



1975 BUICK

Skyhawk. The smallest Buick in 60 years. And the sportiest.



Skyhawk Hatchback Coupe

Skylark/Apollo. Sporty coupes and sedans with a European influence.



Skylark Coupe (Skylark S/R Model available)



Skylark Hatchback Coupe (Skylark S/R Model available)



Apollo Sedan (Apollo S/R Model available)

Century Wagons. Finely styled Buicks with 85 cubic feet of cargo space.



Century 2- or 3-seat Station Wagon



Century Custom 2- or 3-seat Station Wagon

Century. The timely mid-sized Buick. In its shape. In its size. In its look.



Regal Hardtop Coupe



Regal Hardtop Sedan



Century Custom Hardtop Coupe



Century Custom Hardtop Sedan



Century Special Hardtop Coupe



Century Hardtop Coupe



Century Hardtop Sedan

LeSabre. For families. Businessmen. Anyone who needs a full-sized Buick.



LeSabre Custom Hardtop Coupe



LeSabre Custom Hardtop Sedan



LeSabre Custom 4-door Sedan



LeSabre Custom Convertible



LeSabre Hardtop Coupe



LeSabre Hardtop Sedan

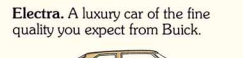


LeSabre 4-door Sedan

Riviera. A luxury car of a most personal nature.



Riviera Hardtop Coupe



Electra Limited Hardtop Coupe



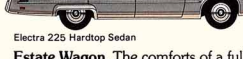
Electra Limited Hardtop Sedan



Electra 225 Hardtop Coupe



Electra 225 Hardtop Sedan



Estate Wagon 2- or 3-seat Station Wagon



Estate Wagon 2- or 3-seat Station Wagon

The 1975 Buicks. Dedicated to the free spirit in just about everyone.

A fresh, new spirit is emerging in America. A spirit of honesty. A spirit of integrity. A spirit of freedom. A free spirit. One that embraces new thoughts, new ideas, new concepts.

We at Buick recognize this free spirit. For we, like many Americans, have been moved by it, too. More important, we believe it is reflected most clearly in our 1975 products.

Our design ideas are new and refreshing. The Buick Skyhawk bears witness to that.

Our engineering concepts are timely and solid. Buick's new 3.8 liter V-6 engine bears witness to that. As does the fact that every 1975 Buick has GM-specification steel-belted radial tires and a High Energy Ignition System.

Our interiors are bold and contemporary. The elegance of the Buick Electra Park Avenue and, likewise, the touring car atmosphere of the Skylark S/R bear witness to that.

Buick's free spirit is contained in many things. Big and small. It is reflected in the thoughtful blending of utility and style in the Buick Wagons.

In the rectangular headlamps of the Buick Riviera. In the digital timepiece of the Buick Electra. It is present in the practicality of the Buick LeSabre, in the ride of the Buick Century, in the vigor of Buick Skyhawk.

The 1975 Buicks are dedicated to the free spirit in just about everyone. For people who seek something a little better.

The 1975 Buicks: dedicated to the free spirit in just about everyone. And we hope that includes you.



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1975 Skyhawk.

To begin by calling Skyhawk the totally new Buick is to begin with understatement. For Buick, the Skyhawk is a significant advance into a new world of automotive transportation.

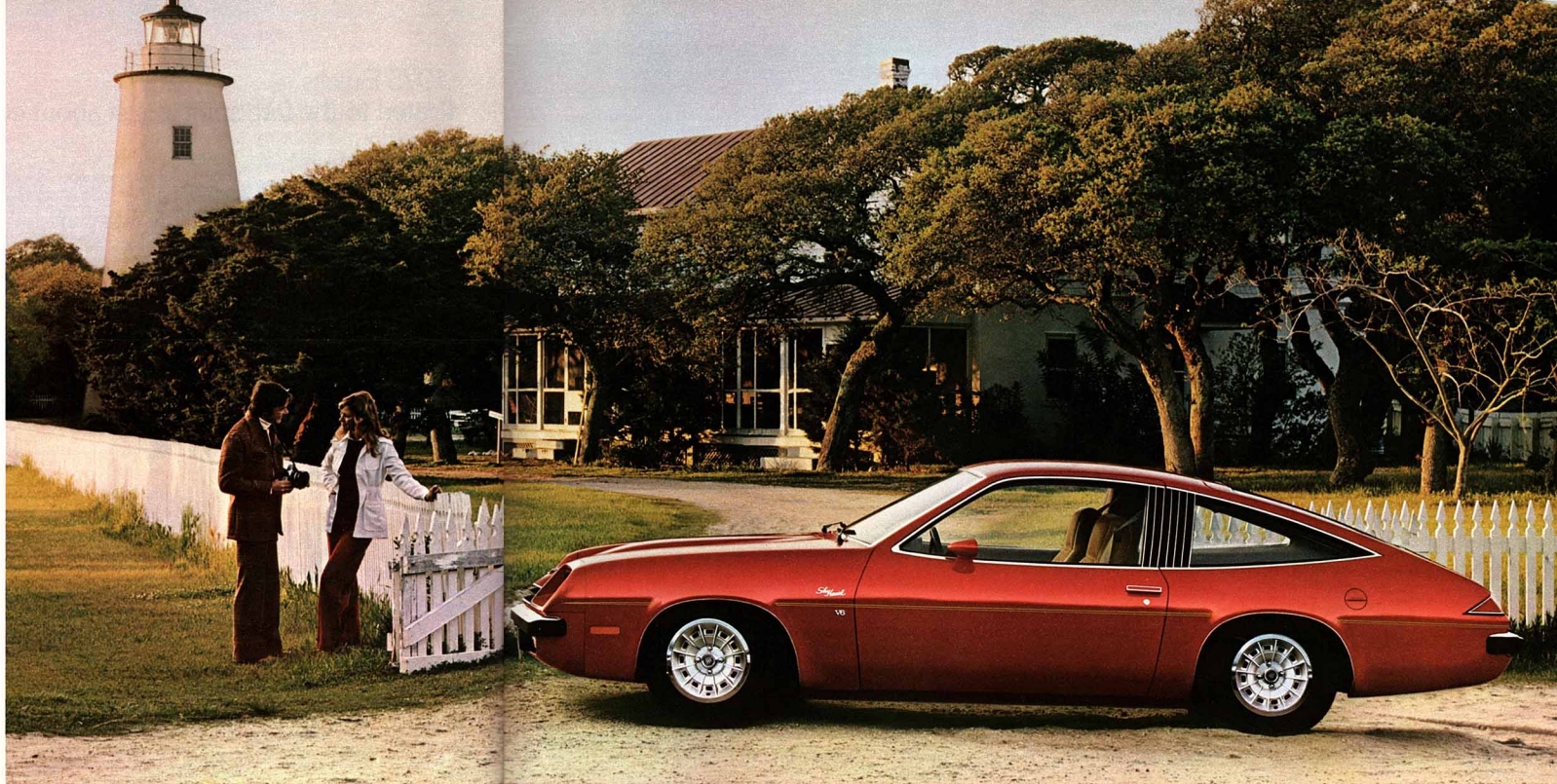
First off, Skyhawk is the smallest Buick in sixty years. And the sportiest ever, obviously. Its short, 97-inch wheelbase makes for a nimble, tight-turning automobile. Then there's Skyhawk's design. Rakish and gutsy. The stance of a European road machine.

The Skyhawk look is the culmination of many artfully executed individual designs. Notice, for instance, the wind-cutting low silhouette of this car. Skyhawk stands a mere 50.2 inches tall, with its roofline sloping off quickly

to meet the wraparound taillamps. Notice the center pillars. They not only boldly divide the side window areas, they provide an excellent location for the Skyhawk's Full-Flo ventilation vents. On the following pages, take note of the Skyhawk's unobtrusive bumpers. Its four rectangular headlamps. Its sharply canted grille. These are the individual niceties that, when fused together, form the shape of the 1975 Buick Skyhawk.

Underneath Skyhawk's surface metal, however, lies its true mettle. A finely tuned machine. A turn of the key and Skyhawk's High Energy Ignition System goes to work, setting the spirited 3.8 liter V-6 engine in motion. A press of the accelerator, a quick glance at the tachometer, a flick of the stubby floor-mounted stick and you're off. Leaving time and distance behind you.

As you go, and heads turn, the satisfaction of owning a 1975 Buick Skyhawk will be purely yours. Enjoy it.



Skyhawk. An accurately named car. For embodied within is the spirit of a hawk. Buick. Dominating. Graceful in flight. Alert even when still.



Skyhawk is a 2-plus-2 Hatchback Coupe. Small in size. With the performance, economy and road manners to match its daring appearance.

Appropriate to the times, Skyhawk's design is eclectic: a blend of European and American, function and romance.

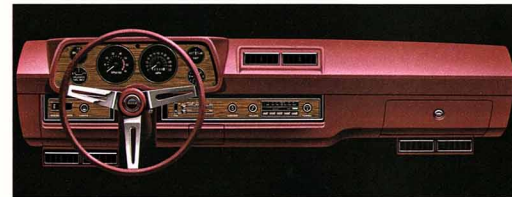


Skyhawk's interior is as dashing as its exterior. High-rise buckets, a center console and a rally steering wheel set the theme.

Inside Skyhawk.

When you first settle behind the wheel of a Skyhawk you will feel very special. And well you should. You sink comfortably into a full-foam bucket seat. Your fingers embrace a soft molded vinyl steering wheel. Your eye scans instruments that are clear and very readable. On your left, the convenience of a map pocket. And close at hand, the smooth shifting of the standard floor-mounted 4-speed gear lever. (The available automatic transmission lever is floor mounted, too.) There's cut-pile carpeting underfoot. And, for your listening pleasure, a little traveling music, supplied by an available AM/FM stereo.

Another way to fully appreciate what's inside Skyhawk is to go outside. To the back. And flip open the hatchback door. With the rear seat down you have 28 cubic feet of room awaiting whatever it is you care to take with you.



Skyhawk Instrument Panel



Skyhawk Vinyl Bucket Seats



Skyhawk Leather Bucket Seats

Interior Trim Availability

Skyhawk Hatchback Coupe

S S A

Note: Reclining passenger side bucket seat standard. Adjustable driver seat back available.

S—Standard A—Available

Cloth Buckets
Vinyl Buckets
Leather Buckets

Skyhawk. Its Inner Spirit.

A road car is in its best element in motion. The powerplant, therefore, is of vital import. That is why a V-6 engine, made by Buick, powers every Skyhawk. It shares design features with our V-8's, but with two less cylinders.

The crankshaft is shorter. The piston stroke is shorter. The engine weighs less. And peak torque is delivered at low engine speed. The displacement of the Buick Skyhawk V-6 is 3.8 liters. The block is of cast iron. The valves are nickel-plated. And the pistons and piston rings are identical to those used in our 5.7 liter V-8 engine.

The suspension system of a road car is equally important. Skyhawk's is

comprised of four computer-selected coil springs with stabilizer bars in the front and rear. There is a tube shock absorber at each wheel. And, of course, GM-specification steel-belted radial tires are standard.

In the cockpit area, information is delivered to the driver through six dials set in a simulated wood-grained instrument panel. To the left, engine temperature and fuel level are monitored. On the right, an ammeter and an electric clock. In the middle are two large dials. One houses a 7,000-rpm tachometer; the other, an odometer and speedometer marked in both miles and kilometers. (White numerals for miles per hour. Blue numerals for kilometers per hour.)

Dimensions (inches, unless otherwise noted)	Hatchback Coupe
Wheelbase	97.0
Tread, front	54.7
Tread, rear	53.6
Length	179.3
Width	65.4
Height	50.2
Head room, front	37.7
Head room, rear	35.3
Leg room, front	42.9
Leg room, rear	29.9
Shoulder room, front	51.0
Shoulder room, rear	51.2
Hip room, front	48.0
Hip room, rear	42.0
Cargo volume index (cu. ft.)	28.1
Length of load floor (rear seat folded down)	63.0

Tires		
Standard:	steel-belted radial-ply blackwall	BR78-13
Available:	steel-belted radial-ply whitewall	BR78-13
	steel-belted radial-ply white billboard lettered	BR78-13
Wheel size		13 x 5.00

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.

3.8 liter V-6 is standard on Skyhawk. This new compact "V" design delivers smooth, economical power. Advanced design features include High Energy Ignition for improved starting power and reliability, as well as integrated emission control equipment. Buick's new Quick Engine Warm-up System improves engine response under cold engine starting conditions.

Four-speed manual transmission is standard on Skyhawk and available on no other Buick. Fully synchronized forward gearing tailors engine output to existing road conditions. Turbo Hydramatic automatic transmission available.

Semicyclic cooling system collects hot coolant overflow in a translucent container and returns it to the radiator during cooldown. Coolant supply is checked visually without removing the radiator cap.

Computer-selected springs for individual wheels of each car help assure better height control and consistent ride and handling characteristics. A computer rates exact springs for each individual automobile after figuring in weight of all accessories. Standard on Skyhawk.

Front and rear bumper systems retract upon minor impact. Front and rear bumper guards and bumper protective strips are standard.

Power front disc brakes are fade-resistant, smooth operating and shed water rapidly. Heat is quickly dissipated. Standard on Skyhawk.

Steel-belted radial-ply tires, built to GM specifications, provide a desirable combination of important performance characteristics. Among these are handling, ride, tread life, endurance, hazard resistance and traction on wet and snowy roads.

