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RIVIERA

by BUICK



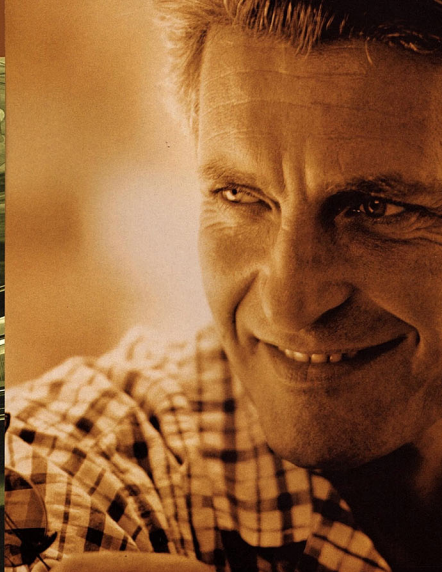


*You made a deal with yourself.
You're*

DUE.



You did the soccer duty.
The pancake breakfasts,
the pizza runs, the play
practices. Other parents
became elusive at the
last minute. You paid the
dues, organized the events,
went with less sleep.
Ah, but now it's *your* time.
Riviera by Buick.

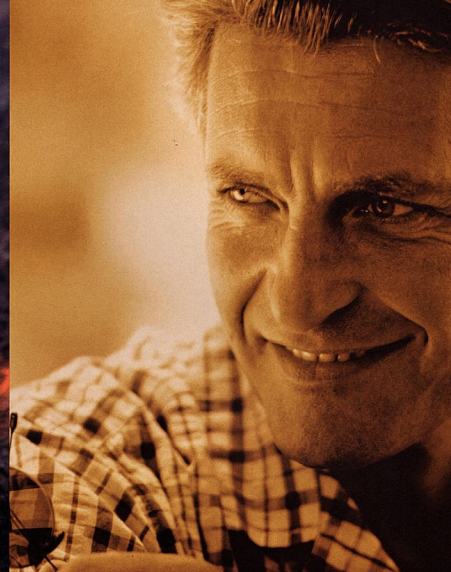


You're due.
Quiet power that never
seems to top out. More
control than you thought
possible. Smooth
supercharged performance.
The 1998 Riviera is a
luxurious decompression
chamber in a hectic world.
Oh, *you're* due all right.

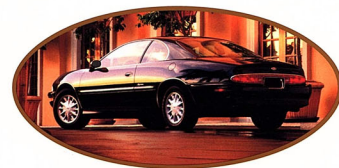




You're
DUE.



Definitely
DUE.



You're due for some
STYLE.

Jeans and a tux coat. That little
spaghetti-strap number over a T-shirt.
Tickets to a play. In some other city.
Riviera style.





Go blur some landscape.

It's time. Riviera was made for fluid
movement. And looks it.

Shown with available Astroroof.



*Unapologetic,
feel-good*
POWER.

You're smiling. A couple of hours
of this could fix a lot of what's
haywire in the world.

Four-wheel independent suspension combined with available traction control results in outstanding stability, precise handling and crisp surefootedness in the curves, on uneven surfaces and during virtually any weather condition.

A. Smooth, linear acceleration and plenty of response anywhere on the power band are constant qualities of the high-torque, assertive supercharged powerplant. The 3800 Series II Supercharged V6 generates 240 horsepower at 5200 rpm, 280 ft-lbs torque at 3600 rpm.

B. Smile-inducing power and a seamless, effortless feeling from standstill to highway cruising are hallmark attributes of the powerful 3800 Series II Supercharged engine. Driving enjoyment continues to be a daily renewal program with Riviera.

C. With its sophisticated supercharger and sequential port fuel injection, the standard muscular 3800 Series II Supercharged V6 delivers an instantly gratifying surplus of horsepower, yet it maintains the efficiency of a six-cylinder engine. This is having your cake and enjoying it thoroughly, over and over.



A

B

C



How can metal and glass
make you feel more alive? It depends
on how they're put together.
It really is time you drove a Riviera.
You're due.





Riviera drivers know

HANDLING

is an interactive term.

This car was made to drive.

Not in the sense that lesser cars were

made to get you back and forth.

