

Buick 1969



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MARK OF
EXCELLENCE

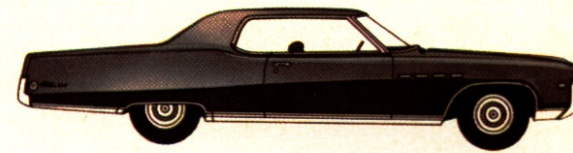
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Riviera

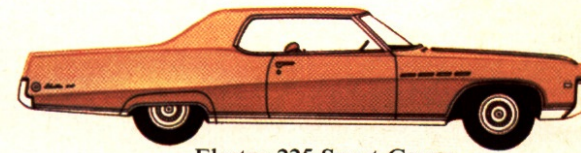


Riviera

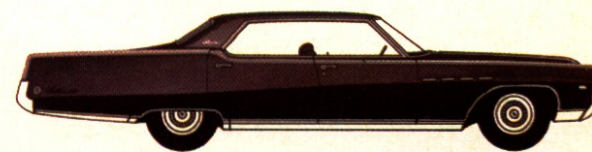
Electra 225



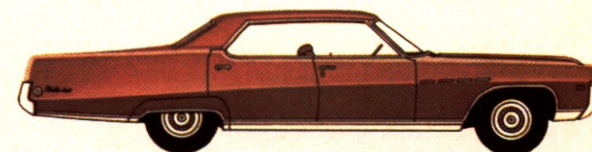
Electra 225 Custom Sport Coupe



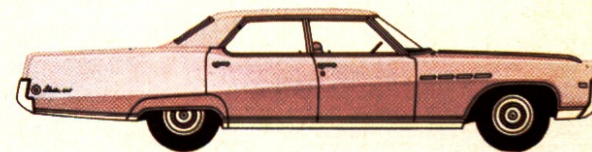
Electra 225 Sport Coupe



Electra 225 Limited 4-dr. Hardtop (Trim Option)



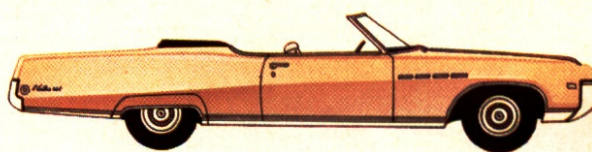
Electra 225 Custom 4-dr. Hardtop



Electra 225 Custom 4-dr. Sedan



Electra 225 4-dr. Sedan



Electra 225 Custom Convertible

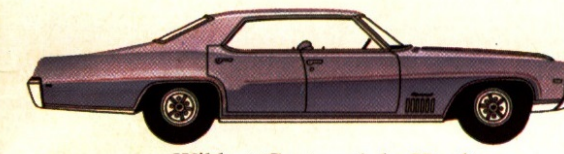
Wildcat



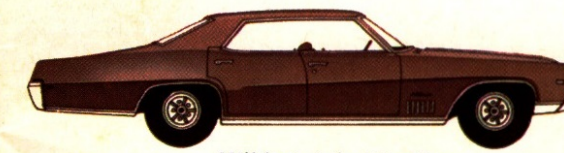
Wildcat Custom Sport Coupe



Wildcat Sport Coupe



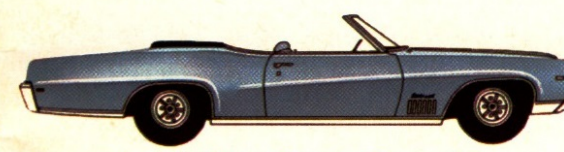
Wildcat Custom 4-dr. Hardtop



Wildcat 4-dr. Hardtop

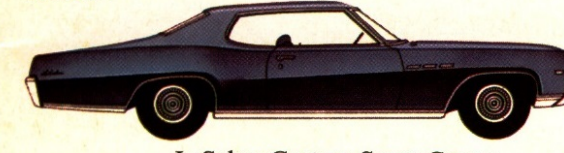


Wildcat 4-dr. Sedan



Wildcat Custom Convertible

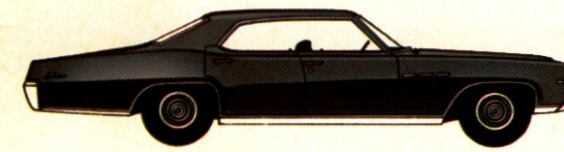
LeSabre



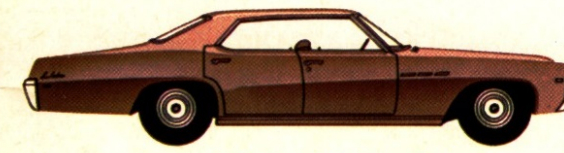
LeSabre Custom Sport Coupe



LeSabre Sport Coupe



LeSabre Custom 4-dr. Hardtop



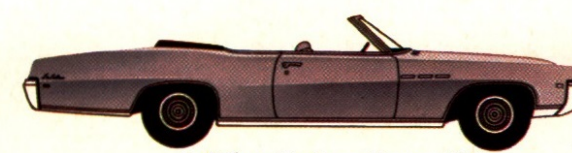
LeSabre 4-dr. Hardtop



LeSabre Custom 4-dr. Sedan



LeSabre 4-dr. Sedan

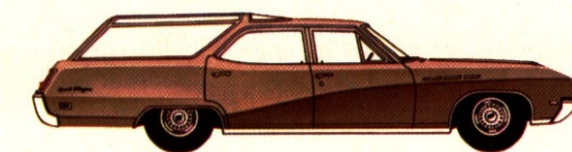


LeSabre Custom Convertible

Sportwagon



Custom Sportwagon 2-seat

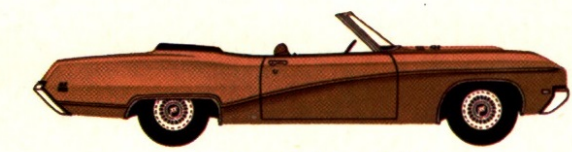


Custom Sportwagon 3-seat

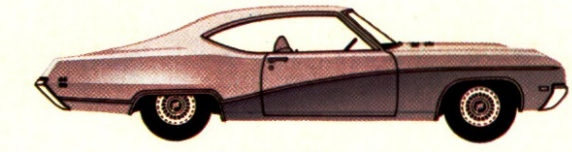
GS 400, GS 350 and California GS



GS 400 Sport Coupe



GS 400 Convertible

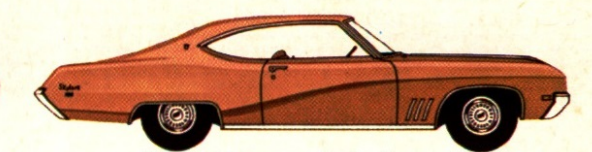


GS 350 Sport Coupe

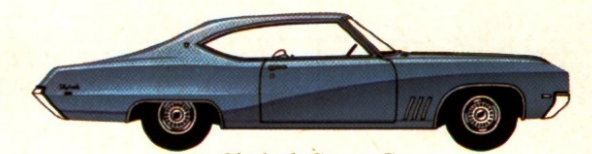


California GS

Skylark and Skylark Custom



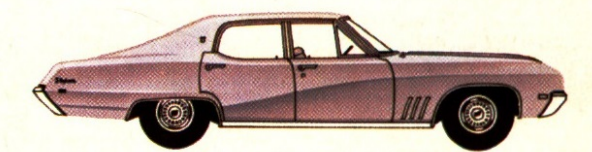
Skylark Custom 2-dr. Sport Coupe



Skylark Sport Coupe



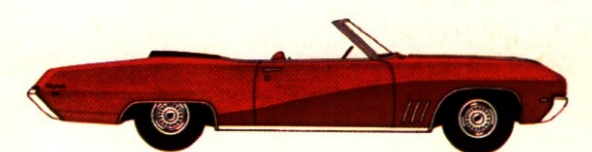
Skylark Custom 4-dr. Hardtop



Skylark Custom 4-dr. Sedan



Skylark 4-dr. Sedan



Skylark Custom Convertible

Special Deluxe



Special Deluxe 2-dr. Sedan



Special Deluxe 4-dr. Sedan



Special Deluxe Wagon

1969 Buick Riviera

Once in every generation an automobile has all that it takes to capture the imagination of its time. Today that automobile is the 1969 Riviera. Riviera is the perfect expression of automotive excellence for people in tune with their times.

Riviera is the automobile built for people who set their own standards of good living and good taste. Riviera is built for people who demand the fresh, the unique and the vital. Riviera is the one personal car that more than meets the highest standards and demands of our times.

Riviera actually introduced the concept of a personal car. And the 1969 Riviera is the epitome of that concept. The 1969 Riviera bears the ultimate refinement of that oft-imitated but never equalled styling.

From the beginning, Riviera reacquainted people with superb craftsmanship and engineering excellence. The painstaking care of the craftsman and the skill of the engineer have never been more in evidence than in the 1969 Riviera. The 1969 Riviera is the complete personal car, a car that's expressly designed for people who demand a truly fine automobile. Doesn't that make the Riviera the car for a person just like yourself?

