

# Buick

Century, Regal 1978



## Regal at a glance.

This is the 1978 Regal, a beautiful example of how we've employed science to meet the needs of this day and age. And, at the same time, maintained the magic of Buick's famed luxury ride.

Regal's exterior dimensions are trimmer this year, but usable interior room has improved in several important areas.

We accomplished this by maximizing available space. We squared-off the lines, expanded areas that needed expanding, and eliminated unused space.

In the process, we also made Regal exceptionally distinctive in appearance. For 1978, Regal features a formal roofline and its own vertical grille design, which is similar to that of the Riviera. And this year, there are three Regals, all of which are Coupes: the base Regal, the Regal Limited (shown here), and the Regal Sport Coupe.

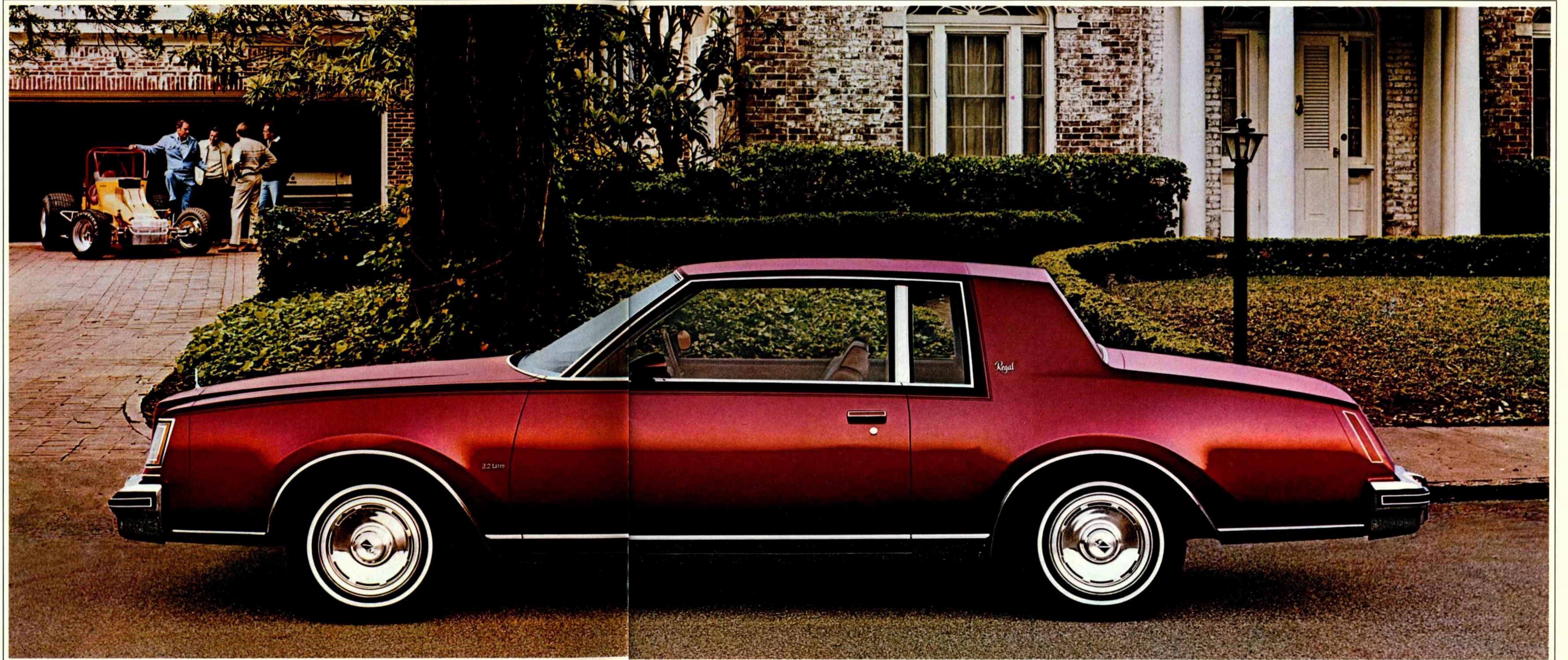
Both the Regal and Regal Limited have a new even-firing 3.2 litre (196 CID) V6 as their standard source of power. The Regal Sport Coupe, on the other hand, carries a new, exclusive to Buick 3.8 litre (231 CID) turbocharged V6 as its standard powerplant, (see page 18 for details).

As ever, the Regal presents the mid-size buyer with a broad range of luxury features, a number of which are described on the following page. It also exhibits a new lightness on its feet that makes it more fun to drive, and easy to park due to a wheel-base that has been trimmed from 112 to 108-inches. At the same time, Regal has undergone a weight loss of about 450 pounds compared to last year's comparable model.

Regal for 1978. We've lavished it with science. And we've touched it with magic to make it luxurious and more fun to drive than ever.

*Cover: Top; Regal Limited. Bottom; Century Custom Coupe.*

*Right: Regal Limited. Classic, luxury car elegance in an efficient mid-size automobile.*



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

# Regal inside.

This is the interior of the Regal Limited. Rich velour fabric covers 55/45 notchback seats. Dual center armrests are standard. Deep, cut-pile carpeting is featured front and rear. Even the door panels and ceiling are covered in velour.

But for all these lavish trappings, Regal's interior is a study in intelligence and functionality. The instrument panel has been moved forward, closer to the windshield, to create front seat knee and legroom. Gauges and warning lights are arranged in a rectangular cluster immediately in front of the driver for easy reading. Radio, heater, and the optional air conditioning controls are housed in a separate module for convenient access by driver or passenger.

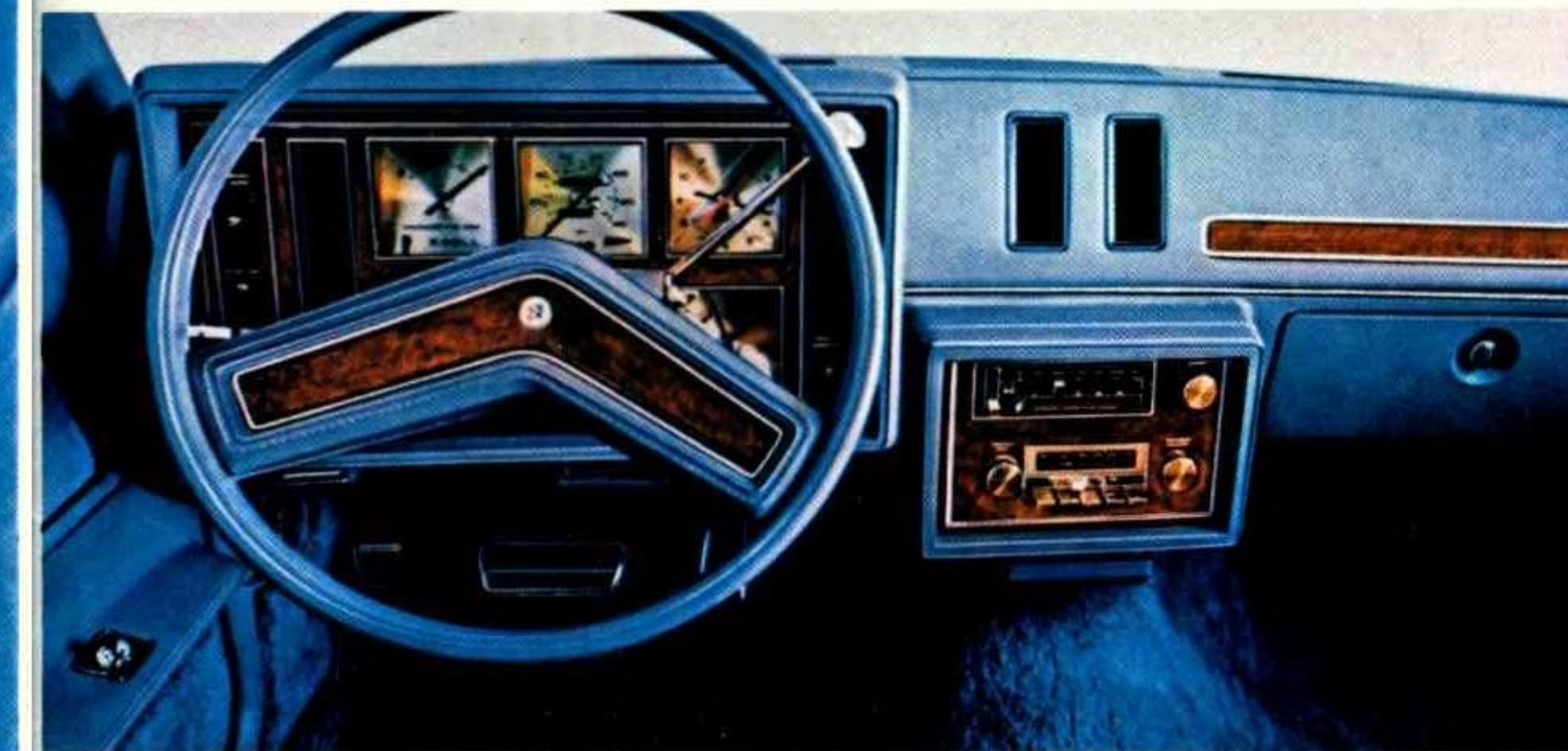
Front seats employ a new thin-shell design that allows for more backseat legroom than last year, while preserving the comfort and support you expect of a Buick. And roof pillars have been moved outward in the interest of more front and back headroom.



