

# 1966 BUICK

The year you discover the tuned car.



**"What is the tuned car?  
I don't know, but I sure like the way it feels.  
Let the Buick engineers tell you."**

The engine is tuned by a hundred different experts. Every piece of the engine is tuned to the total engine. (Ever see a piano tuner at work? Head close to the keys, listening for perfection. Now you have a good mental image of the Buick plant in Flint.)

O.K. So other car makers tune their engines, too. Which leads us to the essence of Buick.

We insist on tuning not only the engine, but every element of the car. The ride and handling. The styling. The performance. Only when they're all tuned together is the car a Buick.

Take the ride, for example. Buick's ride is tuned to all kinds of roads. Body mounts (those little rubber nuggets) are strategically placed around the chassis to cushion insults hurled at you from the road. Buick shock absorbers go through 50 to 100 different calibrations to make sure a crater or bump doesn't intrude on your enjoyment of, say, the smooth-acting Super Turbine transmission or the well-mannered engine.

We could go on and on about the tuned car, and we do in the rest of these pages. But we leave you with this introductory thought. Buick tuning is a many faceted thing. Some may seem insignificant. Until you start to live with your Buick and begin comparing it with the four wheels you had before. Then you'll agree with our theory that nothing is too small to be tuned to the rest of the car—not even a nut and a bolt.

So read and learn. Buick is the car that gives you some solid reasons why you should buy it. Talk to your Buick dealer and then have a Buick talk to you. Both make intelligent conversation.





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**If you have a car that just performs well, you only have half a car.  
The tuned car is the complete car.  
Buick—1966.**

You've just had your first peek at the new Riviera. A memorable moment. Sure, it's the finest-looking car we've ever made. And plenty of people will give it a home just because of that. But some will ask, "Why should I buy a Buick when there are lots of other good cars around?" We have an answer. Tuning. Buick is the complete car. The tuned car.

Buicks act as good as they look. We start tuning them two years before you ever see them. We divide the car into three parts. And all three parts are tuned to each other. The performance. The styling. The ride and handling. Remember how well your engine purred after it was last tuned? That's how the entire Buick purrs. Not just its engine, every inch of it.

The hood on one of our test cars shook a little bit at 55 miles per hour. You would probably never notice it. But when we tune a car, we tune every inch of it. A new kind of hood hinge solved the problem. This is an example of tuning the hood to the engine.

Have you ever owned a car that was hard to start on cold mornings? To show you how thoroughly we tune our cars, we have men in Bemidji, Minnesota, who get up early on cold mornings (thirty below zero). These brave souls race out to their beautiful but frosty Buicks and start them up. Every morning they do this. They relay their findings to us. Then we tune the starting to the kind of mornings we hope you'll never experience.

Testing is a big part of tuning. We use our proving grounds, as most of the other manufacturers use theirs. But we also use the highways you use. Chicago's Outer Drive. The New Orleans and the Los Angeles Freeways. In other words, we tune our Buicks to real driving conditions—not laboratory theories. If you bought a new Buick and then gave it back to us to run it through all our tests can you guess when you would get it back? In about two years.

What will the tuned car do for you? Well, when the baby's asleep in the back seat and you turn off a smooth highway onto a gravel road, you'll be glad you have a tuned suspension. Our system of tuning is simply this: we'd like to make you more comfortable in a Buick than you've been in any car before.

(Some of the equipment shown on the car illustrated is optional at extra cost.)

LADIES FASHIONS: NEWMAN MARCOLO, DALLAS, TEXAS.



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**The 1966 Riviera is tuned to the good life. So live.**

In spite of all the acclaim given last year's Riviera edition, we weren't content. Result: an even more dramatic look this year.

There's more all-around room inside. The wheelbase is 119 inches long for a more solid, sure kind of ride. The stance is wider.

More families can enjoy Riviera this year. You have a front seat choice at no extra cost. Either a new bench-type front seat or adult sized buckets.

We even removed the side vent windows for improved visibility and good looks as well as more quiet. And for ventilation, we came up with a new system that brings outside air in through vents forward of the hood and exhausts it through a rear grille.

Should you still desire side ventilation, you merely crank your window an inch or two and the window opens in the vent area.

Riviera's standard power plant: the Wildcat 340 horsepower V-8. A car man's kind of power—swift, tough, dependable.

Riviera standard equipment this year includes the things you want most—optional on many other American cars. Things like power steering, power brakes, automatic transmission, tilt steering wheel, dual exhausts, full carpeting—even part way up the doors.

A note on safety features. This year's Riviera (and all other Buicks) comes standard with these safety features. A padded dash, for instance. Outside rear view mirror, dual speed windshield wipers and washer, padded sun visors, back up lamps, shatter-resistant inside rear view mirror, front and back seat belts—plus a new Fisher body that wraps you in solid security.

Riviera for 1966: what a life!

(Some of the equipment shown on the car illustrated is optional at extra cost.)

LADIES FASHIONS: NEWMAN MARCUS, DALLAS, TEXAS.





This is where you sit when you own a new Riviera. Right in the catbird seat.

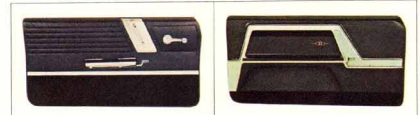
New bench seats. Now you can display the many charms of Riviera to more of your friends—at once.

The standard bench seat is made of Madrid-grain vinyl. It comes in blue, dove and black.

Bucket seats are regular equipment, too. They're all-vinyl and are colored black.

Plenty of other seats available, too. A new Strato bucket seat made of vinyl. (It looks like it's fresh from a jet fighter.) Colors include blue, dove, aqua and black. The vinyl Strato bench seats come in blue, green, black and white. Strato Banbury cloth and vinyl benches are blue, black and succulent plum. (It'll make you gulp.)

A bucket seat that reclines on the passenger side is available. Head rests are also available. Frankly, we can't imagine anyone wanting to sleep while Riviera's putting on her performance.



The door panel on the left is the regular interior. The right panel is a sample of how the custom interior looks.

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**Nobody drives a Riviera Gran Sport without feeling a little new life, breathed into his soul.**

One day we sat down inside our handsome Riviera and asked ourselves, "Can we build it better?" The answer... yes. We mixed more sportiness into the Riviera specs and what emerged is called the Riviera Gran Sport.

First, the engine. A 4-barrel Quadra-Jet carburetor. 340 of the best behaved horses you'll ever meet—nice to have when driving becomes a bit ticklish. Like easing into the freeway during rush hour.

Riviera Gran Sport has a different kind of suspension, too. Both front and rear have heavy duty shocks and springs. Solid ride and a new feeling of sureness in handling.

A glance inside the Riviera Gran Sport is better than putting drops in your eyes.

15.1 ratio steering is available. It'll remind you of sports car handling. Positive traction differential is standard equipment.

We'll give you a choice of tires. White walls or tires with a red line. Of course, you get 8.45 x 15 tires. Who was it that said people with big feet are usually successful? We think it applies to cars, too.

Can you picture a Riviera Gran Sport, all tuned and ready to go, perched in front of your house? It's a good way to beautify the neighborhood.

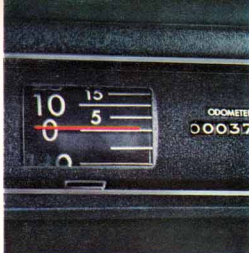
(Some of the equipment shown on the car illustrated is optional at extra cost.)

The Riviera Gran Sport.

LADIES FASHIONS, 5405 FIFTH AVENUE.







A floating type drum indicates the speed in great big numbers. You know how other speedometers work. A needle-like arrow points out the speed. What an improvement.



We hooked this handsome console to our SuperTurbine Transmission. The console is available but you have to have bucket seats before you can order it. Besides being the brain of the smoothest-acting transmission in the business, the Riviera console puts a handy storage container and ash tray at your fingertips.



Wonder where the vent went? We removed it because you don't need it. A special air control brings in outside air through body vents near the windshield. Stale air exhausts out in the vicinity of the rear window. Vent-less windows give you a clear, unobstructed look at your side mirror. Better looking, too, and more quiet.



This is our new Strato bench seat. Head rest is available for added comfort. The seat on the passenger side has a reclining feature available. Wouldn't it be fun to take a cross-country trip all snuggled up in this sweatheart?

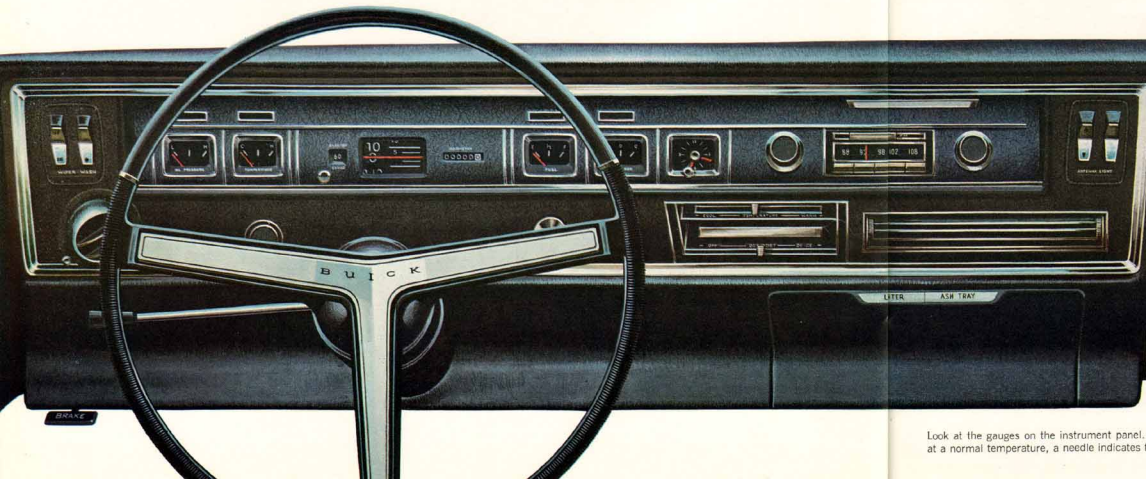


The lights, the lights, where are they? A hint. Look deeply into the grille. See them in there?



O.K. We'll help you. Simply pull the light switch knob on the instrument panel and the grille revolves down, exposing some of the prettiest eyes you've ever seen. The lamps of 1966 Riviera.

Buick wants you to spend a lot of time inside your Riviera. So they scattered surprises all over.



(Some of the equipment shown on the car illustrated is optional at extra cost.)

Look at the gauges on the instrument panel. You always know precisely what's happening under the hood. When the engine is running at a normal temperature, a needle indicates this fact. The same with the oil pressure and the battery. Absolutely no guesswork involved.

**BUICK RIVIERA REGULAR EQUIPMENT**—SuperTurbine Transmission; 340-hp Wildcat 465 V-8; Power Steering; Self-adjusting Power Brakes; Tilt Steering Wheel; Dual Exhausts; Heater and Defroster; Finned Aluminum Front Brake Drums; Custom Padded Seat Cushions; Custom Front Seat Belts with Retractors; Rear Seat Belts; Electric Clock; Stop-On Parking Brake; Parking Brake Signal Light; Directional Signals; Trunk Light; Door-operated Courtesy Lights; Glove Compartment Light; Map Light; Glareproof Mirror; Smoking Set; Rear Seat Ash Trays; Magic-Mirror Finish; Dual Arm Rests—Front and Rear; 15-inch Wheels; Wheel Covers; Dual Hubs; License Plate Frames; 6,000-mile Lubed Front Suspension; Delcotron Generator; Carpeting; Dual-key Locking System; Re-usable Air Cleaner Element; Full-Flow Oil Filter; Flunger-type Door Locks; Upper Instrument Panel Pad; Outside Rear View Mirror; Dual Speed Windshield Wiper and Windshield Washer; Padded Sun Visors; Back-up Lamps.

