

# Buick Century 75

Century Regal / Century Custom / Century / Century Special

(catalytic converter equipped)



# 1975 Century Regal

From its new stand-up hood ornament to its new full-width taillamps, the 1975 Buick Century Regal is an intermediate of distinction.

The Regal Coupe's formal roof line is complemented beautifully by a rear quarter opera window, and its sleek lines are enhanced by a new vertically textured grille.

This year, the Regal performs better than ever. A combination of new carburetion and a high energy ignition system makes for quick, sure starts on cold or wet

mornings, as well as better performance overall. Steel-belted radial ply tires are standard and forward-mounted steering linkages let you take full advantage of them. Buick's AccuDrive, a system of computer selected springs and other elements matched exactly to the weight of your car helps provide exceptional roadability.

A new 231 CID 2-barrel V6 engine blends nimble performance with economy. It features an early fuel evaporation system to shorten warm-up

cycles, improve driveability and reduce exhaust emissions.

A wide variety of options let you make the 1975 Buick Century Regal even more your own. An Automatic Climate Control air conditioning system does more than cool the air. It conditions the air by helping to remove humidity, dust and pollen. Cruise Master lets you preset your driving speed and is a great advantage for highway cruising.

You can also order a controlled cycle windshield wiper system with fast,



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medium or slow positions and an additional delayed interval wipe cycle for marginal or misty driving conditions.

This year, a new fuel usage gauge is available that's a useful guide in refining your driving style towards maximum economy of operation.

Inside, the Regal offers you Buick comfort and a high level of luxury. Front seats are full-foam Notchback with a wide variety of plush coverings. The instrument panel is designed to be a complete driver's control center. Amenities

like Full-flo ventilation, courtesy, glove box and ash tray lamps, nylon-blend cut-pile carpeting, and armrests front and rear abound.

The 1975 Buick Century Regal may just be the best blend of luxury, economy and driveability you'll find in 1975.

Century Regal standard features include: a new stand-up hood ornament, full width taillamps with bright rectangular accents, distinctive grille with vertical texture Notchback front seat, deluxe wheel covers, steel-belted radial

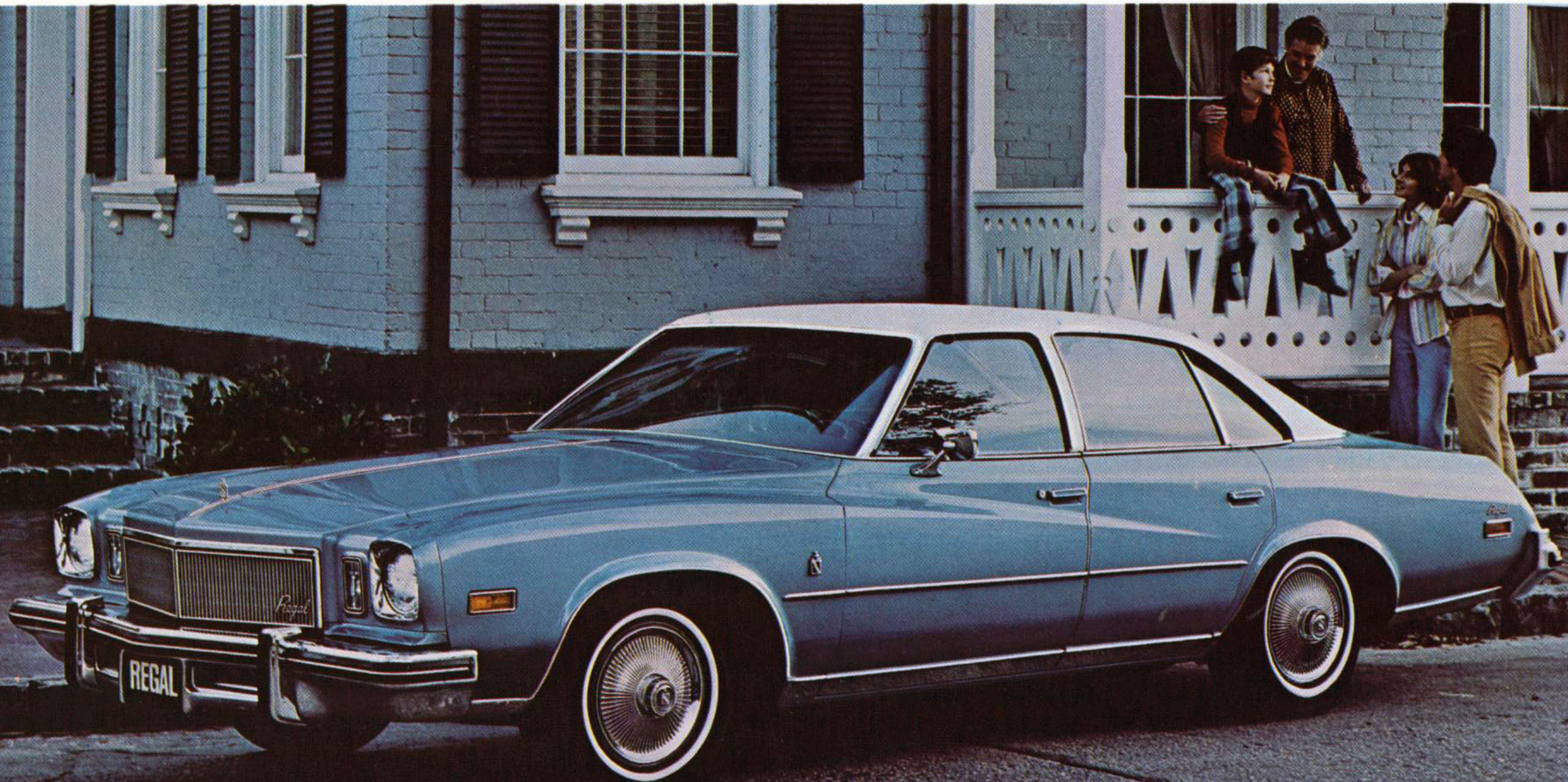
ply tires, high energy ignition, an acoustical package for extra sound proofing, and more.

*Cover Regal Colonnade Hardtop Coupe*

*Left: Century Regal with Landau roof line and opera window.*

*Below: Century Regal Colonnade four door sedan.*

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



# 1975 Century Custom

A rich-looking car, but you needn't be rich to own it.

The 1975 Buick Century Custom comes in two models; a Colonnade Hardtop Coupe with a 112" wheelbase and a larger Colonnade Hardtop Sedan with a 116" wheelbase.

The Coupe features a formal roofline with elegant opera windows. The Sedan's roofline is sleek and sportier. Both feature a standard new 231 CID 2-barrel V6 engine. It performs beautifully in all kinds of driving situations, and we think

you'll appreciate its economical aspects.

The Custom's elegant exterior is protected by an energy-absorbing bumper system, front and rear. The bumpers retract on minor impact then return to their original position.

Variable-ratio power steering is standard. The further you turn the wheel, the faster the response. Standard front disc brakes are fade and water resistant. The steel-belted radials that come with both models have a lot of directional stability that aids economical

operation, as well as driveability.