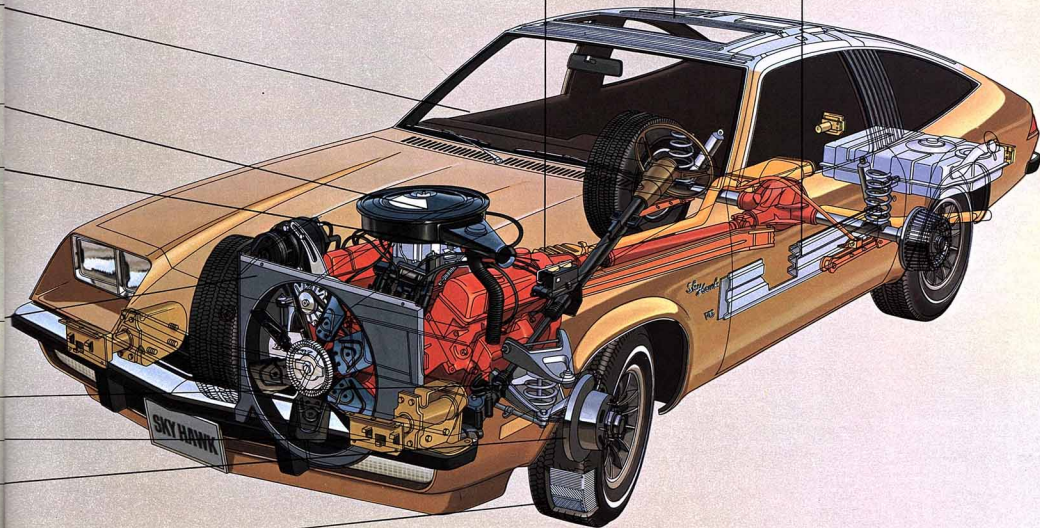
Unit body construction combines light weight with structural strength. Fenders, roof and inner body panels are welded to a strong platform base. Precision welding techniques help assure excellent fit of doors, hood and decklid.

A catalytic converter is an integral part of the emission control system. It is essentially a chemical reactor that removes undesired emissions from the exhaust. Because leaded gasoline will contaminate the converter, lead-free fuel must be used. Standard on Skyhawk.

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.

Side Guard Beam construction affords protection in the event of side impact. Box-type beams are integral to door and quarter panel design.

Space-saver spare tire is quickly and easily inflated with an accompanying can of compressed gas. Once in service, the space-saver spare is adequate for short-distance travel to the nearest tire repair center. Standard on Skyhawk.



1975 Skylark/Apollo.

The initial impression of the 1975 Buick Skylark and its immediate cousin, Apollo, is that of two European touring cars. And for good reason. Both cars have been designed from the European philosophy that small, economical cars can be both richly appointed and genuinely fun to drive.

There is a curious double benefit to Skylark's and Apollo's new design, in that both cars are capable of appealing to one's aesthetic sense, while at the same time, serving one's practical needs. There is generous glass area above the beltline, which helps provide an airy feeling, as well as increased visibility for the driver. The Coupe side glass is divided by bold roof pillars. (A la Skyhawk, our designers made

them functional. They house vents that keep a quiet flow of outside air moving through the car.) Other noteworthy design points are large, wraparound parking lamps in front. A crisply-styled grille. Larger, more visible taillamps.

Standard power is supplied by six cylinders. Standard on the four Skylark models (two Hatchback Coupes and two two-door Coupes) is Buick's new 3.8 liter V-6, while the two Apollo models (four-door Sedans) have the 4.1 liter Straight-6 as standard equipment. If you prefer a V-8 engine, there are three available. There's the newly-engineered, small 4.3 liter V-8. And 2-barrel and 4-barrel versions of our 5.7 liter V-8 engine.

The front track has been widened, resulting in a smooth ride and responsive handling. Coupled with this are suspension components tuned to work together to help efficiently absorb and smooth even the roughest of roads. The front coil springs respond independently to the pavement, as do the shock absorbers positioned at each wheel. And a front stabilizer bar helps add to the handling response through turns. Naturally, GM-specification steel-belted radial tires are standard items on every Skylark and Apollo.



The Skylark S/R (Sport Rallye): American in its character, European in its spirit. Buick V-6 powered, with a touring car interior.



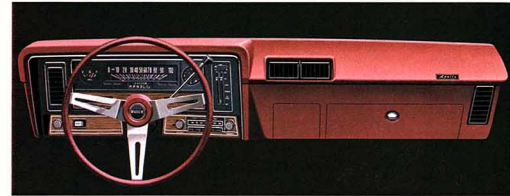
The Skylark two-door Hardtop Coupe. The essence of the Skylark S/R, at a lower price.

In the foreground, the Skylark Hatchback. Three doors and lots of cargo-carrying room. In back, the Apollo Sedan. Four doors and lots of people-carrying room.



Inside Skylark/Apollo.

The cockpit of a car must cater even to the most minor needs of driver and passenger. The Skylark S/R interior you see at left was conceived to do just that. The bucket seats, as well as the rear bench, are upholstered in a sporty cloth and vinyl motif. The front seat passenger (or navigator, if you like) has the luxury of enjoying the passing scenery or reclining the seat and resting for a turn at the wheel. Between driver and passenger is a storage console and the transmission lever. The instrumentation is clean and simple. The dials big. The controls handy. (An example: the switch for putting the headlamps on low or high beam is nicely located in the turn signal lever.) Thick rubber insulation tightly seals the windows to help keep wind whistle outside. And for the navigator, maps can be tucked away in pockets built into the doors.



Skylark/Apollo Instrument Panel



Skylark/Apollo Cloth Bench Seat



Skylark/Apollo Vinyl Bench Seat



Skylark/Apollo Custom Cloth Bench Seat



Skylark/Apollo Vinyl Bucket Seats

Interior Trim Availability

	Cloth Bench	Vinyl Bench	Custom Cloth Bench	Vinyl Buckets	Cloth/Vinyl* Buckets
Skylark Hatchback Coupe	S	S	A	A	
Apollo 4-door Sedan	S	S	A	A	
Skylark S/R Hatchback Coupe					S
Apollo S/R 4-door Sedan					S
Skylark 2-door Coupe	S	S	A	A	
Skylark S/R 2-door Coupe					S

*With passenger reclining seatback
S—Standard A—Available

Inside the finely-appointed Skylark S/R, the look, the feel of a European touring car.

The Inner Spirit of Skylark/Apollo.

Now that we have surveyed the design of the 1975 Buick Skylark and Apollo, we'd like to examine them with you in greater depth. The way they are built.

Skylark and Apollo have unitized bodies. Which means simply that body and frame are welded together into a solid, tight unit. Cradling the engine is a sturdy front frame, which is attached to the unitized body. Thick rubber bushings and pads are used to help isolate the cockpit from engine noise and vibration. The design is simple and strong.

Considerable attention is paid to rust prevention. Every Skylark and Apollo body is cleaned and rinsed with a phosphate spray to prepare the surface for finishing. Then each body is charged with electricity (for the moment turning it into an electro-magnet) and dipped into a huge vat of primer. The primer is electronically attracted into the nooks and crannies of the car's body, giving it a thorough covering inside and out. This is followed by a complete coating of sealant with special attention given to wheelwells, doors and window areas.

Then, and only then, are the final three coats of acrylic lacquer applied to your car.

Lavish attention is paid to the interior finish of these cars, as well. Thick padding is laid on the floor before the plush, cut-pile carpeting is stretched and fitted into place. The seats are of full-foam construction. This technique allows us to design a seat that forsakes the sharp, right angles of a wooden chair and embraces the gentle contours of the human body. The result is a seat that provides support and is comfortable even on the longest trips.

As important as the way we put these cars together is the engine we put inside them. Six-cylinder engines are standard on Skylark and Apollo, and they strike a practical balance between performance and economy. Buick's new 3.8 liter V-6 engine is the standard engine for the four Skylark models. This is the same engine that powers Buick's Skyhawk. Because the cylinders are placed in a V-formation, the crankshaft is shorter, the engine weighs less and peak torque is delivered at low engine speed. The standard engine for the two Buick Apollo models is a 4.1 liter Straight-6. This is a proven, durable engine that has powered literally millions of General Motors cars.



The tires of every 1975 Skylark and Apollo are special, too. They are GM-specification steel-belted radials. You probably know the benefits of steel-belted radial tires—their high resistance to punctures and their ability to help save gas. But when you buy a Skylark or Apollo (or any other 1975 Buick, for that matter) you get GM-specification steel-belted radial tires. These are tires specially designed by a team of engineers from both General Motors and the major American tire manufacturers. These tires are specifically made for your Buick. The tread configuration is different from conventional tires for improved traction, acceleration and braking under wet or slippery road conditions.

In true touring car fashion, the 1975 Buick Skylark and Apollo offer many luxury items. In fact, this year a new level of creature comfort in the world of small cars is achieved. There are five features available on Skylark and Apollo that are new for 1975. Power windows, electric door locks, an automatic trunk release, Cruise Master speed control and a stereo system consisting of an AM/FM radio or an AM/FM radio with an 8-track tape deck.

Another available item you may be interested in is Buick's new Fuel Usage Indicator. It is a sensing device that detects when you're "leadfooting" it. A light on the instrument panel of your Skylark or Apollo lets you know that by backing off on the accelerator, better gas mileage can be achieved.

For your comfort while driving, you may order a tilt steering wheel. The wheel moves to seven different angles, enabling you to put the wheel in your favorite driving position.

For the extended comfort of rear seat passengers, swing-out rear quarter windows are now available on all four Skylark models. And speaking of rear seat passengers—sometimes you may not have any. So, if yours is a Hatchback Coupe, you'll be able to flip down the rear seat and have a cargo area over six feet long. In all, there's over 28 cubic feet of space. If you're in need of a versatile car—a car that's as much at home carrying cargo as it is carrying people—the Skylark and Skylark S/R Hatchback Coupes are for you.

1975 Skylark/Apollo specifications and chassis.

STANDARD EQUIPMENT

- Six models available—two Skylark Hatchback Coupes, two Skylark 2-door Coupes and two Apollo 4-door Sedans

- Engine**
- 3.8 liter V-6 (231 C.I.D.) on Skylark
 - 4.1 liter L-6 (250 C.I.D.) on Apollo
 - Improved fuel economy with Maximum Mileage System

- Catalytic converter
- Cool air/fuel induction (L-6 & V-8 engines)
- Quick Engine Warm-up System with fast-acting choke

- Unleaded fuel required
- Semi-closed cooling system
- High Energy Ignition

- Chassis**
- 3-speed manual transmission fully synchronized in all forward gears (available only with six-cylinder engines)

- Manual steering
- Manual brakes with front discs
- Coil spring front suspension with stabilizer bar
- Forward mounted steering gear and linkage
- Wide span front lower control arms
- Multiple leaf spring rear suspension
- Separate front frame unit cushion-mounted to unitized body

- Side Guard Beam construction
- Step-on parking brake
- Computer-selected springs
- Space-saver spare tire (Hatchback Coupes)
- Steel-belted radial-ply tires
- Extensive use of insulation and sound-deadening materials
- Trued tires and concentric wheels

- Comfort and Convenience**
- Choice of vinyl bench seat or cloth bench seat
 - Special Prado Cloth and vinyl bucket seats with reclining feature on passenger side (Skylark S/R/Apollo S/R)

- Carpeted door trim with map pocket and reflector (Skylark S/R/Apollo S/R)
- Combination turn signal and high/low beam control (Skylark S/R/Apollo S/R)

- Sports shifting console (Std. on Skylark S/R/Apollo S/R)
- GM Set-and-Close door locking system
- Full-Flo ventilation

- Front door operated interior light
- Full-foam seat construction
- Rear door or quarter armrests
- Front and rear ashtrays
- 4-jet windshield washer

- Wide-view, inside day/night mirror
- Appearance and Protection**
- Front and rear wheel opening moldings

- Reinforced front and rear bumpers with energy absorbers
- Cut-pile carpeting front and rear
- Load floor carpeting (Hatchback Coupes)

- Single buckle, three-point seat and non-detachable shoulder belt system with ignition interlock, warning buzzer and inertia reel shoulder belt retractors
- Deluxe steering wheel
- Stand-up hood ornament (Skylark S/R/Apollo S/R)

- Cargo Guard luggage compartment bulkhead (except Hatchback Coupes)
- Roof drip moldings

AVAILABLE EQUIPMENT

Engines

- 4.3 liter V-8 (260 C.I.D.)
- 5.7 liter 2-barrel V-8 (350 C.I.D.) (N.A. in California)
- 5.7 liter 4-barrel V-8 (350 C.I.D.)
- Fuel usage indicator

Chassis

- Turbo Hydra-matic automatic transmission (required with 260 and 350 V-8 engines) (required in California)
- Variable-ratio power steering
- Power brake assist
- Heavy-duty cooling
- Positive traction differential

- Comfort and Convenience**
- Custom cloth bench seat and vinyl bucket seats
 - Convenience Center storage compartment
 - AM or AM-FM, or AM-FM stereo radio
 - Convenience Center storage compartment

- AM or AM-FM, or AM-FM stereo radio
- Rear seat speaker
- Cruise-Master speed control for maintaining constant speed (V-6 or V-8 engine required)
- Tilt steering wheel
- Glove compartment, ashtray, courtesy, trunk (except Hatchback Coupes), rear compartment (Hatchback Coupes) and engine compartment lights

- Electric door locks
- Electric clock
- Swing-out rear quarter window
- Electric trunk release
- Improved Climate Control air conditioning with low-freon detector

- Rear window defogger (blower)
- Remote control outside rear view mirror
- Tinted glass
- Visor vanity mirror (included in convenience group)
- Sport mirrors—left remote and right manual
- Power windows
- Luggage rack (2-door models)

- Appearance and Protection**
- Bumper guards—front and rear
 - Door guards
 - Wide rocker appearance treatment
 - Side window reveal moldings
 - Deluxe wheel covers
 - Deluxe wire wheel covers

- Chrome-plated styled wheels
- Carpet savers and Handi-mats
- Custom vinyl top
- Wide body protective side moldings
- Bumper protective strips with white accent stripes

- Skylark S/R—Apollo S/R includes:**
- Special Prado cloth and vinyl bucket seats with reclining feature on passenger side
 - Operating console (Turbo Hydra-matic transmission required)

- Combination turn signal and high/low beam headlamp control
- Door map pockets, carpeting and reflectors
- Stand-up hood ornament and S/R identification
- Rallye firm ride and handling suspension
- Steel-belted radial-ply whitewall tires
- All Skylark/Apollo standard equipment

- Turbine turn signal and high/low beam headlamp control
- Rallye firm ride and handling suspension
- Steel-belted radial-ply whitewall tires
- All Skylark/Apollo standard equipment

SPECIFICATIONS

- 3.8 liter V-6 standard on Skylark; 4.1 liter L-6 standard on Apollo; 4.3 liter V-8, 5.7 liter 2-barrel V-8, 5.7 liter 4-barrel V-8 available all models
- 3-speed manual transmission standard; Turbo Hydra-matic automatic transmission available

Dimensions (inches, unless otherwise noted)	Hatchback 2-door Coupes	Coupes	4-door
Wheelbase	111.0	111.0	111.0
Tread, front	59.1	59.1	59.1
Tread, rear	59.7	59.7	59.7
Length	200.3	200.3	200.3
Width	69.9	69.9	69.9
Height	53.2	53.2	54.2
Head room, front	38.3	38.3	39.3
Head room, rear	36.6	36.6	36.6
Leg room, front	41.7	41.7	41.7
Leg room, rear	33.4	33.4	35.3
Shoulder room, front	55.6	55.6	56.6
Shoulder room, rear	55.3	55.3	56.2
Hip room, front	55.2	55.2	55.9
Hip room, rear	55.0	55.0	54.9
Trunk volume (cu. ft.)		14.6*	13.8*
Cargo volume index (cu. ft.)	28.4*		
Length of load floor (rear seat folded down)	76.3		

*Estimated

Tires

Standard:	steel-belted radial-ply blackwall	FR78-14
Available:	steel-belted radial-ply whitewall	FR78-14
	steel-belted radial-ply white lettered	FR78-14
	blackwall bias-belted	E78-14
	whitewall bias-belted	E78-14

Wheel size 14 x 6.00

■ New 1975 Feature
N.A.—Not Available

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.

