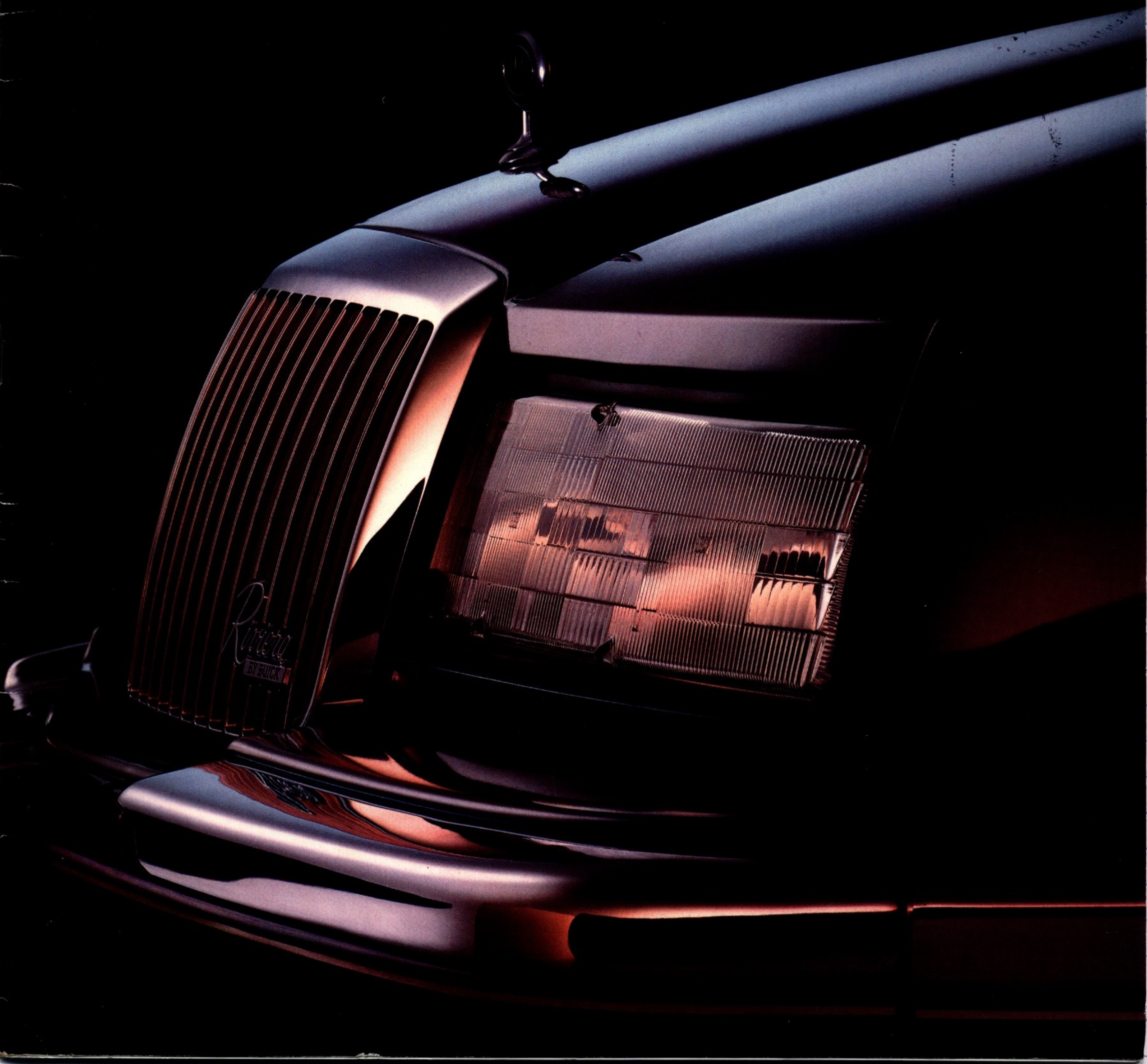


BUICK

1989



**It takes a special breed of car to command
the Great American Road.**



One uncrowded stretch of Great American Road that Buick commands: Highway 91 near Leadville, Colorado, as it heads north to Fremont Pass.

The Great American Road. There is no other road like it anywhere on Earth. It spans deserts that routinely soar to 135 degrees in the summer. It traverses mountains whose peaks carry snow twelve months of the year. The vastness and variety of the Great American Road have given rise to the need for a premium, uniquely American motorcar. It is not surprising that this premium American motorcar has come to be called Buick.

For 1989, Buick celebrates its 86th anniversary by offering motorcars that are

designed for exhilarating driving, luxury without ostentation, and to fulfill the proud assertion: The Great American Road belongs to Buick.

Buicks are smooth.

Buicks have premium suspension systems engineered to handle the imperfections of a less-than-perfect world.

Today, that smoothness has been definitively refined by a Buick exclusive called Dynaride. This, more than any other single element, makes a Buick a Buick. The philosophy



You don't have to understand the technology behind Dynaride to feel the result: extraordinary smoothness.

behind Dynaride is to provide the optimum balance of smoothness and control. The heart of Dynaride is the use of deflected-disc valving technology in the shock absorbers. Unlike conventional shocks, these can be fine-tuned to meet extremely demanding criteria for ride smoothness and positive handling. Which is exactly what Buick engineers have done. Moreover, the entire suspension has been designed to those same standards.



For responsive, reassuring performance, the silky-smooth 3800 V-6 engine delivers 165 horsepower.



Each Reatta is meticulously hand-sanded between primer coats, to remove even the smallest imperfections.

Buicks are substantial.

Buicks are crafted and assembled with a rare combination of computer technology and human craftsmanship to help make them solid and dependable through the years.

Meticulous attention to detail marks the production of every Buick, or we couldn't call it a premium American motorcar. Reatta is one of the latest and most representative examples of that Buick philosophy. At the Reatta Craft Centre, attention to detail has created an environment that in some ways seems like a step into America's past, when products were carefully handcrafted into being. There are 24 production steps carried out within the Reatta

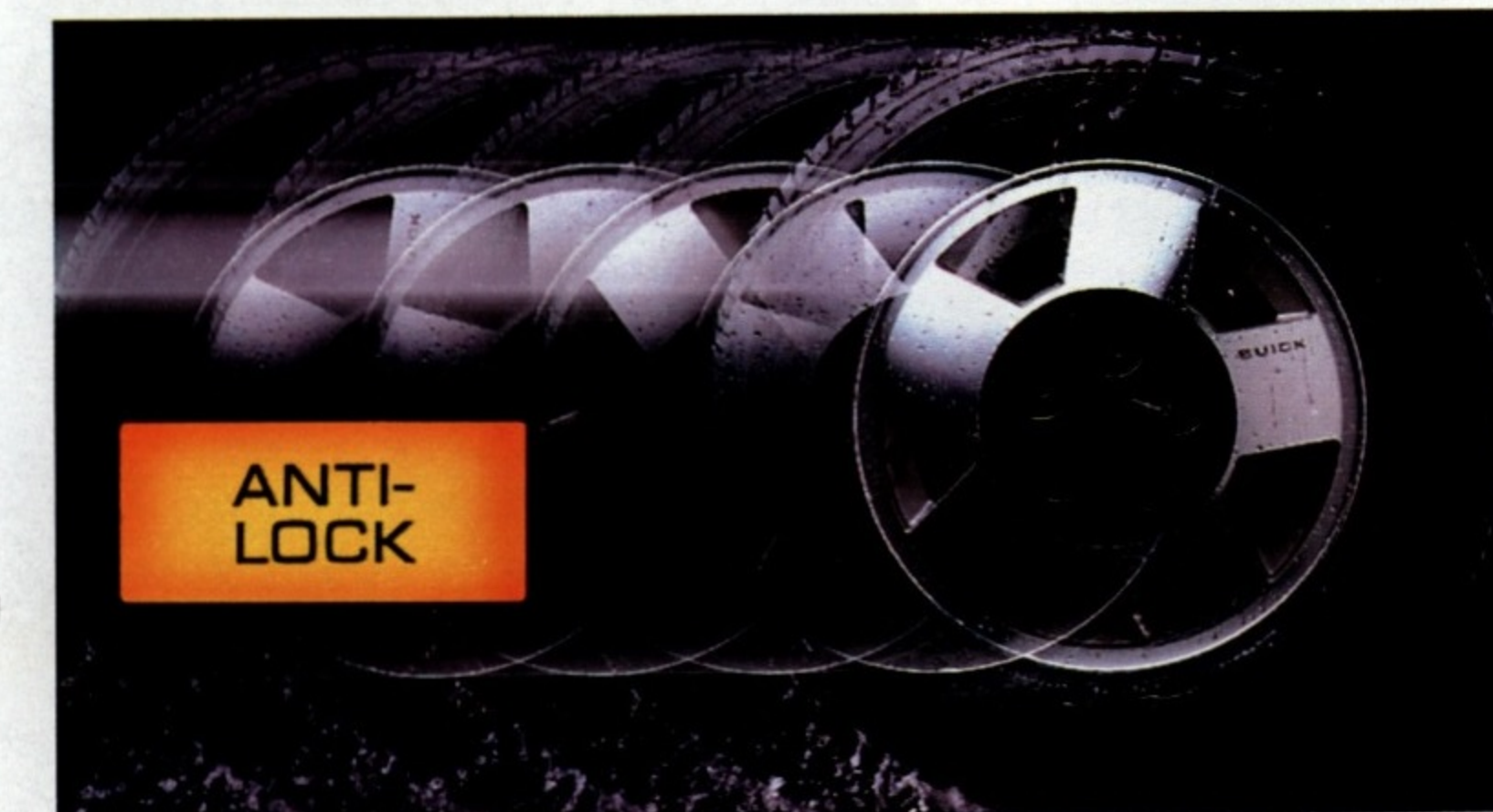
Craft Centre, each one of which takes place at a separate craft station where small teams of skilled craftsmen undertake each phase of the Reatta construction process. All together, those stations comprise one of the most thoughtful approaches

to quality in recent American automotive history. The process allows for intensive attention to detail, a personal caring for the success of the finished product.

