

ABOUT THIS CATALOG:

We have tried to make this catalog as comprehen- ask him to bring you sive and factual as possible. up-to-date. And, we hope you find it time of printing, some of the without notice, in prices, may have been updated.

before ordering, you should

The right is reserved to helpful. However, since the make changes at any time, information you'll find here colors, materials, equipment, specifications and models, Your dealer has details and, and to discontinue models.

A WORD ABOUT OPTIONS:

Some of the equipment out this catalog is avail-

able at extra cost. Check shown or described through- with your Buick dealer for complete information.

A WORD ABOUT ENGINES:

These Buicks are equipped duced by various divisions. with GM-built engines pro- See your dealer for details.

TABLE OF CONTENTS:

RIVIERA	4
REGAL	
LeSABRE	27
ESTATE WAGON	
CENTURY	39
ELECTRA	51
SKYHAWK	61
SKYLARK	67
1979 MODEL OFFERINGS	73
TURBOCHARGING & HOW IT WORKS	74
1979 BUICK SAFETY FEATURES	76

ABOUT THE COVER:

stainless steel, which serves as the cover of this catalog is acclaimed throughout the United States, Europe, and in Latin America.



Imagine, if you will, a car.

Not simply a new car, mind

that communicates with the

innovation: with front-wheel





Riviera. Years from now, any number of instrument panels may look like this.

Here before you is Riviera's new digital speedometer, and fuel gage which are part of our computer-controlled Trip Monitor. The available Trip Monitor is an option we expect to offer after January 15, 1979. But we're showing it to you now because we think it.

more than any other feature, says exactly what the new Riviera is all about.

The readout, as you can see, is digital. In the case of the speedometer and fuel gage, there are no traditional needles and numbers, per se. If you are going 55 mph, the data monitor directly in front of you will read "55." If you slow to 54, the digital

message changes accordingly. A similar readout is provided for fuel, except unlike the computer will tell you pracyour destination. conventional fuel gages, this one actually tells you how many gallons are remaining in the tank.

But that's just the beginning. The real wizardry is the Trip Monitor itself. By simply

touching the proper buttons, in the center of the panel. tically everything, from the number of hours and minutes monitor also provides digital it will take to reach your destination, to your estimated time of arrival, the number of miles you can go on the

fuel you have in your tank, and the miles remaining to

As if that isn't enough, the readouts for engine temperature, time, average speed, and elapsed trip time. In addition, there's a resettable digital trip odometer and low-fuel warning.

gage as standard equipment. Naturally, since it is a bit But, you must admit, it is exotic, we don't expect everyone who buys a Riviera to extremely useful. Particularly, opt for the Trip Monitor, so we if you do a lot of cross-country provide a conventional speeddriving. And, as we indicated, ometer, trip odometer and fuel it really does underscore what a superbly advanced conveyance the new Riviera is.



Riviera. Like an iceberg, most of its content lies beneath the surface.

Look closely at the anatomy of the new Riviera. You will quickly learn that it contains a springs in the rear. Take it remarkable amount of technological prowess.

The drivetrain features front-wheel drive. Which means, the wheels that do the steering, also do the driving. Engine weight is over the driving wheels, which in turn makes the Riviera particularly well-suited to driving in the snow or wet.

Springing is handled by torsion bars upfront and coil from us, the resultant ride is very smooth.

Power, depending on which model you order, is supplied by a 5.7 litre (350 CID) V-8 or a special dressedup version of the Turbocharged 3.8 litre (231 CID) 4-bbl. V-6 power-plant. Special. not only in its dressed-up appearance, but in the way it powers the Riviera with frontwheel drive. As timely and up-to-date as the Riviera itself.

Without going into detail, the Turbocharged engine uses so ourselves, is no small the energy of its own exhaust accomplishment. to help supply extra horsepower when you need it. And been lavished on the front half when you don't need it, the turbocharger coasts, and the engine behaves like the conventional V-6 powerplant it basically is. It's a little like having your cake and eating

it too. The turbo places your Riviera S TYPE in the unique position of being the only turbocharged V-6 frontwheel-drive car built in America. Which, if we do say

With all the attention that's of Riviera's chassis, you might be inclined to wonder what wizardry we worked with the rear half.

Riviera uses a fully independent rear suspension, a feature that up till now has been the exclusive province of cars like Corvette. Porsche and Mercedes-Benz.

It means that one rear wheel can take a bump independent of the other rear wheel. On rough surfaces, particularly in turns, that means a smooth ride.

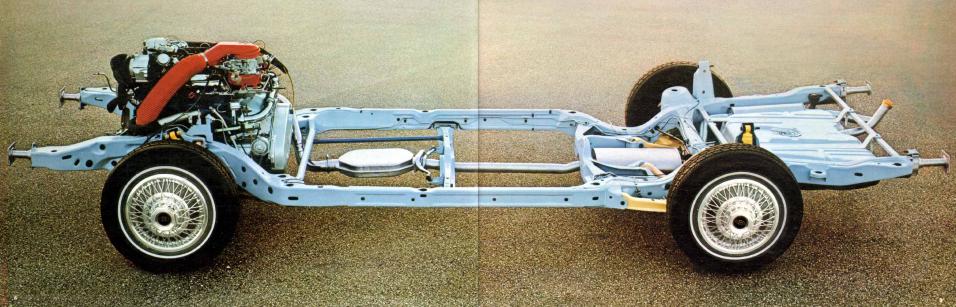
And, in the interest of cornering flatness, a hefty rear stabilizer bar is also standard equipment. Disc brakes. which are standard in front.

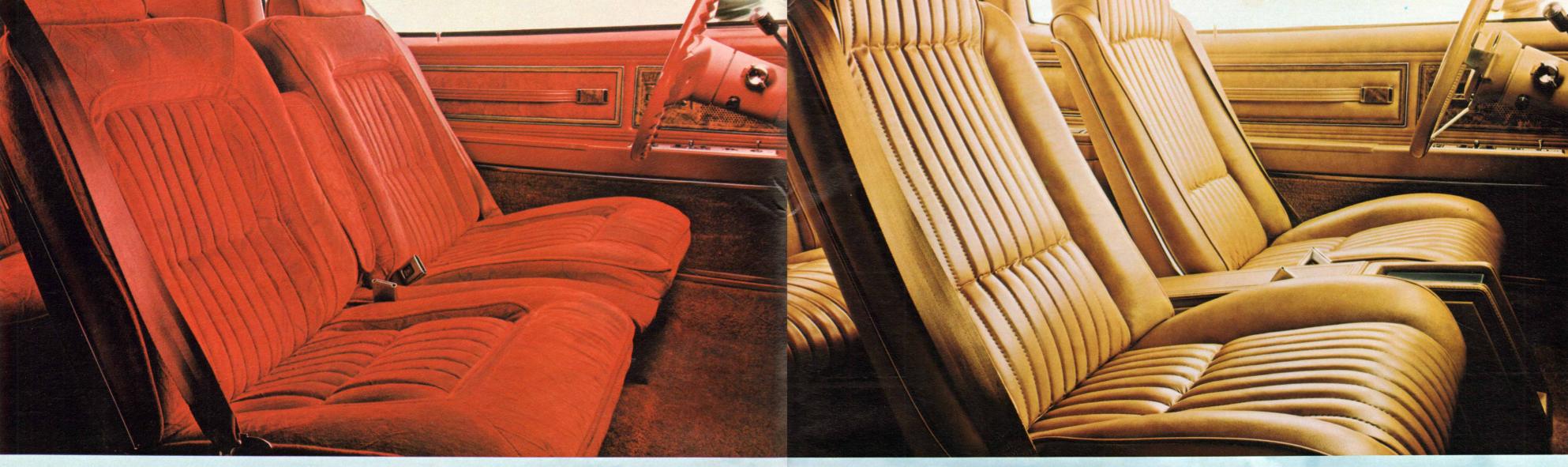
are also available in the rear.

One final point worth mentioning here is that, despite all of its new features, road noise are trapped, and the Riviera still uses separate body and frame construction. just like the former Rivieras. With it, the driver and passengers are contained in one unit-the body. While the machinery that does the work of we failed to endow it with the propelling the car and absorb- sense of quiet and aplomb

ing the bumps, are connected to another unit-the frame. Thus isolated, vibration and effectively reduced, before they can reach the passenger compartment.

And make no mistake about it, we would not have considered Riviera complete if people come to expect of a Buick.





Riviera. Inside.

No doubt about it, one of the real pleasures of owning a Riviera is getting inside it.

Among the conveniences sion, power brakes, a digital it places at your disposal are a Delco AM-FM stereo radio.

Sion, power brakes, a digital clock, air conditioning, Soft-Ray tinted glass, cornering

power antenna, six-way power driver seating, power windows, automatic transmission, power brakes, a digital clock, air conditioning, Soft-Ray tinted glass, cornering lights, power steering, and automatic level control—all as standard equipment.

Not only is the seating comfortable, the choice of fabrics or available leather in the seating area, colors, sew patterns and seat configurations is enough to please the most demanding, aesthetic tastes.

If your idea of a Riviera is that of a no-holds-barred, all-out luxury car, we can accommodate you. Opulent 45/55 seating, featuring rich, velour or vinyl upholstery and a folding center armrest, is standard. Extra cost leather in the seating area is also available for an added luxurious touch.

And while we're on the subject of luxury, you might also give some thought to ordering the available automatic air conditioning system.

bucket seats, this year, and or cloth. Leat the seating at at extra cost.

On the other hand, if you lean toward the sport side, we'd suggest the S TYPE with

bucket seats, which are new this year, and offered in vinyl or cloth. Leather upholstery in the seating area is available at extra cost.

On the subject of sport-

iness versus luxury, you'll also be interested to know that when you order an S TYPE Riviera, the instrument panel is trimmed in an appropriate black motif, and a storage

console is included. Rivieras

iness versus luxury, you'll also with 45/55 seating get a stately be interested to know that when you order an S TYPE effect as a stately aspects of Riviera's personality on the next several pages.

Suffice it to say here that the

We'll have more to say about the two rather distinct

aspects of Riviera's personality on the next several pages.
Suffice it to say here that the inside of a Riviera—any Riviera—is one fine place to pass the miles in.



Riviera. Developing its personality with options and features.

We mentioned earlier how Riviera can become anything from an all-business road car to a sumptuous, boulevardier, thing of a Buick forte. depending upon the way you option it out.

ing about mere cosmetics are two very distinct personal- luxury motif, there is an availities, two entirely different modes of behavior, two separate kinds of charisma. both of which reside beneath the Riviera nameplate. And, whether you choose to develop one personality or the other, the type of Riviera that emerges will be the direct product of the fabrics, colors. and options that you select. We urge you to give the matter careful thought before you buy.

The Riviera

Frankly, we think many people will opt for this version. top with coach lamps because luxury really is some-

You start by specifying the electric sunroof or glass Riviera Coupe with its stan-Mind now, we're not talk- dard 5.7 litre (350 CID) V-8. From there, consider roof here. What we're talking about treatments. In keeping with the head room slightly.)



able padded Landau in the roof pillars. While you're at it, how about an Astroroof? Both are Riviera options. (Bear in mind the fact that these options do reduce Inside, you'll find the afore-

> mentioned 45/55 front seats with velour cloth or vinyl upholstery. A six-way power driver's seat is, of course, standard, You may want to specify the available power passenger and or dri-

ver seatback recliner. Furthering the subject of driver assists, let us also

with digital readout and signalwill be the deluxe woodgrain trim to sug-

available tilt and telescoping steering column and electrically adjustable rearview mirrors. For a final touch, add illuminated door locks with interior light control. And if you like, delete the standard Delco AM-FM stereo radio, and specify one of the eight available Delco sound systems. New for 1979 are electronically tuned (ETR) radios available in four versions, each

seeking feature. The steering wheel in your Riviera version with simulated match the instrument panel.

standard, and custom wire wheel covers are available for additional dressing up.

The S TYPE

powerplant.

In addition to

special equipment:

all the other Riviera chassis

features, you get the following

This, of course, is the other Firmer rate front torsion bars. side of Riviera.

To create it, you simply specify the Riviera S TYPE with its standard, turbocharged V-6

and rear. Larger diameter stabilizer bars, front and rear.

Firmer shock absorbers, front Fast-ratio power steering.

Firmer rate rear springs.

Ordering the S TYPE Amber front parking lights. also gets you a special The result is a real hybrid, interior, which features the following:

Bucket seats and center storage console.

A choice of cloth, vinyl, or extra-cost leather (in the seating areas) upholstery. Brushed black instru

ment panel trim. Sport steering wheel with T-shaped center section and padded rim.

The S TYPE also has certain exterior features that set it apart. These are:

Flat black trim around the windows and on the rocker panel and grille.

Streamlined sport mirrors. Designers' Sport wheel covers.

a sumptuous, but definitely American-inspired road car that looks acts and feels the part. In addition to the basic S TYPE Riviera.

however. there are certain other options to consider.

For your enjoyment, there is an

available neered by Delco. Everything sunroof from the standard AM-FM or-Astro- stereo radio to a stereo radio that electronically seeks out be reduced

the strongest stations with a room may tape deck and 40-channel CB. Well, there you have it: slightly with two entirely different kinds of these options.) Sound systems can be

Riviera, for two entirely different sets of values. The choice, enviably,

is yours.



important to any car buyer:

Riviera offers no less than

nine different systems, engi-

and here, you'll be glad to know.



Riviera Buver's Guide.

Available Models

Riviora	Z57	Part College
Riviera S TYPE	Y67	

Dimensions mm (inches)

Wheelbase	2,895 (114.0)
Tread, front	1,506 (59.3)
Tread, rear	1,524 (60.0)
Longth	5,247 (206.6)
Width	1,788 (70.4)
Height	1,378 (54.3)
Front Interior:	
Head room	962 (37.9)
Leg room	1,088 (42.8)
Shoulder room	1,434 (56.5)
Hip room	1,363 (53.7)
Rear Interior:	
Head room	962 (37.9)
Leg room	1,001 (39.4)
Shoulder room	1,420 (55.9)
Hip room	1,245 (49.0)
Trunk capacity, litres (cu. ft.)	482 (17.0)

Powerteams

Standard Riviera engine:	5.7 litre (350 CID) 4-bbl. V-8
Available Riviera engine:	3.8 litre (231 CID) 4-bbl. Turbo V-6
Standard S TYPE engine:	3.8 litre (231 CID) 4-bbl. Turbo V-6
Available S TYPE engine:	5.7 litre (350 CID) 4-bbl. V-8
Standard transmission (both models):	automatic

These Rivieres are equipped with GM-built engines produced by various divisions. See your dealer for details.

