

1966 BUICK

The year you discover the tuned car.



If you have a car that just performs well, you only have half a car. The tuned car is the complete car. Buick—1966

We tune the 1966 Buick. Not only the engine, but every element of the car. The performance. The ride and handling. The styling. We tune all four and then we tune them to each other. Remember how well your engine purred after it was last tuned? That's how the entire Buick purrs. Every inch of it. The engine is tuned by many experts. Every piece of the engine is tuned to the total engine. (Ever see a piano tuner at work? Head close to the keys listening for perfection.)

Buick's ride is tuned to all kinds of roads. Body mounts (those little rubber nuggets) are strategically placed around the chassis to cushion insults hurled at you from the road. Buick shock absorbers go through 50 to 100 different calibrations to make sure a crater or bump doesn't intrude on your enjoyment of, say, the smooth-acting Super Turbine transmission or the well-mannered engine.

Testing is a big part of our tuning. We use our proving grounds and we also use the highways you use. We tune our Buicks to real driving conditions—not laboratory theories. The hood on one of our test cars shook a little bit at 55 miles per hour. You would probably never notice it. But when we

tune a car, we tune every inch of it. A new kind of hood hinge solved the problem. This is an example of tuning.

Take a moment to look at Riviera. A memorable moment. Sure, it's the finest-looking car we've ever made. And plenty of people will give it a home just because of that. But some will ask, "Why should I buy a Buick?" We have an answer. Tuning. Buick is the complete car. The tuned car.

What will the tuned car do for you? Well, when the baby's asleep in the back seat and you turn off a smooth highway onto a gravel road you'll be glad you have a tuned suspension. Our system of tuning is simply this: we'd like to make you more comfortable

in a Buick than you've been in any car before.

We could go on and on about the tuned car, and we do in the rest of these pages. But we leave you with this introductory thought. Buick tuning is a many faceted thing. Some facets may seem insignificant. Until you start to live with your Buick and begin comparing it with the four wheels you had before. Then you'll agree with our theory that nothing is too small to be tuned to the rest of the car—not even a nut and bolt.

So read on. Buick is the car that gives you some solid reasons why you should buy it. Talk to your Buick dealer and then have a Buick talk to you. Both make intelligent conversation.

The 1966 Riviera is tuned to the good life. So live.

There's more all-around room inside. The wheelbase is 119 inches long for a smoother kind of ride. The stance is wider.

We removed the side vent windows to reduce wind noise and improve Riviera's good looks. And for ventilation, we came up with a new system that brings outside air in through vents forward of the hood and exhausts it through a rear grille.

Should you still desire side ventilation, you merely crank your window an inch or two and the window opens in the vent area.

Riviera's standard power plant: Wildcat 340 horsepower V8. A car man's kind of power—swift and tough.

More families can enjoy Riviera this year. You have a front seat choice at no extra cost. Either a new bench-type front seat or adult sized buckets.

This year's Riviera (and all other Buicks) comes standard with many other features. An instrument panel pad, for instance. Outside rear view mirror, windshield washer and dual speed wipers with glare resistant arms and blades, padded sun visors, back up lamps, shatter-resistant inside rear view mirror as well as front and back seat belts.

Riviera standard equipment this year includes things that are optional on many other cars. Things like power steering, power brakes, automatic transmission, tilt steering wheel, dual exhausts, full carpeting.

Riviera for 1966: what a life!

(Some of the equipment shown on the car illustrated is optional at extra cost.)



Isn't it nice to know a car doesn't have to be stuffy to be in the fine car class? Tuning is the secret.

The Electra 225 is a big car, to be sure. But styling tuned to size keeps the look young, on-the-go. To achieve this look of young sophistication, Buick stylists gave Electra a new distinctive grille. The front and rear look is new, too.

The ride. Electra 225's 126-inch wheelbase gives you the kind of ride you expect from a car in this class—and then some. Luxurious but firm and sure. This year's features add even more comfort with things like a heavier frame in the front with lowered spring rates and a larger stabilizer bar.

On the inside, you get over 40 inches of leg room in both the front and rear and over 38 inches of headroom. Shoulder room exceeds 60 inches. Result: you ride uncramped, comfortable. Driving is a pleasure—even on long trips.

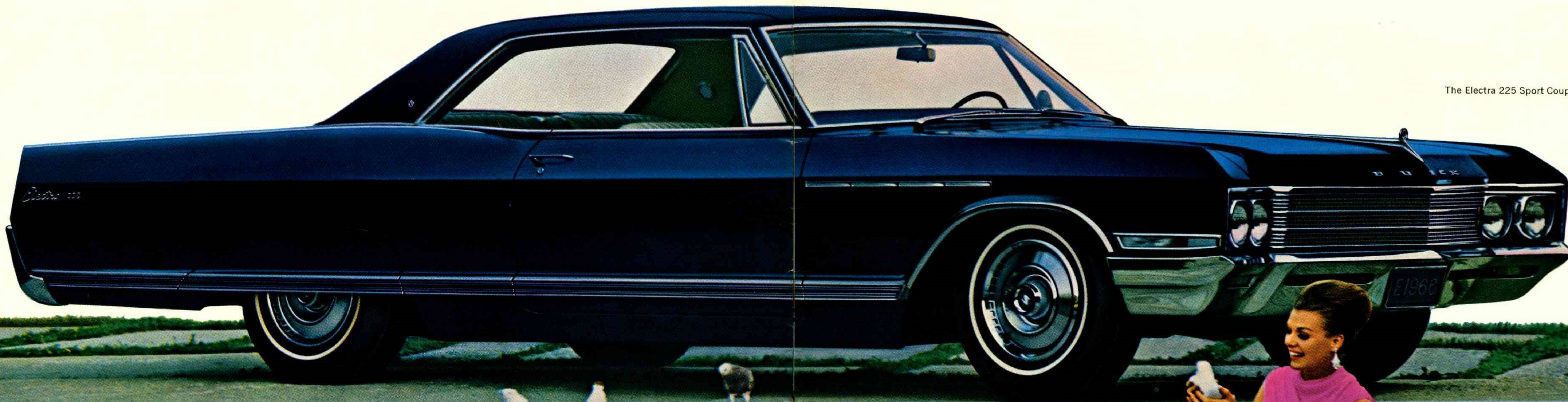
Obviously, Electra 225 considers your desire for convenience features. Standard equipment includes well over 30 items designed to make your driving more pleasurable. Power steering and brakes, for example. Automatic transmission, a deluxe steering wheel, electric clock, dual-key locking system. A full range of options also are available—from a reclining front passenger seat with bucket or Strato bench seats to Stereo AM-FM radio.

Take your choice of two engines. Of course, the standard 325-horsepower Wildcat 445 will give you loads of punch. But, if you prefer you can order the 340-horsepower Wildcat 465.

There are seven Electra models to choose from this year in the Electra 225 and Electra 225 Custom series: two sport coupes, two 4-door hardtops, two 4-door sedans and a convertible. (Available in Custom series only). No matter which Buick you choose, remember—they're all tuned to make fine car ownership a most rewarding experience.

(Some of the equipment shown on the car illustrated is optional at extra cost.)

The Electra 225 Sport Coupe





The Electra 225 4-Door Hardtop

The Birchcrest cloth and Madrid grain vinyl bench seat is regular equipment in Electra 225 sport coupes, hardtops and 4-door sedans. Colors are Medium Green, Medium Blue, Medium Fawn and Medium Turquoise.

