

BUICK

Here are
the ways
Buick
talks your
language
in 1968.

'68

The '68 Buicks:

Skylark



Skylark Custom Sport Coupe



Skylark Sport Coupe



Skylark Custom 4-dr. Hardtop



Skylark Custom 4-dr. Sedan



Skylark 4-dr. Sedan



Skylark Custom Convertible

Special Deluxe



Special Deluxe Thin-Pillar Coupe



Special Deluxe 4-dr. Sedan

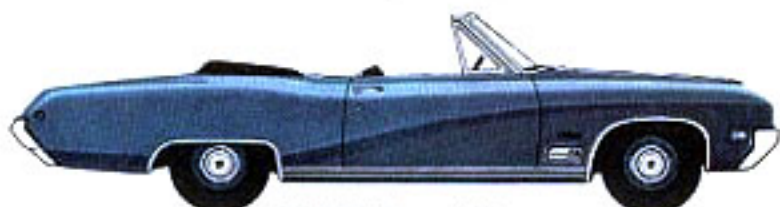


Special Deluxe Wagon

GS 400 and GS 350



GS 400 Sport Coupe



GS 400 Convertible



GS 350 Sport Coupe

Sportwagon



Custom Sportwagon 2-seat



Custom Sportwagon 3-seat

LeSabre



LeSabre Custom Sport Coupe



LeSabre Sport Coupe



LeSabre Custom 4-dr. Hardtop



LeSabre 4-dr. Hardtop



LeSabre Custom 4-dr. Sedan



LeSabre 4-dr. Sedan



LeSabre Custom Convertible

Wildcat



Wildcat Custom Sport Coupe



Wildcat Sport Coupe



Wildcat Custom 4-dr. Hardtop



Wildcat 4-dr. Hardtop



Wildcat 4-dr. Sedan

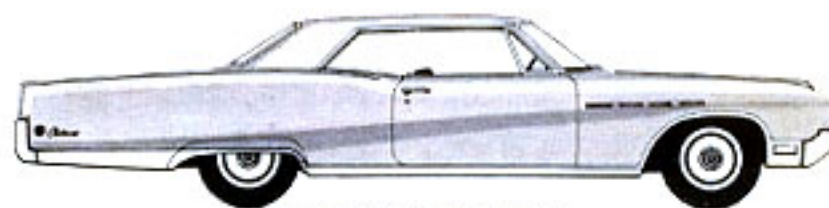


Wildcat Custom Convertible

Electra 225



Electra 225 Custom Sport Coupe



Electra 225 Sport Coupe



Electra 225 Limited 4-dr. Hardtop (Trim Option)



Electra 225 Custom 4-dr. Hardtop



Electra 225 Custom 4-dr. Sedan



Electra 225 4-dr. Sedan



Electra 225 Custom Convertible

Riviera



Riviera

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**Here's something we've done to beautify our highways.
Skylark Custom 2-dr. Sport Coupe.**

Some of the equipment shown on the Skylark Custom Sport Coupe is optional at extra cost. 3

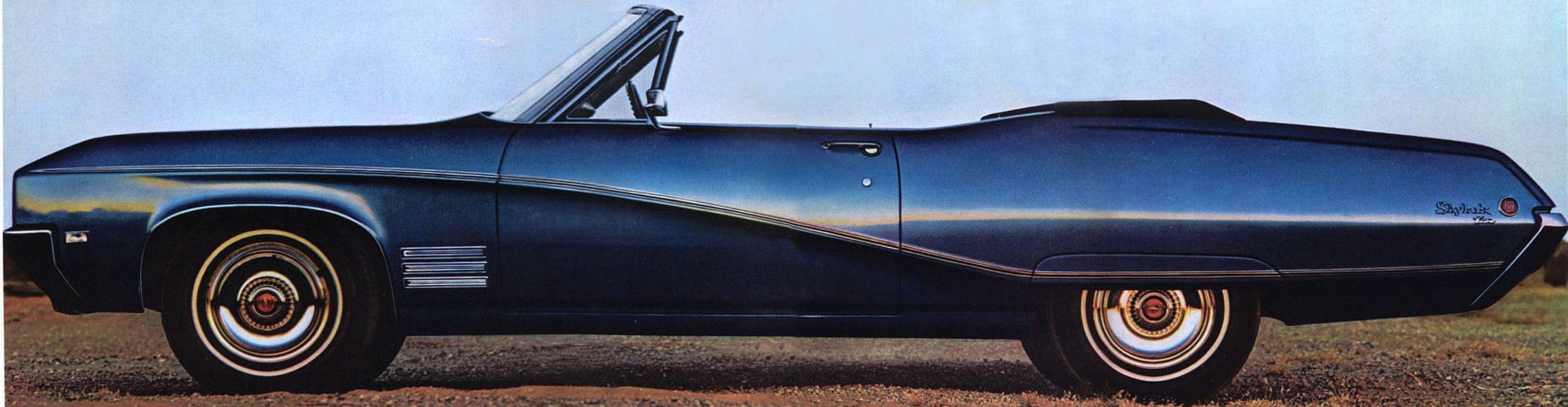


Two reasons even traffic jams
will look a lot better to you this year.

Skylark 4-dr. Sedan. Skylark Custom 4-dr. Hardtop.

Some of the equipment shown on the Skylark Custom 4-dr. Hardtop and Skylark 4-dr. Sedan is optional at extra cost.

**Buick made driving a convertible even more enticing this year.
Skylark Custom Convertible.**



Some of the equipment shown on the Skylark Custom Convertible is optional at extra cost. 7



Custom All-Vinyl Notch-Back Seat.

**Skylark Interiors.
Home, sweet home.**

Suddenly it's obvious that not all the '68 Skylark's appeal is on the outside.

Suddenly it's obvious that this is a new Buick inside and out.

It should come as no surprise.

If you haven't already tried out the interior of the new Skylark, do. We want you to agree that this Buick looks as good from the inside as it does the other way. We want you to know how comfortable a car can be. The only way you'll ever know is to try it for yourself.

Maybe you have reconnoitered Skylark's interior. Maybe you're now ready to decide how you'll tailor the Skylark to fit your personal needs. It's easily done.

Bench seats are standard on all Skylark models. If you want bucket seats, you can order them with Skylark Custom 2-dr. models.

You can order 4-way power seats. Bench or buckets. You can order a front passenger's seat that reclines. And head restraints for yourself as well as your front-seat passenger.

A Deluxe steering wheel and thick carpeting in front and rear are standard equipment on all '68 Skylarks. A full-length console is available when you order bucket seats and an automatic transmission.

Picture yourself listening to FM music or a stereo tape recording. Cooled by GM Harrison air conditioning. With the convenience of power windows and a tilt steering wheel at your fingertips.

You can order all that. You can have more.

You can order just about everything you can think of to make your Skylark everything you want of a car.

Outside and in.

Choose your interior.

Sport Coupe. Choose between All-Vinyl Bench seats in blue, parchment or black and All-Vinyl Notch-Back seats in blue, white, black or platinum.

Sedan. Cloth-and-Vinyl Bench seats are available in platinum, blue, black or champagne. All-Vinyl, in blue, parchment or black.

Custom Sport Coupe. Three choices. Cloth-and-Vinyl Bench seats in blue, champagne or black. All-Vinyl Notch-Back seats in platinum, blue, black or white. All-Vinyl Bucket seats in white, buckskin, black, blue or platinum.

Custom Hardtop Sedan. Select Cloth-and-Vinyl Notch-Back seats in platinum, blue, champagne or maroon. Or All-Vinyl Notch-Back seats in black or white.

Custom Convertible. All-Vinyl Bench seats are available in white or black. All-Vinyl Notch-Back seats, in platinum, blue, red or buckskin. All-Vinyl Bucket seats in white, black or blue.

Custom Sedan. Choose Cloth-and-Vinyl Bench seats in blue, champagne, maroon or black. Or black All-Vinyl Bench seats.

Some of the equipment shown or described is optional at extra cost.



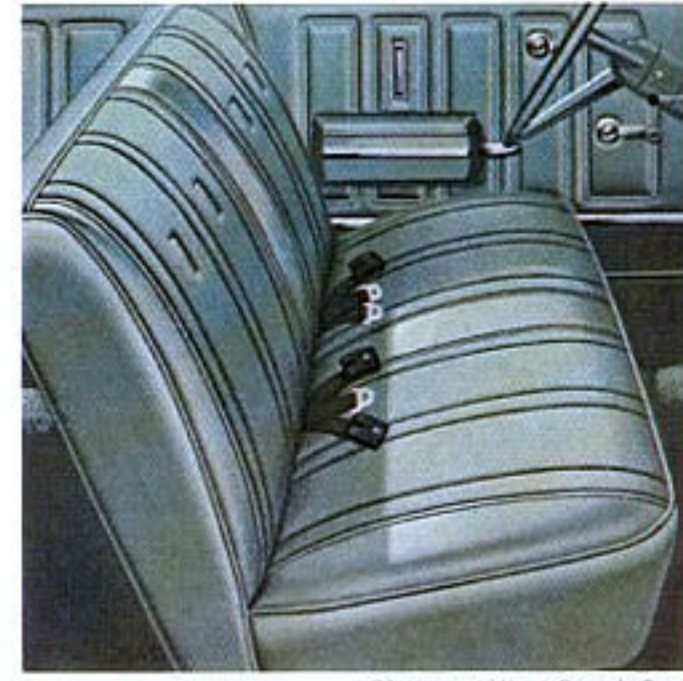
Custom Cloth-and-Vinyl Bench Seat.



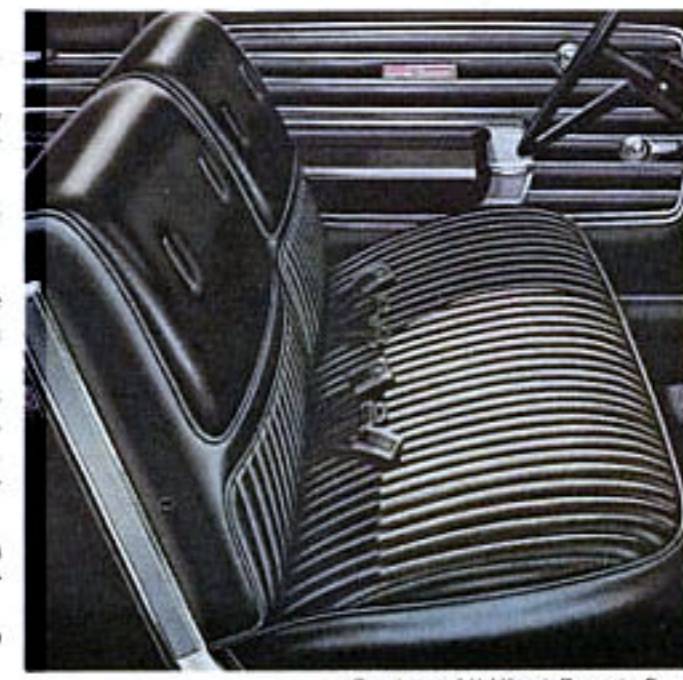
Custom Cloth-and-Vinyl Notch-Back Seat.



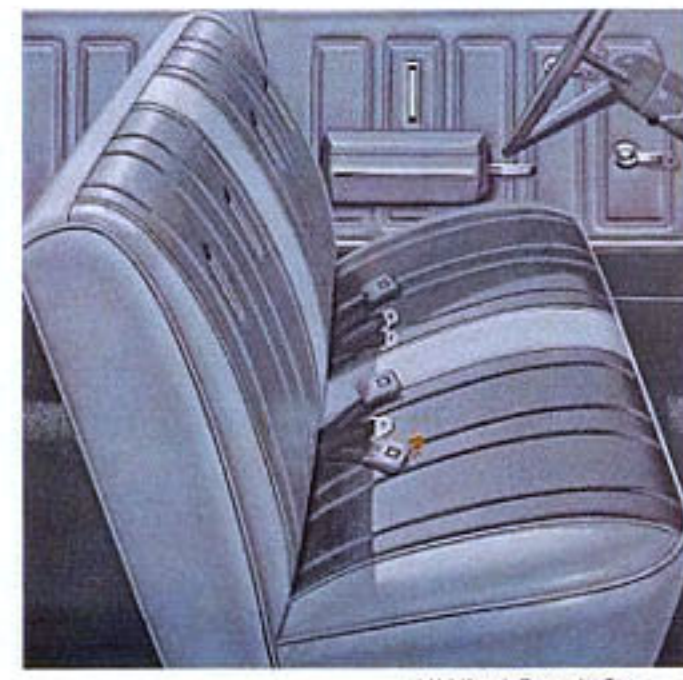
Custom All-Vinyl Bucket Seats.



Cloth-and-Vinyl Bench Seat.



Custom All-Vinyl Bench Seat.



All-Vinyl Bench Seat.

The Buick formula: we'll excite you and cheer you.

The minute you saw the new Buick you're learning about now you had a pretty good idea that it would be the car for you this year.

Maybe it was the new Skylark. Maybe it was the new Special Deluxe. Whichever one it was, it was the car you'd been waiting for. The car you'd been wanting. You knew that at first glance.

But you had to be sure. So you circled your chosen Buick. Once. Twice. Three times. Studying every clean line. Every curve. Every glistening piece of metal.

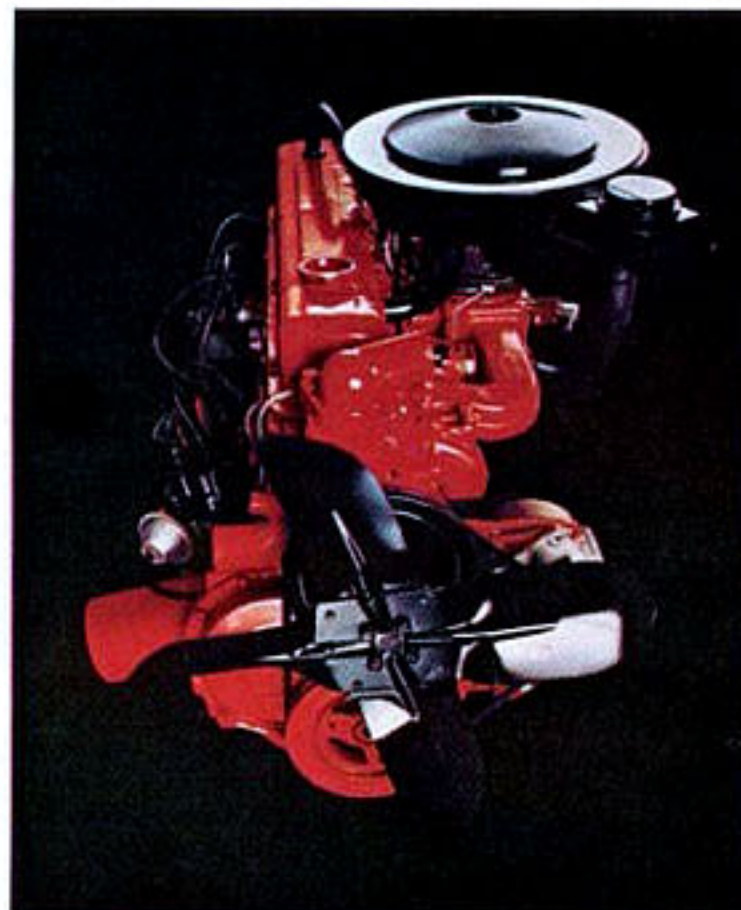
Then you climbed inside. Into the Skylark or Special Deluxe of your choice. Sat behind the wheel. Relaxed. And let your eyes wander. Just to find out how it would feel to be guiding that new Buick down the road.

And you found out. It feels pretty good. Exactly how you wanted it to feel.