Riviera leaves stress behind you along

with miles and miles of beckoning road.



A

B

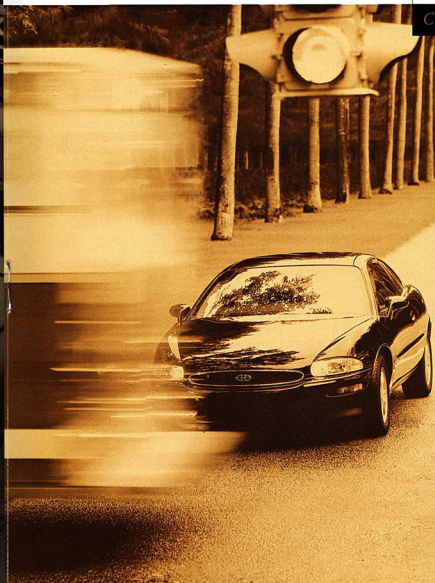
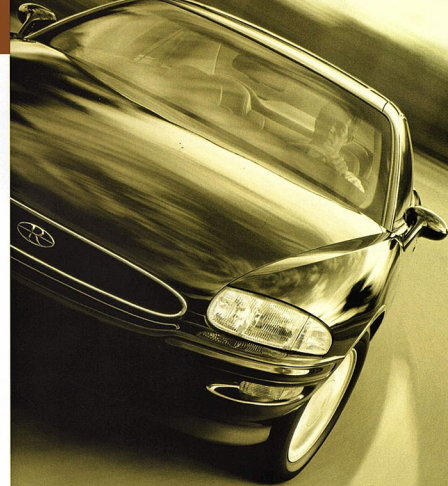
C


Riviera's superb handling prowess and smooth, quiet ride derive from a number of carefully blended factors. Luxurious comfort, acoustics, road-holding ability, aerodynamics and a rigid body structure are just a few of them.

A. Body structure integrity is calibrated in frequencies — the higher the frequency, the more solid it feels. Riviera's structure reads at a remarkably high 25 Hz. What does it mean? A smoother, more silent ride and an overall feeling of strength, under and around you.

B. The unusually solid body structure dramatically reduces torsional flexing. This, and the precisely engineered steering and suspension, imparts a sense of stability and certainty, and the famous road-hugging agility you will soon take for granted.

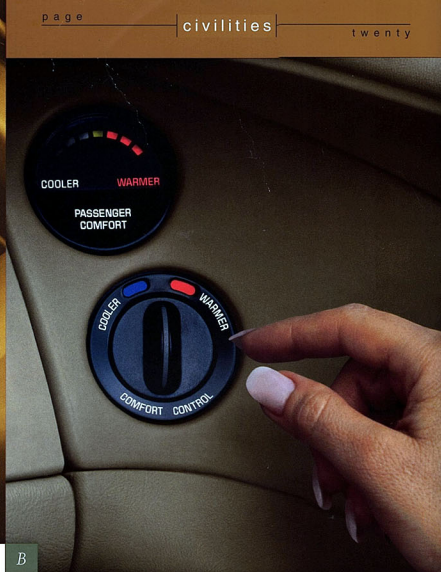
C. Confident, controlled braking is a result of four-wheel power disc brakes channeled through an anti-lock braking system (ABS). This active safety measure combines with excellent handling to help you maintain directional control in hard braking situations.





When driver and passengers relax
into this personal luxury coupe, all will
feel the obvious lack of compromise
where their comfort is concerned.
Riviera. Coupe uncooped.

Your total
COMFORT
is a large consideration.



A B
C



They special-teamed for comfort in this Riviera. A Seat Comfort Team, which included a physical therapist, drove hundreds of thousands of miles to evolve what may well be the most comfortable seats in the world. Smooth flight is emphasized by the optional, quiet Astrorooft.

A. Available heating adjustments allow you to warm the driver's or front passenger's seat on cold mornings. Such a detail is more than merely another luxury — it's a functional comfort that enhances driver performance from the word go — a Riviera specialty.

B. Dual automatic ComforTemp climate control allows driver and front passenger to choose their own individual temperature levels, varying by as much as six degrees. The cabin is full of touches that cater to the individual in you — and others.