Standard Equipment

Engine

- High-Energy Ignition ■ Delco Freedom Battery
- Semi-closed cooling system

Chassis

- Power steering (fast-ratio on S TYPE)
- Power front disc/rear drum brakes
- Front torsion bars, rear coil Front and rear stabilizer bars springs

your Buick Dealer ■ Stowaway spare tire Comfort and Convenience

■ Four-wheel independent

■ Automatic level control

■ Rallve ride-and-handling

■ Steel-belted, radial-ply white-

wall P205/75R-15 tires (wide-

oval narrow white stripe GR70-

15 on S TYPE). Difficulty may be

encountered using tire chains on

the front wheels with this tire. See

suspension (S TYPE)

suspension

Front-wheel drive ■ Full-perimeter frame ■ Cloth or vinyl 45/55 notchback

seats (N.A. on S TYPE)

- Cloth or vinyl bucket seats
- 6-way power seat driver's side Door courtesy and warning
- lights ■ Custom color-coordinated seat
- and shoulder belts with dual retractors
- Inertia front seatback locks

■ Power windows

■ AM-FM stereo radio

■ Electric door locks

■ Air conditioner

■ Trip odometer

S TYPE)

(S TYPE)

Cornering lights

dome reading

■ Litter pocket

S TYPE)

and rear

(S TYPE)

fenders)

trim (S TYPE)

(N.A. on S TYPE)

Automatic power antenna

■ Remote-control, outside

rearview mirrors (N.A. on

chrome left- and right-hand side

■ Remote-control, outside, left-

Lights: front ashtray trunk

courtesy, glove compartment.

Appearance and Protection

Super deluxe wheel covers

Front bumper quards

signal lenses (S TYPE)

Amber front park and turn

- Storage console (S TYPE) ■ Side-window defroster outlets Quartz-crystal-controlled digital
- V-8 engine) clock (not offered when electri-☐ California assembly line cally tuned radio is ordered) emission testing (required in ■ Soft-Ray tinted glass

California) Chassis

☐ Four-wheel disc brakes ☐ Firm ride-and-handling package (N.A. on S TYPE)

Interior

- ☐ Leather with vinyl 45/55 notchback seats (N.A. on S TYPE) □ Leather with vinvl bucket seats
- (S TYPE) □ 6-way power seat – passenger and right-hand side sport mirrors
 - ☐ Front driver and/or passenger seatback recliner, power (manual on STYPE)
 - ☐ Carpet savers and handi-mats with carpet inserts ☐ Trunk trim covering
 - Comfort and Convenience
- Deluxe steering wheel (N.A. on ☐ Automatic air conditioner ☐ Cruise-Master speed control
- Sport steering wheel (S TYPF) ☐ Tilt steering column ■ Bumper protective strips—front ☐ Tilt and telescoping steering column (N.A. on S TYPE)
 - ☐ Automatic electric door locks ☐ Flectric trunk release
- Designers' Sport wheel covers ☐ Electric trunk lock
- ☐ "Headlamps on" indicator Extensive anti-corrosion mea-☐ Fuel usage light
- ☐ Front and rear light monitors sures (including plastic front inner ☐ Rear-quarter courtesy and
 - reading lamps ☐ Electric rear-window defogger
- Black moldings and outside □ 3-speed windshield wiper with low-speed delay feature □ Low fuel indicator
- Simulated wood-grain-trimmed ☐ Electric fuel cap lock instrument panel (black trimmed ☐ Trip monitor/digital readout information center (available
 - after January 15, 1979)
- on S TYPE) ■ Inside hood lock release N.A.-Not Available

Available Equipment

- ☐ Heavy-duty battery ☐ Heavy-duty engine and
- transmission cooling ☐ 80-amp Delcotron generator (with V-8 engine)
- AM-FM stereo radio ☐ High-altitude engine package ☐ 8-track tape player and ETR (available and recommended for AM-FM stereo signal-seeking high-altitude operation with radio with digital readout and
 - ☐ Cassette tape player and
 - AM-FM stereo radio ☐ CB and AM-FM stereo radio with Triband power antenna

□ Illuminated door lock with

☐ Electric, remote-controlled.

(left-hand side only) rearview

☐ ETR AM-FM stereo radio with

mirrors (N.A. on S TYPE)

digital readout and clock

☐ 8-track tape player with

outside, chrome or thermometer

interior light control

- CB and ETR AM-FM signalseeking radio with digital clock and Triband power antenna
- CB. 8-track tape player and AM-FM stereo radio with Triband power antenna CB, 8-track tape player with ETR AM-FM stereo signal-seeking
- radio with digital clock and Triband power antenna ☐ Automatic Triband antenna Appearance and Protection

☐ Designers' Accent Paint treatment (N.A. on STYPE)

- ☐ Rear bumper guards □ Protective body-side moldings (available in seven colors)
- ☐ Door-edge guards ☐ Lighted coach lamps (included with vinyl tops)
- ☐ Theft-deterrent system ☐ Long vinyl top with coach
- ☐ Heavily padded Landau top with coach lamps (N.A. on
- S TYPE) ☐ Sunroof - electric operation*
- ☐ Silver, gold, shadow-light. green or rose Astroroof-electric ☐ White, black, blue, gold or red
- body-side stripes ☐ Custom wire wheel covers
- *Head room is reduced slightly with this option.



It doesn't just look sophisticated.



It was quite a scene there at the Buick dealership. The salesman was carefully pointing out all the engineering and design features. And you, eyes glazed over, ears oblivious to his words, enraptured by the Regal's looks. Well, since you no doubt missed most of what was said in the showroom. we'll tell you the whole story again in this catalog. Because as we said, it doesn't just look sophisticated.





The sophistication of the Regal Coupe.

This beautiful machine, believe you'll find astounding amounts it or not, is the most basic Regal of room and comfort to stretch you can buy. Oh, we know what's running through your mind. Base cars are supposed | ward to accommodate long to look...well...basic. Certainly legs up front. The front seats not like a prestigious, elegant personal luxury car. But bear in mind, this is a Buick.

Which means that aside from the obvious aesthetic charms of a clean, crisp exterior shape that fairly oozes charm and sophistication. you'll also be treated to fine car accommodations on the inside.

out in. Note that the instrument panel is moved far forare designed to allow for lots of leg room in back, while preserving the comfort and support you expect from a Buick. Ready to take it for a spin?

Be prepared for more comforting evidence of Regal's background. Four-wheel, coilspring suspension, forwardmounted steering gear and linkage, four-link rear suspension, full-perimeter frame and independent body construction com-

smooth and soothing. It also makes for quick responsive maneuverability in city traffic, in parking, and good flat handling characteristics in the corners. Adding to it all are standard front disc brakes

and steel-belted, radial-

bine to make the ride

ply tires. Buick Regal. Elegant. Roomy. Sophis-

ticated. A personal, mid-size car. But when you look at the price, it's a lot less than you'd ever expect.



Beside you, there are arge expanses of glass. Convenient door-pull assist straps. At your feet, there is rich, cut-pile carpeting. Beneath you, depending on your whim, is either a cloth or vinyl notchback seat, or available 55/45 seats or buckets.

And, in true Buick fashion,

The sophistication of the Regal Limited.

If there was ever a car design to support you in the manner to which you'd like to become accustomed, it's the Regal Limited.

Outside, it distinguishes itself with a wide, chrome rocker panel molding and "Limited" insignia.

There's some pretty sophisticated hardware under the hood. The standard engine is a 3.2 litre (196 Cip) V-6 (not available in Cailfornia). Or, if you choose, pick the available 3.8 litre (231 Cip) V-6. Or, if you're truly a V-8 person at heart, there's the available 4.9 litre (301 Cip) V-8 to consider. (See engine availability insert for specifics.)

ability insert for specifics.)
Inwardly, Regal Limited
pampers both eye and body
with luxurious, cushy, soft,
55/45 velour notchback seats.
Crushed velour inserts in the
doors and on the rear-seat

side trim.
All of which forms a
wonderful basis for a truly
extraordinary luxuri-



There is the un or the standard 3-speed manual transmission (not available in California) or you can order the available automatic. Add options like automatic air conditioning, Get the power steering and brakes. Consider remote-controlled sport mirrors. Six-way power



seats Tilt steering column.
Cruise-Master speed control.
Electric door locks and frunk
release. An electric sunroot,
even though it reduces head
room slightly, is a delightful
choice. As are all the Delco
sound systems. From the
AM radio right up through the
digital readout AM-FM

Regal Limited.
Sure, you can get along with less. But what the heck?
If anybody deserves one, it's you.



The sophistication of the Regal Sport Coupe.

This is the Regal you'll hate to park. Simply because it's such of class, you can also order the a kick to drive.

You'll suspect something special is afoot the moment your eyes come to rest on that special hood. For, as the insignia indicates, beneath it lies | chant you with an intriguing a 3.8 litre (231 CID) turbocharged V-6 engine. (Read all about it in our special turbocharging section in the back of this catalog."

Elsewhere, further evidence of the Sport Coupe's special talents abound. There is the standard Rallve rideand-handling suspension which gives you front and rear stabilizer bars, firmer springs and shocks and fast-ratio power steering. Automatic transmission is also standard, as are P205/ 70R-14 steel-belted. radial-ply tires and power brakes. Inside, on the dash, a turboboost gage monitors the affairs of the engine. And, as on the Regal Coupe, you can have your choice of either a cloth or vinyl notchback seat, or extra

Limited trim.

Now that we've got you sufficiently lathered up with the standard equipment on the Sport Coupe, let us further enavailable option you might want to specify.

It's a new decor package. which consists of rather exotic-looking blackouts around the windshield,

on the rocker moldings, the wipers, the door pillars. around the tail lamps and the license plate nolding. A blackedout grille is part of it, too. As are rightand left-hand sport mirrors. There is also a handsome Designers' Accent paint treatment that goes on the hood. over the top and on

the rear deck lid. And four Turbine wheels. Regal Sport Coupe. An elegant, luxurious personal car. An "all-business" driver's car. And, if successfully combining those two seemingly diverse interests isn't







Inside the Regal.

As is only right, even in standard street dress. Regal is a pretty sumptuous place to be. As we've mentioned previously, you can choose from either cloth (for an extra touch of elegance) or vinyl notchback seats. Each of which features a fold-down center armrest. There are cozy, hip-hugging bucket seats with a full-length center console available.

And of course, there's the cut-pile carpeting. Handy, thoughtful additions like the door-pull assist straps. Lots of lighting. Even a coin holder in the glove box

But that's only the beginning. To make your Regal even more inviting inside, we offer available options like 55/45 notchback seats and 6-way power seats. (Driver's side only on buckets and 55/45.)

To keep things neat and clean, add available carpet savers. Handi-mats. A litter bin.



You'll also find the available dome reading light quite useful. Ditto for the visor vanity mirrors. And, the manual front passenger seatback recliner which allows your companion to relax even more.

Another thing you'll enjoy about being inside your new Regal, is how little of the outside world intrudes. The ride is soft, yet remarkably stable. Thanks to the way the suspension is set up (details on page 24), you get a reassuring feel of the road, yet at the same time, you'll find that you are spared most of its harshness. You'll also come to admire Regal's self-assuredness in the corners, and the quick response of the steering.

And as for a sense of quiet, well, you know Buick We're rather fanatical on the subject. We apply sound deadening material liberally throughout the car. And when you close the doors and get underway, the windows seal tightly against thick black rubber, so wind noise doesn't join you inside.

Starting to sound like a place you could exist quite comfortably in? You don't know the half of it. But your Buick dealer does. He'll be only too happy to show you the rest.



Regal instrument panel



Available power windows and door locks



Available driver's 6-way power seat



Cloth or vinyl notchback seat

Regal Coupe Regal Sport Coupe

Regal Limited Coupe

Regal Interior Trim Availability



Cloth or vinyl 55/45 notchback seats



Cloth

Cloth

s

S standard

S



or vinyl		Limited cloth 55 notchback seats	
or vinyl back seat	Cloth or vinyl 55/45 notchback seats	Cloth or vinyl bucket seats	Limited classification 55/45 notes
4000	A	A	TRIAL CIT
EL COL	A	A	A

A available

Sophisticated mechanics.

As we've indicated throughout the section, Regal in any form, is one sophisticated car Particularly when it comes to design and engineering.

For instance, take the way the frame and body are put together. Separately. So the frame can absorb road noise and vibration, while the body is isolated by thick rubber mounts

The suspension is radial tuned, utilizing springs that are computer selected, special suspension geometry and a front stabilizer bar

Brake lining wear sensors are incorporated into each inboard disc brake pad to emit an audible warning when replacement is needed.

To attempt to reduce potential corrosion, the front fender wells are constructed of corrosion resistant plastic.

We also use a High-Energy Ignition system, completely eliminating the need for ignition points. And the battery is a Delco Freedom Battery. It never needs refilling.

There's some sophisticated thinking in the area of serviceability, too. For example, cylinder block the instrument panel is designed so that cluster components can be removed and





Available 3.8 litre (231 CID) V-6 Engine

plugged back in from the front. In the area of engines. sophistication abounds. The standard offering is a 3.2 litre (196 CID) V-6 (not available nothing less than a Turboin California). For those of you who are unfamiliar with this configuration, a little background might be helpful. Obvi ously, a V-6 is lighter and more compact than an in-line or of this catalog. But right "straight" six. That's because now, we'll give you the the "vee" design allows for a shorter crankshaft and

The end product is an engine with good horsepower per cubic inch of displacement. And a torque curve that comes on at relatively low speeds. What it means, in effect, is an engine with design strengths of a V-8. but with two less cylinders o feed.

The 3.2 litre version we spoke about earlier, is basically just a smaller version of its now famous 3.8 litre (231 CID) brother. The 3.8 litre V-6 is offered as an option, as are a number of V-8s. (Refer to the

engine availability supplement.) But when you specify the Regal Sport Coupe, the Regal sophistication begins. With charged 3.8 litre V-6 as standard equipment. For those of you who want to know details of this engine, there's a section devoted to it in the back

engine this is.

proven method of gaining

added power from a given

engine displacement. For

over 50 years, it has been

when need dictates. The turbocharger is highlights to show you what a truly remarkable turbine. (hence the word While somewhat unique compressor that forces an to production automobiles. turbocharging is a tried-and-

designed to harness exhaust gases just as they leave the engine. These gases drive a "turbo") which in turn drives a increased air/fuel charge into the combustion chambers. As a result, this pressurized charge of air and fuel delivers more power per piston stroke. So you get added punch



used in a variety of engines for diesel trucks, boats and aircraft. However, as we said. its application in production automobiles is a relatively

The turbocharged 3.8 litre engine is a versatile powerplant that operates solely

when you put your foot down. Of course, the turbocharger works only on demand. When additional power is not needed, the V-6 breathes like recent development. a conventional engine. A nice idea, you must

> admit. And while we're still on the subject of engines, we must tell you about a new C-4 system (Computer

Controlled Catalytic Converter) available for California equipped cars after November, 1978. It's offered on the non-turbocharged 3.8 litre V-6, when equipped with automatic transmission.

