

# BUICK

CENTURY, REGAL 1977





## CENTURY AND REGAL

*Let's see... Susie's nose is in place,  
Bobby's eye patch is on straight, and your Regal  
is set to take the little tykes on their yearly rounds.  
Sure, they could walk.  
But gosh, they'll get more candy if you drive them.  
And, (ahem) it gives you a chance to show off your new Buick.  
Great idea of yours, driving the kids this year.*

Buick Century is a notable exception to what the term "mid-size" car has traditionally implied. Century fuses some of the best full-size Buick features into a mid-size car with content; to provide a superb blend of comfort and manoeuvrability. It's worth noting that Century was the first mid-size North

American car to use timely V6 power. And this year, in the interest of weight-saving, our Buick V6 is pounds lighter.

With eight available models, Century is truly a car for all reasons. There's Regal, the ultimate Century, with its formal lines and rich

interior... all the way to Century Special, designed to be the least expensive Century of all. In between you'll find a range of Coupes, Sedans and Wagons that let your personality and Century's match almost perfectly.

If you're used to big cars, Century is a mid-size means of getting V6 power

and retaining family room at the same time. For people used to low-priced cars, Century is a move up. And, for still others, Century is a personal road car. So consider your needs. Then consider Century. It's definitely a car worth owning. More than that, it's a car worth showing off.

