







he original Riviera classic sense, was designed to be a cars, in fact. personal luxury car. In the intervening two decades. the emphasis on personal that singular concept has remained unchanged. The car epitomizes the excitement of independent four-wheel makes a forceful statement elegant, open-air motoring. about you. The looks are classic, elegant. Inside, the Riviera maintains its panache in the grand Buick tradition. Comfort abounds, providing luxury in exceptional accomplish each Riviera's amounts. The Riviera truly is classic mission has undera great car in the most

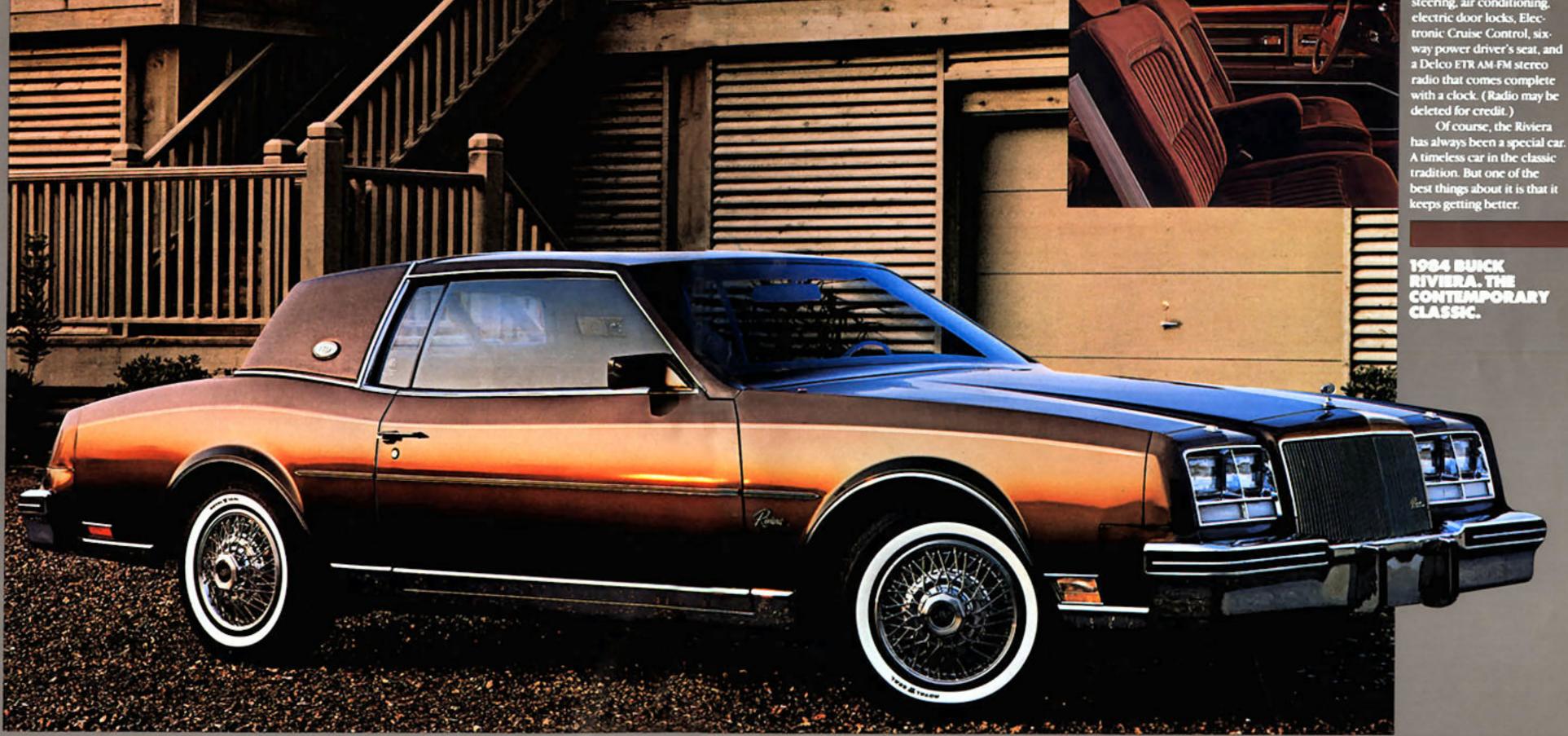
classic sense. Three great

luxury: Riviera Convertible elegant, open-air motoring. And Riviera T TYPE offers the thrill of turbocharged performance and responsive

accomplish each Riviera's gone some dramatic changes.