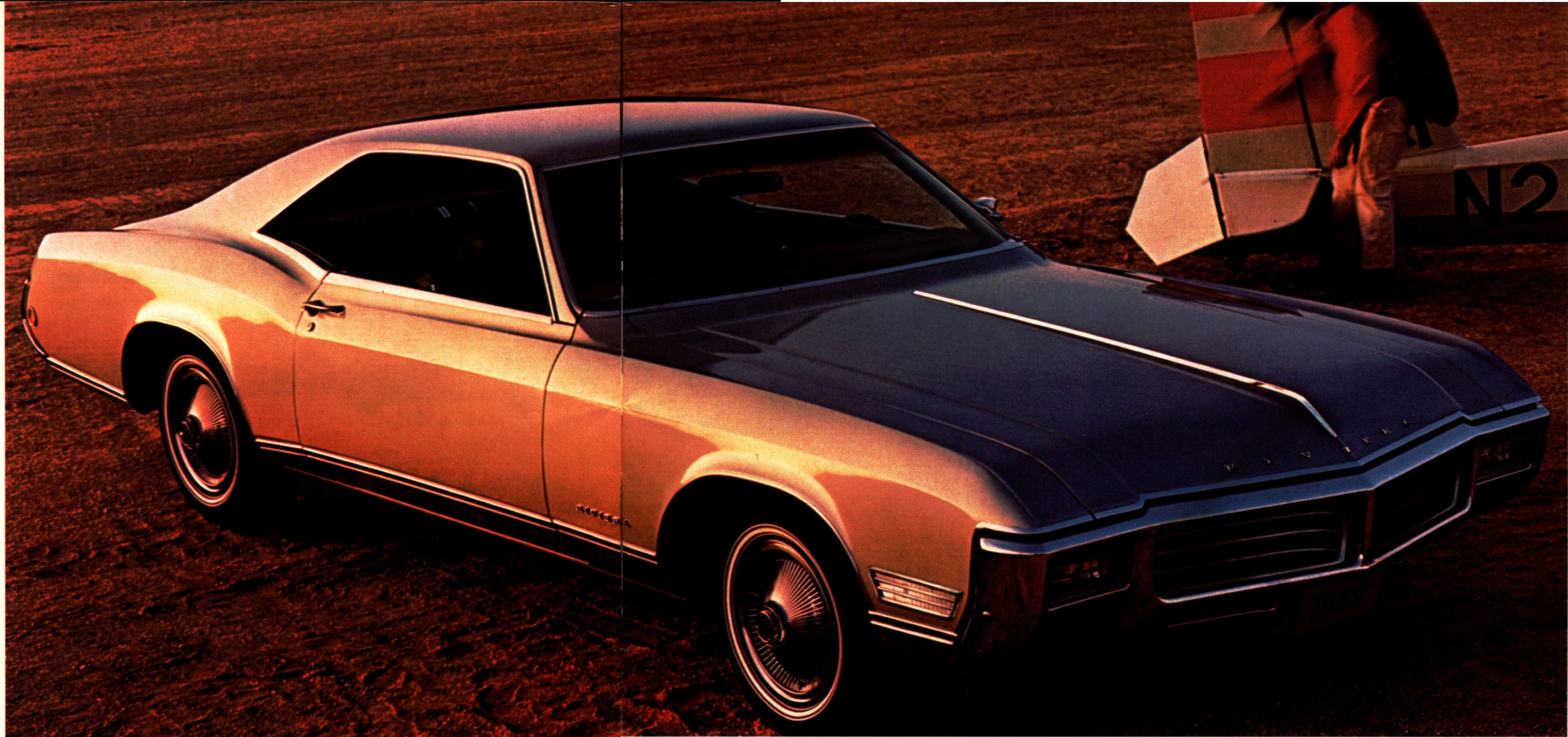
The 1969 Riviera. Once in a generation a car like this comes along.

Here's another highly individual decision. Selecting the interior trim for your Riviera. Simply pick the look you like.

Riviera Sport Coupe. A choice of Bench or Bucket Seats. Both are Expanded-Vinyl and available in parchment or black.

Riviera Sport Coupe (Custom Trim). Three choices here. Expanded-Vinyl Strato Bench Seats in buckskin, pearl white, red, black or green. Kenilworth Cloth-and-Vinyl Strato Bench Seats in sandalwood or black. Or Expanded-Vinyl Bucket Seats in your choice of blue, sandalwood, antique gold or black.

Some of the equipment illustrated or described is optional at extra cost.



Buick Riviera



Custom Strato Cloth-and-Vinyl bench seat



Expanded-Vinyl Bench Seat



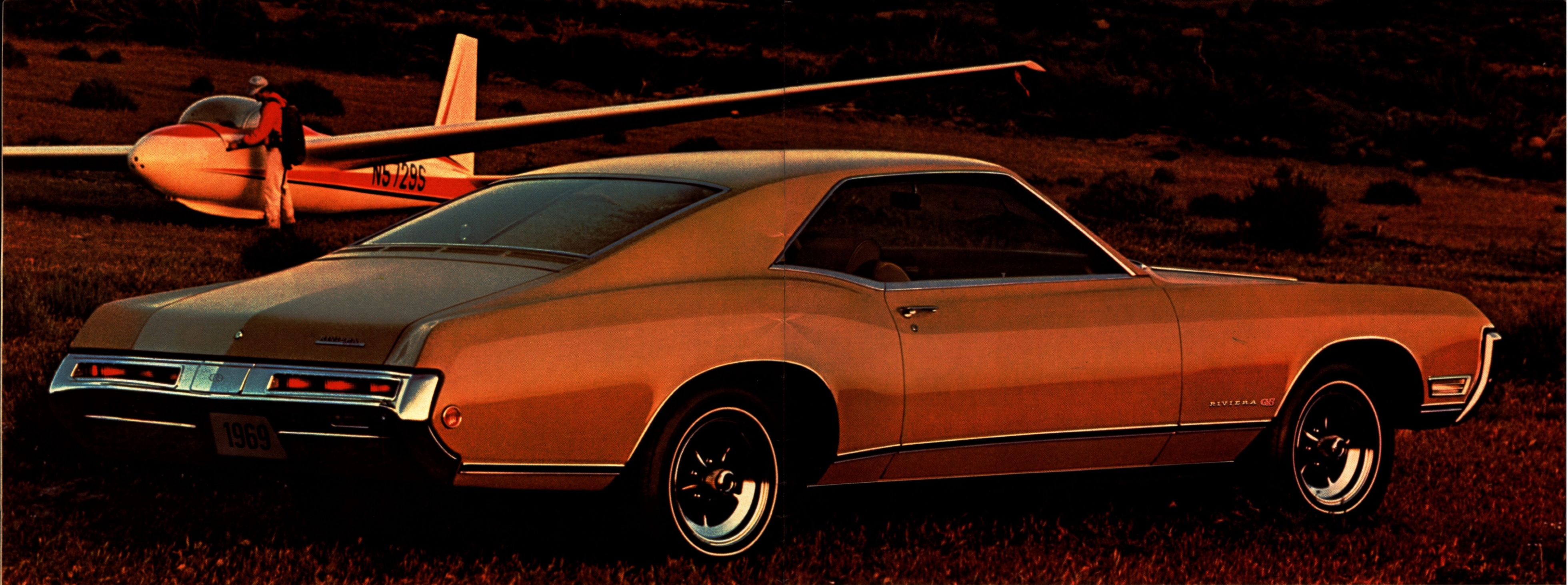
Custom Expanded-Vinyl Bucket Seats

Riviera Interiors

You slide behind the wheel of your 1969 Buick Riviera. Something pleasant occurs. The world suddenly looks a little better to you, doesn't it? You relax on the seat knowing that your Riviera has a way of making you look a lot better to the world, too.

You look assured. You are. You know that you've selected the complete personal car in your 1969 Riviera. Power steering. Power brakes. Automatic transmission. A tilt steering wheel. They all come standard with your Riviera.

You look confident. You know that your Riviera perfectly reflects your good taste and individuality. It's equipped to match your standards exactly. You saw to that. You ordered Automatic Climate Control to keep you and your passengers in complete comfort the year round and AM/FM stereo radio that caters to your taste in music. You selected power windows and four-way power seats. Finally, you chose individual bucket seats and a full-length center console for your Riviera.



Riviera

Your Riviera inspires another kind of confidence as well. You have a complement of safety equipment to help protect you and your passengers in the event of an emergency. You ordered power disc brakes that help provide safer, surer stops. And your Riviera's revolutionary new Directional Stability System (DSS) helps keep you in control and your Riviera on a straight, true course.

Yes, you do have every right to look assured, every right to be confident, every right to be a bit proud behind the wheel of your 1969 Riviera. And you can be assured that the world you're passing agrees.

Riviera Regular Equipment:

Power Train and Handling Equipment: 360-hp 430-4 V8 engine; Turbo-Hydramatic 400 transmission; variable ratio power steering; self-adjusting power brakes with finned aluminum front drums and cast iron liners; dual exhausts; Full-Flow filter; Tru-Trac directional stability system; 6,000 mile lubed front suspension; Delcotron generator; 15-inch wheels.

Safety Equipment: Energy-absorbing steering column; two front-seat head restraints; passenger-guard door locks—with forward-mounted lock buttons; latches on folding seatbacks; dual-action safety hood latch; outside rearview mirror; wide inside day-night mirror with deflecting base; anti-theft ignition, steering and transmission lock; starter safety switch on all transmissions—manual and automatic; contoured windshield header; seatbelts with pushbutton buckles for all passenger positions; driver and right-front passenger shoulder belts with pushbutton buckles and special storage provision; four-way hazard warning flasher; dual master cylinder brake system with warning light and corrosion-resistant brake lines; windshield washer and dual-speed wipers; back-up lights; side marker lights and parking lights that illuminate with headlights; energy-absorbing instrument panel; padded sun visors; reduced-glare instrument panel top, inside windshield moldings, horn buttons, steering wheel hub, and windshield wiper arms and blades; lane-change feature in direction signal control; safety armrests; thick-laminate windshield; soft, low-profile window control knobs, coat hooks and dome light; padded front and intermediate seatback tops; smooth-contoured door and window regulator handles; anti-theft ignition key warning buzzer.

Styling and Convenience Features: Recessed windshield wiper blades; custom padded seat cushions; carpeting; electric clock; trunk light; smoking set; rear seat ash trays; upper level ventilation.

THE STANDARD ENGINE: 430-4						
Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel	
360 @ 5000	475 @ 3200	10.25	430	4-barrel	Premium	
THE TRANSMISSIONS:						
Regular Equipment			Optional			
Turbo-Hydramatic 400			Turbo-Hydramatic 400			
(Column Shift)			(Console Mounted)			
REAR AXLE RATIOS:						
		Riviera	3.07			
		Riviera GS	3.42			
Consult your Buick dealer for information on optional ratios.						
EXTERIOR DIMENSIONS: (Approximations in inches.)						
Length	Width	Height	Wheelbase	Tread-front	Tread-rear	
215.2	79.2	53.2	119.0	63.4	63.0	
INTERIOR DIMENSIONS: (Approximations in inches.)						
Head Room			Leg Room		Shoulder Room	
Front	Rear	Front	Rear	Front	Rear	
37.8	37.5	41.1	36.6	58.6	56.1	
APPROX. CURB WEIGHT: (Riviera) 4,358 lbs.						
THE OPTIONAL RIVIERA GRAN SPORT. Suspension, both front and rear, is heavy-duty. Positive traction differential (3.42 axle ratio standard). Monogram—front fender "GS". Monogram—instrument panel "Riviera GS". 8.55—15 white side wall tires standard. H70-15 wide oval tires are available at extra cost.						