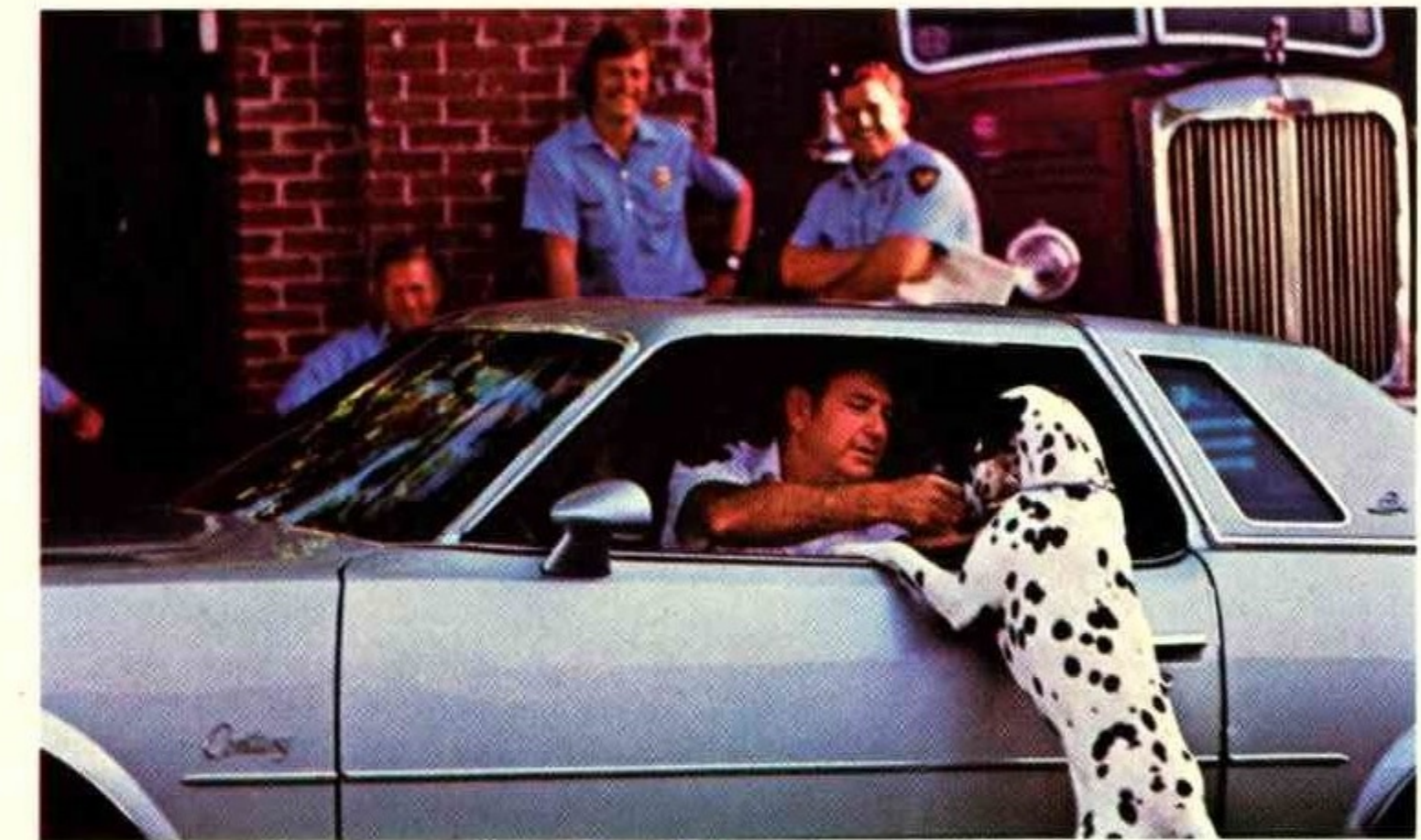
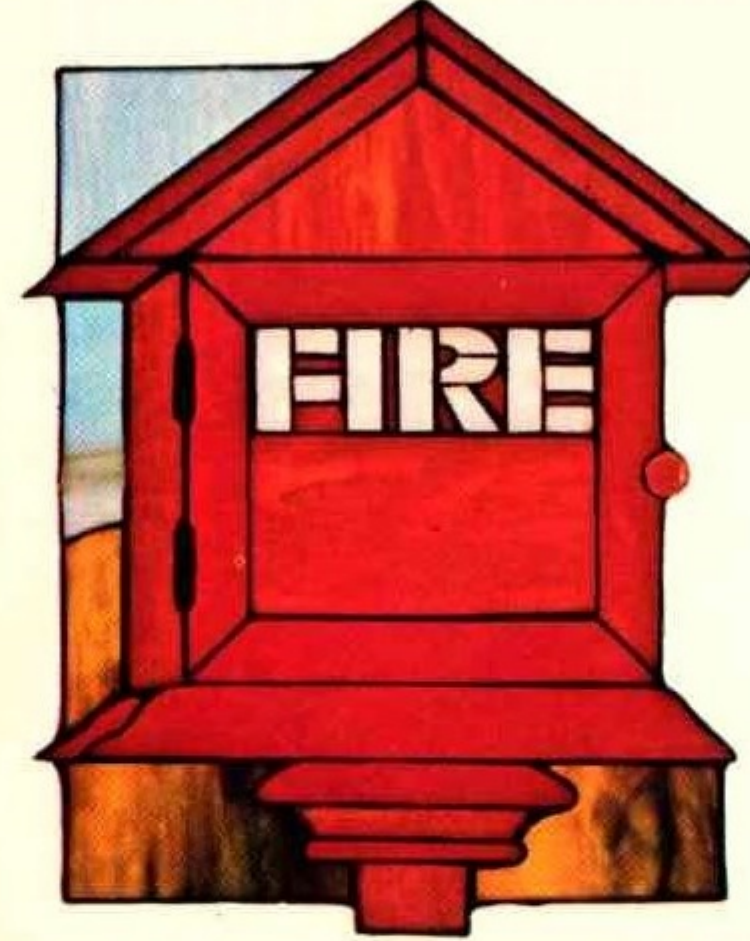
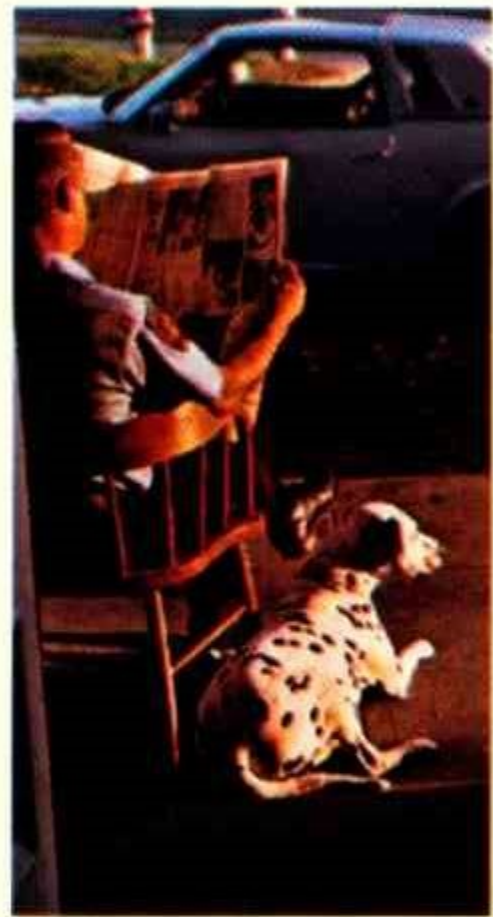


