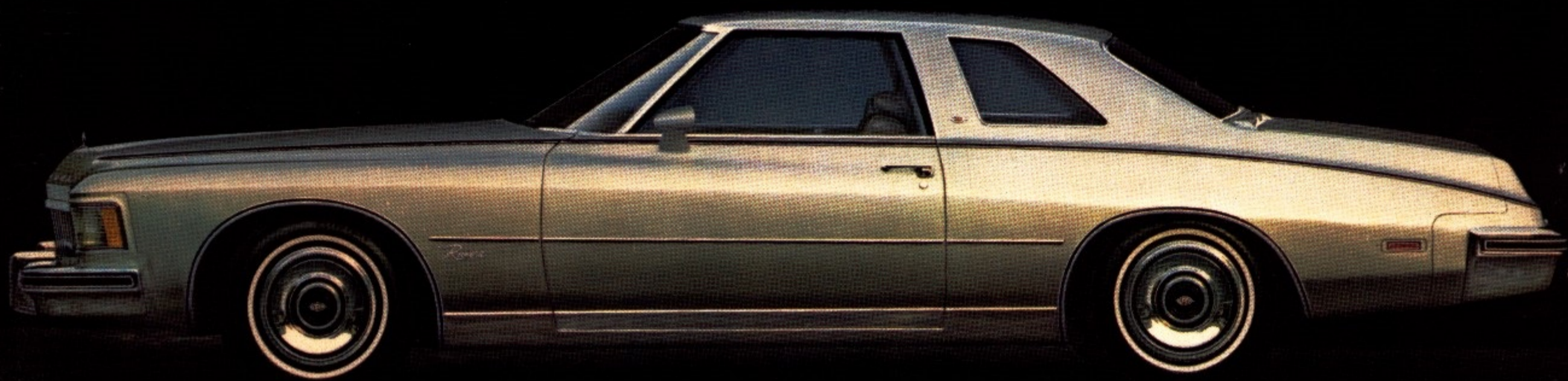


1974 Buick

A COMPREHENSIVE BUYERS GUIDE.



1974 Buick AN OVERVIEW



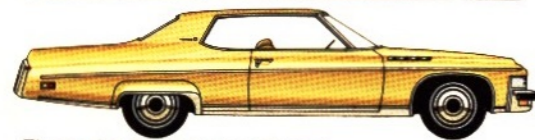
Riviera / Personal luxury



Riviera Hardtop Coupe



Electra / Luxury



Electra Limited Hardtop Coupe



Electra Limited Hardtop Sedan



Electra Custom Hardtop Coupe



Electra Custom Hardtop Sedan



Electra 225 Hardtop Coupe



Electra 225 Hardtop Sedan



LeSabre / Full size



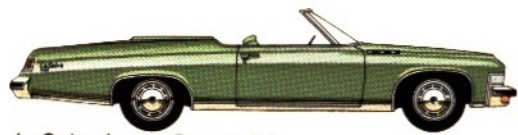
LeSabre Luxus Hardtop Coupe



LeSabre Luxus Hardtop Sedan



LeSabre Luxus 4-door Sedan



LeSabre Luxus Convertible



LeSabre Hardtop Coupe



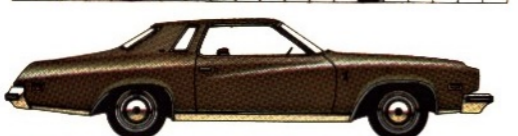
LeSabre Hardtop Sedan



LeSabre 4-door Sedan



Century / Mid size



Century Regal Colonnade Hardtop Coupe



Century Regal Colonnade Hardtop Sedan



Century Luxus Colonnade Hardtop Coupe



Century Luxus Colonnade Hardtop Sedan



Century Gran Sport Colonnade Hardtop Coupe



Century 350 Colonnade Hardtop Coupe



Century 350 Colonnade Hardtop Sedan



Station Wagons



Estate Wagon, 4-door, 2/3-seat



Century Luxus, 4-door, 2/3-seat Wagon



Century 350, 4-door, 2/3-seat Wagon



Apollo / Small cars by Buick



Apollo Hatchback Coupe



Apollo 2-door Coupe



Apollo 4-door Sedan

For 1974, we wanted to create the best automobiles in Buick history.

That meant a lot more than coming out with just another batch of cars for the new year.

It meant making refinements in engines and suspension systems. Searching out ways to increase comfort and interior luxury. And styling that makes the cars as contemporary and attractive to look at as they are to drive.

It meant trying to do our level best to design and produce cars that are a good value for the money. Cars that will be durable and dependable. And cars that offer true quality in ride, handling and finish.

We believe our cars will live up to that effort.

And we hope this detailed guide will help you select the Buick and the equipment that will give you precisely what you want in a fine automobile.

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Buick Motor Division, General Motors Corporation, reserves the right to make changes at any time, without notice, in prices, colors, materials, equipment, specifications, and models; and also to discontinue models. Some of the equipment shown or described throughout this catalog is available at extra cost. See page 62 for more information and check with your Buick dealer for complete information.

1974 Riviera THE EXTERIOR



2

It may just be the ultimate personal luxury car.

Riviera has always been a good performing car. This year, our designers simply matched its looks to its disposition. Note the classic, almost European lines and the pillared roof.

Underneath, there's a standard 455-

3

cubic-inch V-8 engine—with refined emission control equipment, and a time-modulated choke for dependable starting and solid cold-running operation. Turbo Hydra-matic 400 transmission with altitude-compensated controls, so the transmission shifts as smoothly in Denver as it does in Detroit. Variable ratio power steering. Power front disc brakes with a proportioning

valve to balance the front and rear braking effort to the pedal pressure.

Outside, you can add a distinctive character stripe to all Rivieras. And, to complement the stripe, you can order one of the available vinyl roof coverings. There's the thickly padded Landau version (shown below) or the full-length top style. The Landau version in-

cludes special rear and side window moldings as well.

Inside, there is a new custom steering wheel, a new electronic digital clock and a windshield wiper control with a single wipe feature for misty conditions. A tilt steering wheel is standard. As is a cloth and vinyl notchback seat.

Riviera Landau



1974 Riviera

THE EXTERIORS



There's a lot standard in the 1974 Riviera. And a lot extra you can add to it.

There's the Stage 1 engine. It includes a high-performance 455-cubic-inch 4-barrel V-8 engine with dual exhaust, electronic, high-energy ignition, a performance axle ratio with positive traction differential and a Stage 1 nameplate on the grille.

And when you're planning a new Riviera, don't overlook the Riviera GS. The available GS package consists of firm ride and handling suspension, front and rear stabilizer bars, steel-belted radial-ply tires, extra acoustical insulation and GS ornamentation. The combination of this and the Stage 1 engine make the Riviera a surprisingly agile road car.

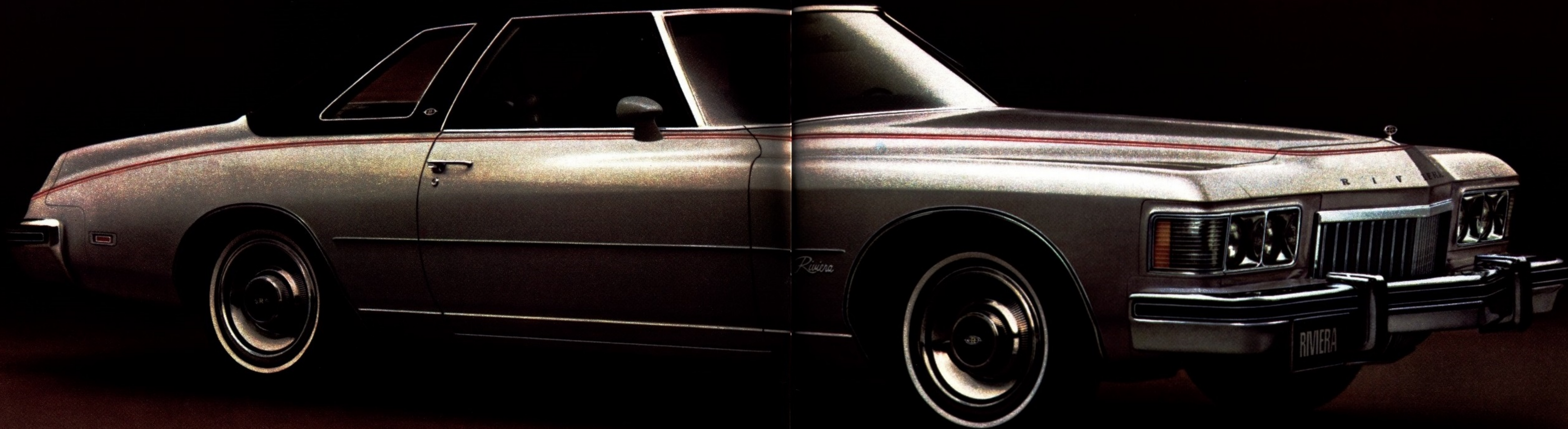
You can add the new short, padded Landau top. Or order one of the 29 available interiors, including a new leather and vinyl 60/40 notchback and a new velour and vinyl 60/40 notchback.

For driver convenience, you can order a center console that puts the shift lever close at hand and gives you a handy storage compartment as well.

Two combination seat and shoulder belts for driver and right passenger are standard in the front seat. With an electronic beep warning signal, inertia reel and starter interlock.

There's a lot more to be said for Riviera for 1974. The following pages will give you an idea how much.

Riviera



Riviera



1974 Riviera
THE INTERIORS



Burgundy Prado cloth and Madrid-grain vinyl 60/40 notchback seat, shown at left, available in Riviera Hardtop Coupe. Choice of five solid colors.



Full-size Buicks have new instrument panels for 1974. Wraparound cockpit design has been retained for easy access to controls and instruments. Controls are new and, along with air conditioning outlets, are trimmed with bright accents. A fine chrome line further outlines

instruments and controls. Instrument cluster face has a brushed gold appearance and the glove box has been restyled and relocated for easy reach. Two illuminated front seat ashtrays are standard equipment.



Saddle leather and Madrid-grain expanded vinyl 60/40 notchback seat, available in Riviera Hardtop Coupe. Choice of Saddle or Black.



Burgundy Oxen- and Madrid-grain expanded vinyl 40/40 seats, available in Riviera Hardtop Coupe. Choice of two solid and six combination colors.



Black/Blue Manchester Cloth and Madrid-grain vinyl notchback seat, standard in Riviera Hardtop Coupe. Choice of four colors.

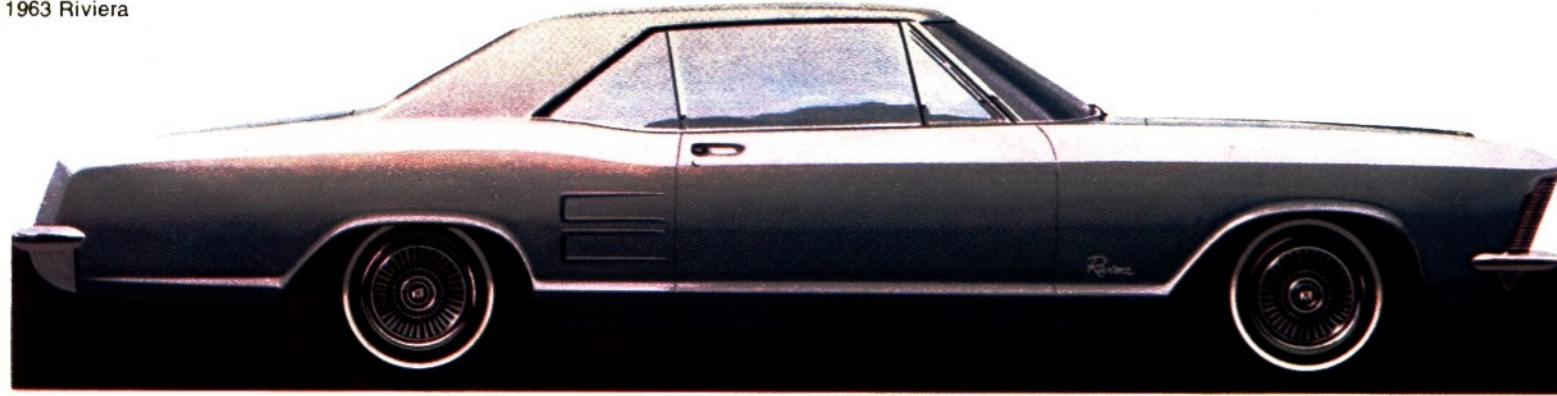


Saddle Oxen- and Madrid-grain 60/40 notchback seat, available in Riviera Hardtop Coupe. Choice of four solid and six combination colors.

1974 Riviera

IN DEPTH

1963 Riviera



Riviera. A brief history.

When we introduced Riviera in 1963, we said it was "America's bid for a great new international classic car."

We feel that the years since have supported our point.

Riviera has always been different. From the first Riviera with its unique chassis design and the largest Buick V-8 available. And now there's a new Riviera. With looks that match its performance.

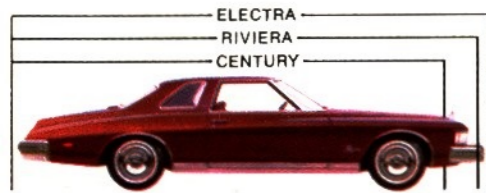
What a Riviera is.

A car that brings back the pleasure of driving. Not a sports car, in the usual sense, but a car that does give you the road feel, the handling and the feel of driving. A true personal luxury car.

And Riviera combines that driving pleasure with riding comfort and a high degree of personal luxury.

How big is it?

Surprisingly, Riviera is only five inches less overall than an Electra and about 17 inches longer than the intermediate-size Century. So, with its 122" wheel base and 64" tread, it's a large, comfortable car on the inside.



What does it weigh?

Curb weight on the new Riviera is roughly 4,700 pounds. And that's including the 455 V-8 engine and all the standard power features.

Where Riviera fits in the Buick lineup.

It occupies a special place in the Buick line.

It's at the upper end in terms of price and luxury, yet it's perhaps the sportiest car Buick offers. And you might be agreeably surprised at the Riviera price tag. If you're the type of buyer that



wants something special, we think you should inspect Riviera. Considering how much you get, we think it's an exceptional buy for the money.

How does it compare with other personal luxury cars?

We think very favorably. There are four other cars built in America that could qualify for the personal luxury category. Two of them are about the same size inside, with about the same engine size, slightly larger overall—and appreciably more expensive.

The other two are almost the same weight, power and size. And priced about the same as Riviera. But we do feel that what we've learned in engineering the Riviera over the past decade has enabled us to design a car that can successfully compete with any other personal luxury car.

Should you buy a Riviera?

We suggest you do what we do. Try every other personal luxury car. Match every feature, every bit of comfort; evaluate the ride, the handling, the total road feel. Then make your own decision.

What is Riviera doing for you in '74?

There are some big things. Like the new roof styling, European influence, obviously. New interiors, including an available leather version. New refinements in engine, ride and handling.



New rear bumpers. A lot of little things. Like high-level rear marker lamps. Available windshield wipers that operate intermittently on misty days. A new clock. And a lot more.

Heated glass rear window defogger.

Sometimes, what's behind you is as important as what's ahead. A special electric heating element, laminated to

the rear glass, helps get rid of condensation and snow silently.

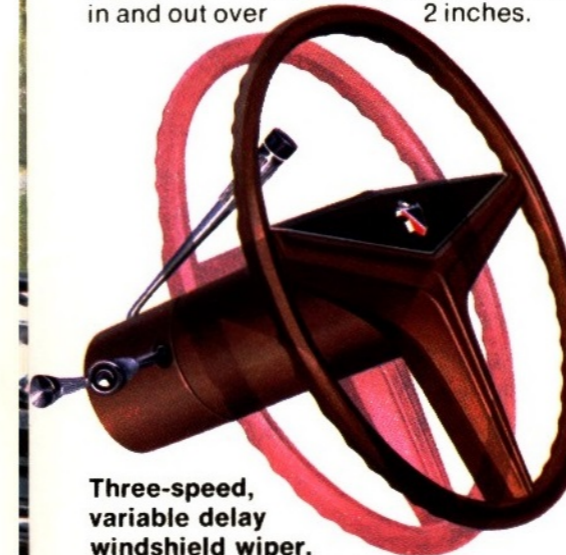
Electronic digital clock.

As modern as the rest of the new Riviera. A solid-state quartz-crystal gives improved timekeeping accuracy and a digital readout replaces conventional clock hands.



Tilt and telescoping steering column.

Put the steering wheel just where you want it with this available feature. Wheel adjusts to 6 different tilt positions, slides in and out over 2 inches.



Three-speed, variable delay windshield wiper.

Available on the '74 Riviera, the new three-speed windshield wiper features



a low-speed delay position. In addition to high, medium and slow, there's a variable-delay setting less than slow that lets you match wiper speed to misty or occasional rain conditions.



Outside thermometer.

Available on the '74 Riviera, the new outside thermometer is built into the left remote-control outside mirror for easy driver visibility.

High-energy ignition system.

Available on all engines, the new system is a solid-state, electronic system for higher starting voltage and greater reliability. There are no points to wear and the higher voltage gives better spark plug life.



Sliding sun roof.

The available metal sun roof can be ordered either electrically operated or with manual controls.

Steel-belted radial-ply tires.

Available on Riviera, GM specification steel-belted radial-ply tires provide a desirable combination of important tire performance characteristics. These characteristics include handling, ride, tread life, endurance, hazard resistance as well as significant improvement in traction on wet and snowy roads.



MaxTrac.