Riviera GS

MORE IMPORTANT INFORMATION ABOUT THE RIVIERA: **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) 3.3 quarts. **Fuel System:** Automatic choke. Electric fuel pump. Pleated paper gasoline filter at carb with fine filter in fuel tank. Wider diameter oiled paper element air cleaner. Exhaust-type intake manifold heat control. Fuel Tank Capacity: approximately 17.5 gallons. **Engine Cooling:** Pressure system. Choke-type circulation thermostat. Centrifugal water pump. Capacity: 16.7 quarts. **Exhaust System:** Dual mufflers constructed of a combination of aluminized and stainless steels to promote longer life. **Electrical:** Twelve-volt electrical system. Four-position starter-ignition switch. **Automatic Transmission:** Turbo-Hydramatic is of a torque converter type. Total oil capacity: 20 pints. **Propeller Shaft:** 2 sections 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:** Cruciform. **Suspension:** Independent ball-joint Tru-Trac front suspension with link-type stabilizer bar. Coil springs front and rear. Direct acting hydraulic shock absorbers front and rear. **Brakes:** Gross lining area 193.3 sq. in. Step-on parking brake operating through rear service brake shoes. Power brakes standard. **Tires:** 8.55 x 15. **Steering:** Variable ratio power steering standard. 17.4 and 11.6 ratios. Flexible coupling in power gear screens out road irregularities.

Some of the equipment illustrated or described is optional at extra cost.

1969 Buick Electra 225

You came looking for a fresh approach to luxury motoring. You saw just that with your first look at the new Buick Electra 225. But one look at this thoroughly exceptional automobile isn't enough, is it?

The 1969 Electra 225 is an innovation in luxury motoring that compels you to take a longer, closer look. So, do look.

Look to your heart's content. Look and enjoy.

Look for, and find a clean, fresh approach to luxury car styling with the 1969 Electra 225. Discover that a luxury car can look fresh, vital and vibrant. Keep that in mind as you review the 1969 Electra's flowing profile, its distinctive contoured grille and the unique rear deck design. Now you know what your luxury car should look like.

Come inside. Discover a new dimension in luxury car comfort and appointments. Settle down on rich, beautifully-woven fabrics, elegant vinyls and deep foam padding. Run your hand along the tastefully upholstered, full-length armrest. Look upon a luxury motorcar that contains every luxury convenience you could desire, many of them standard.

Inside and out, the 1969 Electra 225 offers all that the ultimate luxury automobile should offer.

Drive an Electra 225. Experience the effortless response and superb handling that more than complement Electra's styling and interior elegance. Notice the way Buick's new Directional Stability System (DSS) keeps your Electra on a straight accurate track; and makes steering and handling even more effortless.

Sum up all the things you've seen and experienced: the fresh vibrant styling, the rich tasteful appointments, the solid responsive performance and ride. You'll end up taking a fresh approach to luxury motoring.

You'll end up with a 1969 Electra 225 of your own.



Electra 225 Sport Coupe



Custom Limited Cloth-and-Vinyl 60-40 Bench seat available on Four-Door "Limited" Hardtop.



Expanded-Vinyl Bench Seat



Cloth-and-Vinyl Bench Seat

Electra 225 Interiors:

Picture yourself approaching your own 1969 Electra 225 for the first time. You're about to experience your first rush-hour trip home in it.

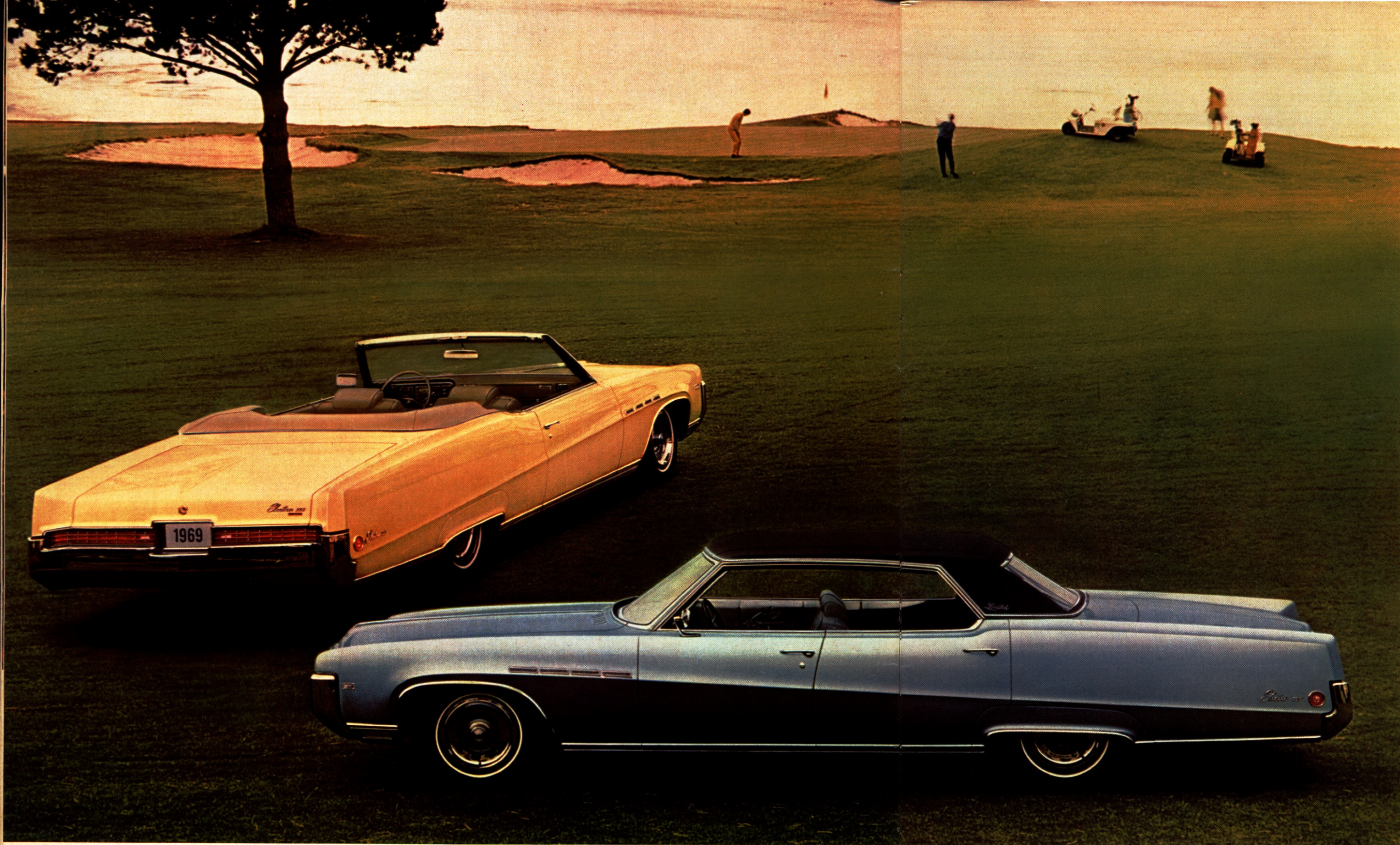
You open the door. Rich Kilmer cloth and Madrid-Grain Vinyl invite you inside. You relax in luxury. The closing of your Electra's door shuts you off from the noisy world outside.

You turn the ignition key and feel the gentle awakening of Electra's 430 cubic inch powerplant. But you barely feel it. And you barely hear it.

You ease into traffic with the able assistance of your Electra's standard power steering. Other cars and trucks clamor by... seen but not heard. Inside your Electra 225 all is quiet. Now and again, you notice people turn and look your way admiringly. It's hot and sticky outside. It's cool and clean inside your Electra. Automatic Climate Control has anticipated your complete comfort.

You're alone with your thoughts. You reach over to the padded armrest and press forward on your Electra's six-way Power Seat Control. It puts you in an even better position and an even better frame of mind. Your AM/FM stereo radio fills your Electra 225 with soft music. Nothing can bother you now. Welcome to the clean, quiet world of Electra 225.

Some of the equipment illustrated or described is optional at extra cost.



Electra 225 Custom Convertible and Electra 225 Limited Four-Door Hardtop

Ladies and gentlemen, select your environment.

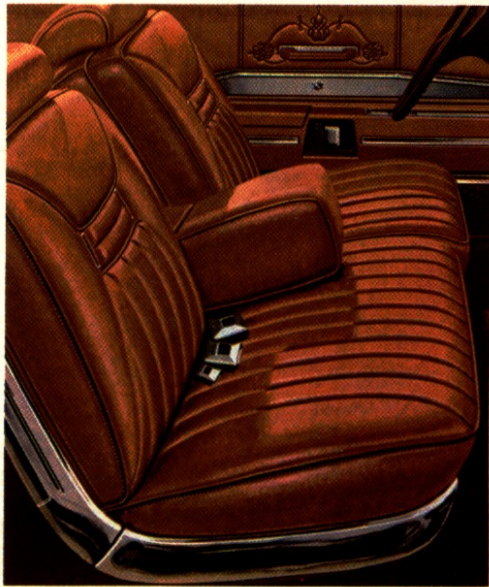
Sport Coupe, Hardtop Sedan, Sedan. Kelair Cloth-and-Vinyl Bench Seats in blue, black or buckskin are standard. Or you can select Expanded-Vinyl Bench Seats in parchment or black at no extra cost.

Custom Sport Coupe. Expanded-Vinyl Notch-Back Seats are standard in blue, buckskin, green or black.

Custom Sedan and Custom Hardtop Sedan. Kilmer Cloth-and-Vinyl Bench Seats available in sandalwood, blue, black or green are standard. Or select Expanded-Vinyl Notch-Back Seats in blue, buckskin or black. The 60-40 Expanded-Vinyl Bench Seats are also available in buckskin, black or blue.