Cover: Top, Regal Coupe. Bottom, Regal Sedan

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

Regal Coupe





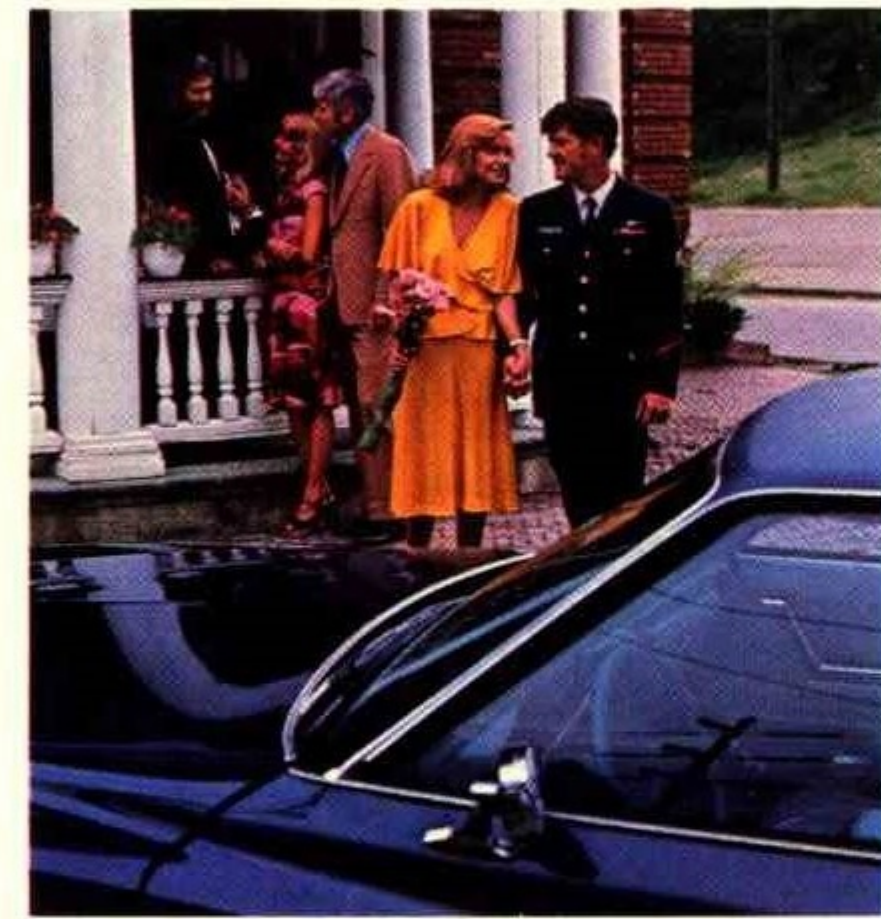
Century Coupe

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



Century Custom Coupe





Regal Sedan

Top, Century Sedan

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

Century Custom Sedan





Century Special Coupe

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



Century Custom Station Wagon



## Century and Regal Inside.

You'll find the inside of Regal is a place you like to be. It's comfortable, intelligently laid-out and, in the final analysis, designed for one purpose: to make driving a pleasure.

The instruments are recessed in handsomely simulated woodgrain paneling. And they're logically clustered in two large dials directly in front of the driver. For driving ease, Regal's standard equipment includes power

front disc brakes. And variable-ratio power steering, which increases steering responsiveness at lower speeds.

Regal caters to individual needs. With available options like a 60/40 notchback seat. It's divided so you and your passenger can adjust your positions independently, according to individual preference. For more comfort, specify air conditioning.