MaxTrac is Buick's available computerized rear-wheel spin control system. A miniature, transistorized computer compares front and rear wheel speeds and, if the rear wheel speed exceeds the front by 10%, the computer reduces engine speed to reduce wheel spin.

Riviera Stage 1 engine.

Included in this available Stage 1 package is the special 455-cubic-inch, four-barrel V-8 with the electronic, high-energy ignition, performance axle ratio, positive traction differential and special Stage 1 ornamentation.



Riviera GS handling package.

The perfect complement to the Stage 1 engine, the available GS handling package gives you special firm ride and handling suspension, heavy-duty front and rear stabilizer bars, steel-belted radial-ply whitewall tires, extra acoustical insulation and GS nameplates on the fenders. Adds up to a lot of automobile.

Low-fuel indicator.

Available on the Riviera. The red light warns you when the fuel level drops to approximately 4½ gallons.



Automatic power mast antenna.

If you spend time outside normal radio reception areas, you might want to order the power antenna. Helps pull in weak or fringe stations; automatically retracts flush into the fender when you turn the radio or the key off.

1974 Riviera

SPECIFICATIONS AND CHASSIS

Standard Equipment

- One Coupe model available

Engine

- 455-cubic-inch 4-barrel V-8
- Semiclosed cooling system helps protect against coolant loss
- Nickel-plated exhaust valves provide excellent valve durability with low- and no-lead fuels
- Refined Exhaust Gas Recirculation (EGR) and Air Injection Reactor (AIR) for reduced pollutant levels
- Time-modulated choke for dependable starting and solid cold-running driveability
- Integral voltage regulator and Delcotron

Chassis

- Turbo Hydra-matic 400 automatic transmission
- Variable ratio power steering
- Power front disc brakes for smooth stopping and resistance to fade—with audible pad-wear indicator
- Coil spring suspension—front and rear
- Side-terminal energizer to eliminate corrosion buildup on the terminals and provide full starting power
- Brake proportioning valve to vary braking force, front to rear, contributing to smooth stops
- Altitude-compensated transmission controls
- Computer-selected chassis springs, matched for consistent ride and handling
- Trued tires and concentric wheels as close to being perfectly round as current technology permits
- Solenoid-actuated throttle stop to help prevent dieseling after engine shutdown
- Dual exhaust

Comfort and Convenience

- Manchester cloth and Madrid-grain vinyl notchback seat
- GM Set-and-Close door locking system
- Full-Flo ventilation
- New electronic quartz crystal-controlled digital clock
- Lights: ashtray, courtesy and glove compartment
- Full-foam construction seat design
- New windshield wiper system with controlled wipe feature for misty conditions
- New dual front lighted ashtrays
- Tilt steering wheel
- Luggage compartment light

Safety and Anti-Theft*

- Side Guard beam construction
- 4-jet windshield washer
- Wide-view inside day/night mirror
- Remote control outside rearview mirror (left)
- Inside hood-lock release offers theft protection
- Two front combination seat and shoulder belts for driver and right front passenger (with reminder light and buzzer, inertia reel and starter interlock)

*See pg. 59 for complete list of safety features.

Available Equipment

Engine

- Riviera Stage 1 engine with electronic high-energy ignition, performance axle ratio, positive traction differential and ornamentation
- New high-altitude engine, available in the Denver area
- New, electronic high-energy ignition system for added reliability and higher starting voltage available on standard engine

Chassis

- Riviera GS handling package including firm ride and handling suspension, steel-belted radial-ply whitewall tires and specific GS ornamentation
- New steel-belted radial-ply whitewall tires
- Sealed, maintenance-free energizer
- MaxTrac helps control rear wheel spin while accelerating on slippery surfaces
- Automatic level control adjusts to load conditions

Comfort and Convenience

- Cloth 60/40 notchback seat, expanded vinyl 60/40 notchback seat or expanded vinyl 40/40 seats
- New leather and vinyl 60/40 notchback seat
- Convenience Center storage compartment
- Speed alert and trip odometer
- Sunshade map light (not available with sun roof)
- Cruise Master speed control for maintaining constant speed
- Electric door locks
- Electric seatback locks
- New sport mirrors
- New combination dome and reading lamp
- Electric trunk release allows opening the trunk from inside the car
- AM, AM-FM, stereophonic radio and tape player combinations
- New door entrance courtesy lights
- 6-way power seat for personalized seating comfort
- Sliding metal sun roof—manually or electrically operated
- New tilt and telescoping steering column
- New outside thermometer
- Power windows
- New lighted vanity mirror
- New, 3-speed windshield wiper system with low speed delay feature
- Climate Control or Automatic Climate Control air conditioning. Both with low-freon detector switch which shuts off compressor if freon drops below normal operating level
- New heated glass rear window defogger
- Rear window defogger (blower)
- Litter pocket (standard with custom interior trims)
- New front and rear light monitors
- Cornering lights
- "Low fuel" indicator light
- Short, nonoperating console (40/40 seats required)
- Long, operating console (40/40 seats required)
- New, right hand remote control rearview mirror
- New automatic power mast antenna

Appearance and Protection

- Bumper guards—rear (front standard)
- Protective body side moldings
- Door guards
- Chrome-plated wheel
- Super deluxe wheel cover
- Deluxe wire wheel cover
- Carpet savers and handi-mats
- Custom vinyl top (full)
- Landau (rear portion) vinyl top
- Body side and rear accent stripes

Specifications

- 455-cubic-inch 4-barrel V-8 standard; 455-4 Stage 1 modified V-8 available
- Turbo Hydra-matic 400 automatic transmission standard

Dimensions (inches, unless otherwise noted)	Riviera
Wheelbase	122.0
Tread, front	63.6
Tread, rear	64.0
Length	226.4
Width	80.0
Height	53.7
Head room, front	38.1
Head room, rear	37.1
Leg room, front	42.2
Leg room, rear	35.4
Shoulder room, front	64.3
Shoulder room, rear	59.3
Hip room, front	62.3
Hip room, rear	56.0

AccuDrive is Buick's total roadability suspension system. It includes tailored suspension and steering geometry, engine mounts, suspension bushings and body mounts. Computer-selected springs, shock absorbers and coil spring suspension, front and rear, further contribute to overall car stability. Variable-ratio power steering combines a fast response for parking or low-speed maneuvering with good highway feel. Standard on Riviera.

Semiclosed cooling system collects hot coolant in a translucent container and returns it to the radiator during cool-down. Coolant supply is checked visually without removing the radiator cap.

455-cubic-inch 4-barrel V-8 engine is standard on Riviera. Dependable starting, smooth idle and responsive performance result from total engine design. Exhaust Gas Recirculation and Air Injection Reactor pollution control systems are designed in, not added on. A time-modulated choke helps provide dependable starting in cold weather by controlling choke opening during the critical 5 to 10 seconds after startup.

Two-speed mist windshield wiper helps take care of road splash or light drizzle. One push on the control gets one wipe, or hold it down for additional wipes. Automatically returns to off when released. Two continuous speeds for normal wet conditions.

Extensive insulation helps keep noise and engine heat from the passenger compartment. Floor, front end, rear end, and roof areas all receive special attention. Riviera features special seals between the body cowl and fenders for additional quietness.

Double-panel roof construction 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 cut down on noise inside the car.

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

Dual exhaust provides improved performance over single systems. Standard on Riviera.



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

Power front disc brakes are fade-resistant, smooth operating and recover from the effects of water rapidly. Heat is rapidly dissipated for long lining life. Braking is proportioned front to rear depending upon brake pedal effort applied. Standard on Riviera.

Trued tires and concentric wheels are as close to being perfectly round as current technology permits. This factory-balanced assembly helps provide long tire life and contributes to smooth ride.

Turbo Hydra-matic 400 automatic transmission offers responsive performance and driver convenience. Smooth response results from close match of transmission to engine output. Standard on Riviera.

Perimeter frame construction forms a solid foundation for fitted and welded body components. Strengthened frame construction for 1974 adds to ride qualities. Improved corrosion control results from a new petroleum-base coating on all frames and rear suspension lower control arms.

Side Guard beam construction affords protection in the event of side impact. Beams are double-walled, box-type, channel-reinforced guard rails welded in horizontally. They are massively constructed and integral with door and quarter panel design.

1974 Electra 225

THE EXTERIOR



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We wanted to create the ultimate Buick. Here it is.

The luxurious Electra Limited is available in this Hardtop Sedan model, the Hardtop Coupe and available Landau roof coupe. But Electra luxury is more than just fine fabrics, fit and superb finishing. That much can be seen and touched.

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Because, for an automobile to be truly a luxury car, it needs more.

That same luxury must extend to the ride and handling. It must be a car that is as pleasurable to drive as to admire.

That's why our engineers spent so much time finding out how to modify components like springs, shock absorb-

er settings, rubber bushings, steering—everything that affects the total roadability—so that the 1974 Electra Limited feels as good as it looks.

We think that, if you take an Electra over the same roads you usually travel, with the same traffic, you'll agree with us that the Electra is indeed a very luxurious automobile. So, if you're

looking for a luxury car, you need look no further—or pay any more—than Buick Electra.

But stay with us. The Electra story is just getting started.

Electra Limited Hardtop Sedan



1974 Electra 225

THE EXTERIOR



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Few people ever thought of a luxury car as a way of saving money.

That is, until now. One step down in price from the Limited, Electra comes in two more versions—Electra 225 and the Electra Custom. Both are available in Hardtop Sedan and Hardtop Coupe models. Both carry on the Electra tradition of great road car

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handling and the high level of appointments you expect in a fine car.

Like the Limited, Electra Custom and Electra 225 features a new, full-width die cast grille with the grille theme repeated in the lower bumper. The wheel covers are the super deluxe version with jewel-like center inserts. Body-color matched resilient end caps

are used to enclose sections of the bumper to further enhance the distinctive Electra appearance.

We also added a new windshield wiper with a single wipe control for misty weather. Another new standard feature on Electra is the backup lights. We've put them in the ends of the bumper but—more important—they

glow red, like taillights when your lights are on. Except when you shift to reverse. Then they shine white for rear visibility. A small touch, perhaps. But typical of what you can expect of the ultimate Buick.

Electra 225 Hardtop Coupe



1974 Electra 225

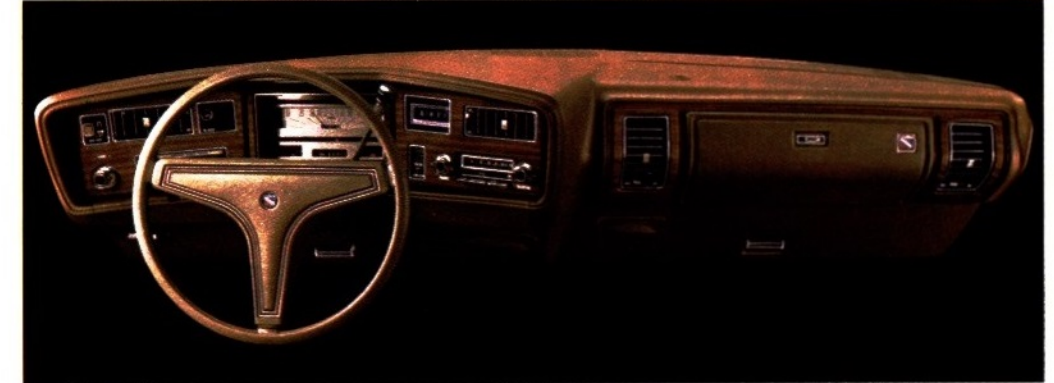
THE INTERIORS



Saddle Leather and Madrid-grain vinyl 60/40 notchback seat, shown at left. Available in the Electra Limited Hardtop Coupe and Sedan. Choice of Saddle or Black.



Green Garland cloth and Madrid-grain vinyl 60/40 notchback seat, available in Electra Custom Hardtop Coupe and Sedan. Also available as a notchback seat in the same models. Choice of four colors for all seats and models.



Full-size Buicks have new instrument panels for 1974. Wraparound cockpit design has been retained for easy access to controls and instruments. Controls are new and, along with air conditioning outlets, are trimmed with bright accents. A fine chrome line further

outlines instruments and controls. Instrument cluster face has a brushed gold appearance, and the glove box has been restyled and relocated for easy reach. Two illuminated ashtrays are standard equipment.



Black Grandeur cloth and Madrid-grain vinyl bench seat, standard in Electra 225 Hardtop Coupe and Sedan. Choice of three colors. Also available in vinyl for the same models in a choice of two solid colors.



White/Blue Oxen- and Madrid-grain expanded vinyl notchback seat, standard in Electra Custom Hardtop Coupe and Sedan. Choice of four solid or six combination colors.



Burgundy Lombardy cloth and Madrid-grain vinyl bench seat, standard in Electra Limited Hardtop Sedan. Choice of four colors. Also available in Georgian cloth, in the same model, in a choice of three colors.



Saddle Oxen- and Madrid-grain expanded vinyl 60/40 notchback seat, available in Electra Limited Hardtop Coupe and Sedan. Saddle only.



Blue Lombardy cloth and Madrid-grain vinyl 60/40 notchback seat, standard in Electra Limited Hardtop Coupe and available in the Sedan. Choice of four colors. Also available in Georgian cloth for the same models in a choice of three colors.

1974 Electra 225

IN DEPTH



Electra Limited, with available Landau top

Why it's America's second best selling luxury car.

Electra is more than the most luxurious Buick we build. It's one of the most luxurious cars anyone builds.

For a car with so much luxury, Electra's initial price is remarkably reasonable. And its resale value is traditionally high. In other words, it's an exceptionally good investment.

What's new for Electra Limited.



Inside, the coupe's front seatback is split 60/40 for easier rear seat access. The standard upholstery is elegant crushed velour. Leather trim is available. And, if you buy the Limited Coupe, you can order the new padded vinyl Landau top. Or, with the Sedan, you can add a full-length padded vinyl top.

We didn't neglect the little touches while we improved the big things, either. We put a litter container in the Limited. Down beside the front passenger's feet so it's out of the way but still handy. And we added a two-way light in the headlining. Normally, it's a dome light but, flip a switch, and it's a reading lamp.

Of course, Electra 225 has its usual impressive list of standard equipment. 455 V-8, Turbo Hydra-matic transmission, variable ratio power steering, power front disc brakes with a proportioning valve that matches front and rear braking effort to the pedal pressure. And, for 1974, we've even included a 2-way power seat, power windows and a new way to tell time—an electronic digital clock, standard in every Electra Limited. And a great deal more.

Sliding sun roof.

The available metal sun roof can be ordered either electrically operated or with manual controls.

Six-way power seat.

Here's custom-tailored comfort for any driver. Seat angle and position are easily adjusted at the touch of a button. Controls are on the left side of the seat.

Stage 1 engine.

Now available on Electra Limited, 225 and Custom, the Stage 1 engine is a specially tuned 455 V-8 with 4-barrel

carburetion, a dual exhaust system and the new electronic, high-energy ignition system for added reliability and higher starting voltage.



Steel-belted radial-ply tires.

Available on all Electra models, GM Specification steel-belted radial tires provide a desirable combination of important tire performance characteristics. These characteristics include handling, ride, tread life, endurance, hazard resistance as well as significant improvement in traction on wet and snowy roads.



High-energy ignition system.

Available on all engines, the new system is a solid-state, electronic system for higher starting voltage and greater reliability. There are no points to wear; and the higher voltage gives better spark plug life.



Electric locks.

A single-button, electric door-locking system is available on all Electra models. And, on Coupe models, you can add an electric seatback lock.

Electric trunk release.

A button hidden inside the glove compartment lets you open the trunk lid without getting out of the car. Available on the Electra Limited, Electra 225 and Electra Custom.

Cruise Master speed control.

Set the desired speed with the switch on the end of the turn signal lever and you cruise. A touch of the brake releases the control. Available on Electra Limited, Electra 225 and Electra Custom.

Three-speed, variable delay windshield wiper.

Available on the '74 Electra Limited, Custom and 225, the new three-speed windshield wiper features a low-speed delay position. In addition to high, medium and slow, you can set it to work with an intermittent action for misty or occasional rain conditions.



Multi-speaker stereo system.

Driver and passengers are fully surrounded by sound with Buick's 4-speaker stereo system. Available with AM Sonomatic radio and stereo tape player system, AM-FM stereophonic radio and stereo tape player system or with AM-FM stereophonic radio.

Stereophonic tape player.

All of today's sounds are available to the driver whenever he so desires. Merely slip the 8-track stereo cartridge into the tape player—and enjoy. Full, clear stereo reproduction.

Lighted vanity mirror.

Available on Electra 225 and Electra Limited, a vanity mirror is built into the back of the front seat passenger's visor. A handy makeup mirror, complete with its own light for evening use.



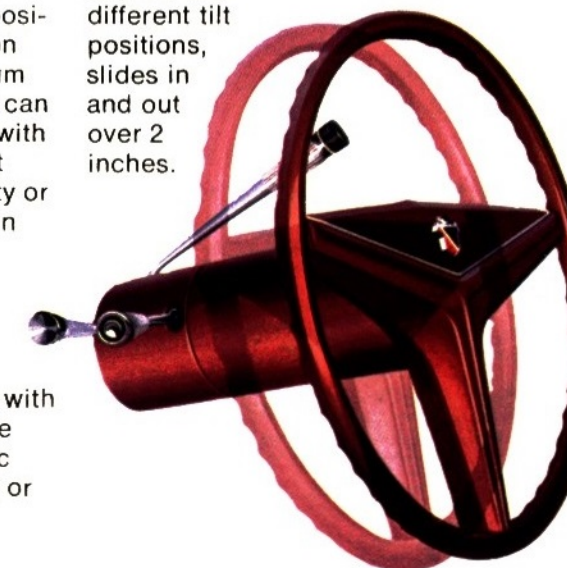
Electronic digital clock.



