



The Riviera, 1968. By Buick.



The 1968 Riviera is more than a fine automobile. It is nobility, yet it is the most exciting nobility of all. It is contemporary for the contemporary man. Riviera is the automobile that belongs to this world of action, this world of youth, this world of today. If any automobile has earned the right to become a contemporary international classic, it is Riviera. If any automobile has been bred for your world and your kind of living, it is Riviera.

Riviera is your automobile.

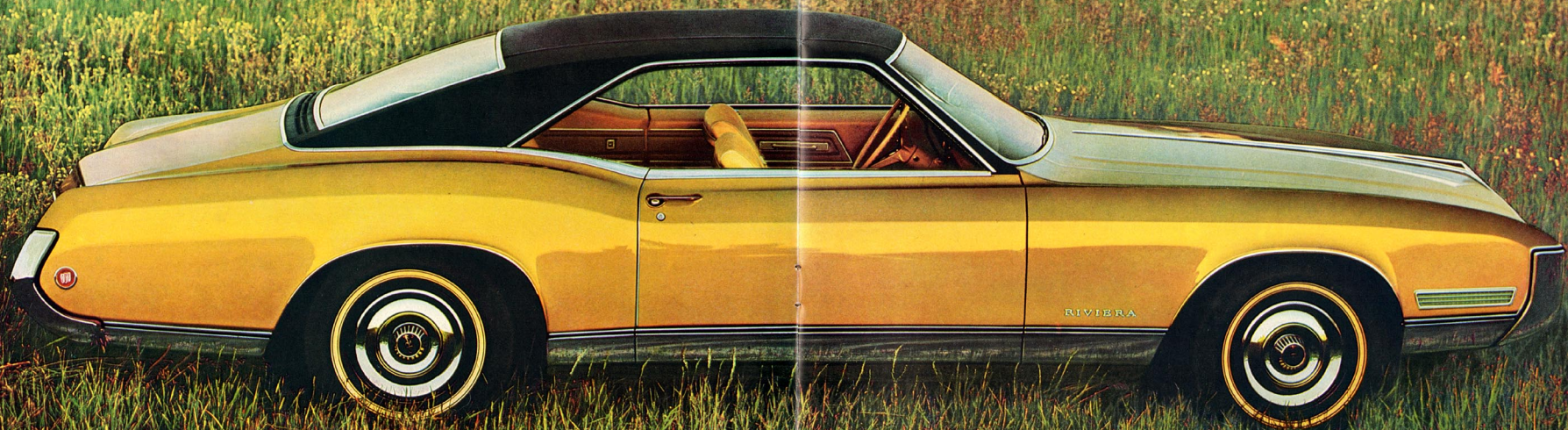
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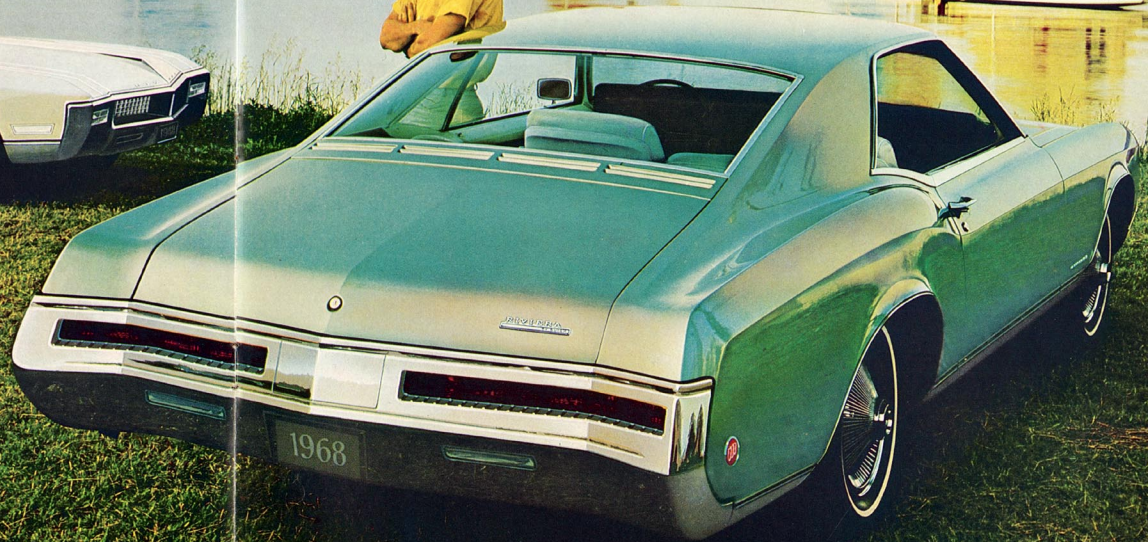
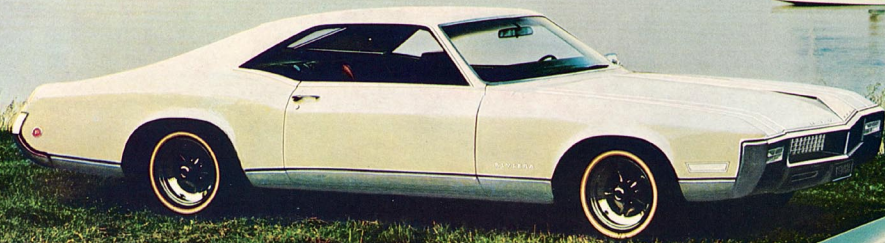
**You are young.
You have never accepted the belief that time could limit you.
Your automobile is the Riviera.**

