

Buick. Solid feeling for '73.





Out on the ride and handling loop at the Proving Grounds, Buick people take over where our most sophisticated machinery has to leave off. Here, we judge ride and handling. Here, we look for the intangibles that make Buick's ride and feel so special among cars. The road surfaces range from smoothest asphalt to railroad crossings to worse. In the famous "G" turn, we put Buicks through handling stresses you'd probably drive a lifetime and never experience. ■ And because the coldest it's ever been in Bemidji, Minnesota, is 43° below zero, it's an ideal place to take Buick prototypes for winter testing. Testing that continues all year long at Buick engineering in our special cold room. Here we not only run new cars at temperatures down to 40° below zero, but we do it under carefully controlled laboratory conditions. The kind of testing that helps make a Buick, a Buick.



1973 Riviera.



ENGINES

Standard:

455 C.I.D. V-8.
Carburetion: 4-barrel.

Available:

Stage 1 modified 4-barrel 455 C.I.D. V-8 engine with performance ratio, positive traction axle and special ornamentation.

TRANSMISSION

Standard:

Turbo Hydra-matic 400 automatic.

FEATURES

AccuDrive, variable ratio power steering, power front disc brakes, new computer-selected chassis springs, new

radiator overflow coolant reservoirs integrated with the fan shroud, solenoid actuated throttle stop, new Exhaust Gas Recirculation (EGR) and Air Injection Reactor (AIR) emission control systems, integral voltage regulator and Delcotron and more.

INTERIORS

Standard:

Newport Knit Vinyl and Madrid-grain Vinyl 40/40 seats.

Available:

Oxen-grain Expanded Vinyl and Madrid-grain Vinyl 40/40 seats.
Oxen-grain Expanded Vinyl and

Madrid-grain Vinyl 60/40 Notchback seat.

Bravo Cloth and Madrid-grain Vinyl 60/40 Notchback seat.

For more information, see your Buick dealer.