“Limited” Hardtop Sedan. Order the “Custom Limited” trim option, black Expanded-Vinyl Bench Seats or the 60-40 Keswick Cloth-and-Expanded-Vinyl Bench Seats in sandalwood, black or blue.

Custom Convertible. Expanded-Vinyl Notch-Back Seats in blue, buckskin, red or black are standard.



Custom Expanded-Vinyl 60-40 Notch-Back Seat



Custom Expanded-Vinyl Notch-Back Seat

Electra 225 Regular Equipment:

Power Train Features: Turbo-Hydramatic 400 transmission; 360 hp 430-4 V8 engine; Full-Flow oil filter; cross-flow radiator.

Handling and Braking Features: power steering, self-adjusting power brakes; finned aluminum front brake drums with cast iron liners; 15-inch wheels; 6,000 mile lubed front suspension; Tru-Trac directional stability system.

Safety Equipment: energy-absorbing steering column, two front-seat head restraints; passenger-guard door locks—with forward-mounted lock buttons; latches on folding seatbacks; dual-action safety hood latch; outside rearview mirror; wide inside day-night mirror with deflecting base; anti-theft ignition, steering and transmission lock; starter safety switch on all transmissions—manual and automatic; “Cargo-guard” luggage compartment; contoured windshield header (except convertibles); seatbelts with pushbutton buckles for all passenger positions; driver and right front passenger shoulder belts with pushbutton buckles and special storage provision (except convertibles); four-way hazard warning flasher; dual master cylinder brake system with warning light and corrosion-resistant brake lines; side marker lights and parking lights that illuminate with headlights; energy-absorbing instrument panel; padded sun visors; reduced-glare instrument panel top, inside windshield moldings, horn buttons, steering wheel hub, and windshield wiper arms and blades; lane-change feature in direction signal control; safety armrests; thick-laminate windshield; soft, low-profile window control knobs, coat hooks and dome light; padded front and intermediate seatback tops; smooth-contoured door and window regulator handles; anti-theft ignition key warning buzzer.

Comfort and Convenience Equipment: upper level ventilation; custom padded seat cushions; heater and defroster; electric clock; deluxe steering wheel; trunk light; smoking set; rear seat ash trays; Magic-Mirror finish; armrests—front and rear; deluxe wheel covers; carpeting on floors and doors; custom interior trims (Electra 225 Custom models); side coat hooks.

THE STANDARD ENGINE: 430-4						
Compression						
Horsepower	Torque	Ratio	Displacement	Carburetion	Fuel	
360 @ 5000	475 @ 3200	10.25:1	430	4-barrel	Premium	
THE TRANSMISSION:						
Regular Equipment						
3-Speed Automatic Turbo-Hydramatic						
REAR AXLE RATIOS:						
Turbo-Hydramatic						
2.78						
Consult your Buick dealer for information on optional ratios.						
EXTERIOR DIMENSIONS: (Approximations in inches)						
	Length	Width	Height	Wheelbase	Tread-front	Tread-rear
Sport Coupe	224.8	80.0	54.9	126.2	63.5	63.0
4-Door Hardtop	224.8	80.0	54.9	126.2	63.5	63.0
4-Door Sedan	224.8	80.0	55.8	126.2	63.5	63.0
Convertible	224.8	80.0	54.6	126.2	63.5	63.0
APPROX. CURB WEIGHT: (Electra 225 Four-Door) 4,501lbs.						
INTERIOR DIMENSIONS: (Approximations in inches.)						
	Head Room		Leg Room		Shoulder Room	
	Front	Rear	Front	Rear	Front	Rear
Sport Coupe	38.5	38.0	42.2	37.1	62.3	60.6
4-Door Hardtop	38.5	38.0	42.2	37.8	62.2	61.4
4-Door Sedan	39.4	38.3	42.2	40.9	62.2	61.3
Convertible	38.6	37.7	42.2	37.1	61.6	52.4

MORE IMPORTANT INFORMATION ABOUT THE ELECTRA 225: **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) 3.3 quarts. **Fuel System:** Automatic choke. Mechanical fuel pump. Pleated paper gasoline filter at carb with fine filter in fuel tank. Wider diameter oiled paper element air cleaner. Exhaust-type intake manifold heat control. Fuel tank capacity: approximately 20.5 gallons. **Engine Cooling:** Pressure system. Choke-type circulation thermostat. Centrifugal water pump. Capacity: 14 quarts. **Exhaust System:** Muffler: constructed of corrosion resistant aluminized steel to promote longer life. Dual exhaust available as option equipment. **Electrical:** Twelve-volt electrical system. Four-position starter-ignition switch. **Automatic Transmission:** Turbo-Hydramatic is of a torque converter type. Total oil capacity refill 20 pints. **Propeller Shaft:** 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 Tru-Trac 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 front brake drums with cast iron liners; finned drums rear. Total gross lining area 193.3 sq. in. Step-on parking brake operating through rear service brake shoes. Power brakes standard. **Tires:** 8.85 x 15. **Steering:** Power steering with variable ratio is standard. Overall ratio: 19.6-14.0. Flexible coupling in power gear screens out road irregularities.

Some of the equipment illustrated or described is optional at extra cost.

Wildcat Interiors:

Sunday morning! What a day for that drive you've been promising the family. And now you're going to do it in style. 1969 Wildcat style.

A day like this makes you glad you chose a Wildcat, doesn't it? Especially now that you're relaxing on rugged Vinyl seats, almost ready to start the wheels turning.

You press forward on the six-way Power Seat Control you ordered for your Wildcat and bring yourself closer to the action. You adjust the tilt steering wheel just a notch.

You flick on your Wildcat's AM/FM stereo radio. Something on the upbeat side comes on crystal strong.

What a Sunday this is going to be!

Remember when you were choosing between the Wildcat Custom Sport Coupe, the Hardtop Sedan and the Custom Convertible? Between the bucket seats and full-length console, the Automatic Climate Control and all the other Wildcat options and accessories? Well it looks like you made all the right moves when you chose your brand of Wildcat, doesn't it?

Of course, any of the 1969 Wildcats would have made this a great Sunday to go Wildcatting, wouldn't they?

Everybody set? Come on, Wildcat. Make tracks!

Custom Vinyl
Notch-Back Seat



Here's the colorful inside story on the 1969 Wildcats.

Sport Coupe. Kimberly Cloth-and-Vinyl Bench Seats in green, buckskin or blue are standard. Or choose Vinyl Bench Seats in blue, black, buckskin or pearl white.

Hardtop Sedan and Sedan. Select standard Kimberly Cloth-and-Vinyl Bench Seat in blue, green, or buckskin. Or specify Vinyl Bench Seat in blue, black, buckskin or pearl white.

Custom Sport Coupe. Vinyl Notch-Back Seats available in pearl white, buckskin, blue or black. Or select black Vinyl Bucket Seats.

Custom Hardtop Sedan. Kilmer Cloth-and-Vinyl Notch-Back Seats in sandalwood or black. Or Vinyl Notch-Back Seats in blue, buckskin, pearl white or black are standard.

Custom Convertible. Vinyl Notch-Back Seats in pearl white or black are standard.

Some of the equipment illustrated or described is optional at extra cost.

1969 Buick Wildcat

Our Buick buffs will tell you that Wildcat really earns its name and reputation. Oh, Wildcat has more than its share of Buick luxury, all right. But this Buick is sporting more than just luxury.

Wildcat is the youngest, the sportiest of all the big Buicks. A lot of people think Wildcat is the poshest performance machine on the road. You'll probably think so yourself after your first ride in this great new Buick.

The Wildcat look? A bit more spirited, more rakish than anything else in its class, wouldn't you say?

Wildcat performance? Just take a Wildcat out on the road. Discover all the effortless response you can ask for from Wildcat's big 430-4 V8.

How about Wildcat's handling and braking? You'll find nothing short of the best in handling and braking equipment to complement Wildcat's total performance. Big front and rear coil springs, direct acting shock absorbers, Wildcat's new Directional Stability System (DSS) and power disc brakes are just a few of the features that make Wildcat one of the straightest trackers and safest stoppers in the industry.

Still with us? Then you're obviously the type who can't resist a go at a car like the 1969 Wildcat. See for yourself how well soft luxury mates with superb performance. In a 1969 Buick Wildcat.

Buick Wildcat Custom Sport Coupe



Cloth-and-Vinyl Bench Seat



Custom Vinyl Bucket Seats



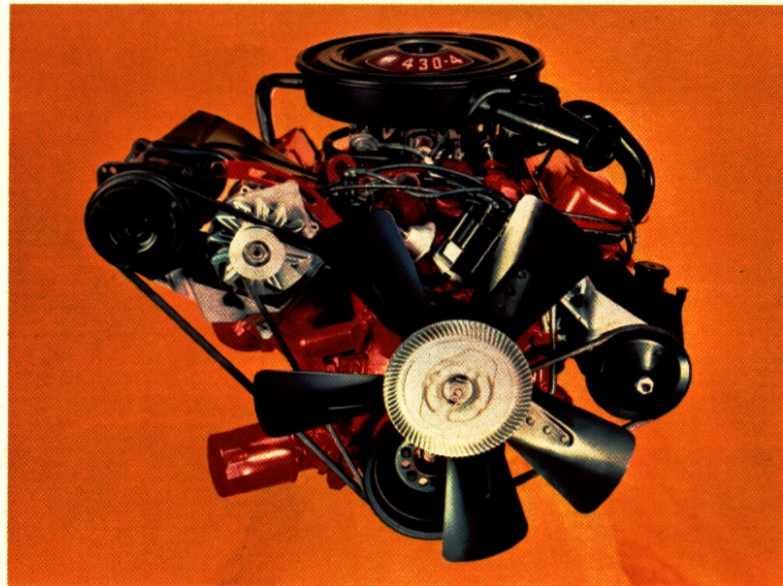
Wildcat Regular Equipment:

Power Train: 360 hp 430-4 engine; 3-speed manual transmission (synchronized in all forward gears); Delcotron generator; Full-Flow oil filter; cross-flow radiator.