This is your world and you enjoy being a part of it. The things you want from life are the best of this world, the best of today. Riviera is the luxury car made for your world, the one luxury car made for today. Riviera is made for you.



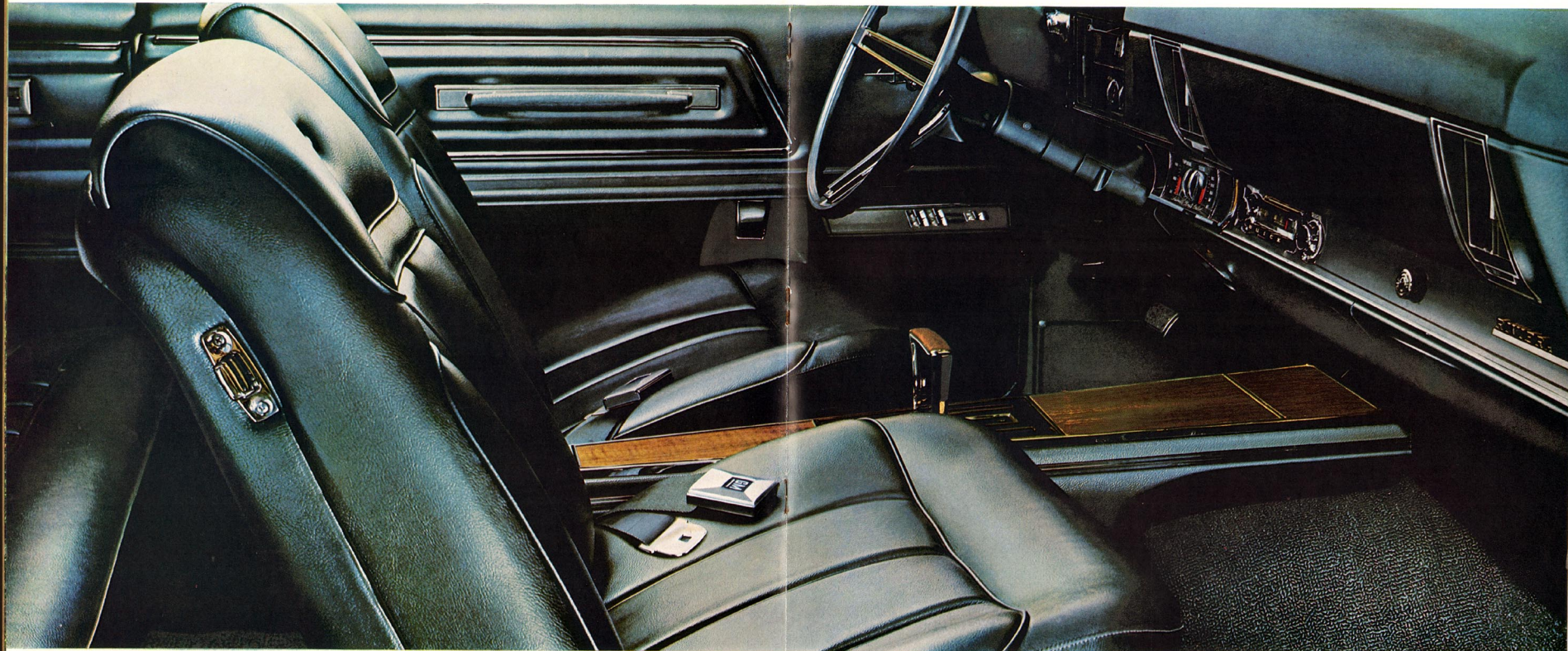
**You are active.
You know that the world exists to be enjoyed and you enjoy it.
Your automobile is the Riviera.**

