

BUICK

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# THE GREAT AMERICAN ROAD BELONGS TO BUICK.

## AND HAS FOR 85 YEARS.

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he urge to climb behind the wheel of an exhilarating automobile and drive the open roads of our land is a national trait. American drivers know that doing so in an automobile designed for such an undertaking adds immeasurably to the experience. And ever since 1903, automobiles proudly wearing the Buick name have played a major part in that tradition.

The Buicks that we offer, in this our 85th Anniversary year, are crafted to carry on this tradition: premium American motorcars designed to command the American road. Motorcars that convey their occupants in confident comfort. An on-the-road experience made possible by richly finished interiors, the availability of almost every conceivable convenience and a level of ride quality that compares with any to be found in the world.

Nothing complements such fine motorcars as a fine road. And the roads of America are among the finest in the world. From California's winding, climbing Coast Highway to Virginia's majestic Skyline Drive, and from Colorado's lofty Trail Ridge Road to the shimmering highways that cross Death Valley, the diversity, drama and delight of the Great American Roads await the pleasure of American drivers.

Buick owners tend to be as special as the cars they drive—men

and women with a respect for tradition and a deep appreciation of the one quality that is indispensable in a fine car: quality itself.

The buyer who appreciates quality does not confuse value with price, or beauty with ostentation. This buyer will not tolerate the absence of quality or a lack of integrity.

At Buick, we have always tried to exceed the expectations of our buyers, continuously seeking to redefine and improve the American automobile—to make it truly deserve the term roadworthy. To this end, we offer the latest technology—in functional, tasteful application. And we offer classic beauty, a richness of detail and a muscular grace of movement that have set Buick apart for 85 years.

To be sure, Buicks are not for everyone; they never have been. However, few drivers who appreciate the quality and value that go into every Buick will find ownership of a Buick beyond reach. For these people, including a surprising number of young buyers, Buick comes as an unexpected pleasure. Buicks have changed; but the more they change, the more they remain steadfastly Buicks.

For 1988, Buick celebrates its 85th anniversary by offering motor cars that are designed for exhilarating driving, luxury without ostentation and to fulfill a proud assertion: The Great American Road belongs to Buick.



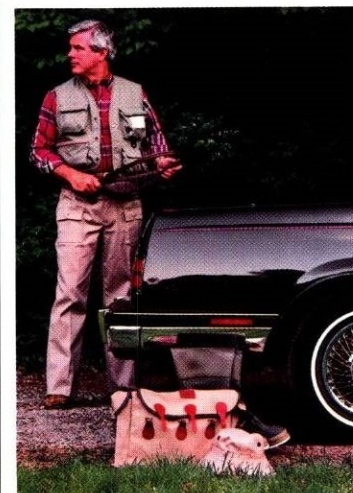




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ho is the Electra buyer? Assuredly a person of substance, but more than that. The Electra buyer has achieved a level of success that allows him to consider any automobile, yet, for this individual, the dignity and classic beauty of the Buick Electra is somehow right. The Electra owner is someone who is comfortable wearing the finest glove-leather loafers with a made-to-measure suit. Or filling the pockets of a twenty-year-old khaki bush jacket with the latest and finest fishing gear. And, most certainly, with taking to the road in a premium automobile.

The purchase of a Buick Electra represents a carefully considered acquisition, entirely consistent with the values of a person whose mornings probably begin



**The dignity and classic beauty of the Electra and Park Avenue hold a special appeal for discriminating drivers.**

# ELECTRA & PARK AVENUE

**A new rapport  
with the  
American Road.**



**The Electra owner seeks excellence in every pursuit.**

with world and business news. A person who understands the admirable concept of conservative elegance can look once at an Electra and instantly see the qualities that attract the wise buyer of a luxury automobile: quality, engineering excellence and refined, understated luxury.

The Electra sedans for 1988 embody a spirited grace that complements the person who drives them. The Electra serves its owner as luxury transportation to the health club as well as an

evening business appointment or a night at the theater. The Electra is elegant without ostentation, a quality valued by the person who demands the same of a watch, clothing or a home.

The Buick Electra for 1988 is the ultimate expression of the six-passenger Buick sedan. The Electra epitomizes the attention to American automotive values that has, for 85 years, kept the

Buick name on a loftier plane than its competitors. The 1988 Electra embodies all the quality and richness of detail that make a Buick a Buick.

## **The 1988 Electras**

Three handsomely appointed four-door sedans constitute the prestigious Electra line for 1988: the Electra Limited, Electra Park Avenue and Electra T Type, three premium automobiles that have been designed to offer discriminating Electra buyers a higher, more enjoyable level of motoring than ever before.

## **The Electra Limited and Park Avenue**

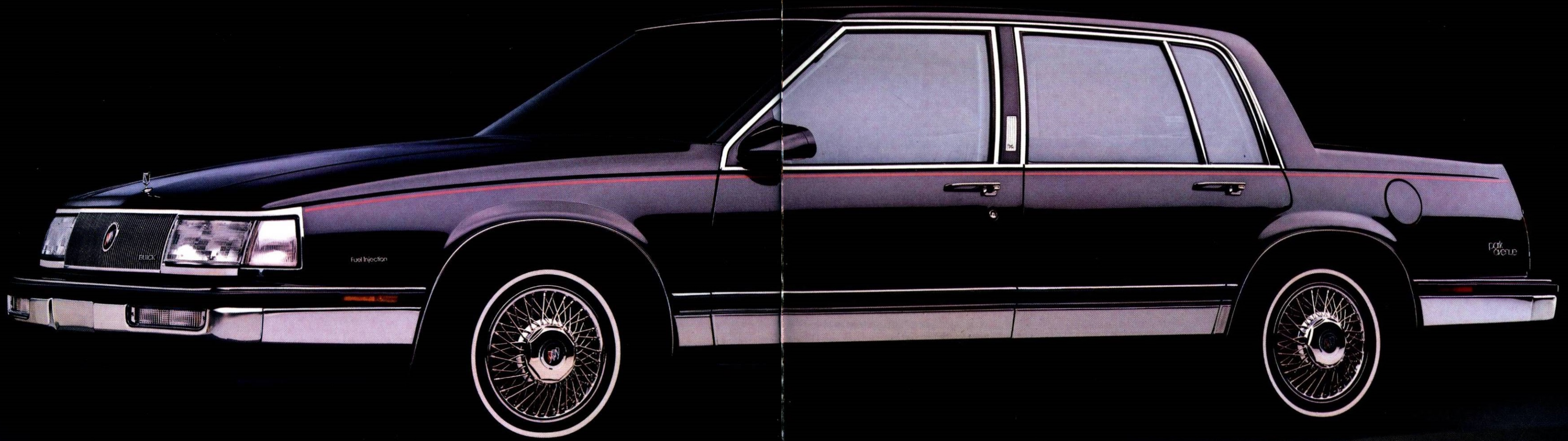
The Electra/Park Avenue for 1988 continues an enviable succession of fine six-passenger luxury cars, the finest sedans that Buick can offer. The Park Avenue, long regarded as emblematic of Buick excellence, is an automobile that exhibits all those qualities that have made the name Buick among the proudest in the automotive world.

Both the Park Avenue and the Electra Limited are built and equipped with the latest in proven automotive technology. Among the features that distinguish Electra design is front-wheel drive, a feature that can enhance traction and allows the car to achieve a

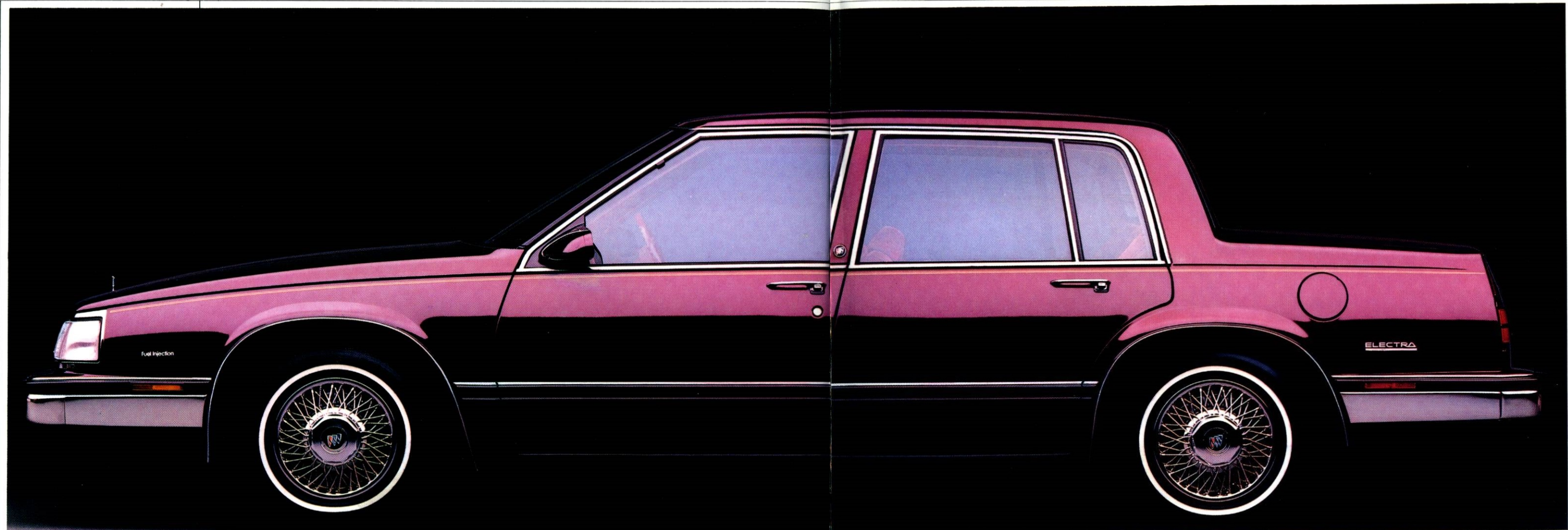
**Buick Electras are the ultimate expression of the six-passenger sedan.**

lean, stylish size while retaining full-size interior spaciousness for which Electra and Park Avenue have been famous.









Three Electra sedans constitute the 1988 line: Electra Limited, Park Avenue and Electra T Type.

**I**ntroducing Dynaride  
Over the years, General Motors engineers have refined the engineering concept that a satisfying ride need not diminish handling qualities. The latest chapter in this story is titled Dynaride, a unique system of shock absorber valving combined with the Electra four-wheel independent suspension and automatic level control. Dynaride results in excellent isolation of road irregularities and—remarkably—eliminates the need for some heavy-duty suspensions.

A test drive in a Dynaride-equipped Electra will reveal that Buick's already-famed ride quality has continued providing the smoothness, quietness and comfort characteristics of Electra and Park Avenue.

In every way, these new-generation Electras maintain the Buick traditions of luxury and pride of ownership.

#### The new world class 3.8 SFI 3800 V-6

The standard engine for all 1988 Electra sedans is the brand new, transverse-mounted 3800 V-6, a premium 3.8-litre engine with sequential-port fuel injection. The 3800 V-6, with its counter-rotating balance shaft, lightweight alloy pistons and roller valve lifters works with a commendable quiet smoothness entirely appropriate to the Electra. In all Electras, the 3800 is mated to an automatic transmission with overdrive, a combination that delivers the strong, swift performance expected by drivers who select premium automobiles as transportation.

The engine's fuel injection system, the most advanced and efficient yet offered by Buick, was developed by General Motors engineers working with Bosch of Germany, an acknowledged leader in the field. The new engine carries a horsepower rating of 165, a ten percent increase over its predecessor.

The 3800 incorporates

sophisticated electronics. A Computer Controlled Coil Ignition (C<sup>3</sup>I) maintains the engine's finely calibrated ignition sequence, and a mass air-flow sensor monitors the engine's air intake electronically, adjusting the mixture of air and fuel in a continuous effort to ensure optimum operation.

#### Anti-lock brake system

Because even fine automobiles are often called upon to serve under poor and even threatening road conditions, a word about the remarkable anti-lock brake system offered by Buick is in order.

Available on all 1988 Electras and standard on the T Type, the electronic anti-lock braking system is a major forward step in providing the driver with better control of a vehicle during braking. Each wheel is fitted with

a sensor that monitors the speed of that wheel and conveys the data to a microprocessor. Should the sensor indicate electronically that the wheel is about to lock up, the microprocessor adjusts the braking at that wheel to compensate for conditions.

Think of it as pumping the brakes—individually for each front wheel and simultaneously for the rear wheels—to the point of maximum efficiency: the point just prior to lock-up.

The system can release and apply hydraulic pressure at a rate of up to 15 times per second and can vary the rate at each wheel. The result of this anti-lock brake system is the vehicle stopping in the shortest possible distance consistent with maintaining driver control, even on wet and icy road

surfaces. To the person who demands genuine operational capability—the Buick Electra and Park Avenue measure up.

**Electra sedans for 1988 embody a spirited, muscular grace that is as lively as the person who drives it.**

#### Electra touring options

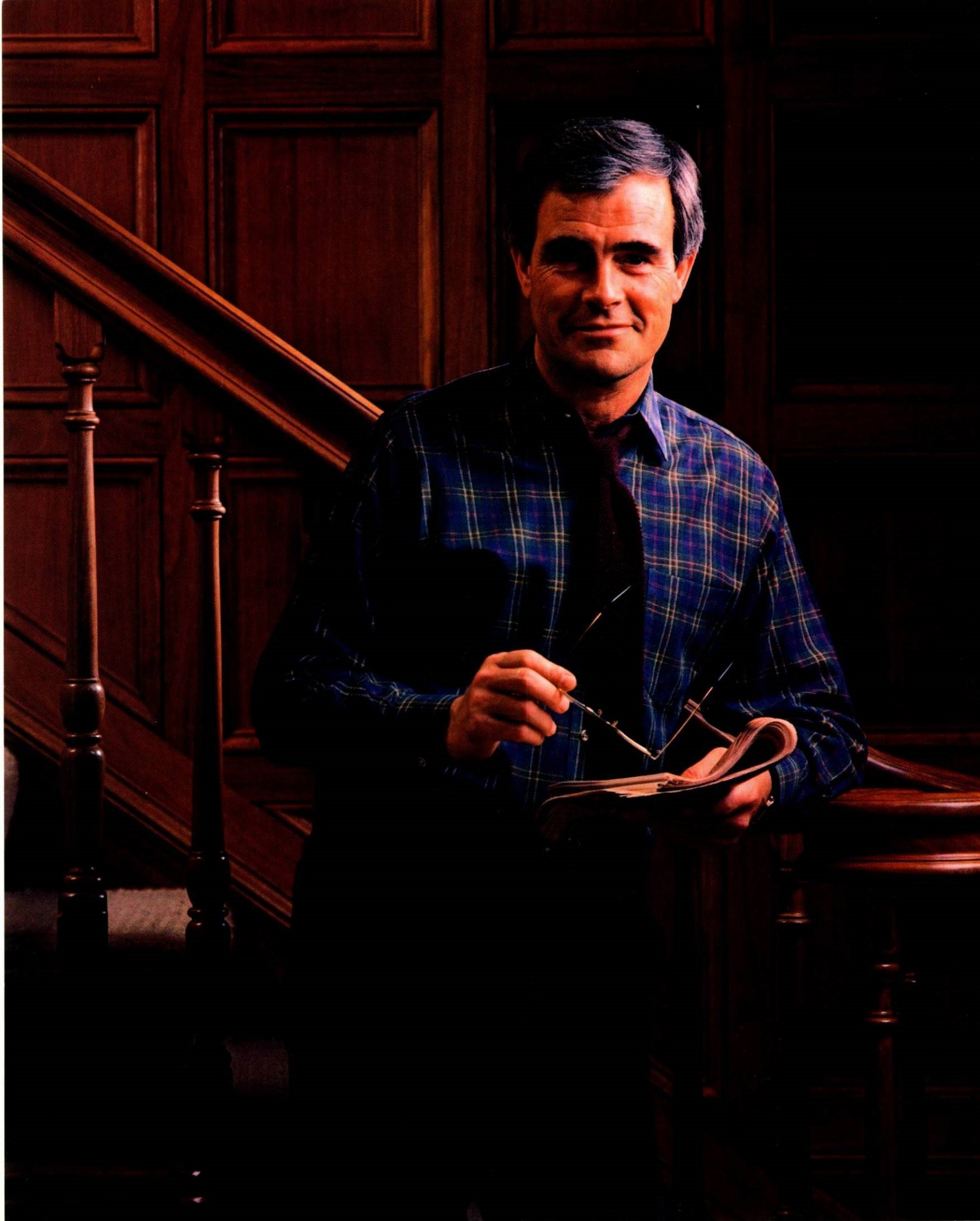
For the driver who yearns for a more performance-oriented Buick, we recommend the Electra T Type, a car completely equipped for serious drivers. The T Type includes as standard the firm Gran Touring suspension, anti-lock brakes, a leather-wrapped steering wheel, 45/45 front seats, both center and overhead consoles and aluminum wheels with P215/65R15 Eagle GT+4 blackwall radials. The Electra Limited and Park Avenue sedans offer a touring option package that merits consideration: the Gran Touring Package, based on the firm suspension found in the Electra T Type.