Buicks are powerful.

Buicks have silent precision-built engines designed to cruise effortlessly hour after hour at the legal limit, or make short work of passing an 18-wheeler.

Powerful and smooth are appropriate words to describe Buick's 3800 V-6 engine. This engine features a counter-rotating balance shaft that helps keep vibrations at a minimum. The 3800 V-6 delivers responsive, reassuring performance for highway passing or expressway merging.



For sure, confident stopping power, Buick's anti-lock brake system can pump the brakes up to fifteen times in one second.

Buicks are mature.

Buicks have long been known as the solid citizens of the highway, with enduring values that transcend fads and trends. They have always been styled to command attention, but never scream for it. The 1989 Buicks are no exception.



Exacting attention to detail characterizes Buick, the premium American motorcar.

Buicks are distinctive.

From the beginning, Buicks have had a well-styled, distinctive appearance that is characteristic of a premium automobile.

Buick, the premium American motorcar, is specifically created, and uniquely qualified, to command the Great American Road.

Reatta

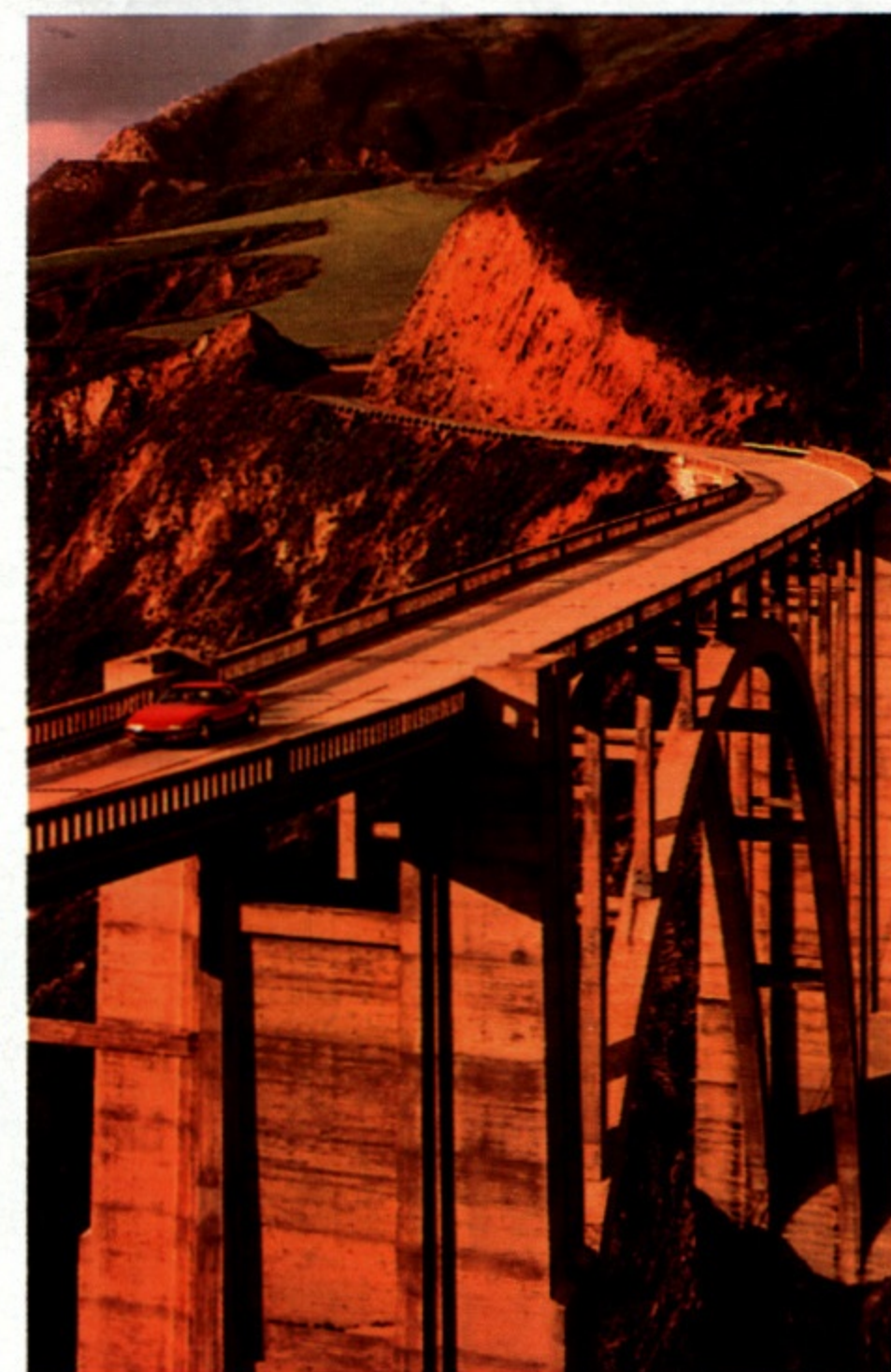


Reatta

Reatta's striking appearance and ample performance are perfectly attuned to a Great American Road like California Highway 1, below, as it twists and sweeps its way through Big Sur. Reatta is reminiscent of the road-hugging sports cars we all coveted in our youth. With seating for two, it fulfills that youthful longing, but also provides the luxury, the comfort and the conveniences that are so much a Buick hallmark. Reatta's 3800 V-6 engine delivers the smooth, confident response of 165 horsepower to meet almost any driving situation. The 3800 is coupled to a 4-speed automatic transmission with overdrive. Reatta's 4-wheel disc brakes and anti-lock brakes contribute to controlled stops in slippery or emergency conditions. And Reatta's 4-wheel



independent suspension supplies the necessary ride and handling for people on the move.



California Highway 1 is an ideal setting in which to sample Reatta's unique blend of exhilaration and comfort.



Reatta's list of standard equipment is so complete, an electric sunroof and a 16-way adjustable driver's seat are its only options.

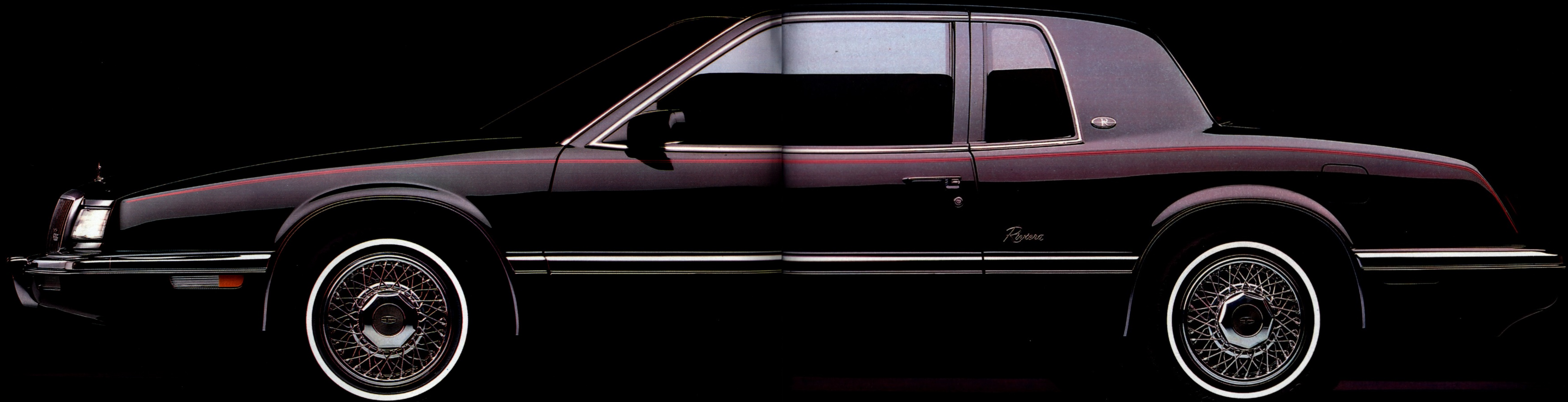


Reatta, the premium American 2-seater by Buick, rewards its owner with dual 6-way adjustable bucket seats with leather in the seating areas, storage compartments and pass-through to the spacious luggage compartment.