A solid-state quartz crystal gives improved timekeeping accuracy and a digital read-out replaces conventional clock hands. Standard on Electra Limited. Available on other Electra models.

Tilt and telescoping steering column.

Put the steering wheel just where you want it with this available feature. Wheel adjusts to 6 different tilt positions, slides in and out over 2 inches.



Outside thermometer.

Available on the '74 Electras, the new outside thermometer is built into the left remote-control outside mirror for easy driver visibility.

Automatic power mast antenna.

If you spend time outside normal radio reception areas, you might want to order the power antenna. Helps pull in weak or fringe stations, automatically retracts flush into the fender when you turn the radio or the key off.

Combination dome and reading lamp.



The Electra Limited's new dome light does more than just turn on when you open the door. Flip a switch, and it throws a focused beam perfect for a passenger reading lamp.

MaxTrac.

MaxTrac is Buick's available computerized rear-wheel spin control system. A miniature, transistorized computer compares front and rear wheel speeds, and if the rear wheel speed exceeds the front by 10%, the computer reduces engine speed to reduce wheel spin.

Low-fuel indicator.

Available on all Electras. The red light warns you when the fuel level drops to approximately 4½ gallons.



1974 Electra 225

SPECIFICATIONS AND CHASSIS

Standard Equipment

- Four Electra 225/Electra Custom models available—two Hardtop Coupes and two Hardtop Sedans
- Two Electra Limited models available—Hardtop Coupe and Hardtop Sedan

Engine

- 455-cubic-inch 4-barrel V-8
- Semiclosed cooling system helps protect against coolant loss
- Nickel-plated exhaust valves provide excellent valve durability with low- and no-lead fuels
- Refined Exhaust Gas Recirculation (EGR) and Air Injection Reactor (AIR) for reduced pollutant levels
- Time-modulated choke for dependable starting and solid cold-running driveability

Chassis

- Turbo Hydra-matic 400 automatic transmission
- Variable ratio power steering
- Power front disc brakes for smooth stopping and resistance to fade with audible pad-wear indicator
- Coil spring suspension front and rear
- Side terminal energizer to eliminate corrosion buildup on the terminals and provide full starting power
- Brake proportioning valve to vary braking force, front to rear, contributing to smooth stops
- Altitude-compensated transmission controls
- Computer-selected chassis springs matched for consistent ride and handling
- Trued tires and concentric wheels as close to being perfectly round as current technology permits
- Windshield washer and radiator overflow coolant reservoirs integrated with the fan shroud provide large washer fluid capacity and improved serviceability
- Extensive use of insulation
- Solenoid-actuated throttle stop to prevent dieseling after engine shutdown

Appearance and Protection

- Bumper protective strips with white accent stripes—front and rear
- Double-panel roof construction with inner panel perforated to absorb noise
- Cut-pile carpeting front and rear
- New custom steering wheel
- Wide rocker appearance moldings (Electra Limited)
- Super deluxe wheel covers
- Spare tire cover
- License plate frame

Safety and Anti-Theft*

- Side Guard beam construction
- 4-jet windshield washer
- Wide-view inside day/night mirror
- Remote control outside rearview mirror (left)
- Inside hood lock release offers theft protection
- Two front combination seat and shoulder belts for driver and right front passenger (with reminder light and beep warning signal inertia reel and starter interlock)

*See pg. 59 for complete list of safety features.

Available Equipment

Engine

- New 455-cubic-inch 4-barrel Stage 1 V-8 engine with electronic high-energy ignition system for added reliability and higher starting voltage
- New high-altitude engine for the Denver area
- New electronic high-energy ignition system available for standard engine
- Dual exhaust

Chassis

- New GM specification steel-belted radial-ply whitewall tires
- Sealed, maintenance-free energizer
- MaxTrac helps control rear wheel spin while accelerating on slippery surfaces

Comfort and Convenience

- Cloth 60/40 notchback seat (Electra Custom)
- Cloth 60/40 notchback seat (Electra Limited Sedan) or expanded vinyl 60/40 notchback seat (both Electra Limited models)
- New leather and vinyl 60/40 notchback seat (Electra Limited)
- Convenience Center storage compartment
- Speed alert and trip odometer
- Sunshade map light
- Cruise Master speed control for maintaining constant speed
- Electric door locks allow locking all doors with one button
- New door entrance courtesy lights
- New outside thermometer
- New 3-speed windshield wiper system with low speed delay feature
- AM, AM-FM stereophonic radio and tape player combinations
- New tilt and telescoping steering column
- 6-way power seat for personalized seating comfort
- Sliding metal sun roof for Coupe models—manually or electrically operated
- Power windows (standard on Electra Limited)
- New lighted vanity mirror
- Tilt steering wheel
- Climate Control or Automatic Climate Control Air conditioning. Both with low-freon detector switch which shuts off compressor if freon drops below normal operating level
- Rear window defogger (blower)
- Heated glass rear window defogger
- New front and rear light monitors
- Cornering lights
- "Low fuel" indicator light
- New, right hand remote control outside rearview mirror

Appearance and Protection

- Protective body side moldings
- Bumper guards—front and rear
- Custom vinyl top
- Plush Landau (rear portion) padded vinyl roof with special rear side window (Electra Limited Hardtop Coupe)
- Door guards
- Heavily padded full vinyl roof (Electra Limited Hardtop Sedan)
- Wire wheel covers
- Trunk trim carpet

Specifications

- 455-cubic-inch 4-barrel V-8 standard; 455-cubic-inch 4-barrel Stage 1 V-8 available
- Turbo Hydra-matic 400 automatic transmission standard

	Electra 225/Custom/Limited	
	Hardtop Coupe	Hardtop Sedan
Dimensions (inches, unless otherwise noted)		
Wheelbase	127.0	127.0
Tread, front	63.6	63.6
Tread, rear	64.0	64.0
Length	231.5	231.5
Width	79.9	79.9
Height	54.5	55.0
Head room, front	38.8	39.3
Head room, rear	38.1	38.2
Leg room, front	42.2	42.2
Leg room, rear	40.0	40.8
Shoulder room, front	64.3	64.3
Shoulder room, rear	61.5	63.4
Hip room, front	62.3	62.3
Hip room, rear	56.0	62.8

AccuDrive is Buick's total roadability suspension system. It includes tailored suspension and steering geometry, engine mountings, suspension bushings and body mounts. Computer-selected springs, front and rear, further contribute to overall car stability. Variable ratio power steering combines a fast response for parking or low-speed maneuvering with good highway road feel. Standard on Electra models.

Semiclosed cooling system collects hot coolant in a translucent container and returns it to the radiator during cool-down. Coolant supply is checked visually without removing the radiator cap.

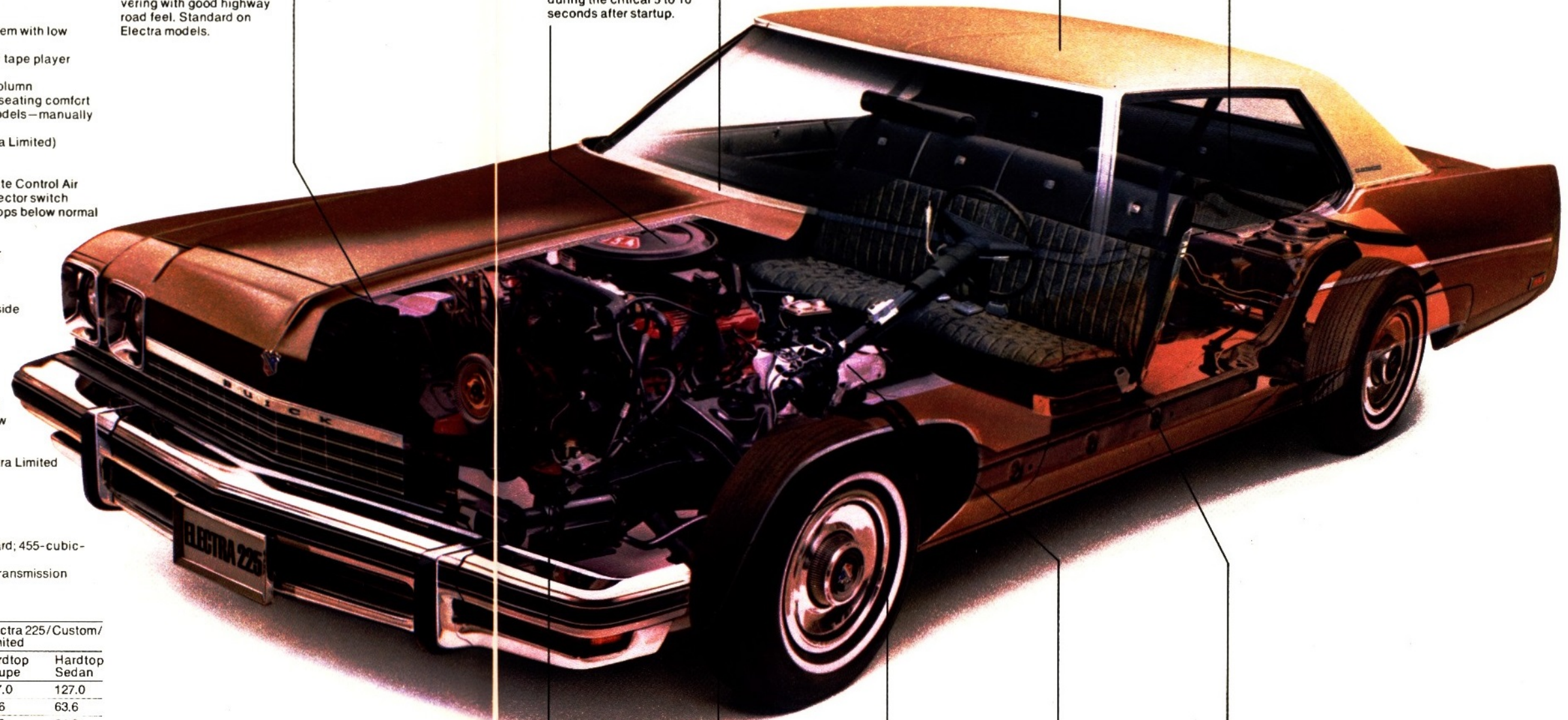
455-cubic-inch 4-barrel V-8 engine is standard on Electra. Dependable starting and overall operation result from total engine design. Exhaust Gas Recirculation and Air Injection Reactor pollution control systems are designed in. A time-modulated choke provides dependable starting in cold weather by controlling choke opening during the critical 5 to 10 seconds after startup.

Two-speed mist windshield wiper helps take care of road splash or light drizzle. One push on the control gets one wipe, or hold it down for extra wipes. Automatically returns to "off" when released. Two continuous speeds for normal wet conditions.

Extensive insulation helps keep noise and engine heat from the passenger compartment. Floor, front end, rear end and roof areas all receive special attention.

Double-panel roof construction helps isolate noise and strengthens roof structure. A contoured roof inner panel is bonded firmly to the outer panel and forms an air gap. The inner panel is also perforated to help cut down on noise inside the car.

Full-Flo ventilation quietly propels a continuous flow of outside air through the passenger compartment after engine warmup. Windows may be kept closed to help keep outside noise outside. Helps provide draft-free ventilation.



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

Power front disc brakes are fade-resistant and smooth operating. Heat is rapidly dissipated for long lining life. Braking is proportioned, front to rear, to help prevent premature rear wheel lockup. Standard on Electra.

Trued tires and concentric wheels are as close to being perfectly round as current technology permits. This factory-balanced assembly helps provide long tire life and contributes to smooth ride.

Turbo Hydra-matic 400 automatic transmission offers responsive performance and driver convenience. Smooth response results from close match of transmission to engine output. Standard on Electra.

Perimeter frame construction forms a solid foundation for fitted and welded body components. Strengthened frame construction for 1974 and improved corrosion control on all frames and rear suspension lower control arms.

Side Guard beam construction affords protection in the event of side impact. Beams are double-walled, box-type, channel-reinforced guard rails welded in horizontally. They are integral to door and quarter panel design.

1974 LeSabre

THE EXTERIOR



Beautiful. And affordable.

If you're going to spend over four thousand dollars for an automobile, you should expect—and get—a lot for it. With LeSabre you do.

Buick has a long tradition of quality and workmanship. That tradition, in no small part, was built with LeSabre.

The features, detailing, fit and finish give little away to even higher priced cars.

Here is our newest LeSabre, the Luxus Hardtop Coupe, with its crisp, formal roofline. Three other body styles—a Hardtop Sedan, 4-door Sedan and Convertible—are available.

LeSabre comes standard with a 350-

cubic-inch V-8 engine, Turbo Hydramatic transmission, variable ratio power steering, power front disc brakes with a proportioning valve (to vary front and rear braking effort with pedal pressure), springs computer-selected to match the car's equipment. And more.

Like your choice of cloth- or vinyl-covered seat. Plush, cut-pile carpeting.

And new windshield wipers with a single wipe control for misty conditions. LeSabre also offers an appealing list of available equipment. But there's more to LeSabre than just the Luxus. Turn the page and see.

LeSabre Luxus Hardtop Coupe



1974 LeSabre

THE EXTERIORS



The Buick for people who didn't think they could afford one.

You can choose from three standard LeSabre models—a Hardtop Coupe, Hardtop Sedan or 4-door Sedan.

They all share LeSabre's new, full-width grille, new wraparound taillights, squared-off rear deck treatment and

richer level of interior trim. All offer a wide choice of available upholstery, in either cloth or vinyl.

Even though LeSabre is our lowest priced full-size car, it still offers the standard features you'd expect in a Buick: 350-cubic-inch V-8, power steering, power front disc brakes and automatic transmission. There are

computer-selected springs for consistent ride and handling. It all adds up to a lot of Buick. And it's all standard.

But if you want a little more, think about what you can add to your LeSabre. The sliding metal sun roof is worth considering. Or there's the convenience of the tilt and telescoping steering column. And air conditioning

that you can set to hold a temperature automatically.

There's almost no end to LeSabre's comfort. Or yours, driving one.

LeSabre Luxus Hardtop Sedan



LeSabre 4-door Sedan



LeSabre Luxus Convertible



1974 LeSabre
THE INTERIORS

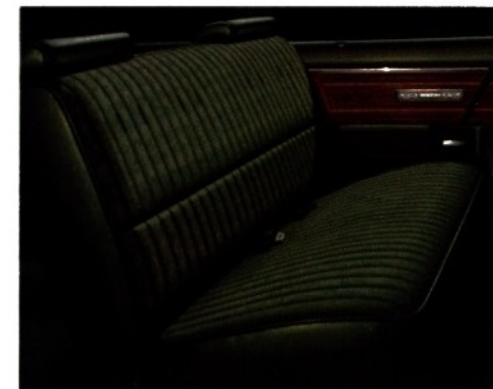


Saddle Potomac cloth and Madrid-grain vinyl 60/40 notchback seat; shown at left. Available in LeSabre Luxus Hardtop Coupe, Hardtop Sedan and 4-door Sedan. Choice of four solid colors. Also available as a notchback seat; standard on LeSabre Luxus Hardtop Coupe, Hardtop Sedan and available in the 4-door Sedan. Choice of four colors.



Full-size Buicks have new instrument panels for 1974. Wraparound cockpit design has been retained for easy access to controls and instruments. Controls are new and, along with air conditioning outlets, are trimmed with bright accents. A fine chrome line further

outlines instruments and controls. Instrument cluster face has a brushed gold appearance, and the glove box has been restyled and relocated for easy reach. Two illuminated ashtrays are standard equipment.



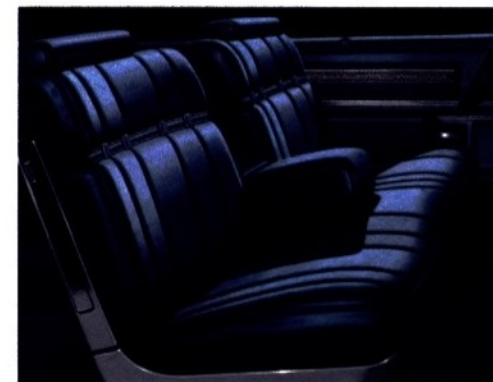
Green Gossamer cloth and Madrid-grain vinyl bench seat, standard in LeSabre Hardtop Coupe, Hardtop Sedan and 4-door Sedan. Also available in Oxen- and Madrid-grain vinyl in all LeSabre models. Choice of three colors for all models.



Saddle Potomac cloth and Madrid-grain vinyl bench seat, standard in LeSabre Luxus 4-door Sedan. Choice of three colors.



Saddle Oxen- and Madrid-grain expanded vinyl bench seat, standard in LeSabre Luxus 4-door Sedan. Choice of Saddle or Black.



Blue Oxen- and Madrid-grain expanded vinyl notchback seat, standard in LeSabre Luxus Hardtop Coupe, Hardtop Sedan and Convertible; available on 4-door Sedan. Choice of four solid colors for all closed models (three solid colors for Convertible) and five combination colors for all closed models (three combination colors for Convertible).



White/Saddle Oxen- and Madrid-grain expanded vinyl 60/40 notchback seat, available in LeSabre Luxus Hardtop Coupe, Hardtop Sedan, Convertible and 4-door Sedan. Choice of four solid colors for all closed models (three solid colors for Convertible) and five combination colors for all closed models (three combinations for Convertible).