Equipped to its owner's requirements and tastes, the 1988 Electra sedans—Park Avenue, Limited and T Type—exemplify the proud Buick tradition of building fine motorcars. Motorcars designed and individualized for the open road—from luxurious accommodation to grand touring excitement.

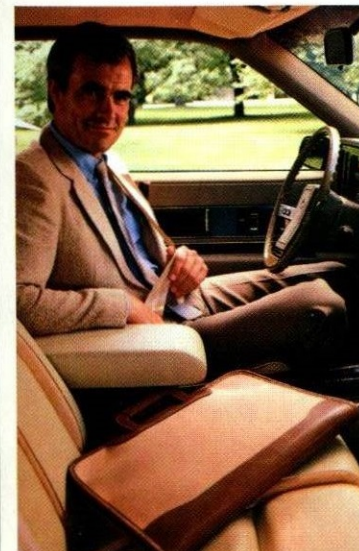


**The Electra T Type is equipped with Buick's firm yet smooth-riding Gran Touring suspension.**





**T**he Riviera owner prefers the stylish to the staid and excitement to the ordinary. Equally at home on long country roads or in city traffic, the Riviera owner is an individualist in every sense of the term, with a professional diversity that is matched by leisure activities ranging from tennis to painting. He is not constrained by convention—in the selection of everything from clothing to magazines. Not surprisingly, such a person finds Riviera's brilliance irresistible. Just as the Riviera owner enjoys a life beyond the boundaries of the everyday business world, he also enjoys, appreciates and can afford the distinctiveness that comes with driving a Riviera.



**A person who appreciates the distinction between luxury automobiles and ordinary cars will find the Riviera highly appealing.**

# RIVIERA

**Technology, unparalleled luxury, and individualism.**



**The Riviera owner prefers the stylish to the staid in every undertaking.**

The innovation and expertise lavished on the 1988 Riviera, our Silver Anniversary edition, allows us to say, "There is no finer personal luxury car." The Silver Anniversary Riviera can also be described as one of the most technologically advanced automobiles built anywhere in the world. An automobile that offers pride of ownership as standard equipment.

The 1988 Buick Riviera is available in two carefully crafted ver-

sions, the Riviera Coupe and the Riviera T Type and each is intended for unusually discriminating buyers. The Riviera Coupe, with its clean, sweeping lines and its unmistakable luxury has had its every component selected with a view toward

assembling the finest personal luxury car available. A Buick for the driver who appreciates luxury in its most advanced form and who will accept nothing less. The T Type with its special accent paint treatment, reversible-cushion accommodating interior and taut suspension offers a truly rewarding driving experience.

**There is no finer personal luxury car.**

## **Silver Anniversary Riviera**

In recognition of Riviera's 25th year, all 1988 Rivieras will feature distinctive Silver Anniversary medallions to commemorate this latest milestone in Riviera's distinguished history.

## **Buick's new Dynaride**

The 1988 Riviera features a new refinement: Dynaride. General Motors engineers have refined the engineering concept that a satisfying ride and good handling need not be mutually exclusive. The result is called Dynaride, a unique system of shock absorber valving combined with the Riviera four-wheel independent suspension and automatic level control. Dynaride results in excellent isolation of road irregularities and eliminates the need for some heavy-duty suspensions.

Even a brief test drive in a new Dynaride-equipped Riviera will demonstrate that Buick's famed ride quality has been continued.









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### Introducing the 3.8 SFI 3800 V-6 engine

The new 3800, 3.8-litre V-6 engine, is a world-class engine in every sense. It is equipped with sequential-port fuel injection (SFI), one of the most advanced fuel injection systems available.

This newly designed engine is standard in the Riviera and is rated at 165 horsepower, a ten percent increase over the 3.8-litre V-6 offered last year. Ignition is by Computer Controlled Coil Ignition (C<sup>3</sup>I), and a mass air-flow sensor monitors the engine's air intake electronically, adjusting the mixture of air and fuel continuously to ensure optimum operation.

These attributes, combined with the Riviera's standard automatic transmission with overdrive, add to the perception of silky smoothness.

mented by such touches as a leather-wrapped steering wheel and shifter, and silver lower-body accent paint and moldings, plus an ETR AM stereo-FM stereo cassette player with graphic equalizer. This unit receives C-Quam<sup>®</sup> AM stereo broadcasts. Most AM stations across the country broadcast in C-Quam<sup>®</sup> but some do not. You should check with your local station for compatibility in your area.

### Electronic sophistication

Every Riviera is distinguished from less advanced cars by a sophisticated electronic device called an Electronic Control Center (ECC). The ECC is a breakthrough in the vital communication link between car and driver.

One of the most technologically advanced automobiles built anywhere in the world.

ing. Engineers have also added a programmable personal reminder calendar feature. Push buttons help operate Riviera's standard ETR AM-FM radio and cassette player, air conditioning and select other functions. An electronic compass display is available.

Riviera's advanced application of electronics is also apparent in its electronic instrumentation, which includes a digital speedometer, clock, fuel gage, trip odometer and low-fuel indicator.

### Four wheel power disc brakes

Both the Riviera Coupe and the Riviera T Type are equipped with power-assisted disc brakes on all four wheels. This feature, combined with Riviera's fully independent suspension and auto-



The 1988 Silver Anniversary Riviera is available in two carefully crafted versions: the Riviera Coupe and the Riviera T Type (above).

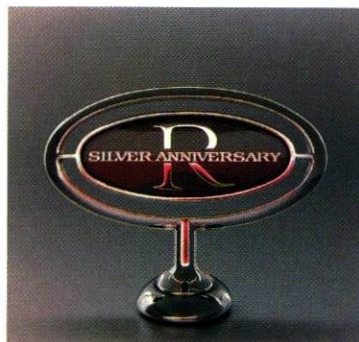
### Riviera T Type

The sophisticated driver who requires a car's luxury to be complemented by responsive, responsible performance will find the Riviera T Type well-suited to those tastes. The Riviera answers this demand without sacrificing any of the comfort that has been a Riviera hallmark since 1963.

Riviera T Type, with its combination of power, handling qualities and luxury, is unique among Buicks.

The T Type differs from the Riviera Coupe, having the firm Gran Touring suspension, quick power steering ratio and standard 15" aluminum wheels with P215/65R15 Eagle GT+4 performance tires. These components are comple-

At the touch of a finger, the driver can obtain the clear and instantaneous display of information about operating systems, the driving environment, time-speed-distance computation, even the car's progress toward a preset destination. For 1988, our engineers have expanded the ECC's functions to include oil level sens-



matic level control make Riviera the design peer of the world's most expensive automobiles. An electronic anti-lock braking system, which assists the driver in stopping the car in the shortest possible distance consistent with maintaining driver control, even on wet or icy surfaces, is available on all Rivieras.

The Riviera exhibits our highest standards of craftsmanship. And because the Riviera owner appreciates the beauty of any artistically executed object—be it a penthouse interior, a watercolor or an automobile—Buick's Riviera has been designed to meet those high standards.



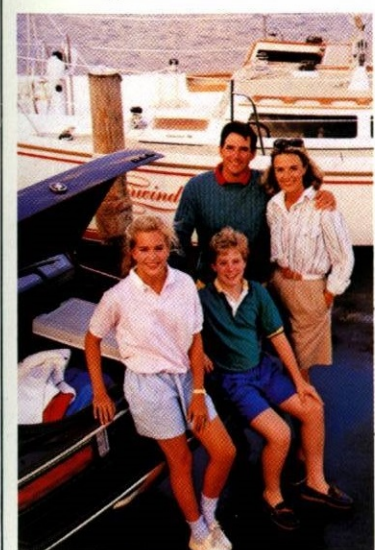
The Riviera's handsome lines and luxurious accoutrements are quintessentially Buick.





**I**f ever an automobile could lay claim to being The Great American Family Car, it's the handsome new-generation Buick LeSabre. Introduced as a 1986 model, the LeSabre quickly became the favorite of a very special kind of owner—people to whom quality of life, and quality itself, are paramount objectives.

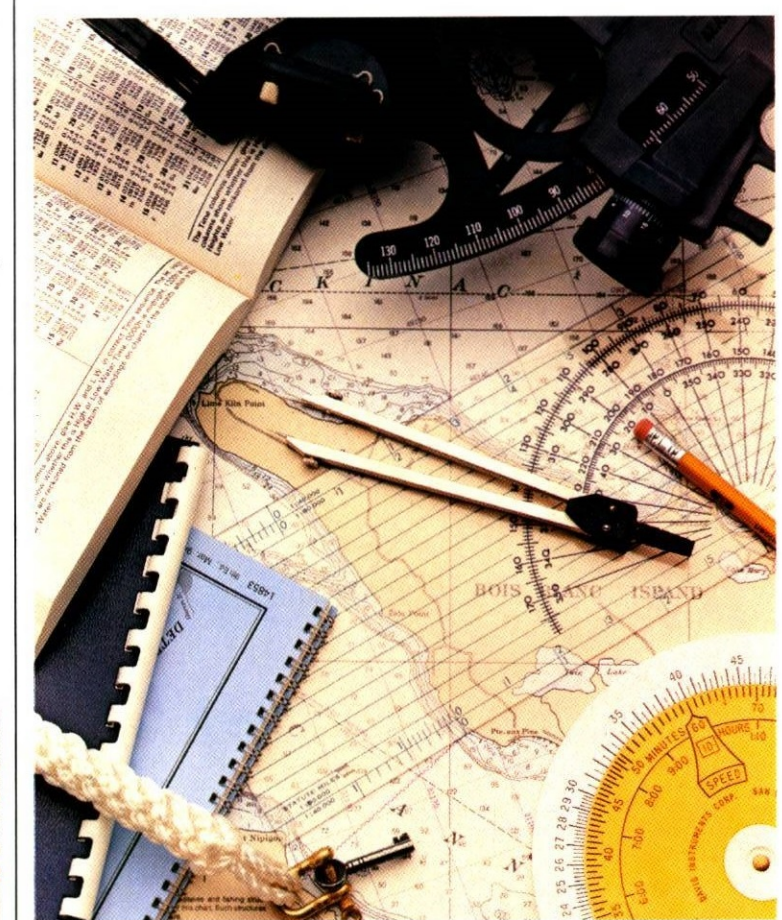
Who drives the LeSabre? A vast variety of people including the modern, active couple with a family...and an appreciation for extraordinary automobiles. They drive the LeSabre on limitless adventures, from a swift drive into town to traveling the byways of the country for days. The 1988 LeSabre's generous size is made to order for such families—families who enjoy doing things together...and doing them well.



**LeSabre is tailored to make family travel highly satisfying.**

# LeSABRE

**An automobile ideally suited to today's active family.**



**Under way aboard LeSabre, engineering and design features, highlighted by front-wheel drive and an aerodynamic exterior, make the going smooth.**

The LeSabre family enjoys all kinds of travel, from recreational or vacation excursions to taking turns at the helm of the family sloop. But most of all, they enjoy traveling in LeSabre's special brand of comfort and class, whether to a friend's home or to Glacier National Park or Mount Washington.

All owners find pleasure in LeSabre's potent 3.8-litre engine that delivers the power expected

from a premium quality, smooth-running road car. Other engineering and design features, highlighted by front-wheel drive and an aerodynamic exterior, identify the LeSabre as contemporary.

The most appealing quality of the LeSabre, however, is quality itself. And few

people differentiate between genuine quality and surface trendiness as acutely as LeSabre owners, who appreciate worth and distinction, whether in a piece of Early American furniture or an automobile.

The moment you take the wheel of a LeSabre and experience its gratifyingly comfortable atmosphere, you will know that you have found a premium quality family car steeped in traditional comfort. The LeSabre, of course, can serve with equal facility as an automobile suitable for the demands of business activity.



## The 1988 LeSabres

The 1988 LeSabre is available in five configurations, allowing the buyer a wide range of choices. The LeSabre Limited is offered as a coupe—with a padded roof and distinctive trim as standard equipment—and a four-door sedan; the LeSabre Custom is available as a sedan only. New for 1988 is the LeSabre Coupe. A specialty version—the LeSabre T Type Coupe—is aimed at owners who have a special regard for the experience of driving.

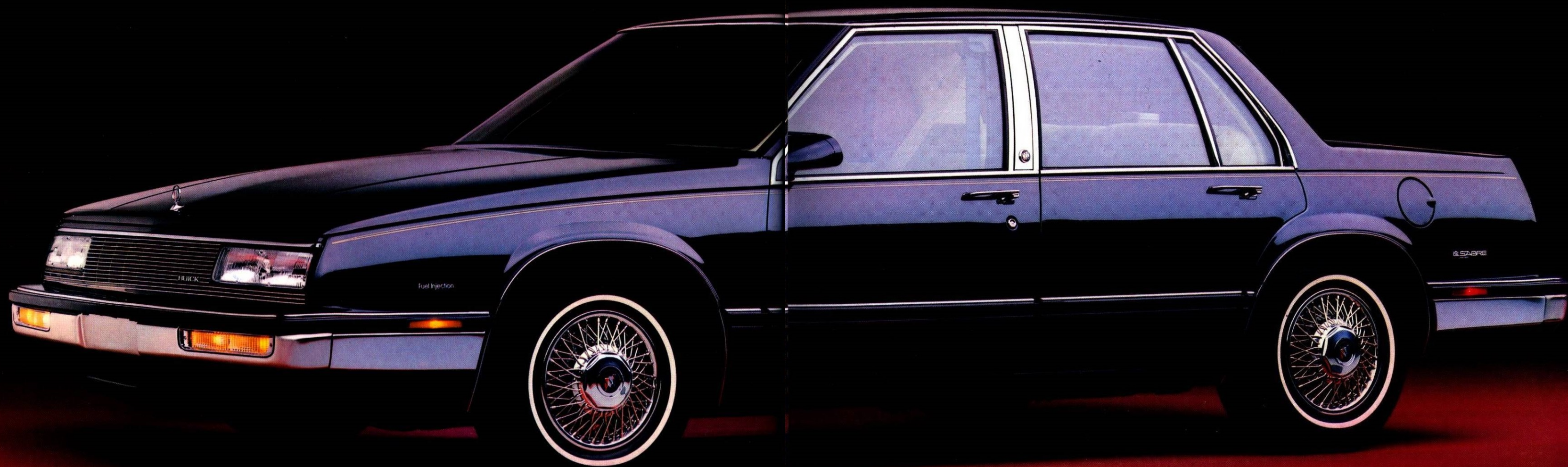
## Forward-looking design

Continuing Buick's leadership in the building of trimmer, more

purposeful automobiles, the 1988 LeSabre coupes and sedans

**If ever an automobile could lay claim to being "The Great American Family Car," it's the new-generation Buick LeSabre.**







have a stylish front appearance that incorporates the more aerodynamic composite headlamp design. Although the 1988 models are leaner and lighter than LeSabres of only three years ago, the new-design LeSabre retains the traditional richness of LeSabre luxury.

New for 1988 is Buick's Dynaride suspension system, based on the principle that a satisfying ride need not diminish handling qualities. This system, also found on the Electra and Riviera, continues Buick's famed ride quality, providing the smoothness, quietness and comfort characteristics of a LeSabre.

The LeSabre suspension design incorporates a MacPherson strut front suspension and a fully independent rear suspension with coil springs. This advanced design allows the car to conquer even substandard road surfaces with graceful competence.

The inherent structural integrity of LeSabre's body construction contributes significantly to the preservation of interior quietness. Buick's Dynaride suspension absorbs and dissipates the jolts of road irregularities, and the LeSabre's aerodynamic exterior dramatically reduces the interior noise associated with wind turbulence.

#### **Fuel-injected power**

The standard power unit for the 1988 LeSabre is the 3.8-litre V-6. This engine, with sequential-port fuel injection for responsiveness, and with roller valve lifters for quieter operation, drives through a smooth-running automatic transmission with overdrive. The V-6 engine delivers surprising performance and excellent drivability. This is made possible by General Motors' continuing engine development programs and by such applied advances as sequential-port fuel injection, roller valve lifters, multi-port fuel injection and computer-controlled coil ignition (C<sup>3</sup>I).