The system uses an electronically-controlled carburetor and a special 3-way catalytic converter to help control emissions. A sensor in the exhaust system analyzes the fuel mixture burn-rate. Then, based on the data provided. the carburetor is electronically adjusted as closely as possible to the theoretical ratio at which all of the fuel is burned

Sophisticated amenities.

A great part of what makes a Buick a Buick, as we've discussed, is attention to detail. The special little touches And, we think you'll agree that and elapsed travel time. the following more than proves our point.

Aside from the standard niceties, like Full-Flo ventilation. notchback seats, the rich, simulated wood-grain instrument panel applique, the integrated turn signal, hi-low beam headlamp control and such, you'll be hard pressed to exhaust our imagination in the area of available options.

Take the Delco sound systems. You can get an AM radio. An AM-FM. An AM-FM stereo. An AM-FM stereo with tape. A combination AM-FM stereo and Citizens Band



Steering Wheels Standard steering wheel Available Sport steering



transceiver. A cassette/radio combination. Even a digital readout AM-FM stereo that displays frequency, time, date,

There are power assists available practically everywhere. For windows. Door locks, Antenna, Trunk lock

> your vinyl top. A variety of wheels and - m

> > How about sport mirrors? The left one is remote-controlled, and the right one manually operated or you can 4 order them both remote-controlled, if you like

release. Seats. Power steering. Power brakes. Even an automatic level control that compensates for varying passenger and cargo loads. For comfort, we offer

not only air conditioning, but automatic air conditioning. as well. There's Cruise-Master speed control. Very handy for long trips.

A fuel usage light to help you when you drive. Twospeed windshield wiper with low-speed delay feature, that can be set as low as one swipe every 15 seconds. There's the electric rear-window defoager. To help keep you cool on sunny days, we offer Soft-Ray tinted class.

And, for the sun-worshippers among you, there's the silver-tinted Astroroof or electric metal sunroof to consider. Or the Regal Hatchroof. (Head room is reduced

slightly with these options.) To dress up your Regal

outside, you might want to get one of our three vinyl top treatments. Perhaps a colorcoordinated thin body-side stripe. Bumper quards. Dooredge guards. And to keep parking ruffians at bay, there are color-keyed protective body-side moldings to match

wheel cover options are available to suit your taste and personality, too. They're shown here, along with the steering wheels offered. Shall we go on? Very well

Deluxe wheel covers - standard Chrome-plated wheels - available all models 3 Custom wire wheel covers—available all models

Designers' Sport wheels -available all models Designers' wheel covers - available all models

Wheels and Wheel Covers

Turbine wheels-available on Sport Coupe, and included with Decor Package

with 6-way power seats and makes for a variety of driving positions. (The manual passenger seat-back recliner makes your navigator comfortable, as well.)

Consider the trip odometer, too. It's great for keeping tabs on distances traveled and comes in handy for figuring gas mileage. And for keeping

track of the time, we offer two choices. An electric dial clock. And a very accurate quartz-crystal-controlled digital model

your reading a map at night there is the available dome reading light.

In addition, don't forget

our lighted visor To assist vanity mirror with high and low level lighting.

knack for taking care of details. And people.



There are front light mon-

itors to consider, too. These

operation of your headlights

and turn signals. (As long as

we've directed your attention

to headlamps, you should

know there's a "headlamps

on" indicator available, too.)

It allows you to change your

relationship to the wheel up

and down. It works really well

The tilt steer-

ing column is

handy option.

a particularly

options apprise you of the



It's like we said. We have a

the Designers' Accent paint

colors, and look very hand-

some with Regal's clean,

to peruse them.

options. They come in various

classic shape. Your dealer has

A truly convenient item is

the color charts. Do be sure

Regal Buyer's Guide.

Available Models

J47	
K47	
M47	
	K47

Regal Sport Coupe equipment includes: 3.8 litre (231 CID) 4-bbl. turbocharged V-6, automatic transmission, fast-ratio power steering. power brakes, temperature gage and vacuum boost lights, steel-belted. radial-ply P205/70R-14 tires and Rallye ride-and-handling suspension.

Dimensions mm (inches)

Wheelbase	2,745 (108.1)	
Tread, front	1,486 (58.5)	1000
Tread, rear	1,467 (57.8)	
Length	5,079 (200.0)	
Width	1,834 (72.2)	-
Height	1.356 (53.4)	

Front Interior:		
Head room	962 (37.9)	
Leg room	1,086 (42.6)	
Shoulder room	1,423 (56.0)	
Hip room	1,311 (51.6)	

Rear Interior:		
Head room	967 (38.1)	
Leg room	923 (36.3)	
Shoulder room	1,425 (56.1)	
Hip room	1,394 (54.9)	
Trunk canacity litrae (ou ft)	402 (10.2)	

Powerteams

Regal and Regal Limited	
Standard engine:	3.2 litre (196 CID) 2-bbl. V-6†
Available engines:	3.8 litre (231 CID) 2-bbl. V-6 4.9 litre (301 CID) 2-bbl. V-8† 4.9 litre (301 CID) 4-bbl. V-8† 5.0 litre (305 CID) 4-bbl. V-8
Standard transmission:	3-speed manual†
Available transmission:	4-speed manual† automatic
Regal Sport Coupe	
Standard engine:	3.8 litre (231 CID) 4-bbl. Turbo V-6
Standard transmission:	automatic

These Buick Regals are equipped with GM-built engines produced by various divisions. See your dealer for details.

†Not available in California. Standard Equipment

■ High-Energy Ignition

Delco Freedom Battery

gage (Sport Coupe)

■ Boost lights and temperature

Chassis

 Manual steering (Regal, Regal Limited)

■ Fast-ratio power steering (Sport Coupe) Manual front disc/rear drum

brakes (Regal, Regal Limited) ■ Power brakes (Sport Coupe)



Engine

☐ Heavy-duty battery ☐ Heavy-duty engine and

transmission cooling □ Engine block heater

☐ High-altitude engine package (available and recommended for high-altitude operation)

☐ California assembly line emission testing (required in California) C-4 System (Computer Con-

trolled Catalytic Converter) (available in California after November, 1978)

Chassis

□ Power steering (Regal, Regal Limited)

□ Power brakes (Regal, Regal Limited) ☐ Limited-slip differential □ Automatic level control ☐ Steel-belted, radial-ply

whitewall P195/75R-14 tires (Regal, Regal Limited) □ Steel-belted, radial-ply whitewall P205/70R-14 tires ☐ Steel-belted, radial-ply, wide-oval white billboard lettered P205/70R-14 tires ☐ Rallye ride-and-handling package (includes rear stabilizer bar and fast-ratio power steering. when power steering is ordered -

standard on Sport Coupe) ■ Compact spare tire (stowaway ☐ Firm ride-and-handling package (recommended for trailer towing-includes heavyduty suspension, springs and wheels)

■ Cloth or vinyl notchback seats (Regal, Sport Coupe)

■ Steel-belted, radial-ply

Steel-belted radial-ply

■ Full-perimeter frame

spare tire with limited-slip

outside, rearview mirrors

Lights: front ashtray.

■ Cigarette lighter

front and rear

operated dome, glove box

high/low beam control

under-dash courtesy, front-door-

■ Combination turn signal and

Appearance and Protection

■ Bumper protective strips —

■ Inside hood lock release

■ Deluxe wheel covers

Comfort and Convenience

■ Coil-spring suspension —

■ Computer-selected chassis

P205/70R-14 tires

Regal Limited)

(Sport Coupe)

front and rear

springs

differential)

holder

conditions

P195/75R-14 tires (Regal.

■ Limited cloth or vinyl 55/45 Interior □ Vinvl bucket seats (Regal.) notchback seat (Regal Limited) ■ Full-foam seat construction Sport Coupe) Inertia front seatback locks

☐ Custom cloth or vinyl 55/45 ■ Wide-view, inside, day/night notchback seats (Regal, Sport Coupe) ☐ Limited cloth or vinyl 55/45 Right- and left-hand chrome. notchback seats (Sport Coupe)

■ Bin-type glove box with coin □ 6-way power driver's seat (55/45 or bucket seats required) ■ Windshield wiper system with □ Full-length operating console ☐ Carpet savers and handi-mats single-wipe feature for misty

with carpet inserts Comfort and Convenience

□ Air conditioner □ Automatic air conditioner □ Cruise-Master speed control

□ Tilt steering column "Headlamps on" indicator □ Fuel usage light

☐ Front light monitors

□ Electric dial clock ☐ Quartz-crystal-controlled digital clock

☐ Reclining passenger seatback manual

□ Instrument gages ☐ Electric door locks

☐ Power windows ☐ Electric trunk release

☐ Soft-Ray tinted glass ☐ 2-speed windshield wiper with

low-speed delay feature ☐ Electric rear-window defogger ☐ Litter pocket

☐ Trip odometer □ Visor vanity mirrors (2)

☐ Lighted visor vanity mirror ☐ Convenience group: trunk light and sunshade map light

□ Dome reading light □ Cornering lights ☐ Remote-control, outside. rearview chrome mirror

□ Outside, rearview sport mirrors ☐ AM or AM-FM radio

☐ AM-FM stereo radio ☐ AM-FM stereo radio with digital readout and clock

☐ 8-track tape player with AM □ 8-track tape player with AM-FM

stereo radio ☐ Cassette tape player with AM-FM stereo radio

☐ CB and AM-FM stereo radio with Triband power antenna ☐ Rear-seat speakers ☐ Automatic Triband antenna

☐ Automatic power antenna Appearance and Protection □ Two versions of Designers'

Accent paint treatment ☐ Decor package (Sport Coupe) ☐ Color-coordinated custom front and rear seat belts and front

shoulder belts □ Sport steering wheel □ Designers' wheel covers

☐ Custom wire wheel covers ☐ Chrome-plated road wheels (4)

☐ Designers' Sport wheels (4) ☐ Turbine wheels (4) (included in Regal Sport Coupe Decor Package and available on

Sport Coupe) □ Sunroof – electric operation* ☐ Astroroof—silver* ☐ Hatch roof

☐ Landau top ☐ Long vinvl top ☐ White, black, blue, gold or red

body-side stripes □ Door-edge guards

■ Bumper guards—front and

☐ Color-keyed protective bodyside moldings ☐ Trunk trim covering

*Head room is reduced slightly with this option.











To really get to know a car, you have to get inside of it. Touch it. Sit in it. Admire it for what it has to offer. And one of the nicest places we can think to begin is with LeSabre Limited.

With its new elegant interior, it has the type of legendary Buick comfort that borders on being sheer bliss. A lot of it has to do with its cushiony notchback seats. With full-loam construction, they positively pamper you, while giving your back and leas support.

From where you sit as a driver, it makes things like the intelligent, well-planned instrumentation, enjoyable to operate.

Of course, there's comfort and convenience in all our LeSabre and Estate Wagon models. Thick, cutpile carpeting underfoot. And overhead, a dome light for visibility when you need it. In front, comfortably

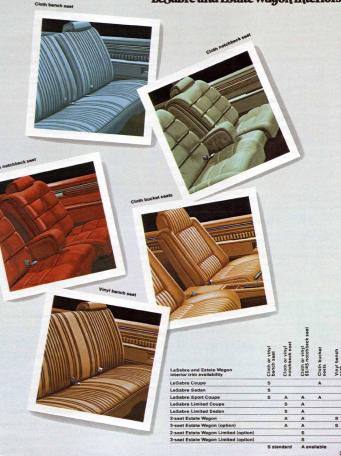
And while we're on the subject of comfort and convenience, let us point out there are some pretty special items you can add on your own, too.

Choose, for instance, from eight available Delco radio sound systems – everything from an AM unit to an ultra-sophisticated, AM-FM stereo CB system. Add available cloth bucket seats and a new, full-length operating console to your LeSabre Coupe or LeSabre Sport Coupe. Power windows. Power seats or reclining seatbacks. A rear-window defogger for those less-than-temperate days and rights.

Go ahead. Embellish it with all the features—all the amenities—you enjoy.

For a more complete list of them, just consult your Buyer's Guide on page 38. Between everything LeSabre and Estate Wagon ofter on their own – and everything you can do with them you'red jung to be delighted with what you find.

LeSabre and Estate Wagon interiors.



There are plenty of things to appreciate about LeSabre and Estate Wagon, For, as fullthey offer an incredible number of features and conveniences as standard items.

Consider, if you will, the fact that every model comes with the convenience of power steering, power front disc brakes, a Delco Freedom Battery, radial-ply tires and separate body and frame construction for a smooth,

quiet ride. The kind of ride, in fact, that lets you sit back and ponder all the other size family cars - and Buicks - great things about LeSabre and Estate Wagon.

carting groceries home, on

And, to make loading or un-

LeSabre and Estate Wagon. Features and options.

Take LeSabre's trunk space, for instance

new meaning, however. The There's over 21 cubic feet cargo area measures a of trunk room in a LeSabre. It full 88.6 cubic feet, with the comes in handy when you're rear seat folded down. So it has the kind of room you vacation, or just hauling newsneed when you intend to do papers to the local paper drive. some serious hauling. It also comes with a very handy. loading that trunk a little easier lockable storage compart-

for you, there's an electric ment that's great for storing trunk release you can order. small, valuable items out of that lets you unlock it right from your front seat.

In Estate Wagon, the issue of space takes on a whole tailgate lock with Estate ence item you're able to There are really any number of delightful things you can do to the inside of a LeSabre

sight. And, in case the tailgate is aiar, the standard indicator light will remind you. You can also order a remote-control Wagon. It's another convenioperate from inside your car.

or Estate Wagon, For example, there are a couple of

available items that help you deal with the weather when it's less than perfect. Like air conditioning. And an electric rear-window defogger. And if that's the type of

convenience and comfort that appeals to you, then some other things you might want to consider are available power windows and remote-control. outside rearview mirrors. Or, how about an electric front seatback recliner? (Not available with bench seats

on sedans or wagons.) It lets you adjust the back of the seat to the most comfortable position. And it's a good example of how you can make driving a LeSabre or Estate Wagon a real pleasure.

There are other conveniences, too. Such as available Cruise-Master speed control. And, an available tilt and telescoping steering column. A nice combination when you think about it. While you're adjusting your speed, you

can modify your relationship with the steering wheel. as well. And, enjoy the music that's coming over the Delco AM-FM stereo radio and cassette tape player. Talk about smile is exactly the type of selection. It's just one of eight different radios that are being offered this year.