**ADD UP THESE NUMBERS AND YOU HAVE THE TUNED RIVIERA.**

**THE STANDARD ENGINE, WILDCAT 465.**  
 Horsepower Torque Compression Ratio Displacement Carburation Fuel  
 340 @ 4400 465 @ 2900 10.25 to 1 425 4-barrel Premium

**THE TRANSMISSION,**  
 Regular Equipment SuperTurbine

REAR AXLE RATIO		Riviera		Gran Sport	
Length	Width	Height	Wheelbase	Tread-Front	Tread-Rear
211.3	79.3	53.4	119.0	63.5	63.0

EXTERIOR DIMENSIONS (Approximations in inches.)					
INTERIOR DIMENSIONS (More approximations in inches.)					
Front	Rear	Head Room	Rear	Shoulder Room	Rear
41.3	35.2	38.0	37.5	58.8	57.4

**THE OPTIONAL RIVIERA GRAN SPORT.** The air cleaner is chrome plated. And the rocker arm covers are cast aluminum. Suspension, both front and rear, is heavy duty. Positive traction differential (3.42 axle ratio standard). Monogram—front fender "GS". Monogram—instrument panel "Riviera GS". Finally, you have a choice of 3-band whitewall tires or tires with a red line.

**SOME GOOD READING:**

**Engine Lubricating System:** Main bearings, connecting rods and camshaft bearings pressure lubricated. Cylinder walls splash and nozzle lubricated. Normal oil pressure 40 @ 2400. Full-flow oil filter. Crankcase capacity (with less filter) 4 quarts. **Fuel System:** Automatic choke. Mechanical fuel pump. Two-stage gasoline filter with fine filter in fuel tank. Oil impregnated polyurethane air cleaner. Exhaust type intake manifold heat control. Fuel Tank Capacity: approximately 20 gallons. **Engine Cooling:** Pressure system. Drive-type circulation thermostat. Centrifugal water pump. Capacity: 18.5 quarts with heater. **Exhaust System:** Muffler constructed of corrosion resistant aluminumized stainless steel to promote longer life. Dual exhaust. **Electrical:** Twelve volt electrical system. Four-position starter-ignition switch. **Automatic Transmission:** SuperTurbine is a torque converter type featuring a variable pitch stator within the converter and two single planetary gear sets. Total oil capacity: 22 pints. **Propeller Shaft:** Drive shaft is slightly angled to reduce tunnel height in rear seat. Angled sections are connected by a special constant-velocity universal joint that minimizes vibration during 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. Transfer of driving forces through rubber-mounted arms connected to frame. **Frame:** Cruciform. **Suspension:** independent ball-joint front suspension with links and track bar stabilizer bar. Three link-type rear suspension. Coil springs front and rear. Direct acting hydraulic shock absorbers front and rear. **Brakes:** Gross lining area: 197.32 sq. in. Stop-on parking brake operating through rear service brake shoes. Power brakes standard. **Tires:** 8.45 x 15. **Steering:** Easy power steering standard. Overall ratio: 19.4 to 1. Flexible coupling in power gear screens out vibration.



**The Electra 225.**  
**Isn't it nice to know a car doesn't have to be stuffy**  
**to be in the fine car class?**  
**Tuning is the secret.**

The Electra 225 is a big car, to be sure. But styling tuned to size keeps the look young, on-the-go. To achieve this look of young sophistication, Buick stylists gave Electra a new distinctive grille. The front and rear look is new, too.

The ride. Electra 225's 126 inch wheelbase gives you the kind of ride you expect from a car in this class—and then some. Luxurious but firm and sure. This year's refinements add even more comfort with things like a heavier frame in the front with lowered spring rates and a larger stabilizer bar. Steering and handling has been improved, too.

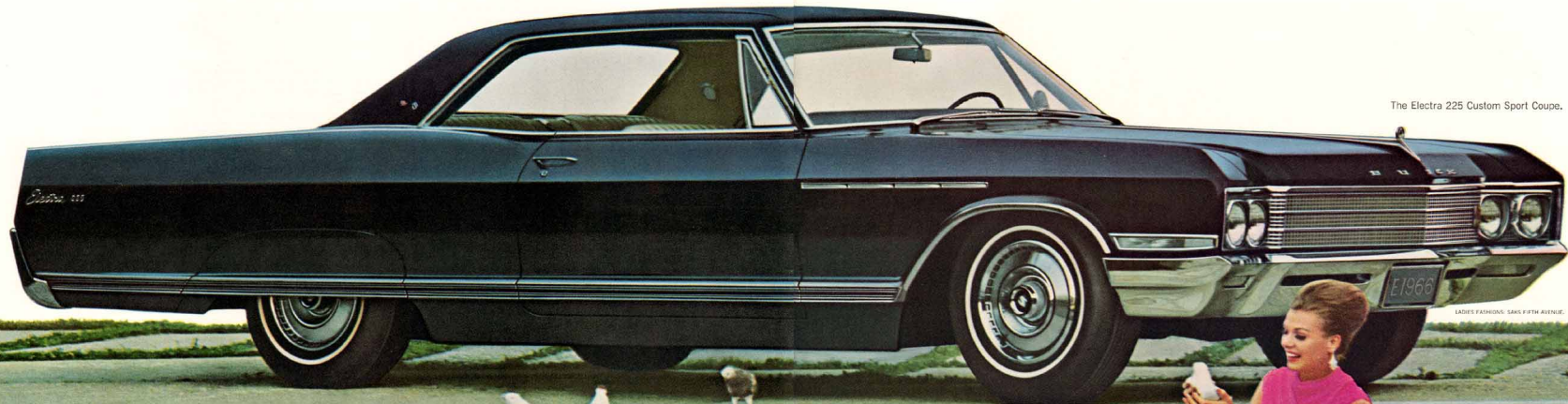
On the inside, you get over 40 inches of leg room in both the front and rear and over 38 inches of headroom. Shoulder room exceeds 60 inches. Result: you ride uncramped, comfortable. Driving becomes a pleasure—even on the long trips.

Obviously, Electra 225 considers your desire for convenience features. Standard equipment includes well over 30 items designed to make your driving more pleasurable. Power steering and brakes, for example. Automatic transmission, a deluxe steering wheel, electric clock, dual-key locking system—plus the safety features now standard on every Buick. A full range of features also are available—from a reclining front passenger seat with buckets to stereo AM-FM radio.

Take your choice of two engines. Of course, the standard 325 horsepower Wildcat 445 will give you complete command. But, if you prefer you can order the optional 340 horsepower Wildcat 465.

There are seven Electra models to choose from this year in the Electra 225 and Electra 225 Custom series: two sport coupes, two 4-door hardtops, two 4-door sedans and a convertible. (Available in Custom series only). No matter which one you choose, remember—they're all tuned to make fine car ownership a most rewarding experience.

(Some of the equipment shown on the car illustrated is optional at extra cost)



The Electra 225 Custom Sport Coupe.

LAMAR FAIRMOUNT, 1845 FIFTH AVENUE



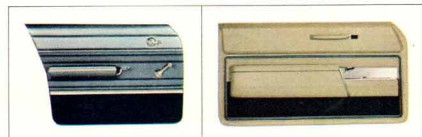
**Garcon, fetch my driving gloves!  
Electra 225. (What a life!)**

The Birchcrest cloth and Madrid grain vinyl bench seat is regular equipment in Electra 225 sport coupes, hardtops and 4-door sedans. Colors are green, blue, silver, fawn and aqua.

Or you can order a notch-back bench seat in the custom Electra 225. It's all-vinyl and comes in the sport coupe (dove, red, and black), the 4-door hardtop (dove, red, and black), the 4-door sedan (black only) and the convertible (dove, red, black, and blue).

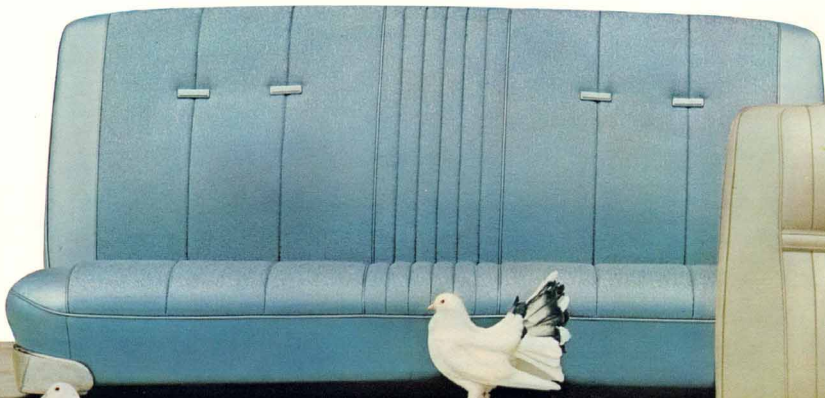
Stroto bucket seats in dove or black are available in the convertible model. Also available in the custom Electra 225 and hardtop sedan is a Baronial cloth and vinyl bench seat with front and rear center arm rest. Colors are green, blue, silver and fawn.

Front seats are available with head rests. Also available are bucket seats which can be reclined on the passenger side. Wide awake, sound asleep or in-between, Electra 225 offers something for everybody.



The door panel above in an indication of the Electra interior.

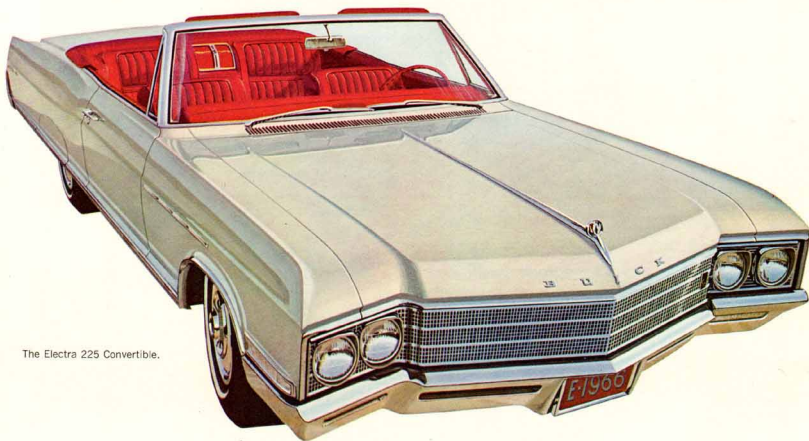
This is the door of the custom Electra interior. See how the carpeting runs up the side! Shows you the lengths Electra 225 goes to comfort you.



## A 2-page textbook that unravels the wonders of Electra 225



The Electra 225 4-Door Sedan.



The Electra 225 Convertible.

(Some of the equipment shown on the cars illustrated is optional at extra cost.)



The Electra 225 4-Door Hardtop.