Or you can order a notch-back bench seat in the Custom Electra 225. It's all vinyl and comes in the sport coupe (Fawn, Dark Red, and Black); the 4-door hardtop (Medium Green, Medium Blue, Medium Slate, Medium Fawn); the 4-door sedan (black only) and the convertible (Dark Blue, Light Fawn, Dark Red, Black).

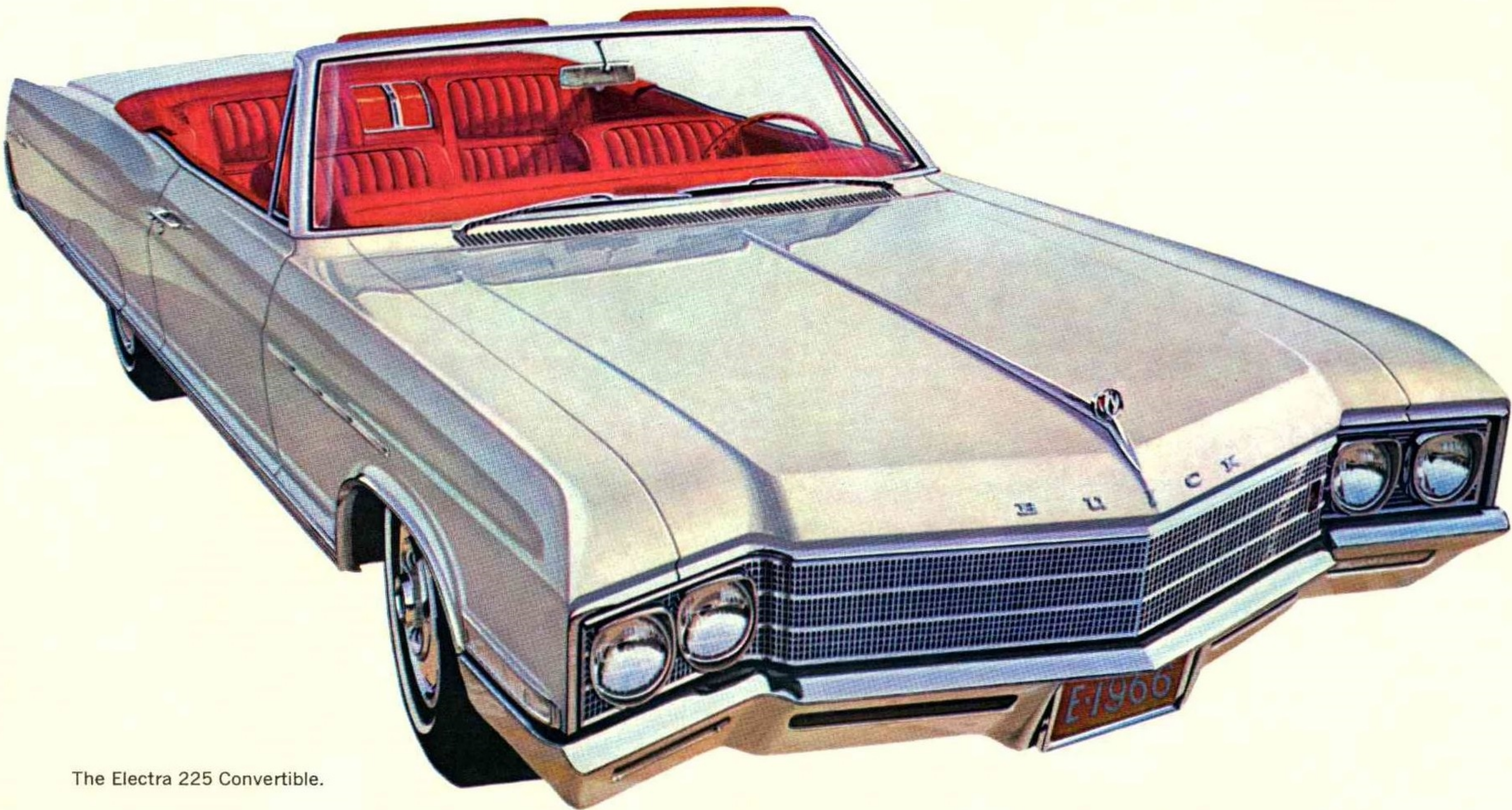
Strato bucket seats in Dark Blue, Fawn, Dark Red or Black are available in the convertible model. Also available in the Custom Electra 225 and hardtop sedan is a Baronial cloth and vinyl bench seat with front and rear centre arm rest. Colors are Green, Blue, Slate and Fawn.

Bucket seats on the passenger side can be reclined. All seats are available with headrests. On the left is the standard bench seat. On the right, the new notch-back seat. Wide awake, sound asleep or in-between, Electra 225 offers something for everybody.

(Some of the equipment shown on the cars illustrated is optional at extra cost.)



The Electra 225 4-Door Sedan.



The Electra 225 Convertible.

BUICK ELECTRA 225 REGULAR EQUIPMENT—Super Turbine Transmission, 325-hp. Wildcat 445 V8; Power Steering; Self-Adjusting Power Brakes; Custom Padded Seat Cushions; Heater and Defroster; Finned Aluminum Front Brake Drums; Custom Front Seat Belts with Retractors; Rear Seat Belts; Electric Clock; Step-On Parking Brake; Parking Brake Signal Light; Deluxe Steering Wheel; Directional Signals; Trunk Light; Door-operated Courtesy Light; Glove Compartment Light; Map Light, Smoking Set; Rear Seat Ash Trays; Glare-resistant Mirror; Magic-Mirror Finish; Dual Arm Rests—Front and Rear; 15-inch Wheels; Deluxe Wheel Covers; Dual Horns; License Plate Frames; Crank-operated Vent Windows; Delcotron Generator; Carpeting on Floors and Doors; Dual-Key Locking System; Re-usable Air Cleaner Element; Full-Flow Oil Filter; Plunger-type Door Locks; Custom Interior Trims (Electra 225 Custom Models); Cross-Flow Radiator; Upper Instrument Panel Pad; Outside Rear View Mirror; Dual Speed Windshield Wiper with Glare Resistant Arms and Blades and Windshield Washer; Padded Sun Visors; Back-up Lamps.

THE STANDARD ENGINE. WILDCAT 445					
Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel
325 @ 4400	445 @ 2800	10.25 to 1	401	4-barrel	Premium

THE OPTIONAL ENGINE. WILDCAT 465					
Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel
340 @ 4400	465 @ 2800	10.25 to 1	425	4-barrel	Premium

SOME GOOD READING:

Engine Lubricating System: Main bearings connecting rods and camshaft bearings pressure lubricated. Cylinder walls splash and nozzle lubricated. Normal oil pressure 40 @ 2400. Full-flow oil filter. Crankcase capacity (refill less filter) 3½ quarts. **Fuel System:** Automatic choke. Mechanical fuel pump. Two-stage gasoline filter in fuel tank. Oil impregnated polyurethane air cleaner. Exhaust type intake manifold heat control. Fuel Tank Capacity: approximately 20.8 gallons. **Engine Cooling:** Pressure system. Choke-type circulation thermostat. Centrifugal water pump. Capacity: 401 cubic inches is 17.7 quarts with heater. **Exhaust System:** Muffler: constructed of corrosion resistant aluminized steel. Dual exhaust available as optional equipment. **Electrical:** Twelve volt electrical system. Four-position starter-ignition switch. **Automatic Transmission:** Super Turbine is a torque converter type featuring a variable pitch stator within the converter; and two planetary gear sets. Total oil capacity refill 18.0 pints. **Propeller Shaft:** Drive shaft is slightly angled to reduce tunnel height in rear seat. Angled sections are connected by a special constant-velocity universal joint that minimizes vibration during transfer of power to rear axle by needle-bearing universal joints. **Rear Axle:** Hypoid gears, semi-floating. Transfer of driving forces through rubber-mounted arms connected to frame. **Frame:** Perimeter-type. **Suspension:** Independent ball-joint front suspension with link-type stabilizer bar. Four-link-type rear suspension. Coil springs front and rear. Direct acting hydraulic shock absorbers front and rear. **Brakes:** Hydraulic, self-energizing. Air-cooled finned aluminum brake drums front; finned drums rear. Total gross lining area: 197.32 sq. in. Step-on parking brake operating through rear service brake shoes. Power brakes standard. **Steering:** Easy Power Steering standard. Over-all ratio: 19.5 to 1. Flexible coupling in power gear screens out vibration.