As long as we've got you thinking about things like that, there's one other item we must mention. An electrically operated sunroof for your LeSabre. Even though head

Interior styling designed for efficient use of space

Inertia front seatback

room is reduced slightly, it's a terrific way to get a lot of extra sunshine, a lot of outside air, and maybe a lot more smiles And, to tell the truth, a

reaction we hope you'll have when you're finished reading this and turn to our Buyer's Guide on page 38. Because that's when you'll realize that all of these features and options we've been talking about, are just a mere fraction of what's available.

Power steering, automatic transmission and power brakes disc-front and drum-rear standard equipment. Four-wheel disc

Powerteams

LeSabre and LeSabre Limited Standard engine: 3.8 litre (231 CID) 2-bbl, V-6 4.9 litre (301 CID) 2-bbl. V-8* 5.7 litre (350 CID) 4-bbl. V-8 Available engines: Standard transmission automatic

LeSabre Sport Coupe Standard engine 3.8 litre (231 CID) 4-bbl. Turbo V-6 Standard transmission automatic Estate Wagon

Standard engine: 5.7 litre (350 CID) 4-bbl. V-8 Available engine: 6.6 litre (403 CID) 4-bbl. V-8 Standard transmission: automatic *Not available in California

These Buick LeSabres and Estate Wagons are equipped with GM-built engines produced by various divisions. See your dealer for details.

Dimensions mm (inches)

Sabre	Coupes	Sedans	
heelbase	2,943 (115.9)	2,943 (115.9)	
ead, front	1,570 (61.8)	1,570 (61.8)	
ead, rear	1,541 (60.7)	1,541 (60.7)	
ength	5,543 (218.2)	5,543 (218.2)	
ldth	1,960 (77.2)	1,960 (77.2)	
eight	1,398 (55.0)	1,415 (55.7)	

Front Interior Head room 985 (38.8) 1,002 (39.4) Leg room 1,076 (42.4) 1,076 (42.4) Shoulder room 1,544 (60.8) 1.544 (60.8) Hip room 1,398 (55.0) 1.398 (55.0)

Rear Interior:					
Head room	971	(38.2)	970	(38.2)	
.eg room	967	(38.1)	991	(39.0)	
Shoulder room	1,494	(58.8)	1,545	(60.8)	
Hip room	1,462	(57.6)	1,405	(55.3)	
frunk capacity, litres (cu. ft.)	600	(21.2)	600	(21.2)	ī
			-		

Wheelbase	2,945 (115.9)
Tread, front	1,580 (62.2)
Tread, rear	1,626 (64.0)
Length	5,504 (216.7)
Width	2,029 (79.9)
Height	1,434 (56.5)

Head room	1,007 (39.6)	
Leg room	1,076 (42.4)	Т
Shoulder room	1,544 (60.8)	
Hip room	1,398 (55.0)	

Rear Interior:			
Head room	1,000	(39.4)	
Leg room	958	(37.7)	
Shoulder room	1,546	(60.9)	
Hip room	1,398	(55.0)	
Cargo volume index litres (cu. ft.)	2,510	(88.6)	le Ni



LeSabre and Estate Wagon Buyer's Guide.

Available Models

LeSabre Coupe	N37
LeSabre Sedan	N69
LeSabre Limited Coupe	P37
LeSabre Limited Sedan	P69
LeSabre Sport Coupe	F37
Estate Wagon (2-seat)	R35
Estate Wagon (3-seat)	Option Code AQ4
Estate Wagon Limited (2-seat)	Option Code WB5
Estate Wagon Limited (3-seat)	Option Codes WB5 and AQ4

LeSabre Sport Coupe equipment includes: 3.8 litre (231 CID) 4-bbl Turbocharged V-6, vacuum boost lights. Rallye ride-and-handling. suspension, fast-ratio power steering, steel-belted, radial-ply GR70-15 tires, chrome-plated road wheels (4) and Sport steering wheel.

dome, front ashtray, glove com-

partment, instrument flood

(Estate Wagon)

beam control

compartment

(Estate Wagon)

■ Combination turn

signal and high/low

■ Power tailgate win-

dow (Estate Wagon)

■ Lockable storage

■ Estate Wagon Limited

Option includes: Unique

front-end styling, custom

55/45 notchback interior

trim, power windows, power

seat and shoulder belts, sun-

acoustic package, stand-up

hood ornament, wood-grain

panel moldings, front fender

scalp moldings, belt reveal

moldings, bumper quards,

lower molding, window frame

luggage rack and air deflector,

mirror (left side) and chrome-

Appearance and Protection

■ Deluxe wheel covers (LeSabre

■ Chrome-plated road wheels (4)

"Tailgate ajar" indicator light

■ Bumper protective strips -

plated road wheels (4)

Limited, Estate Wagon)

front and rear

(Sport Coupe)

(Estate Wagon)

(Estate Wagon)

■ Load floor carpet

remote-control, outside, rearview

opening moldings, wide rocker

door and tailgate locks, tilt

steering column, custom

shade map light, quartz-

vinyl applique, wheel

Standard Equipment

Engine

■ High-Energy Ignition Boost lights and temperature gage (Sport Coupe) ■ Delco Freedom Battery

Chassis

■ Power steering (fast-ratio on Sport Coupe) Power front disc/rear drum

brakes Fiberglass-belted, radial-ply FR78-15 tires (LeSabre LeSabre

Limited) ■ Steel-belted, radial-ply wideoval blackwall GR70-15 tires

(Sport Coupe) ■ Steel-belted, radial-ply HR78-15 crystal dial or digital clock,

tires (Estate Wagon) ■ Coil-spring suspension – front

and rear ■ Full-perimeter frame

Comfort and Convenience

Cloth or vinyl bench seats (LeSabre, Sport Coupe) Vinvl bench seats (Estate Wagon)

 Cloth or vinyl notchback seats (LeSabre Limited)

Inertia front seatback locks (Coupes)

■ Full-foam seat construction ■ Windshield wiper system with single-wipe feature for misty conditions

■ Lights: front-door-operated dome (LeSabre); front-and reardoor operated dome, front ashtray, glove compartment (LeSabre Limited, Sport Coupe); front-and rear-door operated

Available Equipment

Engine

□ 80-amp Delcotron generator

☐ Heavy-duty battery ☐ Heavy-duty engine and transmission cooling

□ Engine block heater ☐ High-altitude engine package (available and recommended for high-altitude operation]

☐ Vinvl third seat (Estate Wagon) ☐ Full-length operating console (LeSabre Coupe, Sport Coupe) ☐ 6-way power seat - driver's side ☐ California assembly line ☐ Carpet savers and handi-mats emission testing (required in California) with carpet inserts

Chassis

☐ Four-wheel disc brakes (Sport Coupe)

☐ Fiberglass-belted, radial-ply

(LeSabre, LeSabre Limited)

whitewall FR78-15. GR78-15 or

☐ Steel-belted, radial-ply, wide-

☐ Steel-belted, radial-ply, wide-

oval white lettered GR70-15 tires

☐ Steel-belted radial-ply whitewall

☐ Stowaway spare tire (LeSabre.

LeSabre Limited, Sport Coupe)

☐ Firm ride-and-handling sus-

pension (recommended for

trailer towing - includes heavy-

duty suspension, springs and

wheels) (LeSabre, LeSabre

Limited, Estate Wagon)

HR78-15 tires (Estate Wagon)

oval whitewall GR70-15 tires

(LeSabre, LeSabre Limited)

whitewall FR78-15 tires

☐ Steel-belted, radial-ply

HR78-15 tires (LeSabre.

LeSabre Limited)

(Sport Coupe)

□ Limited-slip differential ☐ Automatic level control

☐ Cruise-Master speed control □ Trailer tow flasher and harness ☐ Tilt steering column (5- or 7-wire)

☐ Tilt and telescoping steering column ☐ Electric door locks

Comfort and Convenience

☐ Automatic air conditioner

☐ Cloth or vinvl notchback seats

(Sport Coupe, Estate Wagon)

seats (LeSabre Limited, Sport

☐ Cloth front, vinyl rear seats

☐ Cloth bucket seats (LeSabre

Coupe, Estate Wagon)

Coupe, Sport Coupe)

(Estate Wagon)

☐ Air conditioner

☐ Remote-control tailgate lock (Estate Wagon) □ Power windows

☐ Soft-Ray tinted glass □ Electric trunk release (LeSabre, LeSabre Limited, Sport Coupe)

□ Reclining passenger electric (N.A. with bench sliding (N.A. on Estate Wagon)* seats on sedans or wagons)

☐ "Headlamps on" indicator ☐ Fuel usage

indicator ☐ Speed alert and trip odometer

☐ Low fuel indicator ☐ Front light monitors ☐ Door courtesy and warning

☐ Dome reading light ☐ Visor vanity mirrors (2)

☐ Lighted visor vanity mirror ☐ Cornering lights ☐ Rear compartment courtesy

light (Estate Wagon) ☐ Convenience group: sunshade map light, courtesy light, trunk light, quartz-crystal-controlled

dial clock, also rear door light switch (LeSabre LeSabre Limited. Sport Coupe): sunshade map light, quartz-crystal-controlled dial clock (Estate Wagon). Sunshade map light deleted when dome reading lamp is ordered. Quartz-crystal-controlled digital clock may be ordered in place of dial clock ☐ 3-speed windshield wiper with

low-speed delay feature

☐ Electric rear-window defogger

☐ Adjustable roof rack (Estate Wagon)

☐ Remote-control, outside, ☐ Cloth or vinyl 55/45 notchback

rearview mirrors

☐ Remote-control mirror with outside thermometer (left side)

☐ Outside, rearview sport mirrors

(left and right remote) ☐ AM radio

☐ AM-FM radio ☐ AM-FM stereo radio ☐ AM-FM stereo radio with

digital readout and clock □ 8-track tape player with

AM radio ☐ Trunk trim covering (LeSabre. ☐ 8-track tape player with AM-FM LeSabre Limited, Sport Coupe) stereo radio

☐ Cassette tape player with AM-FM stereo radio

CB and AM-FM stereo radio

with Triband power antenna ☐ Automatic power antenna ☐ Automatic Triband power antenna

Appearance and Protection

Designers' Accent paint treatment (LeSabre, LeSabre Limited. Estate Wagon) ☐ Color-coordinated custom

front and rear seat belts □ Sunroof-electric operation (N.A. on Estate Wagon)*

☐ Astroroof—silver, gold. and/or driver seatback - shadow-light, green or rose

□ Door-edge quards ☐ Protective body-side moldings

☐ Front and rear bumper quards ☐ Chrome-plated road wheels (4) (standard Sport Coupe) ☐ Custom wire wheel covers

☐ Deluxe wheel covers (standard LeSabre Limited, Estate Wagon)

☐ Custom wheel covers (N.A. Sport Coupe) ☐ Landau top (Coupes only)

□ Simulated wood-grain vinvl applique (Estate Wagon)

☐ Theft-deterrent system (N.A. Estate Wagon)

☐ Electric fuel cap lock (N.A. Estate Wagon)

Function in an excitingly different form.

(entury.



Does function have to be ordinary? Does practical have to mean plain? Well, not if we at Buick have anything to say about it. Take, if you will, the Buick Century. Lean. Yet roomy. It offers a striking appearance in motion, and at rest. Yet Century's exciting form is actually a reflection of the tremendous utility in this mid-size car. As you're about to discover for yourself.

*Head room is reduced slightly with this option. N.A. - Not Available



(entury Turbo (oupe and (entury Sport Coupe.

- 1 Century Sport Coupe. 2 Available bucket seat trim.
- 3 Available Turbocharged 3.8 litre V-6.

4 Available Century Turbo Coupe. Optional tire supplied by various manufacturers.

This year, Buick proudly intro-moldings and a hawk decal. duces still another new aspect to Century Sport Coupes' form and function, with a new Turbo Coupe Package.

This unique new offering begins with the new Century Sport Coupe and its own attractive list of features. Flat black trim in the grille, around the headlamps and

Designers' Sport wheels, wide, steel-belted, radial-ply tires, a Rallye ride-and-handling suspension with fast-ratio power steering when power steering is ordered, sport mirrors and a rear spoiler complete the list. Also standard on the Century Sport Coupe is our Century

Special interior (page 45), with full-foam construction bench seat trim. Or, if you prefer a somewhat more uptown version, order the available elegant Century Custom interior featuring comfortable notchback seating, or available 55/45 notchback arrangement (page 46).

Standard Sport Coupe

available

power is provided by the even- as a distinctive look to their firing 3.2 litre (196 CID) V-6, which is standard on Century Coupes and Sedans. Not available in California, where a 3.8 litre (231 CID) V-6 with automatic transmission is

For those who appreciate a certain liveliness, as well

automobile, the Century Turbo Coupe option package features a turbocharged 3.8 litre (231 CID) V-6. It also combines the convenience of things like automatic transavailable. V-8 engines are also mission and power brakes. with the spirit and fun of a Sport steering wheel and sporty dual exhaust system

Outside, however, is where the difference is really made apparent, with Turbine wheels, a bold Turbo Coupe decal prominently displayed on the trunk, and a turbo hood.

With everything we've told you about them, it may be a little hard by now to think of Century Turbo Coupe or Century Sport Coupe as

practical mid-size cars. But rest assured, both

of them are as adept at being practical, as they are at catching the eve and captivating the spirit.





Century Limited Sedan.

If our Century Turbo Coupe on the preceding pages caught your attention with its sporty appearance, then you may be interested in learning more about still another part of Century's endearing personality: luxury.

Nowhere in the Century line will you find this trait more in evidence than in Century

Limited Sedan. It's equipped with a similar lush interior as our Regal Limited Coupe. And, with extras like its crushed velour 55/45 seats, and wide rocker panel and belt reveal moldings, and custom steering wheel, it represents top-of-theline luxury within the Century

Yet, it also demonstrates

a considerable number

of practical aptitudes, as well. Century Limited offers considerable head, leg and shoulder room. Plus over 16 cubic feet of storage space. Included are stationary rearseat windows and swing-out rear vent windows, that provide able turbocharged V-6 or ventilation for rear-seat passengers. Its standard power-

train is a 3.2 litre (196 CID) V-6. This is not available in California, where a 3.8 litre (231 CID) V-6 with automatic transmission is available.

And, if you're the sort of person who enjoys even greater power in a car, an availnaturally aspirated V-8, represent other possibilities.

All of this rests on a very trim wheelbase, that not only gives Century Limited a tight turning diameter, but also impressive maneuverability in city traffic and while parking.

It's this kind of engineering and design that makes Century Limited so beautiful to watch. And such a pleasure to drive.

⁴ Century Limited rear seat.





¹ Century Limited Sedan. 2 Crushed velour 55/45 notchback

³ Century Limited instrument panel.



Century Custom and Century Special.

Take away some of the frills of the luxurious Limited or Century Sport package and what do you have? Well, in the case of both

our Century Custom and Century Special, the answer remains the same.