Reatta is carefully hand-crafted in limited quantities at the Reatta Craft Centre in Lansing, Michigan.

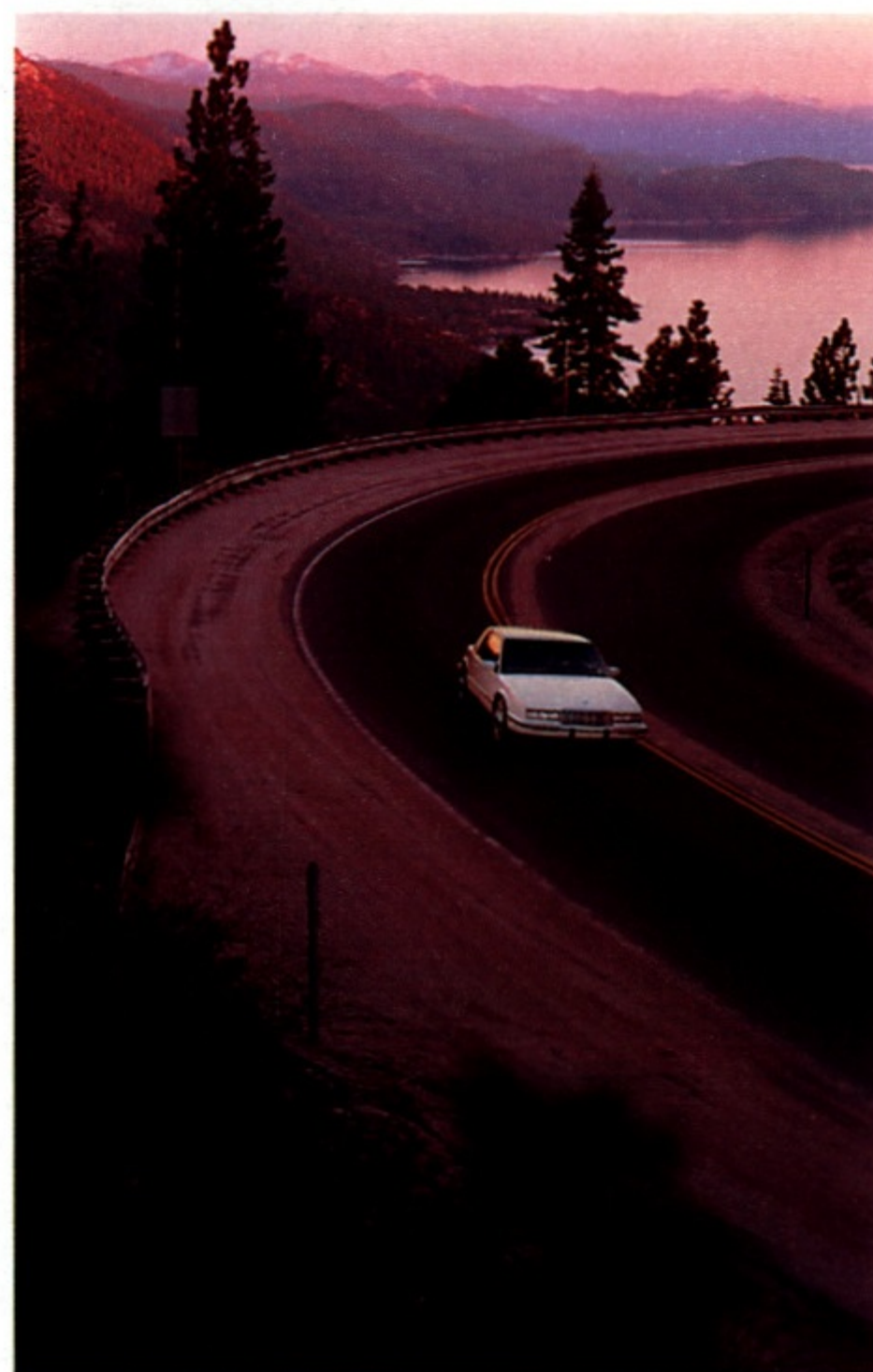
Riviera



Riviera

The 1989 Riviera is particularly adept at mastering a spectacularly inviting Great American Road like Nevada 431, shown below, outside Lake Tahoe. This year's Riviera is 11 inches longer and more contemporary than ever. Yet, for all its modern good looks, this new Riviera instantly recalls the classic Rivas of the past. It remains a highly distinctive breed of motorcar. And not surprisingly, the person to whom the Riviera appeals is also a breed set apart: style-conscious, an arbiter of good taste and sure of what he or she wants. Riviera's 3800 V-6 powerplant effortlessly delivers the power needed to span broad distances and steep grades. This, plus the smoothness of its Dynaride suspension and the rich level of its appointments, makes Riviera a rewarding experience,

especially on long drives.



Nevada 431, approaching Lake Tahoe, is a stunning showcase for the ample talents of the new Riviera.



The 1989 Buick Riviera is a classic all over again.

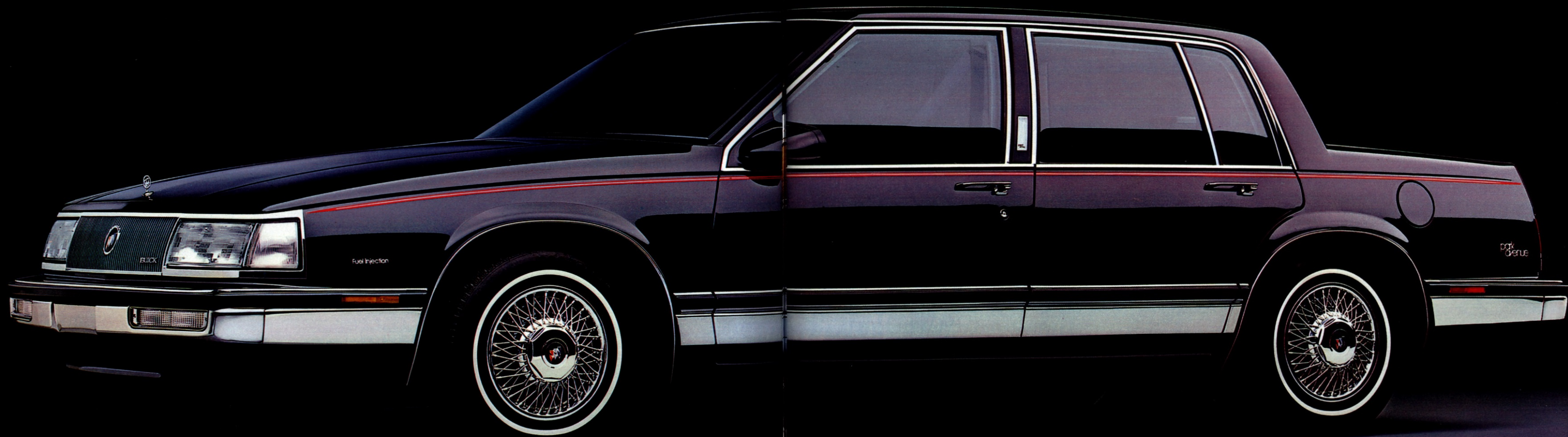


An interior with supple leather in the seating area is available, featuring a 16-way adjustable driver's seat for supreme comfort as well as luxury.



Riviera styling is totally new, yet its admirers will recognize it immediately: it could only be the Riviera.

ELECTRA/ PARK AVENUE



Electra, Park Avenue and Ultra

Manhattan's busy Park Avenue, below, with its elegant shops and towering office buildings, is the perfect setting for the luxurious Buick Electra, Park Avenue and Ultra 6-passenger sedans. These premium American motorcars are designed to blend into such a fashionable environment with dignity and style. And this year, Buick introduces the newest member of the family, and the most prestigious sedan of all: the Park Avenue Ultra. Special 15-inch aluminum wheels and tires, a unique grille and tail lamps, and 2-tone paint are the major exterior features of the Park Avenue Ultra. Its ride is smooth and quiet. Its lavish all-leather seating was designed by the famed Italian automotive designer Giorgio Giugiaro. Every detail has been carefully considered. The Park Avenue Ultra becomes the new standard for luxurious, smooth-riding American sedans.



Manhattan's fashionable Park Avenue provides a luxury setting in which Buick's Electra and Park Avenue sedans are always stylishly in place.



Park Avenue Ultra: a new standard for American luxury sedans.



The Park Avenue Ultra interior includes leather trim and exquisitely luxurious seating with 20-way power designer seats.



A wide choice of highly refined cloth or leather seating is offered, including this Park Avenue interior.



▲ Buick Electra conveys a look of purpose and dignity.



◀ The Electra T Type offers a Gran Touring suspension, anti-lock brakes and other sporting equipment.