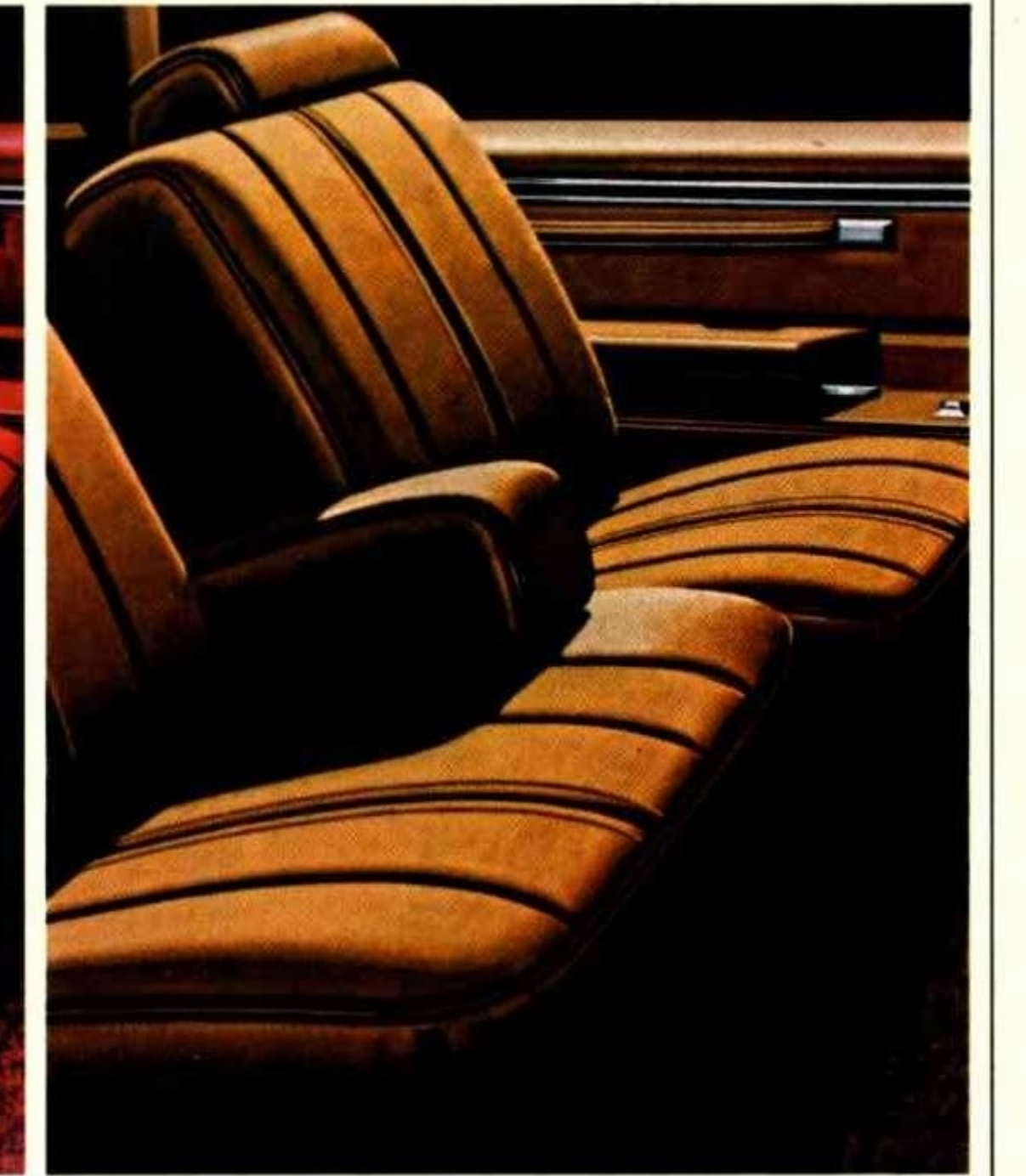
Some of the equipment shown or mentioned is optional at extra cost.