No matter which model you're talking about, it's simply an exceptional car.

Exceptional in its appearance. for a down-to-business, Exceptional in its use of space. attractively-priced car. Their Exceptional in the way it meets your driving needs.

Let's begin with Century Special. These are our lowest-priced Century models (based on manufacturer's suggested retail price). And they are designed especially for the person who's looking

standard interior is a comfortable, well-padded traditional bench seat.

The Century Custom is distinguished by a slightly higher level of appointments and trim. It offers a choice of either comfortable vinyl or cloth notchback seats.

Both Century Custom and Century Special Coupes and Sedans come with the standard 3.2 litre (196 CID) V-6. Not available in California, where a 3.8 litre (231 CID) V-6 with automatic transmission is available. You can order either model with a turbocharged V-6. A larger V-8 is also available.

The plain and simple fact is, no matter how you look at it, there's a lot to appreciate about these two Centurys. The modernistic-flavor of the design for roominess. The large glass area for visibility.

And, if this is the very first time you've ever seriously considered a mid-size Buick, you'll find Century Custom

and Century Special employ separate body and frame construction. Essentially, it's the design principle used in our full-size Buicks to help trap outside road noise before it gets inside your car, and gets to you. You see, we feel that size shouldn't make a difference. A Buick is a Buick is a Buick.

- 1 Century Custom Coupe. 2 Century bench seat.
- 3 Century Special Coupe.
- 4 Century Custom Sedan.





Century Wagons.

- 1 Notchback 55/45 seat trim.
- 2 Century Wagon's 71.8 cubic feet of cargo area.
- 3 Century instrument panel.
- 4 Century Custom Wagon (foreground) and Century Special Wagon.

By now, we've told you how sporty Century can be, how luxurious, how down-to-earth. etc. But what we haven't told you yet, is how well the idea translates into wagons.

That's right. Wagons. Plural. Because there's more than one attractive Century Wagon model to choose from.

If, for example, it's a

practical mid-size car you're after, with all the traditional benefits of a wagon - there's Century Special Wagon. Its sturdy, vinyl bench seat interior is a standard feature.

A Sport Wagon option is also available to liven things up, and includes a Rallve ride-and-handling suspension

radial-ply tires, special paint treatment with black accents and sport mirrors. On the other hand, if your

tastes run toward a slightly higher level of luxury, Buick also offers Century Custom Wagon, It comes with comfortable, fully-padded notchback seats. Cloth front and vinyl rear seats are available. Custom level trims are available on the Sport Wagon option.

And now for the best part. All Century Wagons offer 71.8 cubic feet of handy cargo space with the rear seat folded down. Vent windows and stationary glass in the rear doors allow the inside of

shape, helping to preserve rear seat hip room. Storage compartments are behind the A very nice design touch wheel housing and under the load area floor. And, for added and unloading easy. security, you can order an available lock for them, too.

One other feature you'll especially like about our Century Wagons is the split

tailgate design. The top glass portion lifts up like a hatch. while the bottom folds down. we've added to make loading together with the clean, crisp

Both Century Custom and Century Special are set in is a pretty nice way for you motion by a standard 3.8 litre and your cargo to go. (231 CID) V-6. With the availability of a V-8, if you prefer.

Suffice it to say, however, that no matter how they're equipped, you're always getting a whole lot of wagon look of a Century. And that, in our humble opinion.



A chassis design, utilizing four-link rear suspe and independent front sus ion with coil springs at all four wheels, provides for a smooth, quiet ride.

Separate body and frame to Century's quiet ride. The frame helps absorb road noise and vibration. The body is isolated from the frame by thick rubber body reduced before it reaches

is liberally applied throughout, to give the kind of

Sound-deadening material Extensive anti corrosion measures designed to reduce water and dirt water to drain-away areas

Maintenance-free Delco Freedom Battery standard

Brake lining wear sensors pad produce an audible squeak when replacement

on each inboard disc brake constructed of corrosion-

pension uses computer selected springs, front stabilizer bar, and special suspension geometry, coordinated with radial-ply tires.

Available Models

Century Special Coupe	E87
Century Special Sedan	E09
Century Special Station Wagon	E35
Century Sport Coupe	G87
Century Sport Wagon	Option Code W01
Century Turbo Coupe	Option Code W13
Century Custom Coupe	H87
Century Custom Sedan	Н09
Century Custom Station Wagon	H35
Century Limited Sedan	L09

Special Models or Packages

Century Sport Coupe equipment includes: black painted grille, headlamp trim, windshield wipers, window reveal moldings, door lock pillar applique, wide rocker treatment and deck lid trim. Hawk decal, Rallve ride-and-handling suspension, fast-ratio power steering (when power steering is ordered), sport mirrors (2), rear spoiler, steel-belted. radial-ply P205/70R-14 tires and Designers' Sport wheels(4). Available in five exterior colors

Turbo Coupe Package (available on Century Sport Coupe) includes: 3.8 litre (231 CID) 4-bbl. Turbocharged V-6, power brakes, automatic transmission. Sport steering wheel, temperature and vacuum boost lights, special dual exhaust system. Turbine wheels (4) and "Turbo Coupe" identification on the deck lid. Available in five exterior colors.

Century Sport Wagon Package (available on Century Special Wagon) includes: black painted grille, headlamp trim, windshield wipers, window reveal moldings, center pillars, wide rocker treatment, wheel opening moldings, air deflector, sport mirrors, Hawk decal, Rallye ride-and-handling suspension, steel-belted, radial-ply P205/70R-14 tires and Designers' Sport wheels (4). Available in five exterior colors

Dimensions mm (inches)

ueemaze	2,140	(100.1)	2,140	(100.1)	2,140	(100.1)
ead, front	1,486	(58.5)	1,486	(58.5)	1,486	(58.5)
ead, rear	1,467	(57.8)	1,467	(57.8)	1,467	(57.8)
ngth	4,979	(196.0)	4,979	(196.0)	4,979	(196.0)
idth	1,834	(72.2)	1,834	(72.2)	1,834	(72.2)
eight	1,375	(54.1)	1,397	(55.0)	1,416	(55.7)
ont Interior:						
ead room	962	(37.9)	983	(38.7)	985	(38.8)
g room	1,086	(42.6)	1,086	(42.6)	1,086	(42.6)
noulder room	1,425	(56.1)	1,436	(56.5)	1,436	(56.5)
p room	1,311	(51.6)	1,326	(52.2)	1,326	(52.2)
ear Interior:						
ead room	971	(38.2)	957	(37.7)	985	(38.8)
g room	892	(35.1)	965	(38.0)	912	(35.9)
noulder room	1,416	(55.7)	1,450	(57.1)	1,450	(57.1)
p room	1,384	(54.5)	1,412	(55.6)	1,412	(55.6)
unk capacity, litres (cu. ft.)	456	(16.1)	456	(16.1)		
irgo capacity, litres (cu. ft.)					2,033	(71.8)

LOMCITCAIIIS				
	Coupes and Sedans:			
Standard engine:	3.2 litre (196 CID) 2-bbl. V-6†			
Available engines:	3.8 litre (231 CID) 2-bbl. V-6 3.8 litre (231 CID) 4-bbl. Turbo V-6 4.9 litre (301 CID) 2-bbl. V-8† 4.9 litre (301 CID) 4-bbl. V-8† 5.0 litre (305 CID) 4-bbl. V-8			
Standard transmission:	3-speed manual†			
Available transmissions:	4-speed manual† Automatic			
	Station Wagons:			
Standard engine:	3.8 litre (231 CID) 2-bbl. V-6			
Available engines:	4.9 litre (301 CID) 2-bbl. V-8† 4.9 litre (301 CID) 4-bbl. V-8† 5.0 litre (305 CID) 4-bbl. V-8 5.7 litre (350 CID) 4-bbl. V-8			

Standard transmission †Not available in California

These Buick Centurys are equipped with GM-built engines produced by various divisions. See your dealer for details.

Automatic

Century. Features and options.

By now, if you've been reading this section, you know that there is plenty to appreciate about each and every one of our Centurys.

The innovative design. Separate body and frame construction. Coil-spring suspension. All the kinds of things that contribute to a smooth ride

But it doesn't stop there. Because Century, being a Buick, is packed with the touches that make life a bit more enjoyable. And certainly easier.

For instance, there are conveniences like a combination turn signal and headlight dimmer. Plus windshield wipers with single-wipe mist

control. Both of which you can activate by a mere touch. And convenience items.

like the inside hood lock release. A Freedom Battery that never needs refilling. That's right. We said never

Centurys also harbor a space and weight-saving compact spare tire - just in case. And when it comes to Century Wagons, you can count among the standard features a very versatile lift-up. fold-down tailgate and a rear storage compartment. Options? Well, never let it

this area, either. For instance, there's

air conditioning that will help keep you cool, calm and

collected - even when the weather's not. When needed. there's an electric rear-window defogger. Power windows are another nice feature. As is the Cruise Master speed be said that Century is short in control - something you'll definitely want to consider. It's the kind of thing that goes very nicely with an available tilt steering column.

We haven't forgotten the music lovers out there, either. There are no less than eight go ahead, count themeight available Delco radios to can put a little extra sunchoose from. Everything, from shine into your life and your a basic AM unit to a very sophisticated, combination AM-FM stereo CB system, for all our good buddies out there. Now, how's that for selection?

And, as long as we're on the subject of goodies, we should mention a couple of other attractive possibilities that Coupe - in the form of an electrically operated Astroroof or sunroof. (Head room is reduced slightly.) They're the kind of things you add

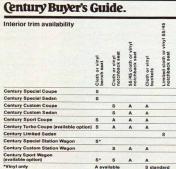
"just for fun." And really, that's reason enough.

Well, enough said. What we suggest you do at this point, however, is turn to our Buyer's Guide on page 50 That's where you're going to find a list of standard features and options. Dozens and dozens of them.

Happy reading.







Standard Equipment

Engine

- High-Energy Ignition ■ Delco Freedom Battery
- Chassis ■ Manual steering
- Manual front disc/rear drum

with Limited-slip differential)

Comfort and Convenience

(Special Coupe/Sedan, Sport

Cloth or vinvl bench seats

■ Vinyl bench seat (Special

Coupe)

Wagon)

■ Coil-spring suspension

- with swing-out rear vent windows brakes (except Wagons) (Sedans, Wagons) ■ Power brakes (Wagons)
- Wide-view inside day/night ■ Fiberglass-belted, radial-ply P185/75R-14 tires (except Sport mirror
- Windshield wiper system with Coupe and Wagons) single-wipe feature for misty Fiberglass-belted, radial-ply
- P195/75R-14 tires (Wagons) conditions ■ Steel-belted, radial-ply, wide-■ Cigarette lighter
- Combination turn signal and oval blackwall P205/70R-14 tires high/low beam control (Sport Coupe)
- Lights: front-door-operated ■ Compact spare tire (Stowaway) dome (Special, Sport Coupe): front- and rear-door-operated dome, front ashtray, under-dash courtesy, glove compartment

■ Cloth or vinyl notchback seats

(Custom Coupe/Sedan/Wagon)

■ Cloth or vinyl 55/45 notchback

■ Cloth front, vinyl rear seats

■ Load floor carnet (Custom

Stationary rear door windows

available (Custom Wagon)

seats (Limited Sedan)

Wagon)

(Custom, Limited) ■ Lift-up fold-down tailgate

(Wagons)

(Wagons) ■ Rear storage compartments

Appearance and Protection Interior

- Bumper protective strips—front
- Inside hood lock release ■ Designers' Sport wheels (4) (Sport Coupe)

Available Equipment

Engine

and rear

- ☐ Heavy-duty battery ☐ Heavy-duty engine and transmission cooling
- □ Engine block heater ☐ High-altitude engine package (available and recommended for
- high-altitude operation) ☐ California assembly line emission testing (required in California?

Power brakes (standard on

☐ Limited-slip differential with

P195/75R-14 tires (N.A. Sport

wide-oval white billboard lettered

package (includes rear stabilizer

bar, fast-ratio power steering on

Coupes and Sedans when power

□ Automatic level control

☐ Steel-belted, radial-ply

☐ Steel-belted, radial-ply

☐ Rallye ride-and-handling

P205/70R-14 tires

(5- or 7-wire)

November, 1978)

☐ Power steering

stowaway spare tire

Chassis

Wagons

Coupe)

- ☐ Fuel usage light □ C-4 system (Computer) □ Electric dial clock Controlled Catalytic Converter) □ Quartz-crystal-controlled digital (available in California on the 3.8
- clock litre non-turbocharged V-6 after ☐ Reclining passenger seatbacks

☐ Tilt steering column

with carpet inserts

☐ Air conditioner

Comfort and Convenience

☐ Automatic air conditioner

□ "Headlamps on" indicator

☐ Cruise-Master speed control

- -manual
- ☐ Front light monitors

(Sport Coupe)

seats (Custom, Sport Coupe)

(Custom, Sport Coupe)

- □ Instrument gages ☐ Electric door locks
- □ Power windows ☐ Electric trunk release ☐ Soft-Ray tinted glass
- ☐ 2-speed windshield wiper with low-speed delay feature
- ☐ Electric rear-window defogger □ Dome reading light
- ☐ Steel-belted, radial-ply whitewall ☐ Visor vanity mirrors P205/70R-14 tires (Sport Coupe) ☐ Lighted visor vanity mirror □ Convenience group: trunk light,
 - glove compartment light, ashtray light, courtesy lights, sunshade map light, rear door jamb switch on Sedans (Special Coupe/ Sedan, Sport Coupe); rear compartment light, sunshade map light, courtesy lights, glove
- steering is ordered, specific springs and shock absorbers) compartment, ashtray light, rear (standard on Sport Coupe) door jamb switch (Special ☐ Firm ride-and-handling Wagon): sunshade map light. package (recommended for trunk light (Custom Coupe/ trailer towing - includes heavy Sedan); sunshade map light, rear duty suspension, springs and compartment light (Custom shock absorbers) (N.A. Sport Wagon); sunshade map light, Coupe) trunk light (Limited Sedan) ☐ Trailer tow flasher and harness
 - ☐ Remote-control, outside, with this option. rearview mirror N.A. - Not Available

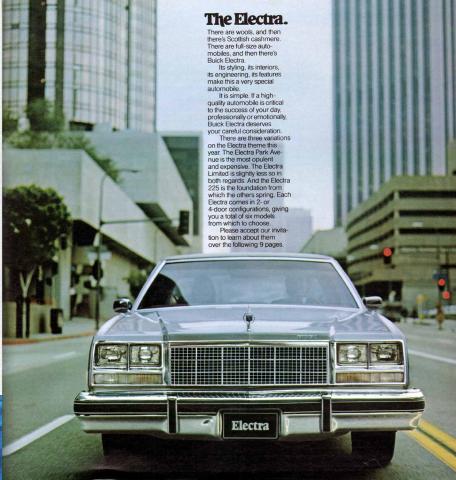
□ Outside, rearview sport mirrors (left remote, right manual) ☐ Cloth or vinvl notchback seats

- (standard on Sport Coupe) ☐ Cloth or vinyl 55/45 notchback □ Litter pocket
 - ☐ Electric tailgate lock release (Wagons)
 - ☐ Lockable storage
- ☐ Cloth or vinvl bucket seats ☐ 6-way power driver's seat compartments (Wagons)
- (bucket or 55/45 seats required) ☐ Adjustable roof rack (Wagons) ☐ Rear-window air deflector
- ☐ Full-length operating console (Wagons) (bucket seats required) ☐ Carpet savers and handi-mats ☐ AM radio
- ☐ Carpet savers and handi-mats ☐ AM-FM radio
 - ☐ AM-FM stereo radio ☐ AM-FM stereo radio with digital
 - readout and clock
 - ☐ 8-track tape player with AM
 - ☐ 8-track tape player with AM-FM stereo radio
 - ☐ Cassette tape player with AM-FM stereo radio
 - ☐ CB and AM-FM stereo radio with Triband power antenna ☐ Rear speakers
 - □ Automatic power antenna ☐ Automatic Triband power antenna

Appearance and Protection

- ☐ Designers' Accent paint treatment (N.A. Sport Coupe)
- □ Color-coordinated custom front and rear seat belts and front
- shoulder belts Custom steering wheel
- (standard on Limited) ☐ Sport steering wheel
- □ Protective body-side moldings ☐ Deluxe wheel covers (except Sport Coupe)
- Custom wire wheel covers (except Sport Coupe)
- ☐ Chrome-plated road wheels (4) ☐ Designers' Sport wheels (4)
- (standard on Sport Coupe) □ Designers' wheel covers
- (except Sport Coupe) □ Sunroof – electric operation (Coupes)*
- □ Silver Astroroof (Coupes)* ☐ Long vinyl top (except Wagons)
- ☐ Bumper quards—front and

*Head room is reduced slightly





The Electra Park Avenue.