Buick has seen to it that Riviera stays up to date - in The Riviera Coupe puts fact, it's actually at the leading edge of automotive science with front-wheel drive, fully suspension, and available turbocharging. The sequentialport fuel-injected 3.8 litre turbocharged powerplant available for 1984, incorpo-The technology used to rates a multitude of major technological advancements pioneered by Buick.

Riviera's standard interior features include power steering, air conditioning, electric door locks, Electronic Cruise Control, sixway power driver's seat, and a Delco ETR AM-FM stereo radio that comes complete with a clock. (Radio may be



Riviera Coupe, right.
Riviera T TYPE, above.
Riviera Convertible, above right.
Cloth 55/45 seating, inset.
Some of the equipment shown is available at extra cost.





sleek shape filling these pages offers all the evidence of being a special advanced design. The tunnel as well. And under look is clean, taut, and aerodynamic. But the car is not the one-of-a-kind styling exercise you might expect it wheel drive, a transversely to be. It is the 1984 Buick Century, a six-passenger, mid-size sedan that represents a positive step forward All standard. in automotive design.

o the uninitiated, the tribute to the deft hand and the electronic digital instrukeen eye of its designers, for its shape has been determined by computers and the wind that smooth, shining metal are even more examples of today's technology: frontmounted, computercontrolled engine, and a tuned suspension.

ment cluster, an electronically tuned radio, Electronic Cruise Control, automatic level control, or a theftdeterrent system.

Even Century's engine compartment receives its share of advanced technology. The standard 2.5 litre engine features Electronic Fuel Injection. The optional 3.0 litre V-6 includes an electric More technology is avail- choke, electronic idle speed control, and a sophisticated computer-modulated exhaust gas recirculation system. And after February 1984. you'll be able to order the Century T TYPE with an optional 3.8 litre V-6 which features multi-port fuel injection

Even if you're not impressed with all the hightech hardware of the 1984 Buick Century, you'll certainly be impressed with the results once you drive it.

**1984 BUICK** CENTURY. ADVANCING THE STATE OF THE AUTOMOTIVE ART FORM.



ven if this is your first one major reason for its popularity: its crisp design. The sleek, aerodynamic styling of the Buick Regal Coupe and the elegant lines down, buckle in, and you'll of the Regal Sedan join luxury inside the cabin and advanced technology under the hood. The resulting mix appeals to your every sensibility.

The entire Regal lineup - Coupes and Sedans - has received subtle exterior changes to keep it fully in step with the mid-Eighties. And the Regal aims to please. Regal's special touches show a concern for owner satisfaction. Regal benefits range from plush interior appointments to the Computer Command Control standard on gasoline engines. The Regal's interior will comfort you, and its performance will impress you.

Regal's sumptuous look at a Buick Regal, interiors encourage you to you're sure to notice settle in and relax. They were designed for comfort and luxury, and judging by appearances, they're monumentally successful. Sit feel as good as the seats look.

