

**1977: A new generation of Buicks has arrived.**

**Looking at them is impressive.  
Driving them is a revelation.**



# The new Electra and Riviera. Luxury cars that are



**THE NEW ELECTRA.** When a car this luxurious promises to provide a few grins when you get it out on the road ... well, that's precisely what you have to do. Get it out on the road. Because you have to actually drive this car to realize just what solid road manners it has.

It continues to be the ultimate Buick. Amply endowed with rich appointments. Lavish expanses of cushioned fabric. Serenity. Quietness. And plenty of room for passengers and cargo.

Standard equipment still includes features like power front disc brakes, power steering, automatic transmission.

It still indulges you with niceties like power windows, seats with armrests, courtesy lights, and even a quartz-crystal dial clock. All standard.

Indeed, life is still pretty soft in an Electra.

But this year, there's a slightly different emphasis. A regard for function. A desire to make Electra a car that can cope with the times. And to make it as fun as it is elegant.

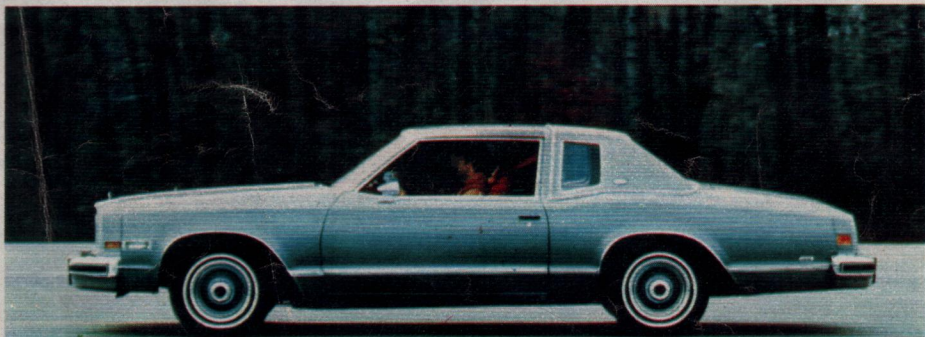
The first hint of this comes from the styling. It's considerably trimmer of line this year. Which gives Electra a lean, classic look. Even the instrumentation suggests that there's something new going on here. It's particularly easy to read and the various dials and gauges have brushed metallic faces.

The standard engine this year is a 5.7 litre (350 CID) V-8. Plenty of oomph, but with 105 fewer cubic inches to feed than last year.

The 1977 Electra. Luxurious as ever. More fun than ever.



# really fun to drive.



**THE NEW RIVIERA.** Fourteen years ago, we came out with a very special Buick. It was an automobile designed to live in two different worlds—that of the luxury car, that of the road car. We called it Riviera, lavished much technology and affection on it, and succeeded quite nicely, if we do say so ourselves, in achieving our goal. In the process, we created a classic.

This is the Riviera 14 years later. Refinements abound. But the philosophy is the same. The 1977 Riviera may surround you with elegance and luxury, but it is still a driver's car.

Its smooth, quiet ride is coupled with an ability to be tough in the corners. To respond with precision. To give its driver a sense of the road.

The standard suspension system includes front and rear stabilizer bars. And special shock absorbers. And computer-selected coil springs at all four wheels.

Other driving assists include power steering. Which you manipulate with a leather-covered steering wheel, if you so order. And you can order disc brakes at all four wheels—a feature that you'll find on the most exotic European touring and racing cars.

The standard engine is a 5.7 litre V-8. But you can order a new 6.6 litre (403 CID) V-8. Both are effective sources of power—thanks to High-Energy Ignition and the catalytic converter.

But as we indicated earlier, for all its roadability, Riviera is a most satisfyingly elegant and luxurious automobile.