This is the Buick where you can order nearly every convenience item imaginable, and then some. For example, you can unligok your trunk from inside your Electra with the mere push of a button. And believe it or not, you can unlock your fuel can by touching a similar button. These are available extras on Electra Park Avenue, but they hint at our philosophy in building this car. Its sole purpose is to serve you unflaggingly. Standard Electra Park

Avenue features include elegantly buttoned and tucked, velvet-upholstered seating. The front seats are our 50/50 type with an individual armrest for each section. In fact, across the front and back, there is an impressive total of seven armrests. As driver, your section of the front seat can be adjusted fore and aft electrically. Acting as in-carbriefcases, two velvet pockets are sewn into the back of the front seat. And for nighttime homework, reading lamps, similar to an airplane's. light from the ceiling. While on the outside, mounted on each side, are unique new Coach Lamps. There are no bulbs to burn out, since space age electroluminescent panels are used here.
The Electra Park Avenue.

The Electra Park Avenue. So well done you may consider it your executive suite on wheels.

The Electra 225.

The common perception is, that people buy Electra because it is an extremely well-appointed, extremely well-styled automobile. But there

Ignition System works off of a maintenance-free Delco

Electra's V-8 engine to life. The finely-tuned suspension base help in "stepping" you over road imperfections

weights of individual Electras. (An Electra with air condiand, therefore, requires different springs. A technical, but very important point.) Acoustires are steel-belted radials. ances of street noise. The transmission is automatic.

to curb in 40.6 feet. The

how impressed you are with

The Electra Limited.

Let's examine Electra Limited's serve as bookends, in exterior

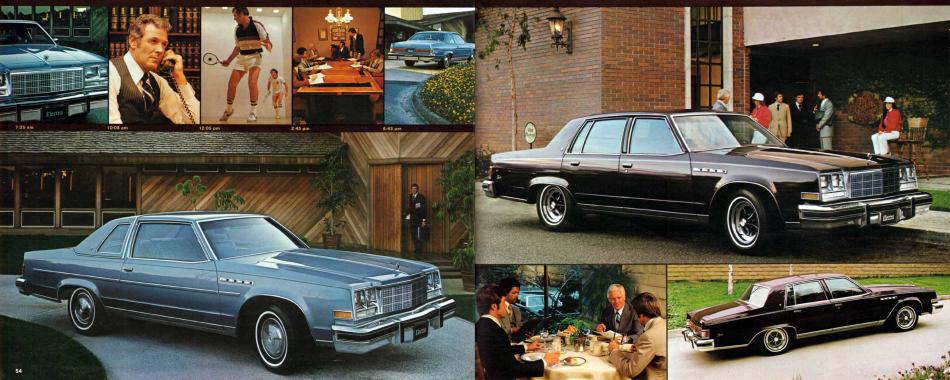
framing Electra's new headlamp and grille appearance. In the rear, the full-width, wraptured and classic have each accented by the Buick Electra been applied to this automobile's styling, and with just cause. This year, Buick has crest. And low, along the side, there's a bright molding which adds a touch of taken these pleasing attributes of the Limited and fine-tuned elegance to Electra Limited's them. Notice that the front profile. It is standard. fenders square off and visually Naturally, this finely-

ments are available, as are electric glass Astroroofs, and metal sunroofs, molding packages and five styles of wheel

tailored Buick can be further

outfitted to suit your wishes.

Three different vinyl roof treat-





As you open the driver's door to your new Electra Park. Avenue, it sweeps across a very wide 70 degree arc. allowing you to enter as one should 'Gracefully' fou settle into the helty cushions of the luxurous upholstered full-foam seal. You electrically adjust the driver's section to your liking, and pull the

of Electra Park Avenue's newly-designed safety belts. Dual inertia reels, new this year, make for their easy use. A push of a button allows you to lock all doors, as other

eye Electra's amazingly accurate, quartz-crystal-controlled timepiece, and see that this can be another leisurely return trip to the office.

The chart and the illustrates are trees as the

you to not all use, as one options quietly fill the air with stereo sound and all ulornalically bring the inside temperature to the setting you prefer.

Before you pull away you.









Electra interior trim availability lectra Limited Coupe Electra Park Avenue Coupe Sistandard

The Electra equipment and specifications.

The instrument panel of all Electras serves as your information and pleasure center. The gages, indicators. and controls are large, lighted, placed in a logical fashion. and are set in a panel that is faced with a new simulated butterfly wood-grained trim.

Windshield washer and wipers have come a long way. drying sweeps later, the wipers Available on Electra, is one that wipes as slowly as once every 15 seconds. You adjust it to the frequency you like. By pushing a button, you can spray the windshield with

cleaning solution; six quick, return automatically to the frequency for which you had previously programmed them.

The available outside Power Control rearview mirrors adjust electrically from inside the automobile.

Across the top of the dash sits a bank of lighted indicators. They tell you if your high-beams are on, and relay information about the state of your engine's temperature oil pressure, generator, seat belts, and parking brake.

There are eleven different Delco sound systems which can be placed inside your Electra, AM-FM radio lies at one end of the spectrum. At the other, is our Delco Electronically Tuned Stereo Radio/Tape player and CB. (It's a marvel and is described on the next page.)



Standard is Electra's dual-purpose turn signal lever. In addition to indicating which way you are about to turn, a slight movement of the lever will notify your fellow motorists that you are about to change lanes. And finally, as in the great cars of Europe, by lifting the lever towards you, you change your headlamps between high- and low-beam.

New Delco High-Response 6" x 9" dual-cone, oval speakers with great performance specs. The spec that will catch the eve of sound connoisseurs, is the rated frequency response. It's 55 to 18,000 Hz. That means you get clearer highs than any other Delco speaker we offer These speakers are for rear mounting and are included only with Delco ETR radios on Flectra.

Available on all Electras are a tilt steering column or a tilt and telescoping column.

Cruise-Master speed control, that little piece of wizardry that allows you to cruise without keeping your foot pressed to the accelerator. is available at extra cost on all Flectras

Available automatic air conditioning allows you to select the temperature at which you wish your car's interior to remain during operation. Basic air conditioning is also available.

A quartz-crystal, vibrating at just a shade under 2 million beats per second, activates Electra's standard timepiece. You may specify either a dial or digital facing.

Available Models

Electra 225 Coupe	V37
Electra 225 Sedan	V69
Electra Limited Coupe	X37
Electra Limited Sedan	X69
Electra Park Avenue Coupe	U37
Electra Park Avenue Sedan	U69

Powerteams

Standard engine:	5.7 litre (350 CID) 4-bbl. V-8		
Available engine:	6.6 litre (403 CID) 4-bbl. V-8		
Standard transmission:	automatic		

These Buick Electras are equipped with GM-built engines produced by various divisions. See your dealer for details

Dimensions	mm	(inches)

Electra	Coupes	Sedans	
Wheelbase	3,020 (118.9)	3,020 (118.9)	
Tread, front	1,570 (61.8)	1,570 (61.8)	
Tread, rear	1,541 (60.7)	1,541 (60.7)	
Length	5,640 (222.1)	5,640 (222.1)	
Width	1,960 (77.2)	1,960 (77.2)	
Height	1,398 (55.0)	1,421 (55.9)	

Front Interior:					
Head room	979	(38.5)	1,001	(39.4)	ī
Leg room	1,076	(42.4)	1,076	(42.4)	
Shoulder room	1,538	(60.6)	1,539	(60.6)	
Hin room	1.408	(55.4)	1 408	(55.4)	

Rear Interior:				
Head room	964	(38.0)	956	(37.6)
Leg room	996	(39.2)	1,019	(40.1)
Shoulder room	1,495	(58.9)	1,538	(60.6)
Hip room	1,464	(57.6)	1,408	(55.4)
Trunk capacity, litres (cu. ft.)	579	(20.4)	579	(20.4)

Electra features.











is found on the more

also seeks and scans

expensive tuners. This radio

seek button tunes you into the

The scanning button sends the

tuner on a trip down the dial,

stopping at each station along the way for about two

seconds, so that you can

quickly survey the offerings

automatically. Pushing the

strongest signal in the area.

The Electra Trunk is a mammoth 20.4 cubic feet. You can order wall-to-wall carpeting, and a carpeted cover for the spare tire. The inside of every Electra trunk is bathed with light when opened.



Power windows, door locks, and multi-directional front seats are available on all Electras. The driver's side of the Limited and Park Avenue front seat can be upgraded from the standard 2-way power adjustment to the 6way power adjustment. (Also available on Electra 225.) Or. you can equip your Electra so that both sides have 6-way power. And then, as a bonus. either side of your front seat can be equipped with Buick's new power seatback recliner.



Astroroof is actually three roofs in one. One, it begins as a ceiling with a tempered glass sunlight. Two, at the

push of a button, you electrically retract the glass and the sky becomes your ceiling. Three, with the glass section closed, you draw the upholstered sunshade and a welltailored headliner slides into place. Incidentally, a slight amount of head room is sacrificed when this option is ordered, but then, the whole sky is gained when it is opened. Order one of five colors: silver, gold, green, rose, or smoked-tinting.

Light Monitors are a very practical extra. Putting fiber optics to work, from the driver's operation of your headlamps

Wheels and Wheel Covers for

shown on the left is standard

Electra are illustrated above.

The Deluxe wheel cover

on all models except Park

Avenue, where the color-

coordinated wheel cover is

standard. The others can be

ordered as listed on page 60.

from the various stations seat you are able to check the in your area. Also, the frequency num-

ber of the station you are presently listening to, and the time, are displayed through the use of Light Emitting Diodes.

There are four variations to this amazing apparatus engineered by Delco. The AM-FM stereo radio with digital readout and clock. The same radio unit with an 8track tape player added: The AM-FM stereo entertainment radio with a CB radio and Triband power antenna. And lastly, an ETR stereo entertainment radio with 8-track tape player, CB radio and Triband power antenna.

(both high- and low-beam). **Automatic Level Control**

is a real performance item. It park and taillamps, and all simply does what its name four front and rear turn implies. As you fill your Electra signals. with people and luggage, air **Delco Electronic Tuning** pressure and electronics automatically lift the body to the proper design level.

New this year, is a lighted vanity mirror which is mounted on the underside of the driver's sun visor. In years past, you've seen these mirrors only on the passenger's side. Now, both of you can make use of this handy option. is that this tuning innovation

Radio. (ETR) This is one of the most advanced automotive radios. At its heart, lies a solid state receiver actuated by an electronic tuner. Tuning is smooth, quiet and accurate, because of something audiophiles technically refer to as electronic crystal synthesis. know more, we suggest a All you really need to know.

On the following page is the Electra Buyer's Guide. It lists most of the standard and available features on all six Electra models. We hope that what you've read and seen over the previous nine pages has given you a quick education of the exciting, new 1979 Electras. If you would like to drive, and then a conversation with your Buick dealer.

Electra Buyer's Guide.