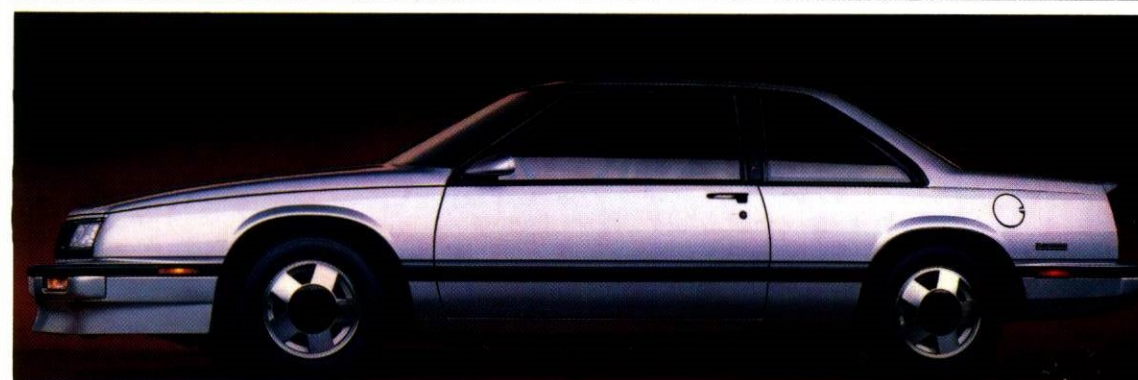
#### **And a premium V-6**

Especially suited to the T Type as standard equipment but available in all LeSabres, the new-design 3.8 SFI 3800 V-6 appears

**The most appealing quality of the LeSabre is quality itself.**



The 1988 LeSabre line offers the buyer a range of choices. The new LeSabre Coupe is available in two levels of trim.



**A unique LeSabre, one that ranks as unusually spirited, is the LeSabre T Type Coupe.**

for the first time for 1988. This premium engine, an advance from the exceptional V-6 units already offered by Buick, increases horsepower ten percent and offers unusual smoothness—the result of a counter-rotating balance shaft and the use of light-alloy pistons.

The 3800 strengthens Buick's reputation as a leader in V-6 engine technology.

#### **Anti-lock brake system**

Because active car owners experience a variety of road and weather conditions, another of LeSabre's available equipment choices deserves special mention. The anti-lock brake system, available on all LeSabres, assists the driver in stopping the car in the shortest possible distance consistent with maintaining driver control, even on wet and icy surfaces.

#### **The true test of being a Buick**

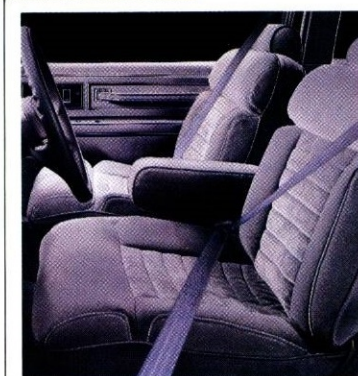
A major component of LeSabre's high standard of dependability and responsibility is not readily apparent. This component is product testing, and no one does it quite like Buick. Before Buick made the first LeSabre available to buyers, a long period of testing assured us that the car had earned a place in Buick showrooms. The road test portion of this rigorous examination is of particular interest.

The extent to which Buicks have been road tested is more than a source of pride; it is legendary in the automotive world. Buicks have been tested on the dusty roads of the Australian Outback, on German Autobahns and in such diverse venues as New York City, Pikes Peak, Death Valley and subarctic Canada.

#### **A LeSabre for enthusiasts**

A unique LeSabre, one that ranks as one of the most exciting and enjoyable LeSabres, is the T Type Coupe. This blend of comfort and excitement includes blackout trim accents, firm Gran Touring suspension, premium 3800 V-6 power standard, and a host of performance accoutrements

including leather-wrapped steering wheel, an operating console, black 45/45 cloth-covered seats with leather seating available, P215/65R15 Eagle GT+4 blackwalls, and stylish aluminum alloy wheels. Experienced drivers will recognize the LeSabre T Type as a car to be driven with enthusiasm.



**This luxurious interior is standard on the LeSabre Limited Coupe.**

#### **Touring options**

Selections from the option list can transform any 1988 LeSabre into a car suited to the driver who enjoys performance coupled with a firm suspension system. By choosing the Gran Touring Package, you can equip your LeSabre with a firm suspension, a leather-wrapped steering wheel, aluminum wheels and P215/65R15 Eagle GT+4 tires. See the Buyer's Guide for details.



**A padded roof is standard equipment on this special version of LeSabre: the Limited Coupe.**



# REGAL

There is nothing like it on the American Road.

**U**nderstatement is the companion of class. In the case of the brilliant 1988 Buick Regal, understatement is also the partner of innovation. The first example of the *next* generation all-new Buicks, is a totally new car for 1988. An automobile that offers the intelligent buyer the rewards of stylish design and the confidence and pride of ownership that come with an understanding of true quality. The new Regal leads Buick on the road to the 21st century. There's nothing else like the new Regal on the



American road. It is complete with six-passenger seating, independent four-wheel suspension and four-wheel disc brakes.

The Regal buyer appreciates exclusivity and will be pleased that the Regal styling is Buick's alone and shares none of its exterior or interior appearance with any other automobile. The Regal buyer also appreciates the virtues of trim, well-ordered efficiency



Regal owners display an obvious sense of style.

## Who are the Regal owners

The Regal owner is a confident decision maker, a manager of people and resources. The Regal owner demands quality in every possession and displays an obvious, almost instinctive, sense of style, disdaining anything trendy or flashy.

The woman who drives a Regal will willingly pay \$125 for a handbag that combines understatement, durability and style—qualities not unlike those of the Buick Regal itself. She would rather own five silk blouses than two dozen synthetic ones, rightly believing that anything deserving of the word "genuine" is the only thing worth having.

The Regal owner works hard, but enjoys rewards ranging from elegant dining to rock concerts to vacations in the Caribbean or Rockies. Careful attention to tasteful appearance—as opposed to the slavish pursuit of glamour—manifests itself in dress and grooming, and in an active, health-conscious lifestyle.

The values of the Regal owner find a clear reflection in the characteristics of the new Regal: quality, durability, excellence of design and execution, and—above all—that special, spirited beauty that belongs only to Buick.

**The new Regal: quality, durability, excellence of design and execution, and—above all—that special spirited beauty that belongs only to Buick.**



The rewards of Regal ownership include a stylish design.

and will note that the Regal, although shorter than the 1987 model outside, boasts an interior volumetric spaciousness that is within one cubic foot of its predecessor's. Front-seat hip and shoulder room are actually greater than 1987.







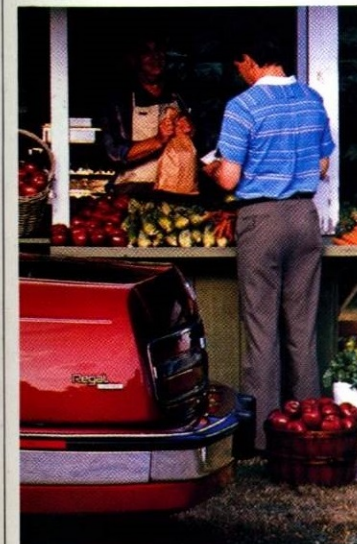




## T he man who owns a Regal

The man who owns a Buick Regal owns an automobile that rises above the crowd, displaying as it does a pleasing combination of practical luxury and a stylish, contemporary appearance. This is entirely in keeping with the owner himself, a person who unfailingly chooses quality over quantity and real value over flashy ostentation. The man who drives the Regal knows the difference between quantity and quality—and the rewards that stem from selecting the latter.

The Regal owner is a person, moreover, who understands the



A choice of carefully selected available equipment allows you to individualize your Regal.

# REGAL

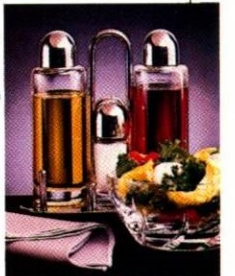
The man who drives the Regal knows the difference between quantity and quality—and the rewards that stem from selecting the latter.

rewards of hard work and the

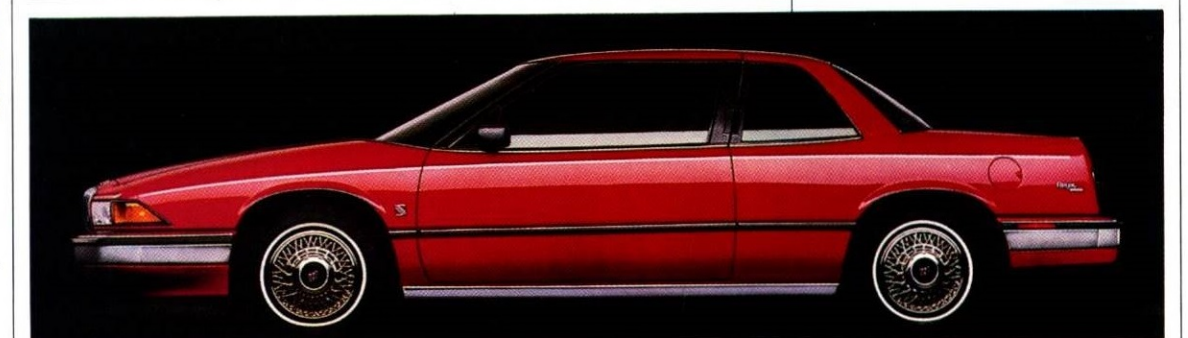
importance of clear thinking; he appreciates instantly all that has gone into the making of the Buick Regal—a process that has once again applied Buick's time-honored dedication to quality to the creation of classic driving pleasure.

## The 1988 Regal

The first entry in Buick's new generation of fine automobiles, the mid-size Regal is available as a distinctive coupe and in two series, Custom and Limited. No matter which series is chosen, the Regal buyer will find an almost limitless number of thoughtful, designed-in touches aimed at removing the worry from car ownership... technology that has substance and practical usefulness.



From every angle, the rich detail of the Regal is as distinctive as the style of its owner.



The Regal for 1988 combines beauty with meaningful new technology.



**A**

**n "owner friendly" Buick**

The 1988 Regal's "lubed for life" suspension exemplifies Buick's consideration for the owner. Where routine maintenance once dictated regular suspension lubrication, the new Regal system eliminates the need entirely.

The bulbs in the Regal's composite tungsten-halogen headlamps can be removed and replaced quickly and easily...without tools. Front and rear suspension cartridges are also easily serviced, as are fuses and electronic connectors.

The new Regal's exhaust system components have been manufactured with trouble-free

durability as a goal, using stainless steel and aluminum as principal materials.

All this, and much more, stems from the design team's efforts to build in durability, reliability, ease of owner maintenance and ease of dealer service.

**The Regal drivetrain**

A 2.8-litre fuel-injected V-6 rated at 125 horsepower and 160 pound-feet of torque provides power for the new Regal. The engine's efficient multi-port injection system uses an extruded

aluminum fuel rail and Multec® fuel injectors developed by GM's Rochester Division.

The engine compartment housing the 2.8-litre engine has been designed not only to provide an uncluttered appearance, but also to provide for easy checking of fluid levels and replacement of service components such as filters.

Standard in the Regal is an automatic transmission equipped with overdrive. The result is a drivetrain characterized by smooth operation—a car that is a genuine pleasure to drive.

**A drive in the innovative new Regal will convince you that Buick's time-honored dedication to quality has once again translated to classic driving pleasure.**

**A Regal ride**

The 1988 Regal's four-wheel independent suspension incorporates MacPherson struts in the front, designed with nested coil springs that permit a lower, aerodynamic

hoodline. At the rear, a tri-link independent trailing suspension with a transverse leaf and double-acting struts completes the design which, with its front and rear stabilizer bars, delivers superb ride and handling.

**Four-wheel disc brakes**

The security and sure-footedness of fade-resistant power-assisted disc brakes at all four wheels is also new to the 1988 Regal. This braking design is featured on some of the world's most respected automobiles...which makes it entirely appropriate for the Regal.

**A history-making Buick**

The 1988 Regal, with its front-wheel drive and low-maintenance "lubed for life" suspension, also represents a significant automotive achievement: the Regal is history's most aerodynamic Buick. Its

coefficient of drag is the lowest of any Buick automobile ever built.

What does that mean to the Regal owner? Several things, the most obvious of which is an extraordinary exterior beauty characterized by rounded, low-nosed lines that give the Regal an aggressive angle of attack. But Regal's beauty has an underlying strength that is pure function. New flush glass and smoothly sculpted exterior also reduce wind noise, making the 1988 Regal a quiet driving companion. Improvement in aero-

dynamic efficiency results in improved stability at highway speeds and, additionally, a car with a properly engineered aerodynamic shape will require less horsepower to provide performance equal to that of less aerodynamic cars.

**More on aerodynamics**

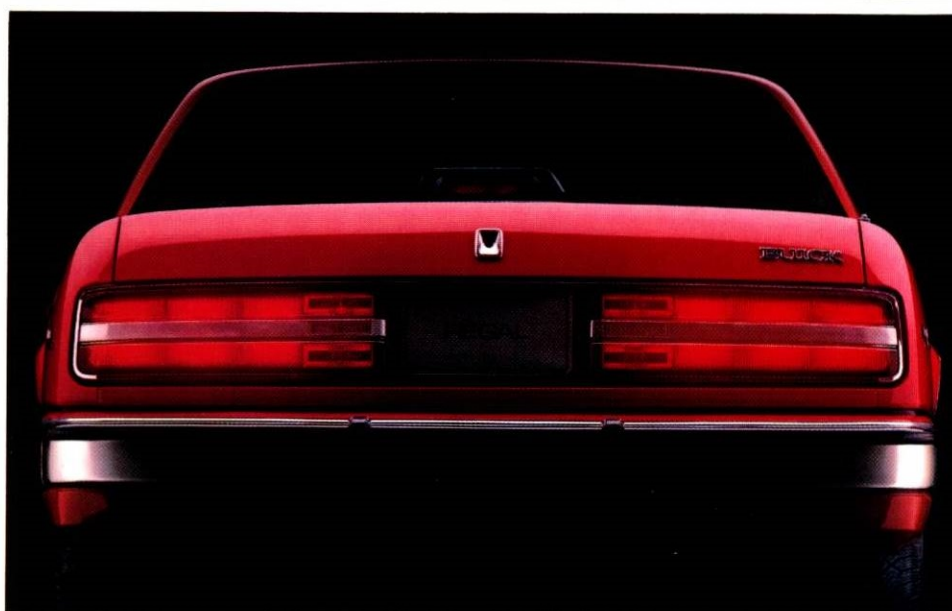
Aerodynamics, the science that allows engineers to manage the flow of air around a moving shape, is applied to every Buick quite early. Wind tunnel work begins as soon as a new design has reached the model stage. Small scale models are first used, giving

the engineers and designers an initial evaluation of the design's aerodynamic efficiency. The process continues as the model grows by steps into a full-size representation of the new design, with changes being made constantly.

Wind tunnel evaluation can dictate such fine touches as making the chrome trim around wheel wells flush with the body panels, and determines to a large extent the front end shape of all the new-generation Buicks.



**Four-wheel disc brakes and fully independent suspension are standard on all 1988 Regal models including the Exterior Sport Package version.**



**Ease of owner maintenance is an outstanding feature of the 1988 Buick Regal.**

**The first entry in Buick's newest generation of fine automobiles, the roomy 1988 Regal is available as a distinctive coupe in either Custom or Limited series.**







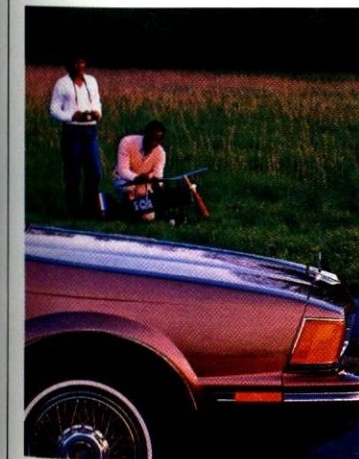
# CENTURY

Designed for the person  
who demands  
precision and practicality.

**I**f one Buick can be said to represent the practical versatility that results from applying proven technology to traditional values, that Buick would be the 1988 Century. The new Century is a serious, modern automobile, yet it displays unmistakably the elegance of appearance that has made Buick a synonym for success. It's a car tailored to the tastes of those who drive it.

Century owners take pride in their meticulous approach to their profession, which could be accountant, chemist or engineer—careers that require attention to detail. This love for precision often influences their choice of hobbies. They also devote the same care to their home and to the activities involving their children.

Century owners consider it a mark of distinction that their friends consider them serious-minded. They are exactly that—serious about



Century's mid-size design provides comfort and driving ease.



Buick's attention to detail, styling expertise, and uncommon reverence for precision are attributes of every Century.

budgets, sensible family vacations spent cross-country skiing or hiking, and about the automobile they choose to make their quiet, confident, personal statement.

The Century's aerodynamic styling creates a proper image of success, and of motoring in the American tradition. The Century's clean, crisp styling, together with its grille treatment, low-profile halogen headlamps and standard whitewall tires, give the Century a

look that is at home among far more expensive automobiles. Moreover, the features and appointments that complete the Century have been chosen in this same spirit, resulting in an overall package characterized by a quiet confidence.

## Century for 1988

For 1988, the Century Custom and Limited are available in coupe and sedan body styles. Buyers can also choose a four-door Custom Wagon or a Century Estate Wagon. With six Century models to choose from—the most of any Buick series—it is by no means overstatement to say that a Century can be tailored to virtually any taste, and to any purpose. And we do not think it immodest to say that, whatever its form, the Century accurately portrays its owner as a person who appreciates the Buick devotion to quality and luxury.