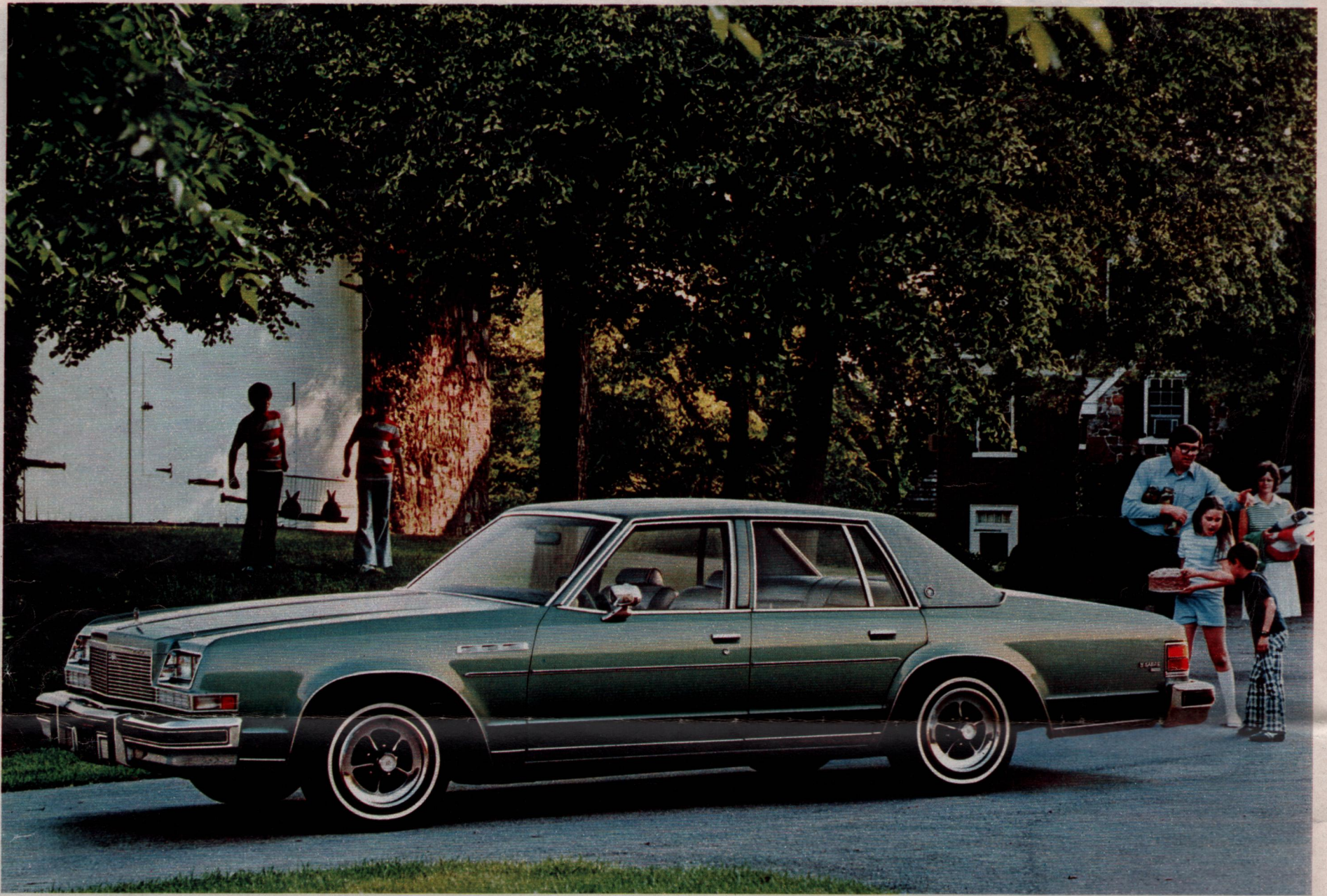
For instance, while Riviera satisfies a serious driver's demand for agility, it also has more front and rear head room than last year. And more rear leg room. (Not to mention more trunk room.)

There is new 50/50 front seating with twin armrests. Rich velour fabrics. An elegant and functional instrument panel. New custom wire wheel covers.

And there is a considerable variety of available equipment designed to make life easier for you. Including an AM-FM stereo radio with an integral citizens band transceiver.