Both cars offer new features to improve engine efficiency and overall operating economy. The new High Energy Ignition system is built with solid state circuitry that replaces moving parts that could wear or break. Buick's new Quick Engine Warm-Up System helps improve fuel economy under cold engine operating conditions.

The Custom offers you an impressive list of standard features many of which you'd discover to be extra-cost options



on other intermediates. Things like nylon-blend cut-pile carpeting, Full-flo ventilation, deluxe steering wheel, 4-jet windshield washer, dual horns, foot-operated parking brake, hidden windshield wipers and much more.

The Century Customs also feature a standard energy-absorbing bumper system, front and rear. The bumpers retract upon minor impact, then restore to their original position. Another feature is the rugged full-perimeter frame with chassis springs selected by

computer to be exactly right for the weight and dimensions of the Century Custom you order.

Naturally, you can make your Century Custom even more your own with options like Four Seasons air conditioning, bucket seats, a Landau top or AM, AM/FM, AM/FM stereo radio.

Century Custom standard features include: body color insert in door handles, lower door carpeting, courtesy, glove box and ashtray lamps, a 231 CID 2-barrel V6 engine, 3-Speed Manual Trans-

mission, variable ratio power steering, front disc brakes, high energy ignition, early warm-up system, energy absorbing bumper system, and more.

*Left: Century Custom Colonnade Hardtop Coupe with opera windows.*

*Below: Century Custom Colonnade Hardtop Sedan.*

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



# 1975 Century

A lot of people who thought that a Buick would be out of reach, will be considering Buick Century for 1975. Its comfort, styling and ride mark it definitely as a Buick. But it's also a maneuverable intermediate which is more economical than ever to operate.

The Century offers a long list of standard features that add up to good value.

Both models feature a standard 231 CID 2-barrel V6 engine for economy and fine performance and features like high

energy ignition, a catalytic converter and an early evaporation system. Buick's new Quick Engine Warm-Up System helps improve fuel economy under cold engine operating conditions.

In every Century, there's AccuDrive, Buick's total roadability suspension system, Full-flo ventilation, steel-belted radial ply tires, plus double panel roof, doors, hood and decklid.

Test drive the affordable Buick Century soon.

Century standard features include:

New 231 CID 2-barrel V6 engine, steel-belted radial ply tires, high energy ignition, early fuel evaporation system, refined front end with larger grille opening, bumper protective strips, bright hubcaps, foot operated parking brake, Full-flo ventilation, and more.

*Foreground:* Century Colonnade Hardtop Coupe with fastback rear window styling.

*Background:* Century 4 door Colonnade Hardtop Sedan.



# 1975 Century Special

This year, we're introducing a new addition to the Century line-up. The 1975 Century Special. Basically, it's an economy version of the Century Hardtop Coupe. It features Buick's new 231 CID 2-barrel V6 engine with the High-Energy ignition system, and a 3-speed manual transmission. Steel-belted radials are standard for further economy of operation.

One way the Century Special has the edge on economy over many other cars is its light weight. It weighs less than the

standard Century Hardtop Coupe. And the less a car weighs, the more economical it can be.

Contributing to improve overall economy of operation are two new features for 1975. The Solid state High-Energy Ignition helps improve engine performance and eliminates points and condenser replacement. The new Quick Engine Warm-Up system helps improve fuel economy under cold engine standing conditions.

Century Special standard features

include: depressed park windshield wipers, set-and-close door locking system, 4-jet windshield washer, full coil suspension, dual horns, front disc brakes, 231 2-barrel V6 engine, high energy ignition, early fuel evaporation system, steel-belted radial ply tires, and more.

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

Century Special Hardtop Coupe.



# 1975 Century Station Wagons

Form and function blend beautifully in these new wagons from Buick.

Century wagons are available in four models this year. Century 2 seat and 3 seat models, and Century Custom 2 seat and 3 seat models.

The standard 350 4-barrel V8 engine is teamed with Turbo Hydra-matic transmission to give you all the power you need for carrying cargo and ease of driving as well.

With the seats folded down you have over 85 cubic feet of load space in these '75 Century Wagons. The load space is easy to get at, too. Our lift-up hatchback rear door can be operated with one hand and stays way up out of your way while loading. There's even a hidden storage compartment under the load floor.

We've made these wagons strong with full perimeter frame construction. We've made them quiet and comfortable by isolating the body from the chassis with specially designed rubber body mounts; the frame absorbs vibration and road shocks while the rigid body remains quiet. Front and rear bumper systems retract on minor impact, then return to position.

This year, Buick Century wagons offer some new features that should improve engine efficiency and overall operating economy. First, there's High Energy Ignition. Its solid state circuitry replaces moving parts that could wear or break, parts like points and condensers. High-Energy Ignition can give quicker starts with less drain on the battery. It's an electronic ignition, letting you go much longer between ignition tune-ups. Buick's new Quick Engine Warm-Up System helps improve fuel economy under cold engine operating conditions.

You may want to personalize your Century wagon by ordering from a long list of options. Air conditioning not only cools the air but helps keep it free of humidity, dust and pollen, if you order it with Automatic Climate Control, you just set the temperature once, then forget it. There's an optional automatic level control which automatically keeps your Buick wagon level under heavy loads. The Positive Traction Differential is available to help improve traction on mud, ice, snow, gravel or wet pavement.

Standard steel-belted radial tires give you a great combination of performance characteristics, like handling, ride, endurance and economy. You get the

most out of them with our forward mounted steering gear and computer selected springs...a good handling package we call Buick AccuDrive.

Further on, you can read about the many other standard and optional features that make these Buicks such a fine wagon value in 1975.

Century Station Wagon standard features include: swing-out rear side vent windows on 3 seat wagons, lift-up hatchback rear-door design, hidden storage compartment, 2 seat wagons, tailgate ajar warning indicator, 350 4-barrel V8 engine, Turbo Hydra-matic transmission, power brakes, High-Energy Ignition, steel-belted radial ply tires and more.

Buick Century station wagon with optional roof luggage carrier.



Right: Century Custom station wagon with optional rear facing third seat and rear vents.

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





# Century Interiors

1. Mohawk cloth and Madrid-grain vinyl bench seat. Standard in Century Hardtop Coupe and Sedan. Choice of three colors in Coupe and Sedan. Grandeur cloth and Madrid-grain vinyl also available as standard in Hardtop Sedan in choice of three colors.

A bench seat in Oxen and Madrid-grain expanded vinyl is standard in Century Station Wagon and available in Hardtop Coupe and Sedan in choice of three colors.

2. Gossamer cloth and Madrid-grain vinyl notchback seat. Standard on Century Custom Hardtop Coupe, Sedan and Station Wagon. Available on Century Hardtop Coupe and Sedan. Choice of five colors (one in Station Wagon). A notchback seat also available in Oxen and Madrid-grain expanded vinyl in two colors for Century and Century Custom Hardtop Coupe and Sedan and four colors for Century Custom Station Wagon. Also available on Century and Century Custom Hardtop Coupes in white with choice of five interior colors.

3. Oxen and Madrid-grain expanded vinyl 60/40 notchback seat. Available in Century and Century Custom Hardtop Coupe and Sedan and Custom Station Wagon in choice of two colors.