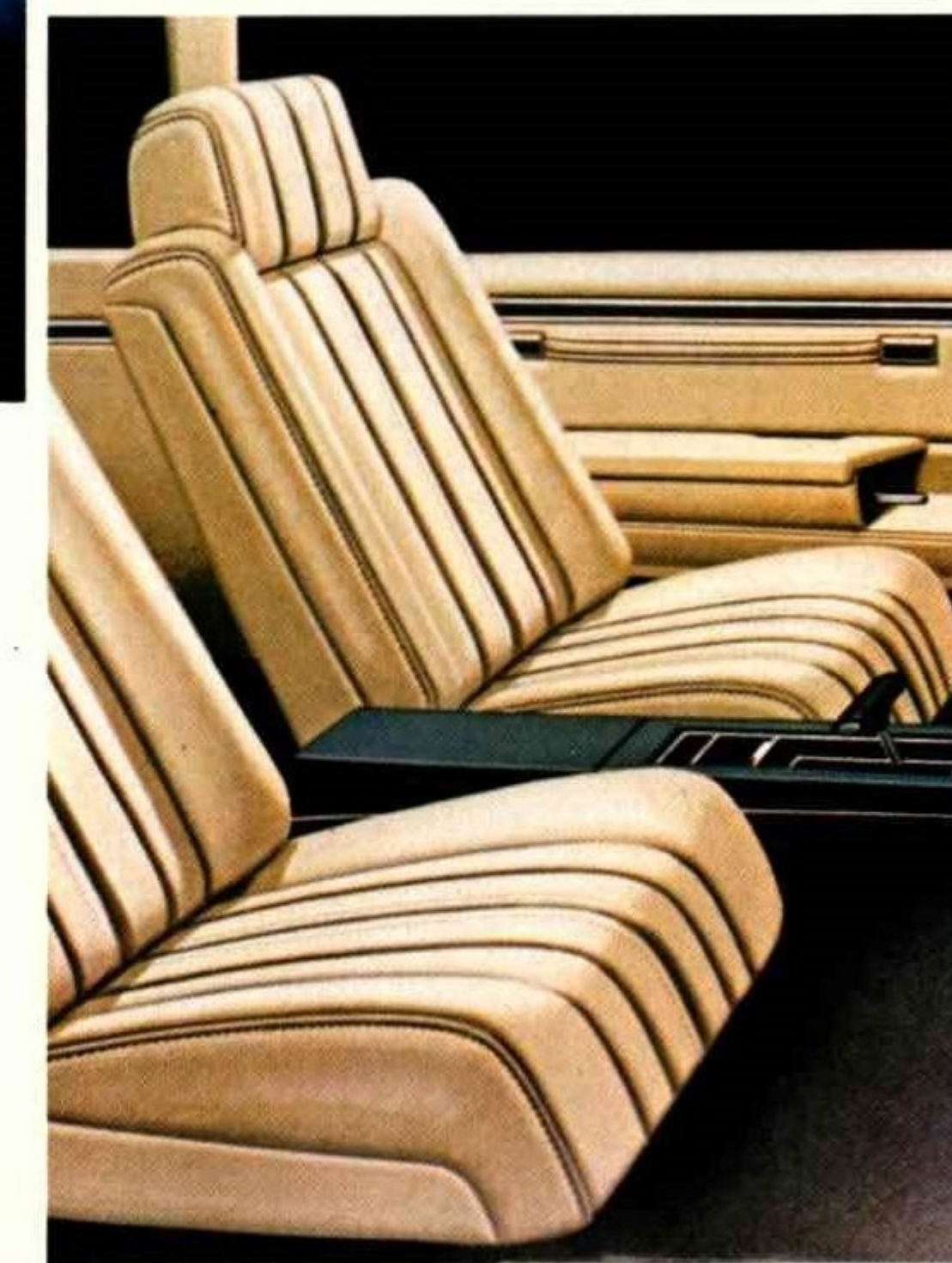
Regal Sport Coupe



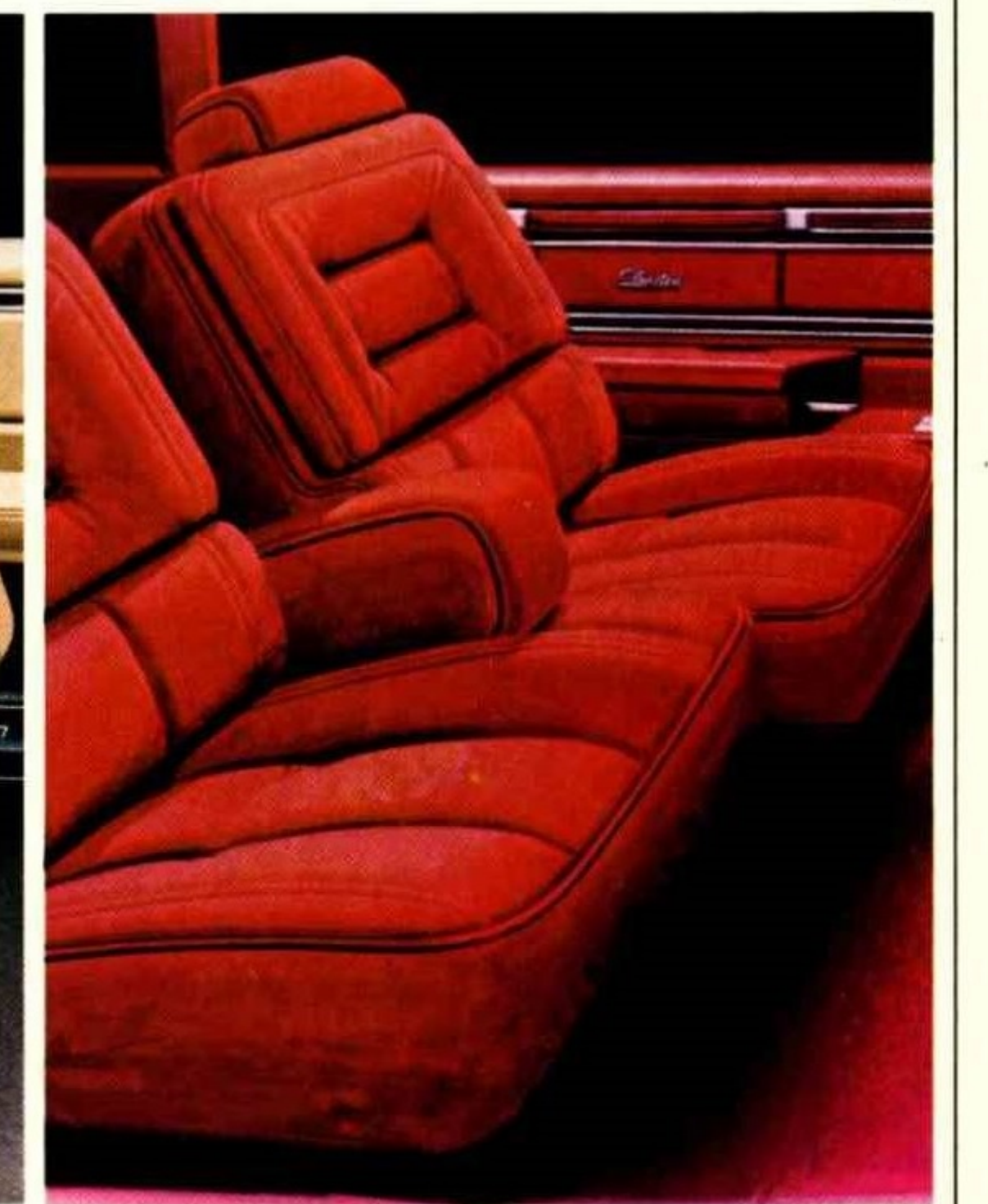
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2



3



4

Regal Interior Trim Availability	Cloth or Vinyl Notchback Seat (1)	55/45 Cloth or Vinyl Notchback Seat (2)	Vinyl Buckets (3)	Custom Cloth 55/45 Notchback Seat (4)
Regal Coupe	S	A	S	
Regal Sport Coupe	S	A	S	
Regal Limited Coupe				S
	S Standard	A Available		

## Century Coupes at a glance.

The 1978 Century line presents the mid-size buyer with an abundance of pleasant choices. There are four new Coupes, for example: Special, Custom, Limited, and Century Sport Coupe.

If your needs dictate a mid-size car, but your budget demands something more modestly priced, you may be in the market for Century Special, a practical, down-to-earth model that has been specially designed to cost less than other Centurys.

Century Custom, on the other hand, is a notch up the ladder, offering additional comfort and convenience items.

Still farther up, there's Century Limited, which is fitted with the same lavish interior as our top-of-the-line Regal Limited Coupe.

And for the enthusiast in you, there's the new Century Sport Coupe, featuring polycast road wheels, a special paint treatment, and a ride-and-handling package that consists of front and rear stabilizer bars, firmer springs, and stiffer valving in the shock absorbers.

In truth, there's a Century Coupe for just about everyone.

But the most significant feature of all new Century models is a new and innovative aerodynamic fastback body design that underscores what truly functional automobiles they are to own and drive.

They're not only trimmer in look, they're about 550 pounds lighter in weight than last year's comparable model.

Adding to their new functionality is a new even-firing 3.2 litre (196 CID) V6, which is standard on all Century Coupes and Sedans.

The term "even-firing" comes from the fact that the engine now fires at 120-degree intervals of crankshaft rotation. The end product is smoother power. This new 3.2 litre (196 CID) V6 is quite an engine, and reason alone for considering Century.

Another functional note is provided by Century's trim new 108-inch wheelbase. It enables the car to manoeuvre nimbly through city traffic and in and out of tight parking spots. And this, together with Century's new chassis design and suspension, makes it an absolute pleasure to set in motion.



Century Custom Coupe. An aerodynamic, European look with a special accent and function.

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



Century Special Coupe. Believe it or not, this is our budget-priced Century.

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



Century Sport Coupe. The Century for enthusiasts. Specially equipped with a firm ride and handling suspension.

## Century Sedans at a glance.

If our Century Coupes have already caught your eye, you're in for yet another treat: our Century Sedans. They offer the same contemporary lines, the same long list of features, plus the added convenience of four doors. And like the Coupes, they exhibit new manoeuvrability and roadability.

Yet, for all this, the grace in motion, the magic that you expect from a Buick, is still there. All Century Sedans, together with Century Coupes, employ separate body-and-frame construction. In essence, it's the same design used on our full-size Buicks. It means the body is separate—isolated—from the frame. Thus, vibration and road noise are absorbed and trapped by the frame *before* they reach the body and its passengers. That helps contribute to a smooth, quiet ride.

There are three new Century Sedans: Special, Custom, and Limited. Power in all three is supplied by the new 3.2 litre (196 CID) V6 with the optional availability of a 3.8 litre (231 CID) V6 or a 5.0 litre (305 CID) V8.

These new Sedans feature swing-out rear vent windows that provide additional ventilation for backseat passengers. Operation is manual, with a power option available.

Another practical feature is a trunk with over 16 cubic feet of cargo space. That's more than last year's Century Sedan.

If you're used to conventional mid-size cars, Century represents a great way of getting a V6 and new ease of manoeuvrability without sacrificing the comfort you've come to expect.

And if you're used to imports or compacts, Century is a great way to get interior room *and* Buick ride smoothness, in a car that's an absolute joy to drive.

*Right: Century Custom Sedan, foreground, and Century Special Sedan. More trunk space, more front and rear legroom, and highly manoeuvrable.*



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

## Century Wagons at a glance.

The nice thing about a wagon is that it's just as adept at helping you play as helping you work. And whether you're headed for the beach or the slopes, our new mid-size Century Wagons can haul the whole gang—and their gear—in ample Buick comfort.

This year, you have two Century wagon models from which to choose: the Century Special and the Century Custom.

The Special Wagon is our base model, designed to offer the practical benefits of a wagon at a less expensive price. The Custom Wagon, as its name suggests, features more costly levels of appointment inside and out. And for enthusiasts with cargo to haul, the Custom is also available with a new Sport Wagon option, which includes a special paint treatment, new polycast road wheels, oversize steel-belted tires, and a special "Rallye" suspension similar to Century Sport Coupes. It includes hefty front and rear stabilizer bars, extra firm springs, and stiffer shock valving.

All Century Wagons exhibit the clean new front design of other Century models. All are equipped with a 3.8 litre (231 CID) V6 and offer the availability of a 5.0 litre (305 CID) V8. And they are about 1100 pounds lighter than last year's Century Wagons.