3.8 liter V-6 is standard on Skylark. This new compact "V" design delivers smooth, economical power. 4.1 liter L-6 engine is standard on Apollo. Both engines include High Energy Ignition for improved starting power and reliability, as well as integrated emission control equipment.

Three-speed manual transmission is standard on Skylark and Apollo and available only with six-cylinder engines. Fully synchronized forward gearing tailors engine output to existing road conditions. Turbo Hydra-matic automatic transmission available.

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

Computer-selected springs for individual wheels of each car help assure better height control and consistent ride and handling characteristics. A computer determines exact springs for each individual automobile after figuring in weight of all accessories. Standard on Skylark and Apollo.

Front and rear bumper systems retract upon minor impact. Bumper protective strips with white accent stripes are available front and rear. Front and rear bumper guards are also available.

Front disc brakes are fade-resistant, smooth operating and shed water rapidly. Heat is quickly dissipated. Standard on Skylark and Apollo.

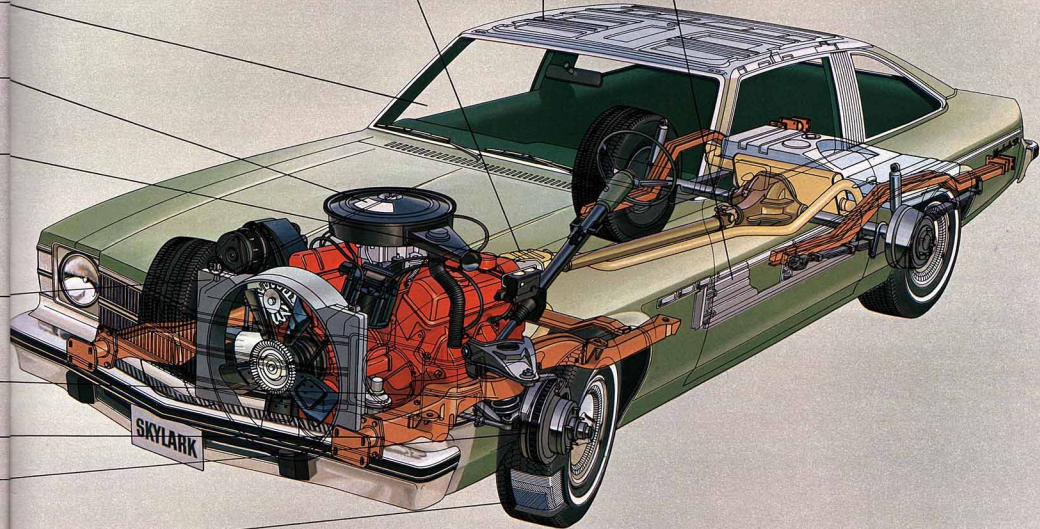
Steel-belted radial-ply tires, built to GM specifications, provide a desirable combination of important performance characteristics. Among these are handling, ride, tread life, endurance, hazard resistance and traction on wet and snowy roads. Standard on Skylark and Apollo.

A catalytic converter is an integral part of the emission control system. It is essentially a chemical reactor that removes undesired emissions from the exhaust. Because leaded gasoline will contaminate the converter, lead-free fuel must be used. Standard on Skylark and Apollo.

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.

Side Guard Beam construction affords protection in the event of side impact. Box-type beams are integral to door (and quarter panel on Coupes) design.

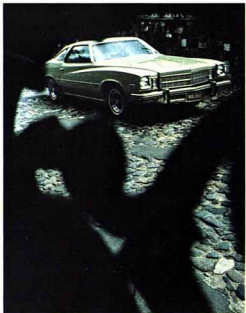
Semi-unit construction is similar to unit body construction. Body assembly is similar up to the dash panel. A subframe is attached from the firewall forward. Engine and front suspension are mounted on the subframe, which helps absorb vibration and road shocks.



1975 Century.

A measure of any fine car is its ability to make a statement. The 1975 Buick Century is such a car. It expresses with its styling, interior comforts and mechanical prowess that it is an automobile of outstanding caliber.

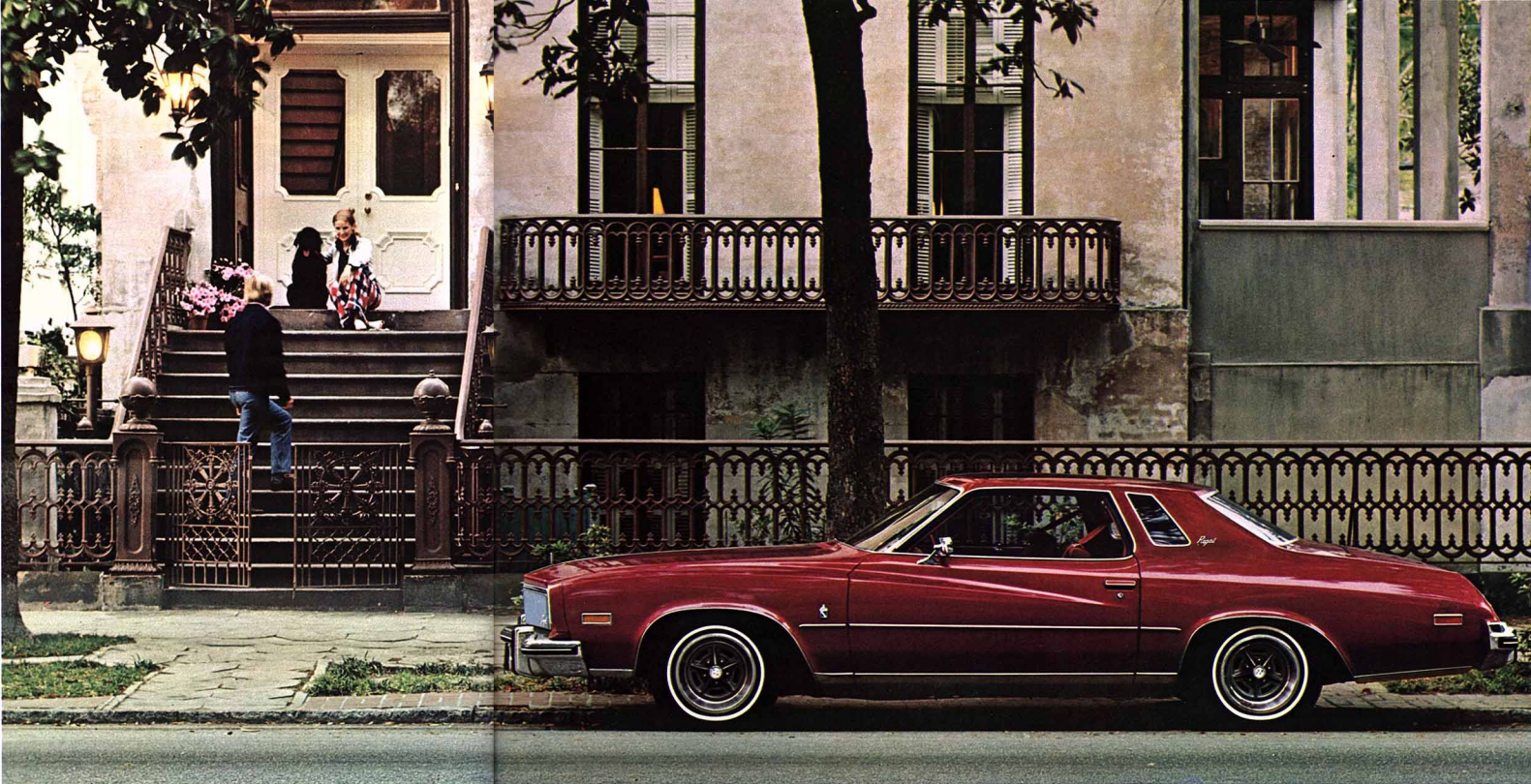
If you go by specifications alone, you will find Century is a mid-sized car. (The two-door models have a 112-inch wheelbase; the four-doors a 116-inch wheelbase—all powered by Buick's new V-6 engine.) But to really appreciate Century you must go beyond a simple linear definition. Pay particular attention to its design. Very contemporary. The wheelwells are wide-mouthed. The fenders flared. The hood is long and imposing. The roofline modern.



There are 11 Buick Century models. The instant you begin to drive one you know you are behind the wheel of a substantial car. A car with a ride of envious comfort. A car with stability to its stance. A car that serves its owner long and well. In all, a car very much in tune with the times.

One of the first things that strikes you about Century is its smoothness underway. The standard variable ratio power steering helps you proceed through traffic with ease. The suspension system, with its four shock absorbers and computer-selected coil springs, works to cushion imperfections in the road. The front stabilizer bar helps to keep Century level through curves and corners. While GM-specification steel-belted radial tires help to further enhance the car's roadability.

Other timely features that come standard on Century are: Buick's High Energy Ignition system that helps lower the frequency and cost of tune ups, a refreshing Full-Flo power ventilation system and an economical powerplant—Buick's new 3.8 liter V-6 engine.



The Century Regal Hardtop Coupe is Buick's ultimate mid-sized car. With the style and elegance expected of a top-of-the-line Buick.

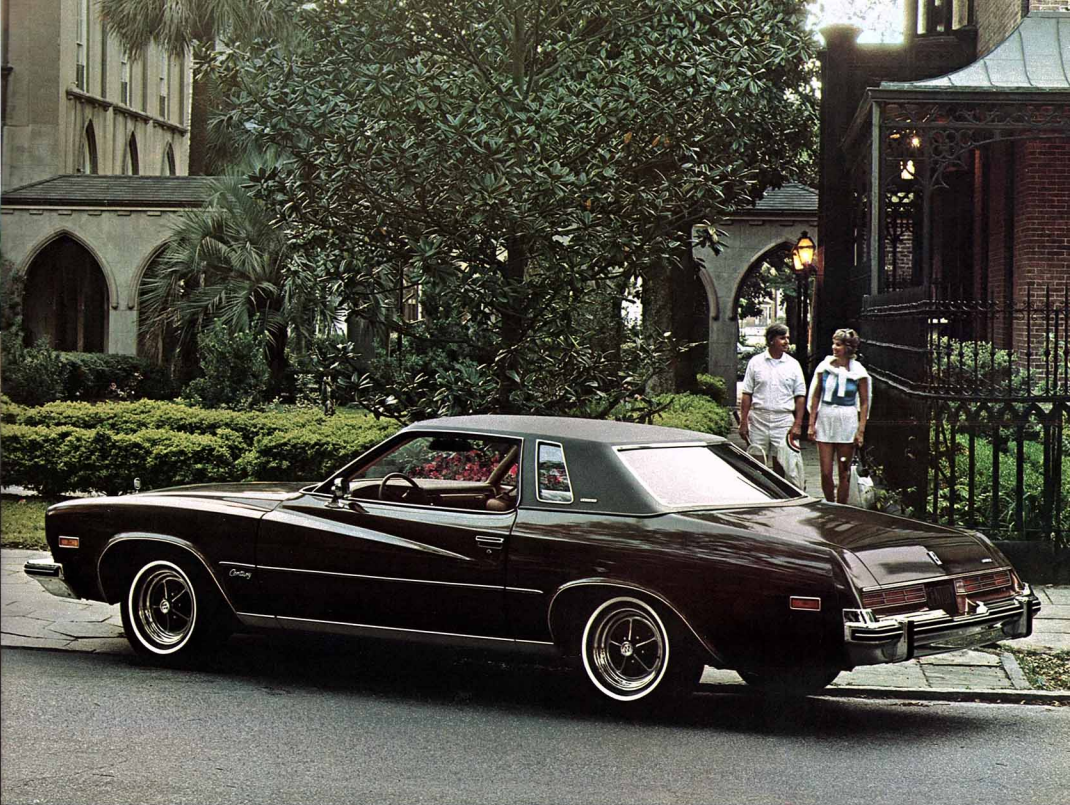
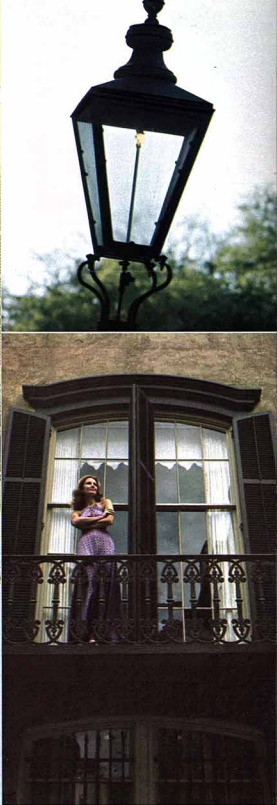


Regal Landau. A touch of class for the leader of the Century line.

The Century Regal Hardtop Sedan. Function, with the spirit of a European touring sedan.



The Century Custom Hardtop Sedan. The family car redefined, in typical Buick fashion.



The Century Custom Hardtop Coupe. A contemporary-styled, finely-tuned car, at an affordable price.



The Century Hardtop Coupe (foreground). The Century Hardtop Sedan (background). Two fine automobiles in the basic Century spirit.



The Century Special. A new, lightweight, gas-saving edition of the Century Hardtop Coupe. (See page 33 for details.)



Inside Century.

Don't let Century's handsome exterior prevent you for one moment from enjoying its great interior. Take the Century Regal shown at left.