4. Oxen and Madrid-grain expanded vinyl bucket seats. Available in Century and Century Custom Hardtop Coupe and Sedan and Custom Station Wagon in two colors. Also available in Century and Century Custom Hardtop Coupes in white with choice of five interior colors.

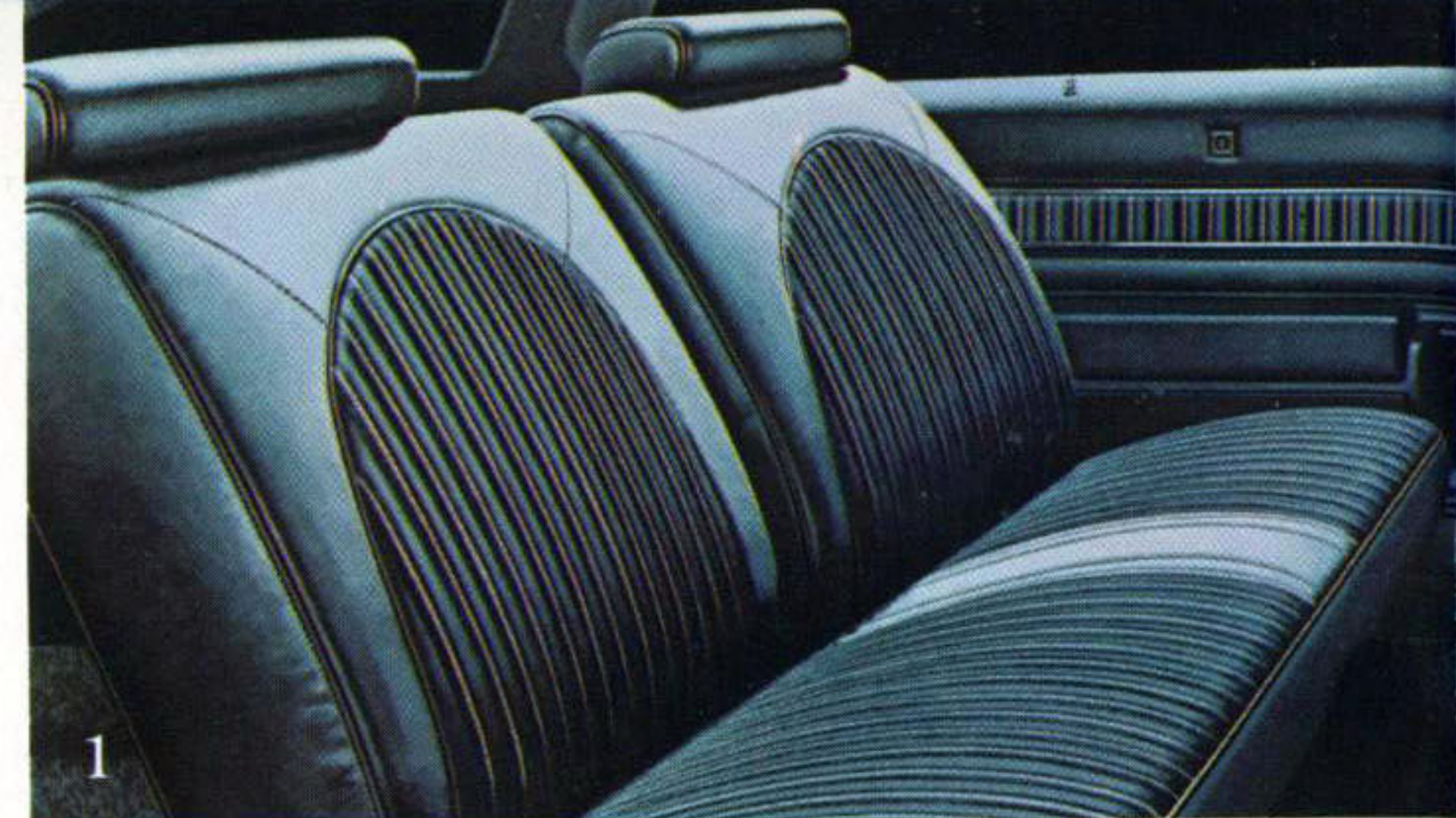
5. Brockton cloth and Madrid-grain vinyl notchback seat. Standard in Regal Hardtop Coupe and Sedan in choice of three colors.

6. Brahmin cloth and Madrid-grain vinyl 60/40 notchback seat. Available in Regal Hardtop Coupe and Sedan in choice of five colors.

7. Doeskin and Madrid-grain expanded vinyl 60/40 notchback seat. Available in Regal Hardtop Coupe and Sedan in choice of two colors and in white with choice of five interior colors.

8. Doeskin and Madrid-grain expanded vinyl notchback seat. Standard in Regal Hardtop Coupe and Sedan in choice of three colors and in white with choice of five interior colors.