Handling and Braking Features: self-adjusting brakes; finned aluminum front brake drums with cast iron liners; 15-inch wheels; 6,000-mile lubed front suspension; independent ball-joint front suspension with link-type stabilizer bar; Tru-Trac directional stability system.

Safety Equipment: energy-absorbing steering column; two front-seat head restraints; passenger-guard door locks—with forward-mounted lock button; latches on folding seatbacks; dual-action safety hood latch; outside rearview mirror; wide inside day-night mirror with deflecting base; anti-theft ignition, steering and transmission lock; starter switch on all transmissions—manual and automatic; "Cargo-guard" luggage compartment; contoured windshield header (except convertibles); seatbelts with pushbutton buckles for all passenger positions; driver and right front passenger shoulder belts with pushbutton buckles and special storage provision (except convertibles); four-way hazard warning flasher; dual master cylinder brake system with warning light and corrosion-resistant brake lines; windshield washer and dual-speed wipers; back-up lights; side marker lights and parking lights that illuminate with headlights; energy-absorbing instrument panel; padded sun visors; reduced-glare instrument panel top; inside windshield moldings, horn buttons, steering wheel hub, and windshield wiper arms and blades; lane-change feature in direction signal control; safety armrests; thick-laminate windshield; soft, low-profile window control knobs, coat hooks and dome lights; padded front and intermediate seatback tops; smooth-contoured door and window regulator handles; anti-theft ignition key warning buzzer.

Comfort and Convenience Equipment: upper level ventilation; heater and defroster; front door-operated interior light; glove compartment light; smoking set; rear seat ash trays; Magic-Mirror finish; arm rests—front and rear; carpeting; custom interior trims (Wildcat Custom models); deluxe steering wheel; custom headlining (Wildcat Custom models—except convertibles).



The Wildcat engine at rest. A flick of the key, a touch of the pedal puts you in command of 360 horses' worth of thoroughbred V8!

Wildcat Custom Four-Door Hardtop and Wildcat Custom Convertible

THE STANDARD ENGINE: 430-4 V8					
Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel
360 @ 5000	475 @ 3200	10.25	430	4-barrel	Premium

THE TRANSMISSIONS:	
Regular Equipment 3-Speed Manual (Column Mounted)	Optional 3-Speed Turbo-Hydramatic 400 (Column or Console Mounted)

REAR AXLE RATIOS:	
3-Speed Manual Transmission 3.07	Turbo-Hydramatic 3.07

Consult your Buick dealer for information on optional ratios.

EXTERIOR DIMENSIONS: (Approximations in inches.)						
	Length	Width	Height	Wheelbase	Tread-front	Tread-rear
Sport Coupe	218.2	80.0	54.6	123.2	63.5	63.0
4-Door Hardtop	218.2	80.0	54.3	123.2	63.5	63.0
4-Door Sedan	218.2	80.0	55.0	123.2	63.5	63.0
Convertible	218.2	80.0	54.9	123.2	63.5	63.0

APPROX. CURB WEIGHT: (Wildcat Four-Door) 4,313 lbs.

INTERIOR DIMENSIONS: (Approximations in inches.)						
	Head Room		Leg Room		Shoulder Room	
	Front	Rear	Front	Rear	Front	Rear
Sport Coupe	38.4	37.7	42.2	33.9	61.7	60.3
4-Door Hardtop	38.1	37.4	42.2	37.5	61.6	60.8
4-Door Sedan	38.9	37.7	42.2	37.9	61.6	60.7
Convertible	38.9	37.9	42.2	33.9	62.2	52.3

MORE IMPORTANT INFORMATION ABOUT THE WILDCAT: **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) 3.3 quarts. **Fuel System:** Automatic choke. Mechanical fuel pump. Pleated paper gasoline filter with fine filter in fuel tank. Wider diameter oiled paper element air cleaner. Exhaust-type intake manifold heat control. Fuel Tank Capacity: approximately 20.5 gallons. **Engine Cooling:** Pressure system. Choke-type circulation thermostat. Centrifugal water pump. Capacity: 14 quarts. **Exhaust System:** Single exhaust with crossover standard. Duals available. **Electrical:** Twelve-volt electrical system. Four-position starter-ignition switch. **Automatic Transmission:** Turbo-Hydramatic is of a torque converter type. Total oil capacity 20 pints. **Propeller Shaft:** 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 Tru-Trac front suspension with link-type stabilizer bar. Coil springs front and rear. Direct acting hydraulic shock absorbers front and rear. **Brakes:** Hydraulic. Air-cooled finned aluminum front brake drums with cast iron liners; finned-drums rear. Total gross lining area 193.3 sq. in. Step-on parking brake operating through rear service brake shoes. Power brakes optional. **Tires:** 8.55 x 15. Optional tires available for other than normal driving conditions. Consult your Buick dealer. **Steering:** Manual recirculating ball, overall ratio: 34.3 standard. Power steering. (Optional with overall variable ratio: 19.6-14.0.) Flexible coupling in power gear screens out road irregularities.

Some of the equipment illustrated or described is optional at extra cost.

LeSabre Interiors:

What does it take to set one car apart from anything else in its class? Just ask any Buick LeSabre owner. He'll tell you that it takes about four or five minutes inside a 1969 Buick LeSabre.

Inside you'll discover a perfect reflection of the 1969 LeSabre's exterior good looks. You'll sit back on deep comfortable seats backed by thick foam cushioning. You'll scan a rich easy-to-read instrument panel that keeps you in complete touch with LeSabre's mechanical functioning.

You'll discover how easy it is to custom-equip your LeSabre with tilt steering wheel, power windows, AM/FM stereo radio and a host of other luxury options. You'll see how comfortable you can make your LeSabre with Automatic Climate Control, a power seat and many other convenience items.

Suddenly, you'll realize what LeSabre owners are forever boasting about. Suddenly you'll realize that this 1969 Buick LeSabre has more to offer you than any other car in its class.

Suddenly you'll want to get out and start talking up *your* '69 LeSabre with your Buick dealer.



Choose the interior for your LeSabre. Just look at the superb alternatives open to you.

Sport Coupe, Hardtop Sedan and Sedan. Kirkwood Cloth-and-Vinyl Seats are standard in green, buckskin, blue, burgundy or black.

Custom Sport Coupe. Kimberly Cloth-and-Vinyl Bench Seats are standard in green, blue or buckskin. Or order All-Vinyl Bench Seats in blue, black, buckskin or pearl white. Vinyl Bucket Seats are available in black.

Custom Hardtop Sedan. Kimberly Cloth-and-Vinyl Bench Seats in blue, green or buckskin are standard. You may order All-Vinyl Bench Seats in pearl white, blue, black or buckskin.

Custom Convertible. Vinyl Bench Seats are standard in blue, red, black or buckskin.

Custom Sedan. Kimberly Cloth-and-Vinyl Seats in green, blue or buckskin are standard. Or order Vinyl Bench Seats in pearl white, blue, black or buckskin.

Some of the equipment illustrated or described is optional at extra cost.

1969 Buick LeSabre

Start with a favorite nameplate of our most verbal group of Buick devotees. Add a distinctive new profile, a trim new rear deck, new colors, new features and a unique directional stability system. What do you have?

You have Buick's way of making a going thing even greater. You have the 1969 Buick LeSabre.

Just one look at a 1969 LeSabre will show you what we mean. One good long look at LeSabre's sculptured profile, massive grille and distinctive new horizontal taillights will show you a car that's years ahead in styling. That's right . . . years.

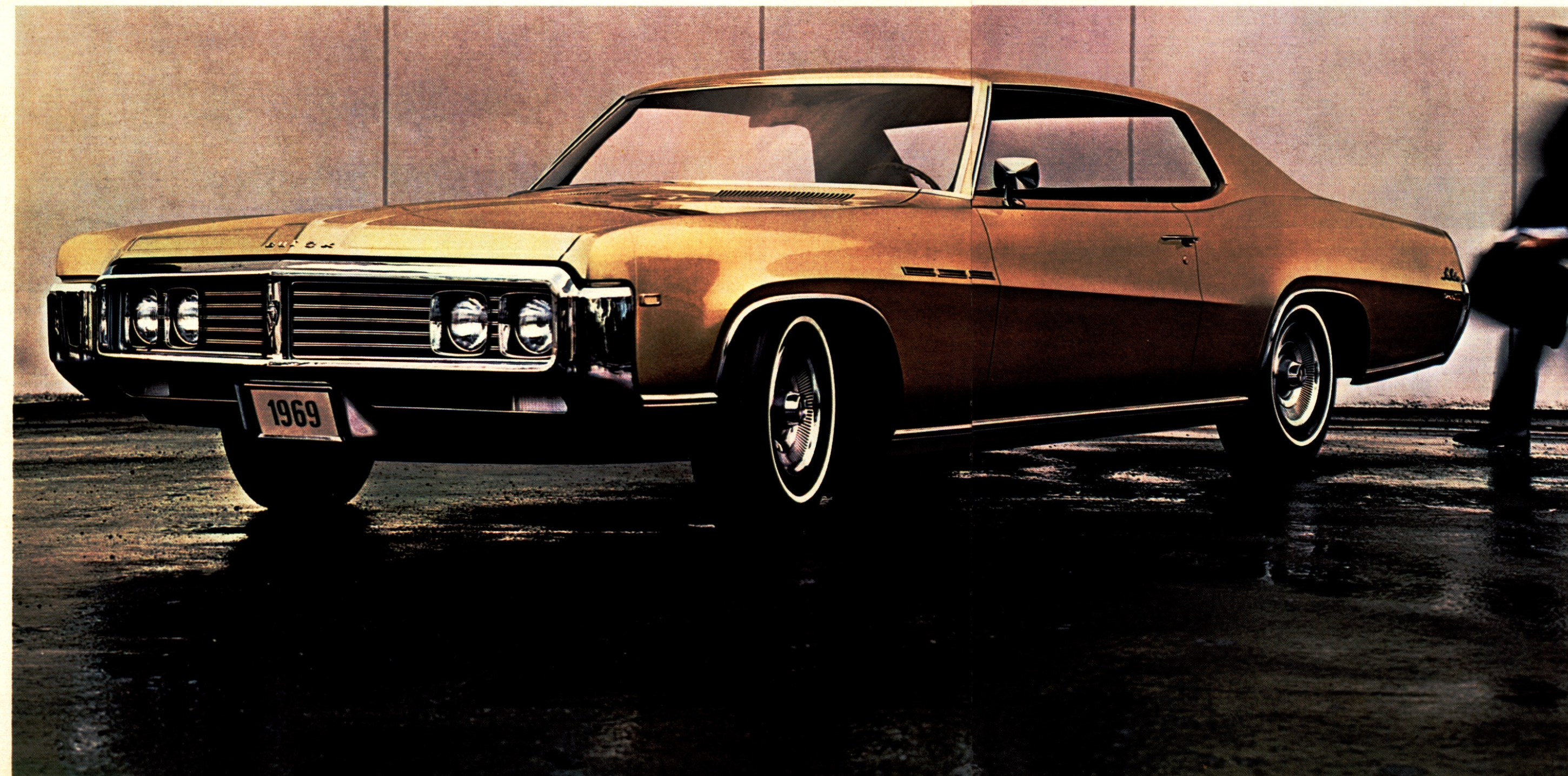
Look inside a 1969 LeSabre. Get inside a car that's as pleasurable to ride in as it is to look at and admire. Wrap your hands around a Deluxe Steering Wheel. Sink back on tastefully upholstered, foam-cushioned seats. Imagine how LeSabre features you can order like 4-way power seats, power windows, power steering and power brakes will serve you hand and foot. Sit back and imagine what an experience it would be to drive a car like this.