Interior Trim Availability	Cloth or vinyl bench seat (1)	Cloth or vinyl notchback seat (2)	Custom cloth or vinyl notchback seat (3)	Custom 60/40-cloth or vinyl notchback seat (4)	Cloth S/R buckets (5)	Vinyl buckets (6)	Vinyl notchback seat (7)
Century Special Coupe	S	A				A	
Century Coupe	S	A				A	
Century Sedan	S	A					
Century Custom Coupe		S	A	A	A	A	
Century Custom Sedan		S					
Regal Coupe		S	A	A	A	A	
Regal Sedan		S	A	A			
Century Custom Station Wagon							S

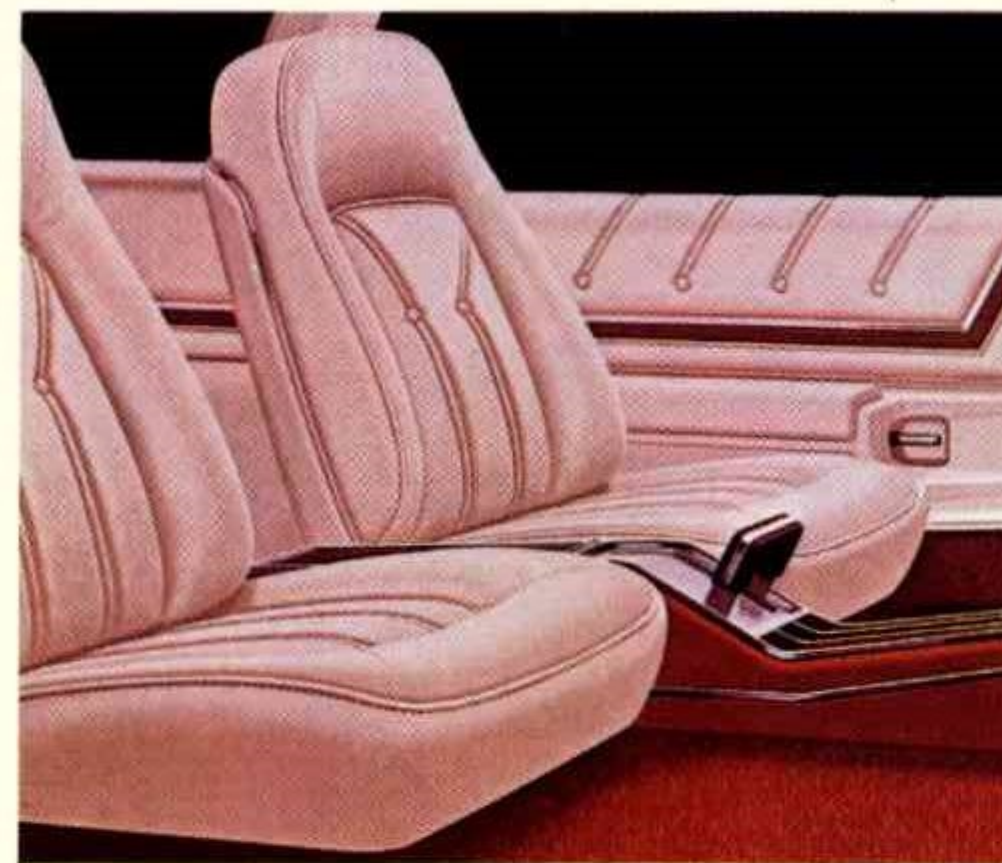
S—Standard A—Available



(1)



(2)



(6)



(3)



(4)



(5)



(7)