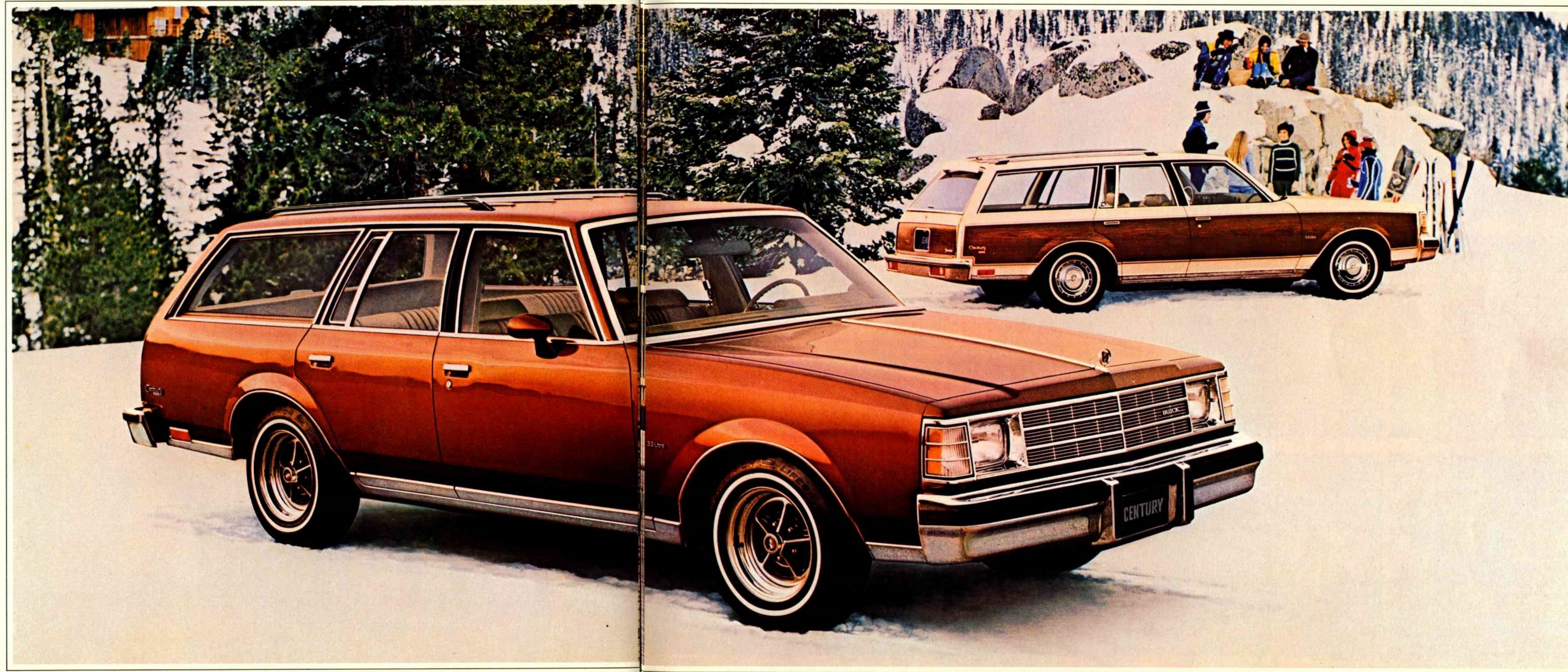
Yet, in spite of their new trimness, these wagons offer 73.8 cubic feet of cargo space. And thanks to this year's newly designed fold-down rear tailgate and lift-up rear window, loading and unloading is easier than ever.

There's another bonus this year in the form of storage compartments behind the rear wheel-housings which can be ordered with a lock to provide secure, out-of-sight storage for valuables.

The new Century Wagons also feature swing-out rear vent windows like the Century Sedans. Manual operation is standard and power available.

But perhaps the nicest thing about a new mid-size Century Wagon, is that you get traditional wagon benefits, with manoeuvrability and practicality thrown in for good measure. It's the best of both worlds.

*Right: Century Sport Wagon, background, and Century Custom Wagon. Two beautiful examples of wagon practicality.*