THE STANDARD ENGINE, WILDCAT 445.						
Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel	
325 @ 4400	445 @ 2800	10.25 to 1	401	4-barrel	Premium	

THE OPTIONAL ENGINE, WILDCAT 465.						
Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel	
340 @ 4400	465 @ 2800	10.25 to 1	429	4-barrel	Premium	

THE TRANSMISSION.  
Regular Equipment, SuperTurbine

REAR AXLE RATIO.	
Regular Equipment, SuperTurbine	SuperTurbine
—	3.07

EXTERIOR DIMENSIONS. (Approximations in inches.)						
	Length	Width	Height	Wheelbase	Tread-Front	Tread-Rear
Sport Coupe	223.4	80.0	56.7	126.0	63.4	63.0
4-Door Hardtop	223.5	80.0	56.6	126.0	63.4	63.0
4-Door Sedan	223.5	80.0	57.5	126.0	63.4	63.0
Convertible	223.5	80.0	55.4	126.0	63.4	63.0

INTERIOR DIMENSIONS. (Approximations in inches.)						
	Head Room		Leg Room		Shoulder Room	
	Front	Rear	Front	Rear	Front	Rear
Sport Coupe	38.3	38.1	41.8	38.1	62.1	59.9
4-Door Hardtop	38.5	37.6	42.2	38.6	61.4	60.4
4-Door Sedan	39.5	39.1	42.2	40.2	61.4	60.4
Convertible	38.5	37.6	42.2	38.5	61.4	60.4

**BUICK ELECTRA 225 REGULAR EQUIPMENT—SuperTurbine Transmission 325-hp, Wildcat 445 V-8; Power Steering, Self-adjusting Power Brakes, Custom Padded Seat Cushions, Heater and Defroster; Fined Aluminum Front Brake Drums, Custom Front Seat Belts with Retractors; Rear Seat Belts; Electric Clock, Step-On Parking Brake, Parking Brake Signal Light, Deluxe Steering Wheel, Directional Signals; Trunk Light, Door-operated Courtesy Light, Glove Compartment Light, Map Light, Smoking Set; Rear Seat Ash Trays; diamproof Tires; Magic-Mirror Finish; Dual Arm Rests—Front and Rear; 15-inch Wheels, Deluxe Wheel Covers; Dual Horns; License Plate Frames; Crank-operated Vent Windows; 6,000 mile Lubed Front Suspension; Delcotron Generator; Carpeting on Floors and Doors; Dual-Key Locking System; Reusable Air Cleaner Element; Full-flow Oil Filter; Flange-type Door Locks, Custom Interior Trims (Electra 225 Custom Models); Cross-Flow Radiator; Upper Instrument Panel Pad; Outside Rear View Mirror; Dual Speed Windshield Wiper and Windshield Washer; Padded Sun Visors; Back-up Lamps.**

**SOME GOOD READING.**

**Engine Lubricating System:** Main bearings, connecting rods and camshaft bearings pressure lubricated. Cylinder walls splash and nozzle lubricated. Normal oil pressure 40 @ 2400. Full-flow oil filter. Crankcase capacity (retill less filter) 4 quarts. **Fuel System:** Automatic choke. Mechanical fuel pump. Two-stage gasolene filter in fuel tank. Oil impregnated polyurethane air cleaner. Exhaust type intake manifold heat control. Fuel Tank Capacity: approximately 25 gallons. **Engine Cooling:** Pressure system. Choke-type circulation thermostat. Centrifugal water pump. Capacity: 401 cubic inches is 17.7 quarts with heater. **Exhaust System:** Muffler; constructed of corrosion resistant aluminum steel to promote longer life. Dual exhaust available as optional equipment. **Electrical:** Twelve volt electrical system. Four-position starter-ignition switch. **Automatic Transmission:** SuperTurbine is a torque converter type featuring a variable pitch rotor within the converter; and two planetary gear sets. Total oil capacity retill 22 pints. **Propeller Shaft:** Drive shaft is slightly angled to reduce tunnel height in rear seat. Angled sections are connected by a special constant-velocity universal joint that minimizes vibration during 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. Transfer of driving forces through rubber-mounted arms connected to frame. **Frames:** Prismatic-type. **Suspension:** Independent ball-joint front suspension with link-type stabilizer bar. Four-link-type rear suspension. Coil springs front and rear. Direct acting hydraulic shock absorbers front and rear. **Brakes:** Hydraulic, self-energizing. Air-cooled finned aluminum brake drums front; finned drums rear. Total gross lining area: 197.32 sq. in. Step-on parking brake operating through rear service brake shoe. Power brakes standard. **Tires:** 6.85 x 13. **Steering:** Easy Power Steering standard. Overall ratio: 19.5 to 1. Flexible coupling in power gear screens out vibration.



Anybody can build a car that runs smooth on smooth roads. But building the tuned car? Ah, that's a different thing.



Wildcat V-6  
160 h.p.



Wildcat 310  
210 h.p.



Wildcat 350  
230 h.p.



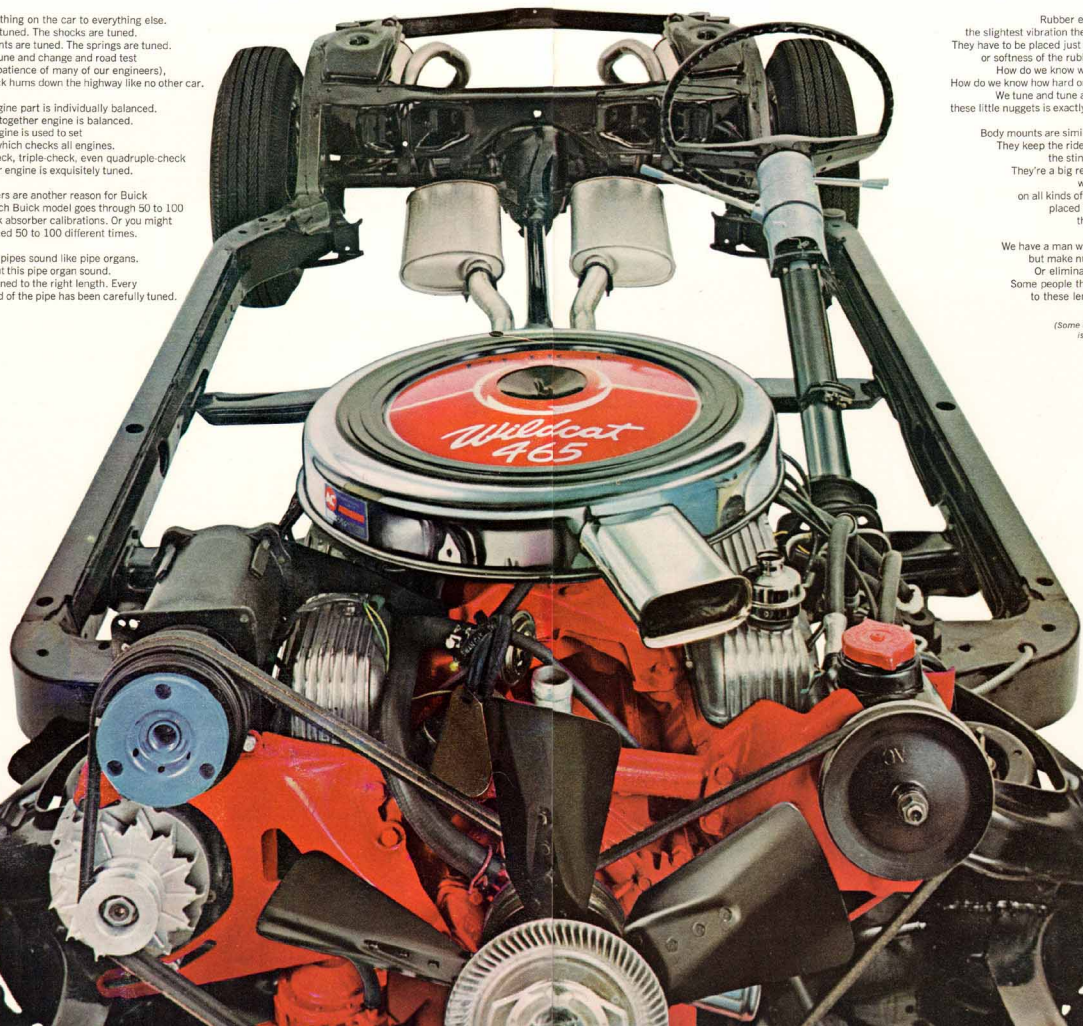
Wildcat 375  
250 h.p.

We tune everything on the car to everything else. The engine is tuned. The shocks are tuned. The body mounts are tuned. The springs are tuned. We tune and tune and change and road test (and test the patience of many of our engineers), until your Buick hums down the highway like no other car.

First, each engine part is individually balanced. Then, the put-together engine is balanced. A "master" engine is used to set the machine which checks all engines. We double-check, triple-check, even quadruple-check to be sure your engine is exquisitely tuned.

Shock absorbers are another reason for Buick roadability. Each Buick model goes through 50 to 100 different shock absorber calibrations. Or you might say they're tuned 50 to 100 different times.

Some exhaust pipes sound like pipe organs. Buick tunes out this pipe organ sound. Each pipe is tuned to the right length. Every crook and bend of the pipe has been carefully tuned.



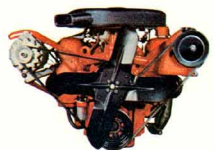
Rubber engine mounts isolate the slightest vibration the engine might make. They have to be placed just so. And the hardness or softness of the rubber is also important.

How do we know where they should go? How do we know how hard or soft they should be? We tune and tune and tune until each of these little nuggets is exactly where it works best.

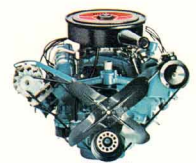
Body mounts are similar to engine mounts. They keep the ride quiet. And they take the sting out of road bumps. They're a big reason why your Buick will mind its manners on all kinds of roads. Where they're placed is where tuning says they should be placed.

We have a man who does nothing else but make nuts and bolts smaller. Or eliminate them all together. Some people think we're nuts to go to these lengths. But you won't.

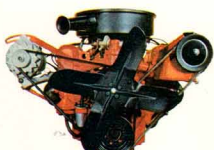
(Some of the equipment shown is optional at extra cost.)



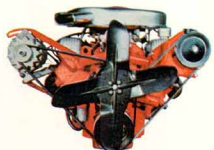
Wildcat 445 (Cavalier GS)  
325 h.p.



Wildcat 445  
325 h.p.



Wildcat 465  
340 h.p.



Wildcat 465 (Wildcat GS and Riviera GS)  
340 h.p.



**The 1966 Wildcat.  
We checked out its tuning by driving it pell mell  
down Pikes Peak, Peter's Mountain, and Pott's Mountain.**

We treated that test Wildcat for '66 like we hated it. So you could love it later on. For instance, we drove it down mountain roads, mentioned above, we tested the engine, the body mounts, the frame, the suspension. The result? We give you a Wildcat for '66 that's tuned like a Swiss watch—every part works with every other part. On pavement, on dirt, on gravel, up hills and down hills. You'll never drive a tougher car—nor a more comfortable one.

LADIES FASHIONS: DESIGNED BY HENRI BENDIS, OF NEW YORK CITY.