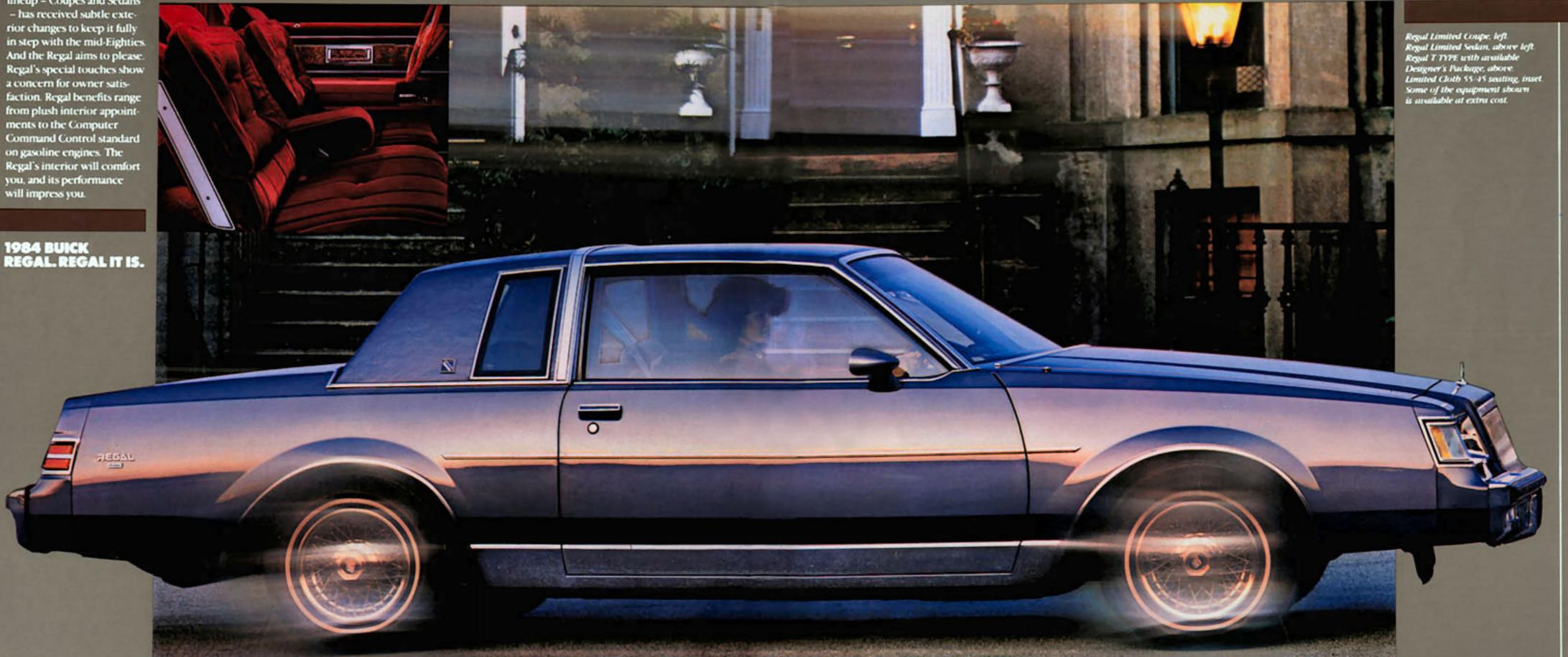
The powerteams available in the Buick Regal show gamut from performance to that it remains on the cutting practicality. edge of technology and performance. This year, the Regal. You'll find out how T TYPE's turbocharged 3.8

litre V-6 features sequential port fuel injection and a host of other major advancements, reaffirming Buick as a leader in turbocharged engine technology Other available Regal engines include a normally aspirated 3.8 litre V-6, 4.1 litre four-barrel V-6 and 4.5 litre diesel V-6. They run the

Settle into a Buick well it lives up to its name.







he sporty, acrodynamic lines of the 1984 Skyhawk are evident in all its configurations: coupe, sedan, and wagon versions, available in both Custom and Limited and delight you. trim. Whichever you choose, you'll enjoy a pleasant ride, plenty of room thanks to front-wheel drive, and a responsive, fun-to-drive engine and suspension.

Standard equipment in the Custom and Limited pinion steering, power

150-horsepower, turbocharged, 1.8 litre overhead cam engine with multiport fuel injection. It provides the precise, controlled a level of straight-ahead handling you'd expect of a car performance that will amaze with Skyhawk's credentials.

So will T TYPE's appearance. You'll find a special paint treatment, flat black trim, and road lamps, plus high performance Eagle GT tires mounted on styled aluminum wheels.

Gran Touring suspension package is linked with quick steering to produce

A leather-wrapped sport steering wheel, reclining bucket seats, and full instrumentation wrap up the Skyhawk T TYPE's performance orientation.

The 1984 Buick Skyhawk. No matter how it's feathered, it lets you soar.











e call Skylark our W Little Limousine. For and the space efficiency of good reason. The Skylark Limited Sedan shown kind of contemporary here illustrates that on behalf of all Skylarks - Custom and

Limited Coupes and Sedans and the T TYPE Coupe. But there's much more to Skylark you'd expect in a Buick, than good looks.

Luxury lives behind these doors. You can see for yourself that Skylark is outfitted with comfort in mind. Rich fabrics, a high

front-wheel drive form the package today's buyer demands

Skylark with all the items from full instrumentation to 25 litre four-cylinder to an advanced sound systems and just about everything in between. All of this creates such a splendid environ-

level of standard equipment, that Skylark is really a practical car.