Standard Equipment

■ Power steering

Engine

Chassis

- Catalytic converter
- panel flood ■ High-Energy Ignition ■ Delco Freedom Battery Quartz-crystal-controlled dial
- or digital clock (N.A. when elec-■ Semi-closed cooling system tronic tuning radio is ordered)
 - Dome reading light (Limited, Park Avenue) Combination turn signal and

Available Equipment

☐ Heavy-duty battery

Engine

- high/low beam control ■ Power front disc/rear drum ■ Remote-control, outside hrakee
- rearview mirror (left side) ■ Steel-belted, radial-ply GR78-15 Appearance and Protection
- Coil-spring suspension—front ■ Bumper protective stripsand rear
- front and rear ■ Computer-selected chassis ■ Deluxe wheel covers (Electra
- springs 225, Electra Limited) ■ Full-perimeter frame
- Custom color-coordinated ■ Forward-mounted steering wheel covers (Park Avenue) gear and linkage
- Corrosion protection ■ Cut-pile carpeting - front and Comfort and Convenience
- Cloth or vinyl notchback seats
- Custom steering wheel (Electra 225) ■ Wide rocker appearance ■ Cloth or vinyl 55/45 notchback moldings (Electra Limited, Park seats (Electra Limited) Avenue)
- Cloth 50/50 seats (Electra Park Avenue)
- 2-way power seat—driver's side (Electra Limited, Park Avenue)
- Custom color-coordinated seat
- and shoulder belts (with dual retractors on Park Avenue)
- Full-foam seat construction
- Inertia front seatback locks mission cooling (Coupes) ☐ Engine block heater
- Windshield wiper system with □ 80-amp Delcotron generator ☐ High-altitude engine package
- single-wipe feature for misty conditions (available and recommended for

- Door courtesy and warning lights (Park Avenue) Lights: front ashtray, courtesy. glove compartment, instrument
- California) Chassis
- ☐ Automatic level control
- ☐ Limited-slip differential ☐ Four-note horn
- ☐ Stowaway spare tire

high-altitude operation)

☐ California assembly line

emission testing (required in

- ☐ Steel-belted, radial-ply whitewall GR78-15 or HR78-15 tires ☐ Steel-belted, radial-plv, wide
- whitewall GR78-15 tires ☐ Firm ride-and-handling package (recommended for trailer rearview mirror (right side) towing-includes heavy-duty
- suspension, springs and wheels) ☐ Trailer tow flasher and harness (5- or 7-wire)
- Interior
- ☐ 6-way power seat
- ☐ Carpet savers and handi-mats ☐ Carpet savers and handi-mats
- with carpet inserts
- ☐ Trunk trim carpeting
- **Comfort and Convenience** ☐ Air conditioner
- ☐ Automatic air conditioner
- □ Cruise-Master speed control ☐ Tilt steering column
- ☐ Tilt and telescoping steering
- ☐ Automatic electric door locks
- ☐ Electric door locks ☐ Soft-Ray tinted glass
- ☐ Electric trunk release
- ☐ Reclining passenger and/or
- ☐ Heavy-duty engine and transdriver's seatback - electric □ "Headlamps on" indicator
 - ☐ Fuel usage light

 - □ Low fuel indicator ☐ Front and rear light monitors

 - ☐ Speed alert and trip odometer

- ☐ Door courtesy and warning Triband power antenna lights (Electra 225, Electra CB. 8-track tape player with ETR AM-FM stereo signal-seeking
- Limited) ☐ Litter pocket (Electra 225)
- ☐ Lighted visor vanity mirrors
- ☐ Cornering lights ☐ Dome reading light
- (Electra 225) ☐ Sunshade map light (N.A. with dome reading light, sunroof or
- Astroroof) (Electra 225) ☐ Wide rocker, front fender and ☐ Electric rear-window defooger ☐ 3-speed windshield wiper with

only), outside, rearview mirrors

☐ ETR AM-FM stereo radio with

☐ 8-track tape player with AM-FM

☐ 8-track tape player with AM

☐ 8-track tape player and ETR

AM-FM stereo signal-seeking

radio with digital readout and

seeking radio with digital clock

☐ CB, 8-track tape player and

and Triband power antenna

AM-FM stereo radio with

(left and right remote)

AM-FM stereo radio

digital readout and clock

AM-FM radio

stereo radio

clock

(left side)

- rear fender lower appearance moldings (Electra 225) low-speed delay feature ☐ Protective body-side moldings ☐ Remote-control, outside (front fender and body-side-
- available in seven colors) ☐ Remote-control, outside □ Door-edge guards rearview mirror with thermometer
- ☐ Bumper guards—front and ☐ Electrically remote-controlled, ☐ Custom wire wheel covers chrome or thermometer (left side

radio with digital clock and

☐ Automatic power antenna

☐ Automatic Triband power

Appearance and Protection

antenna (included with CB radio)

Triband power antenna

☐ Single rear speaker

- ☐ Chrome-plated road wheels (4) Custom wheel covers (N.A. on ☐ Outside, rearview sport mirrors Park Avenue)
 - ☐ Long, heavily padded vinyl top ☐ Heavily padded Landau top
 - (Coupes only) ☐ Long vinvl top (Sedans only)
 - ☐ Theft-deterrent system □ Sunroof-electric operation*
 - Silver, gold, shadow-light. green and rose Astroroofelectric slidina*
 - □ White, black or gold body-side stripes
 - ☐ Electric fuel cap lock ☐ Firemist gray, gold or saffron
- ☐ Cassette tape player and exterior paint AM-FM stereo radio ☐ CB and AM-FM stereo radio with Triband power antenna CB and FTR AM-FM signal-

*Head room is reduced slightly with this option.

N.A. - Not Available

Skyhawk.

Introduced in 1975, the Buick Skyhawk was an exciting new arrival. Five model years later, we are happy to report. it still is exciting. Because as always, Sky-

hawk and the sheer joy of the

road are still very much synon- erates, its enthusiasm still ymous. It's a car capable of rekindling the fun you probably thought had gone the way of prom nights and pep rallies.

Yet, for all the spark and spontaneity Skyhawk gen-

carries with it a timely sense of function. It's a well-designed subcompact automobile. And we hope you enjoy reading about it as much as you will owning and driving it.



The 1979 Skyhawk brims with individuality. It maintains a rakish profile. A new grille and exciting. rectangular headlamps are set into a newly designed frontend theme. There's a newlystyled hood. And side-quarterwindow louvers. Deluxe wheel covers and sport mirrors are

standard equipment. So it looks every bit like what it is-

Want to talk about the A tough, but oh so conessence of driving? The Skysiderate, 3.8 litre (231 CID) hawk suspension includes even-firing V-6 engine supplies front and rear stabilizer bars. the power. Smooth, peppy Four-wheel coil springs on a performance is standard. tight 97-inch wheelbase. So, instead of avoiding stretches

of interstate or curvy roads, you may well go looking for them.

of three transmissions: a 4speed manual is standard. A 3-speed automatic is available. As is a 5-speed manual. Fifth gear operates as an overdrive. Regardless of which transmission you select, the shift lever will be floor-mounted and encased in a full-length

Link the engine with one

This year, Buick has two special Skyhawk packages: the "Road Hawk" and the "Designers' Accent Edition."

"Road Hawk" consists of a Rallye-ride-and-handling package and blackwall BR70-13 tires (white lettered tires are available). There are also "Road Hawk" markings.

scheme, an exclusive interior trim, front air dam, deck lid spoiler and more. A mighty neat package, we think. No doubt you'll come to the same unavoidable conclusion.

For our "Designers" Accent Edition" we styled a Skyhawk in black and combined it with either a red or yellow (your choice) exterior.

rear spoiler and a sporty sounding exhaust system are some of the other items included. It's all another way to make Skyhawk that much more the eye-catcher and head-turner.

So, all that makes Skyhawk a pretty nifty car. No doubting that. Ah, but we haven't exactly banished prac-

Hence, a High-Energy with the gas, as with being Ignition System. No ignition Santa Claus with the perforpoints to replace. A Delco mance. Also, the oil pressure Freedom Battery that never needs refilling. And the lively pump, shutting off the fuel V-6 we talked about, is as consupply if, for any reason, oil pressure falls below normal cerned about being a scrooge operating limits. All stan-

And there's Skyhawk "S." It's a special Skyhawk. While not equipped with quite as switch is connected to the fuel much standard equipment as the regular model, it does retain a thoroughly Buick character with an impressive array of features. Options, of course, dard. All part of the down-tocan also be specified. earth Skyhawk.



Skyhawk's interior is just as important as the outside. After all, that's where you spend your time. And that inside has and electric clock are availbeen designed to keep you and your passengers enjoying age is at hand, the speedthe road. And the car.

The instrumentation. switches, dials, and controls are all within easy reach and glance of the driver. An easyto-read fuel gage and speedometer are set into a simulated

wood-grain instrument panel. operating console, housing A tachometer, voltmeter, fuel and temperature monitors able. And, realizing the metric ometer indicates both kilometers- and miles-per-hour.

Full-foam bucket seats are placed in 2+2 style. The fronts are high-backed for added comfort. Vinyl or sporty Hobnail velour and knit fabric are used in Skyhawk interiors. Rattan vinyl is standard in Skyhawk "S." A full-length

parking brake and shift lever. fits snugly between the front seats. Plush, cut-pile carpeting, great for passenger bare-footing, and a new padded Sport steering wheel complete the compartment. Very cushy, and why not? You're supposed to enjoy driving. The hatchback design.

and fold-down rear seat, both a standard part of every Skyhawk, are handy assets, too.

It all means easy access to a lot of cargo space. With the rear seat down, 27.8 cubic feet is available for skis, lumber. antiques, and other assorted cargo. That, ahem, is more than some full-size cars have in their trunks. Now that we've shown

you that Skyhawk is both exciting and functional, we'll show you that it still leaves plenty of room for "you" to at the options list tells you Skyhawk can be as cushy, or as sporty (or both) as you

Select popular power options. In place of the standard AM radio by Delco. choose from an array of available radio/tape player/stereo combinations. Touch the car with available decor, appearance and convenience items.

Or, pick the fixed-glass Astroroof, It's accented by a brushed-chrome band, stretching across the roof and down the pillars rearward of come through. A quick glance the door. The glass is smoked-

tinted. Helps keep out heat, but ets sunlight in. A Vista-Vent sunroof is also available. Outside air and sunshine pour in. Hey, it's great for clear days, country rides, and plain old smiling.

You know, we've got to say Skyhawk's a fun car, but we'd rather hear you say it. And lace that pleasure with some deep down practicality, and Skyhawk makes a lot of sense. If you want both, Skyhawk serves in ample



Skyhawk Buyer's Guide.

Available Models

Skyhawk 'S' Hatchback	T07
Skyhawk Hatchback	807

Road Hawk Package (available on Skyhawk) includes: Oyster White vinyl bucket seats with "hawk" accents black painted windshield wipers, window reveal moldings, grille, headlamp trim, front air dam. deck lid spoiler, bumper trim, BR70-13 blackwall tires and special handling package. Silver and gray accent paint and striping.

Dimensions mm (inches)

Wheelbase	2,466 (97.0)
Tread, front	1,389 (54.7)
Tread, rear	1,361 (53.6)
Length	4,555 (179.3)
Width	1,661 (65.4)
Height	1,275 (50.2)
Front Interior:	
Head room	958 (37.7)
Leg room	1,092 (43.0)
Shoulder room	1,295 (51.0)
Hip room	1,206 (47.5)
Rear Interior:	
Head room	897 (35.3)
Leg room	752 (29.6)
Shoulder room	1,300 (51.2)
Hip room	1,067 (42.0)
Cargo capacity, litres (cu. ft.)	787 (27.8)

Powerteams

Standard engine:	3.8 litre (231 CID) 2-bbl. V-6
Standard transmission:	4-speed manual
Available transmissions:	5-speed manual (overdrive) automatic

These Buick Skyhawks are equipped with GM-built engines produced by various divisions. See your dealer for details

Standard Equipment

- High-Energy Ignition ■ Delco Freedom Battery
- Chassis
- Manual steering
- Manual front disc/rear drum
- Bias-ply B78-13 tires
- (Skyhawk 'S')
- Steel-belted, radial-ply BR78-13 tires (Skyhawk) ■ Stowaway spare tire
- Unitized body construction ■ Coil-spring suspension front and rear
- **Comfort and Convenience**
- Vinvl bucket seats (Skyhawk 'S')
- Cloth or vinyl bucket seats (Skyhawk)
- Full-length operating console ■ Cut-oile carpeting – front
- and rear ■ Sport steering wheel
- Load floor carpeting AM radio
- Hatchback door for access
- to cargo area Lights: door-operated roof,
- under-dash courtesy, rear load ■ Remote-control, outside.
- left-hand sport mirror; manual right-hand sport mirror
- Appearance and Protection
- Bumper guards—front
- and rear Bumper protective strips ■ Deluxe wheel covers
- Body-side accent stripes (Skyhawk)
- Load floor carpeting

Available Equipment

Engine

- Engine block heater
- Heavy-duty battery ☐ High-altitude engine package.
- (available and recommended for high-altitude operation)
- ☐ California assembly line emission testing (required in California)
- Chassis
- Power steering
- Power brakes Limited-slip differential ☐ Bias-ply whitewall B78-13
- tires (Skyhawk 'S')* ☐ Steel-belted, radial-ply blackwall BR78-13 tires (Skyhawk 'S')*
- ☐ Steel-belted, radial-ply whitewall BR78-13 tires*



☐ Steel-belted, radial-ply white billboard lettered BR70-13 tires supplied by various manufacturers*

☐ Conventional spare tire

☐ Steel-belted, radial-ply blackwall

Comfort and Convenience

☐ Air conditioner

BR78-13 tires) (Skyhawk 'S')

- ☐ Tilt steering column ☐ Instrument gages, electric
- clock and tachometer Convenience group: day/night, inside, rearview mirror, engine compartment light, glove compartment light, "headlamps
- on" indicator ☐ Electric rear-window
- defoager
- ☐ Soft-Ray tinted class
- AM-FM radio ☐ AM-FM stereo radio
- ☐ 8-track tape player with AM radio
- ☐ 8-track tape player with AM-FM stereo radio
- ☐ Rear speaker

Front and rear floor mats

Appearance and Protection

- ☐ Designers' Accent paint with rear spoiler, special exhaust
- system and Deluxe wheel covers-Styled aluminum road
- wheels (4) Custom Sport wheels (4)
- Protective body-side moldings Roof crown molding
- Appearance group consisting of wheel opening moldings, and
- body-side stripes (Skyhawk 'S: standard on Skyhawk) ☐ Shadow-light fixed Astroroof
- and roof crown molding ☐ Vista-Vent sunroof - manual operation

*Tires are mounted on six-inch wide rims. Difficulty may be encountered using tire chains on rear wheels. Modifications can be made. See your Buick dealer.



Skylark. The Buick Skylark, A com-

pact, not designed for compact people. No sir. Skylark is designed to carry honest-to-goodness regulation-size adults. As well as the accompanying luggage, picnic baskets, clubs, racquets. souvenirs and so forth.

Take the Skylark Hatchback, for instance, Just fold down the back seat, and you've got more than 29 cubic feet of cargo space to plunk your belongings into. That's more room than you'll find in the trunk of some full-size cars. Kind of hard to think of a car

with that much room as a compact, isn't it? Inside, you can opt for

sporty comfortable front bucket seats. They're offered with the Skylark Sedan, Coupe, and Hatchback. With this option, you can also get a full-length console. Which, while adding to Skylarks' sporting flavor, also accommodates the shift lever of the available automatic transmission, and a handy storage bin for coins, maps,

and what-not

There's lots of room for variety in Skylark, too. If you've getting around, all Skylarks got a bit of sporting blood. you'll want to look into the Skylark Sport Package, (More course, V-8's are available. about this delightful package a few pages on.) And at the other end of the spectrum, Buick offers the budget-priced Skylark 'S' A car capable of warming the most frugal of hearts

Yet, for all that room and comfort on the inside, let us not forget that outside. Skylarks are compacts. So getting in and out of traffic is a breeze. The same goes for parking spaces.

And when it comes to are powered by a 3.8 litre (231 CID), even-firing V-6. Of The standard transmission is a manual 3-speed (not available in California), with an automatic available. Refer to engine availability insert.

The 1979 Skylark, Proof that a car doesn't have to be big to be roomy and comfortable. All it has to be is a Buick.





Skylark interiors.