The automobile you drive must be more than a machine that takes you from one place to another. It must be as exciting to drive as it is to look at and as exciting to look at as it is reliable to drive. Obviously Riviera is your automobile.



**You are romantic.
Your world is not the dull grey place other people live in.
Your automobile is the Riviera.**

You will not choose your automobile casually. The car you drive must satisfy you completely. You will not settle for compromises between yesterday and today. You will settle for no less than Riviera.



You thought Riviera's looks were exciting from the outside? Look at your Riviera from here. On the

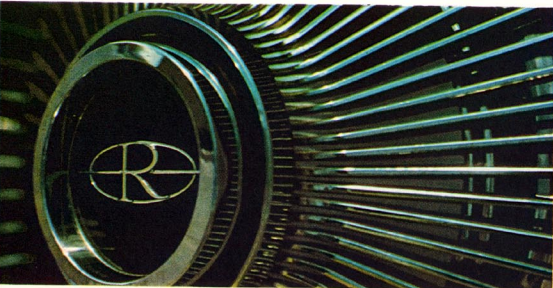
Riviera Sport Coupe you will choose from two seat styles: Bench or Strato-Bucket. Completely vinyl

upholstered and available in parchment or black. With the Riviera Sport Coupe, you may also order custom

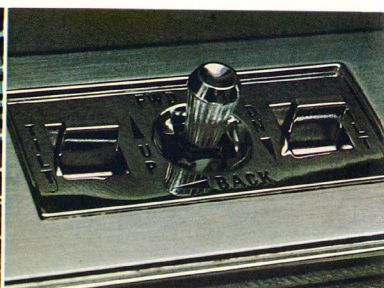
interiors: all-vinyl Strato-Bench seats in buckskin, platinum, black or white. Or cloth-and-vinyl Strato-

Bench seats in champagne or black. Or all-vinyl Strato-Buckets in blue, platinum, buckskin or black.

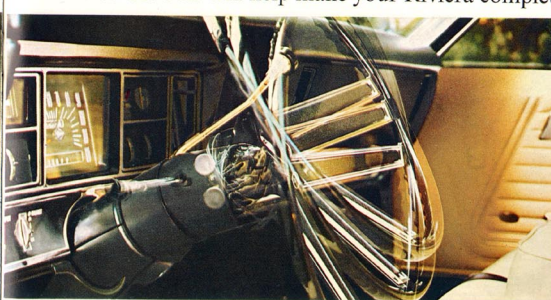
**You are a realist.
You know that all things must be earned. You have earned all that you have achieved.
Your automobile is the Riviera.**



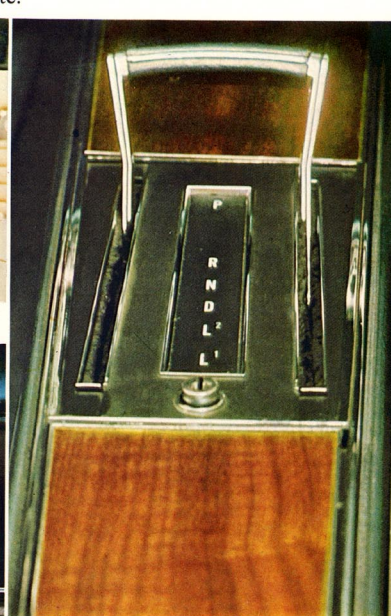
You may choose Super Deluxe wheel covers for your Riviera, if you like. Wheel covers obviously made specifically for Riviera.