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

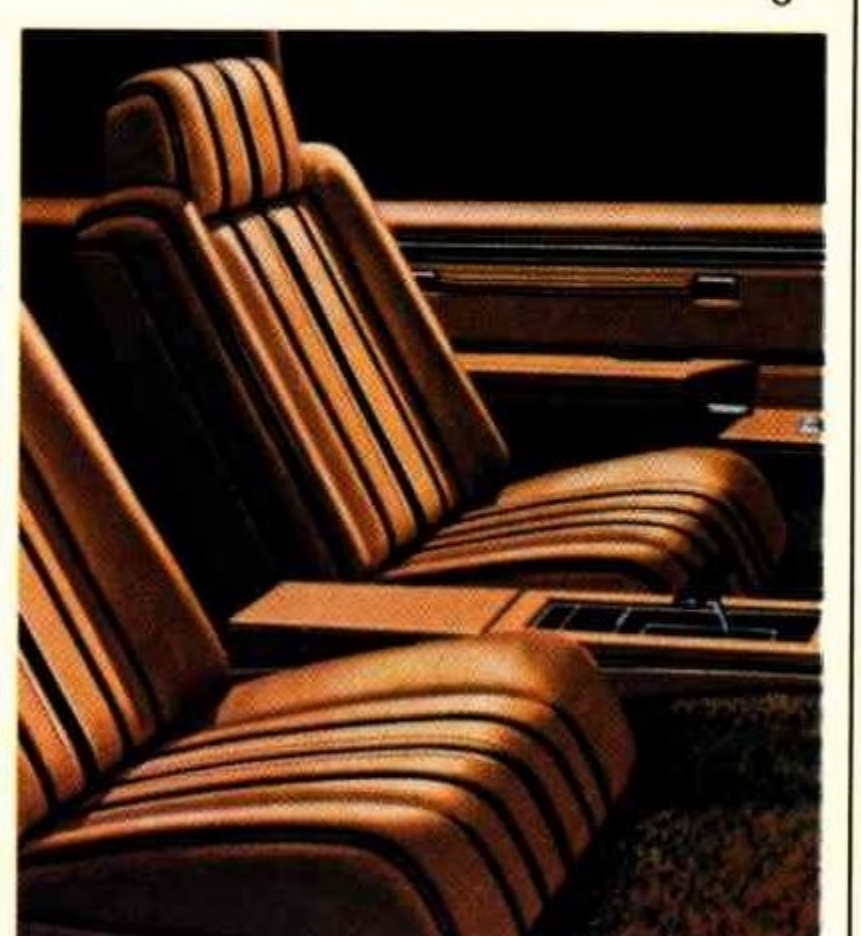
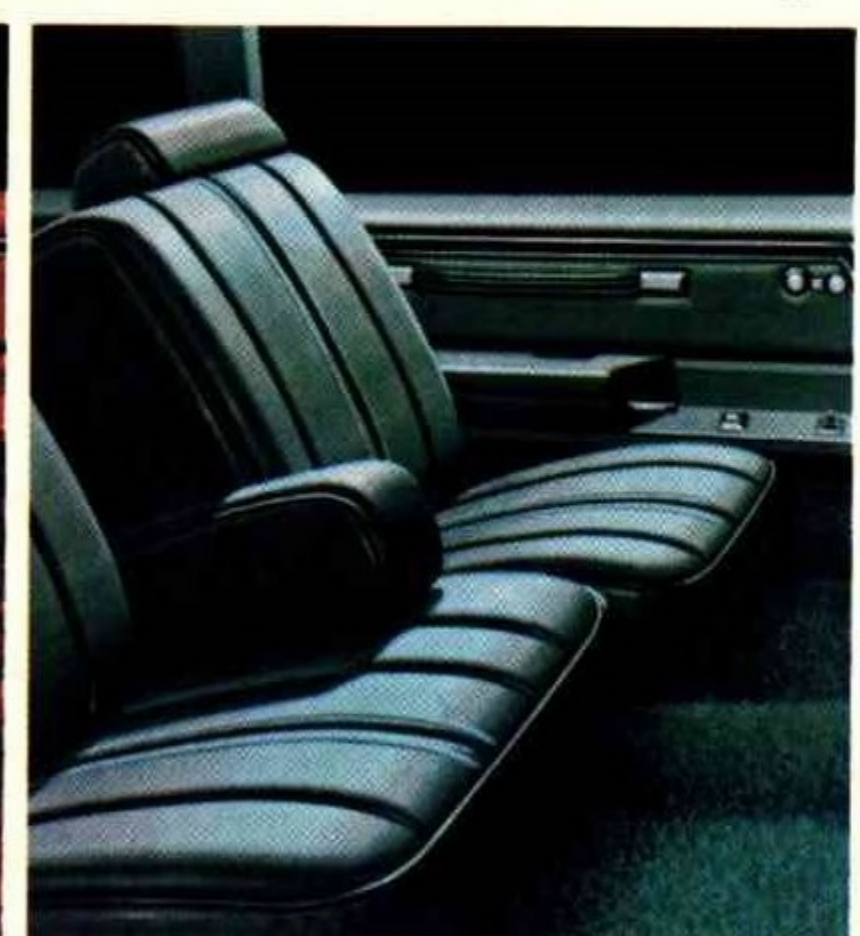
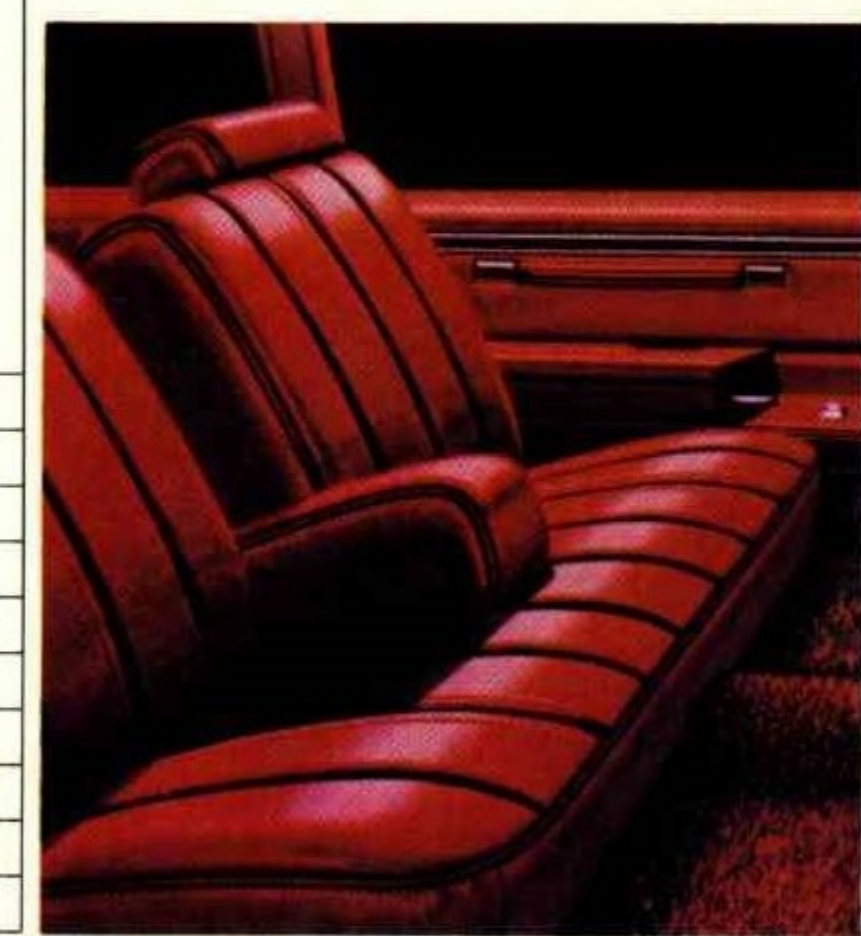
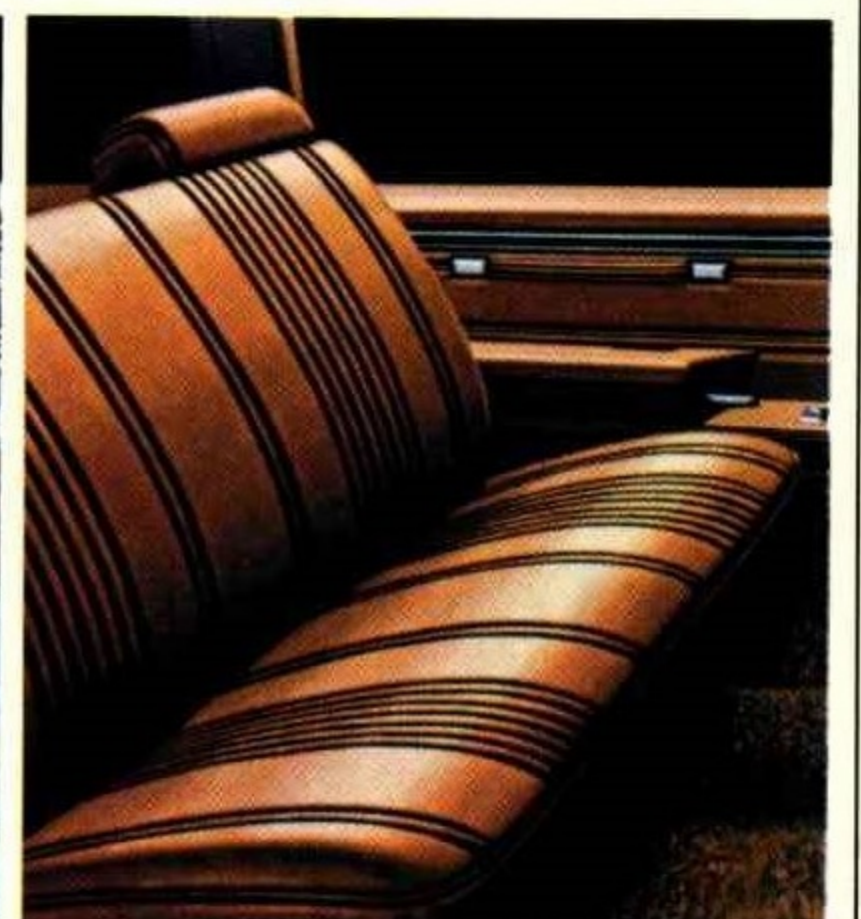
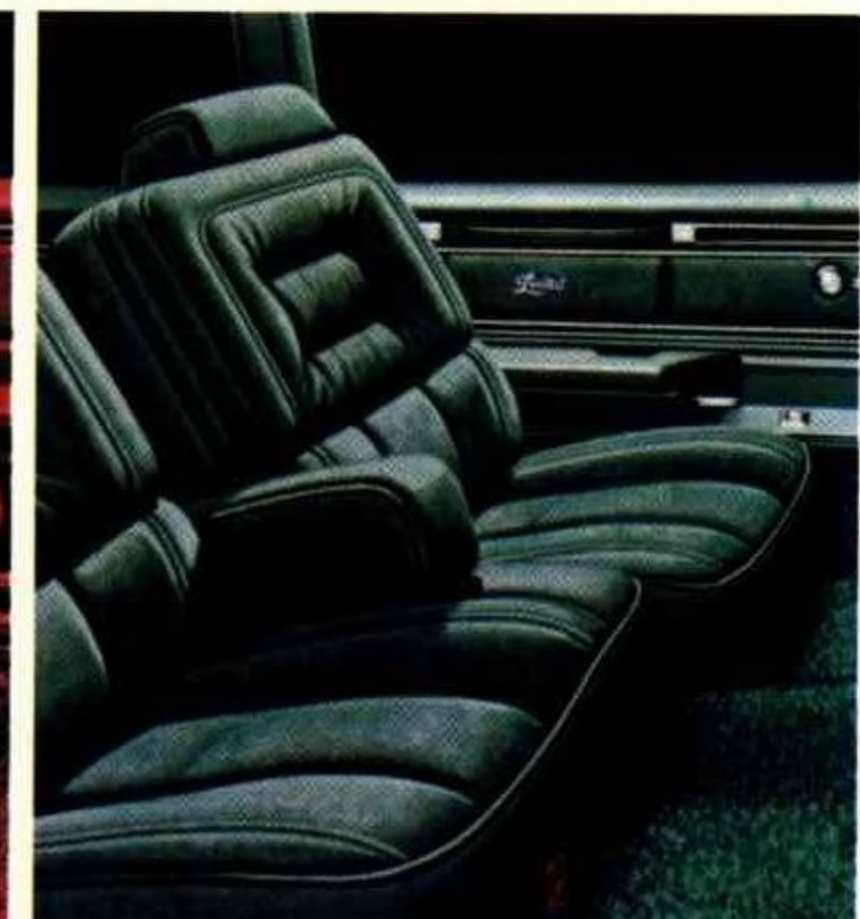
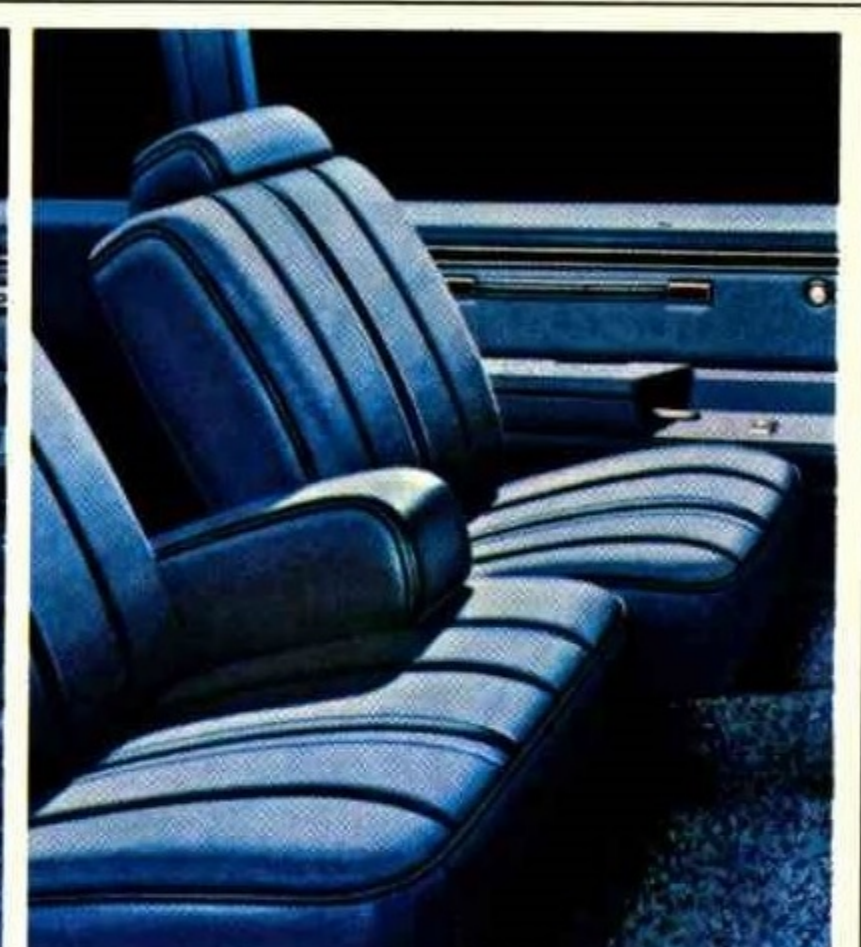
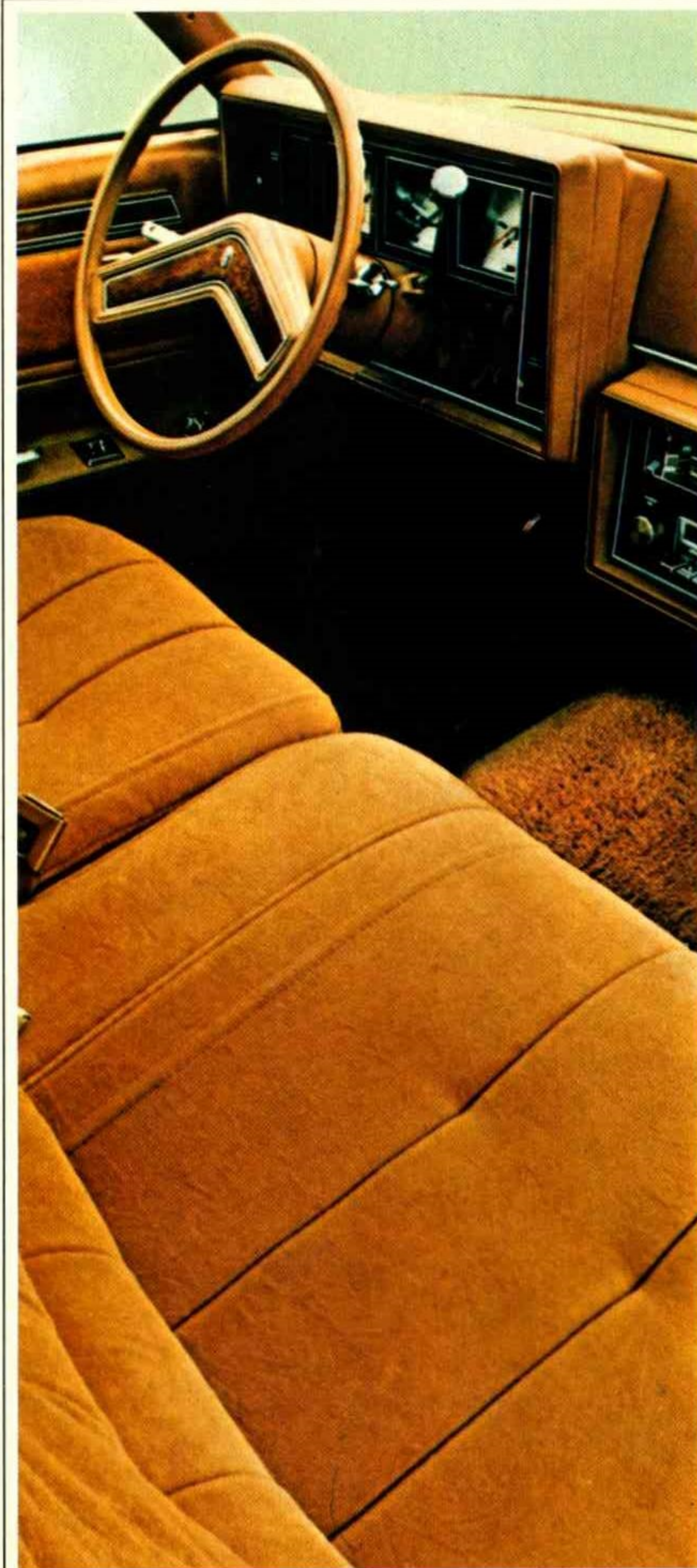
# Century inside.