Skylark's dependability and performance may be cleverly disguised, but they, too, are present in abun-Of course, you can outfit dance. A range of impressive powerplants - from an electronically fuel-injected optional high-output 28 litre V6 - lets you build the Skylark most suited to you. An automatic transmission is available ment, it's hard to remember as an option, while a fourspeed manual transmission, rack-and-pinion power steering, MacPherson-strut front suspension, and trailingaxle coil-spring rear suspension join low-drag power front disc brakes as standard features in all Skylarks.

> Skylark offers you the benefits of a practical car. but that's just the start. Skylark also gives you all the creature comforts you traditionally expect from a Buick.

BUICK SKYLARK. PRACTICALITY THAT'S VERY COMFORTING.



he Buick LeSabre makes a lot of sense to a lot of people. The reason for that may lie in its combination of family car and luxury car attributes.

First of all, LeSabre is sensible, offering generous room for six passengers and 20 cubic feet of trunk space for luggage or groceries. Yet, LeSabre's continuing com-the LeSabre really doesn't mitment to value. look like a family car.

It does, however, look like a Buick. And that means a generous helping of grace-ful lines, elegant touches and thoughtful accents. Its classy new look, front and back. Its color-keyed body-side moldings, front and rear protective bumper strips and bumper guards. All standard.

Inside, of course, the LeSabre offers comfort and luxury in uncommon amounts. There's a wide array of standard features to practically guarantee your driving pleasure. New stan-

1984 BUICK LeSABRE. A FULL-SIZE VALUE, IF THERE EVER WAS ONE.

dard equipment includes remote-control left and manual-control right door mirrors on all LeSabre models and a redesigned steering wheel, instrument panel floodlighting and electroluminescent insignia on the LeSabre Limited. Details like these illustrate the

offer different levels of trim. Whether you choose a

LeSabre Custom Coupe, a LeSabre Custom Sedan, a LeSabre Limited Coupe, or a LeSabre Limited Sedan, you're always sure of firstrate value. That's a Buick tradition.

If a traditional yet contemporary, full-size car is what you want, and you're not willing to sacrifice anything in the pursuit of com-The Limited and Custom fort, the 1984 Buick LeSabre is exactly the car you're looking for.





LeSabre Limited Sedan, left. LeSabre Limited Coupe, above Limited Cloth 55/45 seating, inset. Some of the equipment shown is available at extra cost.

o many people, the Electra is not merely a Buick. It is the Buick, pure and simple. Far be it for us to try to discourage such logic. In fact, we recognize this phenomenon as a tribute to what the Buick name has long represented: a tasteful balance between the traditional values of room, comfort and ride, and a unique interplay between style, engineering and performance.

The room, comfort, and style are obviously abundant. The 1984 Electra Limited and Park Avenue are every bit as luxurious as their elegant predecessors. There's plenty of richly carpeted, velourcovered, woodtoned room for six passengers. If the 1984 Park Avenue looks and feels more like a limousine, it's purely intentional.

The theme continues outside: classic, formal styling, a padded vinyl roof,

wide rocker panel moldings, wide body-side moldings with the traditional Buick ventiports, and electrothe door pillars.

ride, you need only turn the key to activate the highenergy ignition and the standard 4.1 litre four-barrel is everything the name V-6 engine comes to life. Even a short drive in the new Park Avenue will convince you that the full-perimeter

frame, front and rear coilspring suspension system, and standard steel-belted radial-ply whitewall tires luminescent coach lamps on perform their respective door pillars. assignments exceedingly well.

> We could go on, but by now you probably get the idea: The 1984 Park Avenue implies, or has ever implied. It's our top-of-the-line luxury car, and it's also a tribute to your traditionally good taste.







1984 BUICK ELECTRA LIMITED AND PARK AVENUE. TRADITIONAL FULL-SIZE LUXURY IS ALIVE AND VERY WELL, THANK YOU.

t Buick, we don't believe that passenger-car luxury should be sacrificed to accommodate cargo capacity. Case in point: the Electra Estate Wagon.

Inside and out, this is one luxurious wagon. The handsome, cloth-covered front seating features a standard 55/45 notchback design with two-way power control for the driver's side.