9. Buick Century, Century Custom and Regal classic instrument panel and standard steering wheel.





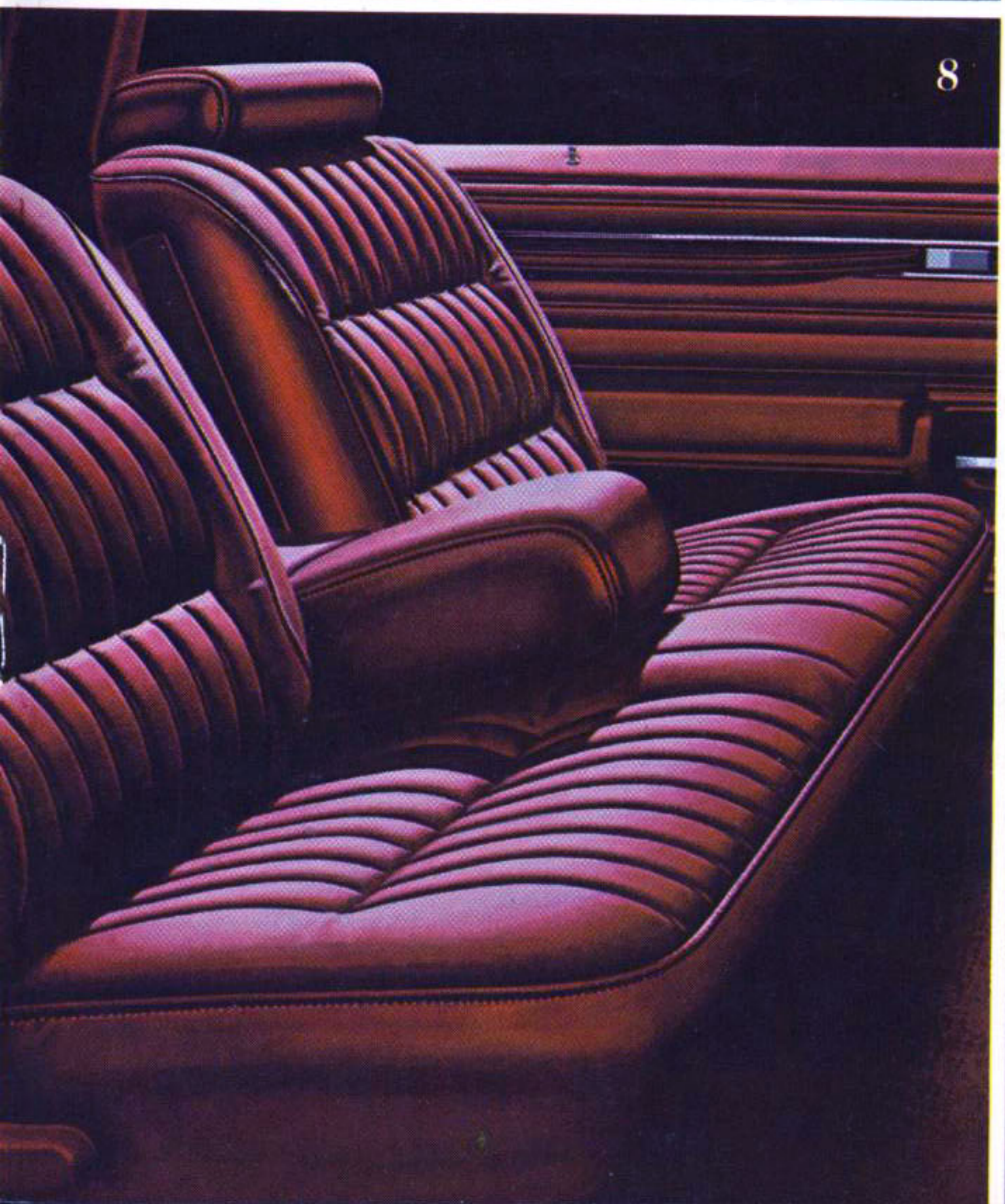
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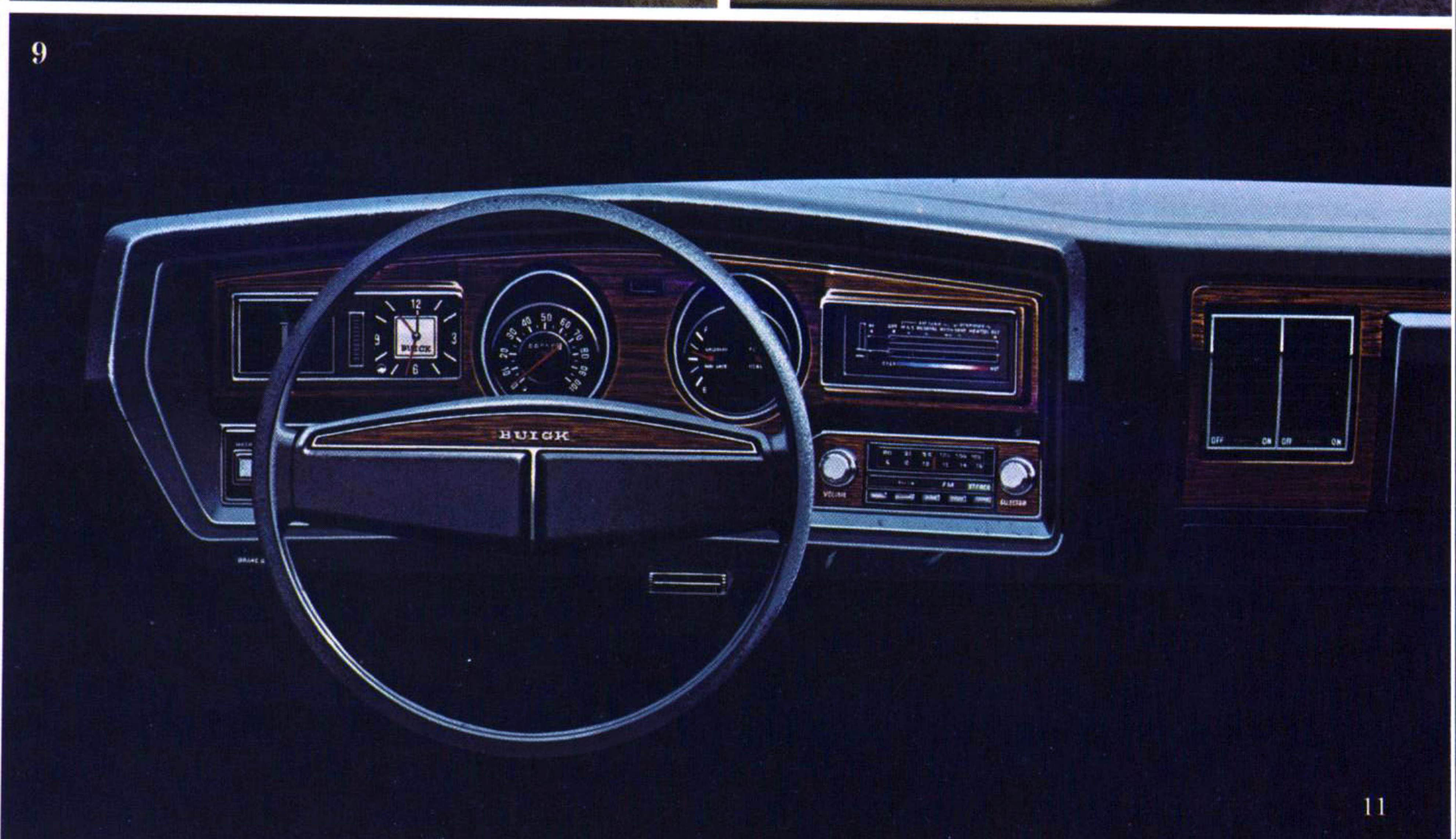
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## Reassurance Features

**Occupant Protection.** Seat belts with pushbutton buckles for all passenger positions. Two front combination seat and shoulder belts for driver and right front passenger (with reminder light and buzzer and inertia reel).

Two front seat head restraints. Energy-absorbing steering column. Passenger guard door locks. Safety door latches and hinges. Folding seat back latches. Energy-absorbing padded instrument panel and front and intermediate seat back tops. Contoured windshield header. Thick laminate windshield. Padded sun visors. Safety armrests. Safety steering wheel. Cargo-Guard (except station wagons). Side-Guard Beams. Contoured full roof inner panel.

**Accident Prevention.** Side marker lights and reflectors (front side marker lights flash with directional signal).

Parking lamps that illuminate with headlamps. Four-way hazard warning flasher. Backup lights. Lane change feature in direction signal control. Windshield defrosters, washer and dual speed wipers. Wide-view inside day/night mirror (vinyl edged, shatter resistant-glass and deflecting support). Outside rear-view mirror. Dual master-cylinder brake system with warning light. Starter Safety Switch. Dual-action safety hood latches.