C. The metaphoric switches communicate their function through their shapes. The six-way power seat switch helps you adjust the seat to perfection, with no loss of concentration during transit.



Real COURTESY

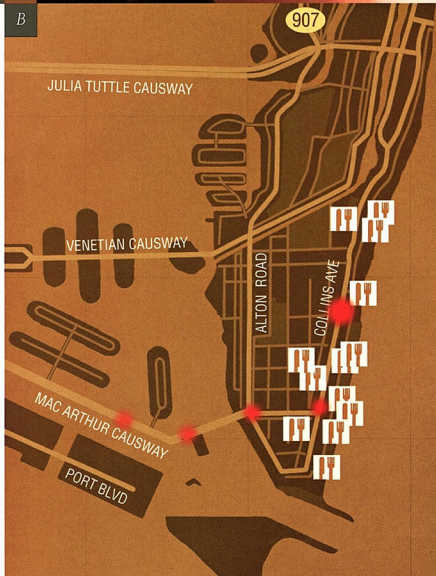
underlines Riviera's sense of freedom.

The available OnStar® Service backs up Riviera freedom with confidence — and satellite technology. Wherever you travel in the 1998 Riviera, this constant security-minded companion can ride with you. Silent, even unnoticed, until such time as the need for it arises, OnStar is ready in seconds. It can remotely unlock a Riviera with the keys locked inside, call emergency road personnel, give you directions, find hotels, ATMs, restaurants, or call for immediate help if the air bags* are deployed. You've taken care of things for a long time — it's due time you got some of that treatment yourself. **ONSTAR**

*Always wear safety belts, even with air bags.



A
B



C
D

- A. OnStar is activated by touching a button on the cellular phone. Once on, this voice-activated, hands-free service puts you in touch with all of OnStar's security and convenience offerings.
- B. It's your own personal locating device, telling you where you are and how to get where you're going. OnStar uses Global Positioning System satellites to instantly locate your vehicle in relation to its surroundings.
- C. OnStar Advisors, with access to enormous information resources, are your instant conduit to everything from airlines to zoos. They are "...a kind of remote 'Lone Ranger,' riding to your rescue on the white horse of a two-way data transmission."*
- D. Over 100 location categories include ATMs, airports, car rental agencies, gas stations, glass repair, hospitals, hotels, restaurants, taxis and more. "The services provided by OnStar are only limited by your imagination."***

*United Airlines Hemisphere
***Automobile Industries Magazine

OnStar Service



Automatic Notification of Air Bag Deployment so we can call emergency services for you.



Emergency Services are just a touch of a button away if needed.



Theft-Detection/Notification and Stolen-Vehicle Tracking helps police find your vehicle.



Remote Door Unlock in case you lock your keys in your vehicle.



Roadside Assistance with Location tells us where you are, so we can send you help.



Route Support will get you right to the doorstep of your destination.



Convenience Services help you locate hotels, restaurants, service stations and more.



Hands-Free, Voice-Activated Cellular Phone lets you keep your hands on the wheel.



You can get a supercharged engine,
a CD player with six speakers,
and glove-soft leather to sink into.
You can get off the hook.

You're **DUE.**
Definitely **DUE.**



STANDARD FEATURES*

Mechanical

- Battery — heavy-duty with Rundown Protection
- Brakes — anti-lock, 4-wheel power disc
- Cooling — heavy-duty, engine and transmission
- Drive — front-wheel
- Engine — 3800 Series II Supercharged V6 (includes 16" aluminum wheels and Eagle LS touring tires)
- Exhaust system — dual, stainless steel
- Fuel filler door release — electric, remote
- Hood lock — inside release
- Horn — dual-note
- Remote keyless entry — individually programmable transmitters; includes instant alarm, perimeter lighting and security feedback
- Retained accessory power
- Steering — magnetic variable effort
- Suspension — 4-wheel independent with automatic level control
- Theft-deterrent system — PASS-Key® II
- Transmission — electronically controlled 4-speed automatic with overdrive
- Wipers — 2-speed with variable delay