Do drive a 1969 LeSabre. Feel the effortless response that can only come from LeSabre's superbly balanced power team that includes a standard 350-2 V8 and the smooth, three-speed Turbo-Hydramatic automatic transmission. Feel the control and security afforded by LeSabre's revolutionary new Directional Stability System (DSS). In short, get the feel of one of the smoothest handling cars on the road, any road.

By now, you're getting the feeling that the 1969 LeSabre is a car that just begs to be driven, aren't you? All right. Then start getting verbal just like the rest of our LeSabre buffs. Start talking up *your own* Buick LeSabre with your Buick dealer.

Custom Vinyl Bench Seat

LeSabre Custom Sport Coupe

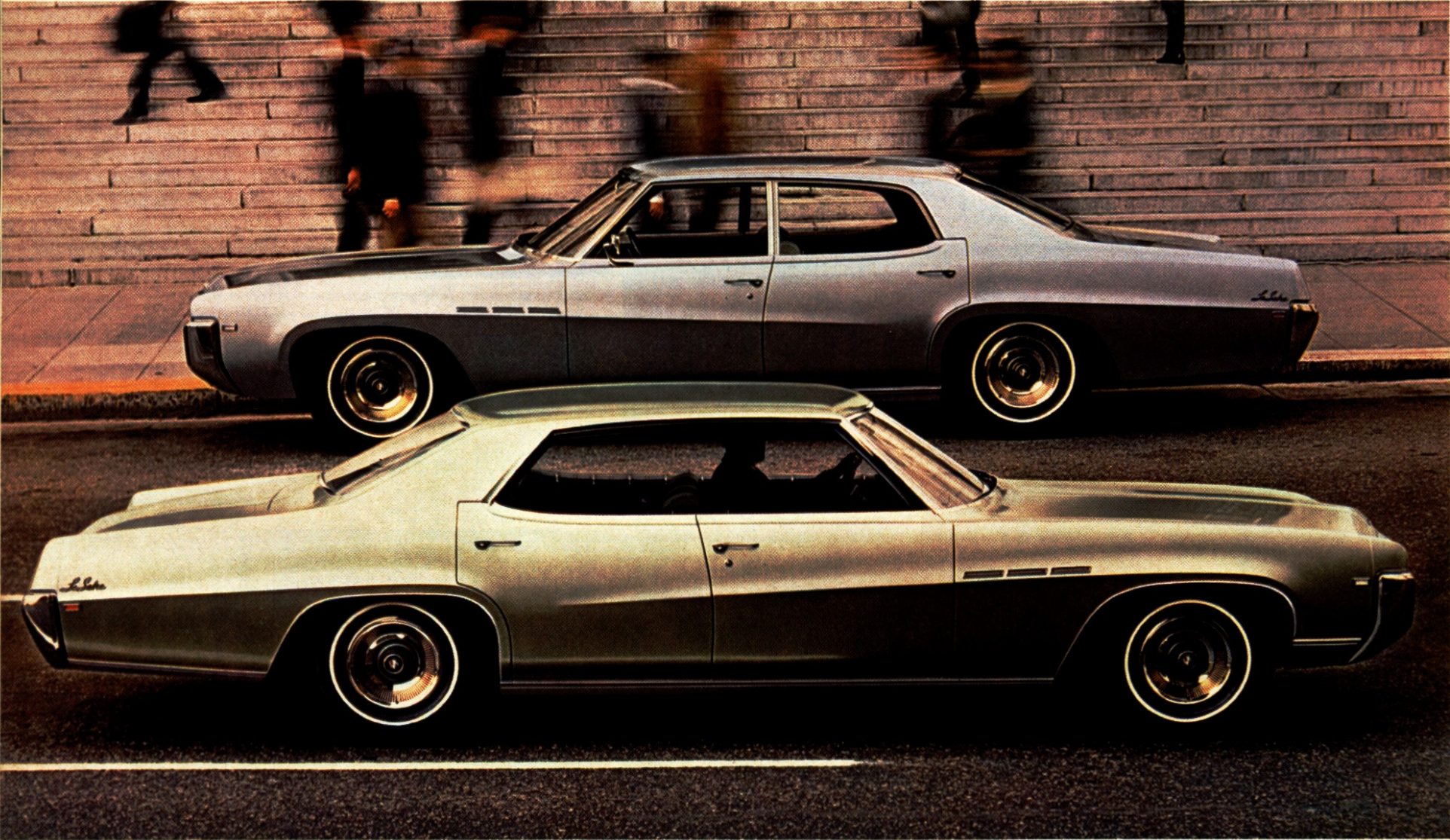


Custom Cloth-and-Vinyl Bench Seat



Cloth-and-Vinyl Bench Seat

LeSabre Custom Four-Door Hardtop and LeSabre Four-Door Sedan



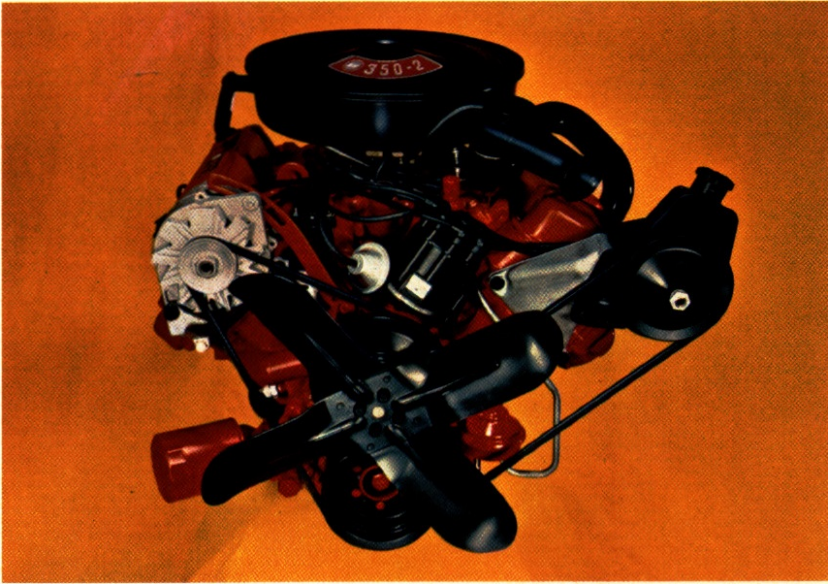
LeSabre Regular Equipment:

Power Train: 230 hp 350-2 V8 engine; 3-speed manual transmission (synchronized in all forward gears); heater and defroster; Delcotron generator; Full-Flow oil filter; cross-flow radiator.

Handling and Braking Features: finned alloy brake drums; 15-inch wheels; 6,000-mile lubed front suspension; self-adjusting brakes; Tru-Trac directional stability system; direct-acting hydraulic shock absorbers front and rear.