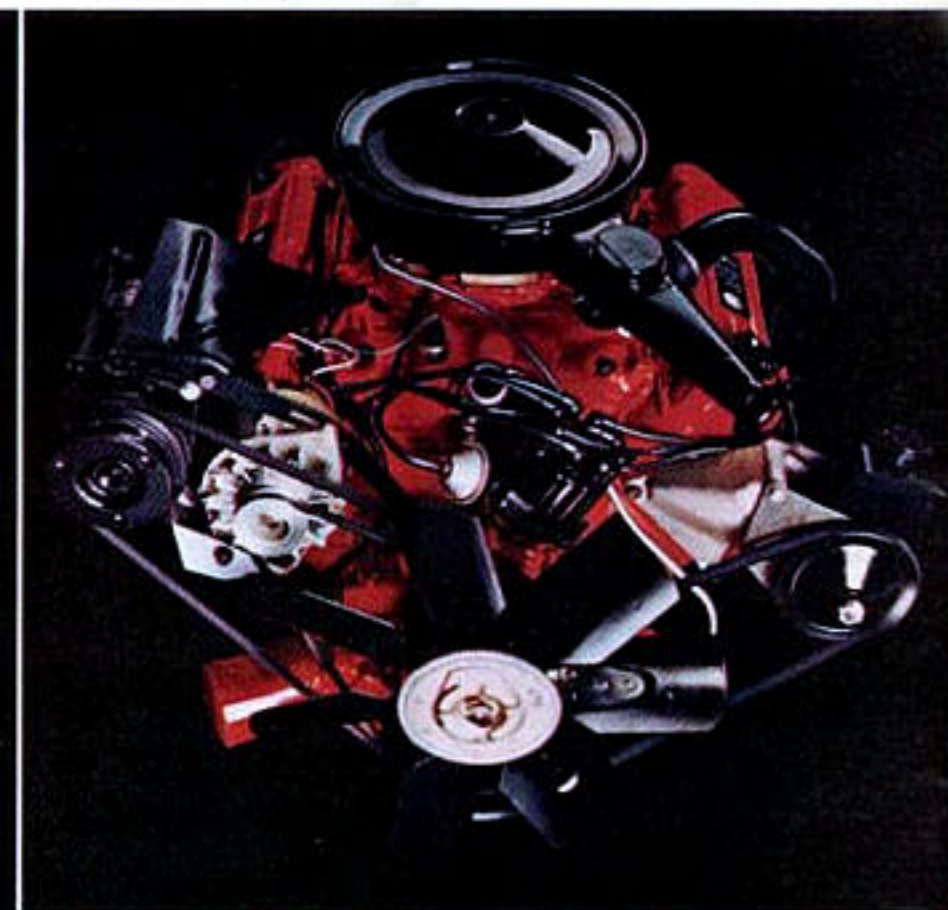
Everything about that new Buick feels and looks pretty good, doesn't it?

Everything? You haven't seen everything yet. Some things you may never see. Many of the things explained on these two pages. Things that make a new Buick behave as only a Buick can. Things that will make Buick performance even greater than it's been in the past. More enjoyable, more fun, than ever.

The day your new Skylark or Special Deluxe is parked in your driveway, you'll be certain that everything about it—even the things you can't see—is perfect. For you.



This is the new 6-cylinder engine. Standard on the Special Deluxe Coupe and Sedan as well as the Skylark Sport Coupe and Sedan. Its 250 cubic inches deliver 235 pounds feet of torque. 155 horsepower. It's something special this year for drivers who prefer economical 6-cylinder engines. You get extra power. A smoother idle. And you don't sacrifice one ounce of gasoline.



Another Buick powerplant that's new for '68. The 350-2 8-cylinder engine. 350 cubic inches. 230 horsepower. 350 pounds feet of torque. Power. Economy. Dependability. Standard on the Special Deluxe 2-Seat Wagon and all Skylark Custom models. Available on Special Deluxe Coupe and Sedans, Skylark Sport Coupe and Sedan.



Buick Skylark Regular Equipment:

155-hp. 6-cylinder engine on Skylark Sport Coupe and Sedan; 230-hp. V8 on all Skylark Custom models; 3-speed manual transmission (synchronized in all forward gears); heater and defroster; custom padded seat cushions on Custom models; folding seat back latches; Deluxe steering wheel; energy absorbing steering column; cigar lighter; ash tray—front and rear; ash tray and glove compartment lights; safety arm rests—front and rear; carpeting; four-way hazard warning flasher; directional signals; lane change feature in direction signal control; crank-operated vent windows; recessed dual-speed windshield wipers; windshield washers; self-adjusting brakes; dual master cylinder brake system with warning light and corrosion resistant brake lines; Magic-Mirror finish; 6,000-mile lubed front suspension; Delco-tron generator; dual-key locking system; passenger guard door locks with deflecting lock buttons—all doors; step-on parking brake; 14-inch wheels; seat belts with pushbutton buckles for all passenger positions; shoulder belts with pushbutton buckles and special storage convenience provision for driver and right front passenger (except convertibles); Full-Flow oil filter; front door-operated interior light; dual horns; cross-flow radiator; padded instrument panel, sun visors, windshield corner posts; padded front and intermediate seat back tops and lower structure; recessed door latches; outside rear view mirror; inside day-night mirror with deflecting base; reduced glare instrument panel top, inside windshield mouldings, horn control, steering wheel hub, and windshield wiper arms and blades; backup lights, new side marker lights and parking lamps that illuminate with headlamps; thick laminate windshield; soft, low-profile window control knobs and coat hooks; yielding smooth contoured door and window regulator handles.

NOTE: All Buick models feature the safety equipment listed on pages 36 and 37 as standard.

THE STANDARD ENGINES: 250-1 6-cylinder; 350-2 8-cylinder.

Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel
155 @ 4200	235 @ 1600	8.5 to 1	250	1-barrel	Regular
230 @ 4400	350 @ 2400	9.0 to 1	350	2-barrel	Regular

THE OPTIONAL ENGINES: 350-2 8-cylinder; 350-4 8-cylinder.

Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel
230 @ 4400	350 @ 2400	9.0 to 1	350	2-barrel	Regular
280 @ 4600	375 @ 3200	10.25 to 1	350	4-barrel	Premium

THE TRANSMISSIONS:

Regular Equipment 3-Speed Manual (Column Shift)	Option Automatic Super Turbine 300 (Column and Console Shift)
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REAR AXLE RATIOS:

3-Speed Manual Transmission	Super Turbine
3.23 (250-1 6-cyl.)	2.93 (250-1 6-cyl.)
2.93 (350-2 8-cyl.)	2.56 (350-2 8-cyl.)
	2.73 (350-4 8-cyl.)

Consult your Buick dealer for information on optional ratios.

EXTERIOR DIMENSIONS: (Approximations in inches.)

	Length	Width	Height	Wheelbase	Tread-front	Tread-rear
Sport Coupe	200.6	75.6	52.8	112.0	59.0	59.0
4-Door Hardtop	204.6	75.6	53.6	116.0	59.0	59.0
4-Door Sedan	204.6	75.6	53.6	116.0	59.0	59.0
Convertible	200.6	75.6	52.7	112.0	59.0	59.0

INTERIOR DIMENSIONS: (Approximations in inches.)

	Head Room		Leg Room		Shoulder Room	
	Front	Rear	Front	Rear	Front	Rear
Sport Coupe	37.8	36.4	42.8	32.7	58.3	57.2
4-Door Hardtop	38.6	37.3	42.8	35.1	58.3	57.5
4-Door Sedan	38.6	37.3	42.8	35.1	58.3	57.5
Convertible	38.7	37.0	42.8	32.7	58.3	56.7

MORE IMPORTANT INFORMATION ABOUT THE SKYLARK: **Engine Lubricating System:** Main bearings, connecting rods and camshaft bearings pressure lubricated. Cylinder walls, connecting rod bearing throw-off. Normal oil pressure 30-45 @ 1500. Full-Flow oil filter. Crankcase capacity (refill less filter) 4 quarts. **Fuel System:** Automatic choke. Mechanical fuel pump. Pleated paper gasoline filter with fine filter in fuel tank. Oiled paper element 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 reverse flow. Constructed of corrosion resistant steel to promote longer life. **Electrical:** Twelve-volt electrical system. Four-position starter-ignition switch. **Automatic Transmission (optional):** Super Turbine is of the torque converter type. Total oil capacity 19 pints. **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. **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:** 7.75 x 14. Optional tires available for other than normal driving conditions. Consult your Buick dealer.

Buick Special Deluxe Regular Equipment:

155-hp. 6-cylinder engine on Coupe and Sedan; 230-hp. V8 on Wagon; 3-speed manual transmission (synchronized in all forward gears); heater and defroster; cigar lighter; ash tray front and rear; energy absorbing steering column; safety arm rests—front and rear; four-way hazard warning flasher; directional signals; lane change feature in direction signal control; Magic-Mirror finish; self-adjusting brakes; dual master cylinder brake system with warning light and corrosion resistant brake lines; 6,000-mile lubed front suspension; Delco-tron generator; dual-key locking system; passenger guard door locks with deflecting lock buttons—all doors; step-on parking brake; 14-inch wheels; seat belts with pushbutton buckles for all passenger positions; shoulder belts with pushbutton buckles and special storage convenience provision for driver and right front passenger; thick laminate windshield; crank-operated vent windows; recessed dual-speed windshield wipers; windshield washers; Full-Flow oil filter; front-door operated interior light; cross-flow radiator; padded instrument panel, sun visors, windshield corner posts; reduced glare instrument panel top, inside windshield mouldings, horn control, steering wheel hub, and windshield wiper arms and blades; recessed door latches; folding seat back latches; outside rear view mirror; inside day-night mirror with deflecting base; backup lights, new side marker lights and parking lamps that illuminate with headlamps; soft, low-profile window control knobs and coat hooks; padded front and intermediate seat back tops and lower structure; yielding smooth contoured door and window regulator handles.

NOTE: All Buick models feature the safety equipment listed on pages 36 and 37 as standard.

THE STANDARD ENGINES: 250-1 6-cylinder; 350-2 8-cylinder.

Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel
155 @ 4200	235 @ 1600	8.5 to 1	250	1-barrel	Regular
230 @ 4400	350 @ 2400	9.0 to 1	350	2-barrel	Regular

THE OPTIONAL ENGINES: 350-2 8-cylinder; 350-4 8-cylinder.

Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel
230 @ 4400	350 @ 2400	9.0 to 1	350	2-barrel	Regular
280 @ 4600	375 @ 3200	10.25 to 1	350	4-barrel	Premium

THE TRANSMISSIONS:

Regular Equipment 3-Speed Manual (Column Shift)	Option Automatic Super Turbine 300 (Column Shift)
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REAR AXLE RATIOS:

3-Speed Manual Transmission	Super Turbine
3.23 (250-1 6-cyl.)	2.93 (250-1 6-cyl.)
2.93 (350-2 8-cyl.)	2.56 (350-2 8-cyl.)
	2.73 (350-4 8-cyl.)

Consult your Buick dealer for information on optional ratios.

EXTERIOR DIMENSIONS: (Approximations in inches.)

	Length	Width	Height	Wheelbase	Tread-front	Tread-rear
Thin-Pillar Coupe	200.6	75.6	52.8	112.0	59.0	59.0
4-Door Sedan	204.6	75.6	53.6	116.0	59.0	59.0
2-Seat Wagon	209.0	75.6	53.6	116.0	59.0	59.0

INTERIOR DIMENSIONS: (Approximations in inches.)

	Head Room		Leg Room		Shoulder Room	
	Front	Rear	Front	Rear	Front	Rear
Thin-Pillar Coupe	37.8	36.4	42.8	32.7	58.3	57.2
4-Door Sedan	38.6	37.3	42.8	35.1	58.3	57.5
2-Seat Wagon	38.6	38.9	42.8	35.1	58.3	57.5

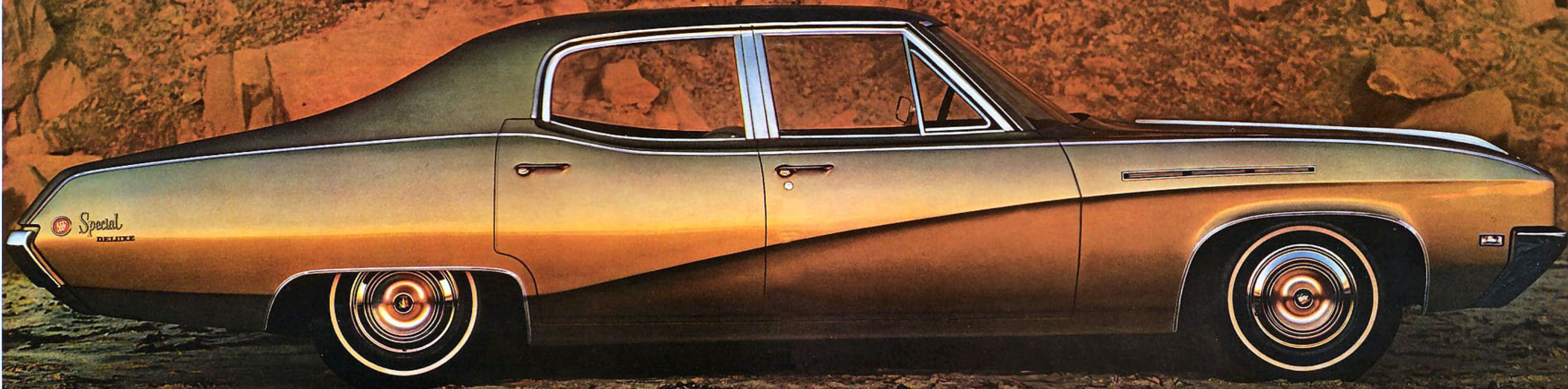
MORE IMPORTANT INFORMATION ABOUT THE SPECIAL DELUXE: **Engine Lubricating System:** Main bearings, connecting rods and camshaft bearings pressure lubricated. Cylinder walls, connecting rod bearing throw-off. Normal oil pressure 30-45 @ 1500. Full-Flow oil filter. Crankcase capacity (refill less filter) 4 quarts. **Fuel System:** Automatic choke. Mechanical fuel pump. Pleated paper gasoline filter with fine filter in fuel tank. Oiled paper element 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 reverse flow. Constructed of corrosion resistant steel to promote longer life. **Electrical:** Twelve-volt electrical system. Four-position starter-ignition switch. **Automatic Transmission (optional):** Super Turbine is of the torque converter type. Total oil capacity 19 pints. **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. **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:** 7.75 x 14. Optional tires available for other than normal driving conditions. Consult your Buick dealer.

Special Deluxe Thin-Pillar Coupe.
This is a completely new kind of Buick.
Obviously.



Some of the equipment shown on the Special Deluxe Thin-Pillar Coupe is optional at extra cost. 13

Special Deluxe 4-dr. Sedan.
You'd expect a car that looks like this
to attract more than one admiring stare.
Didn't it attract yours?





**Something special happened to wagons this year:
Special Deluxe Wagon.**

Some of the equipment shown on the Special Deluxe Wagon is optional at extra cost. 17



All-Vinyl Bench Seat.

**Special Deluxe Interiors.
Somebody at Buick likes you.**

How special is the new Special Deluxe? Your first look gave you a pretty good idea, didn't it? Now look inside.

The Special Deluxe may be the least expensive Buick. But it is a Buick. Meaning it offers everything you've come to expect in a Buick.

Meaning it offers the room and comfort, the convenience and pleasure you want in your car. Meaning it was built to be liked. By you.

Look at that instrument panel. There's nothing diminutive about that. Nothing skimpy.

Look at the door panel. Recessed door handles. Thicker, wider arm rests. It was designed that way for your safety and your comfort.

Now what would you like in your Buick? You know, the extra things that make it your car and nobody else's?

An AM/FM radio? A stereo tape player? They're both available in the new Special Deluxe.

Carpeting? Carpeting front and rear. Thick carpeting. Carpeting that almost asks you to kick off your shoes and relax.

Soft Ray tinted glass? A remote-controlled outside mirror?

How about 4-way power seats? Just ask for them. And while you're at it, ask for air conditioning and head restraints.

It's your car and you're going to spend a lot of hours in it. Why not make it all the car you want?

If it's a wagon you want, the Special Deluxe 2-Seat Wagon offers you even more.

Choose from options like a tilt steering wheel (when you order the Super Turbine Automatic Transmission), a power tailgate window, divided second seat, and a luggage rack.

Another choice you'll have to make is the interior you'll have in your new Special Deluxe.

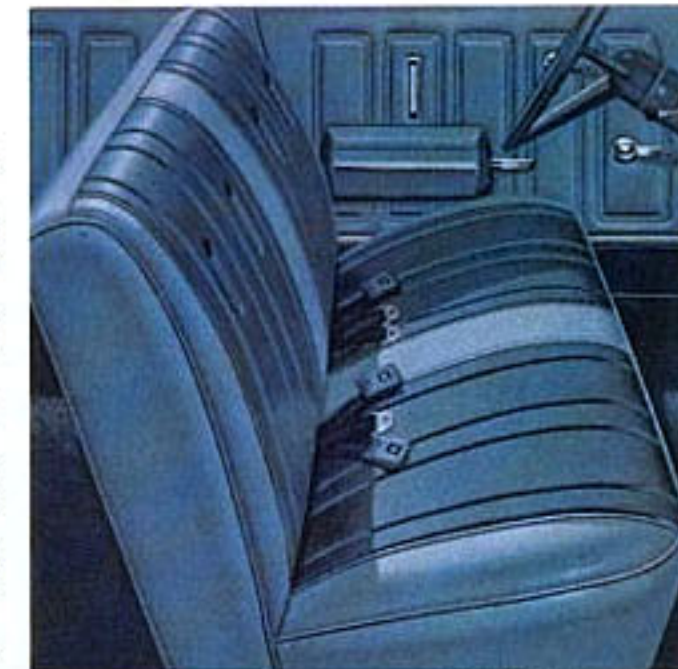
Here's what you have to choose from.