Wildcat has a smart new grille this year. The front and rear views have been re-designed as well. Beautiful. Even the instrument panel inside is new.

Remember the Pikes Peak bit? After that, we worked on Wildcat's suspension. And the frame. And the springs. And the stabilizer. We came up with a more comfortable, but firm, ride.

In spite of the agile look, Wildcat is a big car—a family car. Take the wheelbase, for instance. It's 126 inches long. That gives you a heap of family room inside. You could even pack in a tail dog. There's over 37 inches of head room in the rear.

We've got a new improved three-speed manual transmission for the Wildcat this year, fully synchronized in the forward gears. Shifts so easy you'll think it's automatic.

Pampering equipment. You can choose from a whole closet full of convenience features. Automatic transmission, power steering, power brakes, AM-FM stereo radio, bucket seats, reclining front passenger seat with head rests—the list goes on. Big car luxury never had it so complete.

Wildcat's standard engine this year is a 325-horsepower V-8. More? Our 340-horsepower V-8 is available.

There are seven Wildcat models for 1966. Two sport coupes, two 4-door hardtops, a 4-door sedan and two convertibles.

Have a ball at your Buick dealer's driving every one of them.

(Some of the equipment shown on the car illustrated is optional at extra cost.)



The Wildcat Sport Coupe.



**The Wildcat lounge:**  
 Comfort like this makes you wonder  
 if a Wildcat isn't something more  
 than just an automobile.

This is a bench seat, part of the regular equipment in the Wildcat 4-door sedan and 4-door hardtop. It's made of Bethune cloth and Madrid grain vinyl. Blue, red, fawn and aqua are its colors. Let it caress you when you pay a visit to your Buick dealer.

Vinyl bench seats are also available in the Wildcat sport coupe, hardtop sedan, convertible and sedan models. Colors are blue or black in all models. Red in sport coupe and convertible. Also available in the sport coupe are saddle and aqua. Dove is available in the convertible.

Custom Wildcat models come with the new vinyl notch-back bench and the vinyl Strato bucket seat.

Seat belts are also regular equipment for both front and back. Custom seat belts with retractors are available for the front seat. Release the belt and it scoots out of sight.



The door of the Wildcat. Carpeted and chromed and vinylled to titillate your senses.

If you're after a touch more posh, here it is. It's the door of the Wildcat custom model.

Wildcat bucket seats are available that recline on the passenger side. And front seats have head rests available.



All-vinyl black bucket seats are available in the Wildcat sport coupe and convertible.

Study these pages and you'll become a Wildcat expert. Nice hobby.



The Wildcat 4-Door Hardtop.



The Wildcat 4-Door Sedan.



The Wildcat Convertible.

THE STANDARD ENGINE, WILDCAT 445.						
Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel	
323 @ 4400	445 @ 2800	10.25 to 1	401	4-barrel	Premium	

THE OPTIONAL ENGINE, WILDCAT 465.						
Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel	
340 @ 4400	465 @ 2800	10.25 to 1	425	4-barrel	Premium	

THE TRANSMISSIONS.  
Regular Equipment 3-Speed Manual. Option (Automatic) SuperTurbine

REAR AXLE RATIOS.  
3-Speed Manual Trans. 3.23 SuperTurbine 3.07

EXTERIOR DIMENSIONS. (Approximations in inches.)						
	Length	Width	Height	Wheelbase	Break-Front	Tread-Rear
Sport Coupe	215.9	80.0	56.1	126.0	63.4	63.0
4-Door Hardtop	220.1	80.0	55.0	126.0	63.4	63.0
4-Door Sedan	220.1	80.0	55.0	126.0	63.4	63.0
Convertible	220.1	80.0	55.9	126.0	63.4	63.0

INTERIOR DIMENSIONS. (More approximations in inches.)						
	Head Room Front	Rear	Leg Room Front	Rear	Shoulder Room Front	Rear
Sport Coupe	38.3	37.2	42.4	34.9	62.2	61.0
4-Door Hardtop	38.1	37.3	42.2	36.5	62.3	61.4
4-Door Sedan	38.0	37.7	42.2	39.0	62.3	61.4
Convertible	39.0	37.8	42.4	34.9	62.2	53.1

THE ENGINE, WILDCAT 465.						
Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel	
340 @ 4400	465 @ 2800	10.25 to 1	425	4-barrel	Premium	

WHAT THE WILDCAT GRAN SPORT OPTION IS MADE OF. (Turn the page for a beautiful sight.)  
Air cleaner is chrome plated. Rocker arm covers are cast aluminum. Dual exhaust. Heavy duty suspension on both front and rear. Optional power steering ratio is 15:1. Positive traction differential standard (3.23 ratio). Radiator grille ornamentation. Exterior body ornamentation. Monogram on instrument panel. A choice of whitewall tires (8-45 x 15) or red line tires (8-45 x 15).

(Some of the equipment shown on the cars illustrated is optional at extra cost.)

BUICK WILDCAT REGULAR EQUIPMENT—325-hp. Wildcat 445 V-8, 3-speed Manual Transmission (Synchronized in all forward gears). Heater and Defroster; Fitted Aluminum Front Brake Drums; Seat Belts—Front and Rear; Step-On Parking Brake; Directional Signals; Front Door-operated Courtesy Light; Glove Compartment Light; Smoking Set; Rear Seat Ash Trays; Magic-Mirror Finish; Dual Arm Rests—Front and Rear; 15-inch Wheels; Dual Horns; Crank-operated Vent Windows; 6,000-mile Lubed Front Suspension; Delcotron Generator; Self-Adjusting Brakes; Carpeting; Dual-Key Locking System; Re-usable Air Cleaner Element; Full-Flow Oil Filter; Plunger-type Door Locks; Custom Interior Trims (Wildcat Custom Models); Deluxe Steering Wheel (Wildcat Custom Models); Paddle-type Arm Rest (Wildcat Custom Models); Custom Headlining (Wildcat Custom Models—except Convertible); Cross-Flow Radiator; Upper Instrument Panel Pad; Outside Rear View Mirror; Dual Speed Windshield Wiper and Windshield Washer; Padded Sun Visors; Back-up Lamps.

#### SOME GOOD READING:

**Engine Lubricating System:** Main bearings, connecting rods and camshaft bearings pressure lubricated. Cylinder walls splash and nozzle lubricated. Normal oil pressure 40 @ 2600. Full-flow oil filter. Crankcase capacity (with less filter) 4 quarts. **Fuel System:** Automatic choke. Mechanical fuel pump. Two-stage gasoline filter with fine filter in fuel tank. Oil impregnated polyurethane air cleaner. Exhaust type intake manifold heat control. Fuel Tank Capacity, approximately 25 gallons. **Engine Cooling:** Pressure system. Choke-type circulation thermostat. Capacity, 401 cubic inches in 17.1 quarts with heater. **Exhaust System:** Muffler constructed of corrosion resistant aluminum steel to promote longer life. Dual exhaust available as optional equipment. **Electrical:** Twelve volt electrical system. Four position starter-ignition switch. **Automatic Transmission:** SuperTurbine is a torque converter type featuring a variable pitch stator within the converter, and two planetary gear sets. Total oil capacity 22 pints. **Propeller Shaft:** Drive shaft is slightly angled to reduce tunnel height in rear seat. Angled sections are connected by a special constant-velocity universal joint that minimizes vibration during 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. Transfer of driving forces through rubber-mounted arms connect to rear frame. **Frame:** Perimeter-type. **Suspension:** Independent ball-joint front suspension with link-type stabilizer bar. Four-link-type rear suspension. Coil springs front and rear. Direct acting hydraulic shock absorbers front and rear. **Brakes:** Hydraulic, self-energizing. Air-cooled finned aluminum brake drums front; finned drums rear. Total gross lining area: 197.32 sq. in. Steepen parking brake operating through rear service brake shoes. Power brakes optional. **Tires:** 8-45 x 15. Optional tires available for other than normal driving conditions. Consult your Buick dealer. **Steering:** Manual recirculating ball steering standard. Overall ratio: 33.4 to 1. Easy Power Steering, optional. Overall ratio: 19.5 to 1. Flexible coupling in power gear screens out vibration.



**The Wildcat Gran Sport.**  
**Our chief engineer gave it the seat-of-the-pants treatment.**  
**Now it's your turn.**

Wildcat Gran Sport is new this year. And you know how it is with the youngest member of the family. They get a little more love and attention because that's the nature of the human being. Well, our chief engineer is no different. He's been in and out of this Wildcat Gran Sport more times than we can count. And he's a very finicky guy. He'd give Wildcat Gran Sport a whole weekend's worth of workout and on Monday a rash of memos would deluge his staff. All of which was worth it as you'll surely agree.

Buick tries to please everyone. Even the service station man. When he checks the oil in your Wildcat Gran Sport, he'll see a chrome plated air cleaner. That ought to make his entire day. And yours, when he comments on it.

Up front is something you can really count on. A 425 cu. in. V-8 engine that gets its nourishment from a 4-barrel carburetor. Buick has long been famous for its magnificent engines. Turn a key, push a pedal, and you'll quickly discover why.

Wildcat Gran Sport comes as a 2-door coupe or a 2-door convertible. If you can't decide, flip a coin. Both are winners.

The front and rear suspension are heavy duty. Not that you'll be hauling a load of bricks around. It simply gives a more exciting, sporty (see where the name "Gran Sport" came from?) ride.

Positive traction differential is standard equipment. It gives the tires a better hold on the road.

Let's try a memory exercise. Repeat aloud Wildcat Gran Sport five times. There. You're all set for your visit to your Buick dealer's.

LADIES FASHION: PIERCE FOR SAKS FIFTH AVENUE.

(Some of the equipment shown on the car illustrated is optional at extra cost.)

The Wildcat Gran Sport.





**How do you impress your neighbors who own the smaller cars?  
 Bring home a tuned LeSabre.  
 And keep the price a secret.**

We know there are many people who make the mistake of settling for a smaller car instead of a LeSabre —yet pay the same amount of money. We also know you won't make that mistake. A rare bargain for folks with good horse sense.

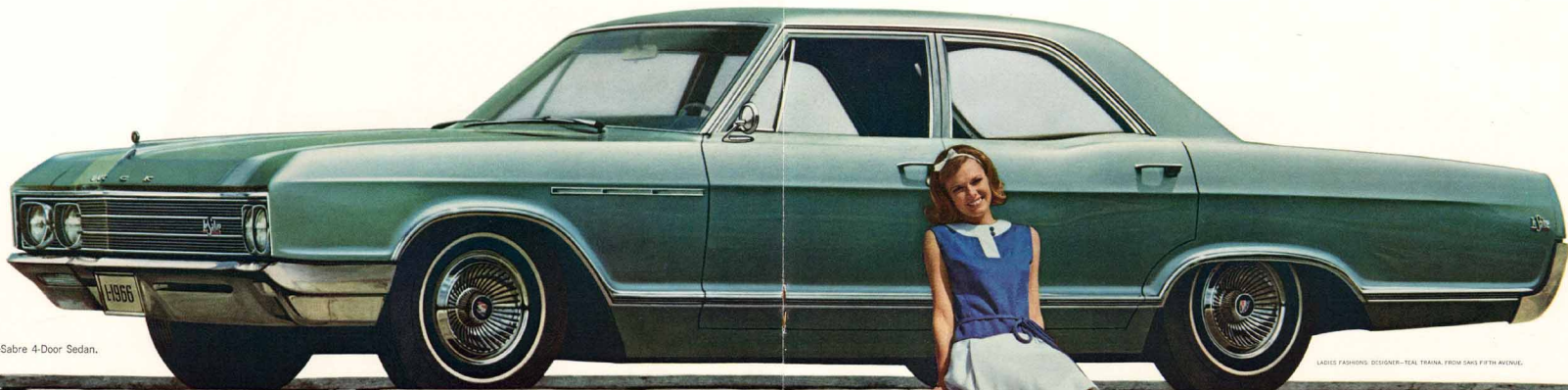
Speaking of horses, LeSabre has plenty of them. The standard engine is a 340 cu. in. V-8 with 220 horsepower. Be sure to read how we tune our engines to the rest of the car. (Pages 3, 4, 5, 20 and 21.) LeSabre rides like a dream because our engineers gave up a lot of their dream time and burned the midnight oil.