Settle back into the seat and try to remember that you're sitting in your car and not in your favorite chair. The seats are of full-foam construction. They hold you firmly. There is a fold-down center armrest. Plush cut-pile carpeting covers the floor. The instrument panel is faced with wood-grained vinyl with every gauge and control clustered neatly in front of you. Check the spaciousness. Despite its trim exterior dimensions, Century offers ample room to stretch out and relax. Because when you're not outside looking at your Century, we want you to be inside enjoying it.



Regal Instrument Panel



Century Vinyl Bench Seat



Century Cloth Bench Seat



Century Custom Cloth Notchback Seat



Century Custom Vinyl 60/40 Notchback Seat



Century Custom Vinyl Bucket Seats



Regal Cloth Notchback Seat



Regal Vinyl 60/40 Notchback Seat

Interior Trim Availability	Cloth Bench	Vinyl Bench	Cloth Notchback	Vinyl Notchback	Cloth 60/40 Notchback	Vinyl 60/40 Notchback	Vinyl Buckets
Century Special Coupe	S	S	A	A	A	A	A
Century Hardtop Coupe	S	S	A	A	A	A	A
Century Hardtop Sedan	S	S	A	A	A	A	A
Century Custom Hardtop Coupe	S	S	A	A	A	A	A
Century Custom Hardtop Sedan	S	S	A	A	A	A	A
Regal Hardtop Coupe	S	S	A	A	A	A	A
Regal Hardtop Sedan	S	S	A	A	A	A	A

S—Standard A—Available

Quality and comfort abound inside every Century. Above is the luxuriously upholstered 60/40 front seat available on Century Regal.

Century. Its Inner Spirit.

The personality of Century varies from car to car almost as much as from owner to owner. There are two major reasons for this.

The first is the number of Century models Buick offers. 11 in all. Four two-door Hardtop Coupes, three four-door Hardtop Sedans and four Station Wagons.

The second reason is the wide array of equipment available for your Century. So wide is the selection we hardly ever build two Centuries that are exactly alike.

You may opt for Automatic Climate Control. This enables you to pre-select the temperature you want inside your car and then forget about it. Your Century will take care of the rest. Dehumidifying while cooling or heating the air to the temperature you desire.

You can further automate your Century by ordering Cruise Master speed control. Accelerate to your desired speed, push the button at the end of the turn signal lever, release your foot, and your Century cruises along smoothly. Maintaining a constant speed whether you're driving up hills, down hills, or on the level. (The moment you touch the brake pedal the system is deactivated.)

To further increase your comfort behind the wheel, consider Century's 6-way power seat. With a flick of your finger you can move the seat forward or backward, up or down, tilt it toward the wheel or away from the wheel. And if you order the tilt steering wheel you'll be able to move the wheel to your favorite position.

Century's 3-speed windshield wiper allows you to have your windshield wiped from once a second to once every fifteen seconds. The higher the lever is moved up the more frequent your windshield will be cleaned. Great for days when it's raining hard one minute and hardly raining the next.

To make driving your Century even more of a joy, order the AM/FM stereo radio with an 8-track tape deck. This system is fully transistorized, gives fine stereo reproduction from four speakers, and is completely integrated with the dashboard to deter theft.

If you're after the sportiest Century of all, order the Gran Sport option on your 1975 Century Hardtop Coupe. You'll get a firm ride and handling package (heavy duty springs, shocks, and stabilizer bars front and rear.) GR70 wide oval steel-belted radials. Courtesy lights inside. An electric clock. Oil pressure and engine temperature gauges. And Gran Sport paint treatment and markings.



This year, a new addition to the Century line-up is the 1975 Century Special. It's an economy version of the Century Hardtop Coupe. It features Buick's new 3.8 liter V-6 engine. A High Energy Ignition System. A 3-speed manual transmission. And gas-saving GM-specification steel-belted radial tires. Another thing that makes the Century Special economical is its weight. It weighs less than the standard Century Hardtop Coupe. And as you know, the less a car weighs the better its economy can be. For those of you who want basic, economical transportation, the Century Special is for you. And you get a bonus. The contemporary styling of the 1975 Buick Century.

This year, every Buick will have an energy-saving package as standard equipment. It's called Buick's Maximum Mileage System. We call it our Maximum Mileage System because it represents the most advanced engineering and technology Buick can offer for 1975. For the Maximum Mileage System to be effective, unleaded gasoline is a must. It's a cleaner fuel which contributes to reduced maintenance and a more economical Buick.

GM-specification steel-belted radial tires are part of Buick's Maximum Mileage System. The radial construction offers long tread life and lower rolling resistance for improved fuel economy. A catalytic converter is also part of the package. It's basically an emissions control device that works in the exhaust system of your Buick. By working there, rather than as an "add-on" piece of equipment to your engine, Buick engineers have been able to recalibrate all 1975 engines to give better performance. On all engines, except Buick's new V-6, a cool air/fuel induction system is incorporated. It draws cooler outside air into your carburetor to help assure smooth, economical operation. Buick's High Energy Ignition is also part of Buick's Maximum Mileage System. This is an electronic ignition that eliminates the points and the ignition condenser. High Energy Ignition, along with the use of unleaded fuel, greatly increases your sparkplug life (recommended sparkplug changes have gone from once every 6,000 miles to once every 22,500 miles). The Maximum Mileage System—standard on every 1975 Buick.

1975 Century specifications and chassis.

STANDARD EQUIPMENT

□ Eleven models available: Century Special Hardtop Coupe, Century Hardtop Coupe, Century Hardtop Sedan, Century Custom Hardtop Coupe, Century Custom Hardtop Sedan, Regal Hardtop Coupe, Regal Hardtop Sedan, four Century Station Wagon models are described beginning on page 60

Engine
 ■ 3.8 liter V-6 (231 C.I.D.)
 ■ High Energy Ignition
 ■ Improved fuel economy with Maximum Mileage System

■ Cool air/fuel induction (V-8 engines)
 ■ Catalytic converter
 ■ Lead-free fuel required

Chassis
 ■ 3-speed manual transmission fully synchronized in all forward gears (available only with V-6 engine)
 □ Variable ratio power steering
 ■ Steel-belted radial-ply tires

■ Brake proportioning valve
 □ Front disc brakes for smooth, stable stopping and resistance to fade—with audible pad wear indicator
 □ Coil spring suspension—front and rear
 □ Side terminal energizer to eliminate corrosion build-up on the terminals and provide full starting power

□ Forward-mounted steering gear and linkage
 □ Computer-selected chassis springs for consistent ride and handling
 □ Trued tires and concentric wheels
 □ Extensive use of insulation for quietness

Comfort and Convenience
 ■ Choice of vinyl bench seat or cloth bench seat (Century/Century Special)
 ■ Choice of expanded vinyl nottback seat or cloth nottback seat (Century Custom)
 ■ Choice of cloth nottback seat or expanded vinyl nottback seat (Regal)

■ Full-Flo ventilation
 □ Windshield washer and radiator overflow coolant reservoirs integrated with the fan shroud
 □ Windshield wiper system with single wipe feature for misty conditions

□ Lights: ashtray, courtesy and glove compartment (Century Custom and Regal)
 □ Full-foam construction seat design
 □ Rear door or quarter armrests
 □ Front and rear ashtrays
 □ 4-jet windshield washer

□ Wide-view inside day/night mirror

Appearance and Protection
 □ Bumper protective strips with white accent stripes—front and rear (available on Century Special)
 □ Cut-pile carpeting front and rear (except Century Special)
 □ Depressed park windshield wipers

□ Inside hood lock release offers theft protection
 □ Single buckle, three-point seat and non-detachable shoulder belt system for driver and right front passenger (with inertia retractors, ignition interlock, reminder light and harmonic beep warning)

AVAILABLE EQUIPMENT

Engine
 □ 5.7 liter 2-barrel V-8 (350 C.I.D.) (except Century Special) (N.A. in California)
 □ 5.7 liter 4-barrel V-8 (350 C.I.D.) (except Century Special)

■ Fuel usage gauge
Chassis
 □ Turbo Hydra-matic automatic transmission (required in California)
 □ Power brake assist
 □ Sealed, maintenance-free energizer
 □ Positive traction differential

Comfort and Convenience
 ■ Cloth nottback, expanded vinyl nottback or expanded vinyl bucket seat interiors (Century/Century Special)
 ■ Expanded vinyl bucket seat interiors (except Regal)
 ■ Cloth 60/40 nottback or expanded vinyl 60/40 nottback seat interiors (Regal)

■ Headlamps on/warning indicator
 □ Short non-shift console available with bucket seats
 □ Long operating console available with bucket seats
 □ Cruise Master speed control for maintaining constant speed

□ Electric door locks allow locking all doors with one button
 □ Electric trunk release allows opening the trunk from inside the car
 □ AM, AM-FM, stereo radio (with four speakers) and tape player combination

□ 6-way power seat for personalized seating comfort
 □ Sliding metal sun roof for Hardtop Coupes—electrically operated
 □ Power windows
 □ Tilt steering wheel
 □ Lights: ashtray, courtesy, glove compartment, trunk and sunshade map (Century/Century Special); trunk and sunshade map (Century Custom and Regal)

■ Note: sunshade map light not available with sun roof
 ■ 3-speed windshield wiper system with variable delay low speed feature
 □ Electric clock and instrument gauges
 □ Remote control outside rear view mirror (left side)

□ Sport mirrors—driver's side remote adjustable, passenger side conventional adjustment
 □ Automatic Climate Control
 □ Rear window defogger (blower)
 □ Rear window defogger (electric)

■ Combination dome and reading lamp

Appearance and Protection

■ Gran Sport package (option Code A8 on Century Coupe Model 44D37) includes: wheel opening moldings, instrument gauges and electric clock, glove compartment light, courtesy light, ashtray light, specific rallye firm ride and handling, GS grille and headlamp treatment, GS accent stripes and GS ornamentation

□ Bumper guards—front and rear
 □ Protective side moldings
 □ Door guards
 □ Exterior decal moldings

□ Carpet savers and Hand-mats
 □ Custom vinyl top (full)
 ■ Landau top for Coupes
 □ Sport vinyl top (Century/Century Special Coupes)
 □ Custom steering wheel
 □ Rallye steering wheel

SPECIFICATIONS

■ 3.8 liter V-6 standard; 5.7 liter 2-barrel and 5.7 liter 4-barrel V-8, available (except Century Special)
 ■ 3-speed manual transmission standard; Turbo Hydra-matic automatic transmission available

Dimensions (including unless otherwise noted)	Century/Coupe	Century/Sedan	Custom/Coupe	Regal/Sedan	Hardtop/Sedan
Wheelbase	112.0	116.0	112.0	116.0	116.0
Tread, front	61.5	61.5	61.5	61.5	61.5
Tread, rear	60.7	60.7	60.7	60.7	60.7
Length	209.5	213.5	212.0	216.0	216.0
Width	79.0	79.0	79.0	79.0	79.0
Height	53.6/53.3*	54.1	53.3	54.1	54.1
Head room, front	37.7/37.5*	38.3	37.5	38.3	38.3
Head room, rear	37.0/37.4*	37.5	37.4	37.5	37.5
Leg room, front	42.4	42.4	42.4	42.4	42.4
Leg room, rear	32.9	37.0	32.9	37.0	37.0
Shoulder room, front	59.6/59.8*	59.6	58.8	59.6	59.6
Shoulder room, rear	57.9/58.1*	58.9	58.1	58.9	58.9
Hip room, front	54.9	54.7	54.9	54.7	54.7
Hip room, rear	52.7	57.7	52.7	57.7	57.7
Trunk capacity (cu. ft.)	15.1	14.6	15.1	14.6	14.6

Tires
 Standard: steel-belted radial-ply blackwall GR78-15
 Available: steel-belted radial-ply whitewall GR78-15
 steel-belted radial-ply white billboard lettered GR70-15
 Century Custom

Wheel size 15 x 6.00

■ New 1975 Feature
 N.A.—Not Available

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.

3.8 liter V-6 is standard on all Century Coupes and Sedans. This new compact "V" design delivers smooth, economical power. Advanced design features include High Energy Ignition for improved starting power and reliability, as well as integrated emission control equipment. Buick's new Quick Engine Warm-up System improves engine response under cold engine operating conditions.

Three-speed manual transmission is standard on all Century Coupes and Sedans and available only with the V-6 engine. Fully synchronized forward gearing tailors engine output to existing road conditions. Turbo Hydra-matic automatic transmission available.

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

Computer-selected springs for individual wheels of each car help assure better height control and consistent ride and handling characteristics. A computer determines exact springs for each individual automobile after figuring in weight of all accessories. Standard on all Century models.

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

Front disc brakes are fade-resistant, smooth operating and shed water rapidly. Heat is quickly dissipated. Braking is proportioned, front to rear, to help prevent premature rear wheel lockup. Standard on all Century models.

Steel-belted radial-ply tires, built to GM specifications, provide a desirable combination of important performance characteristics. Among these are handling, ride, tread life, endurance, hazard resistance and traction on wet and snowy roads. Standard on all Century models.

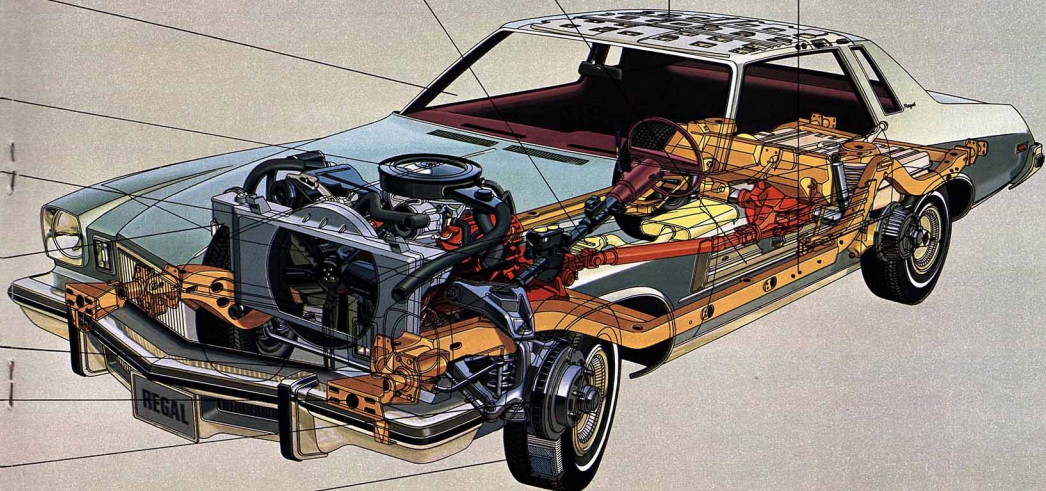
A catalytic converter is an integral part of the emission control system. It is essentially a chemical reactor that removes undesired emissions from the exhaust. Because leaded gasoline will contaminate the converter, lead-free fuel must be used. Standard on all Century models.