Thin-Pillar Coupe. Cloth-and-Vinyl Bench seats are available in champagne or black. All-Vinyl Bench seats come in blue, parchment or black.

Sedan. Cloth-and-Vinyl Bench seats may be ordered in blue, champagne or black. All-Vinyl Bench seats are optional at extra cost in blue, parchment or black.

2-Seat Wagon. All-Vinyl Bench seats are available in either blue, parchment or buckskin.

Some of the equipment shown or described is optional at extra cost.



All-Vinyl Bench Seat.



Cloth-and-Vinyl Bench Seat.



If it takes something extra to get you excited, be excited. **GS 400.**



GS 400 Convertible.
Not everyone will agree on what makes a car young.
Everyone will agree Buick has it.

Buick had a wonderful new idea this year. GS 350.



GS Interiors. The seats people are built for.

The way your Buick looks on the inside is as important as the way it looks on the outside. The way a new GS 350 or GS 400 looks on the inside is enough to make you want to pull out the road maps right now.

The instrument panel is as functional as it is sporty. It's been designed for your every convenience as well as to please your eye.

The seats almost seem to mold themselves to fit you. And support you. And keep you fresh.

Even the door panels are something special. The door handles are recessed and out of the way. Arm rests are thick, wide and sturdy. To provide comfort and protection.

And everything's as sporty and exciting as you'd expect everything about a GS to be.

When we say these are the seats people are built for, we mean people like you.

There was no way to know precisely all the things you'd want in your GS, whether it be the GS 350 or the GS 400.

In all the new Buick GS's you'll find the equipment we thought most people would want.

The rest we've included in a long list of options. Many of the options and accessories you can choose from are shown on pages 72 and 73 of this book.

A Deluxe Steering Wheel is standard in a GS 400. A tilt steering wheel is available when you order an automatic transmission.

A 3-speed manual transmission is standard. But you can order a Super Turbine Automatic Transmission on either GS 350 or GS 400. You can even order a 4-speed floor shift on the GS 350 or GS 400. A heavy-duty 3-speed manual floor shift also is available in the GS 350.

Acoustical equipment? Which would you like—Sonomatic radio, AM/FM radio, or a stereo tape player?

On both GS 350 and GS 400 you can order a tachometer with console. You can order a full-length console with Super Turbine Automatic Transmission. Console with a 3-speed or 4-speed stick.

There's more. Quite a bit more. Too much more to list here. Enough to make your Buick your very own, very special Buick.

Now, the most important choice: seats. Which seats, which color combination best suits you?

GS 350. On the new GS 350 Sport Coupe you can select from All-Vinyl Bench seats in blue, parchment or black, and All-Vinyl Bucket seats in white, black, blue, buckskin or platinum.

GS 400 Sport Coupe. Choose from All-Vinyl Bench seats in white or black, and All-Vinyl Bucket seats in white, black, blue, buckskin or platinum.

GS 400 Convertible. All-Vinyl Bench seats are available in white or black. All-Vinyl Bucket seats are available in white, black or blue.

Some of the equipment shown or described is optional at extra cost.



All-Vinyl Bench Seat.



All-Vinyl Bucket Seats.

One of the nicest things about a GS is what it does for drivers.

If your first glance at a GS 350 or GS 400 started you thinking that these are pretty exceptional automobiles, you were right.

The new '68 GS 350 and GS 400 are exceptional automobiles. Right down to the last gasket.

Some of the reasons are obvious. The new GS styling, for example. A look unique to a Buick GS. A look that brings to mind a whole list of stirring adjectives. Clean. Fresh. Masculine. Just to name a few.

Interiors are another obvious reason for the special appeal of these new Buicks. Interiors that you'll be convinced were made specifically for you.

Some of the reasons are obvious. Many aren't. That last gasket, for example. Bearings. Fuel pump. Brakes.

They may not easily be seen. But they're just as important.

And they're just as exceptional.

If ever you thought driving was dull, get behind the wheel of a new Buick GS. It'll prove how great the American roads really are.



An entirely new engine for an entirely new automobile. The 350-4 V8. Standard equipment on the GS 350. 350 cubic inches. 4-barrel Quadrajel carburetor. Dual exhausts. Delivering 280 horsepower. 375 pounds feet of torque. The power you want. The dependable performance you want. And more economy than you'll believe.



Try this for perfection. A 400-4 V8 engine. Standard on the GS 400. Built and tuned to perfection. 400 cubic inches. 4-barrel Quadrajel carburetor. Dual exhausts. Even a chrome-plated air cleaner cover. All to provide your GS with 340 horsepower. 440 pounds feet of torque.

GS 400 Regular Equipment:

340-hp. 400-4 V8; dual exhaust; chrome-plated air cleaner cover; 3-speed floor-mounted manual transmission; all-vinyl seating with foam-padded seat cushions; folding seat back latches; heater and defroster; cigar lighter; ash tray—front and rear; ash tray and glove compartment light; energy absorbing steering column; deluxe steering wheel; safety arm rests—front and rear; carpeting; four-way hazard warning flasher; directional signals; lane change feature in direction signal control; Magic-Mirror finish; self-adjusting brakes; dual master cylinder brake system with warning light and corrosion resistant brake lines; 6,000-mile lubed front suspension; cross-flow radiator; Delcotron generator; dual-key locking system; passenger guard door locks with deflecting lock buttons—all doors; step-on parking brake; 14-inch wheels (with 6-inch rims); seat belts with pushbutton buckles for all passenger positions; shoulder belts with pushbutton buckles and special storage convenience provision for driver and right front passenger (except convertibles); Full-Flow oil filter; wheel covers; door-operated interior light; dual horns; thick laminate windshield; crank-operated vent windows; recessed dual-speed windshield wipers; windshield washers; padded instrument panel, sun visors, windshield corner posts; reduced glare instrument panel top, inside windshield moldings, horn control, steering wheel hub, and windshield wiper arms and blades; inside day-night mirror with deflecting base; outside rear view mirror; backup lights, new side marker lights and parking lamps that illuminate with headlamps; paint stripe; GS ornamentation on radiator grille, front fender, rear end panel and instrument panel; white-stripe or red-stripe wide oval tires; soft, low-profile window control knobs and coat hooks; padded front and intermediate seat back tops and lower structure; yielding smooth contoured door and window regulator handles.

NOTE: All Buick models feature the safety equipment listed on pages 36 and 37 as standard.

THE STANDARD ENGINE: 400-4 V8.

Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel
340 @ 5000	440 @ 3200	10.25 to 1	400	4-barrel	Premium

THE TRANSMISSIONS:

Regular Equipment	Option
3-Speed Manual (Floor Shift)	Automatic Super Turbine (Column or Console Shift)
	4-Speed Manual (Console or Floor Shift)

REAR AXLE RATIOS:

3-Speed & 4-Speed Manual	Super Turbine
3.42	2.93

Consult your Buick dealer for information on optional ratios.

EXTERIOR DIMENSIONS: (Approximations in inches.)

	Length	Width	Height	Wheelbase	Tread-front	Tread-rear
2-Door Coupe	200.6	75.6	52.8	112.0	59.35	59.0
Convertible	200.6	75.6	52.7	112.0	59.35	59.0

INTERIOR DIMENSIONS: (Approximations in inches.)

	Head Room		Leg Room		Shoulder Room	
	Front	Rear	Front	Rear	Front	Rear
2-Door Coupe	37.8	36.4	42.8	32.7	58.3	57.2
Convertible	38.7	37.0	42.8	32.1	58.3	56.7

MORE IMPORTANT INFORMATION ABOUT THE GS 400: **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 (refill less filter) 4 quarts. **Fuel System:** Automatic choke. Mechanical fuel pump. Pleated paper gasoline filter with fine filter in fuel tank. Oiled paper element 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:** Standard dual exhausts. Muffler constructed of a combination of aluminized and stainless steels to promote longer life. **Electrical:** Twelve-volt electrical system. Four-position starter-ignition switch. **Automatic Transmission:** Super Turbine is of the torque converter type. Total oil capacity 23 pints. **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:** Reinforced perimeter type. **Brakes:** Self-adjusting. Air-cooled finned aluminum fronts with cast iron liners; finned drums, 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 20.9 to 1. Power steering optional. Overall ratio 20.9 to 1. **Tires:** Wide oval F70-14 white stripe standard (red stripe tires optional).

GS 350 Regular Equipment:

280-hp. 350-4 V8 engine; dual exhaust; 3-speed column-mounted manual transmission (synchronized in all forward gears); all-vinyl seating with foam-padded cushions; padded front and intermediate seat back tops and lower structure; heater and defroster; cigar lighter; ash tray—front and rear; folding seat back latches; ash tray and glove compartment light; deluxe steering wheel; energy absorbing steering column; safety arm rests—front and rear; carpeting; four-way hazard warning flasher; directional signals; lane change feature in direction signal control; Magic-Mirror finish; self-adjusting brakes; dual master cylinder brake system with warning light and corrosion resistant brake lines; 6,000-mile lubed front suspension; cross-flow radiator; Delcotron generator; dual-key locking system; passenger guard door locks with deflecting lock buttons—all doors; step-on parking brake; 14-inch wheels; seat belts with pushbutton buckles for all passenger positions; shoulder belts with pushbutton buckles and special storage convenience provision for driver and right front passenger; crank-operated vent windows; recessed dual speed windshield wipers; windshield washers; Full-Flow oil filter; door-operated interior light; dual horns; padded instrument panel, sun visors, windshield corner posts; inside day-night mirror with deflecting base; outside rear view mirror; thick laminate windshield; reduced glare instrument panel top, inside windshield moldings, horn control, steering wheel hub, and windshield wiper arms and blades; backup lights, new side marker lights and parking lamps that illuminate with headlamps; paint stripe; simulated hood scoops; GS ornamentation on radiator grille, front fender, rear end panel and instrument panel; soft, low-profile window control knobs and coat hooks; yielding smooth contoured door and window regulator handles.

NOTE: All Buick models feature the safety equipment listed on pages 36 and 37 as standard.

THE STANDARD ENGINE: 350-4 V8.

Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel
280 @ 4600	375 @ 3200	10.25 to 1	350	4-barrel	Premium

THE TRANSMISSIONS:

Regular Equipment	Option
3-Speed Manual (Column Mounted)	Automatic Super Turbine (Column or Console Mounted)
	4-Speed Manual (Console or Floor Shift)
	3-Speed Manual (Console or Floor Shift)

REAR AXLE RATIOS:

3-Speed & 4-Speed Manual	Super Turbine
3.23	3.23

Consult your Buick dealer for information on optional ratios.

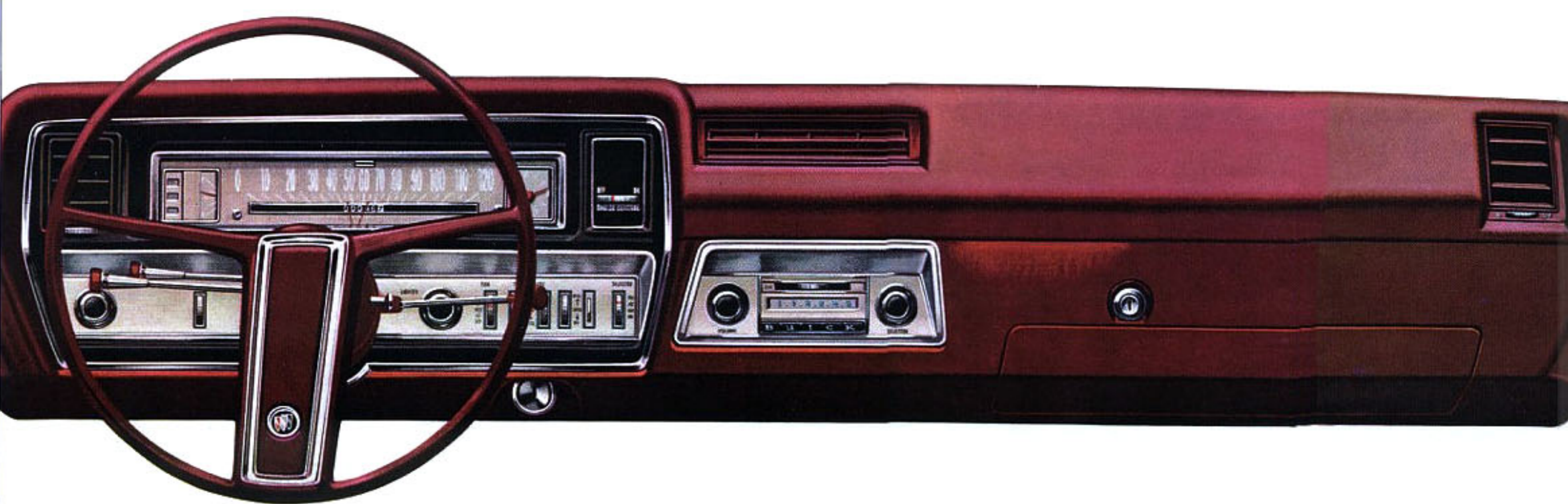
EXTERIOR DIMENSIONS: (Approximations in inches.)

	Length	Width	Height	Wheelbase	Tread-front	Tread-rear
Sport Coupe	200.6	75.6	52.8	112.0	59.0	59.0

INTERIOR DIMENSIONS: (Approximations in inches.)

	Head Room		Leg Room		Shoulder Room	
	Front	Rear	Front	Rear	Front	Rear
Sport Coupe	37.8	36.4	42.8	32.7	58.3	57.2

MORE IMPORTANT INFORMATION ABOUT THE GS 350: **Engine Lubricating System:** Main bearings, connecting rods and camshaft bearings pressure lubricated. Cylinder walls splash and nozzle lubricated. Normal oil pressure 37 @ 2400. Full-Flow oil filter. Crankcase capacity (refill less filter) 4 quarts. **Fuel System:** Automatic choke. Mechanical fuel pump. Pleated paper gasoline filter with fine filter in fuel tank. Oiled paper element 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:** Standard dual exhaust is constructed of a combination of aluminized and stainless steels to promote longer life. **Electrical:** Twelve-volt electrical system. Four-position starter-ignition switch. **Automatic Transmission:** Super Turbine is of the torque converter type. Total oil capacity 19 pints. **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:** Reinforced perimeter type. **Brakes:** Self-adjusting. Air-cooled finned alloy drums. 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:** 7.75 x 14.





Custom Sportwagon Interiors.
Have there ever been station wagon interiors like this before? Thank you.

If what you want is a wagon that's as attractive as it is useful, this is the wagon you want.

If what you want is a wagon that's as comfortable and as much fun as it is rugged, this is the wagon you want.

This is the new Buick Custom Sportwagon. And new it is.

As a 2-Seat model, it offers you 100 feet of cargo space. Carpeted cargo space, if you like.

As a 3-Seat model, what could be better for a large and active family? And none of the family will have to be content watching where you've been. All seats face forward.

Seats? How about 4-way power seats. With head restraints. You can order them on your Custom Sportwagon. Seat belts—front and rear—and front shoulder belts are standard.

How about an AM/FM radio? Stereo tape player? Air Conditioner? Just ask.

You can equip your Custom Sportwagon with an automatic transmission. Tilt steering wheel. Power windows. Power steering. Power brakes. Even a power tailgate window.

You can make your Custom Sportwagon as sporty as you like. And as pleasant to own and drive.

You might not have to do much. Just look at the new Custom Sportwagon's interior.

All-vinyl seats. Tough, durable vinyl seats. Seats that will be as comfortable and as attractive after thousands of miles as they are the day you first sit on them. Offered in platinum, blue, red, or buckskin.

Vinyl door panels. Panels that are easy to keep clean. With carpeting on their lower portion. To keep them from being scuffed and nicked.

Carpeting in front and rear. Thick, tough carpeting in the passenger area.

An instrument panel that looks as if it should be air-borne.