LESABRE



LeSabre

LeSabre is a full-size family car that is especially equipped to meet the challenges of U.S. Highway 1, below, a Great American Road that takes vacationing families to Florida's Disney World, Key West and all points between. LeSabre is a 6-passenger automobile with a luxurious interior and fully independent Dynaride suspension that deliver comfort and convenience as the miles flow effortlessly by. Its plush, elegantly upholstered seating and many conveniences help you arrive at your destination full of energy. LeSabre's precision-engineered 3800 V-6 retains a power reserve sufficient for effortless highway driving. The family that spends time traveling and playing together will truly appreciate the time-honored comfort, power and distinctive styling this premium

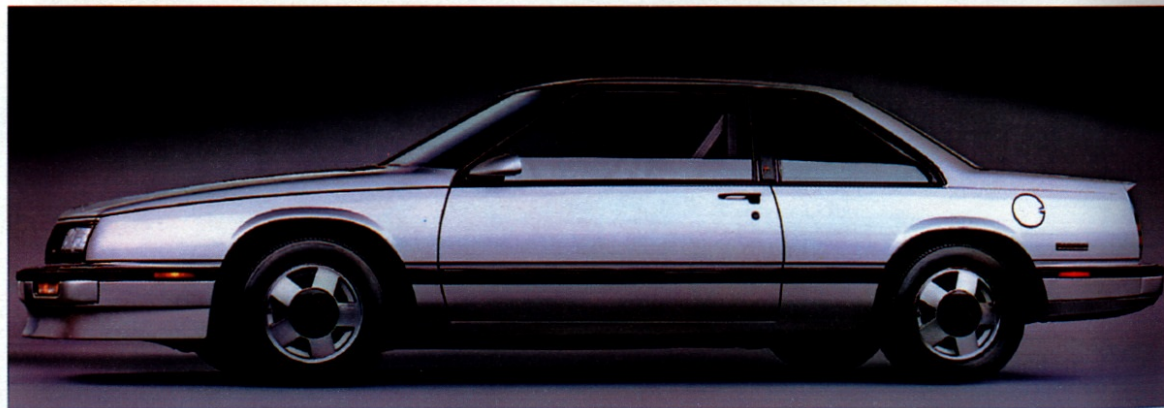
family automobile affords.



Florida's sun-drenched skies and the warm waters of the Atlantic make the Seven Mile Bridge on U.S. Highway 1 a highly traveled Great American Road for vacationing families.



As the Great American Coupe, the LeSabre Coupe offers both a very sporty look and full-sized room and comfort.



The LeSabre T Type Coupe features Gran Touring suspension, 15" aluminum wheels, front air dam, rear spoiler and special interior.



LeSabre Limited Coupe offers the additional features of a cloth 55/45 front seat with front storage armrest, bumper guards and moldings.



This 55/45 seating arrangement is typical of LeSabre's spacious, well-appointed interior.

REGAL



Regal

The gentle beauty of a Great American Road like Highway 14 outside Bethel, Vermont, as shown below, is an appropriate setting for the stylish lines of the 1989 Regal. In keeping with Buick tradition, Regal offers a multitude of comforts for the road. This year, air conditioning, AM-FM stereo and a tilt steering wheel are standard. And, since the great roads of America often require more of a car than just great beauty, Regal comes with certain reassurances built in. A 2.8-litre V-6 with multi-port fuel injection, front-wheel drive, 4-wheel power disc brakes and 4-wheel independent suspension are standard Regal equipment. On stately Great American Roads from New England to California, Regal not only looks appropriate—it handles those roads in a very convincing way.

VERMONT

14



Highway 14, along the White River near Bethel, Vermont, is a wonderful road on which to enjoy the many charms of the 1989 Regal.



Regal holds great appeal for anyone who values exceptional styling combined with a sporty flair.



55/45 seats, trimmed with genuine leather in the seating areas, are one of several sumptuous interior choices available in the Regal Limited.



Regal Gran Sport: life in the fast lane can be very Regal.

CENTURY



Century

Gently meandering through the hardwood forests of Michigan's Keweenaw peninsula, U.S. Highway 41, below, ends its journey with a majestic view of Lake Superior, the largest body of fresh water in the world. Here the Great American Road offers the challenge of all four seasons: rain, heat, wind, ice and snow. Century is up to the challenge, with front-wheel drive that delivers the confident traction needed for the deep snows of a northern winter. Century's very functional nature is one of the things that make it the most popular Buick of all. The 1989 Century has fresh new exterior styling and a new analog gage cluster in the instrument panel. And this year Century also offers more power, with an available 3300 V-6 engine, and the added smooth-

MICHIGAN



ness of its new Dyna-ride suspension. It's living proof a good thing can be made even better.



U.S. Highway 41, along Michigan's Lake Superior, is a beautiful Great American Road on which to appreciate Century's smoothness.



Century is aerodynamic on the outside, comfortable on the inside and smooth on the road.

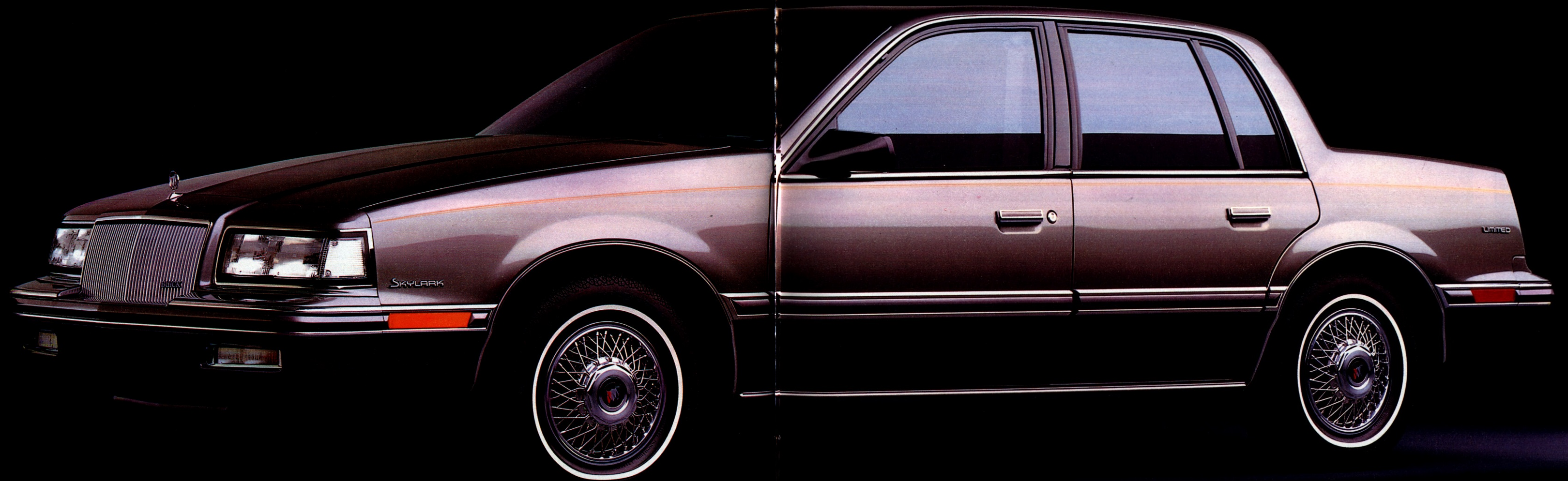


Century interiors are designed to be roomy and practical, as well as luxurious and comfortable.



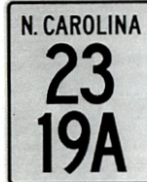
With its distinctive new styling and optional woodgrain trim, the Century Estate Wagon is a graceful way to carry a lot of cargo.