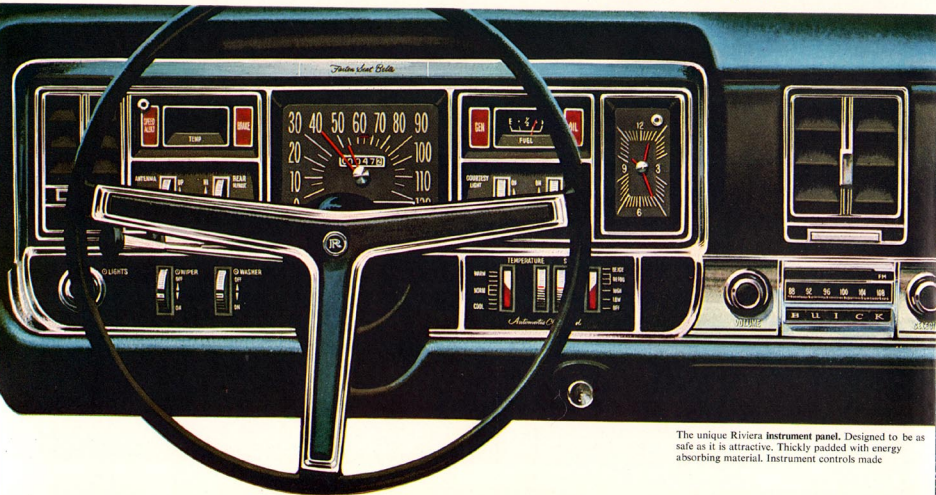
If you've selected bench seats, you may equip them with 6-way power seat controls. Bucket seats can be equipped with 4-way controls.



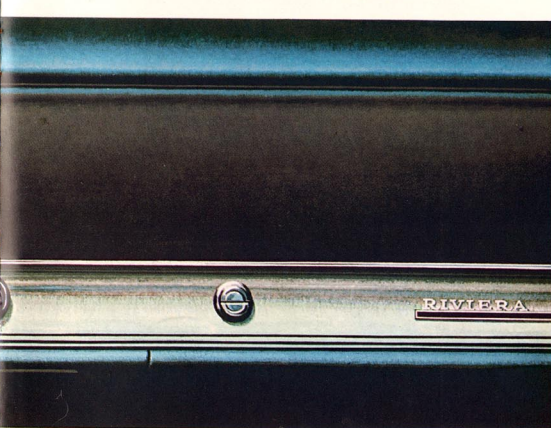
A tilt steering wheel will be standard on your Riviera. You can adjust it to any one of six positions.



You agree that a Riviera is an exciting automobile? Imagine a Riviera with bucket seats. An automatic transmission with floor-mounted controls. A full-length console like this. Imagine it? Drive it.



The unique Riviera instrument panel. Designed to be as safe as it is attractive. Thickly padded with energy absorbing material. Instrument controls made



to help keep you safe. Riviera's instrument panel points out one important fact about this automobile. Riviera was designed to help protect you as well