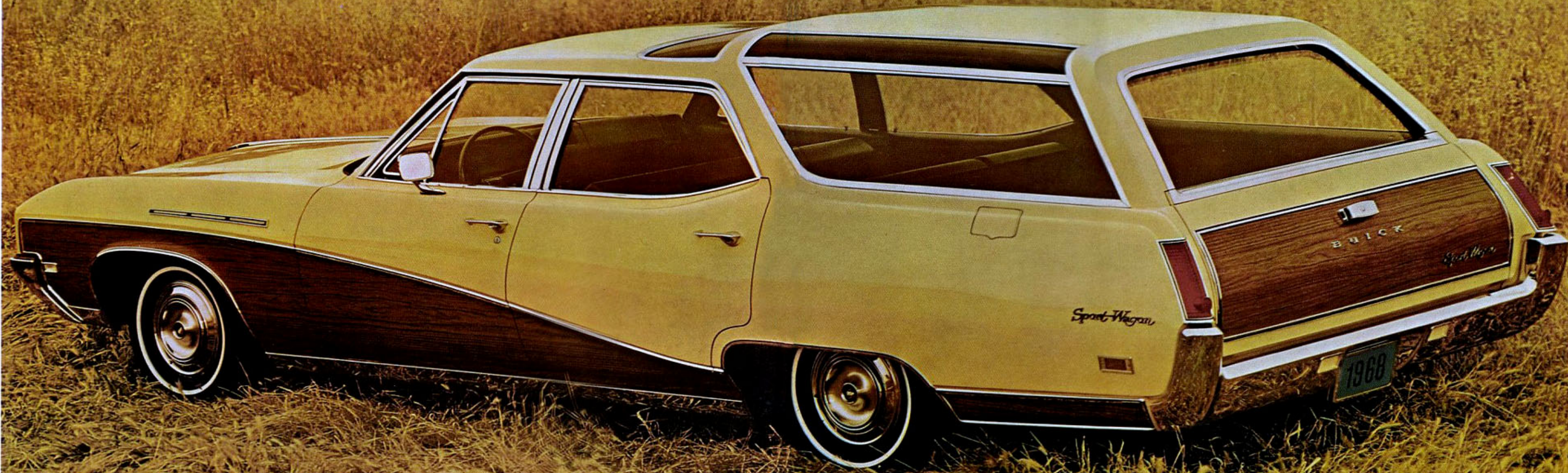
All this and more. All the things you expect in a Buick you get in a Buick Custom Sportwagon.

You might not find them anywhere else. Some of the equipment shown or described is optional at extra cost.



100 feet of cargo space.

The name "Sportwagon"
might give you the idea that this Buick
is something pretty sporty.
That's the idea.



Before you call a car a Sportwagon, you make sure it will live up to its name.

Every inch of this new Buick is everything its name implies. Every inch.

You've seen a lot to substantiate that already.

You've had a good look at the most exciting exterior a wagon ever had.

You've tried out an interior that looks and feels like it belongs in a luxury car.

You've learned about equipment that can make every mile you drive a pleasant mile.

There's still a lot you haven't seen. Some things you may never see. Never have to.

The things you haven't seen are as important as everything else. And they're just as exciting. Just as sporty.

They're what makes the '68 Custom Sportwagon a complete Buick. What makes it the best performing, most comfortable, most enjoyable wagon on the road. Any road. Any time.

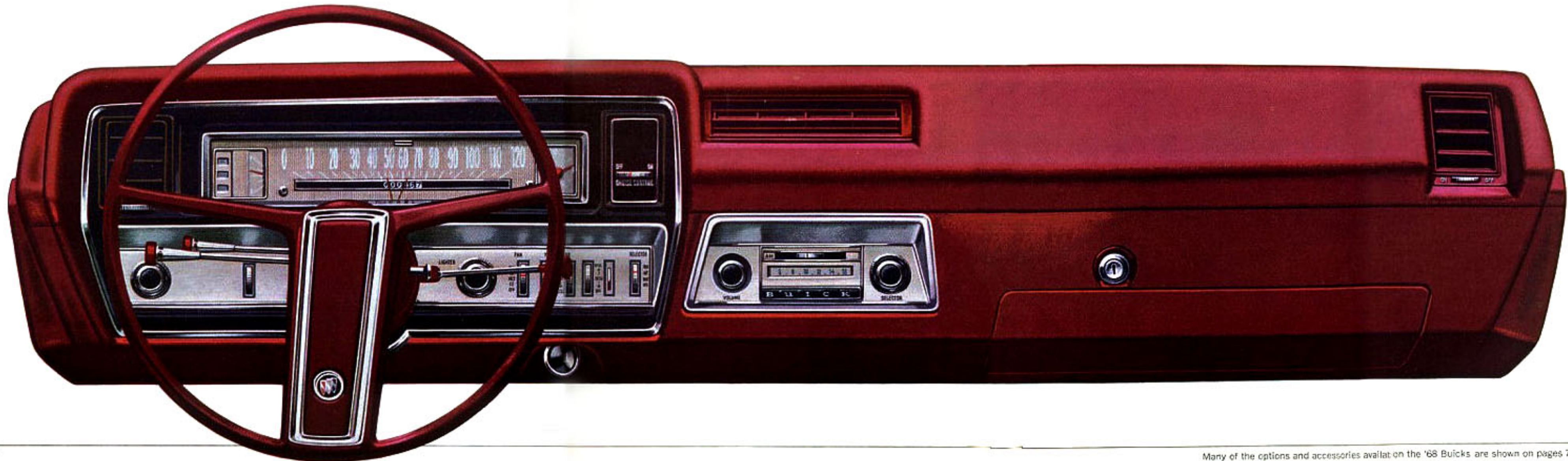
Many of them, the most important, are explained on these two pages.

Happy reading.

A 350-2 V8 engine. The standard engine on the '68 Custom Sportwagon. It delivers 230 horsepower, 350 pounds feet of torque. Harnessed to the standard 3-speed manual transmission or the optional Super Turbine Automatic, it makes any load you carry seem lighter than it really is.



Care to make your Custom Sportwagon even more sporty? It's a simple move. Move this beneath your Buick's hood. A 400-4 V8. 400 cubic inches of V8. 340 horsepower. 440 pounds feet of torque. It's just one of a wagonload of options you have to choose from.



Buick Custom Sportwagon Regular Equipment:

230-hp. 350-2 V8 engine; 3-speed manual transmission (synchronized in all forward gears); heater and defroster; seat belts with pushbutton buckles for all passenger positions; shoulder belts with pushbutton buckles and special storage convenience provision for driver and right front passenger; four-way hazard warning flasher; directional signals; lane change feature in direction signal control; cigar lighter; front door-operated interior light; ash trays—front and rear; ash tray and glove compartment light; safety arm rests—front and rear; dual-key locking system; passenger guard door locks with deflecting lock buttons—all doors, step-on parking brake; Magic-Mirror finish; deluxe wheel covers; Full-Flow oil filter; dual horns; 6,000-mile lubed front suspension; Delco-tron generator; 14-inch wheels; self-adjusting brakes; dual master cylinder brake system with warning light and corrosion resistant brake lines; cross-flow radiator; padded instrument panel, sun visors, windshield corner posts; inside day-night mirror with deflecting base; outside rear view mirror; thick laminate windshield; crank-operated vent windows; recessed dual-speed windshield wipers; windshield washers; reduced glare instrument panel top, inside windshield moldings, horn control, steering wheel hub, and windshield wiper arms and blades; backup lights, new side marker lights and parking lamps that illuminate with headlamps; deluxe steering wheel; energy absorbing steering column; carpeting in passenger area; custom interior trim; tailgate lamp; custom padded seat cushions; padded front and intermediate seat back tops and lower structure; folding seat back latches; soft, low-profile window control knobs and coat hooks; yielding smooth contoured door and window regulator handles.

NOTE: All Buick models feature the safety equipment listed on pages 36 and 37 as standard.

THE STANDARD ENGINE: 350-2 V8.

Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel
230 @ 4400	350 @ 2400	9.0 to 1	350	2-barrel	Regular

THE OPTIONAL ENGINES: 350-4 V8; 400-4 V8.

Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel
280 @ 4600	375 @ 3200	10.25 to 1	350	4-barrel	Premium
340 @ 5000	440 @ 3200	10.25 to 1	400	4-barrel	Premium

THE TRANSMISSIONS:

Regular Equipment 3-Speed Manual (Column Shift)	Optional Super Turbine Automatic

REAR AXLE RATIOS:

3-Speed Manual	Super Turbine
3.23	3.23

Consult your Buick dealer for information on optional ratios.

EXTERIOR DIMENSIONS: (Approximations in inches.)

Length	Width	Height	Wheelbase	Tread-front	Tread-rear
214.1	75.6	58.8	121.0	59.35	59.0

MORE IMPORTANT INFORMATION ABOUT THE SPORTWAGON: Engine Lubricating System: Main bearings, connecting rods and camshaft bearings pressure lubricated. Cylinder walls splash and nozzle lubricated. Normal oil pressure 37 @ 2400. Full-Flow oil filter. Crankcase capacity (refill less filter) 4 quarts. **Fuel System:** Automatic choke. Mechanical fuel pump. Pleated paper gasoline filter with fine filter in fuel tank. Oiled paper element 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. Constructed of corrosion resistant aluminumized steel to promote longer life. **Electrical:** Twelve-volt electrical system. Four-position starter-ignition switch. **Automatic Transmission (optional):** Super Turbine is of the torque converter type. Total oil capacity 19 pints. **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. **Brakes:** Self-adjusting. Air-cooled finned aluminum front drums with cast iron liners; alloy iron brake drums rear. Total gross lining area 175.6 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 on 2-Seat Wagon, 8.55 x 14 on 3-Seat Wagon. Optional tires are available for other than normal driving conditions. Consult your Buick dealer.



**LeSabre Custom Sport Coupe.
A Buick like this can make anyone enjoy driving.**

Some of the equipment shown on the LeSabre Custom Sport Coupe is optional at extra cost.

Confidence is part of the standard equipment you get with every '68 Buick.

You want your new car to be the best car you can buy. It's what we want, too.

We think the '68 Buicks are the best cars you can buy. Because we built them to be just that.

We built the '68 Buicks to be the most attractive automobiles ever offered you.

We built them to be the best performing cars you've ever driven.

We built them to be as comfortable as automobiles can be. As dependable as automobiles should be. No matter where you drive them. No matter when you drive them.

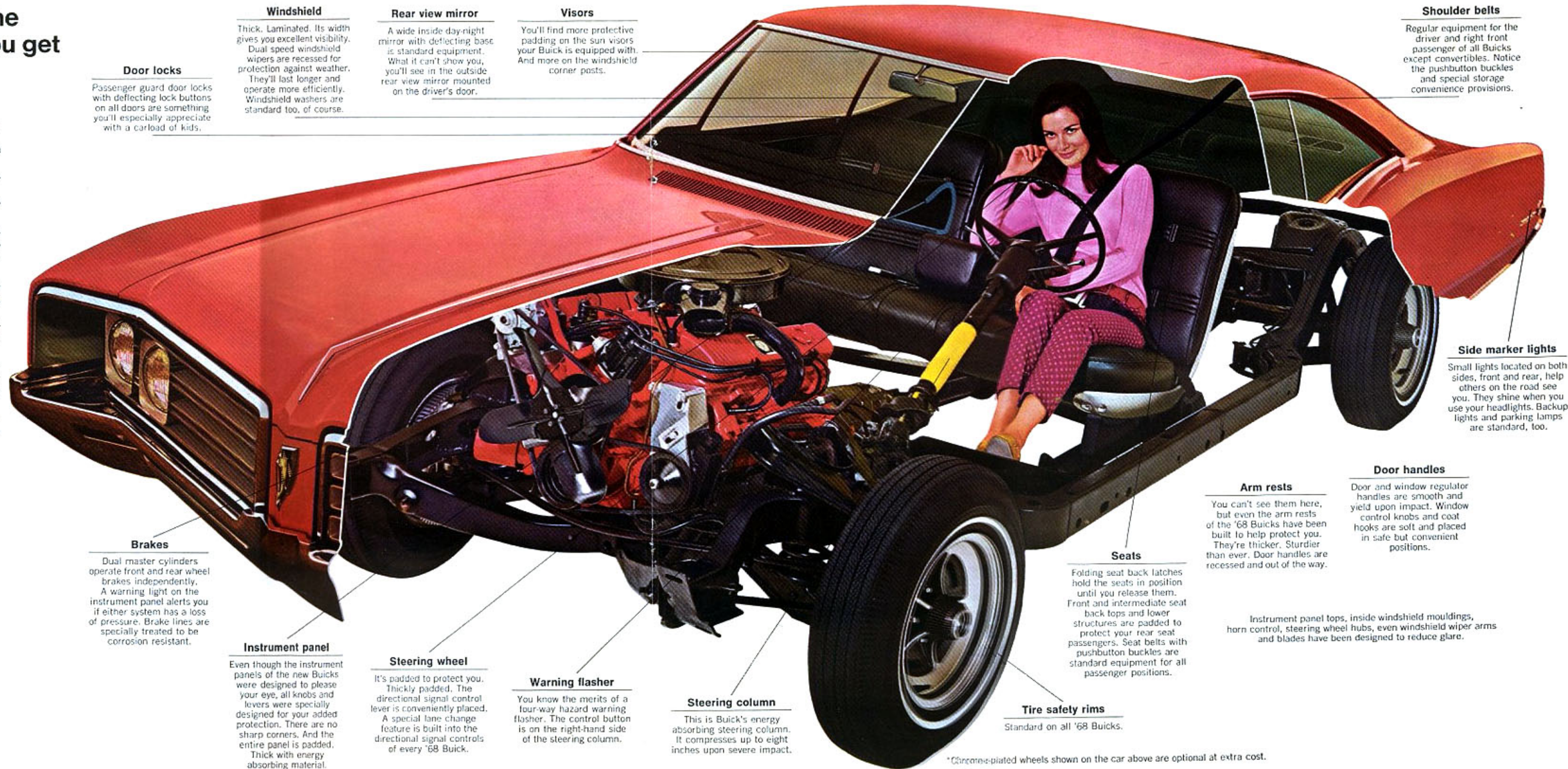
Much of what we've done to make the '68 Buicks your choice has already become obvious. This catalog is filled with exciting examples.

One feature of all the new Buicks, however, deserves special emphasis. We call it confidence. It's part of the standard equipment on the '68 Buicks.

These are some of the things, some of the most important things, built into every Buick to give you that feeling of confidence. Every time you turn the ignition key. Every time you drive.

We wanted the '68 Buicks to be the best cars ever built. The right cars for you in every possible way. We think they are.

Read this and we think you'll agree.



Door locks

Passenger guard door locks with deflecting lock buttons on all doors are something you'll especially appreciate with a carload of kids.

Windshield

Thick. Laminated. Its width gives you excellent visibility. Dual speed windshield wipers are recessed for protection against weather. They'll last longer and operate more efficiently. Windshield washers are standard too, of course.

Rear view mirror

A wide inside day-night mirror with deflecting base is standard equipment. What it can't show you, you'll see in the outside rear view mirror mounted on the driver's door.

Visors

You'll find more protective padding on the sun visors your Buick is equipped with. And more on the windshield corner posts.

Shoulder belts

Regular equipment for the driver and right front passenger of all Buicks except convertibles. Notice the pushbutton buckles and special storage convenience provisions.

Brakes

Dual master cylinders operate front and rear wheel brakes independently. A warning light on the instrument panel alerts you if either system has a loss of pressure. Brake lines are specially treated to be corrosion resistant.

Instrument panel

Even though the instrument panels of the new Buicks were designed to please your eye, all knobs and levers were specially designed for your added protection. There are no sharp corners. And the entire panel is padded. Thick with energy absorbing material.

Steering wheel

It's padded to protect you. Thickly padded. The directional signal control lever is conveniently placed. A special lane change feature is built into the directional signal controls of every '68 Buick.

Warning flasher

You know the merits of a four-way hazard warning flasher. The control button is on the right-hand side of the steering column.

Steering column

This is Buick's energy absorbing steering column. It compresses up to eight inches upon severe impact.

Seats

Folding seat back latches hold the seats in position until you release them. Front and intermediate seat back tops and lower structures are padded to protect your rear seat passengers. Seat belts with pushbutton buckles are standard equipment for all passenger positions.

Tire safety rims

Standard on all '68 Buicks.

Side marker lights

Small lights located on both sides, front and rear, help others on the road see you. They shine when you use your headlights. Backup lights and parking lamps are standard, too.

Door handles

Door and window regulator handles are smooth and yield upon impact. Window control knobs and coat hooks are soft and placed in safe but convenient positions.

Arm rests

You can't see them here, but even the arm rests of the '68 Buicks have been built to help protect you. They're thicker. Sturdier than ever. Door handles are recessed and out of the way.

Instrument panel tops, inside windshield mouldings, horn control, steering wheel hubs, even windshield wiper arms and blades have been designed to reduce glare.

*Chrome-plated wheels shown on the car above are optional at extra cost.



LeSabre Custom 4-dr. Hardtop.
LeSabre 4-dr. Sedan. (top right)

The world can never get too much of a good thing.