The 1966 Wildcat.
We checked out its tuning by driving it up and down steep mountain roads.

We tested the new Wildcat very, very thoroughly. For instance, we drove down steep mountain sides; we tested the brakes, the engine, the body mounts, the frame, the suspension. The result? We give you a Wildcat for '66 that's tuned like a Swiss watch—every part works with every other part. On pavement, on dirt, on gravel, up hills and down hills, you'll never drive a tougher car—nor a more comfortable one.

Wildcat has a smart new grille this year. The front and rear views have been re-designed as well. Beautiful. Even the instrument panel inside is new.

Remember the mountain road bit? After that, we worked on Wildcat's suspension. And the frame. And the springs. And the stabilizer. We came up with a comfortable, but firm, ride.

In spite of the agile look, Wildcat is a big car—a family car. Take the wheelbase, for instance. It's 126 inches long. That gives you more family room inside. You could even pack in a tall dog. There's over 37 inches of head room in the rear.

We've got a new standard automatic transmission for the Wildcat this year. The Super Turbine—smooth, responsive power.

Pampering equipment. We've made available a whole closet-full of convenience features. Power steering, power brakes, AM-FM radio, bucket seats, reclining front passenger seat with head rests—the list goes on. Big car luxury never had it so complete.

Wildcat's standard engine this year is a 325-horsepower V8. More? Our 340-horsepower V8 is available.

There are four Wildcat models for 1966. A sport coupe, a 4-door hardtop, a 4-door sedan, and a convertible.

Have a ball at your Buick dealer's driving the 1966 Buick.

(Some of the equipment shown on the car illustrated is optional at extra cost.)

The Wildcat Sport Coupe



The Wildcat 4-Door Sedan

The Wildcat lounge:
Comfort like this makes you wonder
if a Wildcat isn't something more
than just an automobile.

The seat on the left, with the handy
centre pull down armrest, is regular
equipment in the Wildcat 4-door sedan
and optional at extra cost on the
4-door hardtop. All-vinyl bucket seats
as you see on the right are available
in the Wildcat sport coupe and convertible.
Let them caress you when you pay
a visit to your Buick dealer.

Notch-Back vinyl bench seats are
also available in the Wildcat
sport coupe, 4-door hardtop
and convertible.

Seat colors available, are blue in
all models. Black in all models except
4-door sedan. A fawn interior is
available in the sport coupe
and turquoise, fawn, green and slate
are available in the 4-door
hardtop sedan. You can also get
green and slate in the 4-door sedan.
If you want a red interior, buy
a convertible.

Seat belts are also
regular equipment for
both front and back.
Retractors
for the front seat are
optional at extra cost.
Release the belt and it
scoots out of sight.

Wildcat bucket seats that
recline on the passenger
side are available.
And you can get
head rests for all seats.

(Some of the equipment shown on the car illustrated is optional at extra cost.)





The Wildcat 4-Door Hardtop

(Wheel covers illustrated are a dealer installed accessory.)



The Wildcat Convertible

BUICK WILDCAT REGULAR EQUIPMENT—325-hp. Wildcat 445 V8; 3-speed Super Turbine Automatic Transmission. Heater and Defroster; Finned Aluminum Front Brake Drums; Seat Belts—Front and Rear; Step-On Parking Brake; Directional Signals; Front Door-operated Courtesy Light; Glove Compartment Light; Smoking Set; Rear Seat Ash Trays; Magic-Mirror Finish; Dual Arm Rests—Front and Rear; 15-inch Wheels; Dual Horns; Crank-operated Vent Windows; Delcotron Generator; Self-Adjusting Brakes; Carpeting; Dual-Key Locking System; Re-usable Air Cleaner Element; Full-Flow Oil Filter; Plunger-type Door Locks; Custom Interior Trims; Deluxe Steering Wheel; Paddle-type Arm Rest; Custom Headlining; Cross-Flow Radiator; Upper Instrument Panel Pad; Outside Rear View Mirror; Dual Speed Windshield Wiper with glare resistant arms and blades and Windshield Washer; Padded Sun Visors; Back-up Lamps.

THE STANDARD ENGINE. WILDCAT 445					
Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel
325 @ 4400	445 @ 2800	10.25 to 1	401	4-barrel	Premium

THE OPTIONAL ENGINE. WILDCAT 465					
Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fue.
340 @ 4400	465 @ 2800	10.25 to 1	425	4-barrel	Premium

THE INCREDIBLE TRANSMISSION
Regular Equipment
Super Turbine

REAR AXLE RATIOS.					
					Super Turbine 3.07

EXTERIOR DIMENSIONS. (Approximations in inches.)						
	Length	Width	Height	Wheelbase	Tread-Front	Tread-Rear
Sport Coupe	219.9	80.0	56.1	126.0	63.4	63.0
4-Door Hardtop	219.9	80.0	56.0	126.0	63.4	63.0
4-Door Sedan	219.9	80.0	55.9	126.0	63.4	63.0
Convertible	219.9	80.0	55.9	126.0	63.4	63.0

INTERIOR DIMENSIONS. (More Approximations in inches.)						
	Head Room		Leg Room		Shoulder Room	
	Front	Rear	Front	Rear	Front	Rear
Sport Coupe	38.3	37.2	42.4	34.9	62.2	61.0
4-Door Hardtop	38.1	37.3	42.2	38.5	62.3	61.4
4-Door Sedan	38.9	37.7	42.2	39.0	62.3	61.4
Convertible	39.0	37.8	42.4	34.9	62.2	53.1

SOME GOOD READING:

Engine Lubricating System: Main bearings, connecting rods and camshaft bearings pressure lubricated. Cylinder walls splash and nozzle lubricated. Normal oil pressure 40 @ 2400. Full-flow oil filter. Crankcase capacity (refills less filter) 3 3/4 quarts. **Fuel System:** Automatic choke. Mechanical fuel pump. Two-stage gasoline filter with fine filter in fuel tank. Oil impregnated polyurethane air cleaner. Exhaust type intake manifold heat control. Fuel Tank Capacity: approximately 20.8 gallons. **Engine Cooling:** Pressure system. Choke-type circulation thermostat. Capacity: 14.0 quarts with heater. **Exhaust System:** Muffler constructed of corrosion resistant aluminized steel. Dual exhaust available as optional equipment. **Electrical:** Twelve volt electrical system. Four position starter-ignition switch. **Automatic Transmission:** Super Turbine is a torque converter type featuring a variable pitch stator within the converter; and two planetary gear sets. Total oil capacity 18.0 pints. **Propeller Shaft:** Drive shaft is slightly angled to reduce tunnel height in rear seat. Angled sections are connected by a special constant-velocity universal joint that minimizes vibration during transfer of power to rear axle. Shaft is connected to transmission and rear axle by needle bearing universal joints. **Rear Axle:** Hypoid gears, semi-floating. Transfer of driving forces through rubber-mounted arms connected to frame. **Frame:** Perimeter-type. **Suspension:** Independent ball-joint front suspension with link-type stabilizer bar. Four-link-type rear suspension. Coil springs front and rear. Direct acting hydraulic shock absorbers front and rear. **Brakes:** Hydraulic, self-energizing. Air-cooled finned aluminum brake drums front; finned drums rear. Total gross lining area; 197.32 sq. in. Step-on parking brake operating through rear service brake shoes. Power brakes optional at extra cost. **Steering:** Manual recirculating ball steering standard. Overall ratio: 33.4 to 1. Easy Power Steering, optional. Overall ratio: 19.5 to 1. Flexible coupling in power gear screens out vibration.