The new Centurys offer a list of interior features that further distinguish them as a most intriguing new breed of mid-size cars.

For example, you can specify a reclining passenger seat. And with bucket seats, you may also choose to order a new full-length operating console. And all Centurys now feature inertia front seat back locks that eliminate old-fashioned latches that have to be hunted, found, and unlatched each time someone enters or exits the back seat.

All new Centurys also feature a turn signal lever that doubles as the headlight dimmer. (You simply lift it toward you to change beams.) And a coin-holder in the glove box. And a trunk equipped with the new weight-and space-saving spare tire.

There's also quite an array of clocks and radios. Availabilities include a quartz crystal clock; and AM/FM stereo radio with digital readout for time, month, date, and elapsed driving time; a combination AM/FM stereo radio and cassette tape player.



### Century Interior Trim Availability

	Cloth or Vinyl Bench Seat (1) Station Wagons (6)	Cloth or Vinyl Notchback Seat (2) Station Wagons (7)	55/45 Cloth or Vinyl Notchback Seat (3) Station Wagons (8)	Vinyl Buckets (4) Station Wagons (9)	Custom Cloth 55/45 Notchback Seat (5)
Century Special Coupe	S				
Century Special Sedan	S				
Century Custom Coupe		S	A	S	
Century Custom Sedan		S	A	S	
Century Sport Coupe		S	A	S	
Century Limited Coupe					S
Century Limited Sedan					S
Century Special Station Wagon	S*				
Century Custom Station Wagon		S	A	S	
Century Sport Wagon (avail. option)		S	A	S	
*Vinyl only	S Standard	A Available			

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



## Regal, Century, and Century Wagon: a few of their finer points.

### REGAL SPORT COUPE.

To accommodate its 3.8 (231 CID) turbocharged engine, the new Regal Sport Coupe is equipped with an exclusive raised hood. Other standard features include a special ride-and-handling suspension with front and rear stabilizer bars, automatic transmission, and steel-belted radial-ply tires.

### NEW OPERATING CONSOLE.

A full-length operating console is available on all Regal and Century models equipped with bucket seats and automatic transmission. The console houses the shift lever and convenient stowage bins.

### TRANSMISSIONS.

Models equipped with the new even-firing 3.2 litre (196 CID) V6, transmit their power through a standard 3-speed manual transmission. Or, if you prefer, you may order an available floor-operated 4-speed manual. Or an automatic, which, by the way, comes standard on all Century Wagons.

### CONVENIENCE FEATURES.

The new Regal and Century abound with conveniences. For example, inertia front seat back locks now eliminate the need for manually-operated releases. And if you order power windows, power door locks, and/or remote control outside mirror, you'll find the controls located within easy reach on the driver's armrest. In addition, the headlight dimmer switch is now conveniently located in the turn signal lever. The bin-type glove box features a handy coin holder for use on toll roads and bridges. And, if you desire, a power trunk lock release is available.

### RADIOS.

An unprecedented Buick selection of sound systems is available on this year's mid-size Buicks. You can order an AM/FM stereo radio with a clock that provides digital readouts for time, month, date and elapsed driving time. Or you may select an AM/FM stereo radio with a cassette tape player. And, of course, regular AM or AM/FM radios are available as well. And any of these may be ordered with a power antenna, recommended for better fringe-area reception. The antenna automatically retracts inside the fender whenever the ignition is turned off.

### REAR VENT WINDOWS.

All 1978 Century Sedans and Wagons feature manually-operated swing-out vent windows for additional back-seat ventilation. Power operation is also available, thus allowing the driver to open and close the vents from the front seat.

### REDESIGNED WAGON TAILGATE AND ROOF RACK.

Century Wagons feature a tailgate design that employs a fold-down tailgate and lift-up rear window. It's a higher tailgate opening than on last year's models, and allows easy loading and unloading of large packages. Another handy feature is Century Wagon's optional new adjustable roof rack. It has front and back sliding cross bars that can be fitted up tight against large packages to help keep them from coming loose or sliding while you're driving.

### AVAILABLE ROOFS.

If you like the open air, there are a number of special sunroofs available to suit your desires. Regal and Century Coupes, for example, offer a new "hatch roof", consisting of two removable tinted-glass panels that can be easily stored in a special case in the trunk. And all Regals and Century Coupes can be ordered with a power-operated Astrorooft (slight reduction in headroom), which functions as either an open sunroof or a closed-glass skylight. There's also a sun shade that can be drawn to keep light from entering.

### NEW DESIGNER'S SPORT WHEELS AND COMPACT SPARE.

Standard on the new Century Sport Coupe and Century Sport Wagon are these handsome road wheels with oversize (P 205/70 R-14 blackwall) steel-belted radial ply tires. They are also available on other Century models. All Regal and Century models come equipped with a new compact spare tire. It's smaller and lighter than a traditional spare, but stores fully inflated, and mounts vertically (horizontally under floor in wagons) in the trunk to save space.

### DESIGNERS ACCENT COLORS.

A distinctive exterior appearance this year is provided by a selection of handsome new paint treatments. These are created by using contrasting shades of similar colors, set off by a pin stripe.