LeSabre comes with seat belts in both front and rear.

Step into your LeSabre and it's similar to stepping into a nicely appointed living room. Carpeting is a good example. It's thick. It has that good squishy feel. And the carpets fit.

*(Some of the equipment shown on the car illustrated is optional at extra cost.)*

The massive glove compartment has cup holders. A small point, yes. But if you spent a few hours inside a LeSabre and added up all the small points, you'd have to sharpen your pencil at least twice.



The LeSabre 4-Door Sedan.

LADIES FASHIONS: OCCASION—TEAL TRAINA FROM SANS FIFTH AVENUE.



**Warning!**  
Owning a LeSabre means you'll just have to give up being a loner.

Perched on the pier is our lovely bench seat. Materials are Barrington cloth and Madrid grain vinyl. This seat styling is regular equipment in the LeSabre 4-door hardtop, 4-door sedan and sport coupe. It comes in blue, fawn, green or black.

Various types of seats are available in the Custom LeSabre models. All of these models have vinyl benches available. Vinyl buckets are available in the sport coupe and convertible. Bethune cloth and vinyl benches are available in the 4-door hardtop and 4-door sedans. Colors are blue, red, fawn and aqua. Feast your eyes in the Buick dealership near you.

If you feel like a snooze and your LeSabre has bucket seats, you're in luck. A reclining seat on the passenger side is available. Head rests on all front seats are available.

This is the LeSabre interior.

Fill your lungs with fresh salt air. Listen to the lap of a wave. Hear the soothing melody of a gull. Experience the plushness of a LeSabre interior. Life can be sweet.



LeSabre's door looks like this.





This is LeSabre's full pedigree. The stuff excitement's made of.



The LeSabre Sport Coupe



The LeSabre Convertible.



The LeSabre 4-Door Hardtop.

#### THE STANDARD ENGINE, WILDCAT 350.

Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel
220 @ 4000	340 @ 2400	9.0 to 1	340	2-barrel	Regular

#### THE OPTIONAL ENGINE, WILDCAT 375.

Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel
260 @ 4000	365 @ 2800	10.25 to 1	340	4-barrel	Premium

#### THE TRANSMISSIONS.

Regular Equipment 3-Speed Manual. Option (Automatic) SuperTurbine

#### REAR AXLE RATIOS:

3-Speed Manual Trans. 3.36 SuperTurbine 2.93

#### EXTERIOR DIMENSIONS. (Approximations in inches.)

	Length	Width	Height	Wheelbase	Tread-Front	Tread-Rear
Sport Coupe	217.0	80.0	54.4	123.0	63.0	63.0
4-Door Hardtop	217.0	80.0	54.3	123.0	63.0	63.0
4-Door Sedan	217.0	80.0	55.2	123.0	63.0	63.0
Convertible	217.0	80.0	54.4	123.0	63.0	63.0

#### INTERIOR DIMENSIONS. (More approximations in inches.)

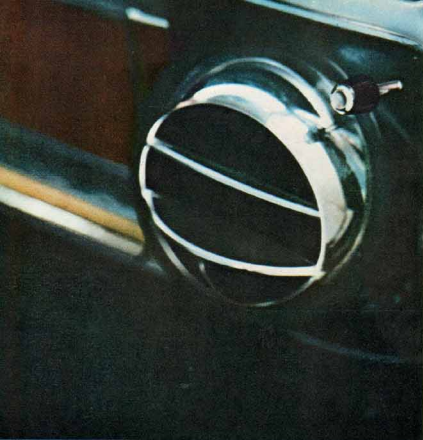
	Rear Room		Leg Room		Shoulder Room	Room
	Front	Rear	Front	Rear	Front	Rear
Sport Coupe	38.3	37.5	42.4	34.9	62.2	61.0
4-Door Hardtop	38.1	37.3	42.2	36.5	61.4	61.4
4-Door Sedan	38.3	37.7	42.2	36.0	62.2	61.4
Convertible	39.0	37.8	42.4	34.9	62.2	53.1

**BUICK LESABRE REGULAR EQUIPMENT**—220-hp. Wildcat 350 V-8; 3-speed Manual Transmission (synchronized in all forward gears); Heater and Defroster; Finned Alloy Brake Drums; Seat Belts—Front and Rear; Step-On Parking Brake; Directional Signals; Front Door-operated Courtesy Light; Glove Compartment Light; Smoking Set; Rear Seat Ash Trays; Magic-Mirror Finish; Dual Arm Rests—Front and Rear; 15-inch Wheels; Dual Horns; Crank-operated Vent Windows; 6,000-mile Lubed Front Suspension; Delcotron Generator; Self-adjusting Brakes; Carpeting; Dual-Key Locking System; Re-sealable Air Cleaner Element; Full-Flow Oil Filter; Flunger-type Door Locks; Custom Interior Trims (LeSabre Custom Models); Deluxe steering Wheel (LeSabre Custom Models); Cross-Flow Radiator; Upper Instrument Panel Pad; Outside Rear View Mirror; Dual Speed Windshield Wiper and Windshield Washer; Padded Sun Visors; Back-up Lamps.

#### SOME GOOD READING.

**Engine Lubricating System:** Main bearings, connecting rods and camshaft bearings pressure lubricated. Cylinder walls splash and nozzle lubricated. Normal oil pressure 33 @ 2400. Full-flow oil filter. Crankcase capacity (refill less filter) 4 quarts. **Fuel System:** Automatic choke. Mechanical fuel pump. Two-stage gasoline filter with fine filter in fuel tank. Oil impregnated polyurethane air cleaner. Exhaust type intake manifold heat control. Capacity approximately 25 gallons. **Engine Cooling:** Pressure system. Crock-type circulation thermostat. Centrifugal water pump. Capacity 14.5 with heater. **Exhaust System:** Muffler constructed of corrosion resistant aluminized steel to promote longer life. **Electrical:** Twelve volt electrical system. Four-position starter-ignition switch. **Automatic Transmission:** SuperTurbine is a torque converter type featuring a variable pitch stator within the converter, and single planetary gear set. Total oil capacity refill 19 pints. **Propeller Shaft:** Drive shaft is slightly angled to reduce tunnel height in rear seat. Angled sections are connected by a special constant-velocity universal joint that minimizes vibration during 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. Transfer of driving forces through rubber-mounted arms connected to frame. **Frame:** Perimeter-type. **Suspension:** Independent ball-joint front suspension with link-type stabilizer bar. Four-link-type rear suspension. Coil springs front and rear. Direct acting hydraulic shock absorbers front and rear. **Brakes:** Hydraulic, self-energizing. Air-cooled finned brake drums front and rear. Total gross lining area 157.32 sq. in. Step-on parking brake operating through rear service brake shoes. Power brakes optional. **Tires:** 8.15 x 15. Optional tires available for other than normal driving conditions. Consult your Buick dealer. **Steering:** Manual recirculating ball steering standard. Overall ratio 33.2 to 1. Easy Power Steering optional. Overall ratio: 20.6 to 1. Flexible coupling in power gear screens out vibration.





Air conditioning is available equipment on all Buicks. Cooling air gushes or oozes (you can regulate the temperature by flipping a small lever) and adds an unexpected dimension to driving fun. Many people order this option. You ought to give it some consideration, too.



We offer a variety of wheel covers and chrome wheels because we know the tastes of our customers differ. Like this wheel for Wildcat. It's one of several available. If you like to get second-looks from pedestrians, this is the wheel for you.

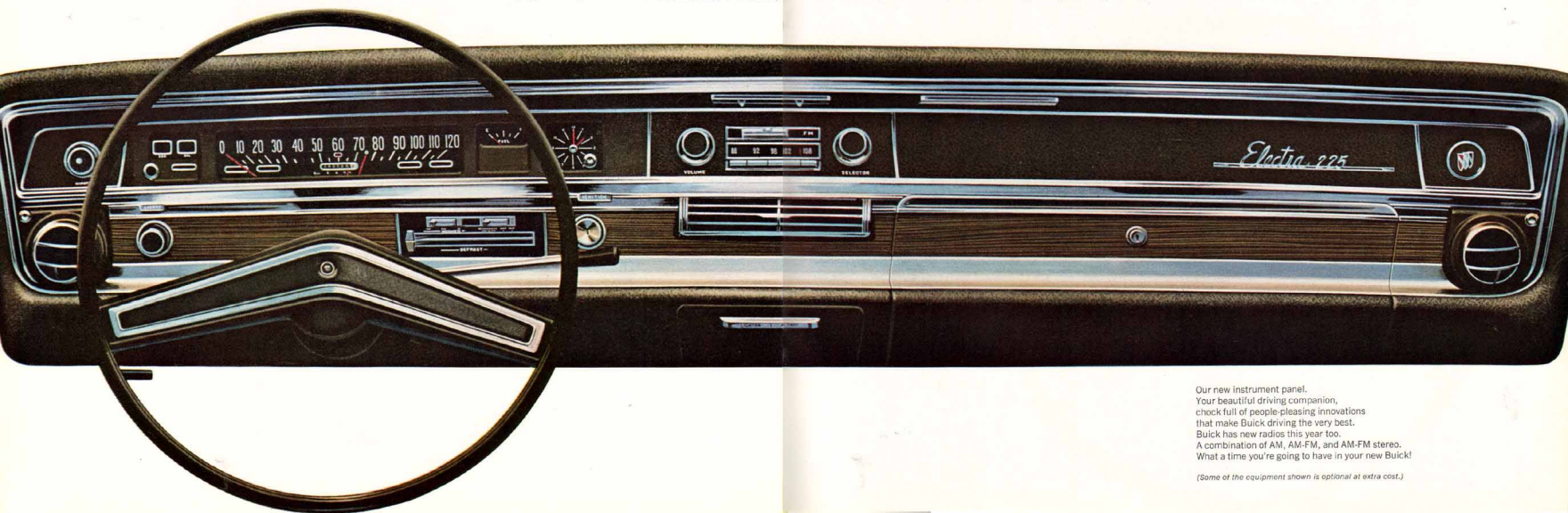


If you want the epitome of comfort, specify head rests. What they can do for long drives is unbelievable.



Buick's glove compartment is the giant size. Cup holders are only one example of how Buick engineers try to put in the things people need. There are many other surprises—all at your Buick dealer's.