For the rear-seat upholstery, you may choose the same rich cloth that's standard up front or a durable, easy-to-clean vinyl that's ideal for the added rigors of cargo or kid carrying.

Other standard equipment includes a tilt steering column, a quartz crystal digital clock, electric door locks and power windows, and a remote-control tailgate lock. There's air conditioning and Soft-Ray tinted glass. And special exterior details like

1984 BUICK ELECTRA ESTATE

IT SAYS LUXURY IN A BIG WAY.

WAGON.

door-edge guards, light oak woodgrain vinyl applique, and a luggage rack that set it litre diesel V-8 and place apart from other wagons and make it truly deserving of its Electra nameplate.

offers 879 cubic feet of cargo space with the second seat folded down. With that hauling potential in mind, we matched the Estate Wagon with a standard 5.0 litre V8 to space of a wagon proves that provide the power you need good things come in large for passing or, when properly packages, too.

equipped, for trailer towing. Or order the optional 5.7 your distance between fillups in the "remarkable" range. Both engines feature The Electra Estate Wagon the automatic transmission with overdrive.

> The 1984 Electra Estate Wagon. The successful combination of Electra luxury and style with the





Electra Estate Wagon, left. Electra Estate Wagon cargo area.

Vinyl 55/45 seating, inset. Some of the equipment shown is available at extra cost.

Il of the sporty effi-Coupe and Sedan carries over to the Skyhawk Custom and Limited Wagons. comfort. What's important is cargo space. With the second seat folded down, there's a generous 64.5 cubic feet available.

The Skyhawk Wagon's tailgate is a one-piece, lift-up front seats and vinyl for the unit for easy loading. The folding rear seats are split to

can transport cargo that load floor and still carry one rear-seat passenger in full

The comfort continues up front as well. The Skyhawk powerteam, a 2.0 litre four-**Custom Wagon features front** bucket seats in your choice of cloth or vinyl.

rear at no extra cost.

The Limited Wagon's

rich cloth trim and features ciency of the Skyhawk extends the full length of the a standard folding front-seat armrest. Both models also feature reclining front

The Skyhawk's standard cylinder with Electronic Fuel Injection and a four-speed manual transmission, is also Or choose cloth for the a fine match for the Wagons. For added pep, order the optional 1.8 litre OHC engine with the standard five-speed be even more functional; you standard seating is covered in manual or available threespeed automatic transmission. Rack-and-pinion steering. power brakes, computerselected coil springs, a front stabilizer bar, and rear shock absorbers with Pliacell® bags ensure a first-class driving experience even when you're hauling a load.

> The Skyhawk Wagons. Functional, of course. But also fun to drive.

Skybaude Custom Wagon, top right. Goth bucket seats, left. Some of the equipment shown is available at extra cost.



he Century lineup receives a new body for 1984: the Century Wagon. It's available in two trim levels, and offers a spacesaving front-wheel-drive layout and up-to-date componentry, like the rest of the

Century lineup.
The Wagons offer more than easy-to-get-to, easy-toload cargo hauling talents and people-seating space. Access to the 74.4 cubic feet of cargo space is through the

full rear liftgate or easyopening rear window. The Century Wagons offer loadfloor carpeting, and a rear compartment light as standard equipment. The with a three-passenger notchback seat. The Estate Wagon features standard 55/45 notchback split seats. All Wagons have split-back design allows you to leave half of the seat upright to

Custom version is equipped second seats. This ingenious

permit a back-seat passenger, as well as cargo.

Optional equipment available on the Century Wagons includes simulated woodgrain applique, a rearwindow washer/wiper, an air deflector, a roof rack, a rearward-facing third seat, power vent windows, and lockable storage compartments.

**Both Century Custom** and Estate Wagons also offer you the opportunity to select cloth front seating with durable, easy-to-clean vinyl covering the rear seat.

Century Wagon has available a full line of advanced powerteams, including a 2.5 litre engine with Electronic Fuel Injection, a 3.0 litre V-6, and a 4.3 litre diesel V-6. The Century Wagon is an attractive, spacious, comfortable, and useful car

Century Custom Wagon, lower right. Goth Notchback seating, left. Some of the equipment shown is available at extra cost.





CENTURY FAMILY.