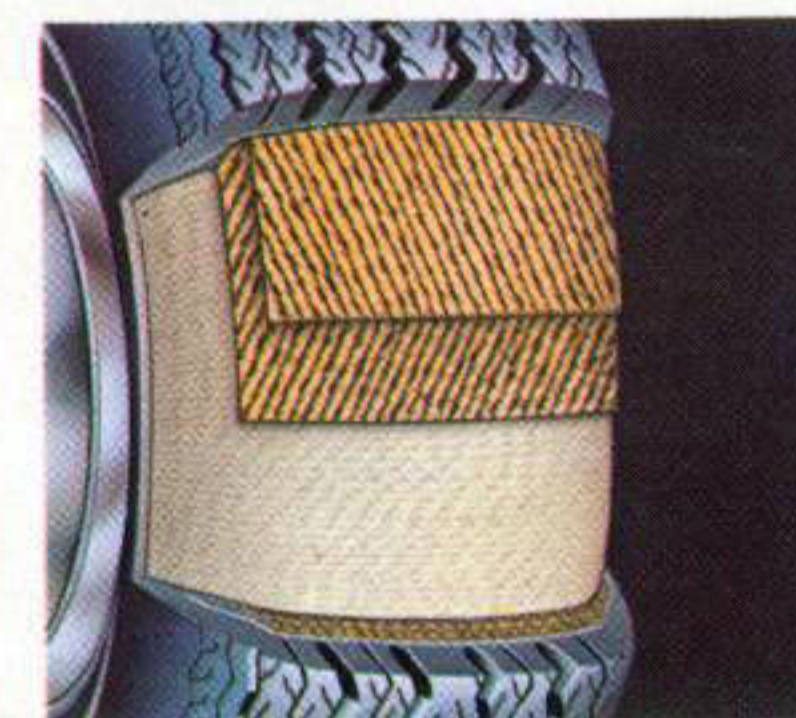
**Anti-Theft.** Anti-theft ignition key warning buzzer. Anti-theft steering column lock. Inside hood latch release.

## Your '75 Buick.

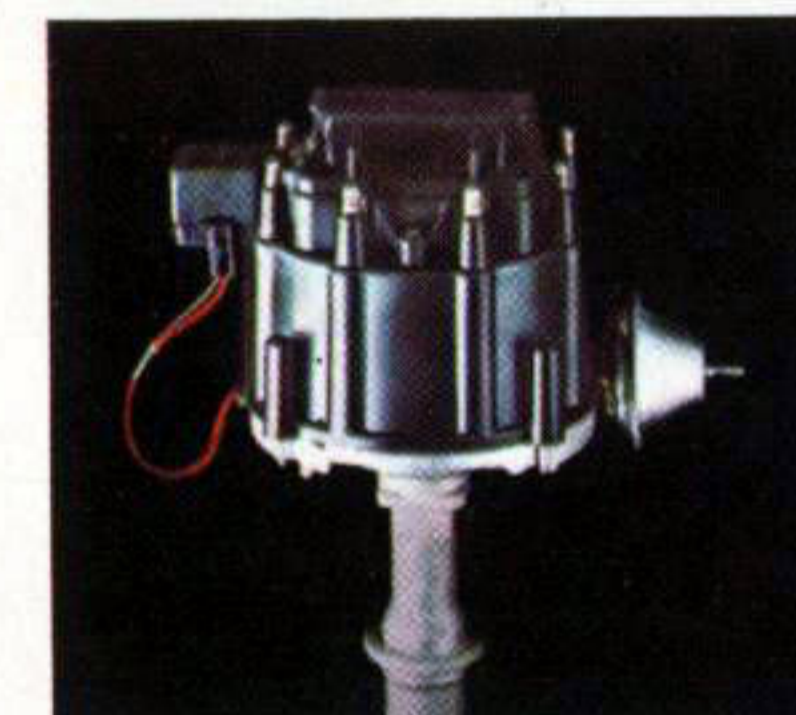
Buick for 1975 is dedicated to helping you enjoy better driveability.

**Steel-Belted Radial Tires**—offer longer tire life and better operating economy; they come with a radial tuned suspension.

**High-Energy Ignition**—helps improve engine performance and eliminates points and condenser replacement.



**Catalytic Converter**—The Converter, requiring unleaded gasoline, allows calibration of the engine for lower idling speeds, quicker warm-up and smoother overall performance.