Side Guard Beam construction affords protection in the event of side impact. Box-type beams are integral to door (and quarter panel on Coupes) design.

Double-panel roof construction helps isolate noise and strengthens roof structure. A contoured full-roll inner panel is bonded firmly to the outer panel and forms an air gap.

Full-perimeter frame construction forms a solid foundation for fitted and welded body components. Engine and suspension units are cushioned and mounted to the frame.

By isolating the body from the chassis through rubber body mounts, the frame is allowed to twist and flex slightly to absorb vibrations and road noise.



1975 Riviera.

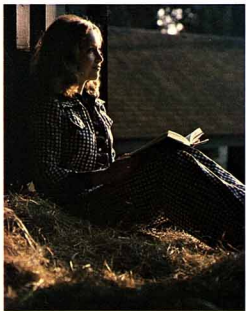
Man's love of car is exceeded by few things. Each man develops an attachment for his car. A strong, personal attachment. In a really fine car, even a simple drive in the country becomes a new experience. The rolling hills, the animals, the people, the lure of the open road revitalize the spirit as few things can. Especially when the car being driven is a 1975 Buick Riviera.

There's something extraordinary about a Riviera. A feeling, an emotion, a character that can only be sensed when you actually see and drive one. Your first insight into the character of this automobile is its styling. Clean and sculptured. Note the classic grille, the four rectangular headlamps, the monogrammed hood ornament, the

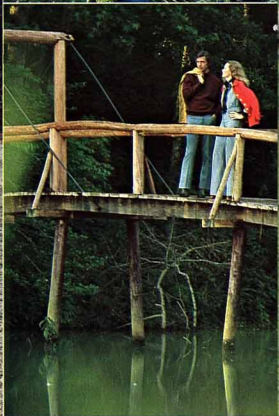
large opera windows.

When you're driving for pleasure's sake you want your car to do certain things that will add to your pleasure. Riviera does this. You'll be cruising effortlessly, thanks to its 7.5 liter V-8 engine and Turbo Hydra-matic transmission. The standard GM-specification steel-belted radial tires will be gripping the roadway as you go. The front stabilizer bar will be at work through the curves. (As will the variable ratio power steering which is standard.) The four coil springs, which were individually selected by a computer specifically for your car, will be constantly flexing and absorbing to give you a smooth and quiet ride. You feel right because, for you, you're driving the right car.

The next day, when you're getting ready for work, your Riviera will be in your garage waiting to make Monday morning a little more tolerable. Buick doesn't build Riviera solely for forays in the country.



You will know this is a special automobile the instant you get behind the wheel.



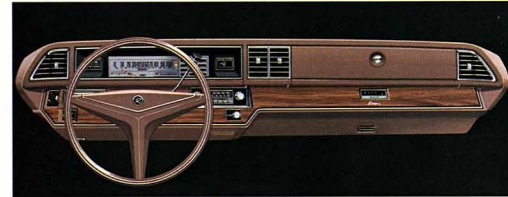
The union between a Buick Riviera and its owner must be felt to be appreciated.

What could possibly serve as the final touch for a car such as this? A deeply padded Landau roof covering, perhaps.



Inside Riviera.

Buick Riviera is built for the supreme comfort of its inhabitants. That becomes evident the moment you settle into the driver's seat. The seat, available in any one of a number of cloths, vinyls and leathers, presses firmly against your back. The steering wheel tilts to the angle that suits you best that day. The windows are power operated with the switches located in each door's armrest. And as you drive along, see if your wristwatch is keeping proper time. Check it against your Riviera's digital clock. It's controlled by the vibrations of a tiny quartz crystal.



Riviera Instrument Panel



Riviera Cloth Notchback Seat



Riviera Vinyl 60/40 Notchback Seat



Riviera Vinyl 40/40 Seats



Riviera Leather 60/40 Notchback Seat

Interior Trim Availability
 Riviera Hardtop Coupe

Cloth Notchback
 Vinyl 40/40 Seats
 Vinyl 60/40 Notchback
 Cloth 60/40 Notchback
 Leather 60/40 Notchback

S A A A A

S—Standard A—Available

The character of the 1975 Buick Riviera is evidenced by its interior. Luxurious. Richly appointed. Personally satisfying. (Above, the Riviera Cloth 60/40 Seat.)

1975 Riviera specifications and chassis.

STANDARD EQUIPMENT

- One Hardtop Coupe model available
- 7.5 liter V-8 (455 C.I.D.)
- High-Energy Ignition
- Improved fuel economy with Maximum Mileage System
- Semi-closed cooling system helps protect against coolant loss
- Cool air/fuel induction
- Nickel-plated exhaust valves provide excellent valve durability
- Catalytic converter
- Durable stamped steel rocker arms
- Integral voltage regulator and Delcotron
- Lead-free fuel required
- Chassis**
- Turbo Hydra-matic automatic transmission
- Variable ratio power steering
- Power front disc brakes for smooth, stable stopping and resistance to fade—with audible pad wear indicator
- Steel-belted radial-ply tires
- Coil spring suspension—front and rear
- Side guard beam construction
- Side terminal energizer to eliminate corrosion build-up on the terminals and provide full starting power
- Forward-mounted steering gear and linkage
- Brake proportioning valve to vary braking force front to rear, contributing to smooth, safe stops
- Altitude compensated transmission controls
- Computer-selected chassis springs matched for consistent ride and handling
- Trued tires and concentric wheels
- Extensive use of insulation for quietness
- Dual horns
- Heavy-duty energizer
- Comfort and Convenience**
- Cloth notchback seat
- Power windows
- GM Set and Close door locking system works by simply depressing the door lock button and closing the door. A one-hand operation
- Restyled instrument panel
- Full-Flo ventilation
- Semi-suspended accelerator pedal for good pedal feel and ease of cleaning
- Electronic, quartz-crystal controlled digital clock
- Lights: ashtray, courtesy and glove compartment
- Full-foam construction seat design
- Windshield washer and radiator overflow coolant reservoirs integrated with the fan shroud
- Windshield wiper system with single wipe feature for misty conditions
 - Front lighted ashtray
 - 4-jet windshield washer
 - Wide-view inside day/night mirror

- Short non-operating console (40/40 seats required)
- Remote control outside rear view mirror (left side)
- Luggage compartment light
- Engine**
- 7.5 liter V-8 (not available with air restraint system)
- Appearance and Protection**
- Rectangular headlamps
- Strong, reinforced bumpers with energy absorbers
- Bumper protective strips with white accent stripes—front and rear
- Windshield-embedded antenna improves car appearance while maintaining good station-pulling power
- Double-panel roof construction
- Cut-pile carpeting front and rear
- Additional insulation for a quiet ride
- Depressed park windshield wipers
- Positive engaging jack and bumper
- Inside hood lock release offers theft protection
- Single buckle, three-point seat and non-detachable shoulder belt system for driver and right front passenger (with inertia retractors, ignition interlock, reminder light and harmonic beep warning)
- Custom steering wheel
- Side guard beam construction
- Spare tire cover
- License plate frame
- Front bumper guards

AVAILABLE EQUIPMENT

- Engine**
- Fuel usage gauge
- Chassis**
- Riviera GS handling package including firm ride and handling suspension and specific GS ornamentation
- Sealed, maintenance-free energizer
- Positive traction differential
- 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
- 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 seat back locks
- Combination dome and reading lamp
- Automatic power door locks
- Electric trunk release allows opening the trunk from inside the car
- Automatic Climate Control
- AM, AM-FM, stereo radio and tape player combinations
- "Headlamps on" warning indicator
- Door entrance courtesy lights
- 6-way power seat for personalized seating comfort

- Sliding metal sun roof—electrically operated
- Outside thermometer with remote control rear view mirror (left)
- Tilt steering wheel (not available with air restraint system)
- 3-speed windshield wiper system with variable delay low-speed feature
- Tilt and telescoping steering wheel
- Tinted glass
- Heated glass rear window defogger
- Rear window defogger (blower)
- Litter pocket (stand with custom interior trims)
- Front and rear light monitors
- Cornering lights
- "Low Fuel" indicator light
- Long, operating console (40/40 seats required)
- Right hand side remote control rear view mirror
- Automatic power antenna for fringe area reception
- Appearance and Protection**
- Air restraint system
- Single buckle, three-point seat (front standard)
- Protective body side moldings
- Door guards
- Special wheel covers and styled wheels
- Exterior decor moldings
- Target savers and Hand-i-mats
- Custom vinyl top (full)
- Landau vinyl top

SPECIFICATIONS

- 7.5 liter V-8 standard
- Turbo Hydra-matic automatic transmission standard

Dimensions (inches, unless otherwise noted)	Riviera
Wheelbase	122.0
Tread, front	63.6
Tread, rear	64.0
Length	223.0
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	63.6
Shoulder room, rear	62.4
Hip room, front	57.6
Hip room, rear	56.0
Trunk capacity (cu. ft.)	15.1

Tires

Standard:	steel-belted radial-ply blackwall	JR 78-15
Available:	steel-belted radial-ply whitewall	JR 78-15
Wheel Size	15 x 6.00	

■ New 1975 Feature

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 help keep outside noise outside.

7.5 liter V-8 engine is standard on Riviera. Advanced design features include High Energy Ignition for improved starting power and reliability, as well as integrated emission control equipment. Buick's new Quick Engine Warm-up System improves engine response under cold engine starting conditions.

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

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

Computer-selected springs for individual wheels of each car help assure better height control and consistent ride and handling characteristics. A computer determines exact springs for each individual automobile after figuring in weight of all accessories. Standard on Riviera.

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

Power front disc brakes are fade-resistant, smooth operating and shed water rapidly. Heat is quickly dissipated. Braking is proportioned, front to rear, to help prevent premature rear wheel lockup. Standard on Riviera.

Steel-belted radial-ply tires, built to GM specifications, provide a desirable combination of important performance characteristics. Among these are handling, ride, tread life, endurance, hazard resistance and traction on wet and snowy roads. Standard on Riviera.

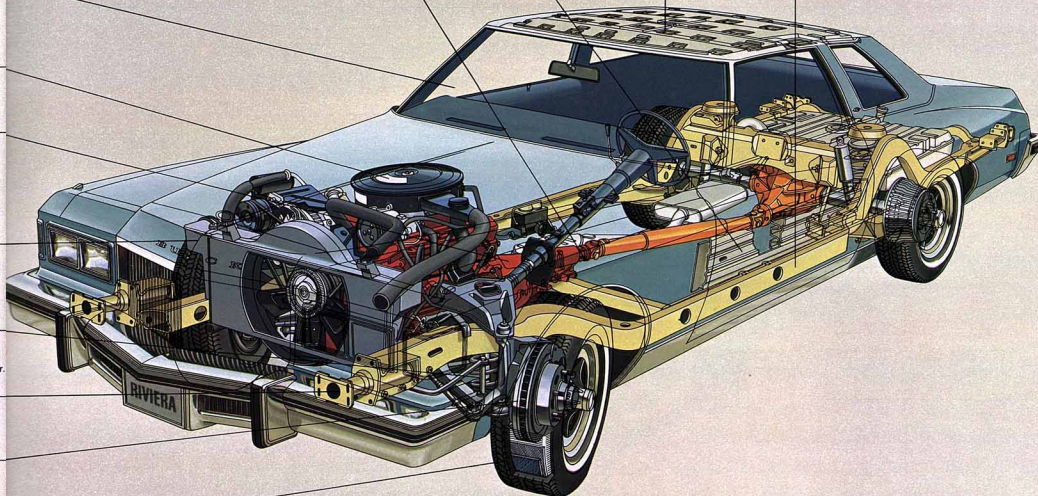
A catalytic converter is an integral part of the emission control system. It is essentially a chemical reactor that removes undesired emissions from the exhaust. Because leaded gasoline will contaminate the converter, lead-free fuel must be used. Standard on Riviera.

Side Guard Beam construction affords protection in the event of side impact. Box-type beams are integral to door and quarter panel design.

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.

Full-perimeter frame construction forms a solid foundation for fitted and welded body components. Engine and suspension units are cushioned and mounted to the frame.

By isolating the body from the chassis through rubber body mounts, the frame is allowed to twist and flex slightly to absorb vibrations and road noise.

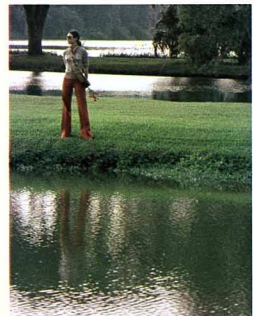


1975 LeSabre.

To be fully appreciated, an automobile must be driven. No matter how sleek its shape, shiny its brightwork or elegant its looks, the true personality of a car only comes to the surface when you set it in motion. And the 1975 Buick LeSabre is no exception.

To be sure, LeSabre's exterior is the first thing that will attract you. It is truly an elegant looking automobile. With a new front end. A new lighting arrangement in the rear. And, on four-door Hardtop models, a new formal roofline, highlighted by opera windows on either side. But, again, on the road is where LeSabre shines.

Begin, if you like in city traffic. A turn of the key and LeSabre's High Energy Ignition System brings the 5.7



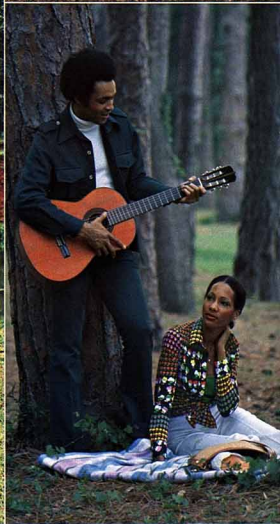
liter V-8 engine confidently to life. And you're away. As the city bustles outside, you relax in the quiet comfort of LeSabre. Note the smoothness of the ride. Tar strips and cracked pavement almost disappear into the four computer-selected coil springs and matching shock absorbers. The ride is further smoothed by LeSabre's 124-inch wheelbase. Altogether, stop-and-go traffic is a lot easier to take. Additional credit goes to LeSabre's Turbo Hydra-matic transmission and power front disc brakes. Both are standard. And you maneuver easily because variable ratio power steering is also a standard LeSabre item.