CENTURY WAGON. A NEW ADDITION

1984 BUKK

TO THE

1984 BUKK

MIXED

SKYHAWK WAGON. PRACTICALITY

WITH PLEASURE.

f you haven't guessed it by now, the big engineering news at Buick is in the engine compartment. No matter which 1984 Buick hood you open, inside you'll find a number of interesting engineering features that continue to put Buick at the forefront of automotive design. Turbocharging, fuel injection, electronic engine controls the 1984 Buick lineup has them all. Read on for further engineering enlightenment.

THE FINE ART OF ADVANCED ENGINEERING. 1984 BUICK.

# Buick, a leader in turbo technology.

Every year, more and more car companies are adding turbocharged engines to their product lineups. Buick would like to welcome these companies to the

You see, we've been turbocharging engines for years. In fact, we first offered turbocharged gasoline engines back in 1977. This year, you'll find turbos standard in the Regal and



Riviera T TYPEs and available in the Skyhawk T TYPE and Riviera Convertible.

## The turbo concept.

The idea behind turbocharging is simple: increase engine power output significantly at a higher engine rpm. This is done by recycling the engine's exhaust heat energy and using it to spin a turbine. The turbine, in turn, drives a compressor ocated in the engine's intake

Riviera 3.8 litre SFI turbocharged engine.

more air/fuel mixture into the combustion chamber at a much higher engine rpm than is possible in a nonturbocharged or "normally aspirated" engine. The more throttle you give a turbocharged engine, the faster the turbine spins and the further the engine power output increases.

A turbocharged engine produces prodigious amounts of power, but only when you choose to use it at full throttle. Thus, smaller, more efficient engines can do the work and achieve the power output of larger engines.

Advanced turbo technology has been employed

to transform the already sophisticated L8 litre engine available in Skyhawk and 3.8 litre engine offered in Regal and Riviera into truly potent powerplants. The normally-aspirated (non-turbo) 1.8 litre engine The compressor forces produces 84 horsepower and 102 foot pounds of

torque. The addition of the turbo increases horsepower by 78% to 150 and torque by 47% to 150 foot pounds. The 3.8 litre V-6 gets an even bigger increase of 81% in horsepower to reach 200 horsepower in turbo form versus 110 in the non-turbo version.



3.8 litre MFI engine.

#### Turbo tech for non-turbos.

You don't have to order a turbo to receive some of the benefits of turbo technology. That's because some of the advanced design features used in the turbo engines developed by Buick have been applied to some of the non-turbo offerings as well. The carbureted 3.8



litre V-6, for instance, features electronic spark control and electronic controlled exhaust gas recirculation. To these, the multi-port fuel-injected version of this engine adds a mass air flow sensor.

### Fuel injection.

Another feature which the turbo engines offered in Buicks share with some of the non-turbo engines is fuel injection. Fuel injection allows for a more precise metering of fuel than does the traditional carburetor system

A refined Electronic Fuel Injection system (EFI) is standard on the 1.8 litre overhead cam engine as well as the 20 litre and 25 litre four-cylinder engines An even more advanced electronic fuel system called Multi-port Fuel Injection (MFI) is standard on the 18 litre turbocharged engine and available on one version of the 38 litre V-6. One of the world's most advanced electronic fuel systems, Sequential-port



AFI, SFI fuel rail with injectors.

Fuel Injection (SFI), is standard on the turbocharged 3.8 litre engine. Each system works differently. Here are the details.

replaces the carburetor and complex carburetor metering system with a centralized injector on the intake manifold. This injector receives instructions for fuel delivery from the Electronic Control Module (ECM) which processes inputs from a variety of sensors located on the engine. EFI offers smooth performance and reduces the possibility of engine runon after the ignition has been turned off.

## MIFI.

The multi-port system, features injectors which spray a precise amount of fuel right at the intake valve during every engine revolution. This enables the fuel Electronic Fuel Injection and air to mix right next to the cylinder for good power, efficiency, and fast response



rail surrounding the intake manifold, with fuel being

supplied by a high pressure pump located inside the fuel tank.

when accelerating. The six

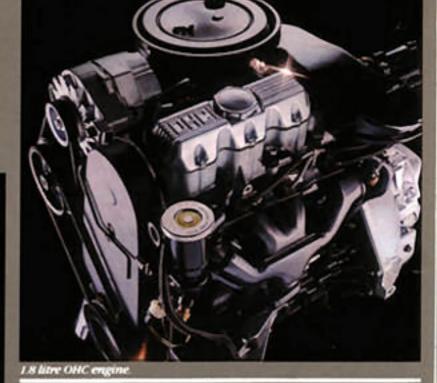
injectors are fed through a

This sequential-port system, developed exclusively for the 3.8 litre turbo, uses six injectors at the intake ports, just like MFL But in SFI, each injector is activated once - one at a time - during each combustion cycle, having been programmed to the specific needs of that particular cylinder. The result is precise fuel control for good idle quality and low speed operation.