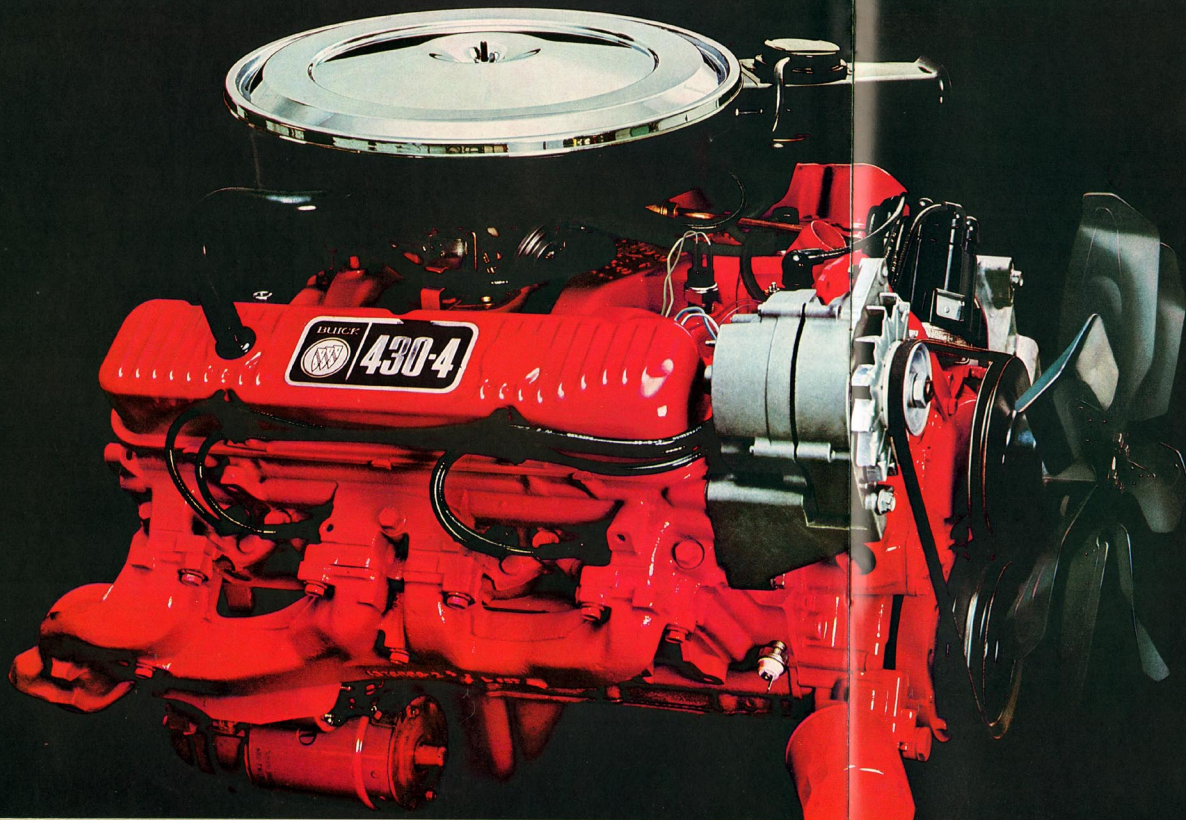
as please you. GM safety equipment is standard on every Riviera model.

Before you drive an automobile, you make certain that it is everything you want your automobile to be. You will see to it that your Riviera is everything you want it to be. You will help make your Riviera complete.

You'll probably find that everything you want in your automobile is standard on the Riviera of your choice. Even so, there are many options and accessories you may choose from to make your Riviera even more to your liking. A vinyl roof cover begins the list, a vinyl roof cover available in four colors—parchment, black, avocado or buckskin. An AM/FM radio is next. A stereo tape player. Automatic Climate Control. Air conditioning. And more that your Buick dealer will be glad to explain to you. Everything to make your Riviera the finest car you've ever driven.

**You are unique.
You take pleasure in knowing that nowhere is there anyone exactly like you.
Your automobile is the Riviera.**

Nowhere will you find another automobile exactly like this.
It is as unique as your automobile should be. Riviera was built to be one of a kind.
Your kind. Your kind of automobile.



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

THE TRANSMISSIONS:	
Regular Equipment Automatic Super Turbine (Column Shift)
Optional at extra cost Automatic Super Turbine (Console Shift)

REAR AXLE RATIOS:			
Riviera 3.07	Riviera GS 3.42
Consult your Buick dealer for information on optional ratios.			

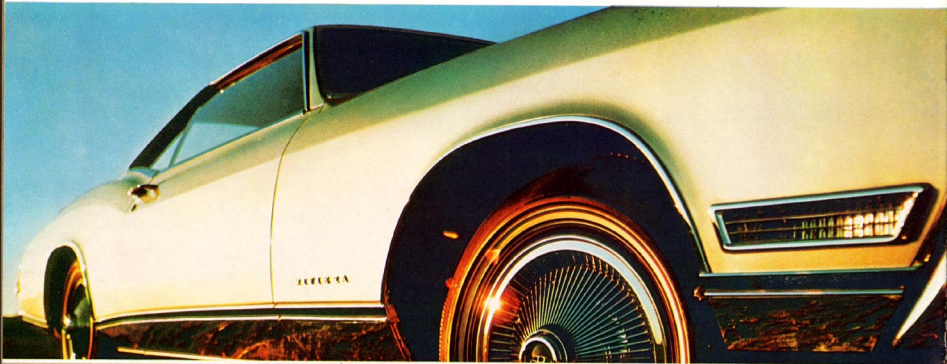
EXTERIOR DIMENSIONS: (Approximations in inches.)			
Length 215.22	Wheelbase 119.0
Width 78.8	Tread-front 63.44
Height 53.4	Tread-rear 63.0