Now point LeSabre toward the winding roads beyond the city limits. Put LeSabre's suspension system to the test again. LeSabre's forward-mounted steering linkage, front stabilizer bar and steel-belted radial tires help give responsive handling through curves and corners.

When the drive is over, step out and look into the deep, liquid surface of the car's hood. You'll see a reflection. A reflection of you. Which is exactly what LeSabre is.



The Buick LeSabre Hardtop Sedan. Its ride, its design, the comfort of its interior and its affordability make it an outstanding value.



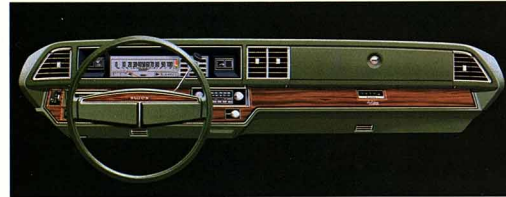
The 1975 LeSabre Custom Coupe. It's everything the LeSabre Custom Sedan is, but with two less doors.

There are only six convertibles built in America. The LeSabre Custom is an excellent example. In the foreground, the LeSabre four-door Sedan.



Inside LeSabre.

Inside LeSabre, life's little problems take on a more pleasant perspective. Surrounding you is a car whose sole purpose is to accommodate its owner —comfortably, reliably, enduringly. If yours is a LeSabre Custom, you may opt for the 60/40 front seating arrangement at left. The upholstery shown is a velvety-soft fabric we call Berwick cloth. And for your leaning pleasure, a folding center armrest is supplied. As you motor along, turn on the available AM/FM stereo radio and let the strains of Beethoven or the Beatles relax or inspire, as your mood dictates. Set the thermostat and let the air inside be controlled and conditioned by the available Automatic Climate Control. Every now and then, you may wish to monitor what's happening outside. So you glance at the thermometer that's neatly built into your left outside mirror. It's available and nice to have.



LeSabre Instrument Panel



LeSabre Cloth Bench Seat



LeSabre Vinyl Bench Seat



LeSabre Custom Cloth Notchback Seat



LeSabre Custom Cloth 60/40 Notchback Seat



LeSabre Custom Vinyl Notchback Seat



LeSabre Custom Vinyl 60/40 Notchback Seat

Interior Trim Availability	Cloth Bench	Vinyl Bench	Cloth Notchback	Cloth 60/40 Notchback	Vinyl Notchback	Vinyl 60/40 Notchback
LeSabre Hardtop Coupe	S	S				
LeSabre Hardtop Sedan	S	S				
LeSabre 4-door Sedan	S	S				
LeSabre Custom Hardtop Coupe	S	A	S	A	A	
LeSabre Custom Hardtop Sedan	S	A	S	A	A	
LeSabre Custom Convertible			S	A	A	
LeSabre Custom 4-door Sedan	S	A	S	A	A	

S—Standard A—Available

Buick LeSabre is a very substantial automobile. With an interior that is spacious, comfortable and, as you can see, very luxurious.

1975 LeSabre specifications and chassis.

STANDARD EQUIPMENT

- Seven models available—Two Hardtop Coupes, two Hardtop Sedans, two 4-door Sedans and one Convertible

Engine

- 5.7 liter 4-barrel V-8 (350 C.I.D.)
- High Energy Ignition
- Improved fuel economy with Maximum Mileage System
- Side Guard Beam construction
- Semi-closed cooling system helps protect against coolant loss
- Cool air/fuel induction
- Nickel-plated exhaust valves provide excellent valve durability
- Catalytic converter
- Integral voltage regulator and Delcotron
- Lead-free fuel required

Chassis

- Turbo Hydra-matic automatic transmission
- Variable ratio power steering
- Power front disc brakes for smooth, stable stopping and resistance to fade—with audible pad wear indicator
- Steel-belted radial-ply tires
- Coil spring suspension—front and rear
- Side Guard Beam construction
- Side terminal energizer to eliminate corrosion build-up on the terminals and provide full starting power
- Forward-mounted steering gear and linkage
- Brake proportioning valve to vary braking force front to rear, contributing to smooth, safe stops
- Altitude compensated transmission controls
- Computer-selected chassis springs matched for consistent ride and handling
- Trued tires and concentric wheels
- Extensive use of insulation for quietness
- Dual horns

Comfort and Convenience

- Choice of cloth bench or vinyl bench seats (LeSabre)
- Choice of cloth notback or expanded vinyl notback seats (LeSabre Custom Hardtop Coupe and Hardtop Sedan). Expanded vinyl notback seat (LeSabre Custom Convertible)
- GM Set-and-Close door locking system works by simply depressing the door lock button and closing the door. A one-hand operation
- Restyled instrument panel
- Full-Flo ventilation
- Semi-suspended accelerator pedal for good pedal feel and ease of cleaning
- Lights, ashtray and glove compartment
- Windshield washer and radiator overflow coolant reservoirs integrated with the fan shroud
- Windshield wiper system with single wipe feature for misty conditions
- Full-foam construction seat design
- Front lighted ashtray

- 4-jet windshield washer
- Wide-view inside day/night mirror
- Appearance and Protection**
- Strong, reinforced bumpers—with energy absorbers
- Bumper protective strips with white accent stripes—front and rear
- Windshield-embedded antenna improves car appearance while maintaining good station-pulling power
- Double-panel roof construction (except Convertible)
- Cut-pile carpeting front and rear
- Inside hood lock release offers theft protection
- Single buckle, three-point seat and non-detachable shoulder belt system for driver and right front passenger (with inertia retractors, ignition interlock, reminder light and harmonic beep warning)
- Deluxe steering wheel
- Deluxe wheel covers (LeSabre Custom)

AVAILABLE EQUIPMENT

Engine

- 7.5 liter V-8 (455 C.I.D.)
- Fuel usage gauge
- Chassis**
- Sealed, maintenance-free energizer
- Engine block heater
- Positive traction differential
- Automatic level control adjusts to load conditions

Comfort and Convenience

- Cloth notback seat (cloth 60/40 notback seat, expanded vinyl notback seat or expanded vinyl 60/40 notback seat (LeSabre Custom))
- Convenience Center storage compartment
- Speed alert and trip odometer
- Cruise Master speed control for maintaining constant speed
- 3-speed windshield wiper system with variable load speed
- Electric door locks allow locking all doors with one button
- Electric trunk seat locks (Coupe models only)
- Electric trunk release allows opening the trunk from inside the car
- Automatic Climate Control
- "Headlamps on" warning indicator
- Door entrance courtesy lights
- AM, AM-FM, stereophonic radio and tape player combinations
- 6-way power seat for personalized seating comfort
- Power windows
- Outside thermometer with remote control rear view mirror
- Tilt or tilt and telescoping steering wheel
- Lighted vanity mirror
- Accessory group: trunk and courtesy lights, license plate frame, electric clock and sunshade map light
- Electronic, quartz-crystal controlled digital clock

- Dome reading lamp (except Convertible)
- Remote control outside rear view mirror (left)
- Right hand side remote control rear view mirror
- Rear window defogger (blower) (except Convertible)
- Heated glass rear window defogger (except Convertible)
- Litter pocket
- Front light monitors
- Cornering lights
- "Low fuel" indicator light
- Automatic power antenna for fringe area reception

Appearance and Protection

- Front and rear bumper guards
- Protective side moldings
- Door guards
- Special wheel covers and styled wheels
- Exterior decor moldings
- Carpet savers and Handi-mats
- Landau vinyl top (LeSabre and LeSabre Custom Hardtop Coupes)
- Custom vinyl top
- Custom steering wheel
- Air restraint system (Sedans and Coupes)

SPECIFICATIONS

- 5.7 liter 4-barrel V-8 standard; 7.5 liter V-8 available
- Turbo Hydra-matic automatic transmission standard

Dimensions (inches, unless otherwise noted)	LeSabre/LeSabre Custom		
	Hardtop Coupe	Hardtop Sedan	Convertible Sedan
Wheelbase	124.0	124.0	124.0
Tread, front	63.6	63.6	63.6
Tread, rear	64.0	64.0	64.0
Length	226.9	226.9	226.9
Width	79.9	79.9	79.9
Height	53.8	54.0	54.6
Head room, front	38.1	39.4	38.9
Head room, rear	36.5	37.4	38.0
Leg room, front	42.1	42.1	42.1
Leg room, rear	35.8	38.8	38.8
Shoulder room, front	64.4/ 64.4/ 64.4/ 64.3†	64.4/ 64.3†	64.3†
Shoulder room, rear	62.2	63.5/ 63.5/ 63.3†	61.7
Hip room, front	62.0	62.0	62.0
Hip room, rear	56.2	61.9	56.2
Trunk capacity (cu. ft.)	18.6/ 17.5†	19.7/ 16.8†	14.0/ 16.8†

†—LeSabre Custom

Tires

- Standard: steel-belted radial-ply blackwall HR78-15
- Available: steel-belted radial-ply whitewall HR78-15
- Wheel size 15 x 6.00

■ New 1975 Feature

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.

5.7 liter 4-barrel V-8 engine is standard on LeSabre. Advanced design features include High Energy Ignition for improved starting power and reliability, as well as integrated emission control equipment. Buick's new Quick Engine Warm-up System improves engine response under cold engine starting conditions.

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

Semiclosed cooling system collects hot coolant overflow in a transient container and returns it to the radiator during cooldown. Coolant supply is checked visually without removing the radiator cap.

Computer-selected springs for individual wheels of each car help assure better height control and consistent ride and handling characteristics. A computer determines exact springs for each individual automobile after figuring in weight of all accessories. Standard on LeSabre models.

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

Power front disc brakes are fade-resistant, smooth operating and shed water rapidly. Heat is quickly dissipated. Braking is proportioned, front to rear, to help prevent premature rear wheel lockup. Standard on LeSabre models.

Steel-belted radial-ply tires, built to GM specifications, provide a desirable combination of important performance characteristics. Among these are handling, ride, tread life, endurance, hazard resistance and traction on wet and snowy roads. Standard on LeSabre.

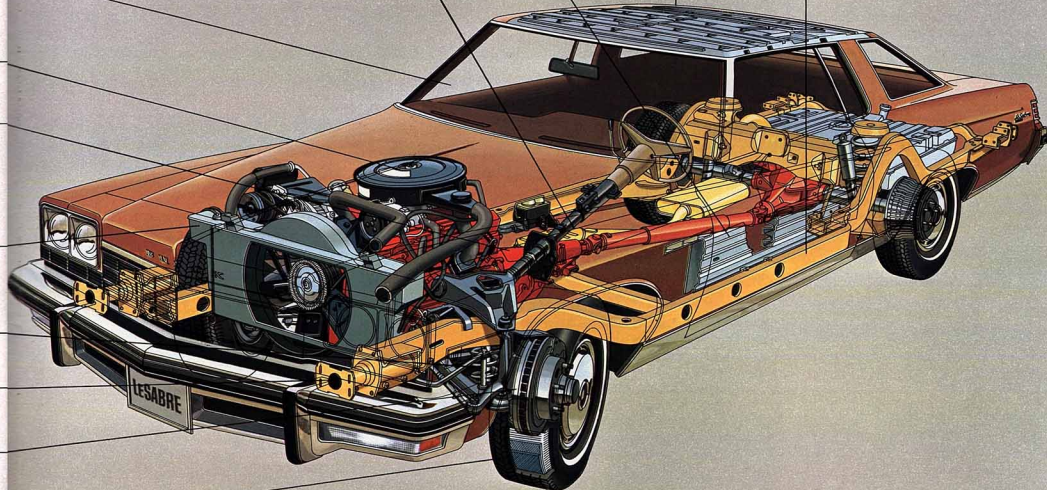
A catalytic converter is an integral part of the emission control system. It is essentially a chemical reactor that removes undesired emissions from the exhaust. Because leaded gasoline will contaminate the converter, lead-free fuel must be used. Standard on LeSabre models.

Side Guard Beam construction affords protection in the event of side impact. Box-type beams are integral to door (and quarter panel on Coupes) design.

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.

Full-perimeter frame construction forms a solid foundation for fitted and welded body components. Engine and suspension units are cushioned and mounted to the frame.

By isolating the body from the chassis through rubber body mounts, the frame is allowed to twist and flex slightly to absorb vibrations and road noise.



1975 Electra.

As luxury cars go, Buick Electra is something of a sleeper. That is to say, it delivers what a luxury car should deliver—superb luxury, superb comfort, superb convenience—but without, well, *flaunting* the fact. Like an iceberg, most of Electra's substance is beneath the surface. Inside. Underneath. Contained within. Where it really matters.

The 1975 Electra Park Avenue you see on the right is the most elegant Electra of all. The headlamps are rectangular. The roof is covered with special vinyl in a halo motif. Inside, shag carpeting and soft velour reside. The seats are upholstered with velour; likewise, the mammoth executive center console. Even the ceiling is lined with velour. Of course

you may equip your Park Avenue to suit your tastes, desires, needs, and whims. Availabilities include Automatic Climate Control, remote-controlled exterior mirrors on both sides, a tilt and telescoping steering wheel, an AM/FM stereophonic radio (there's a power radio antenna, too, if you like), and the list goes on and on . . .

In addition to the Park Avenue are the Electra Limited and the Electra 225. Both are available in two- and four-door models. All are truly fine American luxury cars.

Electra's chassis exudes character. With computer-selected coil springs and large shock absorbers at all four wheels. 15" GM-specification steel-belted radial tires. A front stabilizer bar. A 7.5 liter V-8 engine. Turbo Hydramatic transmission. Variable ratio power steering. And power front disc brakes. All standard.

Inside Electra, luxury abounds. Power windows are standard, of course. The Full-Flo ventilation system is power operated so that it quietly brings outside air through your car, even when you're standing in traffic. Depending on the model, there are at least four, sometimes five, sometimes six armrests conveniently placed inside every 1975 Buick Electra. And the ticking of a conventional electric clock is absent. An extremely accurate digital timepiece is standard. It is controlled by a tiny quartz crystal vibrating at just a shade under two million times per second.



The Electra Park Avenue. Anytime you can get this much luxury in a Buick, going for anything more expensive is just spending money.