How do you impress your neighbors?
Bring home a tuned LeSabre.
And keep the price a secret

LeSabre is a rich automobile.
But you don't have to be
to own one.
LeSabre looks like it costs
a lot more money than it really does.
A rare bargain
for folks with good
horse sense.

Speaking of horses,
LeSabre has plenty of them.
The standard engine is a
340-cu.-in. V8 with 220
horsepower. Be sure to read
how we tune our engines
to the rest of the car.
LeSabre rides like a dream
because our engineers
gave up a lot of their dream time
and burned the midnight oil.

Step into your LeSabre
and it's similar to stepping
into a nicely appointed
living room.
Carpeting is a good example.
It's thick.
It has that good spongy feel.

LeSabre comes
with seat belts
in both front and rear.
Retractors are available
at extra cost.

The massive, lockable
glove compartment
has cup holders.
A small point, yes.
But if you spent
a few hours
inside a LeSabre
and added up
all the small points,
you'd have to
sharpen your pencil
at least twice.

There are four
LeSabre models to
choose from.
A convertible,
a sport coupe,
a 4-door hardtop
and a 4-door sedan.

(Some of the equipment shown on the car illustrated is optional at extra cost.)



The LeSabre 4-Door Sedan



The LeSabre Sport Coupe

Warning!
Owning a LeSabre means
you'll just have to give up being a loner.

The beautiful LeSabre bench seat below is standard on all models except the convertible. Materials are Bethune cloth and Madrid grain vinyl. The bench seat comes in Medium Blue, Medium Fawn, Medium Turquoise and Dark Red. Head rests are also available.

Fill your lungs with fresh salt air. Listen to the lap of a wave caressing the sand. Experience the plushness of a LeSabre interior. Life can be sweet.

(Some of the equipment shown on the cars illustrated is optional at extra cost.)



The LeSabre 4-Door Hardtop



The LeSabre Convertible

SOME GOOD READING:

Engine Lubricating System: Main bearings, connecting rods and camshaft bearings pressure lubricated. Cylinder walls splash and nozzle lubricated. Normal oil pressure 33 @ 2400. Full-flow oil filter. Crankcase capacity (refill less filter) 3½ quarts. **Fuel System:** Automatic choke. Mechanical fuel pump. Two-stage gasoline filter with fine filter in fuel tank. Oil impregnated polyurethane air cleaner. Exhaust type intake manifold heat control. Capacity: approximately 20.8 gallons. **Engine Cooling:** Pressure system. Choke-type circulation thermostat. Centrifugal water pump. Capacity: 14.5 with heater. **Exhaust System:** Muffler constructed of corrosion resistant aluminized steel. **Electrical:** Twelve volt electrical system. Four-position starter-ignition switch. **Automatic Transmission:** Super Turbine (optional at extra cost) is a torque converter type featuring a variable pitch stator within the converter; and single planetary gear set. Total oil capacity refill 8.0 quarts. **Propeller Shaft:** Drive shaft is slightly angled to reduce tunnel height in rear seat. Angled sections are connected by a special constant-velocity universal joint that minimizes vibration during transfer of power to rear axle. Shaft is connected to transmission and rear axle by needle bearing universal joints. **Rear Axle:** Hypoid gears, semi-floating. Transfer of driving forces through rubber-mounted arms connected to frame. **Frame:** Perimeter-type. **Suspension:** Independent ball-joint front suspension with link-type stabilizer bar. Four-link-type rear suspension. Coil springs front and rear. Direct acting hydraulic shock absorbers front and rear. **Brakes:** Hydraulic, self-energizing. Air-cooled finned brake drums front; finned drums rear. Total gross lining area: 197.32 sq. in. Step-on parking brake operating through rear service brake shoes. Power brakes optional. **Steering:** Manual recirculating ball steering standard. Overall ratio: 33.2 to 1. Easy Power Steering optional. Overall ratio: 20.6 to 1. Flexible coupling in power gear screens out vibration.

BUICK LeSABRE REGULAR EQUIPMENT—220-hp. Wildcat 350 V8; 3-speed Synchromesh Transmission (synchronized in all forward gears); Heater and Defroster; Finned Alloy Front Brake Drums; Seat Belts—Front and Rear; Step-On Parking Brake; Directional Signals; Front Door-operated Courtesy Light; Glove Compartment Light; Smoking Set; Rear Seat Ash Trays; Magic-Mirror Finish; Dual Arm Rests—Front and Rear; 15-inch Wheels; Dual Horns; Crank-operated Vent Windows; Delcotron Generator; Self-Adjusting Brakes; Carpeting; Dual-Key Locking System; Re-usable Air Cleaner Element; Full-Flow Oil Filter; Plunger-type Door Locks; Custom Interior Trims; Deluxe Steering Wheel; Cross-Flow Radiator; Upper Instrument Panel Pad; Outside Rear View Mirror; Dual Speed Windshield Wiper and Windshield Washer; Padded Sun Visors; Back-up Lamps.

THE STANDARD ENGINE, WILDCAT 350						
Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel	
220 @ 4000	340 @ 2400	9.0 to 1	340	2-barrel	Regular	
THE OPTIONAL ENGINE, WILDCAT 375.						
Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel	
260 @ 4000	365 @ 2800	10.25 to 1	340	4-barrel	Premium	

The Buick Skylark. Tuned to prevent sag and surge.

We thought we would throw some automotive jargon at you. "Sag" is that holding-back feeling a car gives you on cold mornings. "Surge" is an engine that tries to take off before you want it to. We considered sag and surge when we put Skylark through all those merciless tests. It's tuned, all right. Tuned to you.

We changed Skylark quite a bit this year. A new grille, new sheet metal and side treatment, new bumpers, new rear end. Isn't she a beauty? Let's hear it for Skylark!

There are two engines in the Skylark series. One with 210 hp. Another with 260 hp. Take your choice. Either way you can't go wrong.

The windshield wipers operate at two speeds with great authority. Their massiveness and brisk manner will bolster your spirits on soggy days. They seem to whisper— "Aren't you happy you own a Buick?"

(Some of the equipment shown on the car illustrated is optional at extra cost.)

The Super Turbine transmission is available with Skylark, and we think you should consider it. This transmission was introduced by Buick. It's so smooth, it can fool you into believing we forgot to put a gear box in your Skylark.



18 The Skylark Sport Coupe

There's one thing about a Skylark that's instantly detected. Comfort.

The notch-back bench seat pictured here is a great example of Buick comfort. It's regular equipment for the Skylark 4-door hardtop and convertible.