1974 LeSabre

IN DEPTH

An easy step up.

LeSabre is the full-size Buick we build for people who think they can't afford a full-size Buick. True, LeSabre is a real step up. And, make no mistake about it, LeSabre is priced a little higher. But, the price of that move could be surprisingly less than what you might expect.

LeSabre: Is it expensive?

Considering LeSabre's traditionally high resale value, the price of owning a LeSabre is extremely close to owning a smaller car. For that difference, wouldn't you prefer to have the ride, handling, appointments, the prestige of Buick?

Is it worth it?

With all its standard equipment and features, LeSabre is priced higher than the low-priced cars. But consider LeSabre's resale value, which is traditionally high. You might also want to consider what you can add to it. Like the ride and performance package.



LeSabre Luxus ride and performance.

Interested in a LeSabre that's more than the usual LeSabre? Try ordering the ride and performance package. It starts with the 455-cubic-inch 4-barrel V-8 engine, Turbo Hydra-matic 400 transmission; and includes steel-belted radial-ply whitewall tires, specially tuned front and rear suspension (to match the radial tire performance), and special moldings and trim.

Inside, we add a custom steering wheel, a sunshade map light—even a



LeSabre Hardtop Coupe

handy litter container beside the front passenger's feet.

LeSabre: Look what's standard.

When you order a LeSabre, there's a lot you don't have to order. Like variable ratio power steering, a lot of assist for parking, more road feel for little turns. Power-assisted brakes with discs up front and an audible brake pad-wear indicator. And the Turbo Hydra-matic 375B transmission. All standard.

Steel-belted radial-ply tires.

Available on all LeSabre models, GM specification steel-belted radial-ply tires provide a desirable combination of important tire performance characteristics. These characteristics include handling, ride, tread life, endurance, hazard resistance as well as significant improvement in traction on wet and snowy roads.

Stereophonic tape player.

All of today's sounds are available to the driver whenever he so desires. Merely slip the 8-track stereo cartridge into the tape player—and enjoy. Full, clear stereo reproduction. To change back and forth among four programs, simply push the selector button and release it for instant program change. When the stereo tape player is ordered, it is integrated with the radio for convenience and to help deter theft.

Electric trunk release.

A button hidden inside the glove compartment lets you open the trunk lid without getting out of the car. Available on all 1974 LeSabre models.

Tilt and telescoping steering column.

Put the steering wheel just where you want it with this available feature. Wheel adjusts to 6 different tilt positions, slides in and out over 2 inches.



High-energy ignition system.

Available on all engines, the new system is a solid-state, electronic system for higher starting voltage and greater reliability. There are no points to wear, and the higher voltage gives better spark plug life.



Lighted vanity mirror.

Available on the LeSabre, the vanity mirror is built into the back of the front seat passenger's sun visor. A handy makeup mirror, complete with its own light for evening use.

New deluxe wheel covers.

New deluxe wheel covers with a jewel-like center insert, are standard on LeSabre Luxus, available on LeSabre.



Sliding sun roof.

The available metal sun roof can be ordered either electrically operated or with manual controls.

Automatic power mast antenna.

If you spend time outside normal radio reception areas, you might want to order the power antenna. Helps pull in weak or fringe stations; automatically retracts flush to the fender when you turn the radio or the ignition switch off.

Three-speed, variable-delay windshield wiper.

Available on the '74 LeSabre, the new three-speed windshield wiper features a low-speed delay position.



In addition to a high, medium and slow, you can set it to operate intermittently for misty or occasional rain conditions.

Heated glass rear window defogger.

Sometimes, what's behind

you is as important as what's ahead. A special electric heating element, laminated to the rear glass, helps get rid of condensation and snow silently. Available on all LeSabre models.



MaxTrac.

Available on LeSabre, MaxTrac is Buick's computerized rear wheel-spin control system. A miniature transistorized computer compares front and rear wheel speeds and, if the rear wheel speed exceeds the front by 10%, the computer reduces engine speed to reduce wheel speed.

455-cubic-inch 2-barrel V-8.

Something new for LeSabre this year. You can order the big 455-cubic-inch V-8 in a 2-barrel carburetor version at a very reasonable price. You can also increase performance by adding dual exhausts.

455-cubic-inch 4-barrel V-8.

Also available is the higher output 4-barrel carburetor version of the 455 V-8. For better performance, you can also order dual exhausts.

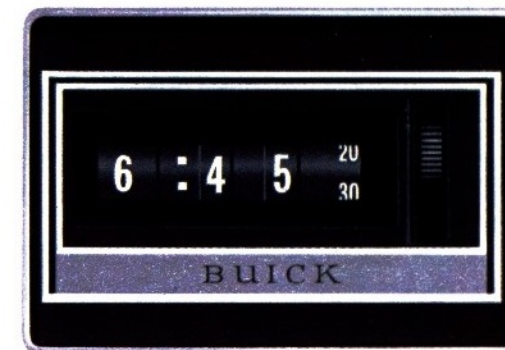


Outside thermometer.

Available on the '74 LeSabres, the new outside thermometer is built into the left outside mirror for easy driver visibility.

Electronic digital clock.

As modern as the rest of the new LeSabre. A quartz crystal gives improved timekeeping accuracy, and a digital readout replaces conventional clock hands in this available timepiece.



Power front disc brakes.

Buick front disc brakes are built to take heavy, repeated braking while maintaining excellent stopping characteristics. Heat is rapidly dissipated.

Low-fuel indicator.

Available on all LeSabres. The red light warns you when the fuel level drops to approximately 4½ gallons.



Mist control windshield wiper.

Standard on all LeSabre models. Depress the switch once; the blades make one flip-flop. Hold the switch down for several wipes.

1974 LeSabre

SPECIFICATIONS AND CHASSIS

Standard Equipment

Seven models available—LeSabre Hardtop Coupe, LeSabre Hardtop Sedan, LeSabre 4-door Sedan, LeSabre Luxus Hardtop Coupe, LeSabre Luxus Hardtop Sedan, LeSabre Luxus Convertible and LeSabre Luxus 4-door Sedan

Engine

- 350-cubic-inch 2-barrel V-8
- Semiclosed cooling system helps protect against coolant loss
- Nickel-plated exhaust valves provide excellent valve durability with low- and no-lead fuels
- Refined Exhaust Gas Recirculation (EGR) and Air Injection Reactor (AIR) for reduced pollutant levels
- Time-modulated choke for dependable starting and solid cold-running driveability
- Integral voltage regulator and Delcotron

Chassis

- Turbo Hydra-matic 375B automatic transmission
- Variable ratio power steering
- Power front disc brakes for smooth stopping and resistance to fade—with audible pad-wear indicator
- Coil spring suspension—front and rear
- Side terminal energizer to eliminate corrosion buildup on the terminals and provide full starting power
- Brake proportioning valve to vary braking force, front to rear, contributing to smooth stops
- Altitude-compensated transmission controls
- Computer-selected chassis springs matched for consistent ride and handling
- Trued tires and concentric wheels as close to being perfectly round as current technology permits
- Solenoid-actuated throttle stop to help prevent dieseling after engine shutdown

Appearance and Protection

- Bumper protective strips with white accent stripes—front and rear
- New, deluxe steering wheel
- New, deluxe wheel covers (LeSabre Luxus)

Safety and Anti-Theft*

- Side Guard beam construction
- 4-jet windshield washer
- Wide-view inside day/night mirror
- Inside hood lock release offers theft protection
- Two front combination seat and shoulder belts for driver and front passenger (with reminder light and buzzer, inertia reel and starter interlock)

*See pg. 59 for complete list of safety features.

Available Equipment

- Ride and performance package (LeSabre Luxus)

Includes:

- 455-cubic-inch 4-barrel V-8 Engine*
- Turbo Hydra-matic 400 Automatic Transmission
- Custom steering wheel
- Custom belt reveal, rear deck lid and rear quarter exterior moldings
- Trunk trim covering (floor covering and side walls)
- Litter pocket
- Sunshade map light (except Convertible)
- Steel-belted radial-ply whitewall tires (HR78-15)

*—or 455-4 available Stage 1 engine

Engine

- 350-cubic-inch 4-barrel V-8
- 455-cubic-inch 2-barrel V-8
- 455-cubic-inch 4-barrel V-8
- 455-cubic-inch 4-barrel Stage 1 V-8 with electronic, high-energy ignition
- New, high-altitude engines for Denver area
- Dual exhaust for all 455 CID engines
- New, electronic, high-energy ignition system for added reliability and higher starting voltage
- Turbo Hydra-matic 400 automatic transmission (with 455 cubic-inch engines)

Chassis

- Sealed, maintenance-free energizer
- New GM specification steel-belted radial-ply whitewall tires
- Max Trac helps control rear wheel spin while accelerating on slippery surfaces

Comfort and Convenience

- Cloth notchback seat, cloth 60/40 notchback seat, expanded vinyl notchback seat or expanded vinyl 60/40 notchback seat (LeSabre Luxus)
- Speed alert and trip odometer
- Cruise Master speed control for maintaining constant speed
- New, 3-speed windshield wiper system with low-speed delay feature
- Electric door locks allow locking all doors with one button
- Electric trunk release allows opening the trunk from inside the car
- New door entrance courtesy lights
- AM, AM-FM, stereophonic radio and tape player combinations
- 6-way power seat for personalized seating comfort
- Sliding metal sun roof for Coupe models—manually or operated electrically
- Accessory group: trunk and courtesy lights, license plate frame, electric clock and sunshade map light
- New, electronic, quartz crystal-controlled digital clock available with accessory group
- New combination dome and reading lamp (except Convertible)
- Remote control outside rearview mirror (left)
- New, remote control rearview mirror (right)
- Climate Control or Automatic Climate Control air conditioning
- New, tilt and telescoping steering column
- New, automatic power mast antenna
- New sport mirrors (2-door models)
- Front light monitors
- Cornering lights
- "Low fuel" indicator light
- Power windows
- New outside thermometer
- Tilt steering wheel
- Lighted vanity mirror
- Rear window defogger blower (except Convertible)
- Heated glass rear window defogger

Specifications

- 350-cubic-inch 2-barrel V-8 standard; 350-4 V-8, 455-2 V-8, 455-4 V-8, 455-4 Stage 1 V-8 available
- Turbo Hydra-matic 375B automatic transmission standard; Turbo Hydra-matic 400 automatic transmission available with 455-cubic-inch engines

Dimensions (inches, unless otherwise noted)	LeSabre/LeSabre Luxus			
	Hardtop Coupe	Hardtop Sedan	4-door Sedan	Convertible
Wheelbase	124.0	124.0	124.0	124.0
Tread, front	63.6	63.6	63.6	63.6
Tread, rear	64.0	64.0	64.0	64.0
Length	225.9	225.9	225.9	225.9
Width	79.9	79.9	79.9	79.9
Height	54.9	54.0	54.9	54.4
Head room, front	38.1	38.4	38.9	38.9
Head room, rear	37.1	37.4	38.0	38.1
Leg room, front	42.3	42.3	42.3	42.3
Leg room, rear	35.8	38.8	38.8	35.6
Shoulder room, front	64.3	64.3	64.3	64.3
Shoulder room, rear	62.2	63.5/63.3†	63.5/63.3†	61.7
Hip room, front	62.0	62.0	62.0	62.0
Hip room, rear	56.2	61.9	61.9	56.2

†LeSabre Luxus

AccuDrive is Buick's total roadability suspension system. It includes tailored suspension and steering geometry, engine mounts, suspension bushings and body mounts. Computer-selected springs, front and rear, further contribute to overall car stability. Variable-ratio power steering combines fast response for parking or low-speed maneuvering with slower response for good highway feel. Standard on LeSabre.

Semiclosed cooling system collects hot coolant in a translucent container and returns it to the radiator during cool-down. Coolant supply is checked visually without removing the radiator cap.

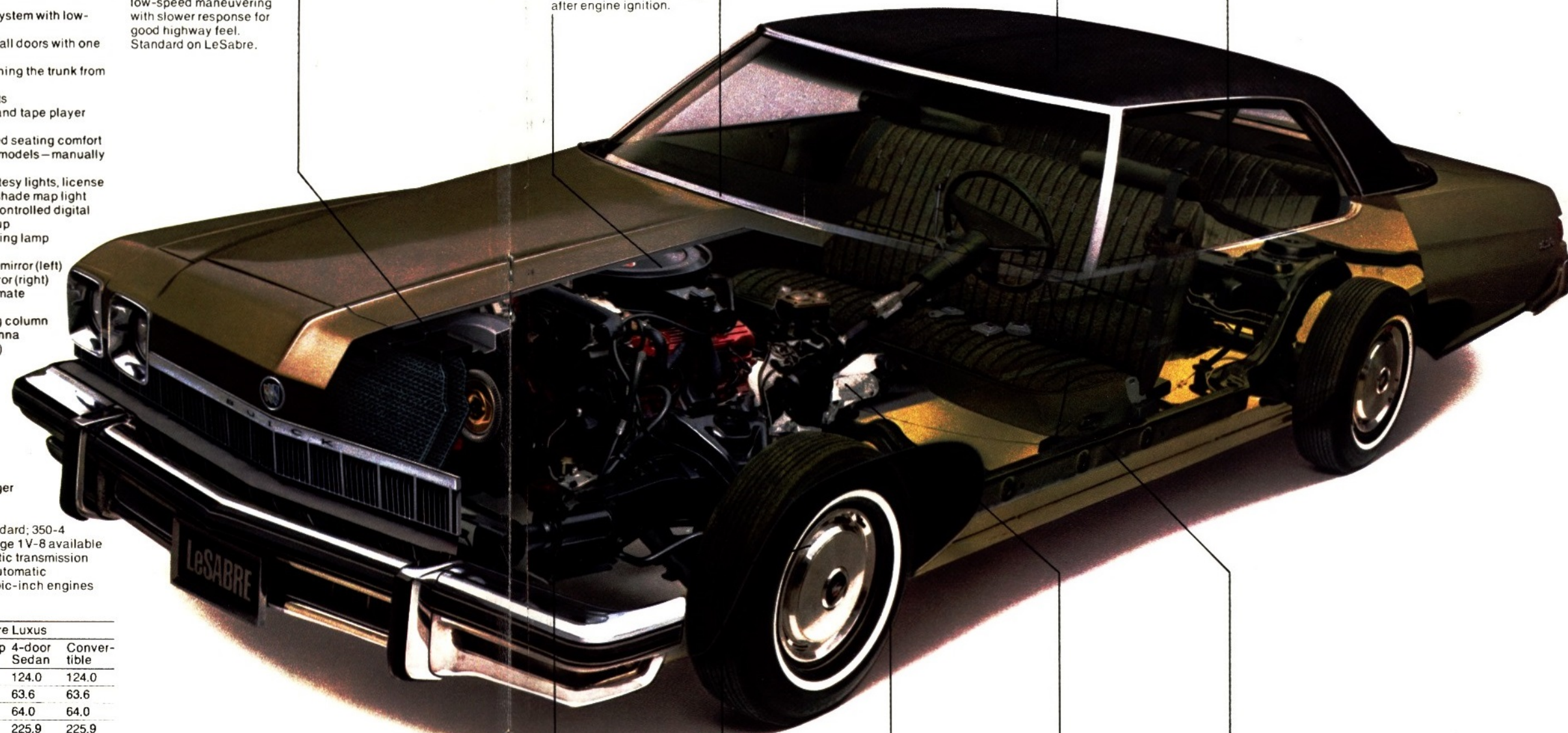
350-cubic-inch 2-barrel V-8 engine is standard on LeSabre. Dependable starting and operation result from total engine design. Exhaust Gas Recirculation and Air Injection Reactor pollution control systems are designed in. A time-modulated choke improves starting in cold weather by controlling choke opening until shortly after engine ignition.

Two-speed mist windshield wiper helps take care of road splash or light drizzle. One push on the control gets one wipe, or hold it down for additional wipes. It automatically returns to "off" when released. Two continuous speeds for normal wet conditions.

Double-panel roof construction 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 cut down on noise inside the car.

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

Extensive insulation helps keep noise and engine heat from the passenger compartment. Floor, front end and rear end areas all receive special attention.



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

Power front disc brakes are fade-resistant, smooth operating and shed water rapidly. Heat is rapidly dissipated for long lining life. Standard on LeSabre.

Trued tires and concentric wheels are as close to being perfectly round as current technology permits. This factory-balanced assembly helps provide long tire life and contributes to smooth ride.

Turbo Hydra-matic 375B automatic transmission offers responsive performance and driver convenience. Smooth response results from close match of transmission to engine output. Features higher torque capacity than standard intermediate-size transmission. Standard on LeSabre.

Perimeter frame construction forms a solid foundation for fitted and welded body components. Strengthened frame construction for 1974 and improved corrosion control on all frames and rear suspension lower control arms.

Side Guard beam construction affords protection in the event of side impact. Beams are double-walled, box-type, channel-reinforced guard rails welded in horizontally. They are integral to door and quarter panel design.

1974 Century Regal

THE EXTERIOR



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There's a lot of Century in Regal. But there's a lot that's only Regal.

Regal is a Century. But with a number of differences. The grille and front styling are different—in fact, the Regal is even 2½ inches longer than the rest of the Century models. But we didn't stop with just making the Regal longer.

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The rear end treatment is also special to Regal. And, in addition to the exterior changes, we added a lot to the inside. There are several pounds' more sound deadening insulation. A very noticeable increase in trim luxury. And a longer list of standard features and equipment.