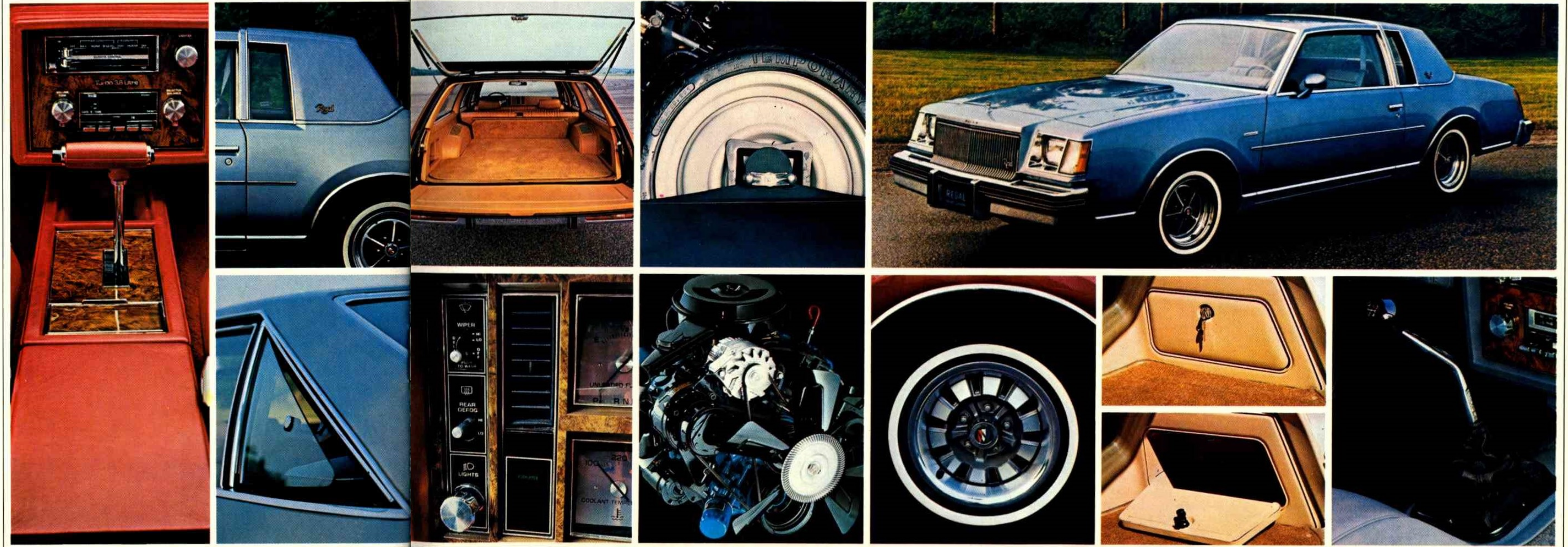
They are called Designers' Accent Colors and they're available on all Regals and Centurys.

While color combination availability varies somewhat from model to model, each car offers a selection specifically designed to enhance its styling. And, if you wish, coordinated vinyl tops—and interiors—are also available in Designers' Colors.

For some examples, note the cars on pages 3, 7, 8, 9 and 11.

### INSTRUMENTATION.

Instrumentation on the new Regals and Centurys have been designed for maximum convenience. Main gauges and warning lights are located in a panel directly in front of the driver. And even on base models, instrumentation is thorough. The Century Special, for example, has a full range of warning lights for temperature, oil pressure, generator, brake, seat belts, and headlamp lights. The Regal Sport Coupe features all of these plus a temperature gauge and light that measure the "boost" of the engine's turbocharger. Other Century/Regal instrument panel options include a voltmeter, a temperature gauge, fuel usage lights, and a trip odometer. A separate module houses heater, optional air conditioning, and radio controls for easy access by both driver and front seat passenger(s).



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

## The 1978 Regal: an inspection.



### MODEL AVAILABILITY

Regal-Coupe 4AJ47  
Regal Sport Coupe-Coupe 4AK47  
Regal Limited-Coupe 4AM47

### STANDARD EQUIPMENT

Engine  
• See Powerteam Chart  
• High-Energy Ignition

### Chassis

- Manual steering
- Manual front disc, rear drum brakes
- 3-speed manual transmission
- Automatic transmission (Regal Sport Coupe)
- Fiberglass-belted, radial-ply P185/75R-14 tires
- Coil-spring suspension—front and rear
- Computer-selected chassis springs
- Freedom battery (maintenance-free)
- Forward-mounted steering gear and linkage
- Full-perimeter frame

### Interior, Comfort and Convenience

- Choice of vinyl or cloth notchback seat (Regal, Regal Sport Coupe)
- Choice of cloth or vinyl 55/45 notchback seat (Limited)
- Full-Flo ventilation
- 2-speed windshield wiper system with 4-jet windshield washer
- Full-foam seat construction
- Lights: front ashtray, underdash courtesy, front-door-operated dome, glove box
- Inertia front seatback locks

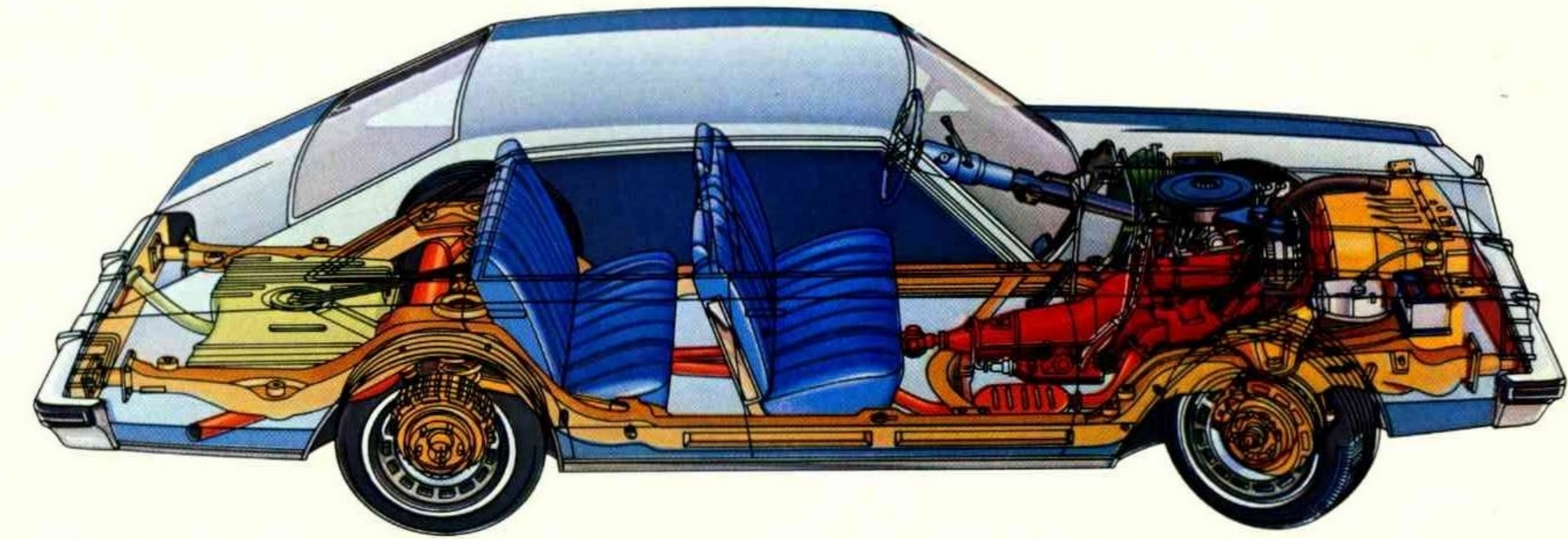
### Appearance and Protection

- Cigarette lighter
- Combination turn signal and high/low beam control
- Front and rear ashtrays
- Wide-view inside day/night mirror
- Bin type glove box with coin holder
- Bumper protective strips—front and rear
- Depressed park windshield wipers
- Inside hood lock release
- Deluxe wheelcovers

REGAL COUPE/REGAL LIMITED COUPE POWERTEAMS			
Std. or Avail.	Engine Description	Manual Transmission	Automatic Transmission (extra cost)
Std.	3.2 litre (196 CID) 2-bbl. V6 (LC9)	3-speed Manual 2.93	
Avail.	3.8 litre (231 CID) 2-bbl. V6 (LD5)	4-speed Manual 2.93	
Avail.	3.2 litre (196 CID) 2-bbl. V6 (LC9)		2.56
Avail.	3.8 litre (231 CID) 2-bbl. V6 (LD5)		2.73 (3.23)*
Avail.	5.0 litre (305 CID) 2-bbl. V8 (LG3)		2.29 (2.73)*
Avail.	5.0 litre (305 CID) 4-bbl. V8 (LG4)		2.29 (2.73)*
*Available axle ratios			
REGAL SPORT COUPE POWERTEAMS			
Std. or Avail.	Engine Description	Manual Transmission	Automatic Transmission (standard)
Std.	3.8 litre (231 CID) with turbocharger 2-bbl. V6 (LC5)		2.73
Avail.	3.8 litre (231 CID) with turbocharger 4-bbl. V6 (LC8)		2.73

DIMENSIONS			
Millimeters with inches in parentheses unless otherwise noted.			
	Regal Coupes	Regal Sport Coupe	Regal Limited Coupe
Wheelbase	2745 (108.1)	2745 (108.1)	2745 (108.1)
Tread, front	1486 (58.5)	1486 (58.5)	1486 (58.5)
Tread, rear	1467 (57.8)	1467 (57.8)	1467 (57.8)
Length	5069 (199.6)	5069 (199.6)	5069 (199.6)
Width	1834 (72.2)	1834 (72.2)	1834 (72.2)
Height	1356 (53.4)	1356 (53.4)	1356 (53.4)
Headroom, front	948 (37.3)	948 (37.3)	948 (37.3)
Headroom, rear	956 (37.6)	956 (37.6)	956 (37.6)
Legroom, front	1089 (42.9)	1089 (42.9)	1089 (42.9)
Legroom, rear	928 (36.5)	928 (36.5)	928 (36.5)
Shoulder room, front	1425 (56.1)	1425 (56.1)	1425 (56.1)
Shoulder room, rear	1425 (56.1)	1425 (56.1)	1425 (56.1)
Hiproom, front	1314 (51.8)	1314 (51.8)	1314 (51.8)
Hiproom, rear	1384 (54.5)	1384 (54.5)	1384 (54.5)
Trunk capacity, litre (cu. ft.)	467 (16.5)	467 (16.5)	467 (16.5)