The "notch-back" seat comes in Briarcliff cloth and vinyl for the 4-door hardtop in the following colors. Turquoise, Fawn, Blue and in Light Fawn and Black all-vinyl trim. Convertible coupe comes in Medium Blue, Black and Medium Red all-vinyl trim.

Head rests cost a bit more money but how nice they are for all sorts of trips.

Yes, a reclining bucket seat is available on the passenger side. They make lazy bones turn into contented bones.

Skylark offers a wide variety of regular and optional-at-extra-cost seats. Cloth and vinyl benches, cloth and vinyl notch-back benches, all-vinyl Strato buckets and the luxurious brute gracing this page.

(Some of the equipment shown on the cars illustrated is optional at extra cost.)

Somewhere lurking on this page is the one Skylark for you. Have you met?



The Skylark Convertible



The Skylark 4-Door Hardtop

THE ENGINES:

	Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel
WILDCAT 310	210 @ 4600	310 @ 2400	9.0 to 1	300	2-barrel	Regular

THE OPTIONAL ENGINE

WILDCAT 375	260 @ 4000	365 @ 2800	10.25 to 1	340	4-barrel	Premium
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THE INCREDIBLE TRANSMISSIONS:

	Regular Equipment 3-speed Synchro.	Optional at extra cost (Automatic) Super Turbine
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REAR AXLE RATIOS:	3-Speed Manual Trans.	Super Turbine
WILDCAT 310	3.08:1	2.78:1
WILDCAT 375	3.08:1	2.78:1

EXTERIOR DIMENSIONS. (Approximations in inches.)

	Length	Width	Height	Wheelbase	Tread-Front	Tread-Rear
Sport Coupe	204.0	75.5	53.2	115.0	58.0	59.0
4-Door Hardtop	204.0	75.5	54.0	115.0	58.0	59.0
Convertible	204.0	75.5	54.0	115.0	58.0	59.0

INTERIOR DIMENSIONS. (Approximations in inches.)

	Head Room Front	Head Room Rear	Leg Room Front	Leg Room Rear	Shoulder Room Front	Shoulder Room Rear
Sport Coupe	37.4	36.2	41.3	33.1	58.2	56.7
4-Door Hardtop	38.2	37.2	41.3	35.7	58.0	58.1
Convertible	37.8	36.5	41.3	33.1	58.2	46.6

SOME GOOD READING:

Engine Lubricating System: Main bearings, connecting rods and camshaft bearings pressure lubricated. Cylinder walls splash and nozzle lubricated. Normal oil pressure 33 @ 2400. Full-flow oil filter. Crankcase capacity (refill less filter) 3 1/2 quarts. **Fuel System:** Automatic choke. Mechanical fuel pump. Two-stage gasoline filter with fine filter in fuel tank. Oil-wetted paper air cleaner. Exhaust-type intake manifold heat control. Approximately 16 1/2 gallon fuel capacity. **Engine Cooling:** Pressure system. Choke-type thermostat. Centrifugal water pump. **Exhaust System:** Single muffler for both banks of cylinders is constructed of corrosion resistant aluminized steel. **Electrical:** Twelve volt electrical system. Four-position starter-ignition switch. **Automatic Transmission:** Super Turbine (optional at extra cost) is of the torque converter type featuring a variable pitch stator within the converter and single planetary gear set. Total Oil capacity 8.0 quarts. **Propeller Shaft:** Drive shaft is slightly angled to reduce tunnel height. Shaft is connected to transmission and rear axle by needle-bearing universal joints. **Rear Axle:** Hypoid gears, semi-floating. Rear wheel bearings permanently lubricated. **Suspension:** Independent ball-joint front suspension. Four-link rear suspension. Coil springs front and rear. Direct-acting hydraulic shock absorbers front and rear. Driving forces from axle to frame are through rubber-bushed rear links. **Frame:** Perimeter type. **Brakes:** Self-adjusting. Air-cooled finned alloy iron brake drums front and rear. Total gross lining area 158.1 sq. in. Parking brake operating through rear service brake shoes. Power brakes optional at extra cost. **Steering:** Manual recirculating ball steering standard. Overall ratio 28.6 to 1. Power steering optional. Overall ratio 20.9 to 1.

Buick engineers take their comfort seriously—at any cost.

Funny thing.
A Buick Special Deluxe
is very easy to own.
Yet look at the vista of comfort
that comes with it.
It's the bench seat that comes
as regular equipment in the
Special Deluxe 4-door Sedan.
It's Bavella cloth in dark
fawn with coated fabric
in medium fawn.

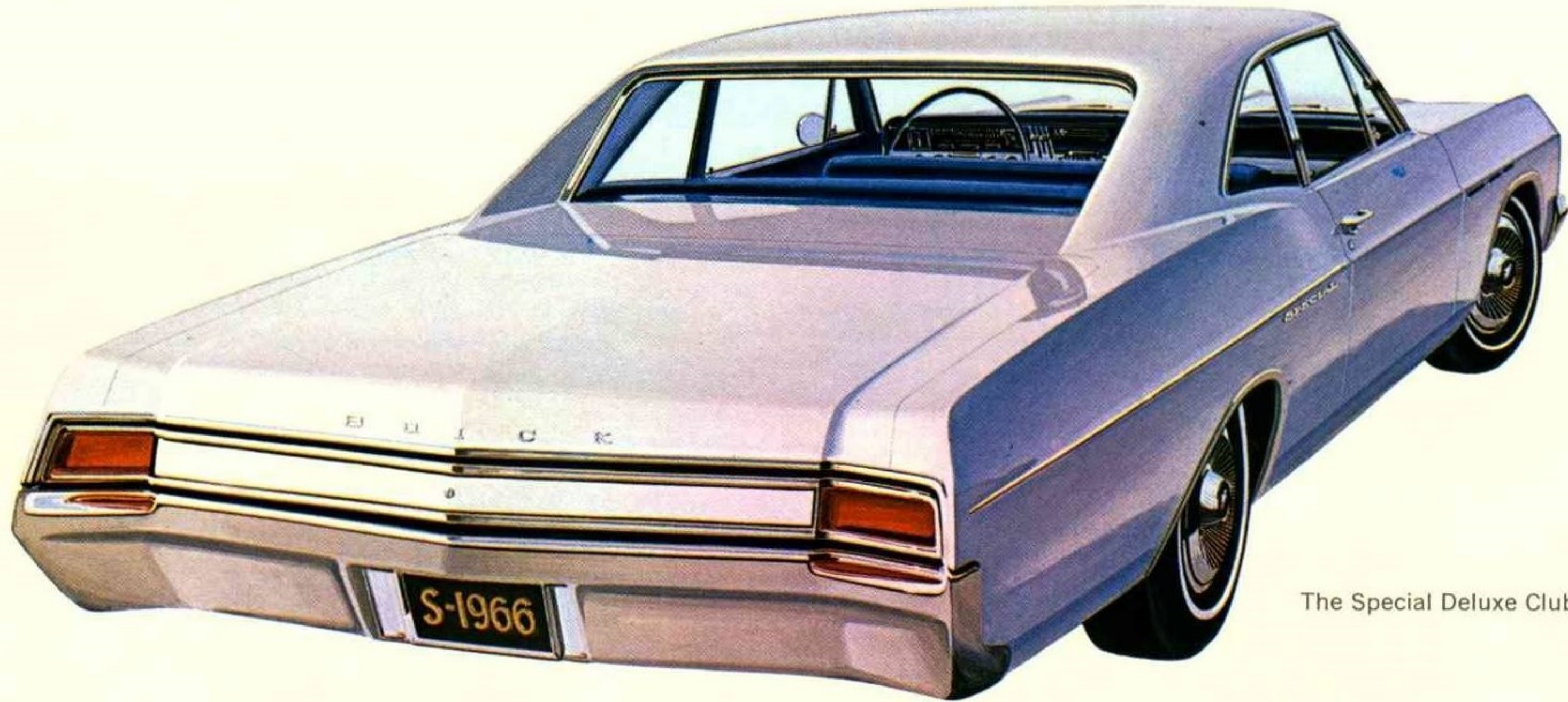
An interesting comfort feature.
Buick engineers have
managed to keep the tunnel
(through which the drive line runs)
low. This is very important
to your passengers in the back seat.
Especially the one sitting
in the middle.