SKYLARK



Skylark

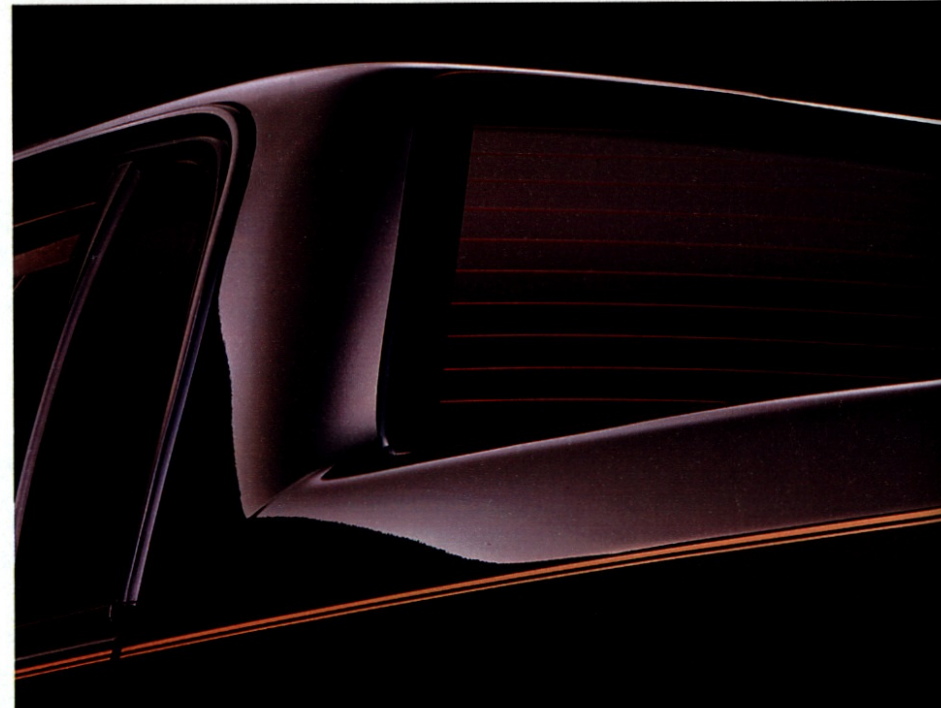
In a 1989 Buick Skylark, the twisting stretch of Old Balsam Road near the junction of Highway 23/19A outside Asheville, North Carolina, is a most rewarding experience. High among those rewards is the knowledge that Buick Skylark is as distinctive in look as it is generous in appointment. And for all the technology of its front-wheel drive and fuel-injected engine, there is a maturity of style that says this is first and foremost a Buick. The Skylark 4-door sedan on the previous page has, in fact, been dubbed the "little limousine." And for good reason. Inside Skylark you'll find room for five adults, and many luxury touches not found in any other automobile in Skylark's class. Wherever you're going, Skylark is a trim automobile that makes sure you get there in comfort and luxury.



North Carolina's Old Balsam Road, deep in the Blue Ridge Mountains, is a perfect venue for enjoying a Buick Skylark.



With the addition of the available Gran Touring Package, the Skylark Coupe becomes a very bold-looking automobile.



The rich detail designed into every premium American motorcar is apparent in the formal roofline of Skylark, also.



A wide variety of tasteful interior choices contributes to Skylark's image as the "little limousine."

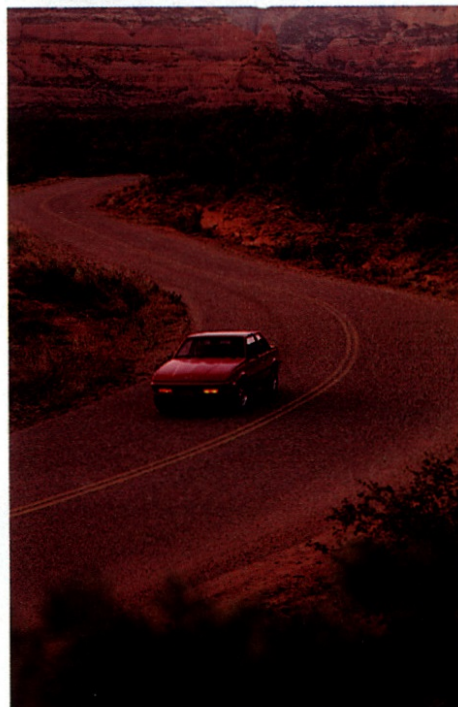
SKYHAWK



Skyhawk

U.S. 89A, below, cutting through the pristine splendor of the desert near Sedona, Arizona, is a perfect place for exercising the road manners of a Buick Skyhawk. From the rich velour of its upholstery to such thoughtful touches as a fully reclining driver's seat, it rewards the owner for knowing that high standards do not necessitate a high price tag. Befitting the Buick name, each Skyhawk carries a generous amount of standard equipment that makes ownership rewarding and driving a pleasure. Power steering, power front disc brakes, an electronically tuned AM-FM stereo radio with seek and scan and clock, improved acoustical insulation package and 2.0-litre L-4 engine with electronic fuel injection are all standard in this year's Skyhawk.

With its generous equipment and Dynaride technology, the 1989 Buick Skyhawk is, as always, a premium automobile that honors style, substance and value.



Buick Skyhawk on U.S. 89A, a western version of the Great American Road near Sedona, Arizona.



The Skyhawk Sedan offers contemporary styling and luxurious appointments, in a surprisingly affordable package.



The comfortable reclining cloth bucket seats shown here are standard in all Skyhawk models.



The Skyhawk Wagon combines practicality and refinement in one very handsome Buick.

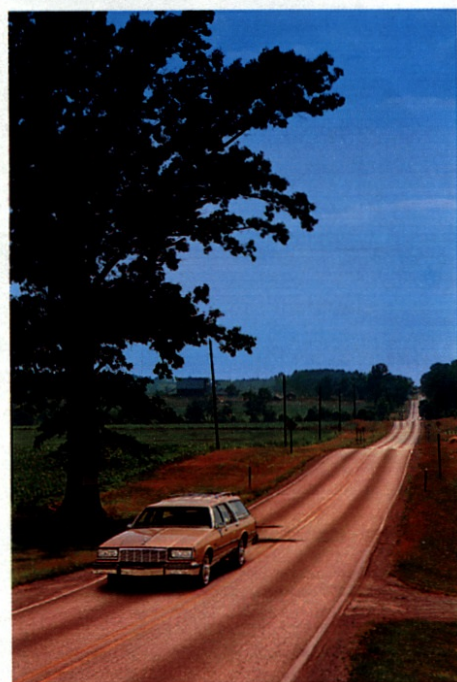
ELECTRA/LESABRE ESTATE WAGONS



Electra and LeSabre Estate Wagons

Indiana 142, below, is a road that seems quintessentially American, wandering as it does through the heartland of our country. And it is here that the station wagon, that most quintessentially American vehicle, is perhaps most appreciated. With an unmistakable air of substance and assurance, the 1989 Buick Estate Wagons combine the appointments, accessories and advantages of a fine automobile with all the carrying capacity of a traditional full-size wagon. Electra is the premium wagon in Buick's line of premium American motorcars. It is, quite simply, the ultimate expression of what a wagon should be. The functional LeSabre, on the other hand, is a wagon that upholds the tradition of family road trips, with full room for all the luggage and necessities the American family requires to fully enjoy their time on the Great American Road.

INDIANA
142



Highway 142 near Eminence, Indiana, is a Great American Road on which the luxury and utility of the Electra and LeSabre Estate Wagons are thoroughly appreciated.



LeSabre Estate Wagon has 87.9 cubic feet of cargo capacity and a versatile 4-foot-wide rear door that swings out like a door or down like a tailgate.



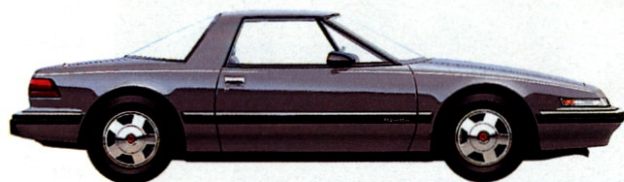
As you'd expect, the interior of the Buick Estate Wagon is not merely roomy, it is plush and luxurious as well.



With these various second and third seat arrangements, the choice of more passengers or more cargo is one the LeSabre or Electra Estate Wagon owner can make easily.



1989 MODELS



Reatta. The premium American 2-seater by Buick, Reatta offers the exhilaration of a sports car and the luxury of a Buick.



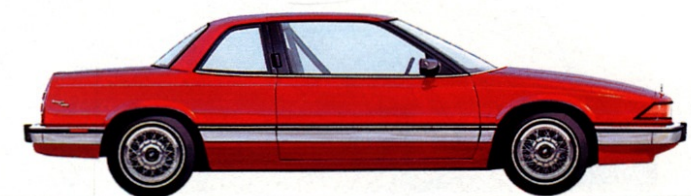
Riviera. Reminiscent of the classic Rivas, this new Riviera continues to offer individual style in a personal luxury car.



Electra/Park Avenue. With the new Park Avenue Ultra, these premium American motorcars remain Buick's ultimate in 6-passenger sedans.



LeSabre. Full-size room and numerous standard features make LeSabre the great American family car for the Great American Road.



Regal. The first of a new generation of Buicks, Regal is a unique blend of contemporary style, performance and luxury.



Century. Completely restyled for 1989, Century gives a new outlook to those who view luxury from the practical side.



Skylark. Affectionately known as Buick's "little limousine," Skylark is practical, fun to drive and very Buick.



Skyhawk. A fully equipped Buick at an attractive price, Skyhawk is an affordable and sporty entry-level Buick.



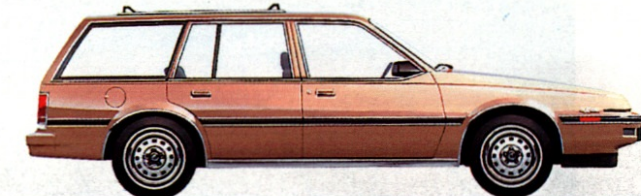
Electra Estate Wagon. Offering exceptional luxury, it is, quite simply, the industry's ultimate full-size wagon.



LeSabre Estate Wagon. With a generous combination of luxury, comfort and practicality, LeSabre Estate is the great American full-size wagon.