Skylark features & options.

The Buick name on a Skylark carries with it certain features.

Like interior space that doesn't cramp you. Whether you specify cloth bench, or bucket seats where available, you'll enjoy the comfort and support of full-foam construction. Armrests, big enough to really rest your arms, are standard, front and rear. As is rich, thick cut-pile carpeting. If you wish, with Skylark, you can even order the door trim carpeted. And have a map pocket and reflector on the front doors.

Buick even looks after the little things. Like making sure all gages and controls are well marked, and conveniently located, to be close at hand. Gages are recessed in a flat black panel; and the speedometer is graduated in both miles and kilometersper-hour. With any Skylark, you'll appreciate Buick's attention to detail.

Do interiors like these in a compact surprise you? They shouldn't. After all, as we said. this one's a Buick.

Skylark interior trim availability	Vinyl b	Cloth o	Vinyt b	Custon
Skylark 'S'	s			
Skylark Coupe		s	A	
Skylark Sedan		s	A	
Skylark Hatchback		S	A	
Skylark Custom Coup	00			S
Skylark Custom Seda	ın			S

A available



Skylark vinyl bench interior



Skylark cloth or vinyl bench seat (2)



Skylark vinyl bucket seats (3)



Skylark custom cloth or















Instrument cluster





The Sport Package, It's available on the Skylark, and Skylark Custom Coupes and Sedans. The package includes black paint accents on the front grille, around the headlamps, windshield, backwindows, and on the sidewindow frames. Four body colors are offered; silver, dark gold, vellow, and bright red. Skylarks, equipped with this package, also receive ER78-14 steel-belted, radial-ply blackwall tires and a specific ride-and-handling suspension with fast-ratio power steering (when power steering is ordered). Black Sport mirrors are also included.

For all Skylarks there is an available Sport steering wheel. with tilt adjustment, and different wheels or wheel covers. There are also available sport mirrors and a padded landau top to help complete the sport image.

You can order added sound insulation in the ceiling, the floor, the dash board even inside and under the doors and between the dash and fenders.

To help keep your Skylark comfortable vou can order the available air conditioner. And to help entertain you there are available Delco sound systems.

Buick knows people like to have some say in how the compact they want is put together. So turn the page, and find the things you can do to personalize the Skylark of your choice.

S standard

Skylark Buyer's Guide.

Available Models

Skylark 'S' Coupe	W27
Skylark Coupe	B27
Skylark Hatchback	B17
Skylark Sedan	B69
Skylark Custom Coupe	C27
Skylark Custom Sedan	C69

Sport Package (available on Skylark and Skylark Custom Coupes and Sedans) includes: black painted window reveal moldings, grille. headlamp trim, sport mirrors (2). Rallye ride-and-handling suspension. fast-ratio power steering (when power steering is ordered), steel-belted. radial-ply blackwall tires. Available with paint codes 15, 51, 63 or 75. Black painted wide rocker treatment and black protective side moldings also available.

Dimensions mm (inches)

-	Coupes/ Hatchbacks	Sedans
Wheelbase	2,819 (111.0)	2,819 (111.0)
Tread, front	1,501 (59.1)	1,501 (59.1)
Tread, rear	1,515 (59.7)	1,515 (59.7)
Length	5,084 (200.2)	5,084 (200.2)
Width	1,847 (72.7)	1,847 (72.7)
Height	1,326 (52.2)	1,349 (53.1)

Front Interior:				
Head room	970	(38.2)	993	(39.1)
Leg room	1,059	(41.7)	1,059	(41.7)
Shoulder room	1,438	(56.6)	1,438	(56.6)
Hip room	1,354	(53.3)	1,354	(53.3)

Rear Interior:				
Head room	932	(36.7)	942	(37.1)
Leg room	846	(33.3)	894	(35.2)
Shoulder room	1,405	(55.3)	1,440	(56.7)
Hip room	1,341	(52.8)	1,361	(53.6)
Trunk capacity, litres (cu. ft.)	404	(14.3)	374	(13.2)
Hatchback Cargo capacity, litres (cu. ft.)	827	(29.2)	Y	

Powerteams

Standard engine:	3.8 litre (231 CID) 2-bbl. V-6
Available engines:	5.0 litre (305 CID) 2-bbl. V-8 [†] 5.7 litre (350 CID) 4-bbl. V-8
Standard transmission:	3-speed manual
Available transmission:	automatic

† Not available in California These Buick Skylarks are equipped with GM-built engines produced by various divisions. See your dealer for details.

Standard Equipment

Engine

- High-Energy Ignition ■ Delco Freedom Battery
- Chassis
- Manual steering ■ Manual front disc/rear drum brakes
- Wide-span, front lower control arms



- Bias-belted E78-14 tires ■ Coil-spring front suspension
- with front stabilizer bar
- Multiple-leaf spring rear suspension
- Separate front frame unit, cushion mounted to unitized body
- Stowaway spare tire (Skylark Hatchback)

Comfort and Convenience

- Vinyl bench seats (Skylark 'S') Cloth or vinvl bench seats
- (Skylark) Custom cloth or vinvl bench
- seats (Skylark Custom) ■ Carpeted door trim with map pocket and reflector (Skylark Custom)
- Rear-door or rear-quarter armrests
- Front and rear ashtrays (Skylark, Skylark Custom)
- Lights: dome (Skylark 'S'. Skylark): front-door-operated dome, rear load floor
- (Skylark Hatchback): frontdoor-operated dome, underdash courtesy, engine compartment, glove compartment. ashtray, trunk and visor mirrors (Skylark Custom)

Appearance and Protection

- Deluxe steering wheel ■ Cut-pile carpeting—front and
- Load floor carpeting (Skylark
- Hatchback) ■ Wheel opening and roof drip
- moldings (Skylark, Skylark Custom) ■ Rocker panel moldings (Skylark Custom)
- Deluxe wheel covers (Skylark Custom)

Available Equipment

Engine

- ☐ Engine block heater
- ☐ Heavy-duty radiator ☐ Heavy-duty cooling
- ☐ Heavy-duty battery ☐ High-altitude engine package (available and recommended for
- high-altitude operation) ☐ California assembly line emission testing (required in
- California)

Chassis

(5-wire)

Interior

- ☐ Power steering ☐ Power brakes
- ☐ Limited-slip differential □ Dual horns
- ☐ Bias-belted whitewall E78-14
- ☐ Steel-belted, radial-ply blackwall
- or whitewall ER78-14 tires

☐ Vinvl bucket seats (Skylark)

(bucket seats and automatic

transmission required)

☐ Full-length operating console

☐ Carpeted door trim with map

pocket and reflectors (Skylark)

☐ Carpet savers and handi-mats

- ☐ Steel-belted, radial-ply white billboard lettered FR78-14 tires ☐ Rallye ride-and-handling pack-
- ☐ Styled wheels (4) age (rear stabilizer bar and fast-
- ratio power steering, when power on Skylark Custom) steering is ordered)
- ☐ Firm ride-and-handling pack-□ Custom wire wheel covers age (recommended for trailer towing) group
- ☐ Custom door and window ☐ Trailer tow flasher and harness frame moldings

(Coupes)

- □ Wheel opening and roof drip moldings (Skylark 'S') ☐ Sport steering wheel ☐ Long vinvl top

Comfort and Convenience

- ☐ Air conditioner
- ☐ Cruise-Master speed control
- ☐ Tilt steering column
- ☐ "Headlamps on" indicator □ Electric clock
- Electric door locks Power windows
- Electric trunk release Soft-Ray tinted glass
- Swing-out, rear-guarter vent
- windows (Coupes & Hatchbacks) □ Acoustic package
- 2-speed windshield wipers with low-speed delay feature
- ☐ Rear-window defogger (blower)
- □ Accessory package (day/night) rearview mirror and cigarette lighter) (Skylark 'S')
- ☐ Convenience group: visor vanity mirror, engine compartment light, glove compartment light, ashtray light, courtesy lights, rear dooriamb switch on Sedans, trunk light, except on Hatchbacks (Skylark 'S', Skylark)
- ☐ Remote-control, outside. rearview mirror ☐ Outside, rearview sport mirrors
- (left-hand remote, right-hand manual)
- □ AM or AM-FM radio
- ☐ AM-FM stereo radio ☐ 8-track tape player with AM
- radio ☐ 8-track tape player with AM-FM
- radio
- ☐ Cassette tape player with AM-FM stereo radio
- □ Rear seat speaker

Appearance and Protection ☐ Designers' Accent paint

- treatment ☐ Sport Coupe and Sport Sedan
- Packages ☐ Front and rear bumper strips
- ☐ Bumper guards—front and
- ☐ Stowaway spare tire (standard
- on Hatchback)
- ☐ Deluxe wheel covers (standard
- ☐ Chrome-plated road wheels (4)
- ☐ Wide rocker appearance
- ☐ Protective body-side moldings ☐ Rocker panel moldings (standard on Skylark Custom)
- ☐ Heavily padded Landau top

1979 Buick model offerings.

Riviera Century Sport Coupe





Regal

Regal Limited Coupe











Century



















LeSabre

LeSabre Sedan







Electra











Estate Wagon (2- or 3-seat)





Estate Wagon







Skyhawk Hatchback Coupe















Skylark 'S' Coupe

Skyhawk





Turbocharging.

An idea whose time has come.

What is it? What does it do?

Rumors of change came out of the automotive mag-

azines in 1977. "Turbochargers ... are they on the way?" asked one. "Turbocharging is considered by many to be the real future of performance," said another. "... Turbocharger is a more efficient means of producing power in an engine by improved use of thermodynamic energies..." said a third.

What most experts didn't realize was that turbocharging would come to American passenger cars on a practical production basis so soon. And that Buick, would be the first American auto manufacturer to offer turbocharged V-6 engines in their 1978 Regal and LeSabre Sport Coupes. The practicality of turbocharged passenger cars has come about only recently, as a direct result of breakthroughs in electronic technology. It's an extremely effective means of increasing horsepower, without increasing engine displacement.

In its simplest terms. a turbocharger is a pump. Using exhaust gases as a power source, it turns a compressor that forces a pressurized fuel and air charge into the engine's combustion chambers. That develops and extracts increased horsepower from the engine. And since the turbocharger is powered by exhaust gases. it operates to recycle energy, that would otherwise be

The turbocharger works "on demand." With a turbocharged V-6, being driven under normal conditions. a normal air/fuel mixture reaches the cylinders. But with a situation requiring extra power-like passing. for example - a press on the accelerator causes the turbo to speed up, and the turbocharged 3.8 litre (231 CID) V-6 engine offered by Buick, increases its power. With a simple lift of the foot. the turbocharger slows down again.

This is how it works. The Concept:

An engine is essentially a heat machine. The efficiency of the engine determines how much of the total heat, generated by the burning process, is converted into usable power. With a conventional engine, only a limited amount of the heat energy is converted into power. Some is lost in the cooling system. while a major share goes out the tailpipe as hot exhaust.

Turbocharging works to recover some of that exhaust gas energy, to increase engine power output. The turbocharger consists of an exhaust-gas-driven turbine which is coupled to a compressor in the intake system When engine speed and load increase, the exhaust gases spin the turbine, that in turn drives the compressor and forces a denser air/fuel mixture charge into the combustion chambers. This denser charge, ignited in the conven tional manner, delivers more power per piston stroke, than

a non-turbocharged engine.

A turbocharger also includes a "Turbo Control Center," which is an electronic, Center" is the key to the turboclosed-loop, high-energy spark control system, that permits the use of today's compression ratios with unleaded fuels. It works to control spark and provide good driveability. It automatically compensates for fuel octane, atmospheric conditions, load, and other driving conditions, by continually

monitoring engine detonation and adjusting the spark.

This "Turbo Control charging system offered by Buick. Because, while turbocharging has existed for years, it wasn't until recently that electronic technology could develop a control center that would provide for an on-going combination of fuel economy and performance, necessary to make turbocharging practical for passenger cars













The Mechanics.

- 1 Under light throttle operation, air and fuel are mixed in normal manner in the carburetor, and flow into the combustion chambers.
- 2 As engine load and speed exhaust gases to bypass the are increased, the intake mixture is pressurized by the compressor, to increase or boost the amount of air/fuel mixture in the intake system.
- 3 The boosted charge provides increased cylinder pressures and a denser air/fuel charge.
- 4 The boosted charge is ignited by the spark plug. and produces more power per stroke of the piston than the same V-6, without turbocharging.

- 5 Exhaust gases flow across the turbine wheel, rotating the turbine shaft, which powers the compressor. A boostcontrol valve allows excess turbine when not needed.
- 6 The Turbo Control Center is an electronic spark control, which retards the spark advance when necessary. usually during boost conditions, thus controlling detonation with unleaded fuels and providing good driveability.

"Turbo"-Today's key word.

It's the added power available that makes turbocharging an exciting innovation for passenger car use.





1979 Buick safety features.

Occupant protection.

Seat belts with push-button buckles for all passenger positions

Two front combination seat and inertia reel shoulder belts for driver (with reminder light and buzzer) and right-hand front passenger

Energy-absorbing steering column

Passenger-guard door locks Safety door latches and stamped-steel hinges

Folding seatback latches Energy-absorbing padded instrument panel and front seatback tops (including intermediate seatback tops on three-seat station wagons)

Contoured windshield header

Thick laminate windshield Safety armrests Safety steering wheel Glove box and console door latch impact security Smooth contoured door and window regulator handles Automatic locking rear outboard seat belt retractors Pressure-lock radiator can High-strength front seat

anchorages and construction

High-strength rear seat Accident avoidance.

retention

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

Outside rearview mirror Windshield defrosters, washer. Self-adjusting brakes and dual-speed wipers Wide-view inside mirror (vinyl-edged, shatter-resistant

glass and deflecting support) Dual master cylinder brake system with warning light

Dual-action safety hood latches (front-opening hoods) Headlamp aiming access provision

Starter Safety Switch

Low-glare instrument panel top, inside windshield moldings, wiper arms and blades, and steering wheel metallic surfaces

Safety wheel rims

Uniform shift quadrant No winged wheel nuts, discs.

and caps Front disc brakes with audible wear indicators

Illumination of windshield

wiper and washer heater and defroster controls on instrument panel

Pressure-relief gas cap

Anti-theft.

Anti-theft ignition key reminder buzzer

Anti-theft steering column lock

Anti-theft key system (one key for ignition only, other key for glove compartment, doors, trunk, and tailgate) Visible vehicle identification

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.

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After all, life is to enjoy

A WORD ABOUT ASSEMBLY, COMPO-NENTS AND OPTIONAL **EQUIPMENT IN THESE** BUICK PRODUCTS:

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 different components or 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 ex-

tra-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 you verify that your car includes the optional equipment you ordered or. if there are changes. that they are acceptable to you.