The Electra 225 Hardtop Coupe and Sedan. For those who prefer driving a luxury car without being pretentious about it.

The Electra Limited Landau. Coupe styling. Opera windows. And a Landau top that gives you a luxury car with real spirit.



Inside Electra.

To understand the extent to which Buick has gone in creating outstanding luxury for the 1975 Electra, all you need do is look at the picture on the left. The interior shown is not a special, deluxe, super-expensive option. It is the standard interior for the 1975 Electra Limited.

The seats are upholstered in a cut-corduroy material. Both sides of the 60/40 front seat adjust forward and backward independent of one another. (The driver has the luxury of adjusting his side electrically.) There are power windows. Positioned in the ceiling are two reading lamps (for the driver as well as the front seat passenger). The steering wheel is our most expensive model. The instrumentation is new. The dials are large and very readable. The controls are well-lit and handy.

When you think about it, one of the best measurements of any fine car is how many features are included as standard equipment. The 1975 Buick Electra is truly a fine car.

Interior Trim Availability	Cloth Bench	Cloth Notchback	Cloth 60/40 Notchback	Vinyl Notchback	Vinyl 60/40 Notchback	Limited Cloth 60/40 Notchback	Leather 60/40 Notchback	Park Avenue Cloth 40/40 Seats
Electra 225 Hardtop Coupe	S	A	S	A				
Electra 225 Hardtop Sedan	S	A	A	A	A			
Electra Limited Hardtop Coupe					S	A		
Electra Limited Hardtop Sedan					S	A		
Electra Park Avenue								S

S—Standard A—Available



Electra Instrument Panel



Electra 225 Cloth Bench Seat



Electra 225 Cloth Notchback Seat



Electra 225 Cloth 60/40 Notchback Seat



Electra 225 Vinyl Notchback Seat



Electra 225 Vinyl 60/40 Notchback Seat



Electra Limited Leather 60/40 Notchback Seat



Electra Park Avenue Cloth 40/40 Seats

Few interiors are as richly appointed as the 1975 Electra Limited's. Standard are power seats, power windows and the cut-corduroy upholstery you see above.

1975 Electra specifications and chassis.

STANDARD EQUIPMENT

- Two Electra 225 models available—Hardtop Coupe and Hardtop Sedan
- Two Electra Limited models available—Hardtop Coupe and Hardtop Sedan
- Engine**
- 7.5 liter V-8 (455 C.I.D.)
- High Energy Ignition
- Improved fuel economy with Maximum Mileage System
- Semi-closed cooling system helps protect against coolant loss
- Cool air/fuel induction
- Nickel-plated exhaust valves provide excellent valve durability
- Catalytic converter
- Lead-free fuel required
- Chassis**
- Turbo Hydra-matic automatic transmission
- Variable ratio power steering
- Power front disc brakes for smooth, stable stopping and resistance to fade—with audible pad wear indicator
- Steel-belted radial-ply tires
- Coil spring suspension—front and rear
- Side Guard Beam construction
- Side terminal energizer to eliminate corrosion build-up on the terminals and provide full starting power
- Brake proportioning valve to vary braking force front to rear, contributing to smooth, safe stops
- Computer-selected chassis springs matched for consistent ride and handling
- Trued tires and concentric wheels
- Extensive use of insulation for quietness
- Comfort and Convenience**
- Cloth bench seat (225 Sedan)
- Choice of cloth or expanded vinyl notchback seat (225 Coupe)
- Cloth 60/40 notchback seat (Limited)
- Fold-down rear seat center armrest (Hardtop Sedans)
- Power windows
- Two-way power seat (Limited)
- Restyled instrument panel
- Full-Flo ventilation
- Windshield wiper system with single wipe feature for misty conditions
- Lights: ashtray, courtesy and glove compartment
- Full-foam construction seat design
- 4-jet windshield washer
- Custom seat and shoulder belts—color coordinated
- Remote control outside rear view mirror (left side)
- Luggage compartment light
- Fold-down front seat center armrest
- Velour covered center console (Park Avenue)
- Electronic, quartz-crystal controlled digital clock
- Dome reading lamp (Limited Sedan)

Appearance and Protection

- Rectangular headlamps
- Bumper protective strips with white accent stripes—front and rear
- Windshield-embedded antenna improves car appearance while maintaining good station-pulling power
- Padded full vinyl top with halo moldings (Park Avenue)
- Cut-pile carpeting front and rear
- Positive engaging jack and bumper
- Inside hood lock release offers theft protection
- Single buckle, three-point seat and non-detachable shoulder belt system for driver and right front passenger (with inertia retractors, ignition interlock, reminder light and harmonic beep warning)
- Wider rocker appearance moldings (Limited)
- Super deluxe wheel covers
- Rear wheel opening covers
- Spare tire cover

AVAILABLE EQUIPMENT

- Engine**
- Fuel usage gauge
- Chassis**
- Sealed, maintenance-free energizer
- Positive traction differential
- Automatic level control adjusts to load conditions
- Comfort and Convenience**
- Cloth notchback seat or expanded vinyl notchback seat (225 Sedan)
- Cloth 60/40 notchback seat (both 225 models)
- Cloth 60/40 seat (Limited Sedan) or expanded vinyl 60/40 notchback seat (both Limited models)
- Lombardy cloth 40/40 seats (Park Avenue)
- Leather 60/40 notchback seat (Limited)
- Speed alert and trip odometer
- Sunshade map light (225 models)
- Cruise Master speed control for maintaining constant speed
- Automatic power door locks
- Electric door locks allow locking all doors with one button
- Electric seat locks (Coupe models only)
- "Headlamps on" warning indicator
- Door entrance courtesies lights
- Outside thermometer with remote control rear view mirror (left)
- Electric trunk release allows opening the trunk from inside the car
- Automatic Climate Control
- 3-speed windshield wiper system with variable delay low speed
- AM, AM-FM, stereo radio and tape player
- Sliding metal sun roof for Coupe—electrically operated

- 6-way power seat for personalized seating comfort
- Lighted vanity mirror
- Tilt or tilt and telescoping steering wheel
- Rear window defogger (blower)
- Heated glass rear window defogger
- Combination dome and reading lamp (standard on Limited)
- Litter pocket (standard on Limited)
- Front and rear light monitors
- Cornering lights
- "Low fuel" indicator light
- Right hand side remote control rear view mirror
- Automatic power antenna for fringe area reception
- Appearance and Protection**
- Air restraint system
- Bumper guards—front and rear
- Protective side moldings
- Custom vinyl top
- Landau vinyl top (Coupes)
- Door guards
- Styled wheels and wire wheel covers
- Exterior decor moldings
- Carpet savers and Handi-mats
- Trunk trim carpet
- Full vinyl top with halo moldings (Park Avenue)
- (Padded top available)

SPECIFICATIONS

- 7.5 liter V-8 standard
- Turbo Hydra-matic automatic transmission standard

Dimensions (inches, unless otherwise noted)	Electra 225/Limited	Hardtop Coupe	Hardtop Sedan
Wheelbase	127.0	127.0	127.0
Tread, front	63.6	63.6	63.6
Tread, rear	64.0	64.0	64.0
Length	233.4	233.4	233.4
Width	79.9	79.9	79.9
Height	54.6	55.1	55.1
Head room, front	38.8	39.3	39.3
Head room, rear	38.1	38.2	38.2
Leg room, front	42.2	42.2	42.2
Leg room, rear	40.0	40.8	40.8
Shoulder room, front	64.0	64.0	64.0
Shoulder room, rear	63.4	63.1	63.1
Hip room, front	57.5	57.5	57.5
Hip room, rear	56.0	57.7	57.7
Trunk capacity (cu. ft.)	20.7	20.3	20.3

Tires

Standard:	steel-belted radial-ply blackwall	JR78-15
Available:	steel-belted radial-ply whitewall	JR78-15
Wheel Size		15 x 6.00

■ New 1975 Feature

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.

7.5 liter V-8 engine is standard on Electra models. Advanced design features include High Energy Ignition for improved starting power and reliability, as well as integrated emission control equipment. Buick's new Quick Engine Warm-up System improves engine response under cold engine starting conditions.

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

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

Computer-selected springs for individual wheels of each car help assure better height control and consistent ride and handling characteristics. A computer determines exact springs for each individual automobile after figuring in weight of all accessories. Standard on Electra models.

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

Power front disc brakes are fade-resistant, smooth operating and shed water rapidly. Heat is quickly dissipated. Braking is proportioned front to rear, to help prevent premature rear wheel lockup. Standard on Electra models.

Steel-belted radial-ply tires, built to GM specifications, provide a desirable combination of important performance characteristics. Among these are handling, ride, tread life, endurance, hazard resistance and traction on wet and snowy roads. Standard on Electra.

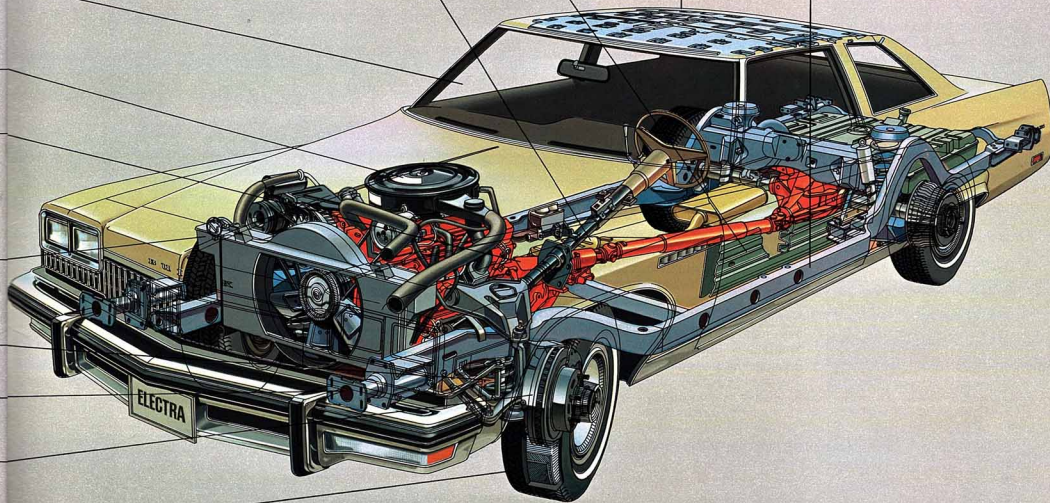
A catalytic converter is an integral part of the emission control system. It is essentially a chemical reactor that removes undesired emissions from the exhaust. Because leaded gasoline will contaminate the converter, lead-free fuel must be used. Standard on Electra models.

Side Guard Beam construction affords protection in the event of side impact. Box-type beams are integral to door (and quarter panel on Coupes) design.

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.

Full-perimeter frame construction forms a solid foundation for fitted and welded body components. Engine and suspension units are cushioned and mounted to the frame.

By isolating the body from the chassis through rubber body mounts, the frame is allowed to twist and flex slightly to absorb vibrations and road noise.



1975 Buick Wagons.

A successful station wagon must, of necessity, be a melding of form and function. Not simply a Spartan work-horse that acts and rides like a truck. Nor can it be a pampered "dockside darling" that shies from a heavy load or a hard day's work. In a Buick Wagon, we think you'll find form and function work in pleasant harmony.

There are six Buick Station Wagon models for 1975. Four mid-sized Century and Century Custom Wagons (each with a 116-inch wheelbase and a 5.7 liter V-8 engine). And two full-sized Buick Estate Wagons (with a longer 127-inch wheelbase and a 7.5 liter V-8 engine). All are designed to be as much at home at the country club as at some remote backwoods retreat.

When there's hauling to be done, the functional side of a Buick Wagon becomes evident. Century Wagons have over 85 cubic feet of room in back while the Buick Estate Wagons offer 106 (room enough to lay 4' x 8' sheets of plywood flat on the floor). Then there's passenger-carrying capacity. The Century, Century Custom and Estate Wagon each come in 3-seat models. They'll accommodate up to eight people comfortably.

Something you won't find on your Buick Wagon is an old-fashioned tailgate. If yours is a Century Wagon, a one-piece hatchback door lifts easily out of the way for full-height access to the cargo area. If yours is an Estate Wagon, a most ingenious configuration replaces the tailgate. At the turn of a key, the glass portion recedes into the roof. The lower half glides back into the floor.

But enough about work. Let's talk creature comfort for a moment. Smoothness underway is provided by Buick's velvety suspension which, in this case, is specially engineered for heavy-duty wagon use. For ease of travel, power steering, power front disc brakes and Turbo Hydra-matic transmission are all standard. Speaking of transmissions, ours has a built-in altitude compensator. Which means a Buick Wagon shifts as smoothly in Denver as it does in Death Valley. A feature you heavy-travelers will applaud.



The Buick Estate Wagon (foreground), and the Century Custom Wagon (background) Think of them as finely designed, finely crafted Buicks with a little extra room in back.



Inside Buick Wagons.

The moment you settle into the driver's seat of a Buick Wagon you begin to understand what a superb conveyance it is. Underhood, finely-tuned machinery effortlessly goes about its work. In front of you, an impressive instrument panel with conveniently-placed controls, dials and gauges. All around you there is quality. The cut-pile carpeting feels plush to your feet. The full-foam seats embrace your back. And behind you, a cargo compartment of most generous dimensions. The liberal glass area helps provide excellent visibility, while Buick's long list of available equipment further adds to the enjoyment level. Here are just a few examples: 6-way power seat, Automatic Climate Control, Cruise Master speed control, automatic level control, positive traction differential, tilt steering wheel and an AM/FM stereo system with or without an 8-track tape deck.

Interior Trim Availability

Century 2-seat Station Wagon	S				
Century 3-seat Station Wagon	S				
Century Custom 2-seat Station Wagon	S	S	A	A	
Century Custom 3-seat Station Wagon	S	S	A	A	
Estate Wagon 2-seat	S	A	A	A	A
Estate Wagon 3-seat	S	A	A	A	A

S—Standard A—Available

Vinyl Bench
Cloth Notchback
Vinyl Notchback
Vinyl Buckets
Vinyl 60/40 Notchback
Cloth 60/40 Notchback



Century Wagon Vinyl Bench Seat



Century Custom Wagon Vinyl Notchback Seat



Estate Wagon Vinyl Bench Seat



Century Custom Wagon Cloth Notchback Seat



Century Custom Wagon Vinyl Bucket Seats



Estate Wagon Cloth 60/40 Notchback Seat

Their specifications.