Above all, the 1988 Century is a contemporary car in every way, sharing dimensions and attitude with many more expensive cars. This gives the Century a look that combines the new American technology with the traction of front-wheel drive, a choice of engines, and excellent ride and handling characteristics enhanced by its fully independent MacPherson strut front suspension.

## Century power

For 1988, the Century line offers three engines. All Centurys are moved briskly by a standard 2.5-litre Tech IV four-cylinder equipped with electronic fuel injection. Optional engines include a 2.8-litre V-6 with multi-port fuel

The Century accurately portrays its owner as a person who appreciates the Buick devotion to quality and luxury.







injection and a 3.8-litre V-6 with sequential-port fuel injection. Any of these engines is available for use with any 1988 Century.

The Tech IV engine and the 2.8-litre V-6 are paired with the standard automatic transmission. The 3.8-litre V-6 is mated with the automatic with overdrive (available with the 2.8-litre V-6).

#### **E**ngine electronics

Nowhere has Buick's efforts to bring modern cars to market borne more fruit than in the field of engine electronics. The engine compartment of today's Buick represents automotive engineering at an advanced stage of development. Nowhere is this sophistication better exemplified than in the

Electronic Control Module (ECM). In a few words, the ECM is a solid-state, on-board computer monitoring system assigned the task of sensing both internal engine activities and external environmental conditions.

First, the ECM processes information from the environment. It then adjusts such functions as ignition timing and idle speed to compensate for the conditions it sensed. The ECM sees to it—electronically—that the engine receives the proper fuel/air mixture.

The accuracy and dispatch with which the ECM accomplishes its mission is made possible only by use of the very latest electronic componentry—and enables the ECM to do its work at the stunning rate of more than 80 calculations per second.

The ECM is designed to virtually eliminate cold-weather starting problems. Furthermore, the fuel-injected engines in today's Buicks can climb from below sea level to the top of Pikes Peak (a regular part of Buick's testing program) without any adjustment that it does not perform itself.

Advanced application and engineering techniques in electronics and engine design deliver tangible benefits to the Buick owner, contributing to performance and drivability.

**Above all, the 1988 Century is a contemporary car in every way.**

#### **A special Century**

For the driver who finds that a family car is even more rewarding when it has been engineered with enthusiastic driving in mind, the Century may be equipped with the available Gran Touring Package. This selection will provide a suspension, wheels and tires carefully chosen for the driver who loves the open road. The Gran Touring suspension features firm springs, firm strut valving, and large-diameter front and rear stabilizer bars. These join with low-profile Eagle GT+4 blackwall steel-belted radial tires, stylish aluminum wheels and a leather-wrapped steering wheel to produce a performance-oriented road feel.

The Century for 1988 is available as a sedan or coupe (right) in Custom and Limited series.



The Custom Wagon and Estate Wagon embody the same spirit of excellence found in other Century models.

#### **The Century Wagon**

The front-wheel-drive Century Wagon is offered as a Century Custom Wagon, with the emphasis on active living and hard-working utility, or as the luxury-fitted Century Estate Wagon. Engine and transmission choices are the same as other Century models.

Eight adults can seat themselves in the Century Wagon when the available rearward-facing rear seat, with room for two, augments the standard two-seat arrangement that seats six.

The cargo area contains a generous 74.4 cubic feet of usable space, and a split, folding second seatback adds to the versatility of the carpeted cargo area, allowing seating capacity to be retained while still carrying a considerable amount of cargo. The tailgate swings up for ease of loading at the rear.

For 1988, the Buick Century line offers models, styles and personalities that identify the Century owner as a person who appreciates the part a fine car plays in family life.





# SKYLARK

Buick's "little limousine"...  
traditional Buick luxury in  
a compact package.

**S** kylark owners are achievers, and the Buick Skylark for 1988 has been designed and constructed with that in mind. A sterling example of trim, efficient American design, the Skylark is tailor-made for owners seeking Buick luxury in a very useful-size automobile. Elegant in appearance and appeal, Buick's "little limousine" serves as an ideal vehicle for the morning drives from the suburbs to a downtown office and for the frequent late-night returns. The Skylark's personality is ideal for the couple who value quality, excellence and achievement. Indeed, the Skylark represents an achievement in which we at Buick take great pride, a pride we share with Skylark owners.

Distinguished by their professionalism, Skylark owners are diligent participants in the difficult

**The Skylark's personality is ideal for those who value quality, excellence and achievement.**

world of business. It's not uncommon for the couple who own a Skylark to own other symbols of success—college degrees, perhaps. Or for them to seek further education in the evenings, despite a self-imposed shortage of leisure time. These are men and women who consider computers and telecommunications commonplace—and essential. Such people seek a car cast in a different mold, and they find it in the Skylark, a car that begins with a strength of character to which has been added dependable performance, a taste-



**The Skylark owner appreciates elegant design in all things, not just automobiles.**

ful, wind-tunnel-shaped exterior and, best of all, a distinctive style. The Skylark line for 1988 offers two body styles and a choice of two series. The Skylark Custom and Skylark Limited are both available as a coupe or a four-door sedan. The lean, superbly shaped lines of the Skylark appear to emphasize the car's personal

nature and individual character. Drivers who choose Skylark may rest assured that they have selected a car of both distinction and value, a rare combination in today's world.

## A car for today

The 1988 Buick Skylark is a modern automobile throughout. The front-wheel drive with transverse-mounted engine allows generous interior space, while independent front MacPherson struts, low-drag front disc brakes, and a semi-independent trailing-arm rear suspension patterned after those used on performance cars give the all-important ride and handling the benefit of today's technology. Computer-tuned coil springs at each wheel deliver predictability without sacrificing the comfort of the celebrated Buick ride.

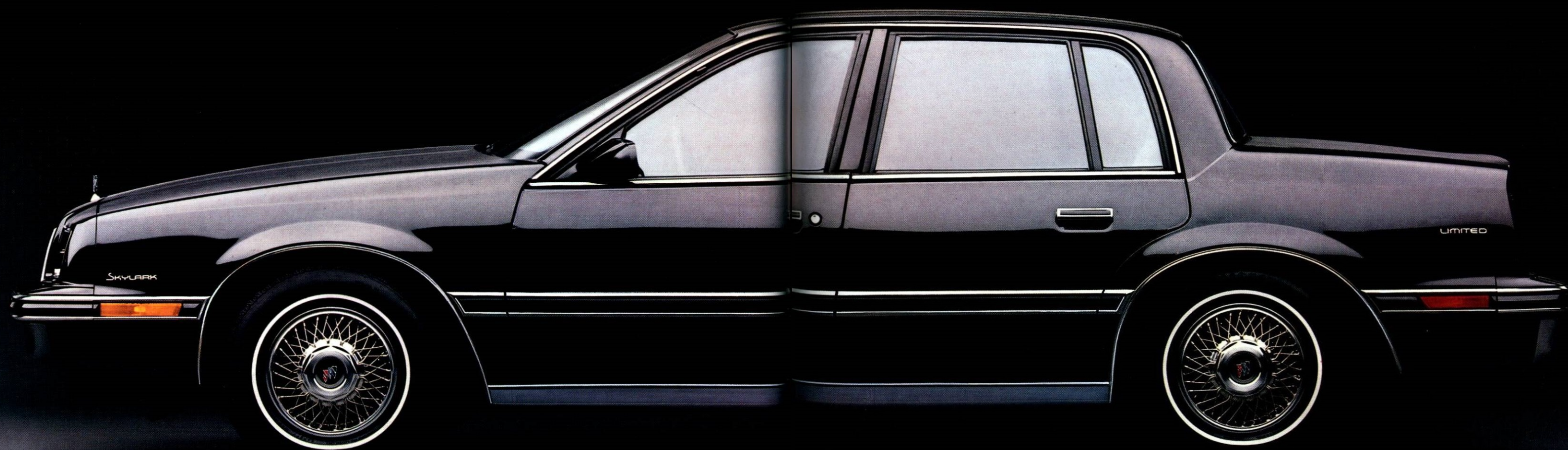
## A purposeful style

The styling that distinguishes the 1988 Skylark resulted from wind-tunnel-generated designs. These



**The Skylark for 1988 is a modern automobile throughout.**







handsome Buicks are designed to eliminate any hint of intrusive wind noise as they slip through the air. Road stability characteristics are also enhanced by this painstaking attention to aerodynamics.

#### **A brand new engine**

The 2.3-litre Quad 4 engine, developing 150 horsepower, is a new and eminently attractive available power choice for the Skylark. This sophisticated engine features four valves per cylinder that are actuated by the dual overhead camshafts. This four-valve design permits a greater amount of intake charge to be cycled through the engine with less waste per revolution. The result is greater power for a given amount of fuel.

The new Quad 4 engine has been fitted with direct-acting hydraulic cam followers that eliminate the need for valve adjustment. In addition, a double-width chain, more durable than belts that are used in some overhead cam engines, transmits power from the engine's forged-steel crankshaft to the twin overhead camshafts.

The Quad 4 engine, with its all-aluminum cylinder head and its pent-roof combustion chamber design, boasts a 9.5 to one compression ratio. The engine was largely computer-designed to deliver durability and reliability.

If further evidence is needed to establish the Quad 4 as a modern engine, consider that its four-cylinder design develops 150 horsepower, more than some V-8s offered just a few years ago.

Standard power for this unique automobile is provided by a high-response 2.5-litre Tech IV engine fitted with electronic fuel injection.

A third power choice is available: Skylark's smooth and muscular 125-horsepower 3.0-litre V-6 with multi-port fuel injection, a system developed in a cooperative effort with Bosch of Germany, a world leader in the applied science of fuel injection. The 3.0 V-6 power unit is available on all Skylarks.

All three Skylark engines are offered with the standard automatic transmission.

**A car of both distinction and value, a rare combination in today's world.**

**Touring options**  
If, in the opinion of its buyers, a car already distinctive requires still more individuality, the 1988 Skylark can be custom-tailored. Adding the Gran Touring Package, combined with the available Quad 4 or 3.0-litre V-6 engine and the standard analog instrumentation, results in a car that converts commuting to a celebration of driving.

The Gran Touring option enhances the basic Skylark suspension, itself a sophisticated system. The Gran Touring Package offers a noticeably firm, positive ride quality designed to please drivers to whom precision and response are desired virtues.



**Elegant in appearance and appeal, the Skylark "little limousine" is also enjoyable to drive.**

**The Skylark Custom is available as a coupe and four-door sedan (above). A coupe and sedan are also available as a Skylark Limited.**



Providing sure contact with the road are low-profile P215/60R14 Eagle GT+4 steel-belted radial blackwall tires mounted on new-design cast aluminum alloy wheels. A leather-wrapped steering wheel completes the package.

The addition of the Exterior Sport Package to your Skylark Coupe will create a more aggressive exterior appearance that features blacked-out grille and moldings. The Skylark Coupe thus equipped, with its black lower body accent moldings and front air dam, can be compared with the purposeful appearance of sport coupes.

#### **Exterior finish**

The handsome exterior finish found on the Skylark and other Buicks has become a Buick hallmark. As you would expect, the finish is the result of an unrelenting search for the best production methods and the careful application of those methods.

Like most things of value, the Buick exterior finish is not easily achieved. But we feel the result justifies the effort and expense that go into the basecoat, clear-coat exterior finish of the Skylark.

First, the body is immersed in a phosphate cleaning solution,

followed by the application of opposing electrical charges, which creates a magnetic attraction between the body and the primer coating. Next comes the application and baking of the primer/surfacer coat, followed by wet sanding of the body by hand. Once the body has been hand-sanded, it enters an automated paint chamber where a squad of robots circles the body, spraying interior and exterior surfaces, opening and closing the doors automatically as they work their silent, programmed magic.

In all, every Skylark receives two coats of color enamel atop the primer and primer/surfacer, plus two further coats of clear acrylic enamel. The result is the extraordinary Buick finish—deep, lustrous, handsome and backed up by General Motors 6-year/60,000-mile limited warranty which includes 6-year/100,000-mile corrosion protection. See your dealer for the terms and conditions of this limited warranty.

All told, the Skylark exterior combines the best of automotive art, science and production techniques to produce an automobile that blends the quiet of sound aerodynamics with an appearance that inspires confidence even before the interior has been experienced.





# SKYHAWK

A car of character,  
yet  
eminently affordable.

**S**kyhawk is an ideal choice to first experience a remarkable Buick quality—the ability to offer cars of character that also occupy the leading edge of automotive styling trends. This is not to say that the Skyhawk is all things to all drivers. Rather, it is an expression of a very modern wish: to combine driving enjoyment, quality, style and fun...an automotive approach to the theory that all work and no play can result in a very quiet life. Skyhawk is our most affordable Buick. And it's made for a very special buyer.

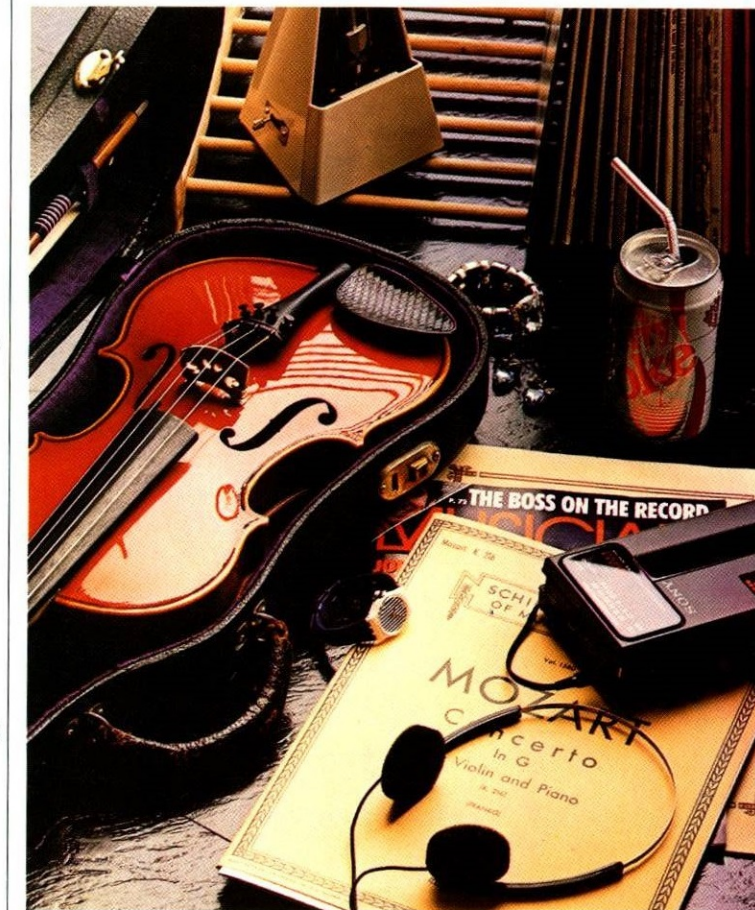


The Skyhawk buyer is a working

professional, maybe a young public relations executive or a beginning buyer in a department store. And while conservatism is the order of the office, the Skyhawk is an after-hours accessory for fun, making its appearance at the newest restaurants and gathering spots.

If one word could describe the Skyhawk owner, that word would be "current." She or he likes the latest—in clothing, diets, even the newest-style workout shoes. And the newest in records, dances and hair styles. However, the Skyhawk owner does not lack for an appreciation of classic style and beauty—an attitude that goes very well indeed with the Buick Skyhawk.

**An automotive approach to the theory that all work and no play can result in a very quiet life.**



**A person with strong talents and wide-ranging interests needs an automobile that is similarly multi-faceted.**

## A full model range

For 1988, Buick offers four Skyhawk models: a coupe, a four-door sedan, a four-door wagon and an SE Coupe. All feature a transversely mounted engine and modern front-wheel drive, and all will make owning your first Buick a pleasing and practical experience.

The Skyhawk SE Coupe will appeal to drivers who enjoy

beginning and ending a day in the hustle and hurry of the business world with the relaxation and fun that go with being behind the wheel of a sporty personal car. But regardless of model or body configuration, all Skyhawks share the same spirited engine/drivetrain combinations.