## The 1978 Century: an inspection.



### MODEL AVAILABILITY

Century Special-Coupe 4AE87  
-Sedan 4AE09  
-Station Wagon 4AE35  
Century Custom-Coupe 4AH87  
-Sedan 4AH09  
-Station Wagon 4AH35  
Century Sport Coupe-Coupe 4AG87  
Century Limited-Coupe 4AL87  
-Sedan 4AL09

### STANDARD EQUIPMENT

Engine  
• See Powerteam Chart  
• High-Energy Ignition  
Chassis  
• Manual steering  
• Manual front disc, rear drum brakes (except Wagons)

- Power brakes (Wagons)
- 3-speed manual transmission (except Wagons)
- Automatic transmission (Wagons)
- Fiberglass-belted, radial-ply P185/75R-14 tires (except Sport Coupe and Wagons)
- Fiberglass-belted, radial-ply P195/75R-14 tires (Wagons)
- Steel-belted, radial ply P205/70R-14 tires (Sport Coupe)
- Coil-spring suspension—front and rear
- Computer-selected chassis springs
- Freedom battery (maintenance-free)

- Forward-mounted steering gear and linkage
- Full-perimeter frame
- Compact spare tire

### Interior, Comfort and Convenience

- Choice of vinyl or cloth bench seat (Special Coupe & Sedan—Vinyl only on Special Station Wagon)
- Choice of vinyl or cloth notchback seat (Custom Coupe & Sedan, Sport Coupe. Vinyl only on Custom Station Wagon)
- Choice of cloth or vinyl 55/45 notchback seat (Limited)
- Full-Flo ventilation
- 2-speed windshield wiper system with 4-jet windshield washer
- Full-foam seat construction
- Lights: front-door-operated dome (Special

- and Sport Coupe) also front ashtray, underdash courtesy and glove box (Custom and Limited)
- Inertia front seatback locks (Coupe models)
- Cigarette lighter
- Combination turn signal and high/low beam control
- Front and rear ashtrays
- Wide-view inside day/night mirror
- Bin type glove box with coin holder
- Lift-up rear window, fold-down tailgate (Wagons)
- Rear storage compartments (Wagons)

### Appearance and Protection

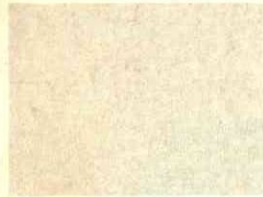
- Bumper protective strips—front and rear
- Depressed park windshield wipers
- Inside hood lock release
- Designers' Sport Wheels (Sport Coupe)

CENTURY (ALL MODELS) POWERTEAMS			
Std. or Avail.	Engine Description	Manual Transmission	Automatic Transmission (extra cost)
Std.	3.2 litre (196 CID) 2-bbl. V6 (LC9)	3-speed Manual 2.93	
Avail.	3.8 litre (231 CID) 2-bbl. V6 (LD5)	4-Speed Manual 2.93	
Avail.	3.2 litre (196 CID) 2-bbl. V6 (LC9)		2.56
Avail.	3.8 litre (231 CID) 2-bbl. V6 (LD5)		2.73 (3.23)*
Avail.	5.0 litre (305 CID) 2-bbl. V8 (LG3)		2.29 (2.73)*
Avail.	5.0 litre (305 CID) 4-bbl. V8 (LG4)		2.29 (2.73)*
*Available axle ratios			
CENTURY SPECIAL/CENTURY CUSTOM SPORT WAGON/STATION WAGON POWERTEAMS			
Std. or Avail.	Engine Description	Manual Transmission	Automatic Transmission (standard)
Std.	3.8 litre (231 CID) 2-bbl. V6 (LD5)		2.73 (3.23)*
Avail.	5.0 litre (305 CID) 2-bbl. V8 (LG3)		2.41 (2.73)*
Avail.	5.0 litre (305 CID) 4-bbl. V8 (LG4)		2.41 (2.73)*
*Available axle ratios			

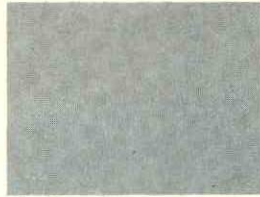
DIMENSIONS				
Millimeters with inches in parentheses unless otherwise noted.				
	Century Special Century Custom, Century Sport Coupe, Century Limited Coupes	Century Special, Century Custom, Century Limited Sedan	Century Special Century Custom Station Wagon	
Wheelbase	2745 (108.1)	2745 (108.1)	2745 (108.1)	
Tread, front	1486 (58.5)	1486 (58.5)	1486 (58.5)	
Tread, rear	1467 (57.8)	1467 (57.8)	1467 (57.8)	
Length	4969 (195.6)	4969 (195.6)	4950 (194.9)	
Width	1834 (72.2)	1834 (72.2)	1834 (72.2)	
Height	1353 (53.3)	1376 (54.2)	1376 (54.2)	
Headroom, front	953 (37.5)	983 (38.7)	983 (38.7)	
Headroom, rear	956 (37.6)	957 (37.7)	987 (38.8)	
Legroom, front	1089 (42.9)	1086 (42.8)	1086 (42.8)	
Legroom, rear	894 (35.2)	965 (38.0)	909 (35.8)	
Shoulder room, front	1445 (56.9)	1436 (56.5)	1456 (57.3)	
Shoulder room, rear	1406 (55.3)	1450 (57.1)	1450 (57.1)	
Hiproom, front	1316 (51.8)	1326 (52.2)	1326 (52.2)	
Hiproom, rear	1384 (54.5)	1412 (55.6)	1412 (55.6)	
Trunk capacity, litre (cu. ft.)	462 (16.3)	462 (16.3)	2091 (73.8)	

# Exterior colors

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



11. White



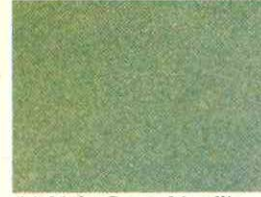
15. Silver Metallic



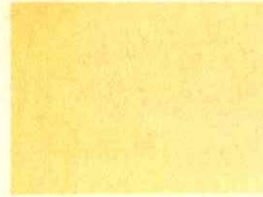
19. Black



22. Medium Blue Metallic



44. Light Green Metallic



61. Tan



63. Dark Gold Metallic



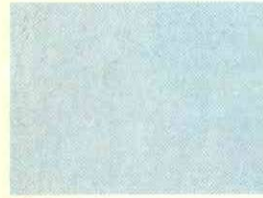
67. Saffron Metallic



69. Brown Metallic



77. Red Metallic



21. Light Blue



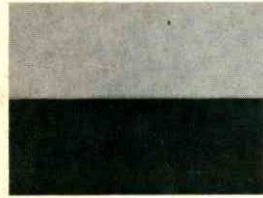
29. Dark Blue Metallic



45. Medium Green



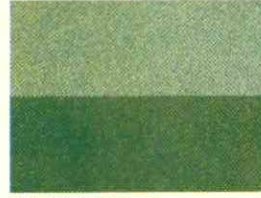
79. Dark Red Metallic



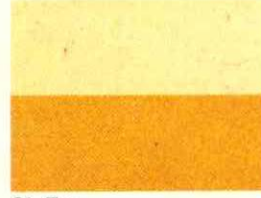
15. Silver  
16. Grey



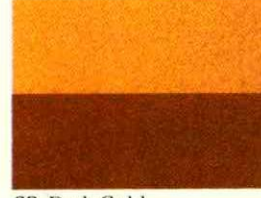
22. Medium Blue  
29. Dark Blue



44. Light Green  
45. Medium Green



61. Tan  
56. Gold



63. Dark Gold  
69. Brown



77. Red  
79. Dark Red



GENERAL MOTORS  
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OSHAWA, ONTARIO.



Regal Coupe



Regal Sport Coupe



Regal Limited Coupe



Century Special Coupe



Century Special Sedan



Century Special Station Wagon



Century Custom Coupe



Century Custom Sedan



Century Custom Station Wagon



Sport Wagon Option



Century Sport Coupe



Century Limited Coupe



Century Limited Sedan

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## A word about the components and optional equipment in these vehicles.

The vehicles described in this brochure incorporate thousands of different components produced by General Motors of Canada Limited and related companies and by various suppliers to General Motors of Canada or related companies. 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 emission and safety requirements or fuel economy guidelines, or for other reasons, to produce vehicles with different components or differently sourced components than initially scheduled. All such components have been approved for use in our products by General Motors of Canada Limited or related companies and will provide the quality performance associated with our name.

With respect to extra cost optional equipment, make certain you specify the type of equipment you desire on your vehicle when ordering it from your dealer. Before taking delivery of the vehicle, we suggest you verify that it includes the optional equipment that you ordered or if there are changes, they are acceptable to you.