STANDARD EQUIPMENT

Six models available—Two 2-seat and two 3-seat Century/Century Custom Station Wagons and a 2-seat and 3-seat Estate Wagon

Engine

- 5.7 liter 4-barrel V-6 (350 C.I.D.) (Century Wagons)
- 7.5 liter V-8 (455 C.I.D.) (Estate Wagons)
- High Energy Ignition
- Lead-free fuel required
- Cool air/fuel induction
- Improved fuel economy with Buick's Maximum Mileage System
- Catalytic converter

Chassis

- Turbo Hydra-matic automatic transmission
- Power front disc brakes for smooth, stable stopping and resistance to fade—with audible pad wear indicator
- Variable ratio power steering
- Steel-belted radial-ply tires
- Computer-selected chassis springs for consistent ride and handling
- Strong, reinforced bumpers with energy absorbers

Comfort and Convenience

- Lift-up hatchback rear door design allows easy cargo loading (Century Wagons)
- Lights: ashtray, courtesy and glove compartment (Century Custom Wagon and Estate Wagon)
- Power-tailgate window (Estate Wagon)
- Glide-away tailgate (Estate Wagon)
- Hidden storage compartment (2-seat Century Wagons and Estate Wagon)
- "Tailgate alarm" indicator light (Century Wagons)

Appearance and Protection

- Bumper protective strips with white accent stripes—front and rear
- Double-panel roof construction
- Cut-pile carpeting front and rear

AVAILABLE EQUIPMENT

Engine

- Fuel usage gauge
- Automatic level control adjusts to load conditions
- Positive traction differential
- Sealed, maintenance-free energizer
- Firm ride and handling package
- Heavy-duty engine and transmission cooling

Comfort and Convenience

- Short, non-operating console available with bucket seats (Century Custom Wagon)
- Long operating console available with bucket seats (Century Custom Wagon)
- "Headlamps on" warning indicator
- Light combinations: glove compartment, ashtray, courtesy, rear compartment courtesy and sunshade

map (Century Wagon); rear compartment, courtesy and sunshade map (Century Custom Wagon)

Accessory group: license plate frame, electric clock, sunshade map light and rear door jamb switches (Estate Wagon)

- Automatic Climate Control air conditioning with low-freon detector
- Rear window air deflector (Century Wagons)
- Luggage rack
- Luggage locker with lock (2-seat Century Wagons and Estate Wagon)
- Heated glass rear window defogger
- Remote control electric tailgate lock (Century Wagons)
- Flip-open rear window (standard on 3-seat Century Wagons)
- Power tailgate door (Estate Wagon)
- Three speed windshield wiper with variable delay low speed
- Combination dome and reading light

SPECIFICATIONS

Dimensions (inches, unless otherwise noted)	Century/Custom 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	231.8	231.8
Width	79.0	79.0	79.9	79.9
Height	55.3	55.3	58.4	58.4
Head room, front	38.8	38.8	39.6	39.6
Head room, rear	39.4	39.4	39.3	39.4
Head room, third seat			37.8	37.8
Leg room, front	42.3	42.3	42.1	42.1
Leg room, rear	36.8	36.8	39.4	37.4
Leg room, third seat			27.8	35.0
Shoulder room, front	59.6	59.6	64.0	64.0
Shoulder room, rear	58.9	58.9	63.1	63.1
Hip room, front	54.7	54.7	59.4	59.4
Hip room, rear	55.1	55.1	59.0	59.0
Cargo volume (cu. ft.)	85.1	85.1	105.7	105.7
Hidden storage compartment volume (cu. ft.)			5.5	2.9

Tires	Century Wagons	Estate Wagon
Standard:	HR78-15	LR78-15
steel-belted radial-ply blackwall		(Load Range C)
Available:	HR78-15	LR78-15
steel-belted radial-ply whitewall		(Load Range C)
Wheel size	15 x 7.00	15 x 6.00

■ New 1975 Feature

The Inner Spirit of Riviera, Electra, LeSabre and Estate Wagon.

One would expect Buick's full-sized automobiles to be impressive in performance, style and comfort. That they are. But it's the extra touches that make these fine automobiles truly a joy to drive.

Consider the times you've driven in a light mist or right after a rainstorm. Buick's available 3-speed windshield wiper is the answer. In the delay position, wipers sweep as slowly as once every 15 seconds. Ideal.

That power windows are available is no surprise, but electric door locks and seatback locks offer a new dimension in convenience. One switch locks or unlocks all doors, a real plus for the lone driver. And seatback locks operate when either door is opened, for easier rear seat entrance or exit.

Suppose you choose Buick's available Automatic Climate Control air conditioning. And you want to know what the outside temperature is. Specify the available outside thermometer and you know at a glance. It's securely mounted to the driver's remote-control mirror (right side mirrors

are available, too). And note that there's a new "economy" position for air conditioning. It ventilates the car without working the engine excessively.

Suppose you want to know what time it is. Just glance at the available electronic digital clock (standard on Electra and Riviera). It's quartz-crystal-controlled for accuracy to within two-and-a-half minutes per month.

Getting behind the steering wheel of a full-size Buick is very easy. Thanks to the available tilt and telescoping steering column. Just lift the steering wheel up above normal for more convenient entry and exit. And while you're driving, you can adjust the steering wheel for comfort through seven positions. Even while the car is moving.

Long hours behind the wheel can be lightened with music. Besides available AM/FM and AM/FM stereo radios, you can choose the music you want when you want it with an available stereo tape player. It plays 8-track cartridges through dual front and rear speakers. And when you want to listen to the radio, added station-pulling power results from Buick's available power mast antenna. It raises automatically when the radio is turned on, and is adjustable to various heights. Retracts fully to help protect against vandalism.

Buick's full complement of lighting amenities allows you to see and be seen. Available cornering lights work with turn signals for increased side visibility. Helpful when turning in unfamiliar surroundings. Turn signals working? You know with the available light monitor system. Located on top of each front fender, and inside above the back window for rear view mirror viewing. And you should never be caught leaving your headlamps on with Buick's available new "headlamps on" warning indicator. If lights are left on when the door is opened, a light near the headlamp switch glows and a warning buzzer sounds. And when the door is opened, an available door-entrance courtesy light not only illuminates the door sill, but also features a red light to warn approaching drivers. Outside darkness won't curtail inside activities when available lighted vanity mirror and combination dome and reading lamp are ordered.



The Inner Spirit continued.

A bright, sunny day was made for Buick's available electric sun roof. Of sliding steel (or matched vinyl) design, it operates at the touch of a control.

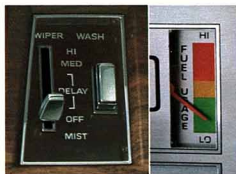
All Buicks feature available vinyl tops, but the smartest is the Landau, or partial, vinyl top. Available in a wide choice of colors. For that final touch, Buick offers many available wheel cover designs.

The word "elegance" takes on new meaning when applied to the all-new Buick Electra Park Avenue. A special edition motorcar, this Hardtop Sedan features a special halo vinyl roof and a unique interior. The floor is carpeted in deep shag. The seats are upholstered with soft velour. There's a large executive console between the two front seats also covered with velour, and likewise, the ceiling. In all, it's a treat to sit in. Quite relaxing.

Talk is cheap, fuel isn't. So Buick is doing something about improving gasoline mileage. Unleaded gasoline, that is. Buick's new catalytic converter has allowed recalibration of the engine for greater efficiency. Buick's High Energy Ignition System, cool air/fuel induction and steel-belted radial-ply tires are all standard. And an available fuel usage gauge alerts the driver to high fuel usage conditions.

Constant speed can be maintained through use of Buick's available Cruise Master speed control. The touch of a button maintains desired speed. Easily deactivated by a light touch on the brake. Plus available Speed Alert helps maintain speed limits by warning of excessive speed. May be pre-set to any desired speed. And that long walk back to the gas station may be a thing of the past when you order the available low-fuel indicator light. It warns visually when fuel supply runs low.

Buick's available Air Restraint System provides passive passenger restraint. Completely automatic, it helps protect front-seat passengers through use of inflatable air cushions. No ignition interlocking seat and shoulder belt systems are required. Front seat lap belts are provided and should be used.



1975 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 seat back latches.

Energy absorbing padded instrument panel and front seat back tops.*

Contoured windshield header (except Convertibles).

Thick laminate windshield.

Padded sun visors.

Safety armrests.

Safety steering wheel.

Cargo Guard (except Skyhawk and Skylark Hatchbacks, and Station Wagons).

Side Guard Door Beam.

Contoured roof inner panel (except LeSabre Custom Convertible).

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.

Stamped steel door hinges.

High strength front seat anchorages and construction.

High strength rear seat retention.

Air Cushion Restraint System for front seat occupants (available at extra cost on Riviera, Electra and LeSabre Coupes and Sedans).

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, washer and dual speed wipers.

Wide view inside day/night mirror (vinyl edged, shatter resistant glass and deflecting support).†

Outside rear view mirror (driver side and passenger side on full-size wagons).

Dual master cylinder brake system with warning light.

Starter Safety Switch.

Dual action safety hood latches.

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, discs and caps.

Front disc brakes with audible wear indicators.

Self-adjusting brakes. Illumination of windshield wiper and washer, heater and defroster controls. Flame arresting battery vent caps. Flame retardant interior materials. Pressure relief gas cap.

Anti-Theft

Anti-theft ignition key reminder buzzer.

Anti-theft steering column lock.

Inside hood latch release (except Skyhawk, Skylark/Apollo).

Anti-theft key system (one key for ignition only, other key for glove compartments, doors, trunk and tailgate).

Visible vehicle identification.

Tamper resistant odometer with telltale feature.

*Including intermediate seat back tops on three-seat Station Wagons.

†Day/night feature at extra cost on Skyhawk.

Some 1975 Buick options.

	Skyhawk	Skyhawk/Apollo	Century/Custom	Regal	Century/Custom Station Wagons	LeSabre/LeSabre Custom	Estate Wagon	Electra 225/ Electra Limited	Riviera
1975 Buick available equipment									
GS ride and handling package		A							A
Power assist on front disc brakes	S	A	A	A	S	S	S	S	S
Variable-ratio power steering	A	A	S	S	S	S	S	S	S
Remote tailgate lock				A					
Firm ride and handling package		A	A	A	A	A	A	A	A
Automatic level control			A	A	A	A	A	A	A
Heavy-duty wheels			A	A	A	A	S	A	A
Heavy-duty engine and transmission cooling		A	A	A	A	A	A	A	A
Space saver spare tire	S*	A*	S**						
White billboard lettered tires	A	A	A	A					
Engine block heater	A	A	A	A	A	A	A	A	A
Heavy-duty air cleaner	A	A	A	A	A	A	A	A	A
Heavy-duty Delcotron energizer	A	A	A	A	A	S	S	S	S
Maintenance-free energizer		A	A	A	A	A	A	A	A
Climate Control air conditioning	A	A	A	A	A	A	A	A	A
Automatic Climate Control air conditioning			A	A	A	A	A	A	A
Wheel covers	A	A	A	S	A	S†	A	S	S
Electric sun roof (coupes only)			A				A		A
Tilt steering wheel	A	A	A	A	A	A	A	A	S
Tilt and telescoping steering column							A	A	A
Electric trunk release		A	A	A			A		A
Electric door locks		A	A	A	A	A	A	A	A
Electric door and seatback locks (coupes only)					A		A		A
Automatic power door locks								A	A
Cruise Master speed control		A	A	A	A	A	A	A	A
Speed alert			A	A	A	A	A	A	A
Accessory group lights	A	A	A	A	A	A	A	A	A
Low fuel indicator light						A	A	A	A
Fuel usage indicator	A	A							
Fuel usage gauge			A	A	A	A	A	A	A
Special appearance or treatment moldings		A	A	S	A	A	A	A	S
Special steering wheels	S	A	A	A	A	A	A	S	S
Electric clock	S	A	A	A	A				
Electronic quartz-crystal digital clock						A	A	S	S

*Hatchback models

**Model 4AE37 only. Available on other models except Station Wagons

†LeSabre Custom: A on LeSabre

	Skyhawk	Skyhawk/Apollo	Century/Custom	Regal	Century/Custom Station Wagons	LeSabre/LeSabre Custom	Estate Wagon	Electra 225/ Electra Limited	Riviera
Power windows		A	A	A	A	A	A	S	S
Front fender-light monitors						A	A	A	A
Sport mirrors (left side remote control)		S	A	A	A	A			A
Remote-control outside rear view mirror (left)			A	A	A	A	A	S	S
Remote-control outside rear view mirror (right)						A	A	A	A
Rear-window defogger (blower)			A	A	A		A	A	A
Rear-window defogger (electric)		A	A	A	A	A	A	A	A
Carpet savers and Handi-mats		A	A	A	A	A	A	A	A
Litter pocket				A	A	A	A	A	A
6-way power seat				A	A	A	A	A	A
Cornering lights						A	A	A	A
3-speed windshield wiper with low-speed delay feature			A	A	A	A	A	A	A
2-speed windshield wiper with low-speed delay feature			A						
Soft Ray tinted glass		A	A	A	A	A	A	A	A
Bumper guards		S	A	A	A	A	A	A	A
Outside thermometer						A	A	A	A
Convenience Center			A	A	A	A	A	A	A
Full-length operating console		A	A	A	A				A
Short, nonshift floor console			A	A	A				
AM radio, AM-FM radio		A	A	A	A	A	A	A	A
AM-FM stereo radio with single front and rear speakers		A	A						
Rear seat speaker (single)		A	A	A	A	A	A	A	A
AM or AM-FM stereo radio and stereo tape player			A	A	A	A	A	A	A
AM-FM stereo radio with front and rear dual speakers			A	A	A	A	A	A	A
Automatic power mast antenna						A	A	A	A
Positive traction rear axle		A	A	A	A	A	A	A	A
Air Restraint System (not available on Convertible)						A	A	A	A
Oil pressure and temperature gauges		S	A	A					
"Headlamps on" indicator		A	A	A	A	A	A	A	A
Bumper protective strips		S	A	S	S	S	S	S	S
Protective side moldings		A	A	A	A	A	A	A	A
Lighted visor vanity mirror						A	A	A	A
Dome reading light			A	A	A	A	A	A	A
Door courtesy & warning lights						A	A	A	A

A—Available

S—Standard