactly the car you want it to be:

- 1 **Easy Power Steering** . . . takes 90 per cent of the effort out of wheel handling, leaves you only the fun of controlling a Buick.
- 2 **Power Brakes** . . . your Buick comes to smoothest, most level stop with the lightest foot pressure and a full sense of control.
- 3 **Power Window Lifts** . . . raise or lower all four windows in the car at the touch of a button. Master control for all windows is next to the driver's seat.
- 4 **Power Seats** . . . Four-way power seat raises and lowers, moves you backward and forward to your favorite driving position; six-way power seat even tilts to your most comfortable inclination.
- 5 **Sonomatic Radio** . . . True high fidelity with either manual or push-button tuning. Also available, "Wonder Bar" radio with tuner that finds your strongest local stations automatically. You can enjoy a "binaural" effect, too, with optional rear seat speaker.
- 6 **Twilight Sentinel** . . . When you're on the road, an electronic unit "senses" the approach of nightfall and automatically turns your headlights on, turns them off again when daylight becomes sufficient.
- 7 **Guide-Matic** . . . Automatically switches your headlights from "driving" to "city" as oncoming cars approach, switches them back again when the road is clear.
- 8 **Air Conditioning** . . . An air-conditioned Buick interior knows no season. Cools, filters, dehumidifies air at a touch of the controls. Up to 98 per cent of air-borne pollen is removed.
- 9 **Positive Traction Differential** . . . Puts Buick on a better footing in ice, snow, mud or sand. Only one wheel need have traction to get you under way because power goes to the gripping—not the slipping—wheel.
- 10 **Estate Wagon Luggage Rack** . . . Brings wagon cargo-carrying capacity up to the maximum. Finished in heavy nickel and chrome plate for maximum durability.
- 11 **Power-operated Estate Wagon Back Window** . . . Lets you enjoy "through" ventilation of your Estate Wagon at the touch of a button mounted on the control panel. Standard on 3-seat Estate Wagon, optional on 2-seat Estate Wagon.
- 12 **Heater-Defroster** . . . Warms the whole Buick uniformly. A special rear-seat heat duct has its own separate control to allow you to distribute heat between front and rear seats as you wish. Control mounted on instrument panel. New from Buick! **Automatic Trunk Lid Release:** You can open the trunk without moving from the driver's seat with this vacuum operated trunk lid release. Release handle is safely out of the way in the glove compartment. Can be operated when engine is not running.



SEE UNDER FOLD



SPECIFICATIONS

ENGINES	Wildcat 384 (Std. Engine)	Wildcat 375-E* (Regular Gas Engine)	Wildcat 405-4B** (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	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 fine filter in fuel tank and extra-fine 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. 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, full 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 ball-joint front suspension with link-type stabilizer bar. Three-link-type rear suspension with track bar. Coil

springs front and rear. Rear springs loaded through lower control arms. Direct acting 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.

EXTERIOR DIMENSIONS	LeSabre	Invicta	Electra, Electra 225	Estate Wagon
Overall Length	213.2"	213.2"	219.2"	213.2"
Overall Width	78.0"	78.0"	78.0"	78.0"
Overall Height	56.3"	56.3"	57.1"	56.3"
Wheelbase	123.0"	123.0"	126.0"	123.0"
Tread—Front	62.0"	62.0"	62.0"	62.0"
Tread—Rear	61.0"	61.0"	61.0"	61.0"

INTERIOR DIMENSIONS	Leg Room Front	Leg Room Rear	Head Room Front	Head Room Rear	Shoulder Room Front	Shoulder Room Rear
LeSABRE						
2-dr. Sedan	45.0"	41.1"	34.4"	34.2"	58.9"	57.3"
2-dr. H-top	44.8"	38.8"	34.3"	34.0"	58.9"	56.9"
4-dr. H-top	44.8"	41.4"	34.5"	34.1"	58.9"	57.9"
4-dr. Sedan	44.8"	41.4"	34.4"	34.2"	58.9"	57.9"
Est. Wagon	44.5"	40.5"	35.7"	36.6"	58.9"	57.9"
Convertible	44.8"	38.8"	34.1"	33.6"	58.9"	51.0"

INVICTA						
2-dr. H-top	44.8"	38.9"	34.3"	33.7"	58.9"	56.9"
4-dr. H-top	44.8"	41.4"	34.5"	34.1"	58.9"	57.9"
Convertible	44.8"	38.9"	34.1"	33.4"	58.9"	51.0"

ELECTRA						
4-dr. Sedan	44.8"	44.0"	34.3"	34.5"	58.7"	57.9"
2-dr. H-top	44.8"	41.7"	33.9"	33.6"	58.8"	57.6"
4-dr. H-top	44.8"	44.0"	33.9"	34.0"	58.8"	57.7"

ELECTRA 225						
4-dr. Riviera Sedan	44.8"	44.0"	34.3"	34.5"	58.7"	57.9"
Convertible	44.8"	41.7"	33.5"	33.2"	58.8"	57.3"

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