## THE 1977 CENTURY AND REGAL: AN INSPECTION.

### DIMENSIONS.

	Century Special, Century Custom & Regal Coupes	Century Custom & Regal Sedans	Century Custom Station Wagons
Inches, with millimeters in parentheses, unless otherwise noted.			
Wheelbase	112.0 (2,845)	116.0 (2,946)	116.0 (2,946)
Tread, front	61.5 (1,562)	61.5 (1,562)	61.5 (1,562)
Tread, rear	60.7 (1,542)	60.7 (1,542)	60.7 (1,542)
Length	209.7 (5,329)	213.5 (5,425)	218.2 (5,545)
Width	77.0 (1,956)	79.0 (2,007)	79.0 (2,007)
Height	52.8 (1,339) 52.6 (1,337)*	53.6 (1,361)	55.3 (1,405)
Head room, front	37.7 (957) 37.0 (940)*	37.9 (963)	38.5 (978)
Head room, rear	36.7 (932) 37.1 (942)	37.3 (947)	39.4 (996)
Head room, third seat	—	—	37.8 (960)
Leg room, front	42.4 (1,077)	42.4 (1,077)	42.3 (1,074)
Leg room, rear	32.9 (836)	37.1 (942)	36.8 (935)
Leg room, third seat	—	—	27.8 (706)
Shoulder room, front	59.6 (1,514) 58.8 (1,494)	59.6 (1,514)	59.6 (1,514)
Shoulder room, rear	57.9 (1,471) 58.1 (1,476)*	58.9 (1,496)	58.9 (1,496)
Hip room, front	54.9 (1,394)	54.7 (1,389)	54.7 (1,389)
Hip room, rear	52.7 (1,339)	57.7 (1,466)	55.1 (1,400)
Trunk capacity, cu. ft. (litres)	14.7 (416)	15.6 (442)	—
Cargo volume, cu. ft. (litres) Station Wagon	—	—	85.1 (2,410)

\*—Century Custom & Regal.

### STANDARD EQUIPMENT.

#### Engine

- See powerteam chart
- High-Energy Ignition
- Quick engine warm-up system with electric choke

#### Chassis

- Power steering
- Manual front disc brakes (power assist std. on Custom Sedan, Regal Coupe, Sedan and Wagons)
- 3-speed manual transmission

- Turbo Hydra-matic automatic transmission (Regal Sedan and Wagons)
- Steel-belted, radial-ply tires
- Forward-mounted steering gear and linkage
- Full-perimeter frame
- Coil spring suspension—front and rear
- Computer-selected chassis springs
- Side terminal battery

#### Comfort and Convenience

- Choice of vinyl or cloth notchback seat (Century Custom and Regal)

- Choice of vinyl or cloth bench seat (Century Special and Century)
- Vinyl notchback seat (Wagons)
- Full-Flo ventilation
- Windshield wiper system with single-wipe feature for misty conditions
- Full-foam seat construction
- Lift-up hatchback, rear-door design (Wagons)
- Hidden storage compartment (2-seat Wagon)
- "Tailgate-ajar" indicator light
- Lights: front ashtray, under-dash courtesy, front-door-operated dome.

- glove box (Century Custom and Regal)
- Lights: front-door-operated dome (Special, Century)
- Cigarette lighter
- Front and rear ashtrays
- Wide-view inside day/night mirror
- Appearance and Protection**
- Front and rear energy-absorbing bumpers
- Bumper protective strips—front and rear (except Special)
- Depressed park windshield wipers
- Inside hood lock release

Different wheelbase lengths for Century/Regal Coupes and Sedans. The wheelbase on Sedans and Station Wagons is four inches longer than on Coupes, giving additional space for rear-seat passengers.

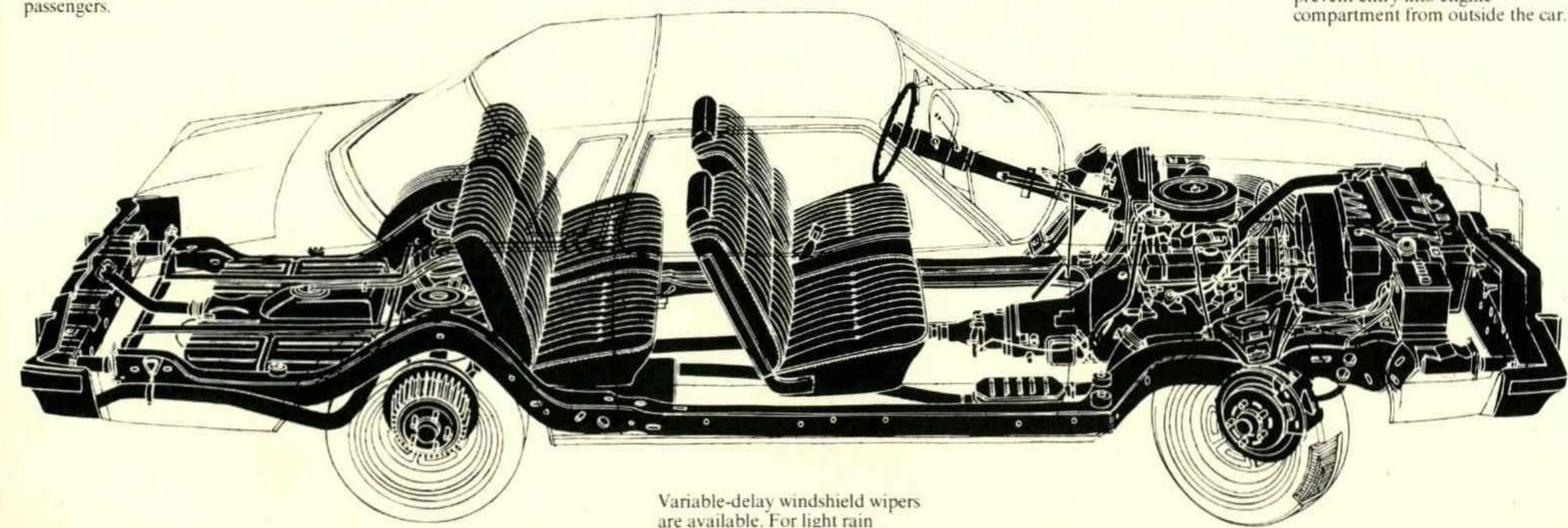
Extended transmission maintenance intervals. Under normal driving conditions, the transmission oil and filter need changing only after 30,000 miles.