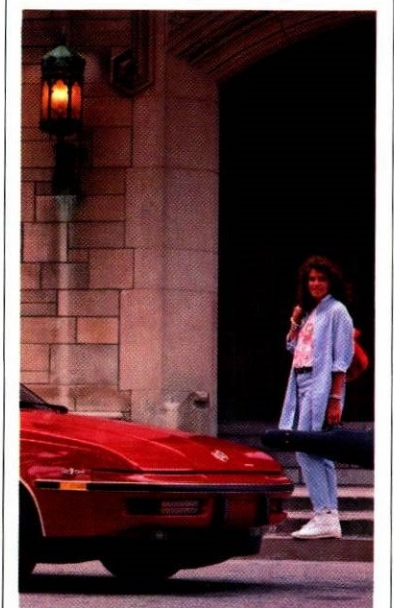
## Skyhawk standard equipment

For 1988, the list of standard

equipment on the Skyhawk has been revised and expanded, giving the Skyhawk owner a fully equipped automobile at a noticeable cost saving. Now standard on every Skyhawk, in addition to the 2.0-litre engine with overhead cam and five-speed manual transmission, are the following: power steering, tinted glass, AM-FM stereo radio (which may be deleted for credit), easy-entry front passenger seat, acoustic insulation for a quiet ride, styled steel wheels with trim rings and P185/80R13 whitewall tires and a luggage rack (station wagon only). All Skyhawk interiors now feature distinctive premium trim fabric and design.

## A Skyhawk SE Coupe

The SE Coupe is a sportier Skyhawk, offering an array of



**The word "spirit" most aptly describes the Skyhawk owner.**







performance-oriented equipment. Among the SE features are black-out moldings for that distinctive look, fog lamps, concealed headlamps, 14-inch Shelby aluminum wheels shod with P215/60R14 Eagle GT+4 tires, the firm Gran Touring suspension, a gage package that includes an analog tachometer, voltmeter, oil pressure gage, temperature gage, trip odometer, carpeted front and rear mats, and a leather-covered sport steering wheel.

#### **Potent Skyhawk power**

A responsive 2.0-litre overhead cam four-cylinder engine is the standard power unit for all Skyhawks: coupe, sedan or wagon. Matched to this engine, as standard equipment, is a smooth-shifting five-speed manual transmission, and an effortless automatic transmission is avail-

Benefits of a well-conceived and well-executed aerodynamic design include improved stability at highway speeds and—the most visible benefit—a stylish, modern exterior. Despite its beauty, the Skyhawk exterior adds practicality to a car whose mission is to deliver sensory pleasure in the Buick manner.

#### **The Skyhawk suspension**

Like all Buicks, the ride and handling of the Skyhawk have been given expert engineering attention. Not only does the Skyhawk give its owner the comfort and atmosphere that are so characteristic of Buick automobiles, the crisp handling attributes are exactly what today's knowledgeable driver expects.

The Skyhawk's roadworthiness draws support from a fully independent MacPherson strut front suspension, front stabilizer bar

#### **The Skyhawk Wagon**

The 1988 Skyhawk Wagon blends enjoyment and utility. This front-wheel-drive wagon combines a sporty flair with an equally high level of applied high-technology advances.

The 1988 Skyhawk Wagon provides seating for five, with front bucket seats. Skyhawk's transverse-mounted engine with front-wheel-drive design features the 2.0-litre, OHC four-cylinder engine with electronic fuel injection as standard. This responsive unit is matched to a five-speed manual gearbox built for energetic performance.

On the practical side, a look at the Skyhawk's cargo area reveals a capacity of 64.4 cubic feet, a space large enough for most undertakings at work or play. Skyhawk Wagons have a one-piece, top-hinged tailgate that swings up and out of the way for ease of access and loading. A



**The Skyhawk is available as a sporty coupe, a four-door sedan and a practical four-door wagon.**

able. Either drivetrain is compatible with the 1988 Skyhawk's decidedly on-scene personality.

#### **Skyhawk exterior style**

For 1988, the Skyhawk exterior is distinguished by low-profile mini-quad halogen headlamps that permit a low-lying hood design and, as a consequent benefit, good aerodynamics. The coupe appearance, incidentally, may be further enhanced with hidden headlamps when the SE Coupe is ordered.

**The Skyhawk combines driving enjoyment, quality, style and fun.**

and computer-selected coil springs. Precise rack-and-pinion steering and power front disc brakes contribute still further to the Skyhawk's performance-oriented underpinnings.

For 1988, the Skyhawk has been given a more aggressive stance with larger tires. Now standard are P185/80R13 all-season steel-belted radial tires, except on the SE Coupe where GT+4 tires are standard.

roof luggage rack and built-in rear-window air deflector are standard.

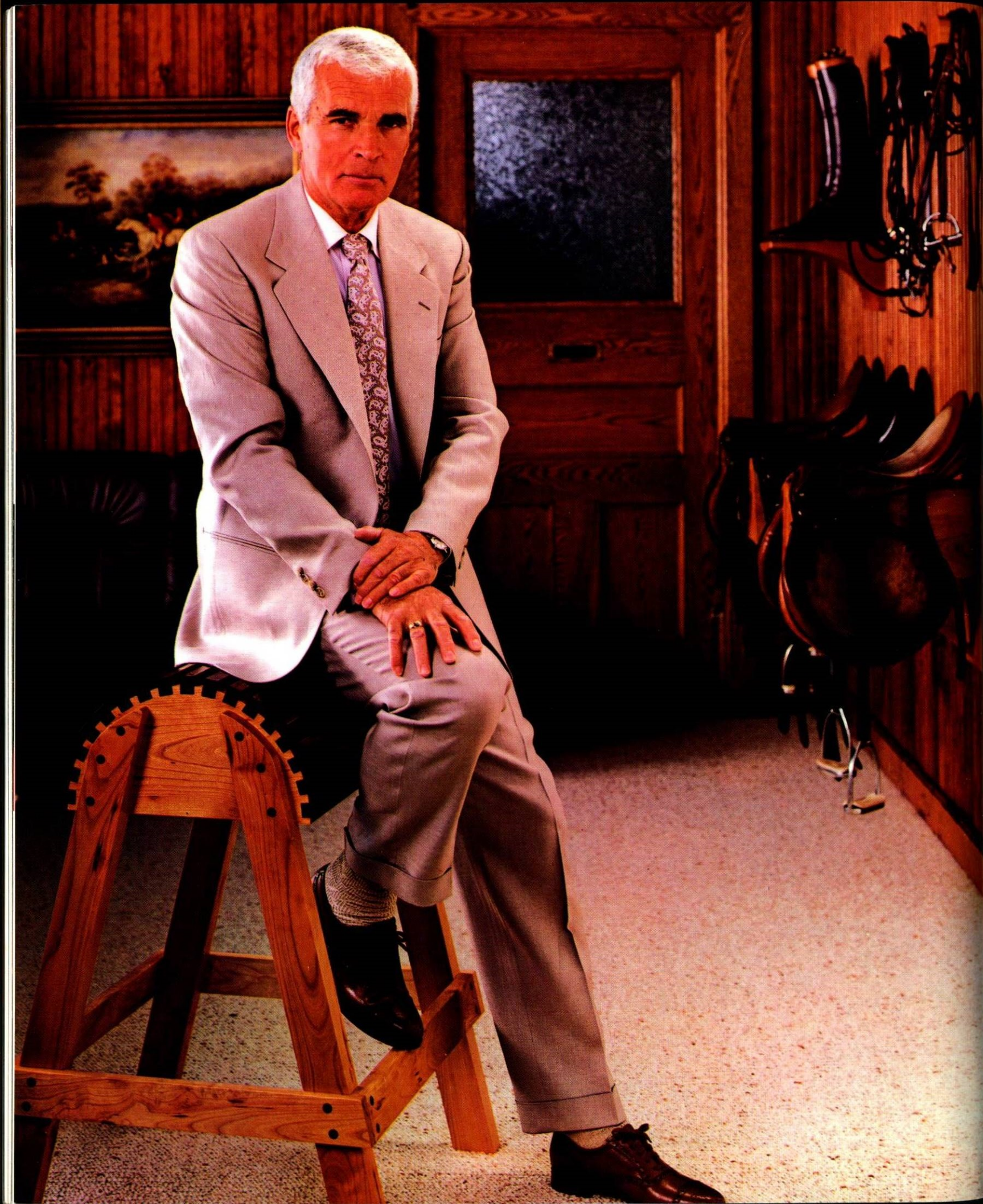
Additionally, the rear seatback is a folding, split design that allows the cargo area to handle long objects—skis, for example—and yet retain room for a rear-seat passenger.

With all its mechanical advantages and creature comforts, the Skyhawk presents a remarkable picture—a wagon that carries passengers and cargo with ease and versatility, at the same time retaining the virtues and rewards of a sedan built to Buick performance standards.



**All Skyhawk models feature transverse-mounted engines and modern, practical front-wheel drive... and an astonishing array of standard equipment.**

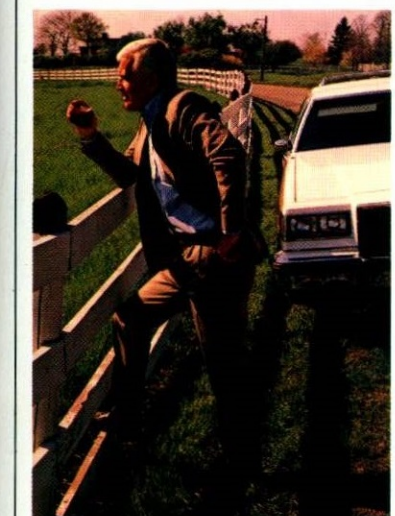




**A**s an adjunct to an active life, the Buick Electra Estate Wagon stands as incontrovertible evidence that a lofty level of luxury and a substantial cargo-carrying capability are marvelously compatible. The Estate Wagon owner is a person who enjoys the absolute finest things of life—and the freedom to travel any road that strikes his fancy. The qualities that the Estate Wagon buyer requires of his every possession are the same premium qualities that are incorporated in this handsome wagon—one that we consider to be the finest wagon available.

**For the driver who demands the best**

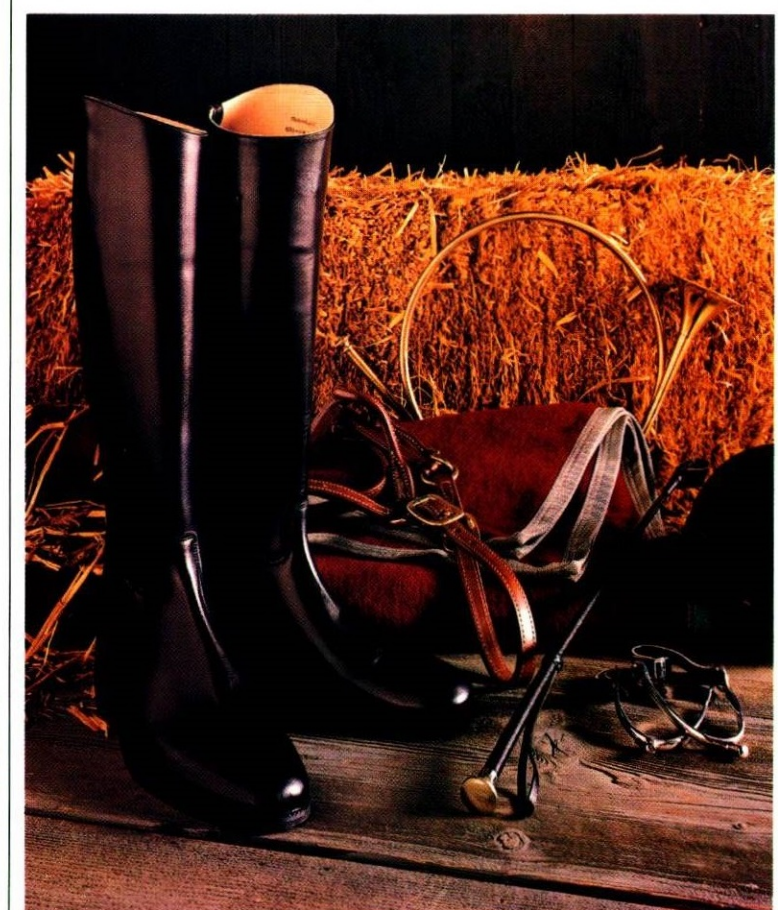
The Electra Estate Wagon is a full-size wagon with rear-wheel drive and is built on a 115.9-inch



**The full-size Electra and LeSabre Estate Wagons add another dimension to an active life.**

# ELECTRA & LeSABRE ESTATE WAGONS

Luxury and functionality combine in the grand manner.



**The Estate Wagon owner is a person who enjoys the fine things of life, including fine automobiles.**

wheelbase chassis. It embodies an uncommon elegance and richness, and of course brings with it Buick's luxurious ride quality and a high level of luxury appointments—a remarkable accomplishment in view of its capability for handling both passengers and cargo—either separately or in combination.

**Smooth V-8 power**  
The Electra Estate Wagon draws power from a smooth and muscular 5.0-litre V-8 engine with

four-barrel carburetion. This popular and proven power source drives through an automatic transmission equipped with overdrive.

On the extensive menu of standard luxury and convenience accoutrements, you will find a tilt steering column, electric door locks, power windows, electric 6-way power driver's seat, air conditioner

and a handy remote electric lock for the tailgate. Indeed, you will find every necessary item required to make the Electra Wagon the ultimate expression of large-capacity luxury.

Your Estate Wagon may be enhanced by specifying such available options as Electronic Touch Climate Control, Electronic Cruise Control, Automatic Level Control to adjust for heavy loads—useful in horse-trailer or boat-trailer towing situations.



Its luxury, beauty, comfort and capability make the 1988 Electra Estate Wagon easily and elegantly at home under any conditions, on any road—from estates to Interstates.

**A worthy companion: The LeSabre Estate Wagon**

The family who wishes to travel the highways and high roads of America will find in the LeSabre Estate Wagon a full-size, fully equipped, traveling companion. With its unmistakable air of assurance, the LeSabre Estate Wagon for 1988 offers the discerning owner all the appointments, accessories and advantages of a fine automobile combined with the space and utility of a wagon. It is a remarkable exercise in traditional automotive values,

**It embodies an uncommon elegance and richness, and of course brings with it Buick's luxurious ride quality.**

overlaid with the richness of detail and execution for which Buick is justly famed.









The grace and style of a fine automobile have been blended with the space and utility of a wagon to produce the LeSabre Estate Wagon.

**I**n size, the LeSabre Estate Wagon has a 115.9-inch wheelbase, 87.9 cubic feet of cargo capacity, and a four-foot-wide rear door that swings down or out for easy use.

The powertrain for the Buick LeSabre Estate Wagon is the smooth and powerful 5.0-litre V-8 with four-barrel carburetor. The big V-8 engine is joined to an auto-

matic transmission with overdrive and provides power to the rear wheels.

#### A fully equipped wagon

The long list of standard equipment includes air conditioning, tinted glass, power steering and brakes, plus a full complement of courtesy lights. That is in addition to such favored items as a lockable stowage compartment and a two-way rear door with power

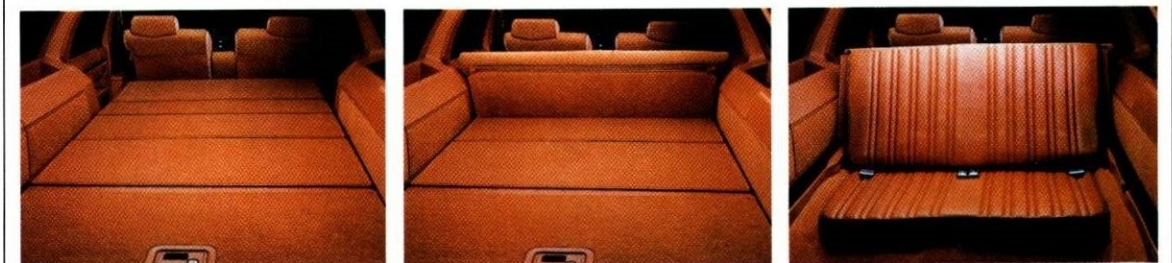
window. In short, the LeSabre includes as standard equipment virtually every comfort and convenience that is available only at extra cost on many so-called luxury station wagons.

Such extra features as Electronic Touch Climate Control,

Electronic Cruise Control, and carefully engineered towing equipment that includes a heavy-duty cooling system and performance rear axle ratio. Also available on the LeSabre Estate Wagon is a handsome Light Oak vinyl wood-grain exterior treatment and a roof luggage rack for still more cargo-carrying convenience.

**The Buick Estate Wagons draw power from a smooth, muscular 5.0-litre V-8 engine.**

For roadworthy, full-size wagon luxury and comfort blended with pleasing practicality, the classic 1988 LeSabre Estate Wagon sets a standard that ordinary wagons will find difficult to meet. A vehicle capable of performing a multitude of tasks under a variety of conditions, the LeSabre Estate Wagon delivers to the demanding owner every reward expected from a quality automobile.



**Both the LeSabre and Electra Estate Wagons now have a third seat as standard equipment, allowing them to seat eight passengers.**



## 1988 MODELS



**Electra/Park Avenue.** Cars that have long been regarded as emblematic of excellence, with all the qualities that make a Buick a Buick.



**Riviera.** All 1988 Riviervas are Silver Anniversary Riviervas and are among the most technologically advanced automobiles in the world.



**LeSabre.** Engineering and design features, highlighted by front-wheel drive and an aerodynamic exterior, identify the contemporary LeSabre.



**Regal.** The 1988 Regal's shape combines efficiency and beauty. It features the lowest drag coefficient of any Buick ever built.