(Some of the equipment shown on the cars illustrated is optional at extra cost.)

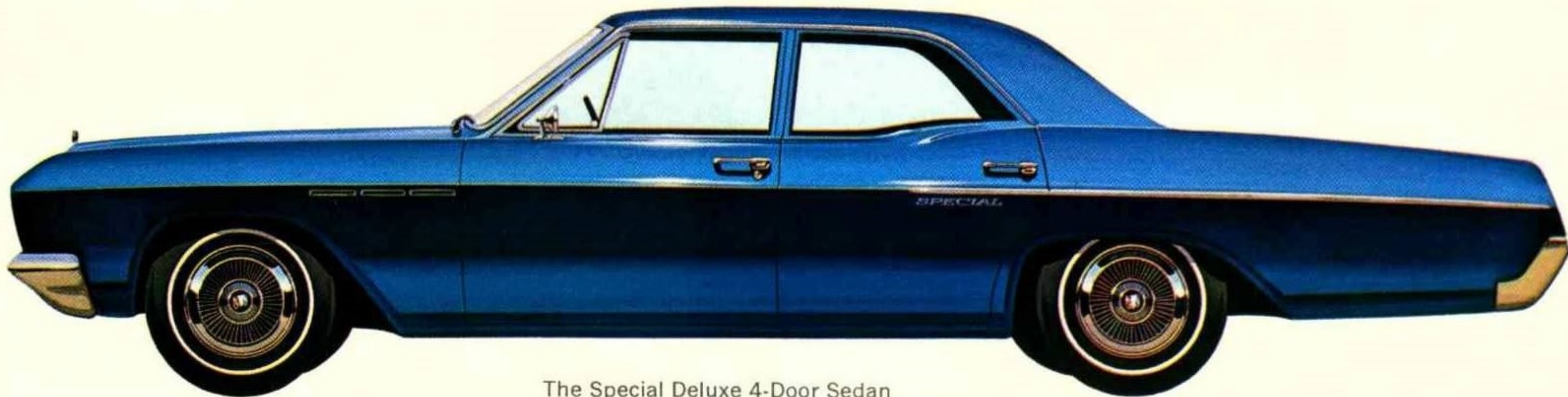
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Buick Special Deluxe. Comes two ways. Goes one. Excitingly.



The Special Deluxe Club Coupe



The Special Deluxe 4-Door Sedan

THE STANDARD ENGINE.

	Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel
WILDCAT V6	160 @ 4200	235 @ 2400	9.0 to 1	225	2-barrel	Regular
WILDCAT 310	210 @ 4600	310 @ 2400	9.0 to 1	300	2-barrel	Regular

THE OPTIONAL ENGINE.

WILDCAT 375	260 @ 4000	365 @ 2800	10.25 to 1	340	4-barrel	Premium
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THE INCREDIBLE TRANSMISSIONS.

Regular Equipment 3-Speed Synchro Optional at extra cost (Automatic) Super Turbine

REAR AXLE RATIOS:	3-Speed Manual Trans.	Super Turbine
WILDCAT V6	3.23	2.93
WILDCAT 310	3.08	2.78
WILDCAT 375	3.08	2.78

EXTERIOR DIMENSIONS. (Approximations in inches.)

	Length	Width	Height	Wheelbase	Tread-Front	Tread-Rear
2-Door Coupe	204.0	75.5	55.1	115.0	58.0	59.0
4-Door Sedan	204.0	75.5	55.2	115.0	58.0	59.0
Station Wagon	204.0	75.5	55.1	115.0	58.0	59.0

INTERIOR DIMENSIONS. (Approximations in inches.)

	Head Room Front	Head Room Rear	Leg Room Front	Leg Room Rear	Shoulder Room Front	Shoulder Room Rear
2-Door Coupe	37.4	36.2	41.3	33.3	58.8	57.1
4-Door Sedan	38.1	37.2	41.3	35.7	58.8	58.8
Station Wagon	37.8	38.3	41.2	35.7	58.8	58.8

SOME GOOD READING:

Engine Lubricating System: Main bearings, connecting rods and camshaft bearings pressure lubricated. Cylinder walls splash and nozzle lubricated. Normal oil pressure 33 @ 2400. Full-flow oil filter. Crankcase capacity (refill less filter) 3 1/2 quarts. **Fuel System:** Automatic choke. Mechanical fuel pump. Two-stage gasoline filter with fine filter in fuel tank. Oil-wetted paper air cleaner. Exhaust-type intake manifold heat control. 16 1/2 gallon fuel capacity. **Engine Cooling:** Pressure system. Choke-type thermostat. Centrifugal water pump. **Exhaust System:** Single muffler for both banks of cylinders. Constructed of corrosion resistant aluminized steel. **Electrical:** Twelve volt electrical system. Four-position starter-ignition switch. **Automatic Transmission:** Super Turbine (optional at extra cost) is of the torque converter type featuring a variable pitch stator within the converter and a single compound planetary gear set. Total oil capacity (refill) 8.0 quarts. **Propeller Shaft:** Drive shaft is slightly angled to reduce tunnel height. Shaft is connected to transmission and rear axle by needle-bearing universal joints. **Rear Axle:** Hypoid gears, semi-floating. Rear wheel bearings permanently lubricated. **Suspension:** Independent ball-joint front suspension. Four-link rear suspension. Coil springs front and rear. Direct-acting hydraulic shock absorbers front and rear. Driving forces from axle to frame are through rubber-bushed rear links. **Frame:** Perimeter-type. **Brakes:** Self-adjusting. Air cooled finned alloy iron brake drums front and rear. Total gross lining area 158.1 sq. in. Parking brake operating through rear service brake shoes. Power brakes optional at extra cost. **Steering:** Manual recirculating ball steering standard. Overall ratio 28.6 to 1. Power steering optional. Overall ratio 20.9 to 1.

The tuned Sportwagon is tuned to more than cargo.
It's tuned to people.

(Some of the equipment shown on the cars illustrated is optional at extra cost.)

Sportwagon has glass panels in the roof. Look up and instead of seeing an ordinary ceiling, you see the sky. It's quite a sensation riding in the rear of the Sportwagon. You'll love it. And, by the way, the glass on the roof is tinted to reduce glare.

Buick builds big wagons. Big tuned wagons with up to a hundred cubic feet of cargo space. You have a choice of four Sportwagons. A Custom 2-seater, a Custom 3-seater, a regular 2-seater, a regular 3-seater. When you sit in the third seat, you face forward.

Inside the Sportwagon, you'll discover a host of new features. Instrument panel pad, padded sun visors, wiper arms that are brushed aluminum to reduce glare.

Back-up lamps are standard, too, even an outside rear view mirror.

Driving the Sportwagon is another sensation. Although it's a full-sized wagon a mere wisp of a woman can easily handle it.