Exterior

- Glass — flush-mounted
- Glass — Solar-Ray® solar-control
- Headlamp control — Twilight Sentinel®
- Headlamps — composite tungsten-halogen
- Headlamps — daytime running
- License plate holder — slide-in rear, front-mounted
- Mirrors, outside rearview — deluxe, electric, body-color, left and right remote with floodlit controls
- Moldings — protective, body-color body-side, belt reveal, wheel opening and rocker panel
- Paint — clearcoat
- Tires — P225/60R16 Eagle LS touring steel-belted, radial-ply, all-season blackwall
- Wheels — 16" aluminum
- Windows — power with driver express-down and floodlit control

Convenience Plus Features

Electronic reminder tones for ignition key, headlamps, turn signal, parking brake "on"; delayed entry lighting; delayed exit lighting; theater dimming; Battery Rundown Protection; lockout protection; delayed locking; flash-to-pass signal; passive theft-deterrent system; daytime running lamps; retained accessory power and auxiliary power outlet

Interior

- Acoustical Package
- Air Bags — Next Generation, driver and front-seat passenger Supplemental Restraint System (SRS)††
- Air conditioning — dual automatic CombiTemp climate control
- Air conditioning — rear-seat CombiTemp™
- Armrest — front-seat storage with dual cup holders
- Assist handles — two
- Carpet savers — front and rear
- Carpeting — plush, front and rear
- Console — overhead (includes front-seat reading lights and garage door opener compartment)
- Cruise control — electronic
- Defogger — electric, rear-window
- Defogger — front and side window outlets
- Door locks — automatic, programmable
- Instrumentation — speedometer, tachometer, temperature gauge; trip odometer, indicators for low oil pressure, low voltage, and low washer fluid, oil, fuel, and coolant levels; with parade dimming feature
- Lamp — center, high-mounted stop
- Lights — door courtesy and warning with theater dimming, delayed entry and exit lighting
- Lights — front, ashtray, glove box, engine compartment, trunk compartment, instrument panel courtesy and instrument panel
- Mirror, visor vanity — lighted, passenger
- Safety belts — front- and rear-seat outboard positions lap/shoulder with shoulder belt comfort adjuster and slack seat, center rear lap belt
- Seats — leather-trimmed bucket with 6-way power, recliners, lumbar and operating console
- Speakers — 6-speaker Concert Sound II
- Steering column — TILT-WHEEL™ adjustable
- Steering wheel — leather-wrapped with Supplemental Restraint System (SRS)††
- Sunshades — front, supplemental and extendable
- Trunk convenience net
- Trunk release — electric, remote with security switch
- Trunk trim — deluxe

Personal Choice Features

- Delayed locking (programmable)
- Memory door locks
- Perimeter lighting
- Security feedback

Audio Systems

- Antenna — automatic power
- Radio — ETR® AM-FM stereo with preset of 12 FM/6 AM stations, combination power-loading compact disc and cassette players, automatic tone control, seek and scan, Theftlock® and clock, compatible with steering wheel controls

Available Features

- Astorroof — electric sliding with sunshade
- Engine block heater — electric
- Heated driver and passenger seat with memory driver and passenger outside mirrors, with automatic parallel park assist, and memory driver seat control
- Memory driver seat and mirrors
- Mirror, inside rearview — electrochromic, automatic dimming, includes integral digital compass
- OnStar Service — includes voice-activated cellular phone (dealer installed option with OnStar readiness standard)
- Tires — P225/60R16 Michelin steel-belted, radial ply, all-season blackwall
- Wheels — 16" chrome

Available SE Package

- Accessory controls — steering wheel (radio and temperature)
- Cornering lamps
- Mirror, visor vanity — lighted, driver
- Mirrors — automatic, electrochromic inside and driver outside rearview
- Seats — power lumbar control, driver and passenger
- Stripes — accent
- Theft-deterrent system — includes central unlocking and starter interrupt
- Traction control — full-range
- Universal Transmitter — 3-function, remote; replaces garage door opener compartment

Special Note To Parents:

Children are generally safer if they ride in a rear seat using the appropriate child safety seats and restraints, which is why General Motors recommends that child safety seats be properly secured in the vehicle's rear seat. See your Owner's Manual and child safety seat's instructions for more information.

* Partial listing only — See your Buick dealer for complete lists and details.
†† Always wear safety belts, even with air bags.

SPECIFICATIONS

Engine

Type	3800 Series II Supercharged V6 with SFI ⁽¹⁾
Horsepower	240 @ 5200
Torque	280 @ 3600 rpm

Towing

3800 Series II Supercharged V6	2.93 final drive ratio 1,000 maximum gross trailer rate (lbs) ⁽²⁾⁽³⁾
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Capacity

Trunk, cu ft	17.4
Fuel tank, gal	18.5
Base curb weight, lbs	3,699

(1) Sequential-port fuel injection.
(2) When properly equipped. Includes weight of trailer, cargo, passengers and equipment. All towing recommendations are subject to change. Check with your Buick dealer for the latest information. Trailer tongue load should be 10% of the customer's trailer weight but should not exceed the load rating specified for that vehicle, engine or hitch combination.
(3) Requires Class II frame-mounted trailer hitch.

Dimensions (inches)

Length	207.2
Width	75.0
Height	54.6
Wheelbase	113.8
Front tread	62.5
Rear tread	62.6

Interior (inches)

Legroom	front/rear 42.6/37.1
Headroom	38.2/36.2
Shoulder room	57.8/57.8
Hip room	54.5/52.7

Exterior

Bright White (16)	Blue, Gray, Lt. Green, Taupe, Bordeaux Red
Bright White Diamond Tri-Coat (78)	Blue, Gray, Lt. Green, Taupe, Bordeaux Red
Silvermist Metallic (17)	Blue, Gray, Bordeaux Red
Sandstone Beige Metallic (50)	Taupe, Bordeaux Red
Slate Green Pearl (61)	Gray, Lt. Green, Taupe
Emerald Green Pearl (38)	Gray, Lt. Green, Taupe
Majestic Teal Pearl (43)	Gray, Taupe
Twilight Blue Metallic (27)	Blue, Gray
Midnight Blue Pearl (28)	Blue, Gray, Taupe
Bordeaux Red Pearl (51)	Gray, Taupe, Bordeaux Red
Santa Fe Red Pearl (53)	Gray, Taupe
Black (41)	Blue, Gray, Lt. Green, Taupe, Bordeaux Red



STANDARD FEATURES *

Mechanical

- Battery — heavy-duty with Rundown Protection
- Brakes — anti-lock, 4-wheel power disc
- Cooling — heavy-duty, engine and transmission
- Drive — front-wheel
- Engine — 3800 Series II Supercharged V6 (includes 16" aluminum wheels and Eagle LS touring tires)
- Exhaust system — dual, stainless steel
- Fuel filler door release — electric, remote
- Hood lock — inside release
- Horn — dual-note
- Remote keyless entry — individually programmable transmitters, includes instant alarm, perimeter lighting and security feedback
- Retained accessory power
- Steering — magnetic variable effort
- Suspension — 4-wheel independent with automatic level control
- Theft-deterrent system — PASS-Key® II
- Transmission — electronically controlled 4-speed automatic with overdrive
- Wipers — 2-speed with variable delay

Exterior

- Glass — flush-mounted
- Glass — Solar-Ray® solar-control
- Headlamp control — Twilight Sentinel®
- Headlamps — composite tungsten-halogen
- Headlamps — daytime running
- License plate holder — slide-in rear, front-mounted
- Mirrors, outside rearview — deluxe, electric, body-color, left and right remote with floodlit controls
- Moldings — protective, body-color body-side, belt reveal, wheel opening and rocker panel
- Paint — clearcoat
- Tires — P225/60R16 Eagle LS touring steel-belted, radial-ply, all-season blackwall
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Convenience Plus Features

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- Console — overhead (includes front-seat reading lights and garage door opener compartment)
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- Door locks — automatic, programmable
- Instrumentation — speedometer, tachometer, temperature gauge, trip odometer, indicators for low oil pressure, low voltage, and low washer fluid, oil, fuel, and coolant levels, with parade dimming feature
- Lamp — center, high-mounted stop
- Lights — door courtesy and warning with theater dimming, delayed entry and exit lighting
- Lights — front ashtray, glove box, engine compartment, trunk compartment, instrument panel courtesy and instrument panel
- Mirror, visor vanity — lighted, passenger
- Safety belts — front- and rear-seat outboard positions lap/shoulder with shoulder belt comfort adjuster and slack set, center rear lap belt
- Seats — leather-trimmed bucket with 6-way power, recliners, lumbar and operating console
- Speakers — 6-speaker Concert Sound II
- Steering column — TILT-WHEEL™ adjustable
- Steering wheel — leather-wrapped with Supplemental Restraint System (SRS)**
- Sunshades — front, supplemental and extendable
- Trunk convenience net
- Trunk release — electric, remote with security switch
- Trunk trim — deluxe

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- Memory door locks
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Gray, Taupe

Blue, Gray

Blue, Gray, Taupe

Gray, Taupe, Bordeaux Red

Gray, Taupe

Blue, Gray, Lt. Green, Taupe, Bordeaux Red

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Important: A word about this catalog. We have tried to make this catalog as comprehensive and factual as possible. We reserve the right, however, to make changes at any time, without notice, in prices, colors, materials, equipment, specifications, models and availability.

Since some information may have been updated since the time of printing, please check with your Buick dealer for complete details. Some models as shown may not be available in California, Idaho, Oregon and Washington.

A word about engines. Buicks are equipped with engines produced by different operating units of GM, its subsidiaries or GM suppliers worldwide.

A word about assembly of Buicks. Buicks are assembled by different operating units of General Motors, its subsidiaries or GM suppliers worldwide. Buicks incorporate thousands of components produced by different operating units of GM, its subsidiaries or GM suppliers worldwide. We sometimes find it necessary to produce Buicks with different or differently sourced components than originally scheduled. All such components have been approved for use in Buicks and will provide the quality

performance associated with the Buick name. Since some options may be unavailable when your vehicle is assembled, we suggest you verify with your dealer that your vehicle includes the equipment you ordered, or if there are changes they are acceptable to you.

A word about updated service information. Buick regularly sends its dealers useful service bulletins about Buick products.

Buick monitors product performance in the field. We then prepare bulletins for servicing our products better. You can receive these bulletins, too. Ask your dealer. For ordering information, call toll-free 1-800-551-4123.

A word about warranty. The GM 3-year/36,000-mile Bumper to Bumper Warranty covers repairs for any new Buick, including labor and parts, to correct any defects in material or workmanship occurring during the warranty period. The complete vehicle (including tires) will be covered for 3 years or 36,000 miles, whichever comes first. See your Buick dealer for terms of this limited warranty. Supplemental Restraint System coverage is 3 years regardless of mileage.

The GM Card.* For information or to apply for The GM Card or GM Gold Card, call 1-800-950-CARD.

Buick product information. Call 1-800-4A-BUICK.

A The powers of Riviera are accessible by PC — just drive your mouse to www.riviera.buick.com and explore the many facets of your luxury coupe-to-be on the Web. Net-cruising is a way to become partially acquainted with the 1998 Riviera, but nothing can approximate the feeling of turning the key, and pulling out into the real world in this latest edition of the world-class luxury car.

B Quality Plus. 1-800-4A-BUICK is another way to get customer assistance or information. Quality Plus is a Buick institution that deals with aspects of the buying/owning experience such as Premium Roadside Assistance, Quality Plus Delivery and the generous 3-year/36,000-mile Warranty.* When shopping for your Riviera, ask about all the reassuring backup you'll receive along with the car itself.



Riviera, through GM's Concept: Cure program, supports the fight against breast cancer.

*See your dealer for details of this limited warranty.



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Buckle up, America!



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BUICK

1-800-4-

RIVIERA



PARK AVENUE
THE POWER OF UNDERSTATEMENT.



Riviera
You're due. Definitely due.



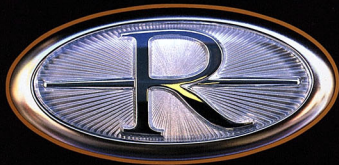
Regal
Official Car of the Supercharged Family.



LeSabre
PEACE OF MIND.



CENTURY
Discover a little luxury in this Century.



Riviera by Buick 
You're due. Definitely due.