Some of the equipment shown on the LeSabre Custom 4-dr. Hardtop and LeSabre 4-dr. Sedan is optional at extra cost. 41

LeSabre Interiors.
If it takes more than looks
to get you to believe in a car,
be prepared to become a believer.

Whatever it takes, LeSabre has it. Including looks good enough to make you fall in love with it on sight.

To call this a young car is an understatement. To say it's a complete car—everything you want in a car—says much too little. To say that it'll make a believer out of you is fact.

LeSabre has everything it takes to make believers out of nearly everybody.

You've seen the outside. No description's needed. You reacted favorably. There is no question that the '68 LeSabre is a very attractive automobile.

Now picture yourself inside that LeSabre. Inside a LeSabre equipped exactly as you would want it equipped.

You're sitting on deep, comfortable seats. A handsome mixture of cloth and vinyl fabrics.

You're looking forward through a wide, tinted windshield. Past an instrument panel that makes you feel like you're in the cockpit of a modern aircraft.

You're listening to a stereo tape recording. Relaxing. Even though the traffic outside isn't relaxed at all.

Outside? Outside it's hot. Hot and wet. Inside Automatic Climate Control cools and refreshes you.

With your fingertips you control 6-way power seats, power steering, a remote-control outside mirror, power windows, even a tilt steering wheel.

How much does it take to get you to believe in a car? Step into a new Buick LeSabre and find out.

Which of these interiors most appeal to you? Cloth-and-Vinyl seats are standard on the '68 LeSabre. But you can order All-Vinyl seats for all LeSabre Custom models. And All-Vinyl Bucket seats for the LeSabre Custom Sport Coupe.

Here are the seat and color combinations you have to choose from.

Sport Coupe, Hardtop Sedan and Sedan. Cloth-and-Vinyl Bench seats are available in platinum, blue, maroon, champagne or black.

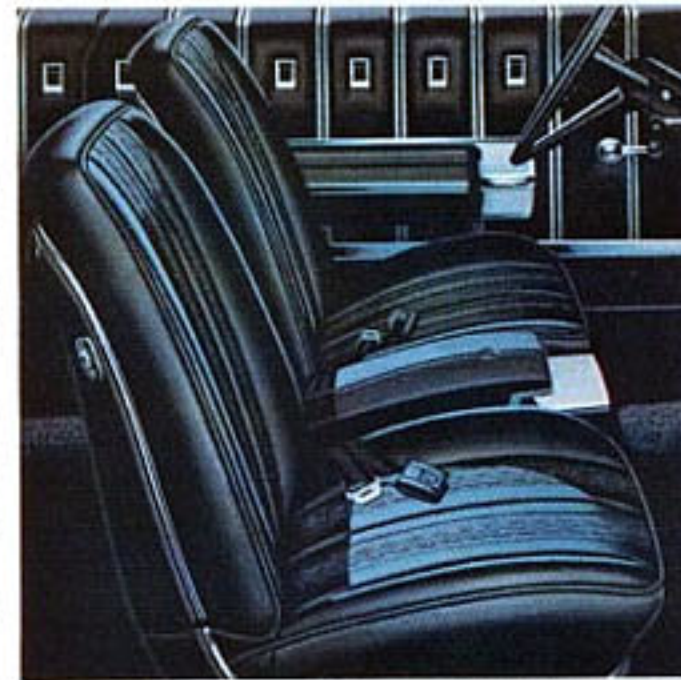
Custom Sport Coupe. Cloth-and-Vinyl Bench seats in blue or champagne. All-Vinyl Bench seats in blue, black, buckskin or platinum. All-Vinyl Bucket seats in black.

Custom Hardtop Sedan. Cloth-and-Vinyl Bench seats in platinum, blue, maroon or champagne. All-Vinyl Bench seats in blue, black or buckskin.

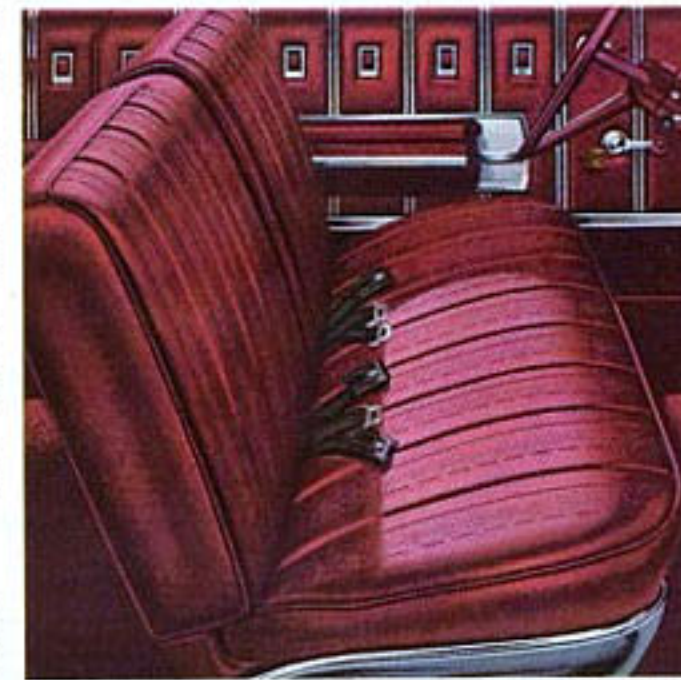
Custom Convertible. All-Vinyl Bench seats available in blue, red, black or buckskin.

Custom Sedan. Cloth-and-Vinyl Bench seats available in platinum, blue, maroon or champagne. All-Vinyl Bench seats in blue, black or buckskin.

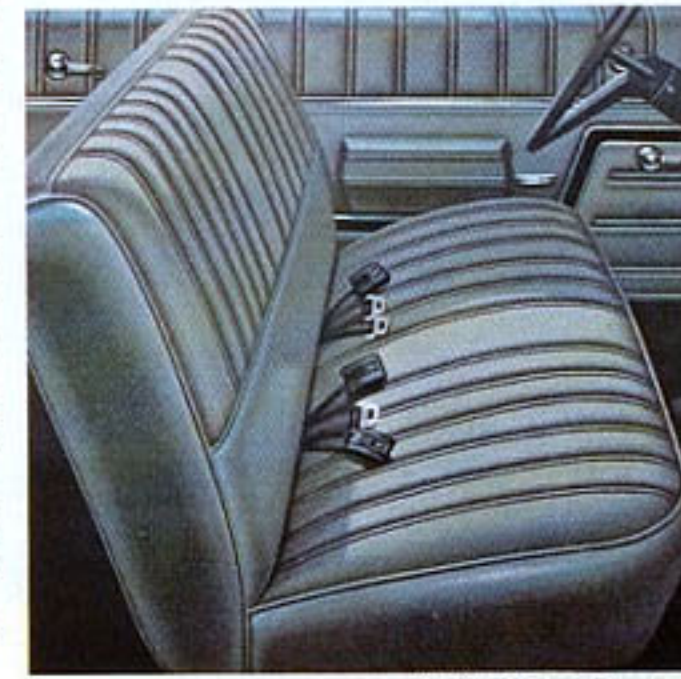
Some of the equipment shown or described is optional at extra cost.



Custom All-Vinyl Bucket Seats.



Custom Bench Seat.



All-Vinyl Bench Seat. 45



Custom Cloth-and-Vinyl Bench Seat.

LeSabre Custom Convertible.

**Isn't this one of the nicest things you can
do for yourself this year?**



**The more you learn about a '68 Buick,
the more you're glad it's your '68 Buick.**

It isn't enough to have a car that attracts admiration from everyone who sees it.

It isn't enough to have a car that comforts you like a costly living room sofa.

It isn't enough to have a car that behaves on the road like the road was built specifically for it.

What you want is the car with all three. The car you can honestly call beautiful. The car that's a pleasure to ride in. The car that it's even more of a pleasure to drive.

What you want is a '68 Buick. A '68 LeSabre. A '68 Wildcat.

A Buick is the kind of automobile that makes you want to spread out a road map and travel. Go places you've never gone before. See things you haven't seen before.

A Buick is the kind of automobile that was meant to make you drive more this year. And enjoy driving more this year.

A Buick is built for the man or woman who wants everything in a car.

Obviously, a '68 Buick was meant for you.



The LeSabre engine. A 350-2 V8 is standard. 350 cubic inches. 2-barrel carburetion. 230 horsepower. 350 pounds feet of torque. You get all the power you want on regular fuel. There's also a LeSabre 400 option package—the 350-4 V-8 engine with Super Turbine automatic transmission. It delivers 280 horsepower. 375 pounds feet of torque.



The Wildcat engine. A 430-4 V8. 430 cubic inches. 4-barrel carburetion. 475 pounds feet of torque. 360 horsepower. An engine that runs as smoothly as any you've ever driven.

Buick LeSabre Regular Equipment:

230-hp. 350-2 V8 engine; 3-speed manual transmission (synchronized in all forward gears); heater and defroster; finned alloy brake drums; seat belts with pushbutton buckles for all passenger positions; shoulder belts with pushbutton buckles and special storage convenience provision for driver and right front passenger (except convertibles); step-on parking brake; backup lights, new side marker lights and parking lamps that illuminate with headlamps; four-way hazard warning flasher; directional signals; lane change feature in direction signal control; front door-operated interior light; glove compartment light; smoking set; rear seat ash trays; Magic-Mirror finish; safety arm rests—front and rear; 15-inch wheels; dual horns; crank-operated vent windows; 6,000-mile lubed front suspension; Delco-tron generator; self-adjusting brakes; dual master cylinder brake system with warning light and corrosion resistant brake lines; carpeting; dual-key locking system; Full-Flow oil filter; passenger guard door locks with deflecting lock buttons—all doors; custom interior trims (LeSabre Custom models); folding seat back latches; deluxe steering wheel; energy absorbing steering column; cross-flow radiator; padded instrument panel, sun visors, windshield corner posts; padded front and intermediate seat back tops and lower structure; inside day-night mirror with deflecting base; outside rear view mirror; thick laminate windshield; recessed dual-speed windshield wipers; windshield washers; reduced glare instrument panel top, inside windshield mouldings, horn control, steering wheel hub, and windshield wiper arms and blades; deluxe wheel covers (Custom models only); soft, low-profile window control knobs and coat hooks; yielding smooth contoured door and window regulator handles.

NOTE: All Buick models feature the safety equipment listed on pages 36 and 37 as standard.

THE STANDARD ENGINE: 350-2 V8.					
Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel
230 @ 4400	350 @ 2400	9.0 to 1	350	2-barrel	Regular

THE OPTIONAL ENGINE: 350-4 V8.					
Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel
280 @ 4600	375 @ 3200	10.25 to 1	350	4-barrel	Premium

THE TRANSMISSIONS:	
Regular Equipment 3-Speed Manual (Column Shift)	Option Automatic Super Turbine (2-Speed, Column Shift) (3-Speed available with LeSabre 400 option)

REAR AXLE RATIOS:	
3-Speed Manual	Super Turbine
3.23	2.93
3.91	

Consult your Buick dealer for information on optional ratios.

EXTERIOR DIMENSIONS: (Approximations in inches.)						
	Length	Width	Height	Wheelbase	Tread-front	Tread-rear
Sport Coupe	217.5	80.0	54.4	123.0	63.0	63.0
4-Door Hardtop	217.5	80.0	54.4	123.0	63.0	63.0
4-Door Sedan	217.5	80.0	55.3	123.0	63.0	63.0
Convertible	217.5	80.0	54.9	123.0	63.0	63.0

INTERIOR DIMENSIONS: (Approximations in inches.)						
	Head Room		Leg Room		Shoulder Room	
	Front	Rear	Front	Rear	Front	Rear
Sport Coupe	38.7	37.3	42.2	34.9	62.2	61.0
4-Door Hardtop	38.7	37.8	42.2	38.5	62.3	61.4
4-Door Sedan	39.6	38.3	42.2	39.0	62.3	61.4
Convertible	39.0	37.9	42.2	34.9	62.2	53.1

MORE IMPORTANT INFORMATION ABOUT THE BUICK LeSABRE: **Engine Lubricating System:** Main bearings, connecting rods and camshaft bearings pressure lubricated. Cylinder walls splash and nozzle lubricated. Normal oil pressure 37 @ 2400. Full-Flow oil filter. Crankcase capacity (refill less filter) 4 quarts. **Fuel System:** Automatic choke. Mechanical fuel pump. Pleated paper gasoline filter with fine filter in fuel tank. Oiled paper element air cleaner. Exhaust-type intake manifold heat control. Capacity: approximately 25 gallons. **Engine Cooling:** Pressure system. Choke-type circulation thermostat. Centrifugal water pump. Capacity: 13.2 quarts with heater. **Exhaust System:** Muffler constructed of corrosion resistant aluminumized steel to promote longer life. **Electrical:** Twelve-volt electrical system. Four-position starter-ignition switch. **Automatic Transmission (optional):** Super Turbine is a torque converter type. 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 193.3 sq. in. Step-on 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: 33.0 to 1. Easy power steering optional. Overall ratio: 20.5 to 1. Flexible coupling in power gear screens out road irregularities.

Buick Wildcat Regular Equipment:

360-hp. 430-4 V8 engine; 3-speed manual transmission (synchronized in all forward gears); heater and defroster; self-adjusting brakes; finned aluminum front brake drums with cast iron liners; dual master cylinder brake system with warning light and corrosion resistant brake lines; seat belts with pushbutton buckles for all passenger positions; shoulder belts with pushbutton buckles and special storage convenience provision for driver and right front passenger (except convertibles); step-on parking brake; four-way hazard warning flasher; directional signals; lane change feature in direction signal control; front door-operated interior light; glove compartment light; smoking set; rear seat ash trays; Magic-Mirror finish; safety arm rests—front and rear; 15-inch wheels; dual horns; crank-operated vent windows; soft, low-profile window control knobs and coat hooks; 6,000-mile lubed front suspension; Delco-tron generator; carpeting; dual-key locking system; Full-Flow oil filter; passenger guard door locks with deflecting lock buttons—all doors; folding seat back latches; custom interior trims (Wildcat Custom models); deluxe steering wheel; energy absorbing steering column; paddle-type arm rest (Wildcat Custom models); custom headlining (Wildcat Custom models—except Convertible); cross-flow radiator; padded instrument panel, sun visors, windshield corner posts; reduced glare instrument panel top, inside windshield mouldings, horn control, steering wheel hub, and windshield wiper arms and blades; thick laminate windshield; padded front and intermediate seat back tops and lower structure; recessed dual-speed windshield wipers; windshield washers; backup lights, new side marker lights and parking lamps that illuminate with headlamps; inside day-night mirror with deflecting base—outside rear view mirror; yielding smooth contoured door and window regulator handles.

NOTE: All Buick models feature the safety equipment listed on pages 36 and 37 as standard.

THE STANDARD ENGINE: 430-4 V8.					
Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel
360 @ 5000	475 @ 3200	10.25 to 1	430	4-barrel	Premium

THE TRANSMISSIONS:	
Regular Equipment 3-Speed Manual (Column Mounted)	Option Automatic Super Turbine (Column or Console Mounted)

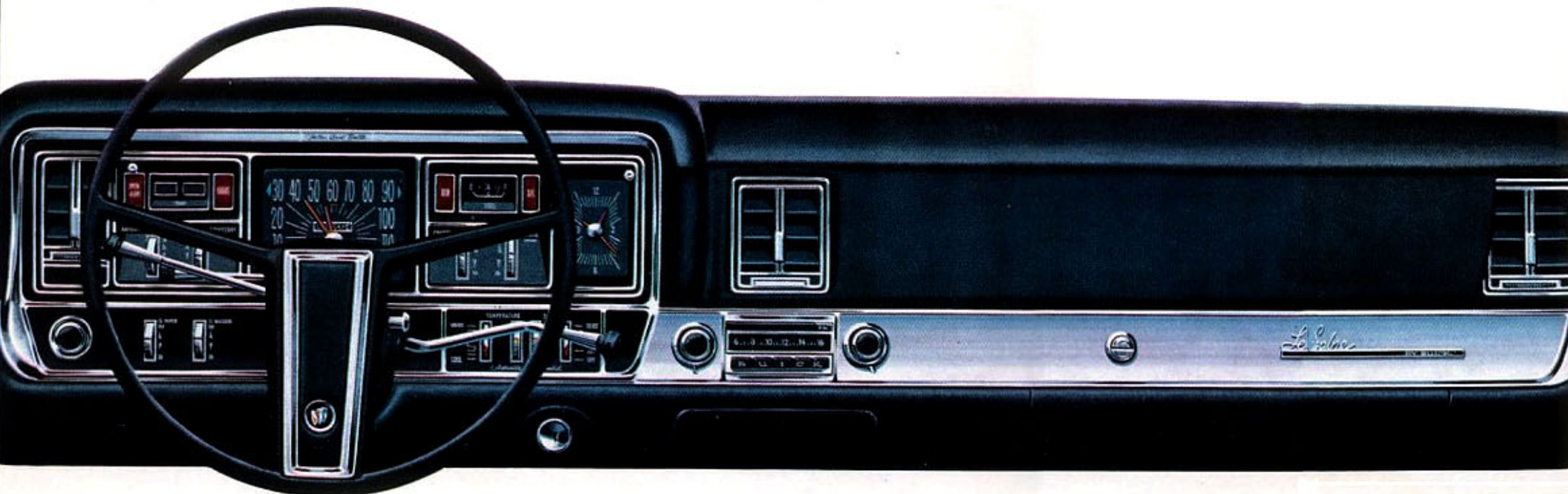
REAR AXLE RATIOS:	
3-Speed Manual Transmission	Automatic Super Turbine
3.07	3.07

Consult your Buick dealer for information on optional ratios.

