



The classic styling of Buick's new Riviera sport coupe for 1971 is exemplified by the bold front end design which features a long, tapered hood with strong, sculptured lines and V-shaped grille. The fleet design of this personal luxury car is achieved by a sleek roofline and thin windshield pillars that slope inward at the top. A subtle accent line, distinctive to the Riviera, flows gracefully the full length of the car. Max Trac, Buick's exclusive computerized drive control system that improves directional stability on slippery roads, is offered as an option on the Riviera.

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FLINT, MICHIGAN 48550

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The dramatic aerodynamic styling of Buick's Riviera sport coupe for 1971 is illustrated in this view of its tapered rear design with its unique window treatment. The Riviera has a completely new body with larger interior dimensions and 35 per cent more trunk space. It is powered by a 455 cubic inch engine with nickel plated exhaust valves for greater durability. Max Trac, a computerized drive control system which improves directional stability on slippery roads, is introduced as an option on the Riviera.

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BUICK RIVIERA SPORT COUPE FOR 1971

The fleet, new design of Buick's Riviera sport coupe for 1971 is enhanced by the tapered rear end styling, a sculptured accent line down the side and an expansive rear window that is tailored to the roofline. The cantilever styling of the roof is achieved by the use of thin windshield pillars that slope inward at the top. Max Trac, Buick's exclusive computerized drive control system which improves directional stability on slippery roads, is offered as an option on the Riviera.

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HOLD FOR RELEASE
A. M. EDITIONS
SEPT. 22, 1970

FLINT, MICH., SEPT. 22 -- Buick Motor Division today introduced its 1971 Riviera sport coupe featuring bold, new, aerodynamic styling and offering as an option an exclusive computerized drive control device that reduces wheel spin and improves directional stability on slippery roads.

The Riviera, along with Buick's other 1971 models, will go on display in dealer showrooms October 3.

The distinctive design of the Riviera is highlighted by the tapered rear end styling with an expansive rear window that is tailored to the roofline.

"This classic, new design is a triumph of automotive styling," said Lee N. Mays, general manager of Buick and vice president of General Motors, "and will assure the Riviera of continuing its established reputation as the leader in the personal luxury car field."

The fleet, open look of the Riviera was achieved by the cantilever roof styling, the increased slant of the windshield and the unique design of the long, sloping rear window.

A distinctive accent line, a Riviera characteristic, runs the full length of the car, ending in a graceful arc up over the rear fender.

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The overall length of the Riviera has been increased about two inches which makes possible a larger body with roomier interior dimensions and 35 per cent more trunk space.

The interior has a padded instrument panel of twin cockpit design with all instruments set in an arc directly in front of the driver for improved vision and convenience. All instruments can be removed from the front for easier servicing.

With the 1971 Riviera, Buick will introduce a revolutionary electronic control device called Max Trac which reduces wheel spin during acceleration on slippery surfaces. This exclusive power control system will be offered as an option on the Riviera and later, on all regular size Buicks.

Max Trac is designed to help prevent rear wheel spin during acceleration, particularly on snow, ice or wet pavement, where the rear wheels could lose traction under power.

Sensors monitor front and rear wheel speeds, and feed the information to a miniature electronic computer under the dash. The computer compares the speeds of the front and rear wheels, and when the beginning of the rear wheel spin is detected, the computer modulates the ignition to provide controlled power to the rear wheels. By controlling the power, rear end swerve or fishtailing is minimized.

Bumpers on the Riviera are more rugged, with heavier mountings.

The Riviera is powered by Buick's 455 cubic inch V-8 engine which has been designed to operate efficiently, and with lower exhaust emissions, on low lead gasolines. If low lead gasoline is not available, any leaded regular grade gasoline with a research octane number of 91 or higher may be used.

A high performance version of this engine, which also operates on low lead gasoline, is available on the Riviera GS.

Standard equipment on the Riviera includes power steering, power brakes with front discs, and automatic transmission.

A four-speaker stereo sound system is available as an option.