These pages take you inside an Electra 225, a Wildcat, a Wildcat Gran Sport and a Le Sabre. The only thing missing is the plush smell of a new Buick.



Our new instrument panel. Your beautiful driving companion, chock full of people-pleasing innovations that make Buick driving the very best. Buick has new radios this year too. A combination of AM, AM-FM, and AM-FM stereo. What a time you're going to have in your new Buick!

*(Some of the equipment shown is optional at extra cost.)*



**The tuned Sportwagon is tuned to more than cargo. It's tuned to people.**

Buick builds big wagons. Big tuned wagons with up to a hundred cubic feet of cargo space. You have a choice of four Sportwagons. A custom 2-seater, a custom 3-seater, a regular 2-seater, a regular 3-seater. When you sit in the third seat, you face forward.

Sportwagon has an automatic level control available. Load it up to a maximum of 500 lbs., and a valve on the rear shock absorbers automatically returns the car to the best driving level. It makes sure the tuned ride stays that way—tuned.

Sportwagon has a glass skyroof. Look up and instead of seeing an ordinary ceiling, you see the sky. It's quite a sensation riding in the rear of the Sportwagon. You'll love it. And, by the way, the glass on the roof is tinted to reduce glare and heat.

Sportwagon's front suspension is lubricated for 6,000 miles. You can forget about it for a long time. But it won't forget you. It gobbles up road bumps before they gobble you up.

Driving the Sportwagon is another sensation. Although it's a giant hunk of automobile, a mere wisp of a woman can easily handle it. The 340-cubic-inch Wildcat V-8, the steering, the suspension were all made for each other and they act that way.

(Some of the equipment shown on the car illustrated is optional at extra cost.)

The 3-speed transmission manual shift has all forward gears synchronized. You'll get a good idea of what Buick tuning means once you operate this transmission. It's perfectly married to the engine. And to the rest of the car.

Inside the Sportwagon, you'll discover a host of safety features. Padded instrument panel, padded sun visors, wiper arms that are brush finished to reduce glare. Back-up lamps are standard, too. Even an outside rear view mirror.

LADIES FASHIONS, DESIGNED BY TEAL TRAVINA, FROM SAKS FIFTH AVENUE.

The Custom 4-Door Sportwagon.



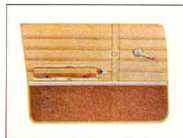


There were days when station wagons were about as luxurious as covered pickups. The tuned wagon, as you can plainly see, changed all that.

You're looking at the bench seat for the Custom Sportswagons. Colors for the 3-seat model are green, blue, red, black and saddle. The 2-seater is available in blue, red, black and saddle.

Interiors for the Regular Sportswagons come in blue, red or dove.

Seat belts on all three seats are regular equipment. The instrument panel and sun visors are padded.



This is the door of the Custom Sportwagon. Very plush interior.

Buick wagons are all full of the kind of luxury wagons are not noted for, but that's Buick for you. We believe the family room ought to be as comfortable as the rest of the house.



We have a number of reasons why you should get into a Buick Sportwagon. See the box below.



THE STANDARD ENGINE: WILDCAT 350.						
Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel	
220 @ 4400	340 @ 2400	9.0 to 1	340	2-barrel	Regular	

THE OPTIONAL ENGINE: WILDCAT 375.						
Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel	
260 @ 4000	365 @ 2800	10.25 to 1	340	4-barrel	Premium	

THE TRANSMISSIONS.		
Regular Equipment	3-Speed Manual.	Option (Automatic) SuperTurbine
WILDCAT 350	3.36	3.23
WILDCAT 375	3.36	3.23

EXTERIOR DIMENSIONS. (Approximations in inches.)						
Length	Width	Height	Wheelbase	Tread-Front	Tread-Rear	
209.0	75.5	60.2	120.0	58.0	59.0	

INTERIOR DIMENSIONS. (Approximations in inches.)						
	Head Room		Leg Room		Shoulder Room	
	Front	Rear	Front	Rear	Front	Rear
2-Seat	37.8	40.2	41.1	39.1	58.8	58.8
3-Seat	37.0	39.3	41.1	37.6	58.8	58.8

**SPORTWAGON REGULAR EQUIPMENT**—220-hp. Wildcat 350 V-6, 3-speed Manual Transmission (Synchronized in all forward gears); Heater and Defroster; Re-usable Air Cleaner Element; Seat Belts—Front and Rear, Directional Signals, Clear Lighter; Front Door-operated Courtesy Light; Ash Trays—Front and Rear; Ash Tray and Glove Compartment Light; Dual Arm Rests—Front and Rear; Dual-Key Locking System; Pungor-type Door Locks; Stop-On Parking Brake; Magic-Mirror Finish; Denave Wheel Covers; Full-Flow Oil Filter; Dual Horns; 6,000-mi. Lubed Front Suspension; Delcotron Generator; 14-inch Wheels; Self-Adjusting Brakes; Cross-Flow Radiator; Upper Instrument Panel Pads; Outside Rear View Mirror; Dual Speed Windshield Wiper and Windshield Washer; Padded Sun Visors; Backup Lamp.

**CUSTOM SPORTWAGON ADDITIONAL REGULAR EQUIPMENT\***—Deluxe Steering Wheel; Carpeting in Passenger Area; Custom Interior Trim; Tailgate Lamp; Custom Padded Seat Cushions.

\*Custom Sportwagon has all of the features of the standard Sportwagon—plus all of these additional items.

#### SOME GOOD READING:

**Engine Lubricating System:** Main bearings, connecting rods and camshaft bearings pressure lubricated. Cylinder walls splash and nozzle lubricated. Normal oil pressure 33 @ 2400. Full-flow oil filter. Crankcase capacity (with less filter) 4 quarts. **Fuel System:** Automatic choke. Mechanical fuel pump. Two-stage gasoline filter with fine filter in fuel tank. Oil impregnated polyurethane air cleaner. Exhaust-type intake manifold heat control. Approximately twenty gallon fuel capacity. **Engine Cooling:** Pressure system. Choke-type thermostat. Centrifugal water pump. **Exhaust System:** Single muffler for both banks of cylinders. Constructed of corrosion resistant aluminumized steel to promote longer life. **Electrical:** Twelve volt electrical system. Four-position starter-ignition switch. **Automatic Transmissions:** SuperTurbine is of the torque converter type featuring a variable pitch stator within the converter, and a single compound planetary gear set. Total oil capacity 9.5 quarts. **Propeller Shaft:** Drive shaft is slightly angled to reduce tunnel height. Shaft is connected to transmission and rear axle by needle-bearing universal joints. **Rear Axle:** hypoid gears, semi-front suspension. Four-link rear suspension. Coil springs front and rear. Direct-acting hydraulic shock absorbers front and rear. Driving forces from axle to frame are through rubber-bushed rear links. **Frame:** Perimeter-type for greater strength and passenger protection. **Brakes:** Self-adjusting. Air-cooled finned alloy cast iron brake drums front and rear. Total gross lining area 170.6 sq. in. Parking brake operating through rear service brake shoes. Power brakes optional at extra cost. **Steering:** Manual recirculating ball steering standard. Overall ratio 28.6 to 1. Power steering optional. Overall ratio 20.9 to 1. **Tires:** 8.25 x 14. Optional tires are available for other than normal driving conditions. Consult your Buick dealer.

(Some of the equipment shown on the car illustrated is optional at extra cost.)



### The Buick Skylark. Tuned to prevent sag and surge.

We thought we would throw some automotive jargon at you. "Sag" is that holding-back feeling a car gives you on cold mornings. "Surge" is an engine that tries to take off before you want it to. Skylark is not afflicted with any of these ailments. We put Skylark through merciless tests. It's tuned all right. Tuned to you.

We changed Skylark quite a bit this year. A new grille, new sheet metal and side treatment, new bumpers, new rear end, when we say Skylark is new all the way around, it's the honest truth. Isn't she a beauty? Let's hear it for Skylark!

Skylark's 160-horsepower Wildcat V-6 engine is one of the slickest engines we've ever built. It doesn't guzzle gas. Instead, it takes dainty sips. *But that doesn't mean it's a weak sister. It's also one of the best saxes around—tuned to take you where you want to go with ease.* (Ask somebody who has driven one of our V-6's for years. He'll tell you the good news.)

V-8 engines are also our specialty. Skylark has two available. One with 210 hp. Another with 260 hp. Take your choice. Either way you can't go wrong. You simply go-go-go-go.

*(Some of the equipment shown on the car illustrated is optional at extra cost.)*

The windshield wipers operate at two speeds with great authority. Their massiveness and brisk manner will bolster your spirits on soggy days. They seem to whisper— "Aren't you happy you own a Buick?"

The SuperTurbine transmission is available with Skylark, and we think you should consider it. This transmission was introduced by Buick. It's so smooth, it can fool you into believing we forgot to put the gears in your Skylark.

**BUICK SKYLARK REGULAR EQUIPMENT**  
 160-hp Wildcat V-6; 3-speed Manual Transmission (Synchronized in all forward gears); Heater and Defroster; Custom Padded Seat Cushions; Deluxe Wheel Covers; Cigar Lighter; Ash Tray—Front and Rear; Ash Tray and Glove Compartment Lights; Dual Arm Rests—Front and Rear; Carpeting; Directional Signals; Magic-Mirror Finish; Self-Adjusting Brakes; 6,000-mile Lubed Front Suspension; Delcotron Generator; Dual-Key Locking System; Plunger-type Door Locks; Step-On Parking Brake; 14-inch Wheels; Seat Belts—Front and Rear; Full-Flow Oil Filter; Re-usable Air Cleaner Elements; Front Interior Courtesy Lights; Dual Horns; Cross-Flow Radiator; Upper Instrument Panel Pad; Outside Rear View Mirrors; Dual Speed Windshield Wiper and Windshield Washer; Padded Sun Visors; Back-up Lamps.

The Skylark Sport Coupe.



LADIES FASHIONS: B. ALTMAN, NEW YORK CITY.



## There's one thing about a Skylark that's instantly detected. Comfort.

The notch-back bench seat pictured here is a great example of Buick comfort. It's regular equipment for the Skylark 4-door hardtop. Available in the Skylark coupe, sport coupe and convertible, too. The Madrid-grain vinyl seat comes in the following colors: Red, aqua, dove, blue and black for the sport coupe and coupe. Dove, blue and black for the rest.

Skylark offers a wide variety of regular and optional seats. Cloth and vinyl benches, all-vinyl benches, cloth and vinyl notch back benches, all-vinyl strato buckets and the luxurious brute gracing this page.

Head rests cost a bit more money but how nice they are for all sorts of trips.

Yes, a reclining bucket seat is available on the passenger side. They make lazy bones turn into contented bones.



This is a hint of the splendor inside a Skylark.



43  
Somewhere lurking on this page is the one Skylark for you. Have you met?



The Skylark Convertible.



The Skylark 4-Door Hardtop.



The Skylark Thin-Pillar Coupe.