High-Energy Ignition eliminates need for points and ignition condenser and contributes to extended spark plug change interval. Up to 22,500 miles.

Power steering standard equipment.

3.8 litre Buick V-6 with electric choke offers responsive performance.

Inside hood-lock release helps prevent entry into engine compartment from outside the car.



Sound deadening material is liberally applied throughout to give the kind of interior quiet you'd expect of a Buick.

Brake lining wear sensor on each inboard disc brake pad produces an audible squeak when replacement is needed.

Variable-delay windshield wipers are available. For light rain conditions, which don't require constant wiping, you can adjust the variable-cycle control to wipe intermittently up to once every 15 seconds. Standard wipers have demand-wipe feature for misty conditions.

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

Front disc brakes, standard on Century and Regal, offer responsive stopping and resistance to fade. Power front disc brakes standard on Regal, Century Custom Sedan & Station Wagons.

### POWERTEAMS.

Century/Regal Powerteams*	Engine Description	3-speed Manual (standard)	Automatic (extra cost)
Standard on all Coupes, Century and Century Custom Sedans	3.8 litre (231 CID) V-6	3.08	
Available on all Coupes, Century and Century Custom Sedans	3.8 litre (231 CID) V-6		2.73 (3.23)
Standard on Regal Sedan, Available on Coupes and Century/Century Custom Sedans (N.A. Special)	5.7 litre (350 CID) 2-bbl. V-8		2.41
Available on Coupes and Sedans (N.A. Special)	5.7 litre (350 CID) 4-bbl. V-8		2.41 (3.08)
Standard on Wagon	5.7 litre (350 CID) 4-bbl. V-8		2.73 (3.23)

(0.00)—Available axle ratios.

\*—Availability contingent on emission certification.



# Exterior Colors



11. White



13. Silver



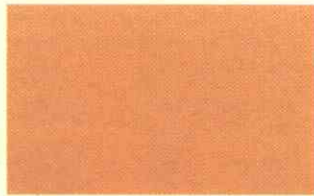
19. Black



29. Dark Blue



36. Firethorn



61. Buckskin



69. Brown



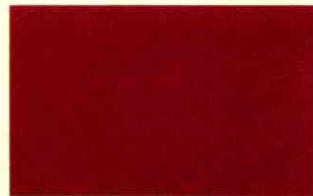
78. Orange



48. Dark Green



50. Cream



72. Red



22. Light Blue



44. Medium Green



63. Gold

*Colors shown are representative only. Printed reproduction does not permit accurate color fidelity. Actual colors may be seen at your Pontiac-Buick dealer's.*



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Regal 2-Door Coupe



Century Custom 4-Door Sedan



Century Special  
2-Door Hardtop Coupe



Regal 4-Door Sedan



Century 2-Door Coupe



Century Custom 2-Door Coupe



Century 4-Door Sedan



Century Custom Station Wagon