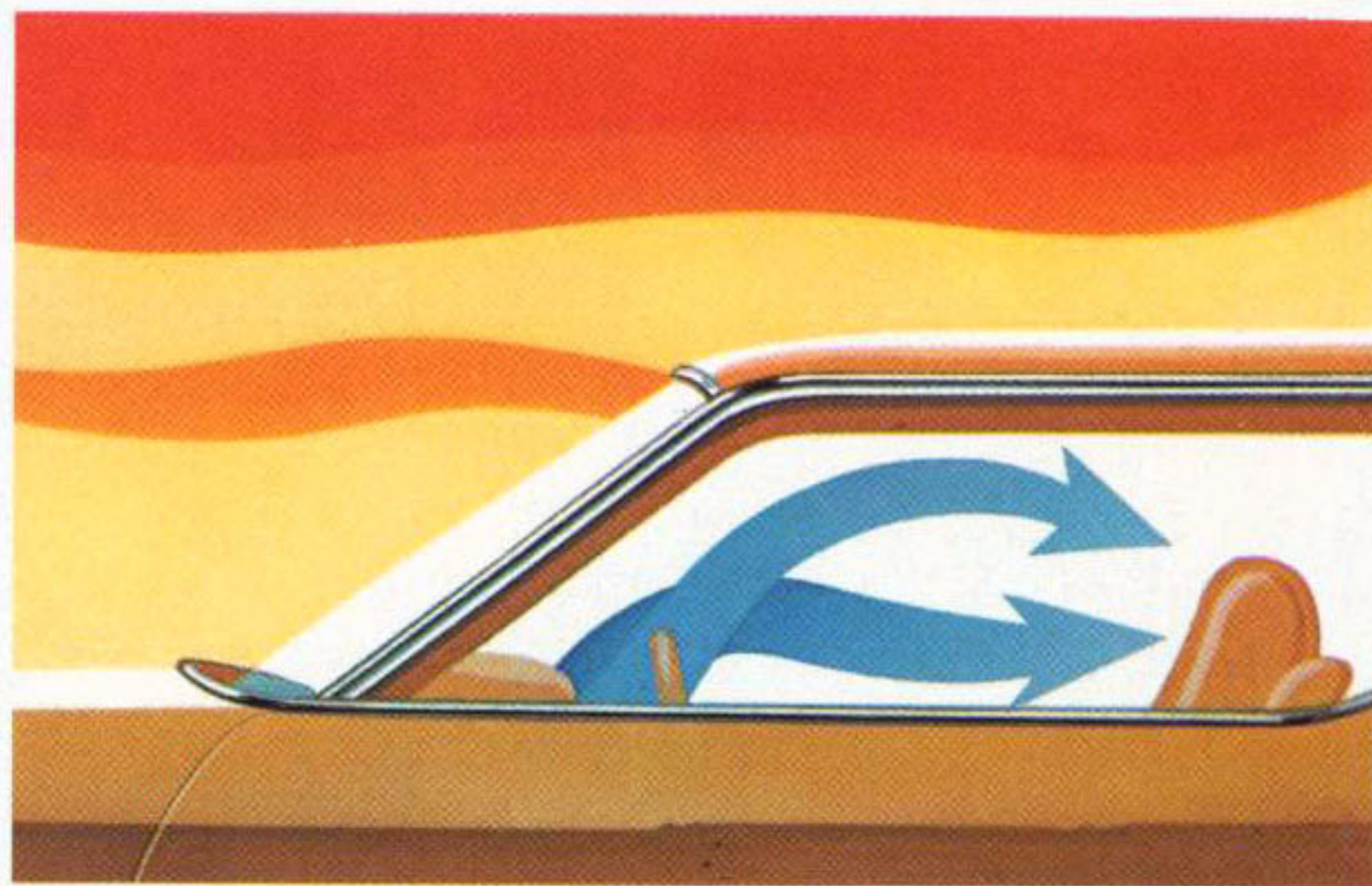


**Quick Warm-Up System**—helps improve fuel economy under cold engine starting conditions.



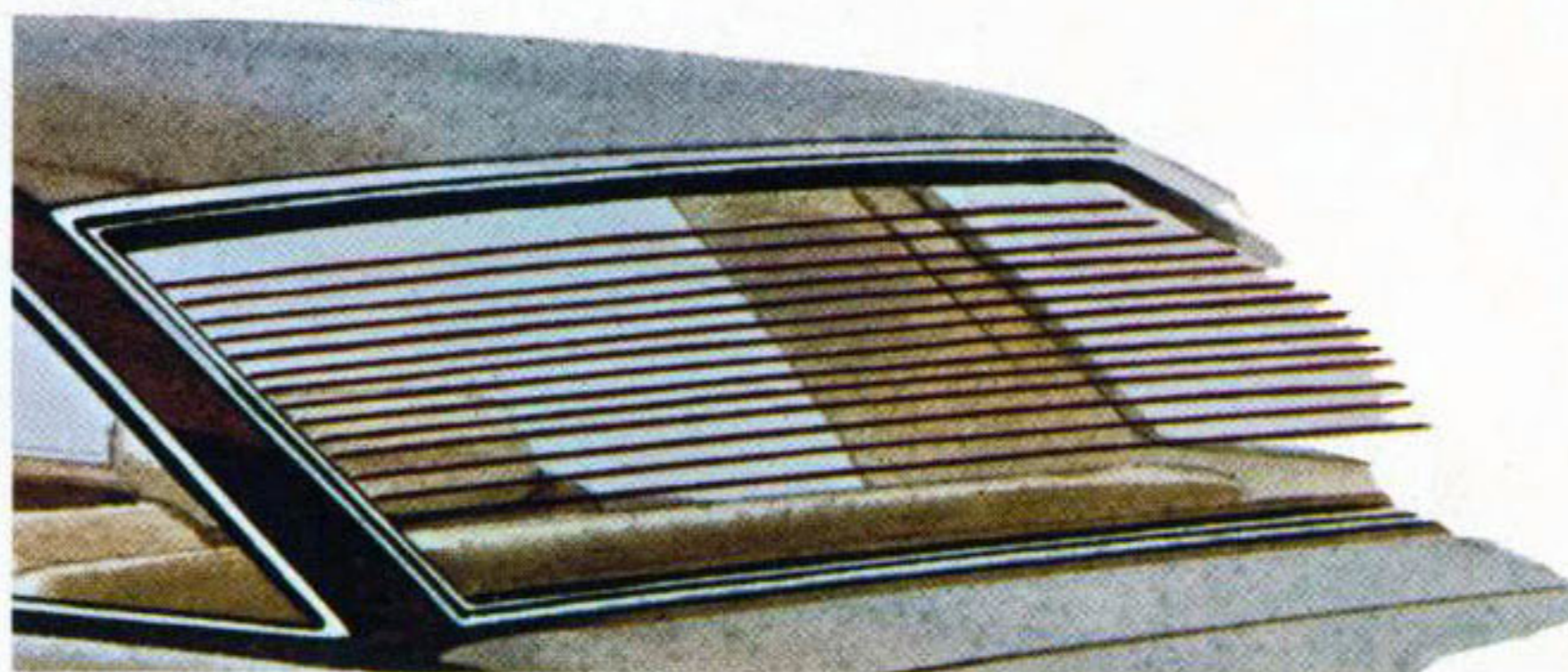
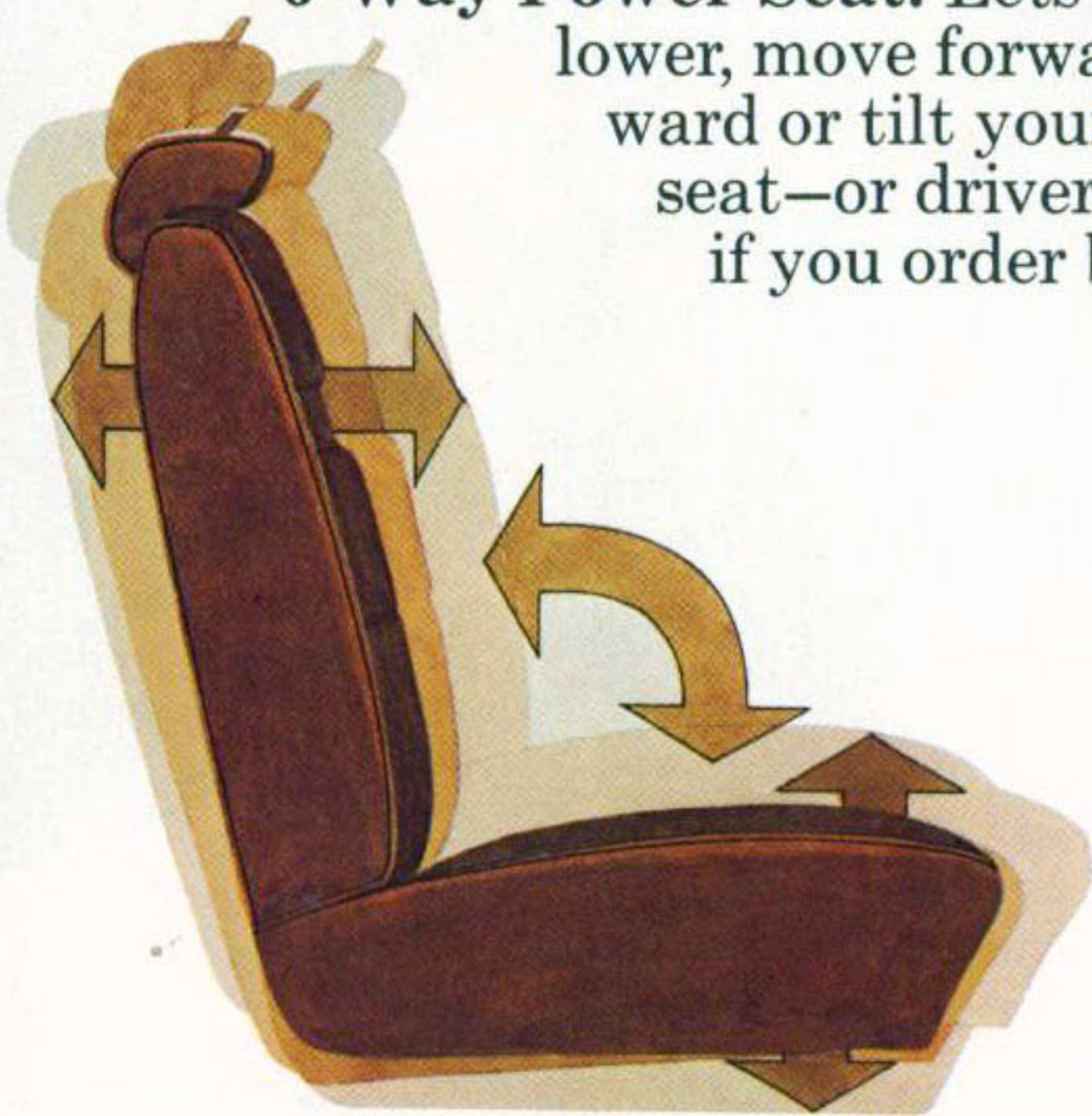
# Options—Add your own personal touch

Express your individuality while adding even more to your pleasure, comfort and convenience. Enjoy your new car *your* way. For a run-down on the many other options not mentioned here, such as for trailer towing, ask your dealer.