EXTERIOR DIMENSIONS: (Approximations in inches.)						
	Length	Width	Height	Wheelbase	Tread-front	Tread-rear
Sport Coupe	220.46	80.0	55.2	126.0	63.44	63.0
4-Door Hardtop	220.46	80.0	55.2	126.0	63.44	63.0
4-Door Sedan	220.46	80.0	55.3	126.0	63.44	63.0
Convertible	220.46	80.0	55.2	126.0	63.44	63.0

INTERIOR DIMENSIONS: (Approximations in inches.)						
	Head Room		Leg Room		Shoulder Room	
	Front	Rear	Front	Rear	Front	Rear
Sport Coupe	38.7	37.3	42.2	34.9	62.2	61.0
4-Door Hardtop	38.7	37.8	42.2	38.5	62.3	61.4
4-Door Sedan	39.6	38.3	42.2	39.0	62.3	61.4
Convertible	38.8	37.9	42.1	34.9	62.2	53.1

MORE IMPORTANT INFORMATION ABOUT THE WILDCAT: **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 (refill less filter) 4 quarts. **Fuel System:** Automatic choke. Mechanical fuel pump. Pleated paper gasoline filter with fine filter in fuel tank. Oiled paper element 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: 16.7 quarts with heater. **Exhaust System:** Muffler constructed of corrosion resistant aluminumized steel to promote longer life. Dual exhaust available as optional equipment with automatic transmission. **Electrical:** Twelve-volt electrical system. Four-position starter-ignition switch. **Automatic Transmission:** Super Turbine is of a torque converter type. Total oil capacity 23 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 aluminum front brake drums with cast iron liners; finned drums rear. Total gross lining area 193.3 sq. in. Step-on 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, standard. Easy power steering, optional. Overall ratio: 18.9 to 1. Flexible coupling in power gear screens out road irregularities.



46 Many of the options and accessories available on the '68 Buicks are shown on pages 72 and 73 of this catalog. Some of the equipment shown or described above is optional at extra cost.

Wildcat Custom Sport Coupe.

**Doesn't this convince you that you need
a new car this year?**



Some of the equipment shown on the Wildcat Custom Sport Coupe is optional at extra cost. 49



**We can think of just one thing greater than
the Wildcat you're driving today:
the Wildcat you'll be driving tomorrow.**

Wildcat Custom 4-dr. Hardtop.

Wildcat Interiors. Is that a smile we see on your face?

The excitement you felt the minute you set eyes on your new Wildcat Sport Coupe had only just begun. Open the door. Climb inside. And, if anything, you'll be more excited than ever.

You'll sit there for a moment. Enjoying the luxury of deep, foam-padded seats. Grasping the Deluxe Steering Wheel. If you've equipped your Wildcat with the optional Tilt Steering Wheel, you'll probably adjust it to all six positions.

You'll look out over Wildcat's clean, graceful hood. Then you'll begin looking around you. Inspecting. Enjoying.

You'll notice the front and rear seat belts and front shoulder belts that are standard equipment this year. You'll check the thick carpeting beneath your feet. You'll study the unique instrument panel. Feel the thick foam padding. Try the treadle switches that are new in the '68 Wildcat. Try all the controls.

Maybe you'll have equipped your Wildcat with 6-way power bench seats. You'll try all positions. Maybe you'll have power windows. Air conditioning. A stereo tape player. You'll test all of them.

Instead of bench seats in your Hardtop Coupe or Convertible, you may have All-Vinyl Bucket seats. With an automatic transmission. And a full-length floor console. You'll try the easy movement of the control lever.

Whatever equipment you've ordered in your '68 Wildcat, it will be precisely what you've always wanted in a car.

That's the kind of car a Wildcat is. The kind of car you've always wanted.

The first time you sit behind the wheel of your own Wildcat, you'll know it.

Now you have to choose what you're going to sit on. What style seats. What colors.

And you have quite a list to choose from.

Sport Coupe. You can equip your Wildcat Sport Coupe with Cloth-and-Vinyl Bench seats, blue or champagne. With All-Vinyl Bench seats in blue, black, buckskin or platinum. Or with black All-Vinyl Bucket seats.

Hardtop Sedan. Cloth-and-Vinyl Bench seats are standard. Available in platinum, blue, maroon or champagne. If you wish, choose All-Vinyl Bench seats, blue, black or buckskin.

Sedan. Select from the same choices as offered on the Hardtop Sedan.

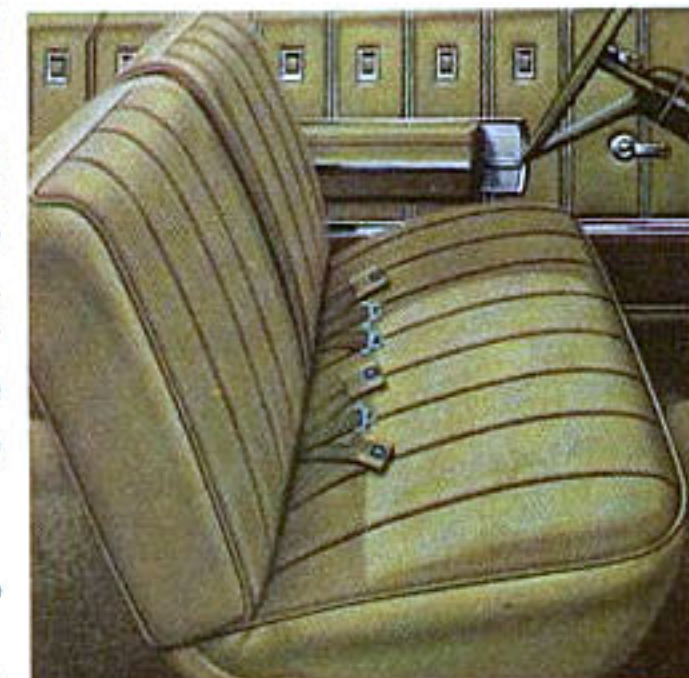
Custom Sport Coupe. All-Vinyl Notch-Back seats are standard. In blue, white, platinum or black. Or you can order black All-Vinyl Bucket seats.

Custom Hardtop Sedan. Cloth-and-Vinyl Notch-Back seats are standard. In blue or black. All-Vinyl Notch-Back seats are available in blue, white, platinum or black.

Custom Convertible. All-Vinyl Notch-Back seats are standard equipment on the Wildcat Custom Convertible. Four colors are available: blue, white, red or black. You can choose black All-Vinyl Bucket seats, if you like.



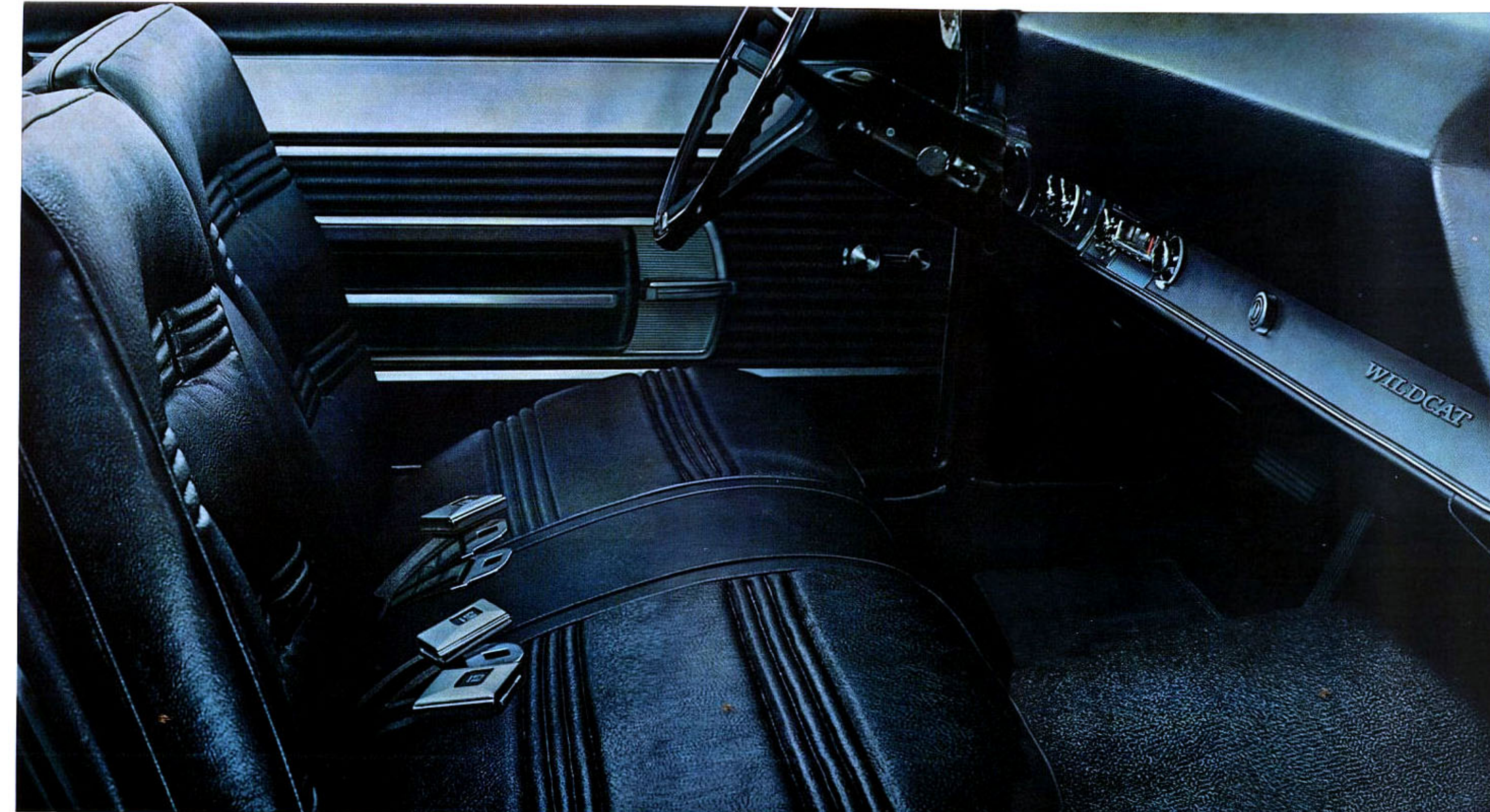
Custom All-Vinyl Bucket Seats.



Cloth-and-Vinyl Bench Seats.



Custom Cloth-and-Vinyl Notch-Back Seats. 55



Some of the equipment shown or described above is optional at extra cost.

Wildcat Custom Convertible.
Now you know why
summer is the most wonderful time of the year.



**Electra 225 Sport Coupe.
You didn't think it was possible
to make an Electra 225 more beautiful
than last year's, did you?**



Some of the equipment shown on the Electra 225 Sport Coupe is optional at extra cost.



What a beautiful way to say "Buick" this year.
Electra 225 Limited 4-dr. Hardtop.

Some of the equipment shown on the Electra 225 Limited 4-dr. Hardtop is optional at extra cost.

Electra 225 Convertible.
A car like this has a special way
of making people look.
And look. And look.





**Electra 225 Interiors.
An easy chair to relax in.**

Pick one of those long, tired days that ends with the inevitable rush hour crawl. Wait until the infinite rivers of traffic are at their slowest. When you have to make a hundred starts and stops to go a mile.

Pick that exact moment to drive a '68 Electra 225 for the first time. Pick that moment to learn that the drive home can be a real joy.

Nose your new Electra 225 into traffic. If people stare it's because you're driving what could very well be the most attractive car on the road. Let them look.

Turn the Climate Control Unit you equipped your Electra 225 with into action. Keep your windows up. Keep the dust and noise out.

Switch on the AM-FM stereo radio or stereo tape player you ordered.

Use the 6-way power seat control to maneuver your comfortable chair into the perfect position.

Let power brakes, power steering and an automatic transmission do the hard work for you. These were standard on your Electra 225.

No matter what's happening outside, inside you're comfortable. Inside, it's quiet. Inside, the weather is perfect.

Inside, an Electra 225 is a comfortable world of its own. Even during rush hour.

Electra 225 Interiors you can choose from.

Sport Coupe & Hardtop Sedan. Cloth-and-Vinyl Bench seats are standard equipment. Available in three colors: blue, black or champagne. All-Vinyl Bench seats may be ordered in black or parchment.

Sedan. Again, Cloth-and-Vinyl Bench seats are standard. In blue, black or champagne.

Custom Sport Coupe. Your All-Vinyl Notch-Back seats are available in blue, buckskin, red or black.

Custom Hardtop Sedan. Cloth-and-Vinyl Bench seats are standard. In platinum, blue, black or maroon. All-Vinyl Notch-Back seats may be ordered in blue, buckskin or black.

"Limited" Hardtop Sedan. "Limited" trim option, available in the Custom 4-dr. Hardtop, is offered in black All-Vinyl Bench seats or Cloth-and-Vinyl Bench seats in champagne, black or blue.

Custom Convertible. All-Vinyl Notch-Back seats in blue, buckskin, red or black are standard. Black All-Vinyl Bucket seats are optional.

Custom Sedan. Standard Cloth-and-Vinyl Bench seats may be ordered in platinum, blue, black or maroon. All-Vinyl Notch-Back seats are available in blue, buckskin or black.

Some of the equipment shown or described is optional at extra cost.



Custom All-Vinyl Bucket Seats.



Custom All-Vinyl Bench Seat. ("Limited")



Custom All-Vinyl Notch-Back Seat.



Custom Cloth-and-Vinyl Bench Seat.



Cloth-and-Vinyl Bench Seat.



All-Vinyl Bench Seat.

Everything about an Electra 225 is everything an Electra 225 should be.

The minute you saw the Electra 225 you began to wonder, didn't you?

You began to wonder if this new Buick wasn't the one luxury car built for you. For now. For you today.

You thought all luxury cars had to be somewhat stodgy. Somewhat old-fashioned. But what you saw of the Electra 225 was anything but stodgy. Anything but old-fashioned.

You were a bit skeptical. You circled the Electra 225 again. And again. Studying it. Just to be certain your first impression was right. And it was. At least on the outside.

So you opened a door. For a moment you just looked. Maybe you smiled a little.

Then you stepped in. Sat on the deep, comfortable seats. And relaxed. It didn't take you long to discover that the '68 Electra 225 is even more impressive on the inside.

All right, you said to yourself, Electra 225 looks like my kind of car, but looks aren't enough. There's more. And it's just as important as appearances.

You took an Electra 225 out for a drive. And whatever doubts were left, were left standing at the first stop light.

When your drive was over you were still wondering. Only then you were wondering something different. Completely different.