**Century.** Efficient aerodynamic styling creates an unmistakable image of success, and of motoring in the great American tradition.



**Skylark.** Elegant in appearance and appeal, Buick's "little limousine" is ideal for owners who value quality, excellence and pride of ownership.



**Skyhawk.** For 1988, the list of standard equipment has been expanded, resulting in a fully equipped car at an attractive price.



**Electra Estate Wagon.** Its beauty, luxury, comfort and capability make the 1988 Electra Estate Wagon elegantly at home on any road.



**LeSabre Estate Wagon.** For full-size wagon luxury, comfort and practicality, the classic LeSabre Estate Wagon sets a lofty standard.



**Century Wagon.** With front-wheel drive and more than 74 cubic feet of cargo space, this is one wagon that is well prepared.



**Skyhawk Wagon.** Skyhawk Wagon provides 64.4 cubic feet of cargo area and seats five people comfortably.

# 1988 BUICK BUYER'S GUIDE

## Electra/Park Avenue

### Models Available:

- Electra Limited Sedan
- Electra T Type Sedan
- Park Avenue Sedan

### Standard Equipment:

This is a partial list.  
See your dealer for details.

### Every Electra Features:

- 3.8 SFI 3800 V-6
- Automatic transmission with overdrive
- Power front disc/rear drum brakes
- Power steering
- Dynaride 4-wheel independent suspension
- Automatic level control
- Air conditioner
- Soft-Ray tinted glass
- Power windows
- 55/45 front seats, 6-way power driver's seat
- Composite tungsten-halogen headlamps
- ETR® AM-FM stereo radio with seek and scan and clock, extended range speakers (may be deleted for credit)

### Some Additional T Type Features:

- 2.97 drive ratio
- Anti-lock brake system
- Overhead console
- 45/45 front seats with storage console
- Quartz analog gage cluster
- Gran Touring suspension

### Some Additional Park Avenue Features:

- Electronic Cruise Control
- Electric door locks
- Front and rear reading lights
- Front and rear door warning lights
- Tilt steering column
- Electric trunk release
- 2-speed windshield wipers with low-speed delay
- Coach lamps

### Selected Available Equipment:

- This is a partial list.  
See your dealer for details.
- ETR® AM-FM stereo radio with cassette tape player
  - ETR® AM stereo-FM stereo radio with cassette tape player and graphic equalizer. (Receives C-Quam® AM stereo broadcasts. Most AM stations across the country broadcast in C-Quam® but some do not. Check your local stations for compatibility.)
  - Delco/Bose music system with ETR® AM-FM stereo radio and cassette
  - Custom locking wire wheelcovers
  - Electric rear-window defogger
  - Lighted visor vanity mirror
  - Electronic Touch Climate Control air conditioner
  - Cornering lamps
  - Twilight Sentinel headlamp control
  - Keyless entry system
  - Theft-deterrent system
  - Two-position memory driver's seat

### Dimensions:

Inches unless otherwise noted

|                           | Sedans       |
|---------------------------|--------------|
| <b>Overall</b>            |              |
| Length                    | 197.0        |
| Width                     | 72.1         |
| Height                    | 54.3         |
| Wheelbase                 | 110.8        |
| Front Tread               | 60.3         |
| Rear Tread                | 59.8         |
| <b>Interior Front</b>     |              |
| Legroom                   | 42.4         |
| Headroom                  | 39.3         |
| Shoulder Room             | 58.9         |
| Hip Room                  | 55.5         |
| <b>Interior Rear</b>      |              |
| Legroom                   | 41.5         |
| Headroom                  | 38.2         |
| Shoulder Room             | 58.8         |
| Hip Room                  | 54.8         |
| <b>Trunk Capacity</b>     | 16.4 cu ft   |
| <b>Fuel Tank Capacity</b> | 18.0 gallons |

## Riviera

### Models Available:

- Riviera Coupe
- Riviera T Type Coupe

### Standard Equipment:

This is a partial list.  
See your dealer for details.

### Every Riviera Features:

- 3.8 SFI 3800 V-6
- Automatic transmission with overdrive
- Four-wheel power disc brakes
- Power steering
- Dynaride 4-wheel independent suspension
- Electronic Touch Climate Control air conditioner
- Electronic Control Center
- Automatic level control
- Tilt steering column
- Operating console
- Electronic Cruise Control
- Retained accessory power
- Electric rear-window defogger
- Electric door locks
- Power windows
- Soft-Ray tinted glass
- Electronic digital instrumentation
- ETR® AM-FM stereo radio with seek and scan and clock, cassette tape player with auto reverse, search and repeat, concert sound speakers
- Reclining front bucket seats with easy-entry passenger feature
- Electric trunk release
- 2-speed windshield wipers with low-speed delay

- Aluminum wheels (4)
- Rear seat shoulder belts

### Some Additional T Type Features:

- 2.97 drive ratio
- Gran Touring suspension
- ETR® AM stereo-FM stereo radio with cassette tape player and graphic equalizer. (Receives C-Quam® AM stereo broadcasts. Most AM stations across the country broadcast in C-Quam® but some do not. Check your local stations for compatibility in your area.)
- Silver lower accent paint
- Reversible 16-way adjustable leather/cloth front bucket seats with suede inserts

### Selected Available Equipment:

- This is a partial list.  
See your dealer for details.
- 6-way power front passenger seat with recliner
  - Electric trunk pull down
  - Automatic electric door locks
  - Twilight Sentinel headlamp control
  - Theft-deterrent system
  - Automatic day/night inside rearview mirror
  - Anti-lock brake system
  - Electronic compass
  - Delco/Bose music system with ETR® AM-FM stereo radio and cassette
  - Cellular telephone installed in console armrest

### Dimensions:

Inches unless otherwise noted

|                           | Coupes       |
|---------------------------|--------------|
| <b>Overall</b>            |              |
| Length                    | 187.2        |
| Width                     | 71.7         |
| Height                    | 53.5         |
| Wheelbase                 | 108.0        |
| Front Tread               | 59.9         |
| Rear Tread                | 59.9         |
| <b>Interior Front</b>     |              |
| Legroom                   | 42.7         |
| Headroom                  | 37.8         |
| Shoulder Room             | 57.9         |
| Hip Room                  | 55.9         |
| <b>Interior Rear</b>      |              |
| Legroom                   | 35.7         |
| Headroom                  | 37.8         |
| Shoulder Room             | 57.4         |
| Hip Room                  | 55.4         |
| <b>Trunk Capacity</b>     | 13.9 cu ft   |
| <b>Fuel Tank Capacity</b> | 18.8 gallons |



LeSabre

Models Available:

- Coupe
- Custom Sedan
- Limited Coupe and Sedan
- T Type Coupe

Standard Equipment:

This is a partial list.  
See your dealer for details.

Every LeSabre Custom Features:

- 3.8-litre V-6 with SFI
- Automatic transmission with overdrive
- Power front disc/rear drum brakes
- Power steering
- Dynaride 4-wheel independent suspension
- Air conditioner
- Soft-Ray tinted glass
- Automatic safety belt system
- ETR® AM-FM stereo radio with seek and scan and clock (may be deleted for credit)

Some Additional Limited Features:

- Rear bumper guards
- Black lower body-side moldings
- Manual front seatback recliners
- 55/45 front seats
- Vinyl top, wide lower body-side moldings, specific interior trim (Coupe)

Some Additional T Type Features:

- 3.8 SFI 3800 V-6
- Gran Touring suspension

- P215/65R15 Eagle GT+4 blackwalls
- 15-inch aluminum wheels
- Operating console
- 2-speed wipers with delay feature
- Electronic Cruise Control
- 2.97 drive ratio
- Black 45/45 front seats
- Black moldings
- Front air dam and deck lid spoiler
- ETR® AM stereo-FM stereo radio with cassette and graphic equalizer. (Receives C-Quam® AM stereo broadcasts. Most AM stations across the country broadcast in C-Quam® but some do not. Check your local stations for compatibility in your area.)
- Quartz analog gage cluster

Selected Available Equipment:

This is a partial list.  
See your dealer for details.

- 3.8 SFI 3800 V-6
- Tilt steering column
- Electronic Cruise Control
- Electric door locks
- 2-speed windshield wipers with low-speed delay
- ETR® AM-FM stereo radio with cassette tape player
- Power windows
- Electric trunk lock release
- Electronic Touch Climate Control air conditioner
- Anti-lock brake system
- Electronic digital instrumentation

Dimensions:

| Inches unless otherwise noted | Coupes       | Sedans       |
|-------------------------------|--------------|--------------|
| <b>Overall</b>                |              |              |
| Length                        | 196.5        | 196.5        |
| Width                         | 72.1         | 72.1         |
| Height                        | 54.7         | 55.5         |
| Wheelbase                     | 110.8        | 110.8        |
| Front Tread                   | 60.3         | 60.3         |
| Rear Tread                    | 59.8         | 59.8         |
| <b>Interior Front</b>         |              |              |
| Legroom                       | 42.4         | 42.4         |
| Headroom                      | 38.1         | 38.9         |
| Shoulder Room                 | 59.5         | 59.5         |
| Hip Room                      | 53.0         | 53.0         |
| <b>Interior Rear</b>          |              |              |
| Legroom                       | 37.0         | 38.3         |
| Headroom                      | 37.6         | 38.3         |
| Shoulder Room                 | 57.8         | 59.5         |
| Hip Room                      | 53.0         | 56.0         |
| <b>Trunk Capacity</b>         |              |              |
|                               | 15.7 cu ft   | 16.1 cu ft   |
| <b>Fuel Tank Capacity</b>     |              |              |
|                               | 18.0 gallons | 18.0 gallons |

Regal

Models Available:

- Custom Coupe
- Limited Coupe

Standard Equipment:

This is a partial list.  
See your dealer for details.

Every Regal Features:

- 2.8-litre V-6 with MFI
- Automatic transmission with overdrive
- Four-wheel power disc brakes
- Power steering
- 4-wheel independent suspension
- Soft-Ray tinted glass
- Composite tungsten-halogen headlamps
- Lower body-side moldings
- ETR® AM radio with clock (may be deleted for credit)
- Automatic safety belt system
- Notchback front seat
- Stainless steel exhaust system
- Clearcoat paint with Plastisol protection
- Digital speedometer
- Pushbutton heater controls
- Driver's sunvisor map strap
- Deluxe left-remote, right-manual outside mirrors
- Galvanized 2-sided body panels
- Wet arm windshield wipers

Some Additional Limited Features:

- Reclining 55/45 front seats
- Sunvisors with slide-out extensions
- Plush carpeting
- Front seat reading light
- Front and rear courtesy lights

Selected Available Equipment:

This is a partial list.  
See your dealer for details.

- Air conditioner
- Tilt steering column
- ETR® AM-FM stereo radio with seek and scan and clock
- ETR® AM-FM stereo radio with cassette tape player and clock
- ETR® AM stereo-FM stereo radio with cassette tape player and graphic equalizer. (Receives C-Quam® AM stereo broadcasts. Most AM stations across the country broadcast in C-Quam® but some do not. Check your local stations for compatibility in your area.)
- Electronic Cruise Control
- Power windows
- Electric door locks
- Electric trunk lock release
- Electric rear-window defogger
- Aluminum wheels (4)
- Custom locking wire wheelcovers
- Gran Touring Package
- Four-seater Package
- Exterior Appearance Package

Dimensions:

| Inches unless otherwise noted | Coupes       |
|-------------------------------|--------------|
| <b>Overall</b>                |              |
| Length                        | 192.2        |
| Width                         | 71.8         |
| Height                        | 53.0         |
| Wheelbase                     | 107.5        |
| Front Tread                   | 59.3         |
| Rear Tread                    | 58.0         |
| <b>Interior Front</b>         |              |
| Legroom                       | 42.3         |
| Headroom                      | 37.8         |
| Shoulder Room                 | 57.6         |
| Hip Room                      | 52.1         |
| <b>Interior Rear</b>          |              |
| Legroom                       | 34.8         |
| Headroom                      | 37.1         |
| Shoulder Room                 | 56.8         |
| Hip Room                      | 53.1         |
| <b>Trunk Capacity</b>         |              |
|                               | 15.5 cu ft   |
| <b>Fuel Tank Capacity</b>     |              |
|                               | 16.5 gallons |

Century

Models Available:

- Custom Coupe and Sedan
- Custom Station Wagon
- Limited Coupe and Sedan
- Estate Wagon

Standard Equipment:

This is a partial list.  
See your dealer for details.

Every Century Features:

- 2.5-litre Tech IV with EFI
- Automatic transmission
- Power front disc/rear drum brakes
- Power steering
- Soft-Ray tinted glass
- Tungsten-halogen headlamps
- ETR® AM-FM stereo radio with seek and scan and clock, extended range speakers (may be deleted for credit)
- Front and rear bumper guards
- Ignition key, seat belt and "headlamps on" warning tone
- Deluxe black left-remote outside rearview mirror
- Notchback front seat
- Deluxe wheelcovers
- Steel-belted, radial-ply, all-season whitewall tires

Some Additional Limited Features:

- Front door courtesy and warning lights
- Wide rocker panel moldings
- 55/45 front notchback seats with storage armrest
- Floor and sidewall trunk trim

Some Additional Station Wagon Features:

- Carpeted load floor area
- Split-folding rear seatback
- Lockable load area storage compartments

Selected Available Equipment:

This is a partial list.  
See your dealer for details.

- 2.8-litre V-6 with MFI
- 3.8-litre V-6 with SFI
- Automatic transmission with overdrive
- Air conditioner
- Roof rack (Wagons)
- Tilt steering column
- Deluxe left-remote, right-manual outside mirrors
- 2-speed windshield wipers with low-speed delay
- ETR® AM-FM stereo radio with cassette tape player
- Protective body-side moldings
- Electric door locks
- Power windows
- Electric rear-window defogger
- Electric trunk lock release (Sedans and Coupes)
- Electric tailgate lock (Wagons)
- Electronic Cruise Control
- Vinyl third seat (Wagons)
- Air deflector (Wagons)
- Woodgrain vinyl applique (Wagons)
- Tailgate window washer and wiper (Wagons)
- Gran Touring Package (Coupes and Sedans)

Dimensions:

| Inches unless otherwise noted        | Coupes       | Sedans       | Wagons       |
|--------------------------------------|--------------|--------------|--------------|
| <b>Overall</b>                       |              |              |              |
| Length                               | 189.1        | 189.1        | 191.0        |
| Width                                | 69.4         | 69.4         | 69.4         |
| Height                               | 53.7         | 53.7         | 54.2         |
| Wheelbase                            | 104.9        | 104.9        | 104.9        |
| Front Tread                          | 58.7         | 58.7         | 58.7         |
| Rear Tread                           | 56.8         | 56.8         | 56.8         |
| <b>Interior Front</b>                |              |              |              |
| Legroom                              | 42.1         | 42.1         | 42.1         |
| Headroom                             | 38.6         | 38.6         | 38.6         |
| Shoulder Room                        | 56.2         | 56.2         | 56.2         |
| Hip Room                             | 52.3         | 52.4         | 52.4         |
| <b>Interior Rear</b>                 |              |              |              |
| Legroom                              | 36.1         | 35.9         | 34.8         |
| Headroom                             | 37.9         | 38.0         | 38.9         |
| Shoulder Room                        | 57.0         | 56.2         | 56.2         |
| Hip Room                             | 53.6         | 52.7         | 52.7         |
| <b>Trunk Capacity</b>                |              |              |              |
|                                      | 16.2 cu ft   | 16.2 cu ft   | —            |
| <b>Fuel Tank Capacity</b>            |              |              |              |
|                                      | 15.7 gallons | 15.7 gallons | 15.7 gallons |
| <b>Cargo Capacity</b>                |              |              |              |
|                                      |              |              | 74.4 cu ft   |
| <b>Rear Tailgate Opening</b>         |              |              |              |
|                                      |              |              | 42.6 width   |
|                                      |              |              | 28.7 height  |
| <b>Maximum Cargo Length at Floor</b> |              |              |              |
|                                      |              |              | 75.4 length  |

Skylark

Models Available:

- Custom Coupe and Sedan
- Limited Coupe and Sedan

Standard Equipment:

This is a partial list.  
See your dealer for details.

Every Skylark Features:

- 2.5-litre Tech IV with EFI
- Automatic transmission
- Power front disc/rear drum brakes
- Power steering
- Soft-Ray tinted glass
- Tungsten-halogen headlamps
- Composite headlamps (Coupes)
- Analog instrument cluster with trip odometer
- Clearcoat paint with Plastisol protection
- ETR® AM-FM stereo radio with seek and scan and clock (may be deleted for credit)
- Automatic safety belt system
- Front bucket seats
- Dynaride suspension

Some Additional Limited Features:

- Front and rear seat center armrests
- Remote release fuel filler door
- Front and rear courtesy lights
- Deluxe left-remote, right-manual outside rearview mirrors
- Wheel opening and narrow rocker panel moldings
- Limited level interior trim with front bucket seats

Selected Available Equipment:

This is a partial list.  
See your dealer for details.