**Air Conditioning.** Helps keep you comfortable all year. Choose a manual or new automatic system.

**6-Way Power Seat.** Lets you raise, lower, move forward, backward or tilt your front seat—or driver's seat if you order buckets.

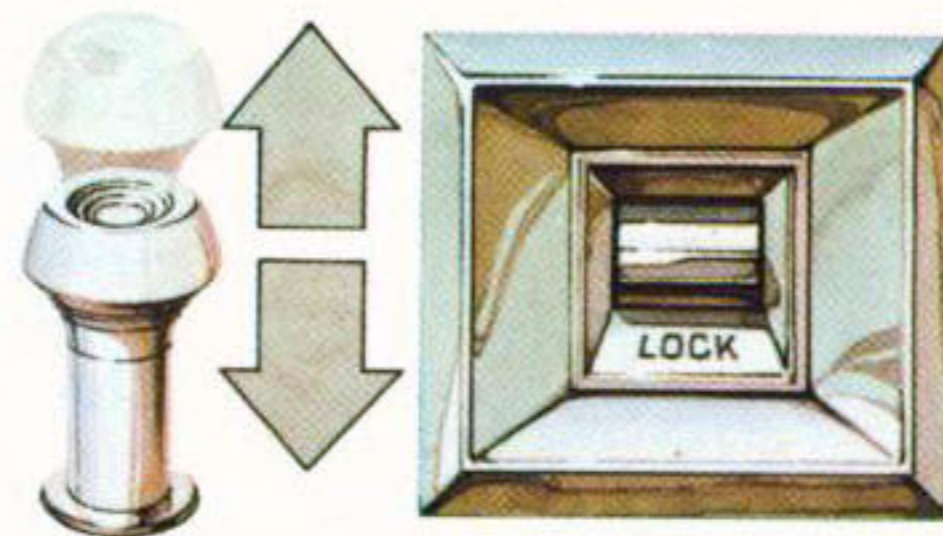


**Defroster.** Specify an electric defroster using glass-embedded wires or, except on wagons, a forced air blower defogger. For safer driving.



**Sun Roof.** A power-operated sun roof can let fresh air in to any 2-door model.

**Power Door Locks.** Electrically lock or unlock all doors at once. There are separate controls for driver and front passenger. Power door locks are a security feature helping keep children in, and unwanted passengers out.



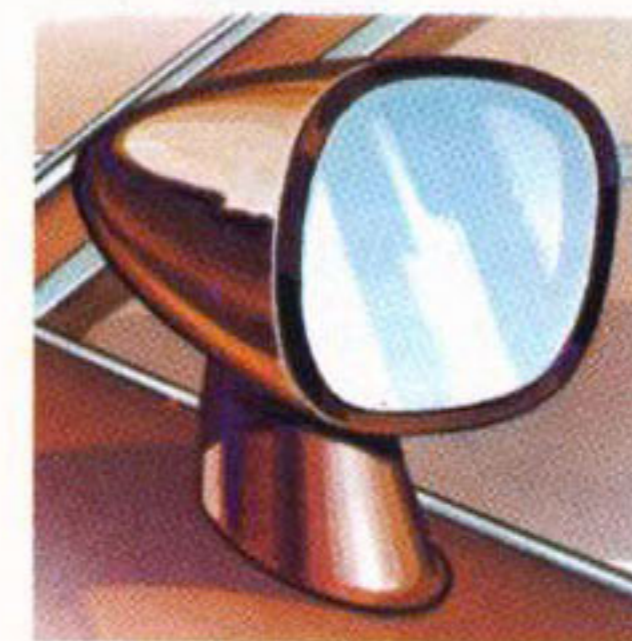
**Fuel Usage Indicator.** A gauge on your instrument panel can tell you when you're driving in the high fuel-consumption range or in the fuel economy range.

**Windshield Wiper System, 3-Speed.** Includes variable delay low speed.



**Tinted Glass.** Order it for all windows or for your windshield only.

**Sport Mirrors.** Aerodynamically-designed outside mirrors in the same color as the body of your car. Left-hand mirror can be remote-controlled.



**"Headlamp-On" Warning System.** Alerts you with a warning buzzer if you leave your lights on after switching off ignition.

**Sound Systems.** You may have AM, AM/FM, AM/FM Stereo Radio with 4 speakers, AM Radio and Stereo Tape Player with 4 speakers or AM/FM Stereo Radio with Stereo Tape Player and 4 speakers. Rear speaker available with AM and AM/FM radios.

# 1975 Buick Features

Your new Buick Century offers the equipment described on these pages.

231 CID V6 is standard on all Century 2-door and 4-door hardtops. This new compact "V" design delivers smooth, economical power in all driving situations. Advanced design features include High-Energy Ignition for improved adverse-weather starting power and reliability. Buick's new Quick Engine Warm-Up System helps improve fuel economy under cold engine operating conditions.

Front disc brakes are fade-resistant, smooth-operating and shed water rapidly. Heat is quickly dissipated for long lining life.