The 1977 Riviera. It's a very special automobile. Because it carries on a very special tradition. Something you'll never really grasp, until you get that available leather steering wheel in your own two hands and take a Riviera out into the real world.

# The new LeSabres. Family cars that have a whole



## THE NEW LeSABRE SEDAN.

Let's establish one thing right off. LeSabre is the family car extraordinaire. It holds six full-sized adults. Comfortably. In fact, it has even more front and rear head room and more rear leg room than it did last year.

The trunk is bigger, too. Which means LeSabre is most definitely qualified to transport family-size cargoes.

But LeSabre's qualities go far beyond the number of cubic feet it has to offer.

Together with LeSabre's roominess, there is a new trimness to its design. Its lines are crisp, uncluttered. There is a more efficient use of space. And the car itself is very maneuverable. Surprisingly easy to turn. And park. And nimbleness is something you just don't expect from a car that can carry as much as this one.

Another thing. LeSabre is a Buick. And that suggests certain things about the smoothness of its ride. And of the quiet inside.

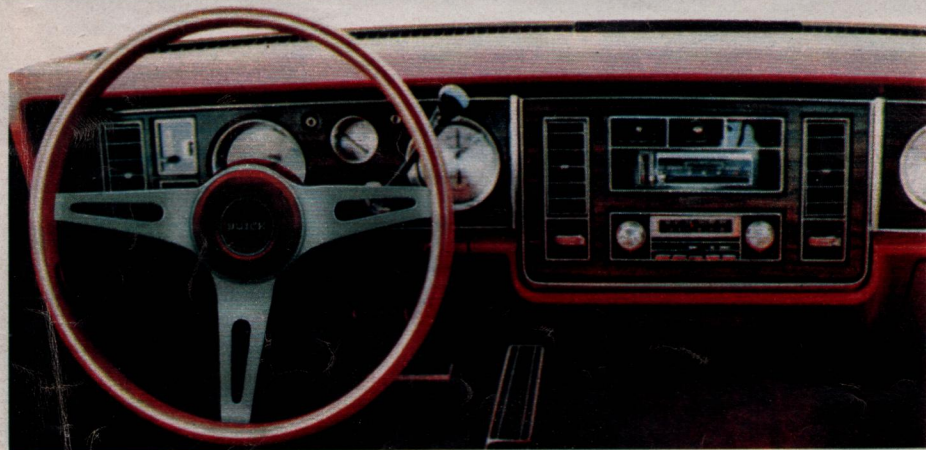
It also suggests that the inside of this car is special. Generously endowed with standard equipment to help make your life easier. With gleaming appointments. And with an easy-to-read, intelligently organized instrument panel.

And such helpful features as power front disc brakes, power steering, and a Turbo Hydra-matic transmission.

The 1977 LeSabre Sedan. It offers room, yes. But a lot more than that. Drive a new LeSabre. A stretch of road can present a much more eloquent appraisal of LeSabre's quality than words.



# lot more going for them than room.



## THE NEW LeSABRE SPORT COUPE.

This, too, is a family car. This, too, can carry six uncramped. This, too, has a trunk capable of absorbing large quantities of family-style paraphernalia.

But, this one is quite a departure from whatever you've come to think of as the family car.

Start with the design. Much of what is normally chrome has been blacked out—the grille, the moldings around the windows, even the wide-louvered moldings on the rocker panels. And there's black applique on the roof pillars. It smacks of something you're more likely to see in Stuttgart than in White Plains.

It's an incredibly clean, beautifully restrained automobile.

That should give you a pretty good idea of the philosophy behind this car.

This should, too: Part of the LeSabre Sport Coupe's standard equipment is a special ride and handling package. It consists of a substantial front stabilizer bar (28 mm). A rear stabilizer bar. Special springs and shock valving. And quick steering.

The standard engine is a 5.0 litre, 301 CID V-8 (or, in California and high altitude areas, a 5.7 litre, 350 CID V-8).

The tires are steel-belted GR 70x15 radials.