- 2.3-litre Quad-4 with MFI and DOHC
- 3.0-litre V-6 with MFI
- Air conditioner
- Tilt steering column
- Operating console
- 2-speed windshield wipers with low-speed delay
- Electronic Cruise Control
- Protective lower body-side moldings
- ETR® AM-FM stereo radio with cassette tape player
- Electric door locks
- Power windows
- Trunk lock release
- Electronic digital instrumentation
- Luggage rack
- Vista-Vent removable glass sunroof
- Gran Touring Package
- Exterior Sport Package

Dimensions:

| Inches unless otherwise noted | Coupes       | Sedans       |
|-------------------------------|--------------|--------------|
| <b>Overall</b>                |              |              |
| Length                        | 180.1        | 180.1        |
| Width                         | 66.6         | 66.6         |
| Height                        | 52.1         | 52.1         |
| Wheelbase                     | 103.4        | 103.4        |
| Front Tread                   | 55.6         | 55.6         |
| Rear Tread                    | 55.2         | 55.2         |
| <b>Interior Front</b>         |              |              |
| Legroom                       | 42.9         | 42.9         |
| Headroom                      | 37.7         | 37.7         |
| Shoulder Room                 | 53.7         | 53.7         |
| Hip Room                      | 51.9         | 50.6         |
| <b>Interior Rear</b>          |              |              |
| Legroom                       | 34.3         | 34.3         |
| Headroom                      | 37.1         | 37.1         |
| Shoulder Room                 | 55.4         | 53.2         |
| Hip Room                      | 50.7         | 51.2         |
| <b>Trunk Capacity</b>         |              |              |
|                               | 13.4 cu ft   | 13.4 cu ft   |
| <b>Fuel Tank Capacity</b>     |              |              |
|                               | 13.6 gallons | 13.6 gallons |



## Skyhawk

### Models Available:

- Coupe and Sedan
- Station Wagon
- SE Coupe

### Standard Equipment:

This is a partial list.  
See your dealer for details.

### Every Skyhawk Features:

- 2.0-litre L4 with EFI and OHC
- 5-speed manual transmission
- Power front disc/rear drum brakes
- Power steering
- Operating console
- Soft-Ray tinted glass
- Tungsten-halogen headlamps
- Driver's sunvisor map strap
- Deluxe left-remote, right-manual outside rearview mirrors
- Lower body-side moldings
- ETR® AM-FM stereo radio with seek and scan and clock (may be deleted for credit)
- Easy-entry passenger seat (Coupes)
- Reclining front bucket seats
- Styled steel wheels

### Some Additional Wagon Features:

- Rear window air deflector
- Carpeted load floor area
- Rear compartment light
- Luggage rack
- Split-folding rear seatback
- One piece lift-up tailgate

### Some Additional SE Coupe Features:

- Carpet savers
- Black exterior moldings
- Instrument gages, tachometer and trip odometer
- Gran Touring suspension
- Concealed headlamps
- Aluminum wheels (4)
- Leather-wrapped sport steering wheel

### Selected Available Equipment:

This is a partial list.  
See your dealer for details.

- Value Option Package that includes:  
Automatic transmission,  
Tilt steering column,  
2-speed windshield wipers with low-speed delay,  
Electronic Cruise Control,  
ETR® AM-FM stereo with seek and scan, cassette tape plus auto reverse and clock,  
4-way manual driver's seat adjuster,  
Front seat armrest,  
Electric rear-window defogger and/or electric door locks
- Air conditioner

### Dimensions:

Inches unless  
otherwise noted

|                                      | Coupes       | Sedans       | Wagon                     |
|--------------------------------------|--------------|--------------|---------------------------|
| <b>Overall</b>                       |              |              |                           |
| Length                               | 179.3        | 181.7        | 181.7                     |
| Width                                | 65.0         | 65.0         | 65.0                      |
| Height                               | 54.0         | 54.0         | 54.4                      |
| Wheelbase                            | 101.2        | 101.2        | 101.2                     |
| Front Tread                          | 55.6         | 55.6         | 55.4                      |
| Rear Tread                           | 55.2         | 55.2         | 55.2                      |
| <b>Interior Front</b>                |              |              |                           |
| Legroom                              | 42.2         | 42.2         | 42.2                      |
| Headroom                             | 37.7         | 38.6         | 38.3                      |
| Shoulder Room                        | 53.7         | 53.7         | 53.7                      |
| Hip Room                             | 52.8         | 49.1         | 49.0                      |
| <b>Interior Rear</b>                 |              |              |                           |
| Legroom                              | 31.8         | 34.3         | 33.7                      |
| Headroom                             | 36.7         | 38.0         | 38.8                      |
| Shoulder Room                        | 52.6         | 53.8         | 53.8                      |
| Hip Room                             | 49.8         | 49.0         | 49.2                      |
| <b>Trunk Capacity</b>                | 12.6 cu ft   | 13.5 cu ft   | —                         |
| <b>Fuel Tank Capacity</b>            | 13.6 gallons | 13.6 gallons | 13.6 gallons              |
| <b>Cargo Capacity</b>                |              |              | 64.4 cu ft                |
| <b>Rear Tailgate Opening</b>         |              |              | 28.3 width<br>30.1 height |
| <b>Maximum Cargo Length at Floor</b> |              |              | 67.3 length               |

## LeSabre Estate Wagon/Electra Estate Wagon

### Models Available:

- LeSabre Wagon
- Electra Wagon

### Standard Equipment:

This is a partial list.  
See your dealer for details.

### Every Estate Wagon Features:

- 5.0-litre 4-bbl V-8
- Automatic transmission with overdrive
- Power front disc/rear drum brakes
- Power steering
- Air conditioner
- Carpeted load area
- Vinyl third seat
- Soft-Ray tinted glass
- Front seat reading lights
- Load compartment light
- Deluxe left-remote, right-manual outside rearview mirrors
- ETR® AM-FM stereo with seek and scan and clock (may be deleted for credit)
- 55/45 notchback front seats
- Lockable storage compartments
- "Tailgate ajar" indicator
- Two-way tailgate with power window
- Aluminum wheels (4)

### Some Additional Electra Wagon Features:

- Roof rack
- Power windows
- 6-way power driver's seat
- Tilt steering column
- Electric door locks
- Remote control tailgate lock
- Woodgrain vinyl applique

### Dimensions:

Inches unless  
otherwise noted

|                                      | LeSabre Wagons | Electra Wagons |
|--------------------------------------|----------------|----------------|
| <b>Overall</b>                       |                |                |
| Length                               | 220.5          | 220.5          |
| Width                                | 79.3           | 79.3           |
| Height                               | 59.3           | 59.3           |
| Wheelbase                            | 115.9          | 115.9          |
| Front Tread                          | 62.2           | 62.2           |
| Rear Tread                           | 64.0           | 64.0           |
| <b>Interior Front</b>                |                |                |
| Legroom                              | 42.4           | 42.2           |
| Headroom                             | 39.6           | 39.6           |
| Shoulder Room                        | 60.9           | 60.9           |
| Hip Room                             | 55.1           | 55.1           |
| <b>Interior Rear</b>                 |                |                |
| Legroom                              | 37.2           | 37.8           |
| Headroom                             | 39.3           | 39.3           |
| Shoulder Room                        | 59.5           | 60.9           |
| Hip Room                             | 55.0           | 55.0           |
| <b>Cargo Capacity</b>                | 87.9 cu ft     | 87.9 cu ft     |
| <b>Fuel Tank Capacity</b>            | 22.0 gallons   | 22.0 gallons   |
| <b>Rear Tailgate Opening</b>         | 48.7 width     | 48.7 width     |
|                                      | 28.7 height    | 28.7 height    |
| <b>Maximum Cargo Length at Floor</b> | 90.2 length    | 90.2 length    |

### Selected Available Equipment:

This is a partial list.  
See your dealer for details.

- Electronic Cruise Control
- 2-speed windshield wipers with low-speed delay
- ETR® AM-FM stereo radio with cassette tape player
- ETR® AM stereo-FM stereo radio with cassette and graphic equalizer. (Receives C-Quam® AM stereo broadcasts. Most AM stations across the country broadcast in C-Quam® but some do not. Check your local stations for compatibility in your area.)
- Air deflector
- Lighted visor vanity mirror
- Electric rear-window defogger
- Tungsten-halogen headlamps
- Electronic Touch Climate Control air conditioner
- Cornering lamps
- Twilight Sentinel headlamp control
- Automatic level control suspension
- Illuminated driver door lock and interior light control

### Buick Safety Equipment

#### Occupant Protection

Manual lap/shoulder safety belts for driver and right front passenger; driver side includes visual and audible warning system (except Skylark, Regal and LeSabre)

Automatic safety belt system for driver and right front passenger (Skylark, Regal and LeSabre)

Manual lap safety belts or manual lap/shoulder safety belts, out-board rear seat positions (Riviera, LeSabre Coupes and Sedans)

Manual lap safety belts, center front/rear seat positions, except with front bucket seats

Energy-absorbing steering column

Energy-absorbing instrument panel

Energy-absorbing front seatback tops

Laminated safety windshield glass and tempered safety side- and rear-window glass

Safety interlocking door latches

Side-guard door beam

Passenger-guard inside door-lock handles

Inertia-locking, folding front seat-backs on two-door models

Safety armrests

Head restraints, driver and right front passenger (adjustable)

Dual sun visors

Pressure-lock radiator cap

#### Accident Avoidance

Side marker lights and reflectors

Parking lamps that illuminate with headlamps

Four-way hazard warning flasher

Backup lights

Center high-mounted stop lamp

Directional signal control with lane-change feature

Windshield defroster, washer and multi-speed wipers

Inside rearview mirror

Outside left rearview mirror (right mirror also on Skyhawk, Regal, LeSabre, Electra and Riviera)

Starter safety switch

Dual-action hood latch (except LeSabre, Electra and Park Avenue Coupes and Sedans)

Brake system with dual master cylinder and warning light

Low-glare finish on inside windshield moldings, wiper arms blades, metallic steering wheel surfaces

Illuminated heater and defroster controls

Safety road wheel rims

Illuminated windshield wiper and washer controls (Skylark, Riviera)

Tires with built-in tread-wear indicators

Audible brake lining wear indicators, all disc brakes

Self-adjusting feature, brakes

Pressure-relief fuel cap

#### Theft Deterrence

Audible reminder for ignition key removal

Theft-deterrent steering column lock

Visible vehicle identification number

Marked body parts (LeSabre, Electra, Riviera)

Remote inside hood release

Theft-deterrent key system (separate ignition key)

### Important:

#### A word about this catalog

We have tried to make this catalog as comprehensive and factual as possible, and we hope you find it helpful. However, since the time of printing, some of the information you will find here may have been updated. Also, some of the equipment shown or described throughout this catalog is available at extra cost. Your dealer has details, and before ordering, you should ask him to bring you up to date.

The right is reserved to make changes at any time, without notice, in prices, colors, materials, equipment, specifications and models. Check with your Buick dealer for complete information.

#### A word about assembly, components and optional equipment in these Buick products

The Buicks described in this catalog are assembled at facilities operated by General Motors or GM of Canada. These vehicles incorporate thousands of different components produced by car and truck groups and various component divisions of GM and

by various suppliers worldwide to General Motors. From time to time during the manufacturing process, it may be necessary, in order to meet public demand for particular vehicles or equipment, or to meet federally mandated emissions, safety and fuel-economy requirements, or for other reasons, to produce Buick products with differently sourced components than initially scheduled. All such components have been approved for use in Buick products and will provide the quality performance associated with the Buick name.

With respect to extra cost optional equipment, make certain you specify the type of equipment you desire on your vehicle when ordering it from your dealer. Some options may be unavailable when your car is built. Your dealer receives advice regarding current availability of options. You may ask the dealer for this information. GM also requests the dealer to advise you if an option you ordered is unavailable. We suggest that you verify that your car includes the optional equipment you ordered, or if there are changes, that 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. Now you can get these bulletins too. Ask your dealer. To get ordering information, call toll free 1-800-551-4123.

#### About rustproofing

The 1988 Buicks are carefully designed and built to resist corrosion, so the application of additional rustproofing is neither necessary nor required. Buick's confidence in its extensive anti-corrosion protection is reflected in a new-vehicle limited warranty which includes 6-year/100,000-mile rust-through protection.

#### A word about warranty

All 1988 Buicks include a General Motors 6-year/60,000-mile powertrain warranty and a 6-year/100,000-mile corrosion protection warranty. See your Buick dealer for terms and conditions of this limited warranty.

#### A word about engines

Buicks are equipped with engines produced by General Motors or suppliers to General Motors worldwide.

#### Buy or lease a Buick

Many Buick dealers offer you the opportunity to buy or lease a Buick. Ask about their leasing arrangement. It may be right for you.

#### The GM Protection Plan

It offers service protection in addition to that provided by GM's new-vehicle limited warranty. Coverage is currently available only in the U.S.A. and Canada for the 1988 model year. See your Buick dealer for details.

"Let's get it together... buckle up!"







Buick 1909 Model 17 Touring Car





# I

## Inside the Electra

Every Electra interior benefits from lavish attention in design and quality. Only the finest fabrics and the best quality leathers for the seating areas are selected by Buick for availability in the Electra Limited, Park Avenue and T Type.

Inside the Park Avenue, generous seating for six adults adds spacious comfort to an already elegant environment. The rich velour upholstery and soft leather seating area interiors are available in a choice of fashionable colors with coordinating cut-pile carpets, front and rear.

The standard equipment list for 1988, as Park Avenue owners have come to expect, is exceptionally well thought out and thorough. From a 6-way power driver's seat to electronic cruise control to electric door locks and electronically controlled trunk lid and fuel-filler door, the Electra Park Avenue is in every way a complete automobile. Air conditioning and Soft-Ray tinted glass are included, as are such thoughtful standard touches as lighted passenger visor vanity mirror, rear-seat reading lamps and power windows.

The Park Avenue buyer demands an extensive list of available equipment to enhance the considerable convenience already in place. The Delco Bose sound system and the quartz analog instrument cluster exemplify the depth of choice available to Electra and Park Avenue owners. In its continuing effort to make ordering and option selection easier, Buick has devised a number of thoughtfully packaged option groupings that your Buick dealer will explain.

Only the finest fabrics and the best leathers are selected by Buick for availability in the Electra Limited, Park Avenue and T Type.



Such useful and convenient items as a 6-way power driver's seat and power windows are standard on all Electras.



| Electra/Park Avenue Seat Styles | Electra | T Type | Park Avenue |
|---------------------------------|---------|--------|-------------|
| 1. Leather* 55/45               |         |        | A           |
| 2. Cloth 55/45                  |         |        | S           |
| 3. Cloth 55/45                  | S       |        |             |
| 4. Cloth 45/45                  |         | S      |             |
| 4. Leather* 45/45               |         | A      |             |

\*in the seating area





**The interiors of the Riviera Coupe and T Type offer luxury with a depth of execution that make them leaders among fine automobiles.**

**I**

**nterior Luxury**

In every pursuit, the Riviera owner displays an equal appreciation for richness and quality. The Riviera Coupe and T Type offer luxury with a depth of execution found rarely in the world of automobiles. The seating in the Riviera exemplifies this "luxury that works."

Driving experts agree that the importance of a proper driving position cannot be overstated. Drivers come in a wide variety of shapes and sizes, and Buick has responded by specifying seats designed with a broad range of adjustments.

The electronically operated seating in the 1988 Riviera T Type merits special mention. Working with a major university, engineers took the first steps toward creating an orthopedically correct Buick seat that not only fought fatigue but offered comfort. The result is the T Type's 16-way adjustable front seats. With their unique "membrane suspension," they far exceed the attractions of conventional bucket seats. With limitless range of adjustments, the front seats can be fitted to almost any driver or passenger, providing proper thigh and lumbar support.

The entire interior of the 1988 Riviera reflects the same level of attention given to the seating. Contemporary in both design and material, the Riviera displays responsible ergonomics—the science of putting controls within easy reach of the driver and passengers. The available interior fabrics, including the leather and suede trim for the seating areas, exhibit a richness of texture and style that is pure Riviera.

From the Riviera seats, with their electrically adjustable supports and articulated headrests, to the luxurious carpeting, color-coordinated with the other interior materials, the Riviera for 1988 surrounds its occupants with an atmosphere of restrained, richly refined luxury.