The Special Deluxe 4-Door Wagon

And this is the Special Deluxe 4-Door Wagon. If you've a yen for the wide open spaces or you like to pack more than your grip when you travel this Special Deluxe 4-Door Wagon makes a splendid choice.

You might call it our economy station wagon except it doesn't look or feel economy. It just is. In spite of itself.

The 3-speed transmission manual shift has all forward gears synchronized. You'll get a good idea of what Buick tuning means once you operate this transmission. It's perfectly married to the engine. And to the rest of the car.

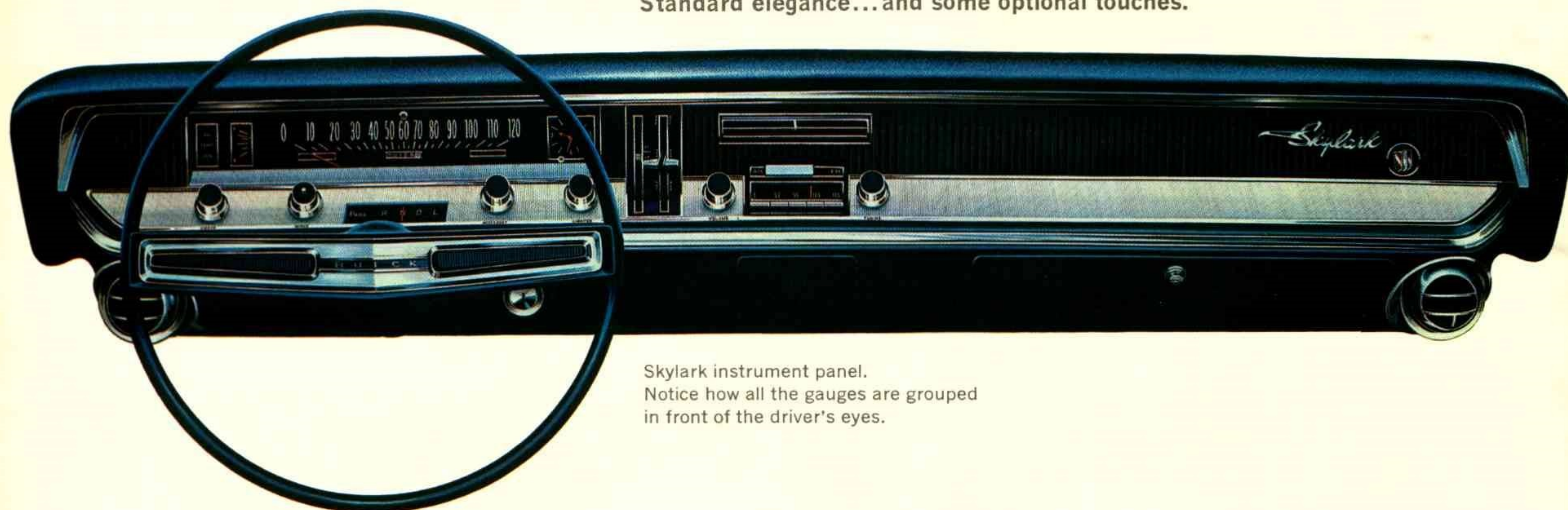
Sportwagon's front suspension is lubricated for 6,000 miles. You can forget about it for a long time. But it won't forget you. It gobbles up road bumps before they gobble you up.

The 340-cubic-inch Wildcat V8, the steering, the suspension were all made for each other and they act that way.

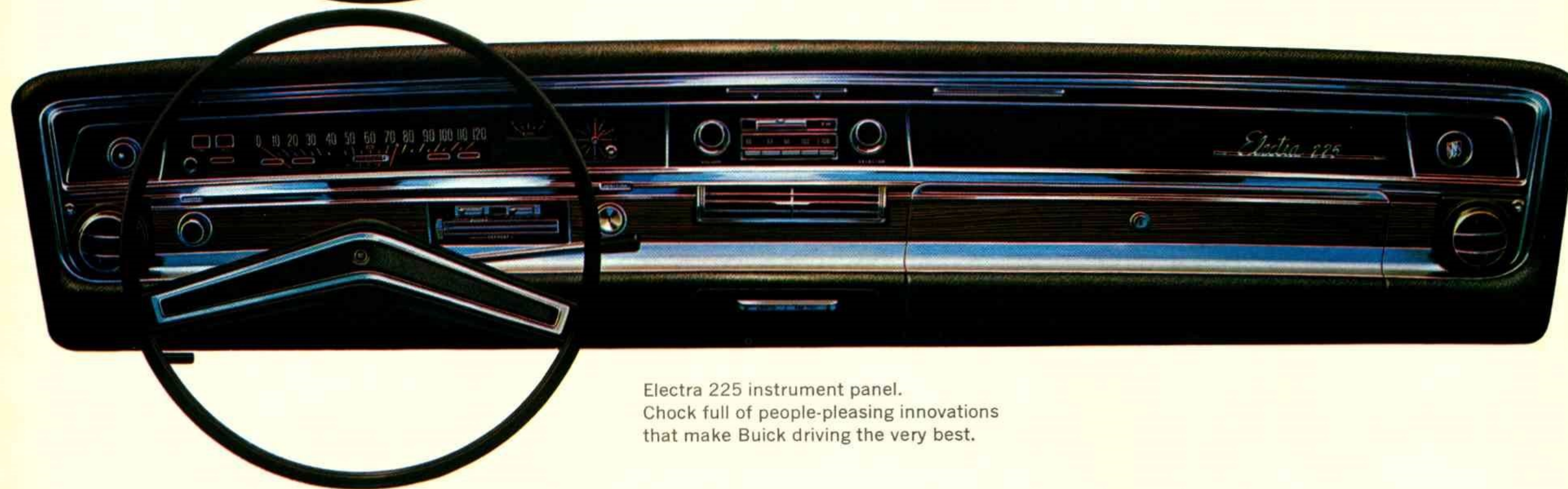
The Sportwagon 4-Door Wagon



Standard elegance...and some optional touches.



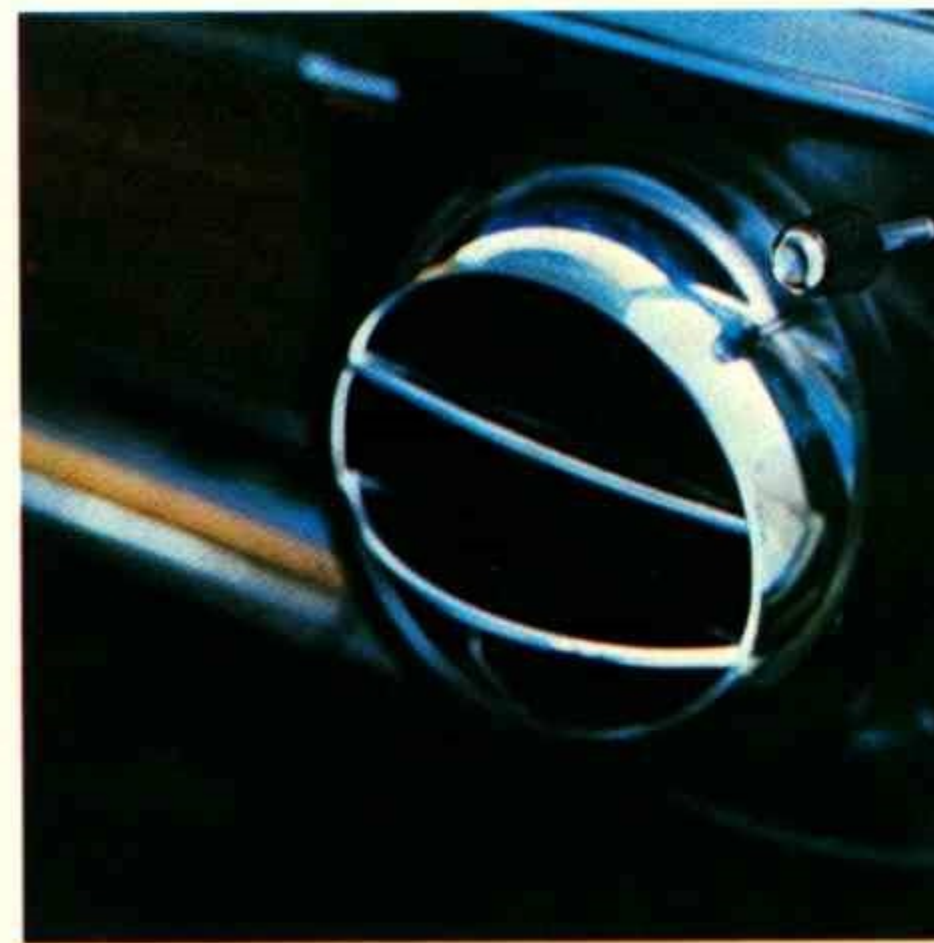
Skylark instrument panel.
Notice how all the gauges are grouped
in front of the driver's eyes.