Inside, there's a choice of two standard notchback seats, all vinyl or cloth and

vinyl. A new, deluxe steering wheel. And the comfort of Regal's full-foam seats, luxurious upholstery and thick, cut-pile carpeting.

And, naturally, Regal gives you a 350-cubic-inch V-8, Turbo Hydra-matic, variable ratio power steering and front disc brakes, a new windshield wiper with a single wipe control—all standard.

You can choose from two Regals for 1974, this Colonnade Coupe or the Colonnade Sedan (more about the Sedan model on the next page) but, either way, you're buying one of the most beautifully tailored cars in America.

Regal Colonnade Hardtop Coupe



1974 Century Regal Sedan and Landau

THE EXTERIORS



34

We decided Regal could attract more people if it came in more versions. Here they are.

The 1974 Regal Colonnade Hardtop Sedan is everything the Regal Coupe is—with two more doors and more passenger space (the wheelbase is four inches longer) in the back seat. And the available, padded Landau top turns

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the Regal Coupe into a custom-looking automobile. A stand-up hood medallion is standard Landau fare.

Both the Landau and the Sedan come with the same equipment and features as the standard Regal Coupe.

The 350-cubic-inch 2-barrel V-8 engine with the Turbo Hydra-matic trans-

mission is standard. So is variable ratio power steering, front disc brakes and computer-selected springs.

There's a choice of two notchback front seats—all vinyl or cloth and vinyl—in nine different color combinations. And there's the long list of available Buick equipment that lets you individualize your Regal the way you like. Bigger en-

gines, automatic cruise control, stereo, center console, power windows, electric door locks, tilt steering wheel—and many other big Buick features are available on the Regal. And a lot of the big Buick quality is standard.

Regal Landau Colonnade Hardtop Coupe and Regal Colonnade Hardtop Sedan



1974 Century Luxus THE EXTERIORS



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Formal styling; informal pricing.

Priced just below the Regal is Century Luxus, available in two varieties: Colonnade Hardtop Coupe and Colonnade Hardtop Sedan. Both come standard with the 350-cubic-inch 2-barrel V-8, Turbo Hydra-matic transmission, front disc brakes, and variable ratio power steering.

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All Century models also give you a new windshield wiper with a single wipe control for misty conditions. It's standard, as is a choice of all-vinyl or cloth and vinyl notchback seat.

Outside, there's a new grille with vertical accents and a new grille molding. And, for greater color coordination, there are three new vinyl top colors;

lighter brown, lighter green and a new cream beige. In all, there are seven different vinyl top colors.

And you can order special niceties like the new, reclining bucket seats, six-way power seats, a sliding metal sun roof (electric or manual) in the Coupe, a handy center console, automatic cruise control, tilt steering wheel,

or almost anything else on the Buick available equipment menu.

In short, you can start with a very attractive automobile and build it into something extra special.

Century Luxus Colonnade Hardtop Coupe and Century Luxus Colonnade Hardtop Sedan



1974 Century 350 and Gran Sport

THE EXTERIORS



The Buick that's attracting people who never bought Buicks before.

This is where the Century lineup begins. The Century 350 Colonnade Hardtop Coupe and the Colonnade Hardtop Sedan. They're not only the lowest priced Century model we make, in many ways they're also the youngest Century model we make.

Note that a sun roof is available in the Coupe. As are styled steel road wheels (shown below). Not to mention bucket seats, and even stereo.

Naturally, the Century 350 comes standard with a 350-cubic-inch V-8 engine, variable ratio power steering, Turbo Hydra-matic transmission, front disc brakes as well as computer-selected

chassis springs. You can also order one of the three available engines.

And to liven things up even more, you can also order the Century Gran Sport. Available only as a Colonnade Hardtop Coupe, it carries the Rallye ride and handling suspension with stabilizer bars, front and rear. Plus a special blacked-out grille and head lamp doors,

an accent stripe on the rear deck, special tail lamps and Gran Sport grille ornamentation. And if you go for the Gran Sport, you can add the Stage 1, high-performance engine. (See page 43 for complete details.)

Century 350 Colonnade Hardtop Coupe



Century 350 Colonnade Hardtop Sedan



Gran Sport Colonnade Hardtop Coupe



1974 Century
THE INTERIORS



Shown at left is our Sandalwood Regatta cloth and Madrid-grain vinyl 40/40 seat. Available in Regal Colonnade Hardtop Coupe and Sedan. Choice of Sandalwood or Burgundy.

design. A wraparound cockpit—like the big Buicks—provides easy reach and sight to vital controls and gauges. Paddle-type windshield wiper and color-coded heater/air conditioner controls are illuminated for ready identification. And, when available air conditioning is ordered, four upper plus two lower panel outlets speed and spread cool air comfort.

Saddle Meridian cloth and Madrid-grain vinyl bench seat, standard in Century 350 Colonnade Hardtop Coupe and Sedan and Gran Sport Colonnade Hardtop Coupe. Choice of three colors. Also available as a vinyl bench seat; standard on the same models with the same choice of colors.

All intermediate-size 1974 Buicks feature driver-oriented instrument panels. Energy-absorbing padded



Blue Gossamer cloth and Madrid-grain vinyl notchback seat, standard in Century Luxus Colonnade Hardtop Coupe and Sedan; available in Century 350 Colonnade Hardtop Coupe and Sedan and Gran Sport Colonnade Hardtop Coupe. Choice of four colors for all models.

Burgundy Oxen- and Madrid-grain expanded vinyl notchback seat, standard in Century Luxus Colonnade Hardtop Coupe and Sedan; available in Century 350 Colonnade Hardtop Coupe and Sedan and Gran Sport Colonnade Hardtop Coupe. Choice of four solid and five combination colors for all models.

White/Burgundy Oxen- and Madrid-grain vinyl bucket seats, available in Century 350, Century Luxus and Gran Sport Colonnade Hardtop Coupes. Also available as reclining seatbacks with adjustable lumbar support. Choice of two solid and five combination colors for both types.



Burgundy Regatta cloth and Madrid-grain vinyl notchback seat, standard in Regal Colonnade Hardtop Coupe and Sedan. Choice of four solid colors and Black/White Manchester cloth.

Blue Regatta cloth and Madrid-grain vinyl 60/40 notchback seat, available in Regal Colonnade Hardtop Coupe and Sedan. Choice of four solid colors and Black/White Manchester cloth.

Saddle Oxen- and Madrid-grain expanded vinyl notchback seat, standard in Regal Colonnade Hardtop Coupe and Sedan. Choice of three solid and five combination colors for Coupe; four solid colors for Sedan. Also available as a 60/40 notchback seat; available in the same models with the same color choices.

1974 Century

IN DEPTH

Just what is a Century?

The Century is Buick's mid-sized car series. The Century wheelbase is 112 inches in the Coupes, 116 inches in the 4-door models, with an overall length of about 210 inches. That makes it about a foot shorter than LeSabre, and about a foot longer than our small car Apollo. But more important than just measurements is what's in the Century. Basically, Century offers you Buick's quality interiors and equipment in a maneuverable, intermediate-size body.

Which Century is which?

There are really seven different Century Coupes and Sedans. The Century 350 starts the lineup with a Colonnade Hardtop Sedan and the Colonnade



Century Regal Colonnade Hardtop Sedan

Standard luxury features.

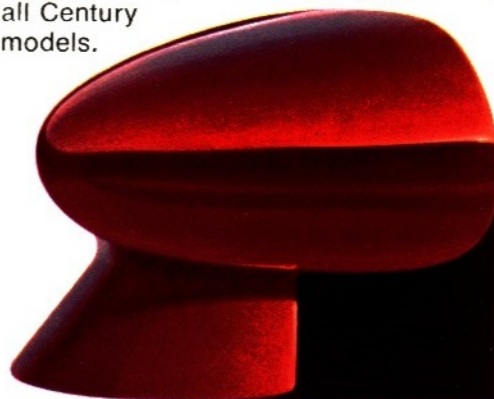
Any Buick Century you buy gives you a lot of standard equipment. Turbo Hydra-matic transmission. Variable ratio power steering. Disc brakes up front for smooth stopping and fade resistance. And, if you order them power-assisted, you get a brake proportioning valve that varies brake effort—front to rear—depending on brake pedal effort. But you don't have to stop there.

Heated-glass rear-window defogger.

A special electric heating element, laminated to the rear glass, helps get rid of condensation and snow silently.

Sport mirrors.

Racing style mirrors; remote adjustable on the driver's side, standard adjustment passenger side. Available on all Century models.



Cruise Master speed control.

Set the desired speed with the switch on the end of the turn signal lever and

you cruise. A touch of the brake releases the control. Available on Regal, Luxus and Century 350.

Rallye steering wheel.

The sports car look and feel can be yours by ordering the Rallye wheel. Simulated leather gives the comfort of a racing steering wheel.



Sun roof.

You can order the sliding metal sun roof on any of the Century Coupes with either manual or electric controls.

Electric trunk release.

A button hidden inside the glove compartment lets you open the trunk lid without getting out of the car. Available on the Regal, Luxus and Century 350.

Automatic level control.

Available on all Century models, the automatic control adjusts to varying load conditions to help keep the car at its design height. When a load forces the rear end down, a height control valve is actuated and air is automatically added to inflate the rear shock absorbers until the car returns to normal level. Engine operated air supply and leveling valve not only adjust themselves when the load is added, but return the vehicle to normal level after the load is removed.



Steel-belted radial-ply tires.

Available, GM specification steel-belted radial-ply tires provide a desirable combination of important tire performance characteristics. These characteristics include handling, ride, tread life, endurance, hazard resistance as well as significant improvement in traction on wet and snowy roads.

Mist control windshield wiper.

Standard on the '74 Century, the new windshield wiper lets you depress the switch once for a single wipe; hold the switch down for several wipes.



Performance axle ratio.

You can order a performance axle ratio as part of any 1974 Century model. (It's included in the Stage 1 package.) In the Gran Sport the performance ratio is 3.23 or 3.42 to 1 instead of the standard 3.08 or 2.73. Other Century models have a 3.23 or 3.08 ratio available.

Tilt steering wheel.

Put the steering wheel just where you want it with this available feature. Wheel adjusts to six different tilt positions for driver comfort.

Positive Traction Differential.

Available on all Century models, this limited-slip design helps improve traction on mud, ice, snow, gravel, wet pavement and soft shoulders. It operates normally on regular driving surfaces but, when one wheel begins to slip, power is transferred to the wheel with traction.

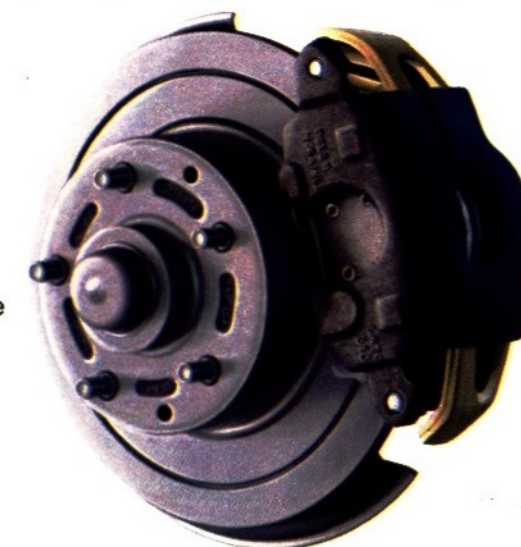
High-energy ignition system.

Available on all engines, the new system is a solid-state, electronic system for higher starting voltage and greater reliability. There are no points to wear and the higher voltage gives better spark plug life.



Fast ratio power steering.

Available only on the Gran Sport, you can order this faster version of the variable ratio power steering for fewer turns when parking or low speed maneuvering.



Power front disc brakes.

Buick front disc brakes are built to take heavy, repeated braking while maintaining excellent stopping characteristics. Heat is rapidly dissipated.

Electric locks.

A single-button, electric, door-locking system is available on all Century models.



455-cubic-inch 4-barrel V-8.

The biggest engine available for the '74 Century. Complete with dual exhaust.

455-cubic-inch 2-barrel V-8.

Something new for this year is the big 455 V-8 in a 2-barrel carburetor version. Dual exhausts come with the engine and further increase performance.

Stage 1 engine.

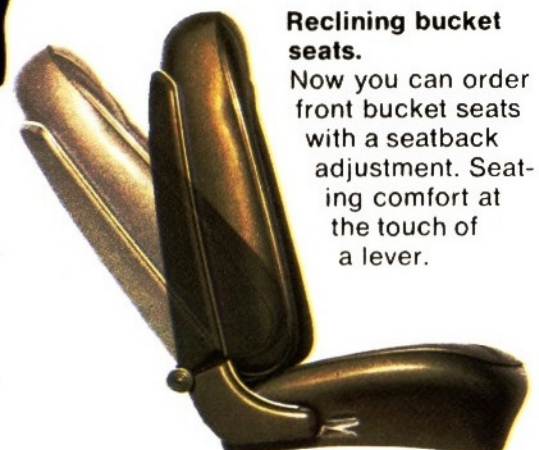
Available only on the Gran Sport, the Stage 1 package includes the modified, high-performance 455 4-barrel V-8, high-energy ignition system, dual exhaust, dual snorkel air cleaner, power front disc brakes and positive traction differential.

Power windows.

Available. Individual window control switches plus a set of master switches mounted on the driver's door panel.

Reclining bucket seats.

Now you can order front bucket seats with a seatback adjustment. Seating comfort at the touch of a lever.



Hardtop Coupe with a fastback rear window styling. Next in line is the Century Luxus with a Colonnade Hardtop Sedan and a Colonnade Hardtop Coupe with the formal roofline and rear opera windows. Topping the series is the Century Regal with a Colonnade Hardtop Sedan model and a Colonnade Hardtop Coupe.

In addition, there's the Century Gran Sport, a roadworthy Colonnade Hardtop Coupe.

There are a lot of Century models, but we don't think you can have too much of a good thing. And with a lot of models selling for under four thousand dollars, Century is a good thing.

1974 Century

SPECIFICATIONS AND CHASSIS

Standard Equipment

□ Eleven models available: Century 350 Colonnade Hardtop Coupe, Century 350 Colonnade Hardtop Sedan; Gran Sport Colonnade Hardtop Coupe; Century Luxus Colonnade Hardtop Coupe, Century Luxus Colonnade Hardtop Sedan; Regal Colonnade Hardtop Coupe, Regal Colonnade Hardtop Sedan; four Century Station Wagon models are described on page 52

Engine

□ 350-cubic-inch 2-barrel V-8
 □ Semiclosed cooling system helps protect against coolant loss
 □ Nickel-plated exhaust valves provide excellent valve durability with low- and no-lead fuels
 □ Refined Exhaust Gas Recirculation (EGR) and Air Injection Reactor (AIR) for reduced pollutant levels
 □ Time-modulated choke for dependable starting and solid cold-running driveability
 □ Integral voltage regulator and Delcotron

Chassis

□ Turbo Hydra-matic 350 automatic transmission now standard
 □ Variable ratio power steering now standard
 □ Front disc brakes for smooth, stopping and resistance to fade—with audible pad-wear indicator
 □ Rallye ride and handling suspension with stabilizer bars—front and rear (Gran Sport)
 □ Coil spring suspension—front and rear
 □ Side terminal energizer to eliminate corrosion buildup on the terminals and provide full starting power
 □ Forward-mounted steering gear and linkage
 □ Rugged full perimeter frame
 □ Altitude-compensated transmission controls
 □ Computer-selected chassis springs for consistent ride and handling
 □ Trued tires and concentric wheels as close to being perfectly round as current technology permits
 □ New windshield wiper system with controlled wiper feature for misty conditions
 □ Windshield washer and radiator overflow coolant reservoirs integrated with the fan shroud provide large washer fluid capacity and improved serviceability
 □ Extensive use of insulation
 □ Solenoid-actuated throttle stop to help prevent dieseling after engine shutdown

Appearance and Protection

□ Special blacked-out grille and headlamp trim, special stripe on rear deck and ornamentation (Gran Sport)
 □ Bumper protective strips with white accent stripes—front and rear
 □ New, cut-pile carpeting—front and rear
 □ Depressed park windshield wipers
 □ New, deluxe steering wheel

Safety and Anti-Theft*

□ Side Guard beam construction
 □ 4-jet windshield washer
 □ Wide-view inside day/night mirror
 □ Double-panel roof construction with inner panel perforated to absorb noise
 □ Inside hood lock release offers theft protection
 □ Two front combination seat and shoulder belts for driver and right front passenger (with reminder light and buzzer, inertia reel and starter interlock)

*See pg. 59 for complete list of safety features.