Century Wagon. With its front-wheel drive and large capacity, Century Wagon is a practical solution to the challenge of cargo-carrying.



Skyhawk Wagon. Skyhawk Wagon has comfortable seating for five people, and offers more than 60 cubic feet of useful cargo space.

Buick Buyer's Guide Personal Order List

Now that you've had time to learn about the entire 1989 Buick lineup, take a little more time to think about which Buick you might like to own, and how you would like to equip it.

This Buyer's Guide is a convenient way to do that. It offers you a partial listing of available comfort, convenience and performance options. Consider them and make note of the ones you'd like. Also consider and make note of your choices of tire,

suspension and engine upgrades that you might want, as well as exterior color and trim levels.

After noting your preferences, take this Buyer's Guide to your Buick dealer. Learn how easy it can be for you to own a premium American motorcar. Test-drive the Buick of your choice. When you do, you'll be rewarded with evidence of why the Great American Road belongs to Buick.

Buick Model:

Engine:

Transmission:

Available Equipment:

Reatta

Model Available:

- Reatta Coupe

Standard Equipment:

This is a partial list.

See your dealer for details.

Every Reatta Features:

- 3800 V-6 with balance shaft
- Stainless steel exhaust system with dual outlet
- Automatic transmission with overdrive
- Anti-lock 4-wheel power disc brake system
- Fast-ratio power steering
- Independent 4-wheel Gran Touring suspension
- Electronic Touch Climate Control air conditioning
- Electronic Control Center
- Tilt steering column
- Leather-wrapped sport steering wheel
- Operating console
- Electronic Cruise Control
- Retained accessory power
- Electric rear-window defogger
- Power windows
- Soft-Ray tinted glass
- ETR* AM stereo-FM stereo radio with seek and scan, graphic equalizer, cassette tape player with auto reverse, search/repeat, clock, premium 8-speaker Concert Sound system and automatic power antenna. (This unit receives C-Quam* AM broadcasts. Most AM stereo stations across the country broadcast in C-Quam* but some do not. Check with your local stations for compatibility in your area.)

- Manual reclining bucket seats with leather in the seating areas, and armrest
- 6-way power driver and passenger seats
- Electric trunk lock release
- 2-speed wet-arm windshield wipers with low-speed delay feature
- 15" aluminum wheels (4)
- P215/65R15 steel-belted, radial-ply Eagle GT+4 blackwall tires
- Retractable dual headlamps
- Reversible, anti-slip carpet savers
- Electric fuel-filler-door release
- Illuminated driver door lock and interior light control
- Cornering lamps
- Front fog lamps
- Rearview mirror with front-seat reading lights
- Deluxe black, electric, outside rearview mirrors (left and right remote) left heated
- Clearcoat paint with chip-resistant primer
- Lockable rear storage compartments (2)
- Extendable slide-out sunshades
- Theft-deterrent system with starter interrupt
- Interior, lockable trunk access door
- Remote Radio Keyless Entry System with automatic door locks

Selected Available Equipment:

- Electric sliding steel sunroof
- 16-way adjustable driver's seat

Engine:

3800 Engine with SFI

Type	V-6
Horsepower	165 @ 4800
Torque	210 @ 2000

Dimensions:

Inches unless otherwise noted

Coupe

Overall	
Length	183.7
Width	73.0
Height	51.2
Wheelbase	98.5
Front Tread	60.3
Rear Tread	60.3
Interior	
Legroom	43.1
Headroom	36.9
Shoulder Room	57.0
Hip Room	53.9
Trunk Capacity	10.5 cu ft
Fuel Tank Capacity	18.2 gallons

Riviera

Model Available:

- Riviera Coupe

Standard Equipment:

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

Every Riviera Features:

- 3800 V-6 with balance shaft
- Automatic transmission with overdrive
- 4-wheel power disc brakes
- Power steering
- Dynaride 4-wheel independent suspension
- Electronic Touch Climate Control air conditioning
- 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 lock release
- 2-speed windshield wipers with low-speed delay
- Body-color door edge guards
- Wire wheelcovers
- 15-inch wheels and tires
- Rear-seat lap/shoulder belt system
- Coach lamps
- Custom locking wire wheelcovers

Selected Available Equipment:

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

- 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.)
- Delco/Bose music system with ETR* AM stereo-FM stereo radio and cassette
- 16-way adjustable driver bucket seat
- 6-way power front passenger seat with recliner
- Electric trunk pull down
- Remote Radio Keyless Entry System with automatic door locks
- Automatic electric door locks
- Twilight Sentinel headlamp control
- Theft-deterrent system
- Automatic day/night inside rear-view mirror
- Anti-lock brake system
- Electronic compass
- Cellular telephone installed in console armrest
- Gran Touring Package
- Astrorof
- Landau top

Engine:

3800 Engine with SFI

Type	V-6
Horsepower	165 @ 4800
Torque	210 @ 2000

Dimensions:

Inches unless otherwise noted

Coupe

Overall	
Length	198.3
Width	71.7
Height	53.6
Wheelbase	108.0
Front Tread	59.9
Rear Tread	59.9
Interior Front	
Legroom	42.7
Headroom	37.8
Shoulder Room	57.9
Hip Room	55.9
Interior Rear	
Legroom	35.6
Headroom	37.8
Shoulder Room	57.4
Hip Room	55.4
Trunk Capacity	13.9 cu ft
Fuel Tank Capacity	18.2 gallons

Electra/Park Avenue

Models Available:

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

Standard Equipment:

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

Every Electra Features:

- 3800 V-6 with balance shaft
- 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
- ETR* AM-FM stereo radio with seek and scan and clock
- Automatic front safety belt system for driver and right front passenger
- Rear-seat lap/shoulder belt system
- Tilt steering column
- Additional T Type Features:**
- 2.97 drive ratio
- Anti-lock brake system
- Overhead console
- 45/45 front seats with storage console and armrest
- Quartz analog gage cluster
- Gran Touring suspension
- P215/65R15 Eagle GT+4 black-wall tires

Additional Park Avenue Features:

- Electronic Cruise Control
- Electric door locks
- Front and rear reading lights
- Front/rear-door warning lights

Dimensions:

Inches unless otherwise noted

Sedans

Overall	
Length	196.9
Width	72.4
Height	54.3
Wheelbase	110.8
Front Tread	60.3
Rear Tread	59.8
Interior Front	
Legroom	42.4
Headroom	39.3
Shoulder Room	58.9
Hip Room	55.5
Interior Rear	
Legroom	41.5
Headroom	38.1
Shoulder Room	58.8
Hip Room	54.8
Trunk Capacity	16.4 cu ft
Fuel Tank Capacity	18.0 gallons

- Electric trunk lock release
- 2-speed windshield wipers with low-speed delay
- Coach lamps

Additional Park Avenue Ultra Features:

- Ultra leather interior trim
- 2-tone exterior paint
- Aluminum wheels (4)
- Anti-lock brake system
- 20-way power driver and passenger seats

Selected Available Equipment:

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

- ETR* AM-FM stereo radio with cassette tape player
- Delco/Bose music system with ETR* AM-FM stereo radio and cassette
- Formal vinyl top (Ultra)
- Custom locking wire wheelcovers
- Electric rear-window defogger
- Lighted visor vanity mirror
- Electronic Touch Climate Control air conditioning
- Automatic day/night inside rear-view mirror
- Cornering lamps
- Twilight Sentinel headlamp control
- Remote Radio Keyless Entry System
- Theft-deterrent system with starter interrupt
- 2-position memory driver's seat

Engine:

3800 Engine with SFI

Type	V-6
Horsepower	165 @ 4800
Torque	210 @ 2000

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 Features:

- 3800 V-6 with balance shaft
- Automatic transmission with overdrive
- Power front disc/rear drum brakes
- Power steering
- Dynaride 4-wheel independent suspension
- Air conditioner
- Soft-Ray tinted glass
- Automatic front safety belt system for driver and right front passenger
- ETR* AM-FM stereo radio with seek and scan and clock
- Tilt steering column
- Rear-seat lap/shoulder belt system
- Additional Limited Features:**
- Rear bumper guards
- Black lower body-side moldings
- Manual front seatback recliners
- 55/45 front seats with storage armrest
- Wide lower body-side moldings and specific interior trim (Coupe)

Additional T Type Features:

- 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.