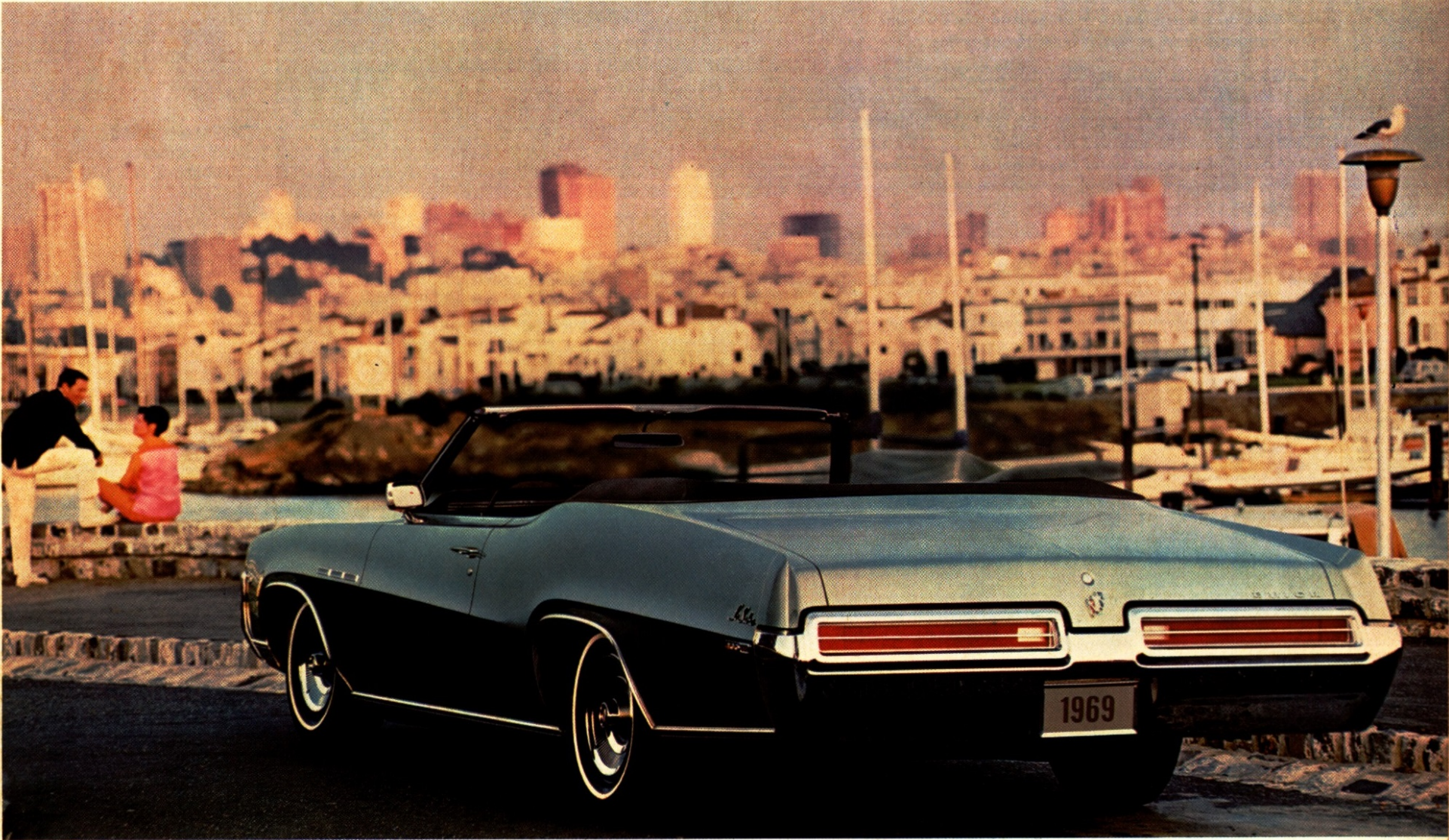
Safety Equipment: energy-absorbing steering column; two front-seat head restraints; passenger-guard door locks—with forward-mounted lock buttons; latches on folding seatbacks; dual-action safety hood latch; outside rearview mirror; wide inside day-night mirror with deflecting base; anti-theft ignition, steering and transmission lock; starter safety switch on all transmissions—manual and automatic; "Cargo-guard" luggage compartment; contoured windshield header (except convertible); seatbelts with push-button buckles for all passenger positions; driver and right front passenger shoulder belts with pushbutton buckles and special storage provision (except convertible); four-way hazard warning flasher; dual master cylinder brake system with warning light and corrosion-resistant brake lines; windshield washer and dual-speed wipers; back-up lights; side marker lights and parking lights that illuminate with head-lights; energy-absorbing instrument panel; padded sun visors; reduced-glare instrument panel top; inside windshield moldings; horn buttons, steering wheel hub, and windshield wiper arms and blades; lane-change feature in direction signal control; safety armrests; thick-laminate windshield; soft, low-profile window control knobs, coat hooks and dome light; padded front and intermediate seatback tops; smooth-contoured door and window regulator handles; anti-theft ignition key warning buzzer.

Comfort and Convenience Equipment: upper level ventilation; front door-operated interior light glove compartment light; smoking set; rear seat ash trays; Magic-Mirror finish; arm rests—front and rear; carpeting; custom interior trims (LeSabre Custom models); deluxe steering wheel and deluxe wheel covers (Custom models only).



On the business end of the 1969 LeSabre: a 350-2 V8. Proof that regular gas can deliver 230 smooth horses and 350 foot-pounds of torque from 350 cubic inches of well-tuned Buick engine. Want more? Then order the LeSabre 400 option package, a 350-4 V8 with Turbo-Hydramatic automatic transmission. You'll get a full 280 horsepower and 375 foot-pounds of torque in the bargain.

LeSabre Custom Convertible



THE STANDARD ENGINE: 350-2 V8					
Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel
230 @ 4400	350 @ 2400	9.0	350	2-barrel	Regular
THE OPTIONAL ENGINE: 350-4 V8					
Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel
280 @ 4600	375 @ 3200	10.25	350	4-barrel	Premium

THE TRANSMISSION:	
Regular Equipment 3-Speed Manual (Column Shift)	Optional 2-Speed Super Turbine 300 (Column Shift) (3-Speed Automatic Turbo-Hydramatic 400 included with LeSabre 400 option)

REAR AXLE RATIOS:	
3-Speed Manual 3.23	Super Turbine 300 and Turbo-Hydramatic 2.93

Consult your Buick dealer for information on optional ratios.

EXTERIOR DIMENSIONS: (Approximations in inches.)						
	Length	Width	Height	Wheelbase	Tread-front	Tread-rear
Sport Coupe	218.2	79.5	54.6	123.2	63.0	63.0
4-Door Hardtop	218.2	79.5	54.3	123.2	63.0	63.0
4-Door Sedan	218.2	79.5	55.3	123.2	63.0	63.0
Convertible	218.2	79.5	54.9	123.2	63.0	63.0

APPROX. CURB WEIGHT: (LeSabre Four-Door) 4,194 lbs.

INTERIOR DIMENSIONS: (Approximations in inches.)						
	Head Room		Leg Room		Shoulder Room	
	Front	Rear	Front	Rear	Front	Rear
Sport Coupe	38.6	37.7	42.3	33.9	62.2	60.8
4-Door Hardtop	38.3	37.4	42.3	37.5	62.2	61.3
4-Door Sedan	39.1	37.7	42.3	37.9	62.2	61.3
Convertible	39.1	37.9	42.3	33.9	61.7	52.3

Some of the equipment illustrated or described is optional at extra cost.

MORE IMPORTANT INFORMATION ABOUT THE BUICK LESABRE: **Engine Lubricating System:** Main bearings, connecting rods and camshaft bearings pressure lubricated. Cylinder walls splash and nozzle lubricated. Normal oil pressure 37 @ 2400. Full-Flow oil filter. Crankcase capacity (refill less filter) 3.3 quarts. **Fuel System:** Automatic choke. Mechanical fuel pump. Pleated paper gasoline filter at carb with fine filter in fuel tank. Wider diameter oiled paper element air cleaner. Exhaust-type intake manifold heat control. Fuel Tank Capacity: approximately 20.5 gallons. **Engine Cooling:** Pressure system. Choke-type circulation thermostat. Centrifugal water pump. Capacity: 11 quarts. **Exhaust System:** Single exhaust with crossover. **Electrical:** Twelve-volt electrical system. Four-position starter-ignition switch. **Automatic Transmission:** Turbo-Hydramatic is a torque converter type. Total oil capacity refill 15.5 pints. **Propeller Shaft:** 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 Tru-Trac front suspension with link-type stabilizer bar. Coil springs front and rear. Direct acting hydraulic shock absorbers front and rear. **Brakes:** Hydraulic. Air-cooled finned brake drums front and rear. Total gross lining area 193.3 sq. in. Step-on parking brake operating through rear service brake shoes. Power brakes optional. **Tires:** 8.55 x 15. Optional tires available for other than normal driving conditions. Consult your Buick dealer. **Steering:** Manual recirculating ball steering standard. Overall ratio: 34.3. Power steering (optional). Overall ratio: 21.4. Flexible coupling in power gear screens out road irregularities.

1969 Buick GS400, GS350 and California GS

Just mention the call letters . . . GS. And you'll set our most enthusiastic set of Buick buffs to chattering.

The GS set. This is the group that demands things like a short-throw four-speed Hurst floor shift, a tachometer, tight steering and stiff suspension with their Buick luxury. These are the people who will wax poetic about GS's new "cool dual," a matched set of functional air scoops that let the big-bore GS engines breathe easier and more powerfully. They'll give you the low-down on the new three-speed Turbo-Hydramatic 350 automatic transmission available with the 350-4 V8. Our GS buffs will cover the fine points of *Stage I* with you. It's a special high-performance package being offered on GS 400 for the first time. Among other items, Stage I adds a high-lift camshaft, special carburetor and

dual exhaust systems and a 3.64 positraction rear axle to the GS 400's already potent performance capabilities. Before you know it, our GS fans will have you spouting GS compression ratios and rear axle ratios just as readily as your own license number.

Chances are, the youthful good looks and interior design of the Buick GS captured your fancy first, right? Well our GS owners will finish the job. They'll paint such an appealing portrait of GS performance, handling and all-round superiority that you'll have no choice but to try a GS yourself.

Then you'll be talking shift points and suspension geometry right along with the rest of them. You'll be talking *your own* Buick GS with your Buick dealer.

GS350 and GS400
Expanded-Vinyl
Bucket Seats



California GS Expanded-
Vinyl Bench Seat.



Choose a GS interior combination that suits you best. Take your pick.

GS 350. Select standard Expanded-Vinyl Bench Seats in blue, parchment or black. Expanded-Vinyl Bucket Seats in black, blue, buckskin or pearl white are also available.

GS 400 Sport Coupe. Expanded-Vinyl Bench Seats are standard in parchment or black. Or select Expanded-Vinyl Bucket Seats in blue, black, buckskin or pearl white.

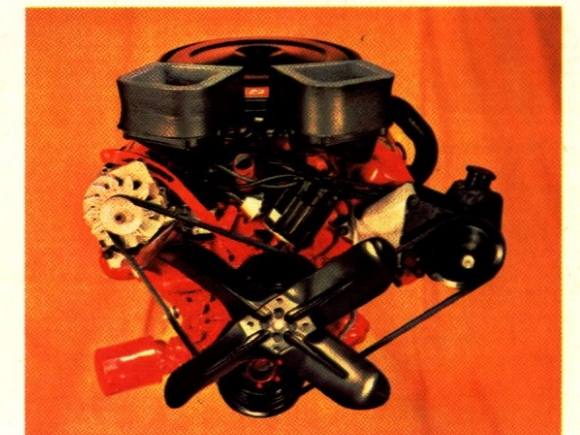
GS 400 Convertible. Expanded-Vinyl Bench Seats are standard in parchment or black. Or choose Expanded-Vinyl Bucket Seats in red, black or pearl white.

California GS. Kerry Cloth-and-Vinyl Bench Seats are available in buckskin or black. Vinyl Bench Seats are available in black, blue or parchment.