THE ENGINES:						
	Horsepower	Torque	Compression Ratio	Displacement	Fuel	
WILDCAT V-6	160 @ 4200	235 @ 2400	9.0 to 1	275	2-barrel	Regular
WILDCAT 310	210 @ 4600	310 @ 2400	9.0 to 1	300	2-barrel	Regular
THE OPTIONAL ENGINE:						
WILDCAT V-6	260 @ 4000	365 @ 2800	10.25 to 1	340	4-barrel	Premium
THE SKYLARK GS ENGINE:						
WILDCAT 445	325 @ 4400	445 @ 2800	10.25 to 1	401	4-barrel	Premium
THE TRANSMISSIONS:						
Regular Equipment 3-Speed Manual.			Option (Automatic) SuperTurbine			
REAR AXLE RATIOS:						
	3-Speed Manual Trans.	SuperTurbine				
WILDCAT V-6	3.23	2.93				
WILDCAT 310	3.08	2.78				
WILDCAT 375	3.08	2.78				
EXTERIOR DIMENSIONS (Approximations in inches):						
	Length	Width	Height	Wheelbase	Tread-Front	Tread-Rear
2-Door Coupe	204.0	75.0	53.2	113.0	58.0	59.0
Sport Coupe	204.0	75.0	54.0	113.0	58.0	59.0
4-Door Hardtop	204.0	75.0	54.0	113.0	58.0	59.0
Convertible	204.0	75.0	54.0	113.0	58.0	59.0
INTERIOR DIMENSIONS (Approximations in inches):						
	Head Room		Leg Room		Shoulder Room	
	Front	Rear	Front	Rear	Front	Rear
2-Door Coupe	37.4	36.2	41.3	33.1	58.6	57.1
Sport Coupe	37.4	36.2	41.3	33.1	58.2	56.7
4-Door Hardtop	36.2	35.0	41.3	32.7	58.0	56.1
Convertible	37.8	36.5	41.3	33.1	58.2	46.6

(Some of the equipment shown on the cars illustrated is optional at extra cost.)

### SOME GOOD READING:

**Engine Lubricating System:** Main bearings, connecting rods and camshaft bearings pressure lubricated. Cylinder walls splash and nozzle lubricated. Normal oil pressure 23 @ 2400. Full-flow oil filter. Crankcase capacity (with fine filter) 4 quarts. **Fuel System:** Automatic choke. Mechanical fuel pump. Two-stage gasoline filter with fine filter in fuel tank. Oil impregnated polystyrene air cleaner. Exhaust-type intake manifold heat control. Approximately twenty gallon fuel capacity. **Engine Cooling:** Pressure system. Choke-type thermostat. Centrifugal water pump. **Exhaust System:** Single muffler for both banks of cylinders. Constructed of corrosion resistant aluminumized steel to promote longer life. Dual exhaust is standard on Gran Sport models. **Electrical:** Twelve volt electrical system. Five-position starter-ignition switch. **Automatic Transmission:** SuperTurbine is of the torque converter type featuring a variable pitch stator within the converter and single planetary gear set. Total oil capacity 9.5 quarts. **Propeller Shaft:** Drive shaft is slightly angled to reduce tunnel height. Shaft is connected to transmission and rear axle by needle-bearing universal joints. **Rear Axle:** Hypoid gears, semi-floating. Rear wheel bearings permanently lubricated. **Suspension:** Independent ball-joint front suspension. Four-link rear suspension. Coil springs front and rear. Direct-acting hydraulic shock absorbers front and rear. Driving forces from axle to frame are through rubber-bushed rear links. **Frame:** Perimeter type for greater strength and passenger protection. **Brakes:** Self-adjusting. Air-cooled finned alloy iron brake drums front and rear. Total gross lining area 158.1 sq. in. Parking brake operating through rear service brake shoes. Power brakes optional at extra cost. **Steering:** Manual recirculating ball steering standard. Overall ratio 28.6 to 1. Power steering optional. Overall ratio 20.9 to 1. **Tires:** 6.95 x 14-V-6 coupes (without air-conditioning); 7.35 x 14-V-6 coupes (with air-conditioning); V-6 sedans and convertibles, V-8 models; 7.75 x 14-Gran Sport models. Optional tires available for other than normal conditions. Consult your Buick dealer.

THE SKYLARK GRAN SPORT SERIES IS ON THE NEXT PAGE. Here's a sneak preview. Skylark Gran Sport has a black matte finish on the rear end panel. The name "Skylark GS" is on the rear quarter panel, radiator grille and instrument panel. Also, a Gran Sport plaque is on the rear end panel. Notch back front bench seats in all vinyl are standard equipment. The GS has heavy duty springs and shock absorbers. A choice of whitewall or red line tires. Hood top has simulated air scoops. A paint stripe on the side.



**Buick Skylark Gran Sport.**  
Performance, styling, ride and handling are tuned to each other.  
And to you.

Skylark Gran Sport comes in three varieties and one flavor. The varieties are 2-door coupe, 2-door sport coupe and 2-door convertible. The flavor is excitement. Pure and undiluted excitement.

Here's how you build a Skylark Gran Sport. Take a 325-hp Wildcat V-8 engine. Place it over heavy duty springs and shocks. Add steering with lightning-like reflexes. Put on 7.75 x 14 tires. Season the car with a front-end stabilizer. Then enjoy.

Dual exhausts, full carpeting, padded dash, self-adjusting brakes—my, that standard equipment list carries on something fierce.

The transmission is a floor-shift 3-speed that's synchronized in all forward speeds. If you prefer four on the floor, it's available.

Likewise, a jazzy tachometer will cost you a little more money, but, oh, the class it adds to the interior. You'll want to make the investment.

*(Some of the equipment shown on the car illustrated is optional at extra cost.)*

**BUICK SKYLARK GRAN SPORT REGULAR EQUIPMENT**  
325-hp. Wildcat 445 V-8; Dual Exhaust; Heavy-duty Gran Sport Suspension; All-vinyl Notch-back seating with foam-padded seat cushions; 3-speed Manual Transmission (Synchronized in all forward gears); Heater and Defroster; Deluxe Wheel Covers; Cigar Lighter; Ash Tray—Front and Rear; Ash Tray and Glove Compartment Light; Deluxe Steering Wheel; Dual Arm Rests—Front and Rear; Carpeting; Directional Signals; Magic-Mirror Finish; Self-adjusting Brakes; 6,000-mile Lubed Front Suspension; Cross-flow Radiator; Delcotron Generator; Dual-Key Locking System; Plunger-type Door Locks; Stop-on Parking Brakes; 14-inch Wheels (with 6-inch rims); Seat Belts—Front and Rear; Full-flow Oil Filter; Re-usable Air Cleaner Element; Door-operated Courtesy Light; Dual Horns; White Wall or Red Line Tires; Upper Instrument Panel Pad; Outside Rear View Mirror; Dual Speed Electric Windshield Wiper and Windshield Washer; Padded Sun Visors; Backup Lamps; Paint Stripes; Simulated Hood Scoops; OS Ornamentation on Radiator Grille, Rear Quarter, Rear End Panel and Instrument Panel.

LADIES FASHIONS: GMS FIFTH AVENUE.

The Skylark Gran Sport.





**Buick Special Deluxe.**  
**Tuned to cut costs without cutting luxury.**

A Special Deluxe is a Special dressed up in its Sunday clothes. True, it's more plush than the regular Special. But it hasn't forgotten what it learned at its daddy's knee. Frugality is its middle name. It has an aversion to gasoline pumps and repair men.

Notice the chrome treatment around the windows and along the rear fender. Putting a touch of chrome on this kind of car is like putting a smile on the lips of a beautiful woman.

Lift the hood of the Special Deluxe and feast your eyes on our 160-hp. Wildcat V-6. It's beautifully balanced. Turn it on and you can hardly hear it. Or feel it through the steering wheel.

Seat belts, front and rear, plus many other safety features are standard equipment with Special Deluxe. Remember to use your seat belts at all times. We heartily endorse them.

Maybe you're a V-8 person. If so, you've come to the right catalog. Special Deluxe has two V-8 power plants available. One with 210 hp., another with 260 hp. Be sure to test drive both. They'll quickly tell you what tuning is all about.

One way to get to know your Special Deluxe is to take her over the Los Angeles Freeway. You'll be proud of her performance. (This is one of the places where we tune our cars.) The tougher the driving conditions the better the challenge.

*(Some of the equipment shown on the car illustrated is optional at extra cost.)*

**BUICK SPECIAL DELUXE REGULAR EQUIPMENT—**  
160-hp. Wildcat V-6; 3-speed Manual Transmission (Synchronized in all forward gears); Heater and Defroster; Cigar Lighter; Ash Tray—Front and Rear; Deluxe Steering Wheel; Dual Arm Rests—Front and Rear; Carpeting; Directional Signate; Magic-Mirror Finish; Self-adjusting Brakes; 6,000-mile Lubed Front Suspension; Delco-Ronco Generator; Dual-Key Locking System; Plunger-type Door Locks; Step-On Parking Brakes; 14-inch Wheels; Seat Belts—Front and Rear; Full-Flow Oil Filter; Re-usable Air Cleaner Element; Front Door-operated Courtesy Light; Dual Horns; Cross-Flow Radiator; Upper Instrument Panel Pad; Outside Rear View Mirror; Dual Speed Windshield Wiper and Windshield Washer; Padded Sun Visors; Back-up Lamps.

LADIES FASHIONS: CHRISTIAN DORF FOR SAKS FIFTH AVENUE.



The Special Deluxe Sport Coupe.





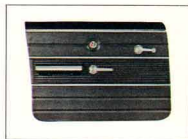
## Buick engineers take their comfort seriously—at any cost.

Remember how easy a Buick Special Deluxe is to own, then look at the vista of comfort that comes with it.

It's the all-vinyl, Madrid grain bench seat for the Special Deluxe coupe, sport coupe and station wagon. Coupe and sport coupe colors are blue, dove and black. The station wagon comes in blue, red, black and saddle. Black is available for all models.

There's also a Bavella cloth and vinyl bench for the sedan model. An all-vinyl notch-back bench is available for the coupe and sport coupe.

An interesting comfort feature. Buick engineers have managed to keep the tunnel (through which the drive line runs) low. This is very important to your passengers in the back seat. Especially the one sitting in the middle.



This will give you an idea of what the Special Deluxe looks like inside.



## Buick Special Deluxe. Comes four ways. Goes one. Excitingly.



The Special Deluxe Thin-Pillar Coupe.



The Special Deluxe 4-Door Sedan.



The Special Deluxe 4-Door Wagon.