This system also uses a fuel rail to feed the six

injectors and a regulator to control the fuel pressure. Electronic sensors on the engine's camshaft and crankshaft determine the precise timing and amount of fuel to be injected.

The fuel is injected into the port just prior to the opening of the intake valve. Air enters through the throttle body, passing through a tuned aluminum intake manifold. A mass air flow sensor is located ahead of the throttle body to precisely



measure the mass of incom-

### Other advances.

The 3.8 litre turbo engine also features closed loop electronic control of the wastegate to regulate the



Computer controlled coil ignition

turbo boost pressure and a completely computer-con-trolled coil ignition system, which eliminates the distributor. This system uses the camshaft and crankshaft sensors of the fuel injection system to determine spark



Regal 3.8 litre SFI turbocharged engine.

## Occupant Protection

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

Manual lap belts with pushbutton buckles at rear passenger positions including center, when applicable.

Energy-absorbing steering column.

Passenger-guard inside door locks and handles.

Safety interlocking door latches.

Inertia-type folding front seatback latches.

Energy-absorbing instrument panel and front seatback tops. Laminated safety glass windshield/tempered safety glass side and rear windows.

Safety armrests.

Smooth contoured door and window regulator handles.

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

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

Pressure lock radiator cap.

## Accident Avoidance

Side marker lights and reflectors.

Parking lamps that illuminate with headlamps.

Backup lights.

Four-way hazard warning flasher.

Lane change feature in direction signal control.

Windshield defrosters, washer and dual speed wipers.

Vinyl-bonded inside rearview mirror glass.

Outside, left, rearview mirror. (Right also standard where applicable.)

Starter safety switch.

Dual master cylinder brake system with warning light.

Dual action safety hood latch. Low glare finish on instrument panel top, inside windshield moldings, wiper arms and blades, and steering

wheel metallic surfaces. Safety road wheel rims.

Front disc brakes with audible wear indicators.

Self-adjusting brakes

Illumination of heater and defroster controls on instrument panel.

Pressure relief fuel cap.

## Anti-Theft

Audible anti-theft ignition key reminder.

Anti-theft steering column

Inside hood release.

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

number.

## Buy or lease a Buick

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

## The GM Continuous Protection Plan

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

## A word about engines

Some Buicks are equipped with engines produced by other GM divisions, subsidiaries or affiliated companies worldwide. See your dealer for details or please refer to the Buick powerteam engine chart on the insert provided to your dealer with this brochure.

Visible vehicle identification "Let's Get it Together... Buckle Up"

Official Car of the XXIIIrd Olympiad Los Angeles 1984



Wouldn't you really rather have a Buick?

Ident. No. 84-BA-002 4.0mm Printed in U.S.A.

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

1984 BUICK

FEATURES.

The Buicks described in this brochure are assembled at facilities of General Motors Corporation operated by Buick or GM Assembly Division. These vehicles incorporate thousands of different components produced by various divisions of General Motors and by various suppliers to General Motors. From time to time during the manufacturing process, it may be necessary,

in order to meet public demand for particular vehicles or equipment, or to meet federally mandated emissions, safety and fuel economy requirements, or for other reasons, to produce Buick products with differently sourced components than initially scheduled. All such components have been approved for use in Buick products and will provide the quality performance

associated with the Buick name.

With respect to extra cost optional equipment, make certain you specify the type of equipment you desire on your vehicle when ordering it from your dealer. Some options may be unavailable when your car is built. Your dealer receives advice regarding current availability of options. You may ask the dealer for this information.

GM also requests the dealer to advise you if an option you ordered is unavailable. We suggest that you verify that your car includes the optional equipment you ordered or if there are changes, that they are acceptable to you.