What's really kind of nice about all this attention to performance, is that it's been lavished on a car that still delivers considerable comfort and convenience.

Power front disc brakes, power steering, and an automatic transmission are all standard. As is thick, comfortable seating with a fold-down armrest in front. Instrumentation is quite complete, and the panel itself most sensibly designed.

See, we're not really trying to make aficionados out of you. (OK, so we sneaked in a Rallye steering wheel.) But the main idea was to give you a roomy, even luxurious, automobile that can do more than double as the living room sofa. To give you a car that can handle a winding road as admirably as it handles the kids and the dog.

And frankly, we think that makes this LeSabre Sport Coupe a rather special sort of automobile.

# The new Century and Regal. Mid-size cars that are



**THE NEW CENTURY.** Philosophically, the mid-size car has always been something of a compromise. Not too big. Not too small. Just a logical and practical way to fill the gap between full-size and compact.

Well, Buick doesn't build just logical and practical mid-size cars. And we offer in evidence, Century.

Century is indeed mid-size. And, yes, it is most certainly practical. Thanks to things like standard fiberglass-belted radial tires. And High-Energy Ignition, which eliminates the need for an ignition condenser and points—and therefore the need to replace them. And a newly revised, lighter version of the super little Buick V-6 engine.

Yup. Century is practical.

But Century is a Buick.

Which explains the handsome styling. The big, soft, comfortable seating. The smoothness. The quietness.

And which explains why so many good things are standard. Like power steering. And front disc brakes (with audible pad-wear indicators). And computer-selected coil springs at each wheel. And Full-Flo ventilation, something that keeps a steady stream of outside air flowing through the car. And a windshield wiper system with a single-wipe feature for wet, but not really rainy, conditions. And a hood release inside the car.

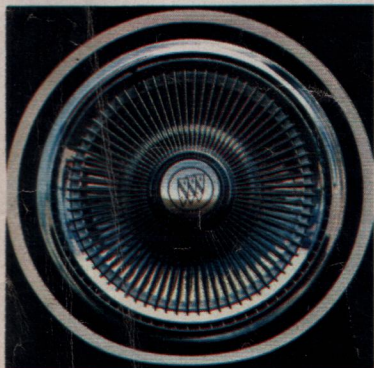
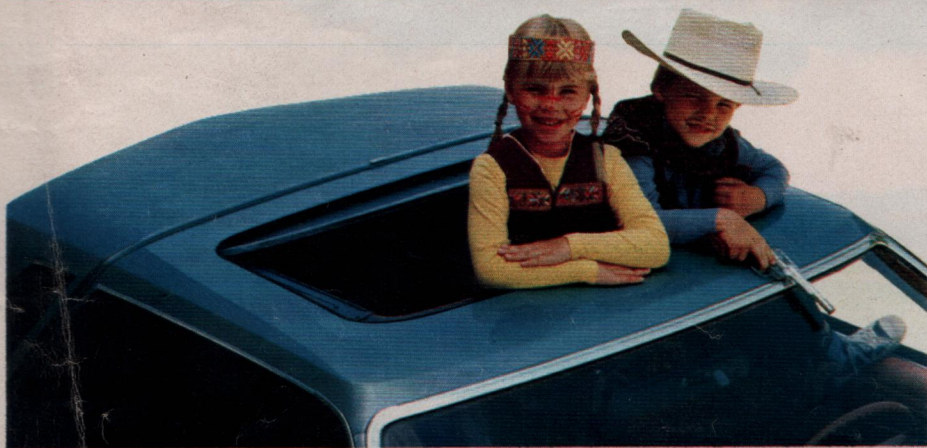
And so on.

No, Century is not just logical. No, Century is not just practical. Century is a beautifully designed, generously endowed automobile.

In other words, the fact that this intermediate-size car is a Buick counts for a whole lot.



# much more than practical.



**THE NEW REGAL COUPE.** This is the ultimate intermediate-size Buick. In fact, it's about as close to a personal luxury car as you're likely to get in a car this size.