- 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 conditioning
- Anti-lock brake system
- Quartz analog gage cluster

Engine:

3800 Engine with SFI

Type	V-6
Horsepower	165 @ 4800
Torque	210 @ 2000

Dimensions:

Inches unless otherwise noted

Coupes Sedans

Overall		
Length	196.5	196.5
Width	72.4	72.4
Height	54.7	55.4
Wheelbase	110.8	110.8
Front Tread	60.3	60.3
Rear Tread	59.8	59.8
Interior Front		
Legroom	42.4	42.4
Headroom	38.1	38.9
Shoulder Room	59.0	59.5
Hip Room	53.0	53.0
Interior Rear		
Legroom	37.4	38.7
Headroom	37.6	38.3
Shoulder Room	57.8	59.8
Hip Room	54.5	56.0
Trunk Capacity	15.7 cu ft	16.4 cu ft
Fuel Tank Capacity	18.0 gallons	18.0 gallons

Regal

Models Available:

- Custom Coupe
- Limited Coupe
- Gran Sport 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
- 4-wheel power disc brakes
- Power steering
- Dynaride 4-wheel independent suspension
- Soft-Ray tinted glass
- Tilt steering column
- Composite tungsten-halogen headlamps
- ETR* AM-FM stereo radio with seek and scan and clock
- Air conditioning
- Automatic front safety belt system for driver and right front passenger
- Rear-seat lap/shoulder belt system
- Notchback bench front seat
- Stainless steel exhaust system
- Clearcoat paint with Plastisol protection
- Pushbutton heater controls
- Deluxe, black, outside rearview mirrors (left remote, right manual)
- Galvanized 2-sided body panels
- Sun visors with slide-out extensions
- Reclining front seatbacks
- Additional Limited Features:**
- Reclining 55/45 front seats with storage armrest
- Plush carpeting
- Wide bright body-side moldings
- Additional Gran Sport Features:**
- Cloth bucket seats

- Front air dam and aero rockers
- 16-inch aluminum wheels (4)
- P215/60R16 Eagle GT+4 black-wall tires*
- Fog lamps

*Use of tire chains with this tire may cause damage to your car.

Selected Available Equipment:

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

- 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
- Rear-window defogger
- Aluminum wheels (4)
- Custom locking wire wheelcovers
- Gran Touring Package
- Electronic digital/graphic instrumentation
- Four-seater Package
- Anti-lock brake system
- Compact disc player
- Remote Radio Keyless Entry System

Engine:

2.8 litre Engine with MFI

Type	V-6
Horsepower	130 @ 4500
Torque	170 @ 3600

Dimensions:

Inches unless otherwise noted

Coupes

Overall	
Length	192.2
Width	72.5
Height	53.0
Wheelbase	107.5
Front Tread	59.3
Rear Tread	58.0
Interior Front	
Legroom	42.3
Headroom	37.8
Shoulder Room	57.6
Hip Room	52.0
Interior Rear	
Legroom	34.8
Headroom	37.1
Shoulder Room	56.8
Hip Room	53.1
Trunk Capacity	15.5 cu ft
Fuel Tank Capacity	16.5 gallons

Century

Models Available:

- Custom Coupe, Sedan and Wagon
- Limited 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
- Composite tungsten-halogen headlamps
- ETR* AM-FM stereo radio with seek and scan and clock
- Deluxe, black, outside mirrors (left remote, right manual)
- Notchback bench front seat with armrest
- Steel-belted, radial-ply, all-season whitewall tires
- Rear-seat lap/shoulder belt system
- Dynaride suspension

Additional Limited Features:

- Front-door courtesy and warning lights
- Black, wide, lower body-side moldings
- 55/45 notchback seats with storage armrest
- Instrument panel gages

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.

- 3300 V-6
- Automatic transmission with overdrive
- Air conditioning
- Roof rack (Wagons)
- Tilt steering column
- Deluxe, electric, outside mirrors (left remote, right manual)
- 2-speed windshield wipers with low-speed delay
- ETR* AM-FM stereo radio with cassette tape player
- Electric door locks
- Power windows
- Electric rear-window defogger
- Electric trunk lock release
- Electric tailgate lock release
- Electronic Cruise Control
- Vinyl third seat (Wagons)
- Air deflector (Wagons)
- Woodgrain vinyl applique (Wagons)
- Tailgate window washer and wiper (Wagons)
- Gran Touring Package (Coupe and Sedans)
- Heavy-duty suspension (Wagons)

Engines:

2.5-litre Tech IV Engine with EFI

Type	L-4
Horsepower	98 @ 4800
Torque	135 @ 3200

3300 Engine with MFI

Type	V-6
Horsepower	160 @ 5200
Torque	185 @ 2000

Dimensions:

Inches unless otherwise noted	Coupe	Sedans	Wagon
Overall			
Length	189.1	189.1	190.9
Width	69.4	69.4	69.4
Height	53.7	54.2	54.2
Wheelbase	104.8	104.8	104.8
Front Tread	58.7	58.7	58.7
Rear Tread	56.7	56.7	56.7
Interior Front			
Legroom	42.1	42.1	42.1
Headroom	38.6	38.6	38.6
Shoulder Room	56.1	56.2	56.2
Hip Room	52.3	52.4	52.4
Interior Rear			
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
Trunk Capacity	16.2 cu ft	16.2 cu ft	—
Fuel Tank Capacity	15.7 gallons	15.7 gallons	15.7 gallons
Cargo Capacity			74.4 cu ft
Rear Tailgate Opening			42.6 width 28.7 height
Maximum Cargo Length at Floor			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
- Composite tungsten-halogen headlamps
- Analog instrument cluster with trip odometer
- Clearcoat paint with Plastisol protection
- ETR* AM-FM stereo radio with seek and scan and clock
- Automatic front safety belt system for driver and right front passenger
- Split bench, reclining front seat
- Dynaride suspension
- Rear-seat lap/shoulder belt system
- Remote-release fuel filler door

Additional Limited Features:

- Front- and rear-seat center armrests
- Front and rear courtesy lights
- Deluxe, outside rearview mirrors (left remote, right manual)
- Wheel-opening and narrow rocker panel moldings
- Limited level interior trim

Selected Available Equipment:

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

- 2.3-litre Quad-4 with MFI and DOHC
- 3300 V-6
- Air conditioner
- Tilt steering column
- 2-speed windshield wipers with low-speed delay
- Electronic Cruise Control
- Wide lower body-side moldings
- ETR* AM-FM stereo radio with cassette tape player
- Electric door locks
- Power windows
- Trunk lock release
- Operating console with bucket seats
- Luggage rack
- Exterior Sport Package
- Gran Touring Package, includes P215/60R14 Eagle GT+4 tires*

*Use of tire chains with this tire may cause damage to your car.

Engines:

2.5-litre Tech IV Engine with EFI

Type	L-4
Horsepower	112 @ 5200
Torque	138 @ 3200

2.3-litre DOHC Quad 4 Engine

Type	DOHC Quad 4
Horsepower	150 @ 5200
Torque	160 @ 4000

3300 Engine with MFI

Type	V-6
Horsepower	160 @ 5200
Torque	185 @ 2000

Dimensions:

Inches unless otherwise noted	Coupes	Sedans
Overall		
Length	180.0	180.0
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
Interior Front		
Legroom	42.9	42.9
Headroom	37.7	37.7
Shoulder Room	54.6	54.3
Hip Room	48.8	48.3
Interior Rear		
Legroom	34.3	34.3
Headroom	37.1	37.1
Shoulder Room	55.2	54.1
Hip Room	50.4	50.3
Trunk Capacity	13.4 cu ft	13.4 cu ft
Fuel Tank Capacity	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 L-4 with EFI
- 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, outside, rearview mirrors (left remote, right manual)
- Lower body-side moldings
- ETR* AM-FM stereo radio with seek and scan and clock
- Easy-entry passenger seat (Coupes)
- Reclining front bucket seats
- Styled hub cap with trim ring
- Dynaride suspension
- Rear-seat lap/shoulder belt system

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

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
- Eagle GT+4 tires

Selected Available Equipment:

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

- 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 with auto reverse and clock
- 4-way manual driver's seat adjuster
- Front-seat armrest
- Electric rear-window defogger
- Electric door locks
- Air conditioner

Engine:

2.0-litre Engine with EFI

Type	L-4
Horsepower	90 @ 5600
Torque	108 @ 3200

Dimensions:

Inches unless otherwise noted	Coupes	Sedan	Wagon
Overall			
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
Interior Front			
Legroom	42.1	42.2	42.2
Headroom	37.4	38.2	38.3
Shoulder Room	53.7	53.7	53.7
Hip Room	52.8	49.1	49.0
Interior Rear			
Legroom	31.8	34.3	33.7
Headroom	36.3	37.6	38.8
Shoulder Room	52.6	53.8	53.8
Hip Room	49.8	49.0	49.2
Trunk Capacity	12.6 cu ft	13.5 cu ft	—
Fuel Tank Capacity	13.6 gallons	13.6 gallons	13.6 gallons
Cargo Capacity			64.4 cu ft
Rear Tailgate Opening			48.3 width 30.1 height
Maximum Cargo Length at Floor			67.3 length

LeSabre Estate Wagon/Electra Estate Wagon

Models Available:

- LeSabre Estate Wagon
- Electra Estate 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, outside, rearview mirrors (left remote, right manual)
- ETR* AM-FM stereo with seek and scan and clock
- 55/45 notchback front seats
- Lockable storage compartments
- "Tailgate ajar" indicator
- 2-way tailgate with power window
- Aluminum wheels (4)