Available Equipment

Engine

□ 350-cubic-inch 4-barrel V-8
 □ 455-cubic-inch 4-barrel V-8 with dual exhaust
 □ New 455-cubic-inch 2-barrel V-8 with dual exhaust
 □ 455-cubic-inch 4-barrel Stage 1 V-8 with dual exhaust (Gran Sport)
 □ New, electronic, high-energy ignition system for added reliability and higher starting voltage
 □ Automatic level control

Chassis

□ Turbo Hydra-matic 400 automatic transmission (with 455-cubic-inch engines)
 □ Power brake assist
 □ Quick ratio power steering (Gran Sport)
 □ New, steel-belted radial-ply whitewall tires (GR78 on styled wheels with Gran Sport)
 □ Sealed, maintenance-free energizer
 □ Heavy-duty energizer
 □ Engine block heater
 □ Positive traction differential
 □ Billboard lettered tires

Comfort and Convenience

□ 6-way power seat for personalized seating comfort
 □ Sliding metal sun roof for Hardtop Coupes
 □ Power windows
 □ Tilt steering wheel
 □ Lights: ashtray, courtesy, glove compartment, trunk and sunshade map (Century 350); trunk and sunshade map (Century Luxus, Gran Sport, Regal). Note: sunshade map light not available with sun roof
 □ Electric clock and instrument gauges (Century 350, Century Luxus, Regal)
 □ Remote control outside rearview mirror (left)
 □ Sport mirrors—driver's side remote adjustable, passenger side conventional adjustment
 □ Climate Control air conditioning—Automatic Climate Control on Regal
 □ Tinted glass
 □ Rear window defogger (blower)
 □ Heated glass rear window defogger

Appearance and Protection

□ New, plush Landau (rear portion) padded vinyl roof (Regal Coupe)
 □ Bumper guards—front and rear
 □ Protective side moldings
 □ Wheel covers and styled wheels
 □ Exterior decor moldings
 □ Custom vinyl top
 □ Sport vinyl top with accent stripes (Century 350 Coupe and Gran Sport)
 □ New custom steering wheel

Specifications

□ 350-cubic-inch 2-barrel V-8 standard; 350-4 V-8, 455-2 V-8; 455-4 V-8 available (455-4 V-8 Stage 1 available on Gran Sport)
 □ Turbo Hydra-matic 350 automatic transmission standard; Turbo Hydra-matic 400 automatic transmission available with 455-cubic-inch engines

Dimensions (inches, unless otherwise noted)	Century 350/ Luxus/ Gran Sport*		Regal	
	Hardtop Coupes	Hardtop Sedans	Hardtop Coupe	Hardtop Sedan
Wheelbase	112.0	116.0	112.0	116.0
Tread, front	61.5	61.5	61.5	61.5
Tread, rear	60.7	60.7	60.7	60.7
Length	209.5	213.5	212.0	216.0
Width	79.0	79.0	79.0	79.0
Height	53.5	54.1	53.3	54.1
Head room, front	37.7/ 37.5**	38.3	37.5	38.3
Head room, rear	37.0/ 37.4**	37.5	37.4	37.5
Leg room, front	42.1	42.1	42.1	42.1
Leg room, rear	32.9	37.0	32.9	37.0
Shoulder room, front	59.6/ 58.8**	59.6	58.8	59.6
Shoulder room, rear	57.5/ 57.4**	58.9	57.4	58.9
Hip room, front	56.8	56.6	56.8	56.6
Hip room, rear	52.9	57.8	52.9	57.8

*Coupe only **Century Luxus

AccuDrive is Buick's total roadability suspension system. It includes tailored suspension and steering geometry engine mountings, suspension bushings and body mounts. Computer-selected springs, front and rear, further contribute to overall car stability. Variable ratio power steering combines fast response for parking or low-speed maneuvering with good highway feel. Standard on Century models.

Semiclosed cooling system collects hot coolant in a translucent container and returns it to the radiator during cool-down. Coolant supply is checked visually without removing the radiator cap.

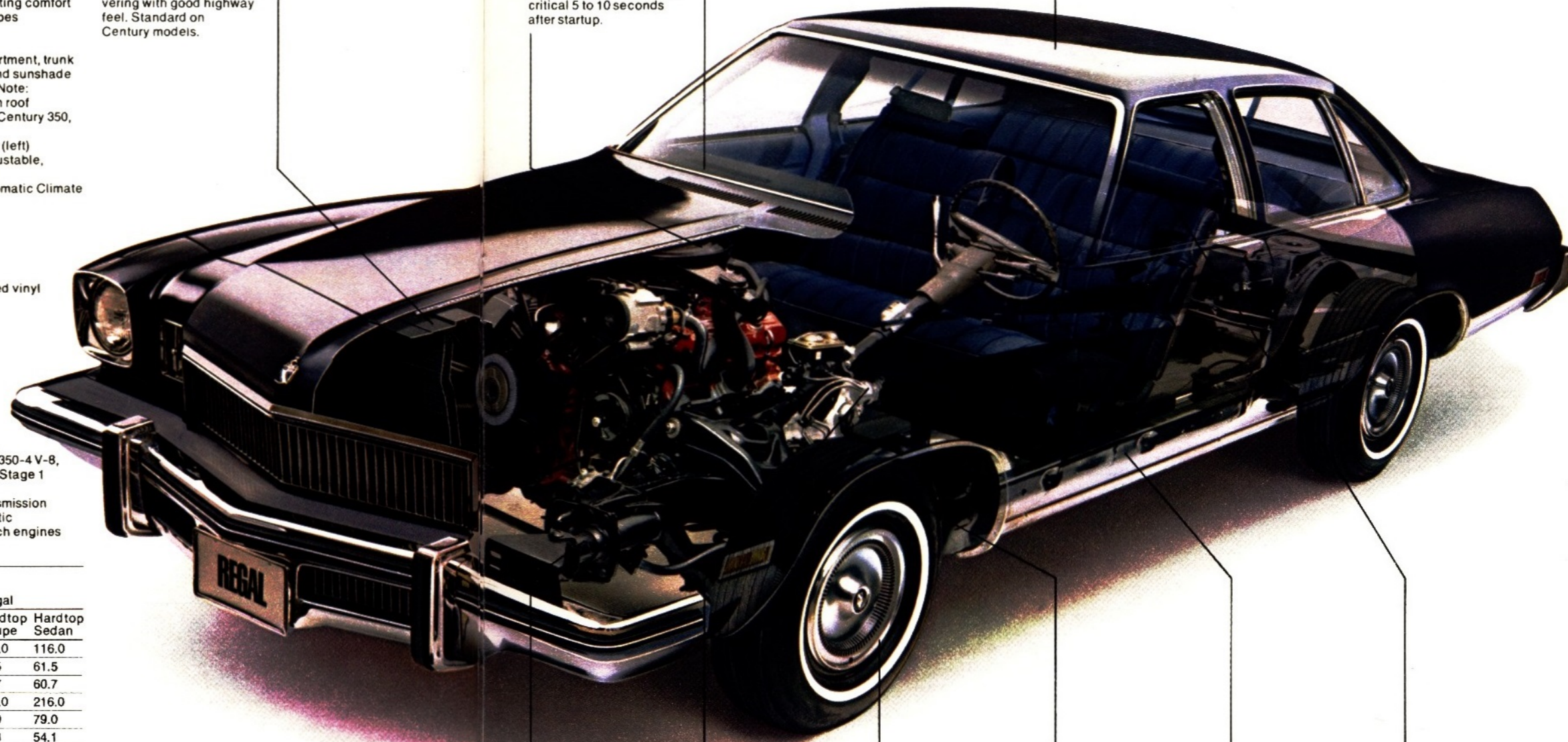
350-cubic-inch 2-barrel V-8 engine is standard on Century models. Dependable starting and operation result from total engine design. Exhaust Gas Recirculation and Air Injection Reactor pollution control systems are designed in. A time-modulated choke provides dependable starting in cold weather by controlling choke opening during the critical 5 to 10 seconds after startup.

Two-speed mist windshield wiper helps take care of road splash or light drizzle. One push on the control gets one wipe, or hold it down for additional wipes. It automatically returns to "off" when released. Two continuous speeds for normal wet conditions.

Double-panel roof construction 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 cut down on noise inside the car.

Rallye ride and handling package on Gran Sport models firms the ride and improves handling. Package includes special, heavy-duty front and rear springs, shock absorbers and front and rear stabilizer bars.

Extensive insulation helps keep noise and engine heat from the passenger compartment. Floor, front end, rear end and Regal roof areas all receive special attention.



Side Guard beam construction affords protection in the event of side impact. Beams are double-walled, box-type, channel-reinforced guard rails welded in horizontally. They are integral to door and quarter panel design.

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

Turbo Hydra-matic 350 automatic transmission offers responsive performance and driver convenience. Smooth response results from close match of transmission to engine output. Standard on Century models.

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

Trued tires and concentric wheels are as close to being perfectly round as current technology permits. This factory-balanced assembly helps provide long tire life and contributes to smooth ride.

Perimeter frame construction forms a solid foundation for fitted and welded body components. Strengthened frame construction for 1974 and improved corrosion control on all frames and rear suspension lower control arms.

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 keep outside noise outside. Provides draft-free ventilation.

1974 Apollo

THE EXTERIOR



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We decided to give the small-car buyer a car to move up to.

Some time ago, Buick planners took a long, hard look at the growing number of small cars in this country.

And what they saw was an opportunity. An opportunity to create a really special American small car. And to offer it

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equipped with comforts few American small cars had known before. For power, it would offer a Buick V-8 engine and transmission. The very same engine and transmission found on bigger, more expensive Buick models.

The ride would be smooth and stable, too. Per Buick tradition, front and rear springs would be computer-matched

to each car. And added insulation and sound deadening would be used throughout. Naturally, interior appointments would be in the Buick tradition. Carpeting would be standard. And upholstery materials would be Buick quality throughout.

The result was Apollo, which we introduced midyear in 1973. Even so, the

1974 Apollo has come in for its share of refinements. The grille has been redesigned and new interior fabrics are offered. Bucket seats are available for the first time, as are steel-belted radial-ply tires and four special Apollo colors: Mint Green, Canary Yellow, Ginger Metallic and Apple Red.

Apollo 2-door Coupe



1974 Apollo THE EXTERIORS

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Apollo is available in three basic body styles: the 2-door Coupe shown on the preceding page, and the Hatchback Coupe and 4-door Sedan shown below.

Apollo is a small car. But, with what Buick has done with it, it's a small car with a very big appeal. Try it, you'll appreciate Apollo the first time you drive one.

Apollo Hatchback Coupe and Apollo 4-door Sedan



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1974 Apollo IN DEPTH

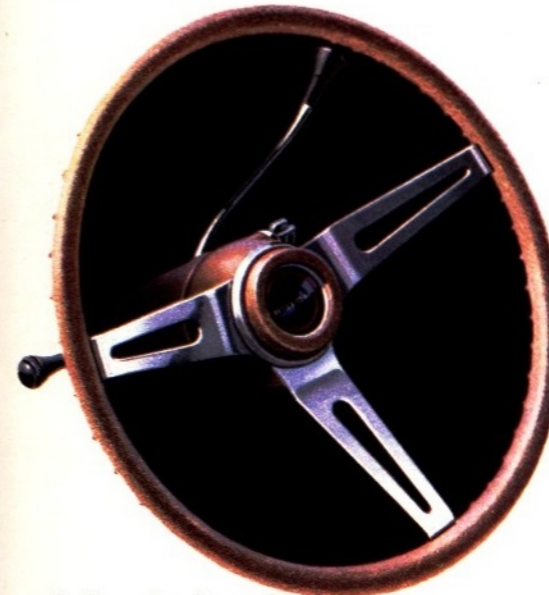
The secret to Apollo is the way you order it.

While Apollo comes standard with a 6-cylinder engine, we'd recommend you start right out with a V-8. There are 2 and 4 barrel versions available and—while you're at it—we'd also suggest that you add Turbo Hydra-matic transmission and power steering.

What else?

After that, order one of Apollo's luxury interiors—perhaps bucket seats. And don't miss the custom, wide body side moldings. Then add power brakes. Air conditioning. Steel-belted radial-ply tires. Or any of a long list of available Buick comfort and convenience features.

Other available niceties.



Rallye steering wheel.

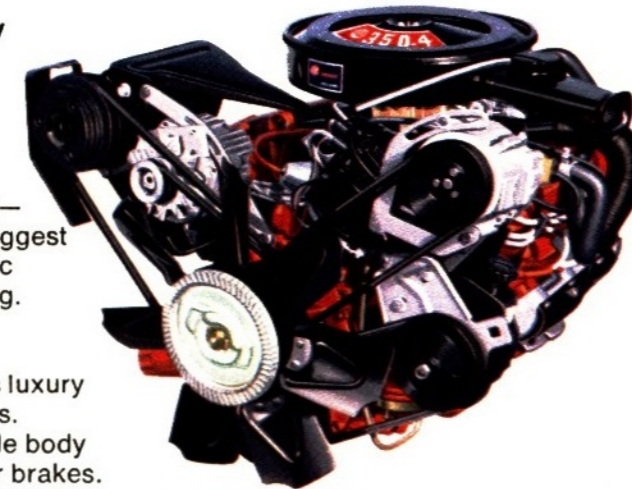
The sports car look—and feel—can be yours by ordering the Rallye wheel. Simulated leather gives the comfort of a racing steering wheel.

Road wheels.

In addition to the standard wheels, you can order special chrome-plated road wheels or dress up the standard wheels with the deluxe, wire wheel covers.

Power brakes.

You can order either of two types of power-assisted brakes on your new Apollo. Standard drum brakes all around or rear drums with discs up front.



350-cubic-inch V-8.

This is the same V-8 engine that's used in the full-sized Buick LeSabre. In its 2-barrel version, it's the standard LeSabre and Century engine. You can order that version or the more powerful 4-barrel version in all Apollo models.

High-energy ignition system.

Available on all V-8 engines, the new system is a solid-state, electronic system for higher starting voltage and greater reliability. There are no points to replace, and the higher voltage gives better spark plug life.



Space-saver spare tire.

Standard with the Apollo Hatchback Coupe is a space-saver spare tire. If it's needed, the included inflation cylinder pops the folded spare into a full-size, functioning emergency tire.

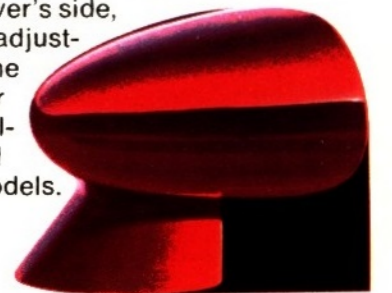


Steel-belted radial-ply tires.

GM specification steel-belted radial-ply tires provide a desirable combination of important tire performance characteristics. These characteristics include handling, ride, tread life, endurance, hazard resistance as well as significant improvement in traction on wet and snowy roads. Available on all Apollo models.

Sport mirrors.

Racing style mirrors; remote adjustable on the driver's side, standard adjustment on the passenger side. Available on all Apollo models.



Rallye suspension.

For improved over-the-road performance, you can add the Rallye firm ride and handling package to Apollo. And you might want to also consider the available performance axle.

What does Apollo cost?

Equipped as recommended, Apollo falls into the 3 to 4 thousand dollar range. The idea of spending more than \$3,000 for a small car might sound a little steep. But then, we're not talking about a typical small car, are we?

How does Apollo compare with other small cars?

With an overall length of 200.2 inches, Apollo runs from 20 to 30 inches longer than the average subcompact, with up to 17 inches more wheelbase. And, its 72.7 inch width gives it interior room that seats 3 abreast.

That, coupled with Apollo's highway ability makes it an excellent long distance automobile.

The same 350-cubic-inch V-8 that powers the big Buicks gives Apollo turn-pike cruising and passing ability, which, in turn, makes for a very responsive small car. As we said, when you're talking about Apollo, you're not talking about a typical small car.

1974 Apollo

INTERIORS AND SPECIFICATIONS



Shown at left is our Blue Meridian cloth and Madrid-grain vinyl bench seat. Available in Apollo Hatchback Coupe, 2-door Coupe and 4-door Sedan. Choice of three colors.

The Apollo energy-absorbing instrument panel design combines contemporary styling and security with functional, driver requirements. Energy-absorbing material covers the full width, and knobs are flat and low-profiled for additional protection. A special dull finish reduces glare. Controls are easy to read and grouped for driver convenience. A large glove compartment is situated in the lower panel area to the driver's right.

Standard Equipment

- Three models available: Hatchback Coupe, 2-door Coupe and 4-door Sedan

Engine

- Available 350-cubic-inch V-8 recommended
- Exhaust Gas Recirculation (EGR)
- Air Injection Reactor (AIR)
- Integral voltage regulator and Delcotron
- Hydraulic valve lifters
- No/low-lead fuel requirements

Chassis

- Available Turbo Hydra-matic 350 automatic transmission recommended
- Manual steering
- Manual brakes with finned front drums
- Coil spring front suspension with stabilizer bar
- Multiple leaf spring rear suspension
- Space-saver spare tire (Hatchback Coupe)
- E78-14 bias-ply tires on 14 x 5 wheels

Comfort and Convenience

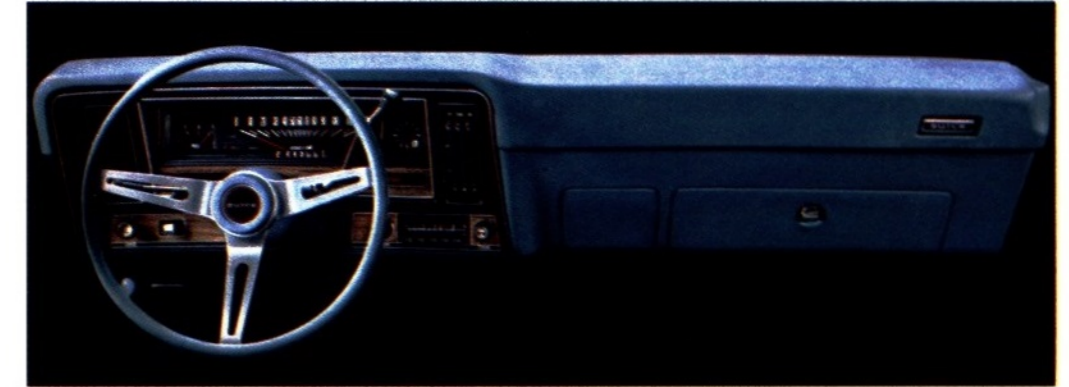
- Choice of Oxen- and Madrid-grain vinyl bench seat or Glenbrook cloth and Madrid-grain vinyl bench seat
- Front door operated interior light
- Full-foam seat construction
- Rear door or quarter armrests
- Cigarette lighter
- Front and rear ashtrays

Appearance and Protection

- Front and rear wheel opening moldings
- Cut-pile carpeting, front and rear



Saddle Oxen- and Madrid-grain vinyl bench seat, standard in Apollo Hatchback Coupe, 2-door Coupe and 4-door Sedan. Choice of three solid colors (two for 2-door Coupe or Hatchback Coupe) and four combination colors for 2-door Coupe or Hatchback Coupe only.