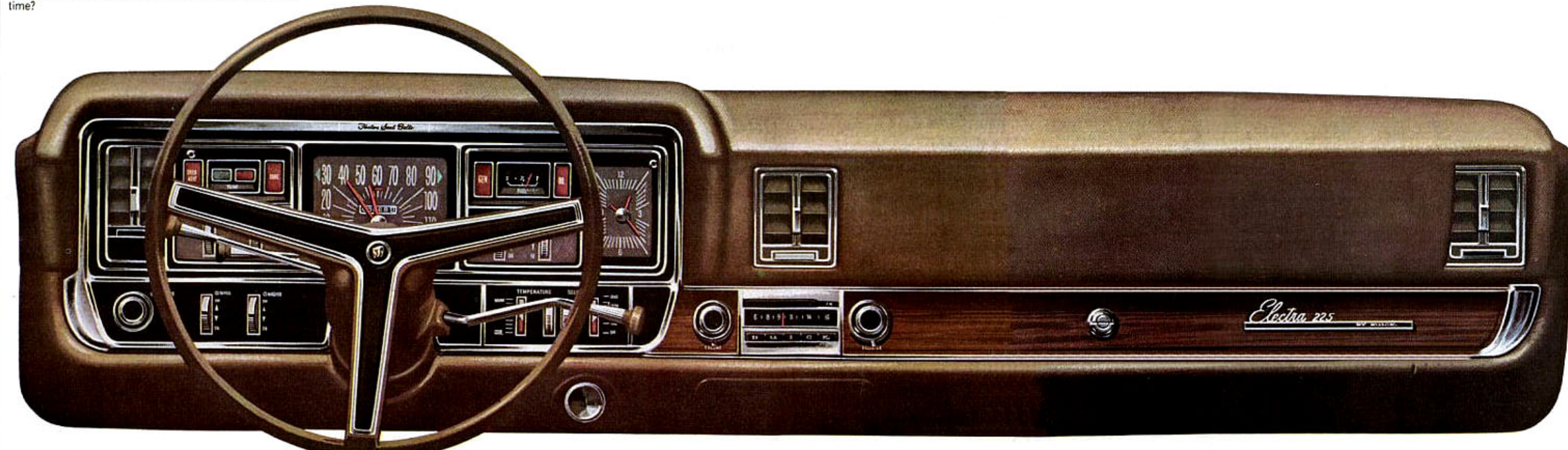
Why haven't you been driving an Electra 225 all the time?

The 1968 Electra 225 may be the finest automobile ever offered you.



The Limited is the finest Electra 225 ever built.

You wondered if the Electra 225 performed as well as it looked. You tried this 430 cubic inch V8 engine. 360 horses—475 pounds feet of torque—answered the touch of your toe. That's how you learned that the '68 Electra 225 is as great to drive as it is to look at.



Buick Electra 225 Regular Equipment:

Super Turbine transmission; 360-hp. 430-4 V8 engine; power steering; self-adjusting power brakes; dual master cylinder brake system with warning light and corrosion resistant brake lines; custom padded seat cushions; heater and defroster; finned aluminum front brake drums with cast iron liners; custom front seat belts with retractors; seat belts with pushbutton buckles for all passenger positions; custom shoulder belts with pushbutton buckles and special storage convenience provision for driver and right front passenger (except convertibles); electric clock; step-on parking brake; parking brake signal light; energy absorbing steering column; deluxe steering wheel; directional signals; lane change feature in direction signal control; trunk light; smoking set; rear seat ash trays; inside day-night mirror with deflecting base; Magic-Mirror finish; safety arm rests—front and rear; 15-inch wheels; deluxe wheel covers; dual horns; license plate frame; crank-operated vent windows; soft, low-profile window control knobs and coat hooks; 6,000-mile lubes front suspension; Delcotron generator; backup lights, new side marker lights and parking lamps that illuminate with headlamps; carpeting on floors and doors; dual-key locking system; Full-Flow oil filter; passenger guard door locks with deflecting lock buttons—all doors; custom interior trims (Electra 225 Custom models); cross-flow radiator; padded instrument panel, sun visors, windshield corner posts, reduced glare instrument panel top, inside windshield mouldings, horn control, steering wheel hub, and windshield wiper arms and blades; outside rear view mirror; thick laminate windshield; dual speed windshield wiper and windshield washer; folding seat back latches; padded front and intermediate seat back tops and lower structure; yielding smooth contoured door and window regulator handles.

NOTE: All Buick models feature the basic safety equipment listed on pages 36 and 37 as standard.

THE STANDARD ENGINE: 430-4

Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel
360 @ 5000	475 @ 3200	10.25 to 1	430	4-barrel	Premium

THE TRANSMISSION:

Regular Equipment
Automatic Super Turbine (Column Shift)

REAR AXLE RATIOS:

Super Turbine
2.78

Consult your Buick dealer for information on optional ratios.

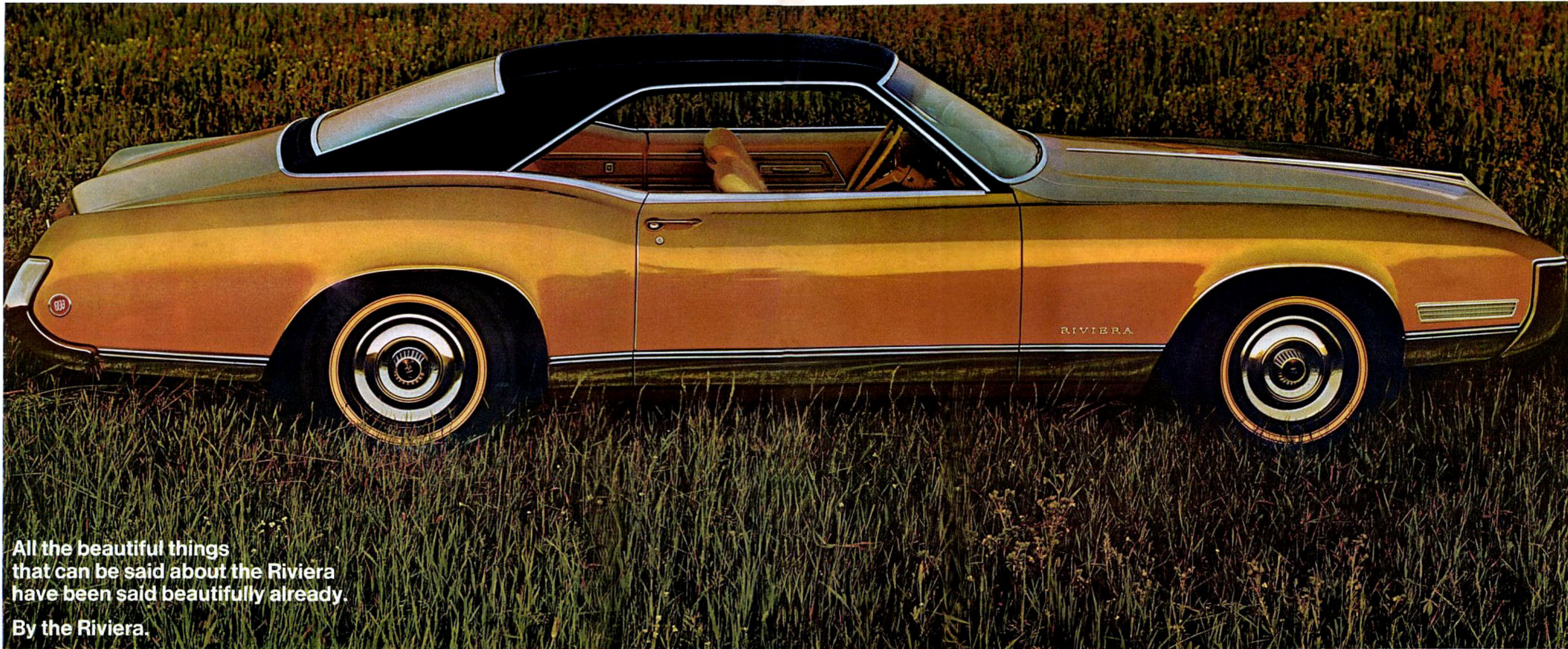
EXTERIOR DIMENSIONS: (Approximations in inches.)

	Length	Width	Height	Wheelbase	Tread-front	Tread-rear
Sport Coupe	224.9	80.0	55.0	126.0	63.44	63.0
4-Door Hardtop	224.9	80.0	55.0	126.0	63.44	63.0
4-Door Sedan	224.9	80.0	56.2	126.0	63.44	63.0
Convertible	224.9	80.0	55.0	126.0	63.44	63.0

INTERIOR DIMENSIONS: (Approximations in inches.)

	Head Room		Leg Room		Shoulder Room	
	Front	Rear	Front	Rear	Front	Rear
Sport Coupe	38.4	37.8	42.1	38.3	62.2	60.7
4-Door Hardtop	38.4	37.8	42.1	38.9	62.2	61.2
4-Door Sedan	39.5	38.2	42.1	42.1	62.2	61.0
Convertible	38.7	37.7	42.1	38.3	62.1	52.5

MORE IMPORTANT INFORMATION ABOUT THE ELECTRA 225: 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 (refill less filter) 4 quarts. **Fuel System:** Automatic choke. Mechanical fuel pump. Pleated paper gasoline filter with fine filter in fuel tank. Gasoline filter. Oiled paper element 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: 16.7 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:** Super Turbine is of a torque converter type. Total oil capacity refill 23 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 aluminum front brake drums with cast iron liners; finned drums rear. Total gross lining area 193.3 sq. in. Step-on parking brake operating through rear service brake shoes. Power brakes standard. **Tires:** 8.85 x 15. **Steering:** Easy power steering standard. Overall ratio: 18.9 to 1. Flexible coupling in power gear screens out road irregularities.



All the beautiful things
that can be said about the Riviera
have been said beautifully already.
By the Riviera.



Here is another exciting way to look at a Riviera. Agreed?

Just another exciting view? The most exciting view.

Sitting on the inside looking out is meant to be the best way to look at the '68 Riviera. Don't you agree that it is?

Do bucket seats like these appeal to you? Seats of thick foam padding. Seats dressed in Madrid grain vinyl, the best vinyl. In Bavere cloth, the best cloth. Seats that are as comfortable as they are attractive.

Does thick carpeting that squishes beneath your feet sound like something you want?

And what about that instrument panel? Does it give you the feeling that you're in control of everything once you're in the cockpit?

Do you want a steering wheel that adjusts to six positions? An automatic transmission? Power steering? Power brakes?

Will custom front and rear seat belts and front shoulder belts, instrument panel padding and seat back locks make you feel a little more comfortable about nosing your Riviera onto the turnpike?

Do you want a car that virtually demands to be driven? A car that looks like this? That feels like this?

Do you want to enjoy the most exciting view of the year? All year?

Don't you want a Riviera?
Doesn't everyone?

Now which seats will it be?

Riviera Sport Coupe. Select from two styles: bench or bucket. Both are covered completely with vinyl. Both are available in black or parchment.

Riviera Sport Coupe (Custom trim). Choice Number One. All-Vinyl Strato Bench seats. Four colors: buckskin, platinum, black or white. Choice Number Two. Cloth-and-Vinyl Strato Bench seats. Champagne or black. Choice Number Three. All-Vinyl Bucket seats. In blue, platinum, buckskin or black.

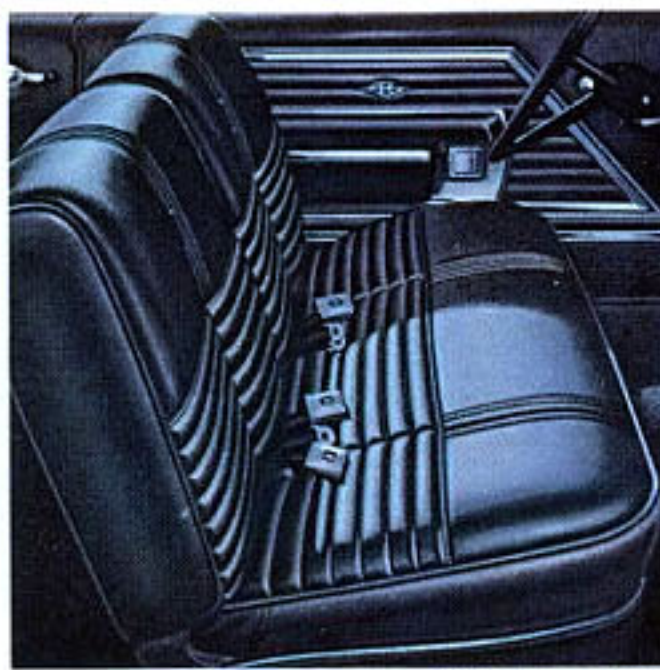
Some of the equipment shown or described is optional at extra cost.



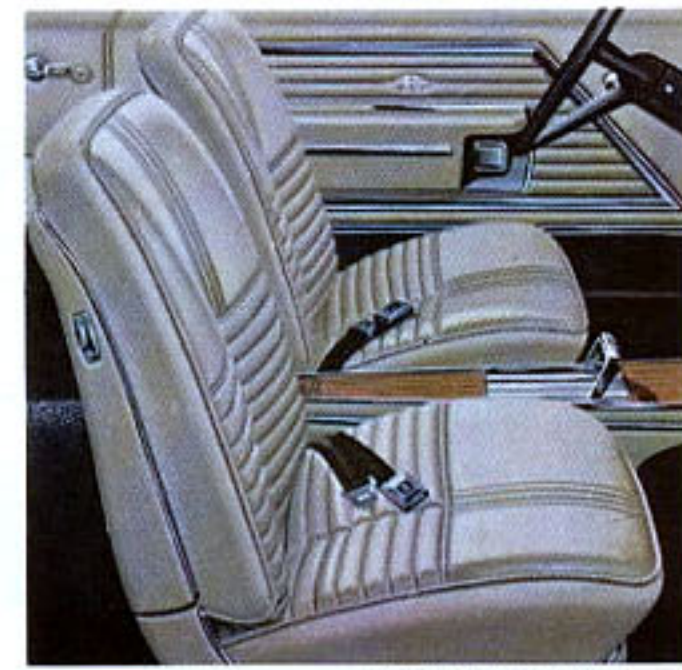
Custom Strato Cloth-and-Vinyl Bench Seat.



Custom Strato Vinyl Bench Seat.



All-Vinyl Bench Seat.



All-Vinyl Bucket Seats. 69

You've always known that someday you'd be driving the finest car on the road. Why not today?

Think of the 1968 Riviera as Buick nobility. Think of Riviera that way because that's what Riviera is. Nobility. The best of everything. The best Buick can make.

You see the Riviera on the road and you think it's a beautiful car. It is. It may be the most beautiful car on the road.

You sit behind the wheel of a Riviera for yourself and you're amazed at how fresh and clean and exciting luxury can be.

You turn your Riviera's ignition key. Accelerate the 430 cubic inch V8 lightly. Steer away from the curb. Try the Riviera in traffic. Try it on the highway. Try it on your kind of road.

If performance can be called beautiful, this is beauty. Only Riviera performs as beautifully as this. You're aware of this only minutes after you begin driving your Riviera.

You're impressed with the standard equipment. It's an impressive list. Power brakes and steering. Automatic transmission. Custom front and rear seat belts and front shoulder belts. A tilt steering wheel.

Even more impressive is the list of optional equipment you can add to your Riviera to make it your automobile. Your special automobile. Your perfect automobile.

How many beautiful things does it take to convince you that the '68 Riviera is the best of everything on the road? How many?

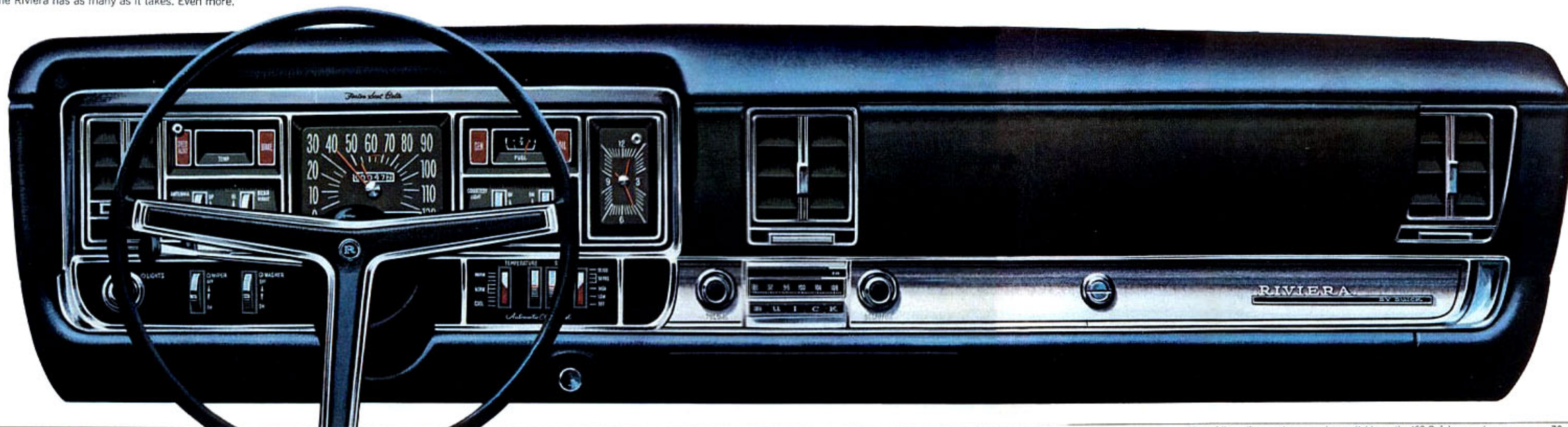
The Riviera has as many as it takes. Even more.