INTERIOR DIMENSIONS: (Approximations in inches.)			
Head Room Front 38.0	Rear	37.4
Leg Room Front 41.1	Rear	36.6
Shoulder Room Front 58.7	Rear	56.4

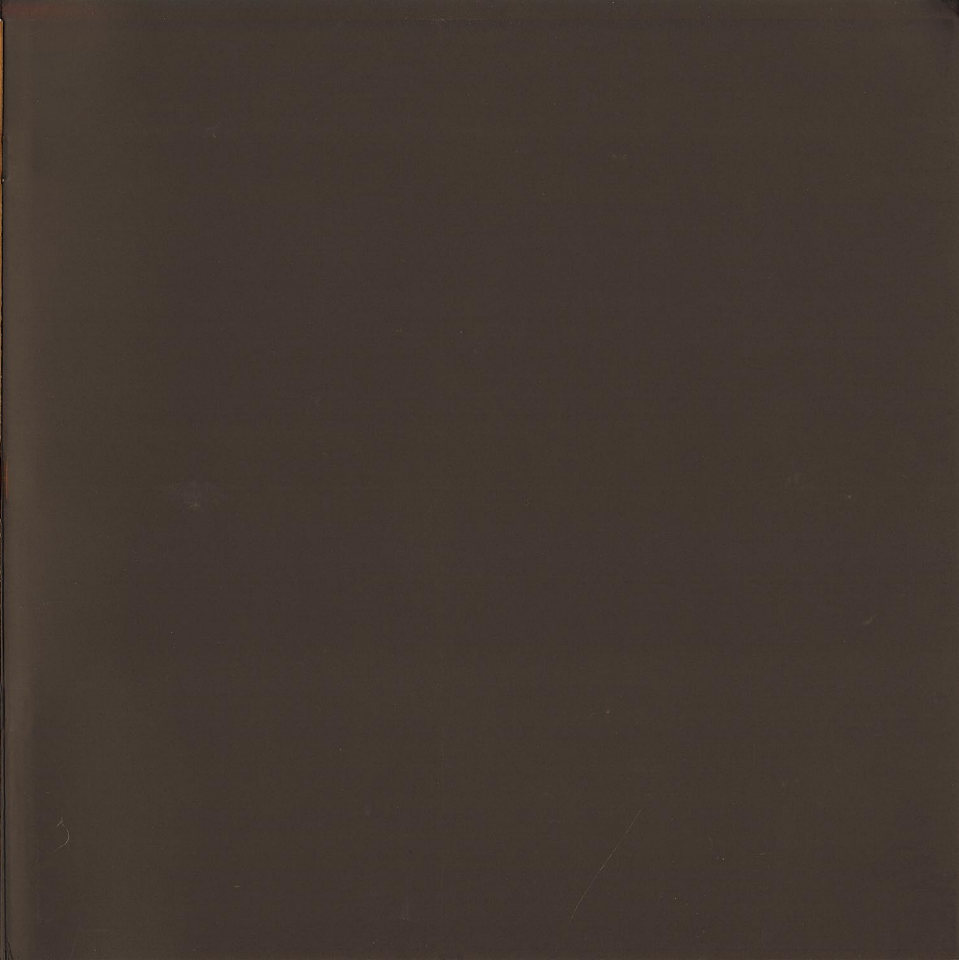
THE OPTIONAL RIVIERA GRAN SPORT. Suspension, both front and rear, is heavy-duty. Positive traction differential (3.42 axle ratio standard). Monogram — front fender "GS", Monogram—instrument panel "Riviera GS". H70-15 wide oval tire types with white-stripe are standard. Red-stripe tires are available at no extra cost; radial ply tires are available as an option.

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; finned 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; front shoulder belts with pushbutton buckles and special storage convenience provision for driver and right front passenger; 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 light; 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; rear license plate frame; 6,000-mile lubed front suspension; Delcotron generator; carpeting; dual-key locking system; Full-Flow oil filter; passenger guard door locks with deflecting lock buttons—both 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 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; hidden headlamps; thick laminate windshield; soft, low-profile window control knobs and coast hooks; yielding smooth contoured door and window regulator handles; chrome-plated air cleaner cover standard on Riviera GS, available as dealer installed option on Riviera.

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



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





MARK OF EXCELLENCE

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