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

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 conditioning
- Cornering lamps
- Twilight Sentinel headlamp control
- Woodgrain vinyl applique (LeSabre)
- Illuminated driver door lock and interior light control
- Trailer Towing Package with automatic level control suspension
- Leather seating area interior trim

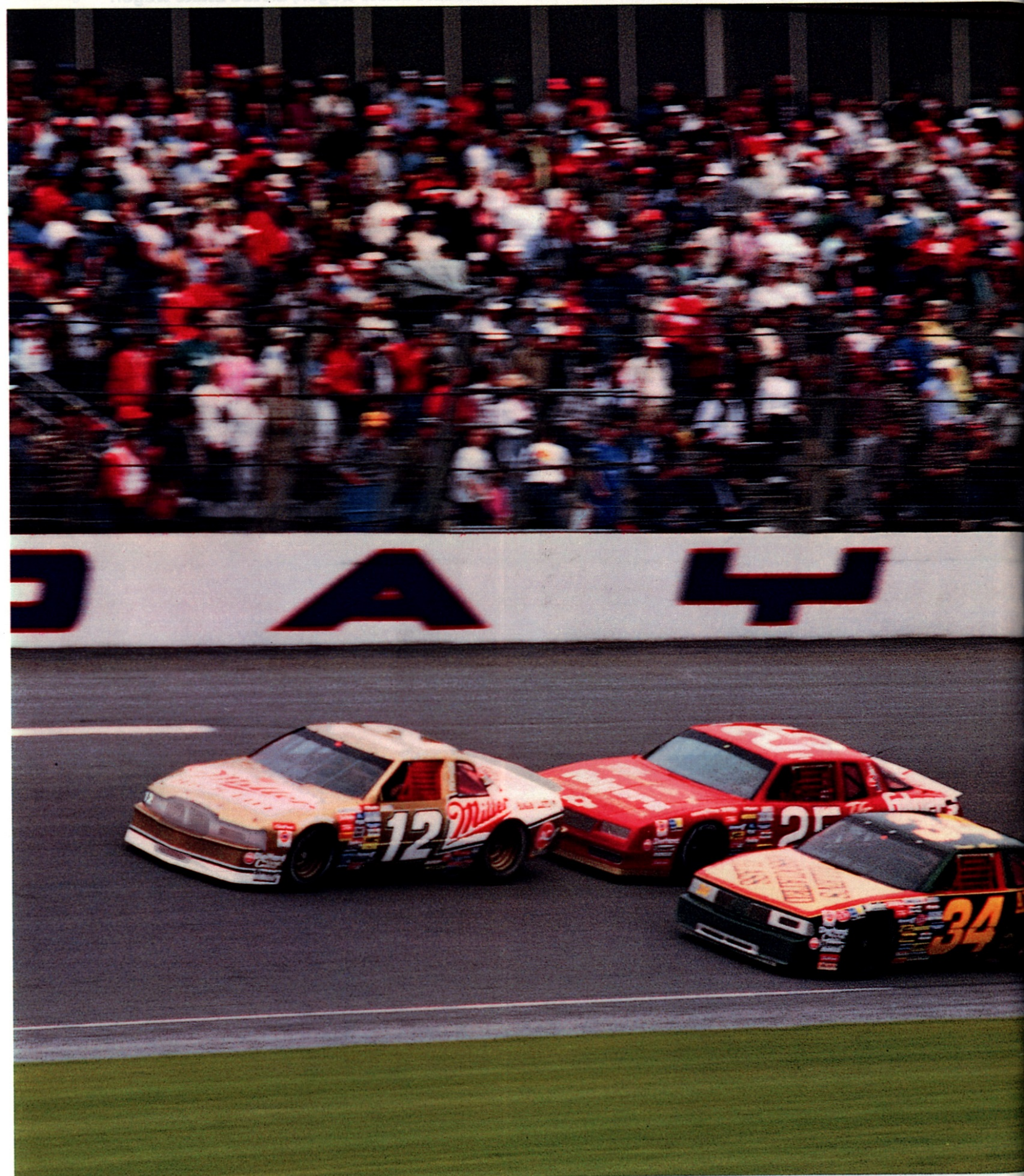
Engine:

5.0-litre Engine

Type	V-8
Horsepower	140 @ 3200
Torque	255 @ 2000

Dimensions:

Inches unless otherwise noted	LeSabre Wagon	Electra Wagon
Overall		
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
Interior Front		
Legroom	42.2	42.4
Headroom	39.6	39.6
Shoulder Room	60.9	60.9
Hip Room	55.1	55.1
Interior Rear		
Legroom	37.8	37.8
Headroom	39.3	39.3
Shoulder Room	61.0	61.0
Hip Room	55.0	55.0
Cargo Capacity	87.9 cu ft	87.9 cu ft
Fuel Tank Capacity	22.0 gallons	22.0 gallons
Rear Tailgate Opening	48.7 width 28.7 height	48.7 width 28.7 height
Maximum Cargo Length at Floor	90.2 length	90.2 length



The high bank of the Daytona International Speedway: in 1988 it belonged to Bobby Allison's Buick Regal, winner of the Daytona 500.

The Other Great American Road

The racetrack is perhaps the most challenging of all American roads, for it is here that new ideas are tested and new technologies are refined.

Buick has a proud and longstanding involvement with motorsports of all types. Buicks were running at Daytona when races were still held on sandy beaches. And there were Buicks on the starting line for the first-ever Indy 500, over 75 years ago.



For Bobby Allison, NASCAR racing is all in the family.

Bobby Allison in his Piper LeSabre, one of many NASCAR competitors to choose Buick V-6 power.



Paul Tracy's Buick Wildcat, competing in the American Racing Series, a 12-event series powered solely by Buick engines.



The turbo-charged Buick V-6 Indy engine is the 700-plus horsepower powerplant for several of this season's Indy-type racecars.



For the fourth year running, the American Racing Series has chosen this custom-built Buick engine as the only powerplant in its racecars.

Today, as then, Buick has a firm, underlying purpose for remaining at the forefront of racing: to design automobiles that perform well on every Great American Road. Automobiles that are not just luxurious, but smooth, substantial and confidently powerful. To Buick, the

racetrack is also a test track—a proving ground for technological advances in V-6 engine design, suspension refinements, aerodynamics, solid-state ignition and more.

Specially modified Buicks can be found at all levels of racing, from the NHRA to NASCAR, from IMSA GTP to

the American Racing Series. And, of course, Buicks can be found on the Great American Road.

Buicks are smoother, more powerful, more substantial than ever—due, in part, to their achievement on the racetrack, one more Great American Road.



Jim Crawford in his Buick-powered Indy racecar.



Gianpiero Moretti and Michael Roe are co-drivers of this Buick-powered IMSA GTP racecar.

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 cars with automatic safety belt systems)

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

Manual lap/shoulder safety belts, outboard rear-seat positions

Manual lap safety belts, center-front/rear-seat positions, where applicable

Energy-absorbing steering column

Energy-absorbing instrument panel

Energy-absorbing seatback tops, front

Laminated safety windshield glass

Safety interlocking door latches

Side-guard door beam

Passenger-guard inside door lock handles

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

Safety armrests

Head restraints, driver and right front passenger (adjustable)

Tempered safety glass, side windows; also rear windows

Pressure-lock radiator cap

Dual sun visors

Accident Avoidance

Side marker lights and reflectors

Parking lamps that illuminate with headlamps

Four-way hazard warning flasher

Back-up 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 where applicable)

Brake system with dual master cylinder and warning light

Starter safety switch

Dual-action hood latch (front-opening-hood vehicles)

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

Pressure-relief fuel cap

Illuminated heater and defroster controls

Illuminated windshield wiper and washer controls (if on IP)

Tires with built-in tread-wear indicators

Safety road wheel rims

Audible brake-lining-wear indicators, disc brakes

Self-adjusting feature, brakes

Theft Deterrence

Audible reminder for ignition key removal

Theft-deterrent steering column lock

Visible vehicle identification number

Marked body parts (Reatta, Riviera, Electra and LeSabre)

Remote inside hood release

Theft-deterrent key system (separate ignition key)



BUICK
PREMIUM AMERICAN
MOTORCARS

Important:

A word about this catalog

We have tried to make this catalog as comprehensive and factual as possible. We reserve the right, however, to make changes at any time, without notice, in prices, colors, materials, equipment, specifications, models and availability. Since some information may have been updated since the time of printing, please check with your Buick dealer for complete details.

A word about engines

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

A word about assembly of Buicks

Buicks are assembled by different operating units of General Motors, its subsidiaries or suppliers

to GM worldwide. Buicks incorporate thousands of components produced by different operating units of GM, its subsidiaries or suppliers to GM worldwide. We sometimes find it necessary to produce Buicks with different or differently sourced components than originally scheduled. All such components have been approved for use in Buicks and will provide the quality performance associated with the Buick name. Since some options may be unavailable when your vehicle is assembled, we suggest that you verify that your vehicle includes the 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 1989 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.

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 1989 model year. See your Buick dealer for details.

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



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