In our own humble opinion, it is one of the most desirable-looking American automobiles on the road today. It is distinguished from the regular Century by its more formal styling. Its squared-off front end. Its squared-off roofline.

And as the *pièce de résistance* of Buick's mid-size line, it offers a most impressive assortment of standard finery.

Naturally, you get power steering standard. And the front disc brakes are power-assisted.

Standard seating is of the notchback variety—which means you get a big, comfortable fold-down armrest in front. The seat fabrics are newly designed this year.

Courtesy lights abound—under the dash, in the front ashtray, in the glove box and on the ceiling.

You get a deluxe steering wheel.

You get added insulation under the seats and dash, which helps explain why Regal is so quiet under way.

And that's just the "basic" Regal.

There's a whole lot more luxury and comfort available.

Naturally, you can order all sorts of available electronic wizardry to make life a little easier. Power windows. Six-way power seats. Electric door locks. Electric rear-window defogger. Electric trunk release. Even a lighted vanity mirror for the passenger's visor.

The available air conditioning is special this year. In the past, when the air conditioning was on, the compressor ran full-time. Now, the compressor is thermostatically controlled, so that when it reaches a certain temperature, it cuts out.

And there are no less than five different sound systems you can order. AM radio. AM-FM radio. A 4-speaker AM-FM stereo radio system. A 4-speaker AM-FM stereo radio and stereo tape system. And an under-dash, citizens band transceiver that you can remove and take with you for safekeeping when you leave your car unattended.

The 1977 Regal. It's a pretty elegant way to get the benefits of mid-size transportation.

# Introducing small cars that can actually indulge you.



**THE NEW SKYLARK.** Skylark is the kind of small car that happens when Buick makes the decisions.

Which means there is a lot more to recommend Skylark than a set of compact dimensions.

On our way to making Skylark manageable and moderately priced, we built in many of the qualities inherent in our larger Buicks. Style. Comfort. Quietness.

In addition to things such as a Buick V-6 (newly revised to reduce weight) and a High-Energy Ignition system, we made sure Skylark had big, cushiony seats. Armrests. Cut-pile carpeting, front and rear. Deluxe steering wheel. Full-Flo ventilation. Generous insulation and sound deadening.

The new Skylark. Sit in one. Drive one. It's going to change a few of your ideas about smaller cars.

**THE NEW SKYHAWK.** Ever since we introduced Skyhawk two years ago, we've had a very special affection for it. Partly because it was such a departure from the Buicks of the past. And partly because it's such a terrific automobile.

Well heck, just look at the little rascal. All sleek and aerodynamic. It's reminiscent of the exotic GT's that populate European roadways.

It really works, too. The terrific little V-6 engine under the hood certainly helps. And this year it's been modified to reduce weight.

The suspension includes front and rear stabilizer bars. And the

standard transmission is a fully synchronized 4-speed. But you can order an available 5-speed with overdrive if you desire. Or a Buick-smooth automatic.

In any case, performance is certainly a major Skyhawk personality trait.

But for something with this much road talent, Skyhawk is remarkably civilized.

It has high-backed bucket seats. Courtesy lights in the ashtray, glove box and under the dash. Computer-selected springs. Remote-control outside sport mirror. And cut-pile carpeting front and rear.

The new Skyhawk. Maybe now you know why we're in love with it. If not, drive it. That'll help you see the light.

**THE NEW OPEL ISUZU.** The Opel Isuzu is a very interesting small car. It's part German, part Japanese, part performer, part money-saver, and it's sold and serviced by Buick.

And it really does indulge you. But in a rather special way. Because it gives you solid performance and considerable comfort, yet does it for a very reasonable price.

For a relatively small amount of money, you get a sophisticated 1817cc, 4-cylinder, overhead-cam engine with five main bearings and a cross-flow head. A short-throw, 4-speed manual transmission. Reclining bucket seats. Rack-and-pinion steering. And tinted glass.

All in all, Isuzu is fun to drive, comfortable, and very functional. Why not test-drive one today?



*Dedicated to the Free Spirit in just about everyone.*

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