- Load floor carpeting (Hatchback Coupe)
- Deluxe steering wheel
- Roof drip moldings

Available Equipment

Engines

- 350-cubic-inch 2-barrel V-8
- 350-cubic-inch 4-barrel V-8
- 350-cubic-inch V-8 engines include: time modulated choke solenoid throttle stop, nickel-plated exhaust valves and stamped steel rocker arms

Chassis

- Turbo Hydra-matic 350 automatic transmission (required with 350-cubic-inch V-8 engines)
- Variable ratio power steering
- Power drum brakes
- Power front disc brakes
- Positive traction differential
- GM steel-belted radial-ply whitewall tires

Comfort and Convenience

- Custom cloth bench seat (all models) and vinyl bucket seats for 2-door and Hatchback Coupes
- Tilt steering wheel
- Rear window defogger (blower)
- Tinted glass
- Sport mirrors—left remote, right manual

Appearance and Protection

- Bumper guards—front and rear
- Wide rocker appearance moldings
- Wide body protective side moldings



Blue Glenbrook cloth and Madrid-grain vinyl bench seat, standard in Apollo Hatchback Coupe, 2-door Coupe and 4-door Sedan. Choice of three colors.

- Deluxe wheel covers
- Deluxe wire wheel covers
- Chrome-plated styled wheels
- Custom vinyl top (includes halo moldings on 2-door and Hatchback Coupes)
- Rally steering wheel
- Body stripes

Specifications

- 250-cubic-inch 1-barrel L-6 engine standard; 350-2 V-8, 350-4 V-8 available
- 3-speed manual transmission standard; Turbo Hydra-matic 350 automatic transmission available

Dimensions (inches, unless otherwise noted)	Hatchback Coupe	2-door Coupe	4-door Sedan
Wheelbase	111.0	111.0	111.0
Tread, front	59.1	59.1	59.1
Tread, rear	58.8	58.8	58.8
Length	200.2	200.2	200.2
Width	72.7	72.7	72.7
Height	53.7	53.7	54.6
Head room, front	38.0	38.0	39.3
Head room, rear	36.9	36.9	37.3
Leg room, front	41.7	41.7	41.7
Leg room, rear	33.5	33.5	35.3
Shoulder room, front	55.6	55.6	55.9
Shoulder room, rear	55.6	55.4	56.2
Hip room, front	55.2	55.2	55.7
Hip room, rear	55.0	55.0	54.9



White/Green Oxen- and Madrid-grain vinyl bucket seats, available in Apollo Hatchback Coupe and 2-door Coupe. Choice of two solid and four combination colors.

1974 Buick Station Wagons

THE EXTERIORS



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A Buick Wagon is everything a Buick automobile is—but with more room.

Buick offers two sizes of Wagons. The larger of these is the Estate Wagon—built on a 127-inch wheelbase—in either a two- or three-seat model. The smaller is a two- or three-seat Century Luxus Wagon and a two- or three-seat Century 350 Wagon with a 116-inch wheelbase.

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The Estate Wagon carries our 455 4-barrel V-8, standard. The Century 350 and Luxus Wagons are equipped with the 350 2-barrel V-8. All have Turbo Hydra-matic transmission, variable ratio power steering and power front disc brakes as standard equipment.

Also standard are special Wagon features like the Century's lift-up hatch-

back rear door and "tailgate ajar" indicator light, the Estate Wagon's power tailgate window and glide-away tailgate.

For a more detailed description of the Century Wagons, turn back to the Century 350 and Century Luxus sections. And, since the Estate Wagon is a lot like the Buick Electra, look through the Electra section for more information.

And if you need to tailor your Wagon to a specific need, take a look at what you can add. Things like high-altitude engines, trailer towing packages (see our separate brochure on this) and automatic level control to help adjust for load conditions.

Estate Wagon and Century Luxus Station Wagon



1974 Buick Station Wagons

INTERIORS AND SPECIFICATIONS



Standard Equipment

Engine

- 350-cubic-inch 2-barrel V-8 (Century Wagons)
- 455-cubic-inch 4-barrel V-8 (Estate Wagon)
- Semiclosed cooling system helps protect against coolant loss—greater fan ratio gives improved cooling
- Nickel-plated exhaust valves provide excellent valve durability with low- and no-lead fuels
- Refined Exhaust Gas Recirculation (EGR) and Air Injection Reactor (AIR) for reduced pollutant levels
- Time-modulated choke for dependable starting and solid cold-running driveability
- Integral voltage regulator and Delcotron

Chassis

- Turbo Hydra-matic 350 automatic transmission now standard (Century Wagons)
- Turbo Hydra-matic 400 automatic transmission (Estate Wagon)
- Power front disc brakes for smooth stopping and resistance to fade—with audible pad-wear indicator
- Variable ratio power steering
- Altitude-compensated transmission controls
- Computer-selected chassis springs for consistent ride and handling

- New windshield wiper system with controlled wipe feature for misty conditions

Comfort and Convenience

- Oxen- and Madrid-grain vinyl bench seat (Century 350 Wagon)
- Choice of Oxen- and Madrid-grain expanded vinyl notchback seat or Gossamer cloth and Madrid-grain vinyl notchback seat (Century Luxus Wagon)
- Choice of Gossamer cloth or Oxen- and Madrid-grain vinyl bench seats (2-seat Estate Wagon). Oxen- and Madrid-grain vinyl bench seat (3-seat Estate Wagon)
- Lift-up hatchback rear door design allows easy cargo loading (Century Wagons)
- GM Set-and-Close door locking system works by simply depressing the door lock button and closing the door
- New folding seat operation (Estate Wagon)
- Power tailgate window (Estate Wagon)
- Hidden storage compartment (2-seat Century Wagons, both Estate Wagons)
- "Tailgate ajar" indicator light (Century Wagons)
- Glide-away tailgate (Estate Wagon)
- Forward-facing third seat and divided second seat (3-seat Estate Wagon)

Dimensions (inches, unless otherwise noted)	Century 350/ Luxus/ Station Wagons		Estate Wagon	
	2-seat	3-seat	2-seat	3-seat
Wheelbase	116.0	116.0	127.0	127.0
Tread, front	61.5	61.5	63.6	63.6
Tread, rear	60.7	60.7	64.0	64.0
Length	218.2	218.2	231.1	231.1
Width	79.0	79.0	79.9	79.9
Height	55.3	55.3	57.9	57.9
Head room, front	38.8	38.8	39.6	39.6
Head room, rear	39.4	39.4	39.3	39.3
Head room, third seat	—	37.8	—	37.8
Leg room, front	42.1	42.1	42.1	42.1
Leg room, rear	36.8	36.8	39.4	39.4
Leg room, third seat	—	27.8	—	35.6
Shoulder room, front	59.6	59.6	64.3	64.3
Shoulder room, rear	58.9	58.9	63.3	63.3
Hip room, front	56.7	56.7	62.2	62.2
Hip room, rear	57.0	57.0	62.1	62.1
Cargo cap. (cu. ft.)	85.1	85.1	106.0	106.0

Saddle Oxen- and Madrid-grain expanded vinyl 60/40 notchback seat, shown at left, available in 2- and 3-seat Estate Wagon models. Choice of Green, Blue, Saddle or Burgundy.



Green Oxen- and Madrid-grain vinyl bench seat, standard in 2- and 3-seat Century 350 Station Wagon models. Choice of three colors.



Blue Gossamer cloth and Madrid-grain vinyl notchback seat, standard in 2- and 3-seat Century Luxus Station Wagon models. Choice of Blue or Saddle.



Burgundy Oxen- and Madrid-grain expanded vinyl notchback seat, standard in 2- and 3-seat Century Luxus Station Wagon models. Choice of four colors. Vinyl bucket seats also available, similar to those shown for Gran Sport (page 41), for the same models, in choice of Saddle or Burgundy.



Saddle Gossamer cloth and Madrid-grain vinyl bench seat, standard in 2-seat Estate Wagon. Available in Saddle.



Green Oxen- and Madrid-grain vinyl bench seat, standard in 2- and 3-seat Estate Wagon models. Choice of three colors.



Blue Potomac cloth and Madrid-grain vinyl notchback seat, available in 2- and 3-seat Estate Wagon models. Choice of Blue or Saddle.



Burgundy Oxen- and Madrid-grain expanded vinyl notchback seat, available in 2- and 3-seat Estate Wagon models. Choice of four colors.



Saddle Potomac cloth and Madrid-grain vinyl 60/40 notchback seat, available in 2- and 3-seat Estate Wagon models. Choice of two colors.

1974 Buick

ENGINES, TRANSMISSIONS AND REAR AXLES

Engine Availability

Available Engines	250-1 L-6	350-2 V-8	350-4 V-8	455-2 V-8	455-4 V-8	455-4 Gran Sport Stage 1 V-8	455-4 Riviera Stage 1 V-8
Displacement (cu. in.)	250	350	350	455	455	455	455
Horsepower (Net/Installed)	100	150	175	175, 190**	210, 230**	255**	245**
Torque (Net/Installed)	175	270	260	355, 370**	335, 355**	370**	360**
Carburetion Type	1 barrel	2 barrel	4 barrel	2 barrel	4 barrel	4 barrel	4 barrel
Apollo	Standard*	Available	Available				
Century 350		Standard	Available	Available	Available		
Gran Sport		Standard	Available	Available	Available	Available	
Century Luxus		Standard	Available	Available	Available		
Regal		Standard	Available	Available	Available		
LeSabre/LeSabre Luxus		Standard	Available	Available	Available†		Available
Estate Wagon					Standard		Available
Electra 225/Custom/Limited					Standard		Available
Riviera					Standard		Available

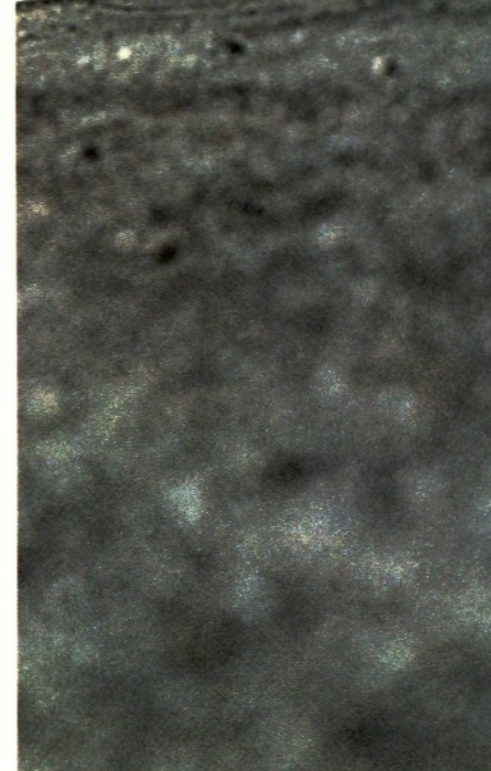
Engine Highlights 350-2 and 350-4 Eight-cylinder Engines

Engine Designation	350-2	350-4
Type	90 V-8	90 V-8
Valve Arrangement	In-head	In-head
Bore and Stroke (in.)	3.800 x 3.850	3.800 x 3.850
Piston Displacement (cu. in.)	350	350
Cylinder Head and Block Material	Cast Alloy Iron	Cast Alloy Iron
Compression Ratio	8.5	8.5
Net/Installed Horsepower @ Engine rpm	150 @ 3600	175 @ 3800
Net/Installed Torque (lb.-ft. @ Engine rpm)	270 @ 2000	260 @ 2000
Recommended Fuel	No/Low-lead	No/Low-lead
Carburetor Type	2 barrel	4 barrel
Idle Speed Automatic (Drive)	650 A/C off, 600; Wagons	650 A/C off, 600; Wagons

Engine Highlights 455-2 and 455-4 Eight-cylinder Engines

Engine Designation	455-2	455-4	455-4 Gran Sport Stage 1	455-4 Riviera Stage 1
Type	90 V-8	90 V-8	90 V-8	90 V-8
Valve Arrangement	In-head	In-head	In-head	In-head
Bore and Stroke (in.)	4.3125 x 3.900	4.3125 x 3.900	4.3125 x 3.900	4.3125 x 3.900
Piston Displacement (cu. in.)	455	455	455	455
Cylinder Head and Block Material	Cast Alloy Iron	Cast Alloy Iron	Cast Alloy Iron	Cast Alloy Iron
Compression Ratio	8.5	8.5	8.5	8.5
Net/Installed Horsepower @ Engine rpm	175 @ 3400, 190 @ 3600**	210 @ 3600, 230 @ 3800**	255 @ 4400**	245 @ 4000**
Net/Installed Torque (lb.-ft. @ Engine rpm)	355 @ 2000, 370 @ 2000**	335 @ 2200, 355 @ 2200**	370 @ 2800**	360 @ 2400**
Recommended Fuel	No/Low-lead	No/Low-lead	No/Low-lead	No/Low-lead
Carburetor Type	2 barrel	4 barrel	4 barrel	4 barrel
Idle Speed (rpm) Automatic (Drive)	650 (A/C off)	650 (A/C off)	650 (A/C off)	650 (A/C off)

*350 V-8 recommended. **With dual exhaust. †Standard with LeSabre Luxus Ride and Performance Package.



Transmission Availability

Model	3-speed Manual	Turbo Hydra-matic 350	Turbo Hydra-matic 375B	Turbo Hydra-matic 400
Apollo	Standard**	Available		
Century 350		Standard		Available*
Gran Sport		Standard		Available*
Century Luxus		Standard		Available*
Century 350/ Century Luxus Station Wagons		Standard		Available*
Regal		Standard		Available*
LeSabre/ LeSabre Luxus			Standard	Available*
Estate Wagon				Standard
Electra 225/ Custom/Limited				Standard
Riviera				Standard

Axle Ratios

Model	Transmission and Engine	Axle Ratios		
		Standard	Economy	Performance
Apollo	Manual: 250-1	3.08	NA	NA
	Automatic: 250-1	3.08	NA	NA
	350-2	2.73	NA	3.08
	350-4	2.73	NA	3.08
Century 350/ Century Luxus Coupes & Sedans	Automatic: 350-2	2.73	NA	3.08
	350-4	2.73	NA	3.08
	455-2	2.73	NA	3.08
	455-4	2.73	NA	3.08
Century 350/ Century Luxus Station Wagons	Automatic: 350-2	3.08	2.73	3.23
	350-4	3.08	2.73	3.23
	455-2	3.08	2.73	3.23
	455-4	3.08	2.73	3.23
Gran Sport	Automatic: 350-2 or 350-4	2.73	NA	3.23
	455-2	3.08	NA	3.23
	455-4	3.08	NA	3.23
	455-4 Stage 1	3.23PT	NA	NA
Regal	Automatic: 350-2	2.73	NA	3.08
	350-4	2.73	NA	3.08
	455-2	2.73	NA	3.08
	455-4	2.73	NA	3.08
LeSabre/ LeSabre Luxus	Automatic: 350-2	3.08	2.73	3.23
	350-4	3.08	2.73	3.23
	455-2	2.73	NA	3.23†
	455-4	2.73	NA	3.23†
Estate Wagon	Automatic: 455-4	2.93	NA	3.23
	455-4 Stage 1	2.93	NA	3.23
Electra 225/ Custom/Limited	Automatic: 455-4	2.73	NA	2.93†, 3.23†
	455-4 Stage 1	2.73	NA	3.23†
Riviera	Automatic: 455-4	2.93	NA	3.23
	455-4 Riviera Stage 1	3.23PT	NA	NA

*Available with 455-4 engine. **Automatic recommended. NA - Not Available. PT - Positive Traction. †Available only with dual exhaust.

1974 Buick

BRAKES, HANDLING, TIRES AND SAFETY

Tire Availability

Tires	Apollo	Century 350/ Century Luxus	Gran Sport	Regal	LeSabre/ LeSabre Luxus	Century Station Wagons	Estate Wagon	Electra 225/ Custom/ Limited	Riviera
Standard Blackwall	E78-14 (Bias Non-belted)	G78-14	G78-14	G78-14	H78-15	H78-14	L78-15**	J78-15	J78-15
Available Whitewall	E78-14 (Bias Non-belted) E78-14 (Bias Belted)	G78-14	G78-14	G78-14	H78-15	H78-14	L78-15**	J78-15	J78-15
Available White Billboard Lettered	E70-14 (Bias Belted)	G70-14	G70-14	G70-14	—	—	—	—	—
Available Oversize Whitewall	—	H78-14	H78-14	H78-14*	J78-15	—	L78-15 (Load Range D)	—	—
Available Steel-belted Radial-ply Whitewall	FR78-14	GR78-15	GR78-15	GR78-15 HR78-15††	HR78-15	HR78-15	LR78-15 (Load Range C)	JR78-15	JR78-15†

*Required with 455 CID engine. **L78-15 Load Range D on 3-seat wagon. †Standard on Riviera GS. ††Not available with 350 CID engine.