Everything about the 1968 Riviera was made to please. Even headlights that hide until night.



The Riviera engine. 430 cubic inches of engine. A V8 that delivers 360 horsepower. 475 pounds feet of torque. Dual exhausts are standard. The chrome-plated air cleaner cover is an extra touch that's standard on the Riviera GS and available as a dealer-installed option on the Riviera.



Buick Riviera Regular Equipment:

Super Turbine transmission; 360-hp. 430-4 V8 engine; power steering; self-adjusting power brakes; tilt steering wheel; energy absorbing steering column; dual exhaust; heater and defroster; fanned aluminum front brake drums with cast-iron liners; dual master cylinder brake system with warning light and corrosion resistant brake lines; custom padded seat cushions; folding seat back latches; custom front seat belts with retractors; seat belts with pushbutton buckles for all passenger positions; shoulder belts with pushbutton buckles and special storage convenience provision for driver and right front passenger (except convertibles); padded front and intermediate seat back tops and lower structure; electric clock; step-on parking brake; parking brake signal light; four-way hazard warning flasher; directional signals; lane change feature in direction signal control; trunk light; door-operated interior lights; glove compartment light; inside day-night mirror with deflecting base; smoking set, rear seat ash trays; Magic-Mirror finish; dual safety arm rests—front and rear; 15-inch wheels; wheel covers; dual horns; license plate frame; 6,000-mile lubed front suspension; Delco-tron generator; carpeting; dual-key locking system; Full-Flow oil filter; passenger guard door locks with deflecting lock buttons—all doors; padded instrument panel, sun visors, windshield corner posts; outside rear view mirror; dual speed windshield wiper and windshield washer; reduced glare instrument panel top, inside windshield moldings, horn control, steering wheel hub, and windshield wiper arms and blades; backup lights, new side marker lights and parking lamps that illuminate with headlamps; hidden headlamps; thick laminate windshield; soft, low-profile window control knobs and coat hooks; yielding smooth contoured door and window regulator handles.

NOTE: All Buick models feature the basic safety equipment listed on pages 36 and 37 as standard.

THE STANDARD ENGINE: 430-4

Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel
360 @ 5000	475 @ 3200	10.25 to 1	430	4-barrel	Premium

THE TRANSMISSIONS:

Regular Equipment	Option
Automatic Super Turbine (Column Shift)	Automatic Super Turbine (Console Shift)

REAR AXLE RATIOS:

Riviera	3.07
Riviera GS	3.42

Consult your Buick dealer for information on optional ratios.

EXTERIOR DIMENSIONS: (Approximations in inches.)

Length	Width	Height	Wheelbase	Tread-front	Tread-rear
215.22	78.5	53.4	119.0	63.44	63.0

INTERIOR DIMENSIONS: (Approximations in inches.)

Head Room		Leg Room		Shoulder Room	
Front	Rear	Front	Rear	Front	Rear
38.0	37.4	41.1	36.6	58.7	56.4

THE OPTIONAL RIVIERA GRAN SPORT. 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". H70-15 wide oval type tires with white-stripe are standard. Red-stripe tires are available at no extra cost.

MORE IMPORTANT INFORMATION ABOUT THE RIVIERA. **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 (refill less filter) 4 quarts. **Fuel System:** Automatic choke. Pleated paper gasoline filter with fine filter in fuel tank. Giled paper element air cleaner. Exhaust-type manifold heat control. Fuel Tank Capacity: approximately 21 gallons. **Engine Cooling:** Pressure system. Choke-type circulation thermostat. Centrifugal water pump. Capacity: 16.7 quarts with heater. **Exhaust System:** Dual mufflers constructed of a combination of aluminized and stainless steels to promote longer life. Dual exhaust. **Electrical:** Twelve-volt electrical system. Four-position starter-ignition switch. **Automatic Transmission:** Super Turbine is of a torque converter type. Total oil capacity: 23 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 link-type stabilizer bar. Three link-type rear suspension. Coil springs front and rear. Direct acting hydraulic shock absorbers front and rear. **Brakes:** Gross lining area 193.3 sq. in. Step-on parking brake operating through rear service brake shoes. Power brakes standard. **Tires:** 8.45 x 15. **Steering:** Easy power steering standard. Overall ratio: 19.0 to 1. Flexible coupling in power gear screens out road irregularities.

Options and Accessories.

The things that make your '68 Buick your own special car.

1. AM-FM radio. The list of Buick acoustical equipment is the longest ever. An AM-FM radio like this. A Sonomatic radio. Rear seat speaker. AM-FM stereo radio. Even a stereo tape player.

2. Tilt wheel. You've already selected an automatic transmission for your new Buick? Power steering for your LeSabre or Wildcat? Now select a steering wheel you position to make driving even more comfortable for you. It's standard on the Riviera. Not available with 3-speed manual transmission.

3. Power brakes. Standard on Electra 225 and Riviera. Available on all Buick models except LeSabre or Wildcat equipped with 3-speed manual transmissions.

4. Cornering lights. Let you see more of the road when you turn. Add them to your LeSabre, Wildcat, Electra 225 or Riviera. (Not available on LeSabre or Wildcat when equipped with 3-speed manual transmissions.)

5. Power tailgate window. Operate your wagon's rear window without leaving your seat.

6. Full-length floor console. How to make your new Buick even more exciting than it already is. Choose bucket seats. Order an automatic transmission. Have the control mounted in this unique console. It's available on all Skylark Custom models, GS 350 and GS 400.

7. Radial Ply tires. Tires that can actually increase the gas mileage your new Buick delivers. Tires with extra life built in. Radial Ply tires are available—in whitewalls only—on all Buick models.

8. Vinyl roof. A vinyl roof cover is available on nearly all Buick models except convertibles and wagons. Custom vinyl roof covering also is available on most LeSabre and Wildcat models. Your Buick dealer can tell you which.

9. Super Deluxe wheel covers. A little more excitement for the most exciting car on the road.

10. Automatic climate control. The weather inside your new Buick should always be perfect. Available on LeSabre, Wildcat, Electra 225 and Riviera.

11. Disc brakes. Power front disc brakes are available on all '68 Buicks except LeSabre and Wildcat models with 3-speed manual transmissions. Just what the driver with heavy-duty braking requirements should consider.

12. Automatic door lock. Press a single door lock button down and all doors lock. Automatically. Available with LeSabre, Wildcat, Electra 225 and Riviera.

13. Power windows. Power windows are available on all Buick models except the Special Deluxe Coupe and Special Deluxe Sedan.

14. Trailer Hitch. Equipped properly, a Buick will tow your trailer securely and comfortably. Follow these recommendations. **Occasional**

light towing. A good trailer hitch is all you'll need to tow a trailer with a gross weight less than 1,000 pounds. **Light-duty towing.** A light-duty trailer hitch is available through your Buick dealer. It's perfect for towing rigs up to 2,000 pounds or with 200 pounds of tongue load. **Heavy-duty towing.** Heavy trailers require a load-equalizing frame-mounted hitch. Do not use axle-type hitches or tow a trailer heavier than your car for anything but very short trips. Never tow a trailer with a vertical tongue load more than 500 pounds. **Braking.** Buick recommends that a separate braking system be used if a trailer's gross weight exceeds 1,000 pounds. **Equipment.** The following factory-approved equipment is available through your Buick dealer: Positive Traction Differential. Rear axle ratio options. Oversize tires. Extra-heavy-duty tires. Front power disc brakes. Heavy-duty shocks and rear springs. Superlift rear shock absorbers. Heavy-duty cooling systems. Automatic level control. Trailer wiring harness. Compass. Karpak luggage carrier. Roof top carrier.

15. Cruise control. Accelerate to the speed you want. Press a button. Your Buick will maintain speed automatically. Until you touch the brake. Available on all V8's with automatic transmissions.

16. Chrome-plated wheel. A unique wheel dressing available on all '68 Buicks except LeSabre and Electra 225.

17. Rear window defroster. Unless you've chosen a convertible or wagon, this is an option you'll undoubtedly want. It's the easiest way to keep ice and inside fog off your rear window.

18. Riviera console. You've chosen bucket seats for your Riviera Custom Sport Coupe. Now choose this full-length floor console. What combination could be more natural?

19. Stereo tape player. Take the music you like the best with you wherever you go. Whenever you're ready to enjoy it simply insert the stereo tape cartridge and turn up the volume. Stereo tape players are available on all Buick models equipped with a radio and rear speaker.

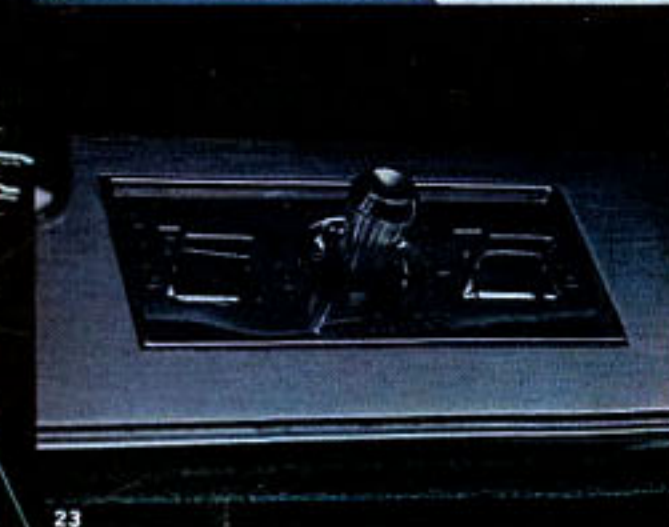
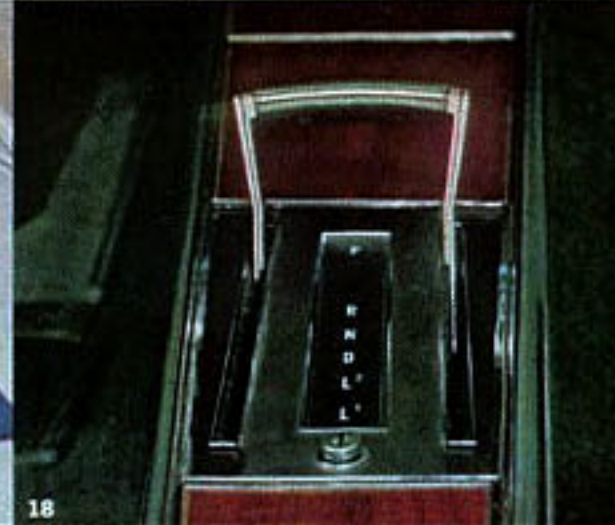
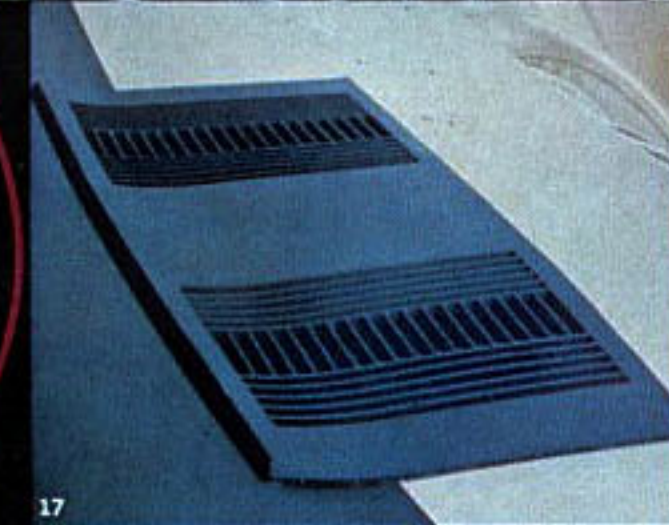
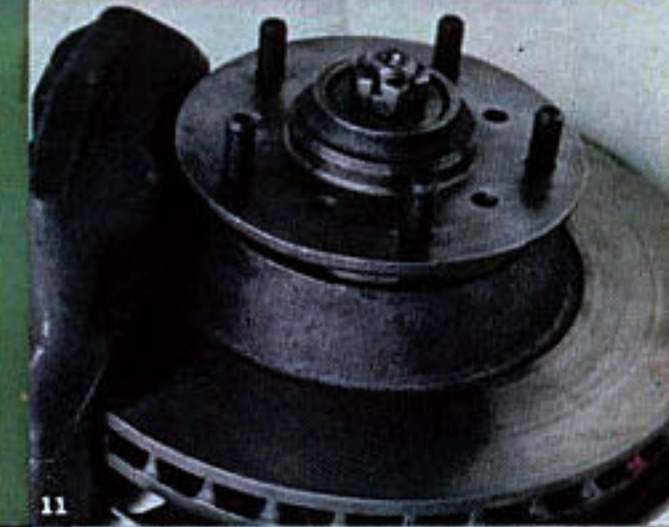
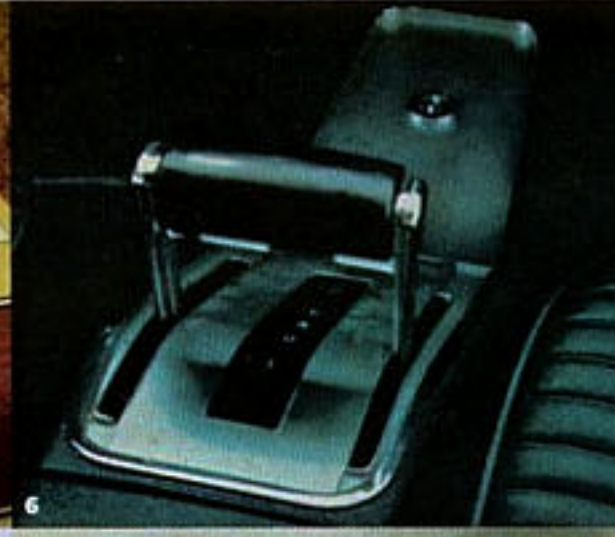
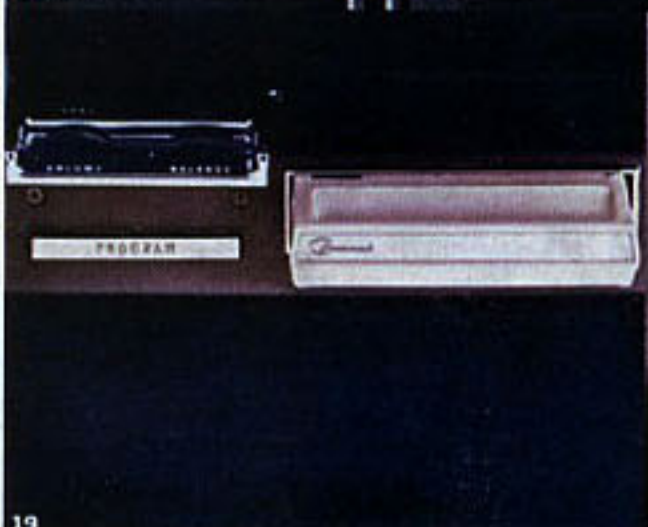
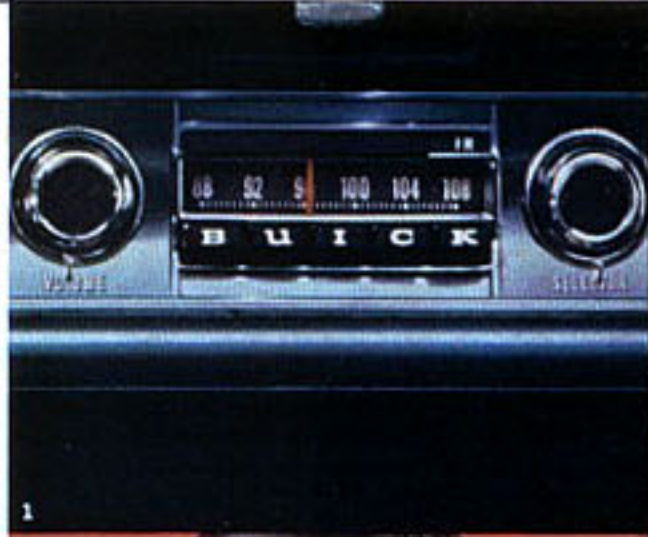
20. Air conditioning. Ah, those wonderful summer days when it's 95° and sticky outside and comfortably cool inside your Buick.

21. Remote-controlled outside rear view mirror. With this option, you can adjust your outside rear view mirror from the inside.

22. Luggage rack. Racks like these are available for all Buick wagons.

23. 6-way power seat. Available with bench seats on LeSabre, Wildcat, Electra 225 and Riviera. 4-way power seats available on all models.

24. Speed alert. Set the speed you don't want to exceed on the Buick Speed Alert. A buzzer warns you when you reach the selected speed.



Now, wouldn't you really rather have a 1968 Buick?