**The Electronic Control Center, mounted within easy reach, provides new levels of control and information to the driver.**

| Riviera Seat Styles                                    | Riviera | T Type |
|--|---------|--------|
| 1. Leather*/Cloth Reversible 16-way Adjustable Buckets |         | S      |
| 2. Cloth Buckets                                       | S       |        |
| 2. Leather* Buckets                                    | A       |        |
| 3. Cloth 16-way Adjustable Driver Bucket               | A       |        |
| 3. Leather* 16-way Adjustable Driver Bucket            | A       |        |

\*in the seating area





**T**

### he LeSabre interior

The luxury of the LeSabre interior leaves no question in the driver's mind that this is a substantial car in the Buick tradition. The LeSabre Custom Sedan has notch-back bench or available 55/45 seating in a choice of richly finished cloth with woven fabric trim, while the Limited Coupe has a notchback bench seat done in luxurious close-weave fabric. The Limited Sedan provides plush, reclining 55/45 loose-pillow seating. The LeSabre Coupe has notch-back bench or available 55/45 seats which, like every LeSabre seat, have been constructed with full-foam cushioning. Leather in the seating areas is available on all Limited models and the LeSabre T Type.

All LeSabre coupes and sedans are equipped with the convenient automatic safety belt system for the driver and right-front seat passenger. This innovative, easy-to-use system is standard. "Let's get it together...buckle up".

LeSabre offers a generous selection of standard equipment, including power steering, power brakes, 3.8-litre V-6 with SFI, automatic transmission with overdrive, air conditioning, tinted glass, all-season steel-belted radial tires and handsome, luxurious interiors. An ETR AM-FM stereo is standard on the Custom and Limited series. While an AM stereo-FM stereo unit with cassette and graphic equalizer is standard on the T Type. (See LeSabre Buyer's Guide on page 74.) One reading of the standard equipment list will tell you why

LeSabre has long been known as an impressive value.

In keeping with the LeSabre tradition of true luxury motoring, the available equipment list is comprehensive.

Examples include the Concert Sound II speaker system, an instrument gage package and aluminum wheels. Manual seat-back recliners for the driver and passenger seats—standard on the Limited—are also available.

**The luxury of the LeSabre interior leaves no question in the driver's mind that this is a substantial car in the Buick tradition.**



**These ergonomically positioned controls activate a choice of fuel-injected V-6 engines mated to an automatic transmission with overdrive.**



| LeSabre Seat Styles      | LeSabre Coupe | Custom Sedan | T Type | Limited Coupe | Limited Sedan |
|--------------------------|---------------|--------------|--------|---------------|---------------|
| 1. Cloth 55/45           |               |              |        |               | S             |
| 1. Leather* 55/45        |               |              |        |               | A             |
| 2. Cloth 55/45           |               |              |        | S             |               |
| 2. Leather* 55/45        |               |              |        | A             |               |
| 3. Cloth 45/45           |               |              | S      |               |               |
| 3. Leather* 45/45        |               |              | A      |               |               |
| 4. Cloth Notchback Bench | S             |              |        |               |               |
| 5. Cloth 55/45           | A             |              |        |               |               |
| 6. Cloth Notchback Bench |               | S            |        |               |               |
| 7. Cloth 55/45           |               | A            |        |               |               |

\*in the seating area









# A

## contemporary interior

The interior of the new Regal is fully as modern and efficient as its exterior. The standard instrument cluster includes a digital speedometer, rotary odometer, an analog fuel gage and aircraft-type warning lights.

The radio, headlamp and climate controls are low-travel push buttons. The new heating and ventilation controls operate electronically, eliminating a number of moving parts.

The upholstery and interior fabrics are designed and fitted to Buick's high standards of workmanship. The front seat accommodates three passengers and has an automatic safety belt system for the driver and right-front-seat passenger. This innovative easy-to-use system is standard. "Let's get it together... buckle up."

### Some additional choices

For a touch of dash, the Regal buyer can choose the available Gran Touring Package, which includes 15-inch aluminum alloy wheels with Eagle GT+4 blackwalls, a special competition-type steering wheel and a firm, performance-tuned suspension system.

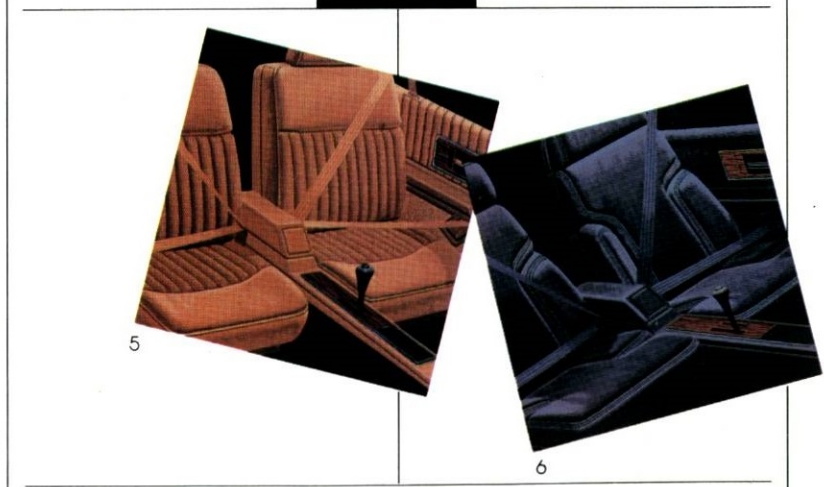
A new four-seater interior package, available on both Regal Custom and Limited, offers individual bucket seats in front and rear, seating four passengers in all. The rear seat is divided by an armrest with cupholders and a storage compartment. An operating console, also with storage capacity, separates the front seats.

The available Exterior Appearance Package includes blacked-out trim, wide side moldings with red accent striping, flared rocker panels, and fog lights mounted in the front air dam.

The interior of the new Regal is fully as modern and appealing as the exterior. The upholstery and interior fabrics are designed and fitted to Buick's high standard.



The Regal's standard instrument cluster includes a digital speedometer, rotary odometer, an analog fuel gage and aircraft-type warning lights.



| Regal Seat Styles                 | Custom | Limited |
|-----------------------------------|--------|---------|
| 1. Cloth 55/45                    |        | S       |
| 2. Leather* 55/45                 |        | A       |
| 3. Cloth Notchback Bench          | S      |         |
| 4. Cloth 55/45                    | A      |         |
| 5. Cloth Buckets                  | A      |         |
| 6. Cloth 4-seater Package Buckets | A      | A       |

\*in the seating area





## Century interiors

The interior of the Century presents further evidence of the owner benefits that come from properly applied technology. The high level of standard comfort and luxury is instantly apparent. The notchback bench seat in the Custom is upholstered in handsome cloth with the look and feel of genuine quality. The Limited's 55/45 notchback seats are covered by luxurious velour, and its 45/45 seats are available with leather trim. A storage armrest is standard to the 1988 Century Limited, and an operating console may be selected from the available equipment list.

Throughout the Century line, the interiors present a harmonizing, color-coordinated atmosphere that is practical yet pleasing to the hand and eye. The Century offers a long list of standard equipment, including whitewall tires, Soft-Ray tinted glass and an ETR AM-FM stereo with standard seek and scan and digital clock features, plus a thoughtfully assembled group of available options.

The Century interior has been carefully crafted to be used, with careful attention paid to the proper, easy-to-reach location of all controls and switches. Seated in the Century, you will immediately observe one of the many advantages of front-wheel drive: ample interior room. Because the automatic transmission and powerplant are transverse-mounted, no space-wasting driveshaft hump intrudes into the interior. This front-wheel drive arrangement also provides the benefit of good traction.

For 1988, the Buick Century line offers models, styles, and personalities that identify the

Century owner as a person who appreciates the part a fine car plays in family life.



**The Century offers a choice of three engines: the 2.5-litre Tech IV, a 2.8-litre V-6 with MFI and a 3.8-litre V-6 with sequential-port fuel injection.**



**The interior of the Century presents further evidence of the owner benefits that come from properly applied technology. The high level of standard comfort and luxury is instantly apparent.**

| Century Seat Styles      | Custom Coupe & Sedan | Custom Wagon | Limited Coupe | Limited Sedan | Estate Wagon |
|--------------------------|----------------------|--------------|---------------|---------------|--------------|
| 1. Cloth 55/45           |                      |              |               | S             | S            |
| 2. Cloth 55/45           |                      |              | S             |               |              |
| 3. Leather* 45/45        |                      |              | A             |               |              |
| 4. Leather* 45/45        |                      |              |               | A             |              |
| 5. Cloth Notchback Bench | S                    | S            |               |               |              |
| 6. Cloth 55/45           | A                    | A            |               |               |              |
| 7. Cloth Buckets         | A                    |              |               |               |              |

\*in the seating area

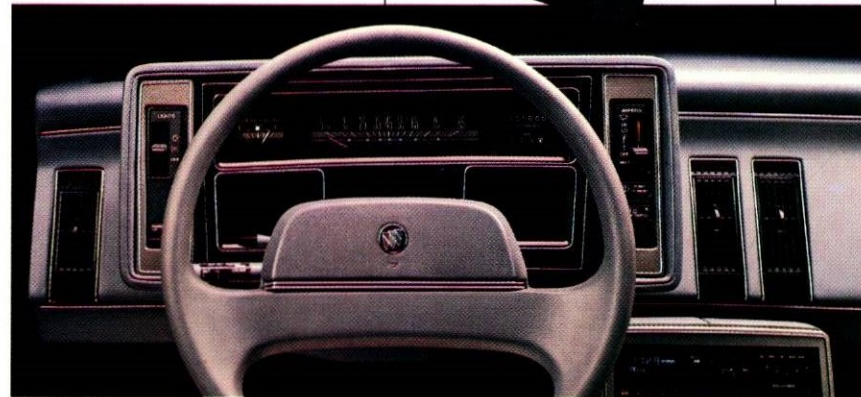




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4



The Skylark's new analog instrument cluster displays information in a clear, easy-to-see fashion, keeping the driver constantly informed.



5



## Inside the Skylark

The Skylark Custom interior offers the buyer rich cloth that is tastefully color-keyed to the exterior. The Skylark Limited offers a luxurious cloth interior or may be ordered with seating areas accented with supple, top-grain leather (coupe only). The adjustable reclining seats in all Skylark Limited models and in the Custom Coupe have been designed and engineered to provide essential thigh and lumbar support, aimed at making long-distance driving more comfortable.

The most frequently used controls have been located at the driver's fingertips, and the standard analog instrument cluster displays information clearly. The instrument pod features positive, sliding switches. These are but two examples of sound ergonomic design—"human engineering"—and the thought that goes into Buick interior design.

### Available equipment

As you would expect, there is a sensible selection of available equipment that can be added to all Skylarks. The list includes pushbutton air conditioning controls that operate electronically, thereby eliminating a number of moving parts. Also available are electronic digital instrumentation, 6-way power driver's seat, all-season radial-ply whitewall tires and a rear deck luggage rack.

In its every distinctive line, its every useful appointment, the Skylark speaks well of those who drive it...a smart, stylish automotive choice that is a source of pride to Buick and to Buick owners.

**The Skylark Limited interior (right) offers the buyer rich cloth upholstery that is tastefully color-keyed to the exterior. The coupes' and Limited Sedan's adjustable reclining seats are designed and engineered to provide essential thigh and lumbar support.**



| Skylark Seat Styles | Custom Sedan | Custom Coupe | Limited Coupe | Limited Sedan |
|---------------------|--------------|--------------|---------------|---------------|
| 1. Cloth Buckets    |              |              |               | S             |
| 2. Cloth Buckets    | S            |              |               |               |
| 3. Cloth Buckets    |              |              | S             |               |
| 4. Cloth Buckets    |              | S            |               |               |
| 5. Leather* Buckets |              |              | A             |               |

\*in the seating area





#### Interior features

Inside every Skyhawk, you will find well-chosen, tasteful velour upholstery, easy-to-read instrumentation and reclining bucket seats. For 1988, new interior door treatments, harmonizing with the interior fabric, have been made available. A folding, split-back rear seat adds utility to the wagon models, and a time-honored Buick feature—carefully chosen available equipment—permits every Skyhawk picture to be completed in a wide variety of ways.

All Skyhawks have a multi-function control lever mounted on the steering column for easy-to-reach operation of the wipers and the turn signals. A Delco ETR AM-FM stereo radio is standard (and may be deleted for credit) and an available stereo cassette player with automatic return helps keep the Skyhawk alive with the sound of music.

The Skyhawk SE Coupe provides a special interior environment with instrumentation complete with a tachometer and a leather-covered sport steering wheel.

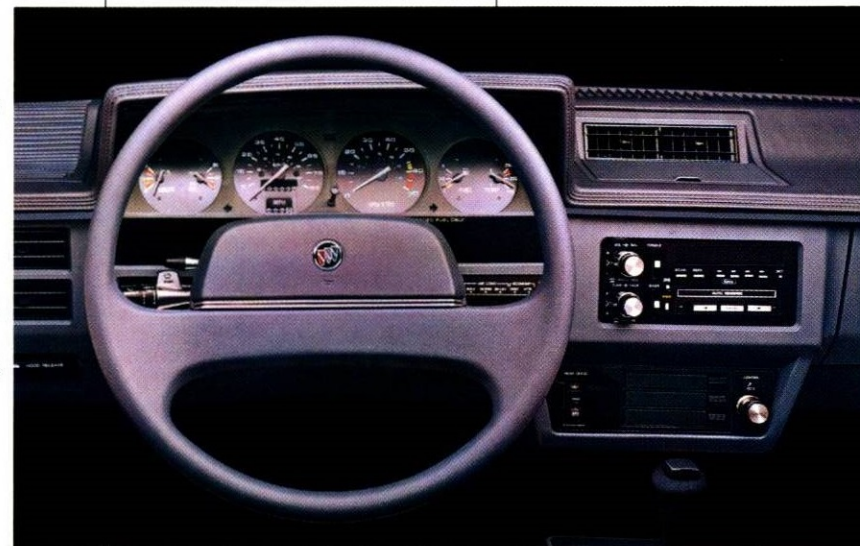
Skyhawk, the way to enjoy Buick features in a most affordable manner.

Inside every Skyhawk, you will find well-chosen, tasteful cloth upholstery, easy-to-read instrumentation and reclining bucket seats.

#### Skyhawk Value Option Packages

Three attractive available equipment packages give Skyhawk owners the ability to individualize their cars. The basic Value Option Package includes the following items: automatic transmission, tilt steering column, delay windshield wipers, Electronic Cruise Control, four-way manual adjustable driver's seat, console-mounted armrest, an ETR radio-cassette AM-FM stereo with seek/scan, auto reverse and clock features. A rear-window defogger and/or electric door locks are also included. An air conditioner is available as a separate option. This new Value Option method of packaging is intended to make ordering a fully equipped Buick Skyhawk easy, and make it possible to purchase a Skyhawk at a more reasonable price than if each available item were ordered separately as in previous years.

In every way, the Skyhawk line of Buicks is ideal for the driver whose lifestyle demands just a little bit extra in the way of stylish motoring enjoyment. As a coupe, sedan or wagon, the 1988 Skyhawks represent the free spirit of automotive pleasure that you've come to expect from every car that bears our name.



A variety of multi-speaker sound systems is offered for the Skyhawk. The Skyhawk SE Coupe is fully instrumented with analog dials, gages and tachometer.

| Skyhawk Seat Style | Coupe & Sedan | Station Wagon | SE Coupe |
|--------------------|---------------|---------------|----------|
| Cloth Buckets      | S             | S             | S        |



**I** ncomparable interior elegance

Consider the passenger accommodations. In the driver's compartment, capacious 55/45 individual seats provide comfortable accommodation for three. The seating throughout is done in richly finished, closely woven velour.

Inside, the Electra Estate Wagon in its standard form now provides seating for eight. Effective with 1988 models, we have added a third seat, standard, finished in color-coordinated vinyl, at the rear. Outside, in the tradition of fine wagons, the Electra Estate Wagon is distinguished by its Light Oak woodgrain vinyl sides and rooftop luggage rack.

Although the luxury of the Estate Wagon remains uncompromised, practicality also plays a role. The cargo capacity, with rear seats stowed, remains a spacious 87.9 cubic feet, with a width of over four feet at the rear door, a height of over 28 inches and a maximum length of 90.2 inches. For utility and ease of use, the tailgate either opens down or swings out.

**Full-size luxury and comfort**

The LeSabre Estate Wagon now seats eight passengers in spacious comfort, thanks to a standard third seat in the rear. The front 55/45 seats and the second seat feature luxurious fabrics, and the standard third seat is covered with vinyl that harmonizes with the finely woven interior fabric. The overall quality and finish of all LeSabre Estate Wagon interiors creates an atmosphere of tasteful elegance, entirely appropriate to—and expected of—a Buick.

**The Buick Electra Estate Wagon stands as incontrovertible evidence that a lofty level of luxury and a substantial cargo-carrying ability are marvelously compatible.**



2



**The Electra's extensive menu of standard equipment includes a tilt steering column, electric door locks, power windows, a thoughtful remote electric lock for the tailgate, vinyl woodgrain applique treatment...and more.**



1

| Estate Wagon Seat Styles |  | LeSabre | Electra |
|--------------------------|--|---------|---------|
| 1. Cloth 55/45           |  |         | S       |
| 2. Cloth 55/45           |  | S       |         |