Electra 225 instrument panel.
Chock full of people-pleasing innovations
that make Buick driving the very best.



An extra-cost item
available on most
Buicks. The steering
wheel tilts. Move a lever
and you can
put the wheel
in various positions.
It's like you
were just beginning
your trip.



Air conditioning
is available
at extra cost
on all full size Buicks.
You can regulate
the temperature
by flipping
a small lever.
Many people
specify this option.
You ought to give it
some consideration, too.



All seats have a head rest
as an extra-cost option.
It's always comforting
to have a little support
behind the head.
And how they add to
the looks of the car!



We offer a variety
of wheel covers
and chrome wheels
because we know
the tastes of our
customers differ.
Like this
cast steel wheel
for Wildcat.
It's one of several
available.

Building a car is one thing.
But building the tuned car; that's something else again.

First, each engine part
is individually checked.
Then, the put-together
engine is balanced.
A "master" engine is used
to set the machine
which checks all engines.
We thoroughly check
to be sure your engine
is exquisitely tuned.

Shock absorbers are another reason
for Buick roadability.
Each Buick model goes through
50 to 100 different shock absorber
calibrations. Or, you might say,
they're tuned 50 to 100 different times.

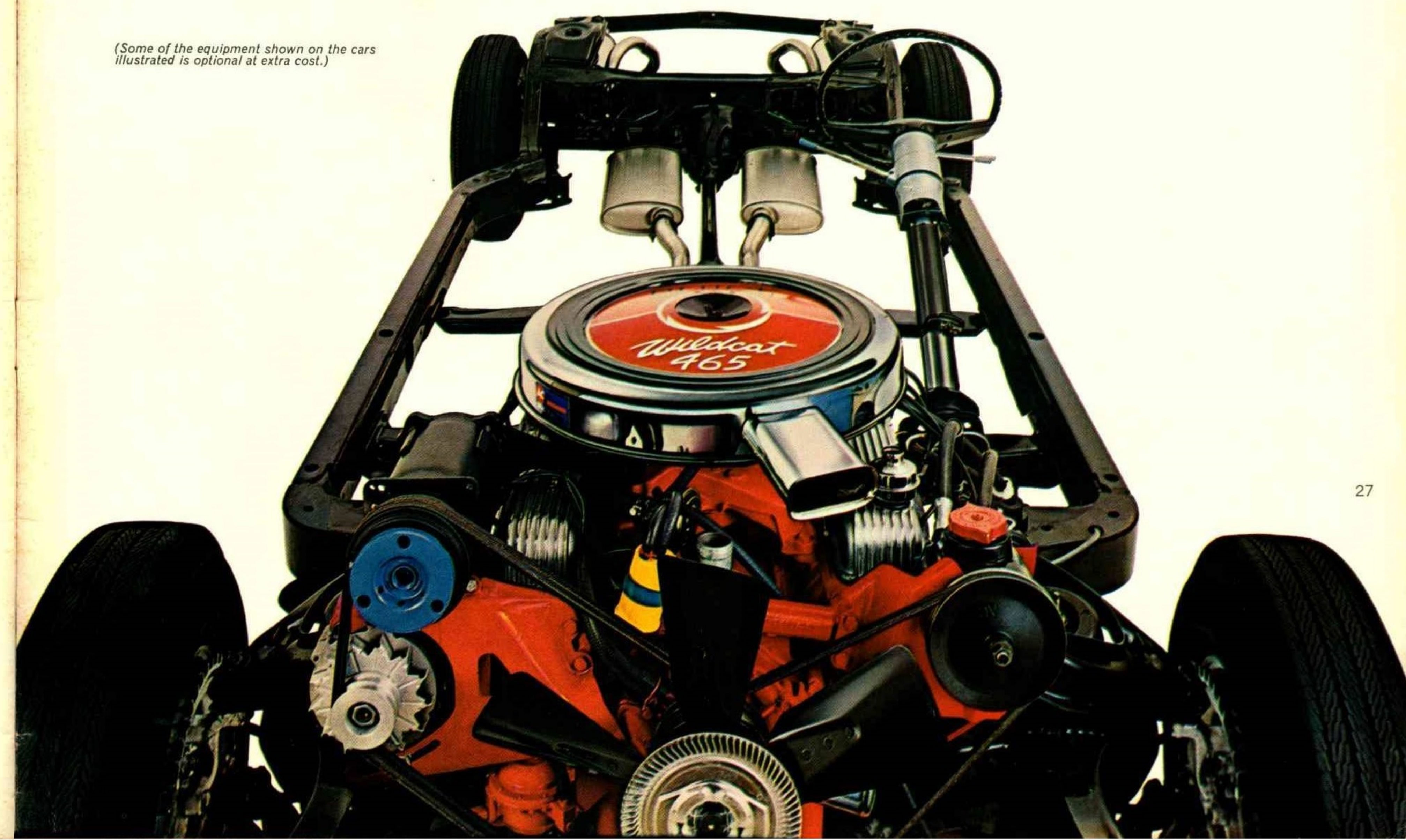
We tune everything
on the car
to everything else.
The engine is tuned.
The shocks are tuned.
The springs are tuned.
We tune and tune
and change and road test
(and test the patience
of many of our engineers),
until your Buick
hums down the highway
like no other car.

Body mounts are similar
to engine mounts.
They keep the ride quiet.
And they help take the
sting out of road bumps.
They're a big reason
why your Buick will
mind its manners
on all kinds of roads.
Where they're placed
is where tuning says
they should be placed.

Rubber engine mounts help
to isolate vibration
the engine might make.
They have to be placed
just so. And the hardness
or softness of the rubber
is also important.
How do we know
where they should go?
How do we know
how hard or soft
they should be?
We tune and tune and tune
until each of these
little nuggets is exactly
where it works best.

Here's a wonderful example of tuning.
Some exhaust pipes sound like pipe organs.
Buick tunes out this pipe organ sound.
Each pipe is tuned to the right length.
Every crook and bend of the pipe
has been carefully tuned.

(Some of the equipment shown on the cars
illustrated is optional at extra cost.)



1966 BUICK

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