### THE STANDARD ENGINE.

	Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel
WILDCAT V-6	160 @ 4200	235 @ 2400	9.0 to 1	225	2-barrel	Regular
WILDCAT 310	210 @ 4600	310 @ 2400	9.0 to 1	300	2-barrel	Regular

THE OPTIONAL ENGINE  
WILDCAT 375 260 @ 4000 365 @ 2800 10.75 to 1 340 4-barrel Premium

### THE TRANSMISSIONS.

Regular Equipment 3-Speed Manual. Option (Automatic) SuperTurbine

REAR AXLE RATIOS.	3-Speed Manual Trans.	SuperTurbine
WILDCAT V-6	3.23	2.78
WILDCAT 310	3.08	2.78
WILDCAT 375	3.08	2.78

### EXTERIOR DIMENSIONS. (Approximations in inches.)

	Length	Width	Height	Wheelbase	Tread-Front	Tread-Rear
2-Door Coupe	204.0	72.5	55.1	115.0	58.0	59.0
Sport Coupe	204.0	72.5	55.1	115.0	58.0	59.0
4-Door Sedan	204.0	72.5	57.2	115.0	58.0	59.0
Station Wagon	204.0	72.5	55.1	115.0	58.0	59.0

### INTERIOR DIMENSIONS. (Approximations in inches.)

	Head Room		Leg Room		Shoulder Room	
	Front	Rear	Front	Rear	Front	Rear
2-Door Coupe	37.4	36.2	41.3	33.3	58.8	57.1
Sport Coupe	37.4	36.2	41.3	33.3	58.8	57.1
4-Door Sedan	38.1	37.2	41.3	35.7	58.8	58.8
Station Wagon	37.8	36.3	41.2	35.7	58.8	58.8

### SOME GOOD READING:

**Engine Lubricating System:** Main bearings, connecting rods and camshaft bearings pressure lubricated. Dylmer walls splash and nozzle lubricated. Normal oil pressure 33 @ 2400. Full-flow oil filter. Crankcase capacity (refill less filter) 4 quarts. **Fuel System:** Automatic choke. Mechanical fuel pump. Two-stage gasoline filter with fine filter in fuel tank. Oil-impregnated polyurethane air cleaner. Exhaust-type intake manifold heat control. Twenty gallon fuel capacity. **Engine Cooling:** Pressure system. Choke-type thermostat. Centrifugal water pump. **Exhaust System:** Single muffler for both banks of cylinders. Constructed of corrosion resistant aluminum steel to promote longer life. **Electrical:** Twelve volt electrical system. Four-position starter-ignition switch. **Automatic Transmission:** SuperTurbine is of torque converter type featuring a variable pitch stator within the converter and a single compound planetary gear set. Total oil capacity (refill) 9.5 quarts. **Propeller Shaft:** Drive shaft is slightly angled to reduce tunnel height. Shaft is connected to transmission and rear axle by needle-bearing universal joints. **Rear Axle:** Hypoid gears, semi-floating. Rear wheel bearings permanently lubricated. **Suspension:** Independent ball-joint front suspension. Four-link rear suspension. Coil springs front and rear. Direct-acting hydraulic shock absorbers front and rear. Driving forces from axle to frame are through rubber-bushes rear links. **Frame:** Perimeter type for greater strength and passenger protection. **Brakes:** Self-adjusting. Air cooled finned alloy iron brake drums front and rear. Total gross brake area 150.1 sq. in. Parking brake operating through rear service brake shoes. Power brakes optional at extra cost. **Steering:** Manual recirculating ball steering standard. Overall ratio 28.6 to 1. Power steering optional. Overall ratio 28.6 to 1. **Tires:** 6.95 x 14-V-6 Models (without air cond.) except Wagons: 7.35 x 14-V-6 Models (with air cond.). V-8 Models and all station wagons. Optional tires available for other than normal driving conditions. Consult your Buick Dealer.

(Some of the equipment shown on the cars illustrated is optional at extra cost.)



How would you like to own everything economy has to offer these days —Plus a name that stands for “the tuned car”?  
**Buick Special.**

Special isn't the biggest car we make. But it still displays those five letters we're so proud of—Buick. Which means it's a tuned car—the economy car that will save a buck for you and at the same time bolster your pride.

The engine is a 160-hp V-6 who thinks a dollar is something to be spent at the movies, not at the repair shop. We like to say six cylinders have never been in better shape. You'll like to say your budget has never been in better shape.

The Special's regular equipment list makes interesting reading for those who like fact-packed non-fiction with a twist at the end. The twist is a sleek car whose looks hypnotize others into thinking, “that beauty must cost a lot of dough.” Only you and your banker will know the truth.

You can have power steering, a tilt wheel, air conditioning, plus a host of other items for a little bit more money. Each is worth special consideration when you place your order for a new Buick.

We'll put eight cylinders under the hood for you, too. You have a choice of two V-8 engines. One with 210 hp, one with 260 hp. Both are very obedient and promise not to eat you out of house and home. Tuning sees to it they keep this promise.

A final remark about the Special. It's tuned just as thoroughly as the Riviera, the Electra 225, or any of our other Buicks. True, the type of tuning is different because it's a different car. But the amount of tuning, the blood, sweat and tears that go into tuning, is exactly the same. We thought you'd like to know.

(Some of the equipment shown on the car illustrated is optional at extra cost.)

**BUICK SPECIAL REGULAR EQUIPMENT**  
160-hp. Wildcat V-6; 3-speed Manual Transmission (Synchronized in all forward gears); Heater and Defroster; Directional Signals; Ash Tray; Cigar Lighter; Magic-Mirror Finish; Self-adjusting Brakes; 6,000-mile Lubed Front Suspension; Delcotron Generator; Dual Key Locking System; Plunger-type Door Locks; Stop-On Parking Brake; 14-inch Wheels; Seat Belts—Front and Rear; Full-Flow Oil Filter; Reusable Air Cleaner Element; Front Door-operated Courtesy Light; Cross-Flow Radiator; Upper Instrument Panel Pad; Outside Rear View Mirror; Dual Speed Windshield Wiper and Windshield Washer; Patented Sun Visors; Back-up Lamps.

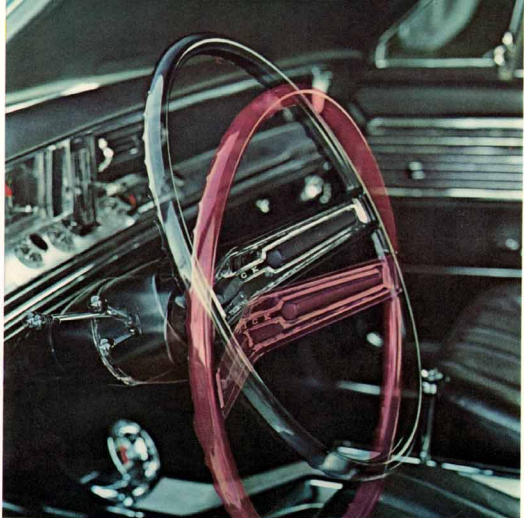
The Special 4-Door Sedan.



LADIES EDITION. 1645 FIFTH AVENUE.







An extra-cost item but well worth every penny. The steering wheel tilts. Move a lever near the directional signal and you can put the wheel in various positions. Why would you want this? Well, have you ever been on a long trip and your arms got tired from being held at the same angle? Tilt the wheel and it's like you were just beginning your trip.



Do you remember when you were small how carefully you shined the spokes in the wheel of your bicycle? You realized shiny spokes made your bike the sharpest in the block. Why not revive this thinking when you order your new Buick? Wire wheel covers cost extra but consider how much extra beauty they add.



Behind the rear window is a styling gem we call a "tail panel." It's new on the Specials and Skylarks this year. (Coupes and sport coupes only)

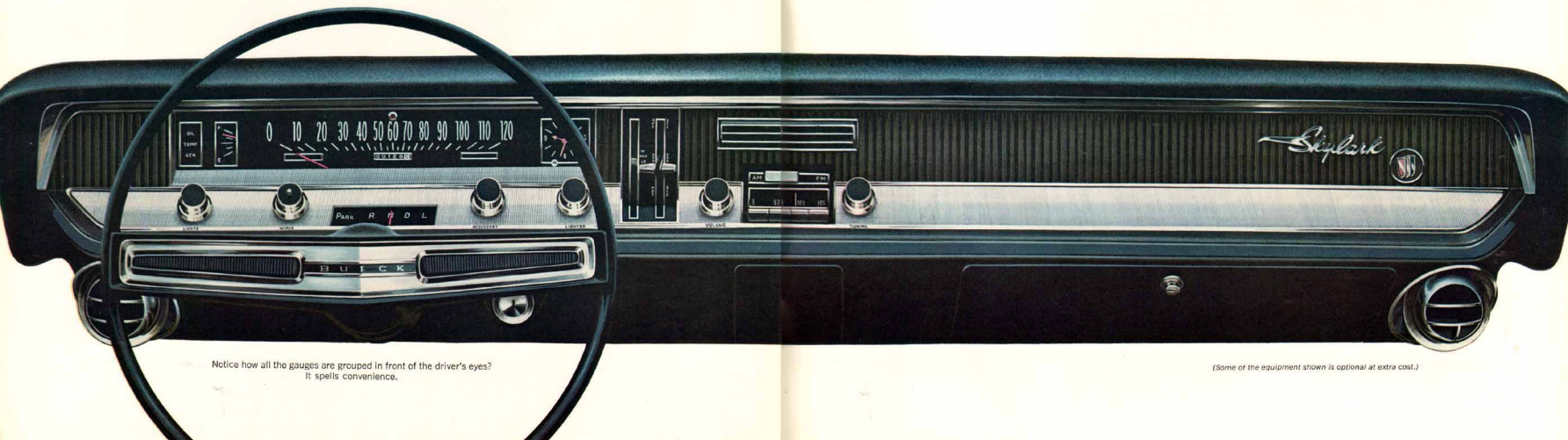


All front seats have head rests available. You don't even have to be haggard to enjoy it. It's always comforting to have a little support behind the head. And how they add to the looks of the car!



Has anybody ever told you Skylark is a small car? People who say this have let Skylark's price tag confuse them. A sure antidote for stopping this rumor is to open the trunk. Its size is mightier than words.

When you sit inside one of the Skylarks or Specials, this is what you see. Sheer elegance.



Notice how all the gauges are grouped in front of the driver's eyes? It spells convenience.

(Some of the equipment shown is optional at extra cost.)



**29 great reasons for going Buick in '66.**

**4 4-Door Hardtops**



The Electra 225 4-Door Hardtop ..... page 17



The Wildcat 4-Door Hardtop ..... page 24



The LeSabre 4-Door Hardtop ..... page 33



The Skylark 4-Door Hardtop ..... page 43

**5 4-Door Sedans**



The Electra 225 4-Door Sedan ..... page 16



The Wildcat 4-Door Sedan ..... page 25



The LeSabre 4-Door Sedan ..... page 29



The Special Deluxe 4-Door Sedan ..... page 49



The Special 4-Door Sedan ..... page 50

**7 Sport Coupes**



The Riviera ..... page 4



The Electra 225 Sport Coupe ..... page 12



The Wildcat Sport Coupe ..... page 20



The LeSabre Sport Coupe ..... page 32



The Skylark Gran Sport Coupe ..... page 44



The Skylark Sport Coupe ..... page 40



The Special Deluxe Sport Coupe ..... page 46

**3 4-Door Wagons**



The Sportwagon 4-Door Wagon ..... page 36



The Special Deluxe 4-Door Wagon ..... page 49



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**6 Convertibles**



The Electra 225 Convertible ..... page 16



The Wildcat Convertible ..... page 24



The LeSabre Convertible ..... page 32



The Skylark GS Convertible ..... page 44



The Skylark Convertible ..... page 43



The Special Convertible ..... page 53

**4 Thin-Pillar Coupes**



The Skylark GS Thin-Pillar Coupe ..... page 44



The Skylark Thin-Pillar Coupe ..... page 43



The Special Deluxe Thin-Pillar Coupe ..... page 49



The Special Thin-Pillar Coupe ..... page 53

**That's what the tuned car is all about. Wouldn't you really rather have a Buick?**



LADIES FASHIONS: BOWEN CHAPIN FOR SUELLS AND COMPANY.



# 1966 BUICK

Buick Motor Division ★ Flint, Michigan  
Makers of the tuned car.