Car Development Group

Buicks are built for people who appreciate fine ride and handling qualities. Qualities that come about through the combined efforts of a dedicated automotive task force—the men of the Buick Car Development Group. Knowing how cars should ride, handle and sound is their business. They devise and specify the tuning items that contribute to a quiet, smooth-running car. And they spend long hours at it. Their objective is to achieve a car the driver will really like from the standpoint of his subjective senses—the things he sees, feels, hears. Things like handling characteristics and smoothness and quietness of ride. The Car Development men work at it, not only with gauges and tools, but with the accumulated knowledge of years of experience.

Development work is conducted at proving grounds in Michigan and Arizona, along with other locations around the country to provide a full variety of terrain and climate. The job begins with in-car installation of components that are going to be new or revised the following year. Next come prototype cars which are completed versions of the cars which will be put into production. In these cars, even the most minor change must be evaluated and requires considerable time. For example, a car must be driven at least 10 miles in order to stabilize tire pressures and temperatures—and up to 40 miles for engine and body mountings to reach normal operating temperatures.

Body mountings, shock absorbers and many other components may be changed hundreds of times during the development process to find the combination which provides a smooth, stable, quiet ride. Although subtle changes are involved, the total of all these modifications is what makes a Buick a Buick.

AccuDrive

AccuDrive is Buick's total roadability suspension system. Buick engineers carefully select all chassis parts affecting ride and handling in the development process which is conducted over different types of roads around the country. Chassis suspension parts include selective control body mounts, wide-span front lower control arms, wide-splay four-link rear suspension, forward-mounted steering gear and linkage, suspension bushings tailored for isolation, and road-rated power plant mountings.

MaxTrac

Buick's available MaxTrac system is a computerized rear-wheel spin-control system. A miniature, transistorized computer compares front- and rear-wheel speeds (sent to it by sensors located in the left front wheel and transmission). When rear wheel speed exceeds front wheel speed by 10%, the engine's ignition is modulated (coil current is momentarily reduced) at a rate of from 2½ to 30 times per second. This modulation of the ignition controls the degree of rear wheel spin. The

effect of MaxTrac is to help allow the driver to take advantage of available traction when accelerating on slippery surfaces. Especially effective when GM steel-belted radial-ply tires are also ordered.

Positive traction differential

Buick's positive traction differential features limited-slip design to help improve traction on mud, ice, snow, gravel, wet pavement and soft road shoulders. It operates normally on regular driving surfaces. But when one rear wheel begins to slip, power is transferred to the wheel that has the grip. Available on all Buicks.

Front disc brakes and proportioning valve

Buick front disc brakes are built to take heavy, repeated braking while maintaining excellent stopping characteristics. Heat is rapidly dissipated. Buick's brake combination valve integrates all brake valving functions into a single unit. One function is proportioned braking front to rear. This balanced braking effort helps prevent premature lock-up of the rear wheels when more of the weight of the vehicle is transferred to the front wheels during heavy braking. Not used on station wagons because of the greater concentration of vehicle weight over the rear wheels.

GM steel-belted radial-ply tires

1974 Buicks, equipped with GM specification steel-belted radial tires, provide a desirable combination of

important tire performance characteristics. These characteristics include handling, ride, tread life, endurance, hazard resistance as well as significant improvement in traction on wet and snowy roads.

1974 Buick Safety 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, inertia reel and starter interlock)
Two front-seat head restraints
Energy-absorbing steering column
Passenger guard door locks
Safety door latches and hinges
Folding seatback latches
Energy-absorbing padded instrument panel and front seatback tops*
Contoured windshield header (except LeSabre Luxus Convertible)
Thick laminate windshield
Padded sun visors
Safety armrests
Safety steering wheel
Cargo Guard (except Apollo Hatchback and station wagons)
Side Guard Door Beam
Contoured full roof inner panel (except LeSabre Luxus Convertible)
Fuel tank impact security
Glove box and console door latch impact security
Smooth-contoured door and window regulator handles
Soft, low-profile window control knobs, coat hooks, dome lamp
Automatic locking front and rear outboard seat belt retractors
Shoulder belt anchorages for rear seat outboard occupants
Pressure lock radiator cap
High-strength front seat anchorages and construction
High-strength rear seat retention
Stamped steel door hinges

Accident Prevention

Side marker lights and reflectors (front side marker lights flash with directional signal)
Parking lamps that illuminate with headlamps

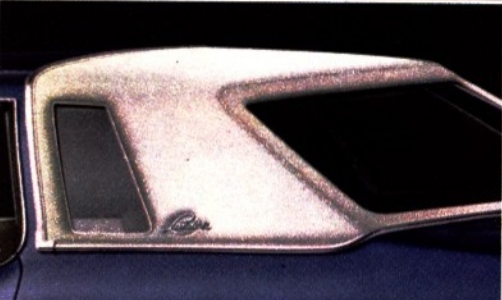
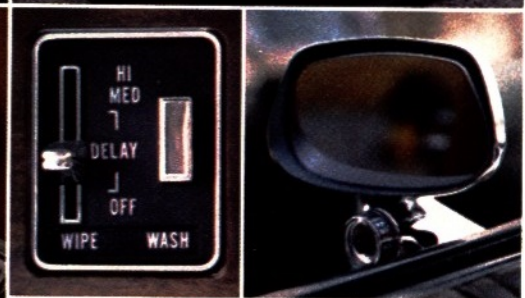
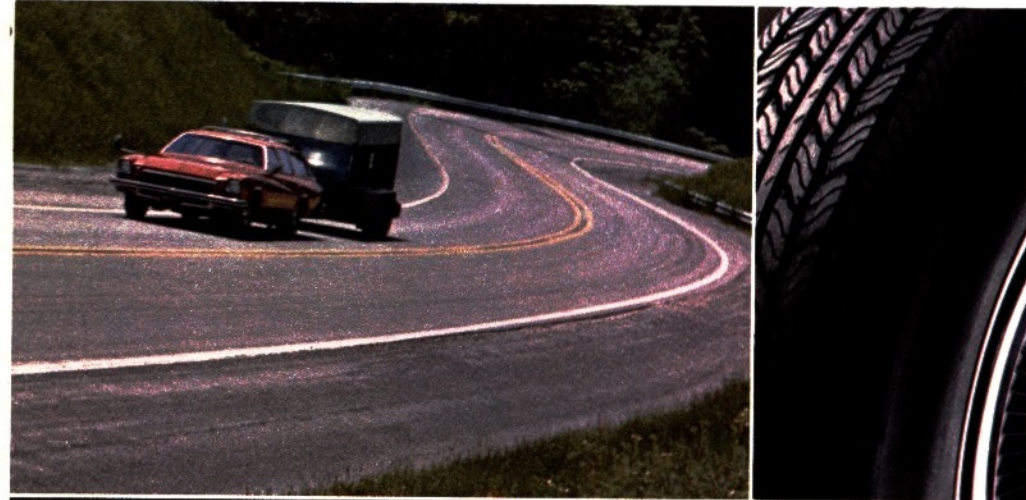
Four-way hazard warning flasher
Backup lights
Lane-change feature in direction signal control
Windshield defrosters, washers and dual-speed wipers
Wide-view inside day/night mirror (vinyl edged, shatter-resistant glass and deflecting support)
Outside rearview mirror (driver and passenger on full-size wagons)
Dual master cylinder brake system with warning light
Starter safety switch
Dual action safety hood latches
Improved bumper systems
Headlamp aiming access provision
Low-glare instrument panel top, inside windshield moldings, wiper arms and blades, and steering wheel metallic surfaces
Safety wheel rims
Uniform shift quadrant
No winged wheel nuts, disc or caps
Self-adjusting brakes
Illumination of windshield wiper and washer, heater and defroster controls
Flame arresting battery vent caps
Flame retardant interior materials

Anti-Theft

Anti-theft ignition key warning buzzer
Anti-theft steering column lock
Inside hood latch release (except Apollo)
Anti-theft key system (one key for ignition only; other key for glove compartment, doors, trunk and power tailgate and window)
Visible vehicle identification
Tamper-resistant odometer with telltale feature

*Station wagons have front and intermediate seatback tops





Trailer towing package.

Any Buick, properly equipped, is suited to most trailer towing requirements. Buick dealers can recommend the available accessories and heavy-duty equipment necessary for dependable trailering. Depending upon model and trailer type or size, the following may be ordered: high performance V-8 engine, power steering and brakes plus automatic transmission (Apollo), trailer towing suspension, superlift rear shock absorbers, automatic level control, heavy-duty cooling system, trailer wiring harness with variable-load flasher, trailer hitch, heavy-duty wheels, trailer towing axle ratio, 80-amp. Delcotron, equalizer hitch platform, oversize tires, dual exhaust, trailer mirrors and steel-belted radial-ply tires. MaxTrac is available on all LeSabre, Estate Wagon, Electra and Riviera models.

Reclining bucket seats.

Buick full-foam construction bucket seats are also available with reclining seatbacks. Lumbar-support design works to provide added lower back support for seating comfort. The contour shape conforms more naturally to the human body for riding and driving enjoyment.

Rear window defogger.

A separate blower motor circulates air onto the rear window to help melt ice, snow, and to help keep the window free from condensation. The control switch is handily located in front of the driver and may be actuated by a simple push action.

An electrically heated rear window defogger is also available on most models. It utilizes a heating element grid of silver and ceramic bonded to rear window glass. When activated, the defogger causes an instrument panel light to glow until deactivated, reminding the driver that the unit is operating.

Sun roof.

The sun roof is included with the Sun Coupe option on the Century 350 Colonnade Hardtop Coupe and available on all other Buick Coupes except Apollo. It is available with manual or

power top operation, with painted or vinyl roofs. Both types are of a sliding steel design for added protection.

A control switch located on the instrument panel is provided with the electric unit. All units utilize drain tubes down the front pillars and rear quarters, which also serve as effective seals against wind and water entry.

The available Century 350 Sun Coupe has a manually or available electrically operated sliding metal sun roof and specially colored Sun Coupe identification on the rear side windows. Sport vinyl roof is also available in seven colors. Included with the sport vinyl roof are accent stripes extending down the side pillars, across the door and the length of the hood.

Leather interiors.

No other seat material can match the supple feel of real leather. Even the smell and look of leather add to the totally elegant and luxurious aura. This leather and vinyl combination may be ordered on Electra Limited Coupes and Sedans and on Rivieras. Choice of Saddle or Black shades. Deep, plush, button styling on the bottom cushion and seatback is reminiscent of fine coachwork. Even the doors get special appointments when leather is ordered.

Tilt and telescoping steering column.

Drivers of varying heights will find Buick's new tilt and telescoping steering wheel convenient. A lever on the left side of the steering column controls angle adjustment to each individual driver's most comfortable position for driving. In addition, the steering column can be extended forward or back. On long trips, the wheel can be repositioned—even with the car in motion—to help relieve fatigue. And the wheel can be raised above normal for additional entry and exit space.

Electronic, high-energy ignition system.

Improved starting power and reliability is the result of space-age electronic engineering found in Buick's high-energy ignition system. There is no condenser or points

to replace. Instead, a gear-like timer core rotates through the field of a permanent magnet, generating voltage causing coil current to switch—in turn building high voltage to fire plugs. There is no wear or contact between parts, for added durability. As a result, plugs fire even under adverse weather conditions. The entire system is completely unitized and pretested for even greater reliability. Available on all Buick V-8s; standard on both Stage 1 V-8 engines.

Two- or four-speaker stereo system.

Driver and passengers are fully surrounded by sound with Buick's four-speaker stereo system. Available with AM Sonomatic radio and stereo tape player system, AM-FM Stereophonic radio and stereo tape player system or with AM-FM stereophonic radio. A new dual-speaker stereo system is available on Apollo with AM or AM-FM radio.

Stereophonic tape player.

All of today's "sounds" are available to the driver whenever he so desires. Merely slip the 8-track stereo cartridge into the tape player and enjoy full, clear stereo reproduction. To change back and forth among four programs, the listener simply pushes the selector button and releases it for instant program change. When the stereo tape player is ordered, it is integrated with the radio for convenience and to help deter theft.

Six-way power seat.

Here's custom-tailored comfort for any driver. Seat angle and position are easily adjusted at the touch of a button. Controls are located on the left side of the seat. Front tilt control provides up-and-down movement of the cushion at the seat front. Forward-and-backward and up-and-down seat movement is achieved by the center control. Up-and-down movement at the back of the seat is provided by the rear control. A light, finger touch on the seat switch in the corresponding direction does it. When the switch is released, the seat is locked into position. Available on all 1974 Buicks except Apollo.

Padded Landau tops.

These roof styling treatments are available on Regal Colonnade Hardtop Coupe, Electra Limited Hardtop Coupe and Riviera. All available in seven colors of elk-grain vinyl. Regal includes special ornamentation and Electra Limited includes a special side window shape. All landau vinyl tops are thickly padded for a plush appearance.

Three-speed windshield wiper with low-speed delay feature.

Helpful for those weather or road conditions that call for less than continuous windshield wiping. The three-speed wiper has three positions in addition to off: delay, medium and high.

At the lowest part of the delay position, it wipes every 15 seconds—ideal for light drizzle or road splash. As the control is moved upward, delay between wipes decreases until wipers are operating continuously.

1974 Buick

OPTIONS AVAILABILITY

1974 Buick available equipment	Apollo	Century 350/ Century Luxus	Gran Sport	Regal	Century 350/ Century Luxus Station Wagons	LeSabre/ LeSabre Luxus	Estate Wagon	Electra 225/ Electra Custom/ Electra Limited	Riviera
LeSabre Luxus ride and performance package						Avail.			
Riviera GS handling package									Avail.
Power assist on front disc brakes	Avail.	Avail.	Avail.	Avail.	Std.	Std.	Std.	Std.	Std.
Variable-ratio power steering	Avail.	Std.	Std.	Std.	Std.	Std.	Std.	Std.	Std.
Quick-ratio power steering			Avail.						
High-energy ignition system	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.
Dual exhaust		Avail.	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.	Std.
Positive traction differential	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.
Firm ride and handling package	Avail.	Avail.		Avail.	Avail.	Avail.	Avail.	Avail.	Avail.
Trailer towing suspension package	Avail.	Avail.		Avail.	Avail.	Avail.	Avail.	Avail.	Avail.
Automatic level control		Avail.	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.
Superlift shock absorbers		Avail.	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.
Heavy-duty wheels		Avail.		Avail.		Avail.	Std.	Avail.	Avail.
Heavy-duty engine and transmission cooling	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.
MaxTrac						Avail.	Avail.	Avail.	Avail.
Oversize whitewall tires		Avail.	Avail.	Avail.	Std.	Avail.	Avail.		
GM steel-belted radial-ply tires	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.
White billboard lettered tires	Avail.	Avail.	Avail.	Avail.					
Engine block heater	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.
Heavy-duty air cleaner	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.
Heavy-duty Delcotron energizer	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.	Std.	Std.	Std.
Maintenance-free energizer		Avail.	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.
Climate Control air conditioning	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.
Automatic Climate Control air conditioning				Avail.		Avail.	Avail.	Avail.	Avail.
Special wheel covers	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.
Sun roof (coupes only)		Avail.	Avail.	Avail.		Avail.		Avail.	Avail.
Tilt steering wheel	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.	Std.
Tilt and telescoping steering column						Avail.	Avail.	Avail.	Avail.
Electric trunk release		Avail.	Avail.	Avail.		Avail.		Avail.	Avail.
Electric door locks		Avail.	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.
Electric door and seatback locks (coupes only)						Avail.		Avail.	Avail.
Cruise Master speed control		Avail.	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.
Accessory group lights	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.
Low-fuel indicator						Avail.	Avail.	Avail.	Avail.
Special appearance and protection moldings	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.
Special steering wheels	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.		
Electric clock	Avail.	Avail.	Std.	Avail.	Avail.	Avail.	Avail.		
Electronic quartz-crystal-controlled digital clock						Avail.	Avail.	Std.	Std.
Power windows		Avail.	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.
Front fender-light monitors						Avail.	Avail.	Avail.	Avail.
Sport mirrors	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.			Avail.
Remote-control outside rearview mirror (left)	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.	Std.	Std.
Remote-control outside rearview mirror (right)						Avail.	Avail.	Avail.	Avail.
Rear-window defogger (blower)	Avail.	Avail.	Avail.	Avail.		Avail.		Avail.	Avail.
Rear-window defogger (electric)		Avail.	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.
Carpet savers and handi-mats	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.
Litter pocket		Avail.	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.
6-way power seat		Avail.	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.
Cornering lights						Avail.	Avail.	Avail.	Avail.
Speed alert		Avail.	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.
3-speed windshield wiper with low-speed delay feature						Avail.	Avail.	Avail.	Avail.
Soft Ray tinted glass	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.
Bumper guards	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.
Outside thermometer						Avail.	Avail.	Avail.	Avail.
Convenience Center	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.
Full-length operating console		Avail.	Avail.	Avail.	Avail.				Avail.
Short, nonshift floor console		Avail.	Avail.	Avail.	Avail.				Avail.
AM radio, AM-FM radio	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.
AM-FM stereo radio with single front and rear speakers	Avail.								
Rear seat speaker (single)	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.
AM or AM-FM stereo radio and stereo tape player with front and rear dual speakers		Avail.	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.
AM-FM stereo radio with front and rear dual speakers		Avail.	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.
Front and rear dual speakers		Avail.	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.	Avail.
Automatic power mast antenna						Avail.	Avail.	Avail.	Avail.

Avail. - Available Std. - Standard