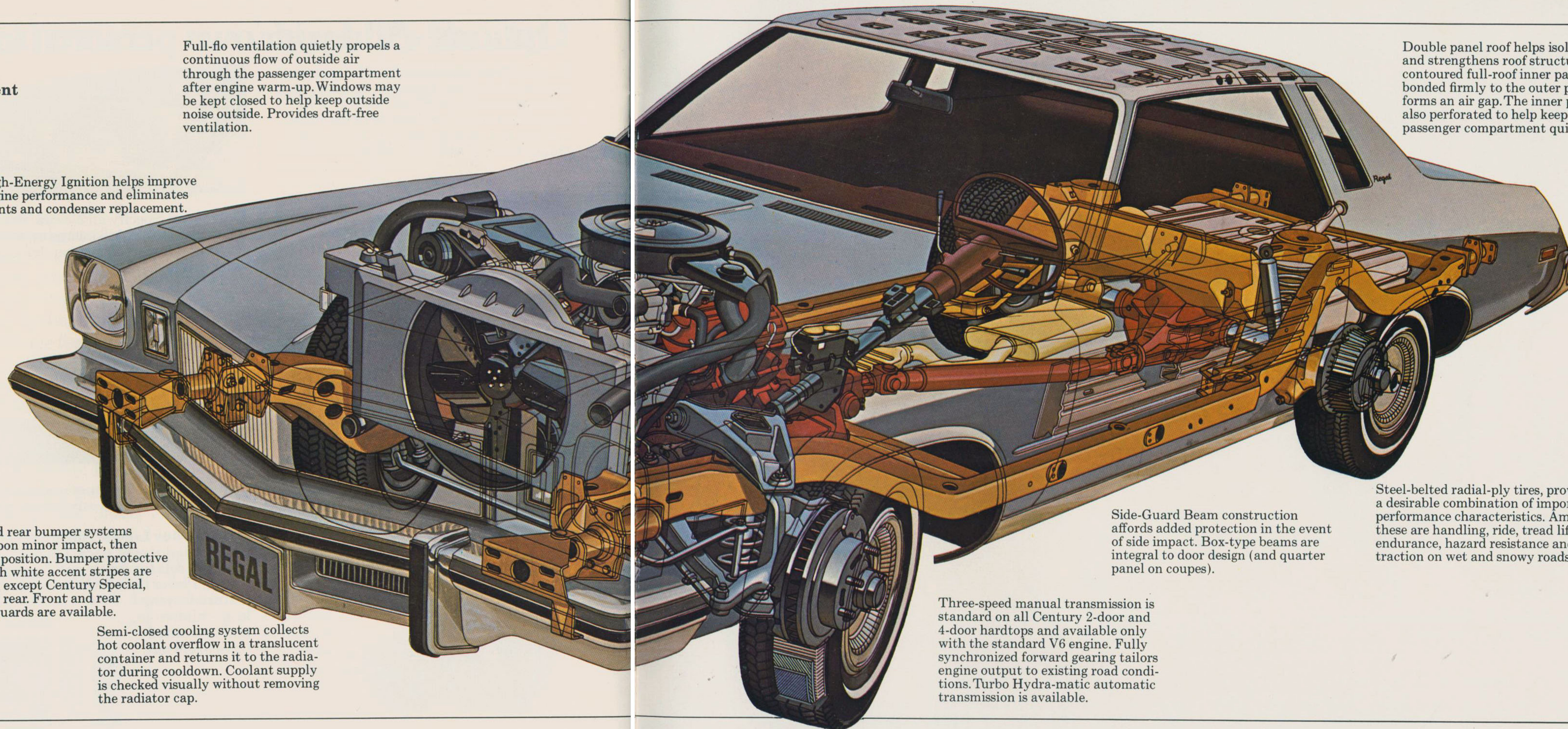
Full-perimeter frame construction forms a solid foundation for fitted and welded body components. Engine and suspension units are cushioned and mounted to the frame. By isolating the body from the chassis through rubber body mounts, the frame is allowed to twist and flex slightly to absorb vibrations and road shocks while the rigid body remains quiet.

Front and rear bumper systems retract upon minor impact, then return to position. Bumper protective strips with white accent stripes are standard, except Century Special, front and rear. Front and rear bumper guards are available.

Semi-closed cooling system collects hot coolant overflow in a translucent container and returns it to the radiator during cooldown. Coolant supply is checked visually without removing the radiator cap.

High-Energy Ignition helps improve engine performance and eliminates points and condenser replacement.

Full-flo ventilation quietly propels a continuous flow of outside air through the passenger compartment after engine warm-up. Windows may be kept closed to help keep outside noise outside. Provides draft-free ventilation.



Double panel roof helps isolate noise and strengthens roof structure. A contoured full-roof inner panel is bonded firmly to the outer panel and forms an air gap. The inner panel is also perforated to help keep the passenger compartment quiet.

Side-Guard Beam construction affords added protection in the event of side impact. Box-type beams are integral to door design (and quarter panel on coupes).

Three-speed manual transmission is standard on all Century 2-door and 4-door hardtops and available only with the standard V6 engine. Fully synchronized forward gearing tailors engine output to existing road conditions. Turbo Hydra-matic automatic transmission is available.

Steel-belted radial-ply tires, provide a desirable combination of important performance characteristics. Among these are handling, ride, tread life, endurance, hazard resistance and traction on wet and snowy roads.

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

# Specifications

		CENTURY	CENTURY SPECIAL	CENTURY CUSTOM	STATION WAGONS	REGAL
Body Styles		Colonnade Hardtop Coupe Colonnade Hardtop Sedan	Colonnade Hardtop Coupe	Colonnade Hardtop Coupe Colonnade Hardtop Sedan	2-seat 3-seat	Colonnade Hardtop Coupe Colonnade Hardtop Sedan
Engines	Standard Optional	231-2 V6 350-2 V8 350-4 V8	231-2 V6 — —	231-2 V6 350-2 V8 350-4 V8	350-4 V8 — —	231-2 V6 350-2 V8 350-4 V8
Transmissions	Standard Optional	3-speed manual Hydra-matic	3-speed manual Hydra-matic	3-speed manual Hydra-matic	Hydra-matic	3-speed manual Hydra-matic
Brakes	Front disc/rear drum Power	Standard Optional	Standard Optional	Standard Optional	Standard Standard	Standard Optional
Tires	Standard	GR78 x 15	FR78 x 15	GR78 x 15	HR78 x 15	GR78 x 15
Wheelbase	2-door 4-door	112.0 in. 116.0 in.	112.0 in. —	112.0 in. 116.0 in.	— 116.0 in.	112.0 in. 116.0 in.
Length	2-door 4-door	208.6 in. 212.6 in.	208.6 in. —	211.0 in. 212.6 in.	— 217.5 in.	211.0 in. 212.6 in.
Height	2-door	53.3 in.	53.3 in.	53.1 in.	55.3 in. (4-dr.)	53.1 in.
Width		77.9 in.	77.9 in.	77.9 in.	77.9 in.	77.9 in.
Fuel Tank Capacity (app.)		18.3 Imp. Gal.	18.3 Imp. Gal.	18.3 Imp. Gal.	18.3 Imp. Gal.	18.3 Imp. Gal.
Headroom	Front 4-door Rear 4-door	38.6 in. 37.2 in.	37.9 in. (2-dr.) 36.8 in. (2-dr.)	38.6 in. 37.2 in.	38.9 in. 39.4 in.	38.6 in. 37.2 in.
Legroom	Front 4-door Rear 4-door	42.4 in. 37.0 in.	42.4 in. (2-dr.) 32.9 in. (2-dr.)	42.4 in. 37.0 in.	42.4 in. 33.3 in.	42.4 in. 37.0 in.
Shoulder Room	Front 4-door Rear 4-door	59.6 in. 58.9 in.	59.6 in. (2-dr.) 57.9 in. (2-dr.)	59.6 in. 58.9 in.	59.6 in. 58.9 in.	59.6 in. 58.9 in.
Hip Room	Front 4-door Rear 4-door	54.8 in. 57.8 in.	54.8 in. (2-dr.) 52.7 in. (2-dr.)	54.8 in. 57.8 in.	56.7 in. 55.1 in.	54.8 in. 57.8 in.
Usable Luggage Space	2-door 4-door	15.1 cu. ft. 14.6 cu. ft.	15.1 cu. ft. —	15.1 cu. ft. 14.6 cu. ft.	— —	15.1 cu. ft. 14.6 cu. ft.
Cargo Volume		—	—	—	85.1 cu. ft.	—

**This literature is applicable only to 1975 General Motors vehicles equipped with a Catalytic Converter.**

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