Some of the equipment shown or described is optional at extra cost.

GS 400 Expanded-Vinyl
Bench Seat

400 cubic inches of GS excitement ready to turn you on! Standard on the GS 400, the 400-4 V8 comes complete with 4-barrel Quadrajet carburetion, dual exhausts and low-restriction air cleaner. The 400-4 V8 adds 340 horsepower and 440 foot-pounds of torque to your GS program.



The 350-4 delivers 280 horses worth of V8 punch to the rear wheel of your 350 GS. 4-barrel Quadrajet carburetion and dual exhausts combine with 350 cubic inches of big Buick V8 to supply 375 foot-pounds of torque. And you'll be surprised at the fuel economy that this big-bore V8 affords.

GS400 Sport Coupe





GS 350 Sport Coupe

THE STANDARD GS 400 ENGINE: 400-4 V8						
Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel	
340 @ 5000	440 @ 3200	10.25	400	4-barrel	Premium	
THE STANDARD GS 350 AND CALIFORNIA GS ENGINE: 350-4 V8						
Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel	
280 @ 4600	375 @ 3200	10.25	350	4-barrel	Premium	
THE GS 400 TRANSMISSIONS:						
Regular Equipment 3-Speed Manual (Floor Shift)			Optional 3-Speed Turbo-Hydramatic 400 Column Mounted (Console Mounted with bucket seat option) 4-Speed Manual (Console or Floor Mounted)			
THE GS 350 AND CALIFORNIA GS TRANSMISSIONS:						
Regular Equipment 3-Speed Manual (Column Mounted)—GS 350 Turbo-Hydramatic 350 only with California GS			Optional 3-Speed Automatic Turbo-Hydramatic 350 (Column or Console Mounted) 4-Speed Manual (Floor Mounted Shift) 3-Speed Manual (Floor Mounted Shift)			
GS 400 REAR AXLE RATIOS:						
3-Speed & 4-Speed Manual 3.55			Turbo-Hydramatic 400 3.07			
GS 350 AND CALIFORNIA GS REAR AXLE RATIOS:						
3-Speed & 4-Speed Manual 3.31			Turbo-Hydramatic 350 3.31			
Consult your Buick dealer for information on optional ratios.						
EXTERIOR DIMENSIONS: (Approximations in inches.)						
	Length	Width	Height	Wheelbase	Tread-front	Tread-rear
GS 400 2-Door Coupe	200.7	75.6	53.0	112.0	59.4	59.0
GS 400 Convertible	200.7	75.6	53.7	112.0	59.4	59.0
California GS	200.7	75.6	53.5	112.0	59.0	59.0
GS 350	200.7	75.6	53.5	112.0	59.0	59.0
APPROX. CURB WEIGHT: (GS Two-Door Coupes) 3,550 lbs.						
INTERIOR DIMENSIONS: (Approximations in inches.)						
	Head Room		Leg Room		Shoulder Room	
	Front	Rear	Front	Rear	Front	Rear
GS 400 2-Door Coupe	37.5	36.3	41.7	32.2	58.3	57.1
GS 400 Convertible	38.3	37.0	41.7	32.2	58.3	47.9
California GS	37.9	36.3	41.3	32.3	58.3	57.1
GS 350	37.9	36.3	41.6	32.4	58.3	57.1

GS 400, GS 350 and California GS Interiors:

You mentioned “Buick GS.” And our Buick buffs told you that there’s something exciting going on underneath that insignia. So you expected something quite apart from the ordinary, right ? You’ve got it! Inside a Buick GS.

You’ve got the feel of a thoroughbred sportster. Expanded-Vinyl Bucket Seats that comfort you as though they were built just for you. A four-speed shift that you just have to put through the gates once or twice. You’ve got everything you wanted, right down to the consolette and Rallye-readable tachometer.

These Buicks don’t just grow on you. A Buick GS changes your whole way of thinking immediately. Now, more to think about. A Deluxe Steering Wheel is standard with your GS 400. Still more, a full-length centre console is available on GS350 and GS400 when you specify a Turbo-Hydramatic automatic transmission. Then there’s the sound of an AM/FM stereo radio to blend with the throb of dual exhausts and the deep-breathing of a 4-barrel carb.

For convenience, on GS350 and GS400 you can order four-way power seats, power windows, power steering and power brakes. To complete your comfort, you can equip your GS with air conditioning.

Some of the equipment illustrated or described is optional at extra cost.

GS 400, GS 350 and California GS Regular Equipment:

GS 400 Power Train: 340 hp 400-4 V8; dual exhaust; 3-speed floor-mounted manual transmission; Delcotron generator; Full-Flow oil filter.

GS 350 and California GS Power Trains: 280 hp 350-4 V8 engine; dual exhausts; 3-speed column-mounted transmission (synchronized in all forward gears); Turbo-Hydramatic automatic transmission with California GS; Full-Flow oil filter; functional hood scoops; cross-flow radiator; Delcotron generator.

GS 400 Comfort and Convenience Equipment: all-vinyl seating with foam-padded seat cushions; heater and defroster; cigar lighter; ash tray—front and rear; ash tray and glove compartment light; deluxe steering wheel; arm rests, front and rear; carpeting; upper level ventilation; door-operated interior light; soft, low-profile window control knobs and coat hooks; yielding smooth contoured door and window regulator handles.

GS 350 and California GS Comfort and Convenience Equipment: all-vinyl seats (cloth and vinyl available for California GS); carpeting; deluxe steering wheel (California GS only); heater and defroster, cigar lighter, ash trays front and rear (GS 350); arm rests front and rear (GS 350); door-operated interior light; upper level ventilation (GS 350).

GS 400 Braking and Handling Equipment: 6,000 mile lubed front suspension; 14-inch wheels (with 6-inch rims); coil springs front and rear; front air-cooled finned aluminum brake drums.

GS 350 and California GS Braking and Handling Equipment: 14-inch wheels; heavy duty springs, shock absorbers and stabilizer bar; 6,000 mile lubed front suspension.

GS 400 Exterior Trim: GS ornamentation on radiator grille, rear fender, rear deck lid, functional hood scoops and door trim panel.

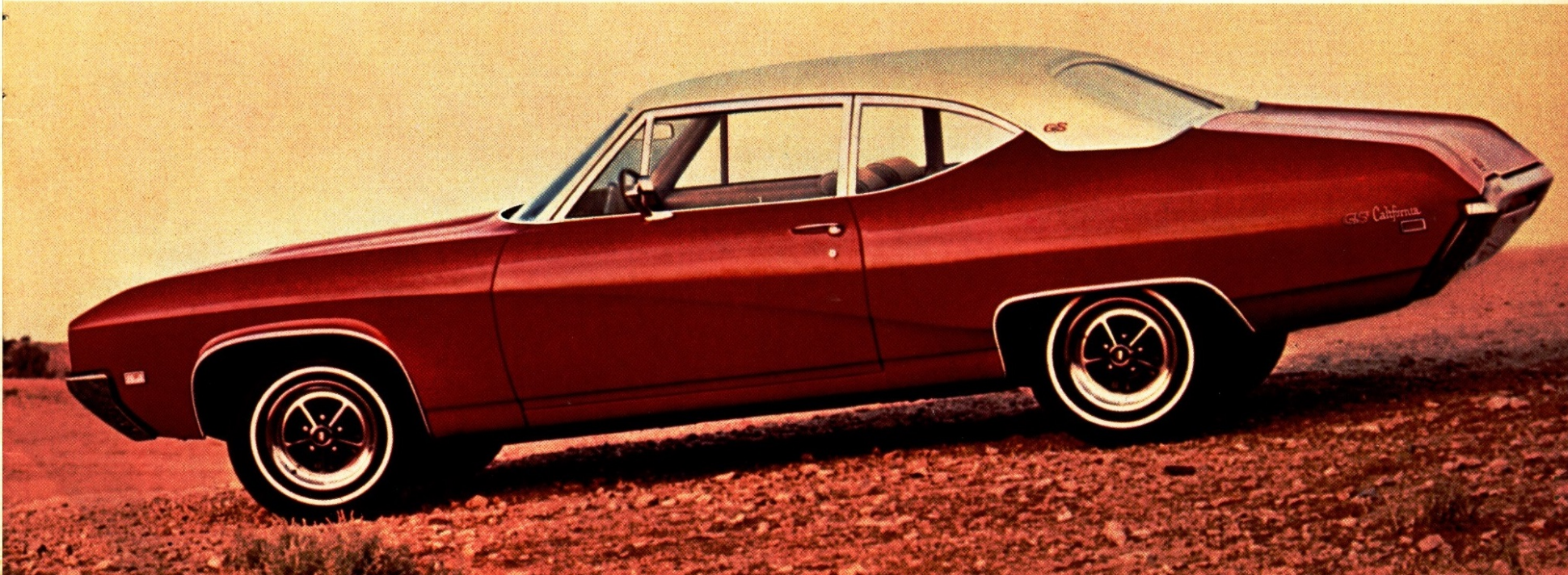
GS 350 Exterior Trim: GS ornamentation on grille, rear fender and rear deck and functional hood scoops; Magic-Mirror finish.

California GS Exterior Trim: custom vinyl top covering; Super Sport wheels; belt reveal and wheel opening moldings; door window, centre pillar and rear window scalp molding; California GS trim on rear fender panel. GS emblem on sail panel, rear deck lid and grille.

MORE IMPORTANT INFORMATION ABOUT THE GS 400: **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) 3.3 quarts. **Fuel System:** Air-induction system with dual inlet through hood. Increased diameter oiled paper element air cleaner. Automatic choke. Mechanical fuel pump. Pleated paper gasoline filter at carburetor with fine filter in fuel tank. Exhaust-type intake manifold heat control. Approximately 16.5 gallons fuel capacity. **Engine Cooling:** Pressure system. Choke-type thermostat. Centrifugal water pump. **Exhaust System:** Dual exhausts. **Electrical:** Twelve-volt electrical system. Four-position starter-ignition switch. **Automatic Transmission:** Turbo-Hydramatic is of the torque converter type. Total oil capacity 20 pints. **Rear Axle:** Hypoid gears, semi-floating. Rear wheel bearings permanently lubricated. **Suspension:** