

**The difference between a small car
and a small car by Buick.**



Introducing Apollo. By Buick.



(Text and illustrations follow)

Another small car? Aren't there enough on the market already?

Small cars come in big numbers.



Yes and no. Yes, there are small cars of many makes and models running around. No, there isn't the kind of small car that Buick thinks America needs.

A small car has small-car hangups.

The biggest argument for small cars seems to be that... well, they're small. They cost less to buy. They cost less to operate. They're easy to drive. And they're fun to drive.

But there are a number of situations in which a number of small cars are ill at ease.

Like on expressways. Or on bumpy roads. Or with a family inside.

Getting around in a small car isn't always easy.



A big car has big-car hangups. The biggest argument for big cars seems to be that they take good care of you. They offer performance, roominess, and riding comfort.

But a big car can be a handful when you're trying to maneuver and park on small streets or in big traffic. And a big car costs more, both to buy and to operate.

The plan, then, was to combine the advantages of a big car with the advantages of a small car.

Ah, the joys of driving a big car.



Introducing Apollo by Buick. Now, about the body. Let's face it. Apollo's basic body configuration is something you've seen before.

But Buick has taken that same basic shell and transformed it into Apollo—a small car that offers the kind of prestige, performance and creature comforts you'd expect of a larger car. There's a high level of interior and exterior trim available. And there's abundant acoustical insulation.

Sports car lovers will find the ride too soft. Which is just fine. Because we designed Apollo for comfort, not for competition.



Performs beautifully even though the road is rough.

And we did it with coil springs up front, multi-leaf springs in the rear—each selected by a computer according to the way each Apollo is equipped.

This is one small car that knows how to keep quiet. In all Apollo models, sound deadeners are applied to the roof panel, under front and rear seat floors, to the door outer panels, wheelhouses, and the passenger compartment floor.

There's insulation below and behind the instrument panel.

With available V-8 engines, a full fiberglass hood blanket is included. And to help isolate



noise and vibrations, rubber isolation mounts are used between the body and the frame.

When all is said and done, Apollo simply doesn't sound like a small car.

Perhaps the most impressive asset is inside.

Thick carpeting is standard. So is an instrument panel with wood-grain vinyl accents.



Custom interior available.

So are front and rear armrests and ash-trays.

The full-foam seats are very un-small-car. They're big, thick and comfortable—with room for legs, hips and shoulders.

Why Apollo weighs 450 pounds more than a lesser compact. When ordered the way we suggest, Apollo weighs more because Apollo comes with more. Standard equipment includes that rather imposing bumper system with full-width steel reinforcement.

Large E78 x 14 tires.

And all that insulation.

Then there are Apollo's available and eminently desirable V-8 engines and Turbo Hydra-matic transmission.

It isn't a typical compact—not when you add a Buick V-8.

There are V-8s and there are Buick V-8s. A rather important distinction.

Because Buick V-8 engines offer features like nickel-plated exhaust valves, semi-closed cooling systems, time-modulated chokes and so on and so forth.

It's really not important that you understand all the equipment. Just so you understand that a Buick V-8 is a rather special way to power a car.

And that the 350-cubic-inch V-8s that go into Apollos are the same engines that go into our most expensive Century models.

There are two Buick V-8s available for Apollo—and either one can handle both city streets and highways.

Naturally, Apollo is available in a hatchback.

Which is a beautiful way to make an already "big" small car even bigger. Because with the hatchback up and the back seat down, Apollo takes on a lot of cargo-carrying ability.

The cargo area is over six fully carpeted feet long—with a whopping 27-cubic-foot capacity. Not bad for a small car.



Fill'er up.

continued...



Of course, if you're not inclined to carry Christmas trees or carpets in your Apollo, you can always choose either a 2-door Coupe or a 4-door Sedan version.

You'll still have plenty of room for people because Apollo's interiors are deceptively roomy.

Apollo may be a small car, but it's hard to tell from the inside.



Your choice of 4-door, Hatchback or Coupe body styles.

If you have about 3,200 dollars¹ to spend for a car, read on. At first thought, the idea of spending more than 3,000 dollars for a typical small car might sound a bit steep.

But then, we're not talking about a typical small car, are we?

Let's say you have 3,200 dollars to spend.

Your money will get you an Apollo 2-door Coupe with the following recommended equipment:

Buick 350 cubic-inch V-8 (2-bbl. carb.) • Turbo Hydra-Matic 350 Transmission • Variable Ratio Power Steering • E78 x 14 Whitewall Bias Ply Tires • Deluxe Wheel Covers • Bumper Protective Strips (Front and Rear) • Protective Body Side Moldings.

Of course there are plenty of additional items you can specify, but the combination suggested makes a good, solid base to start with.

And at that price, with that much equipment, Apollo is about as much small car as you're going to find on the market today.

¹Manufacturer's Suggested Retail Price for the Apollo 2-door Coupe includes dealer new vehicle preparation charge and the equipment listed above. Other options, destination charge, state and local taxes are additional.

Specifications

Dimensions (inches, unless otherwise noted)	
Wheelbase	111.0
Length	197.9
Width	72.4
Height	52.5
Curb weight (lbs.)	3317
Axle Ratio: Manual Transmission	3.08
Automatic Transmission	2.73

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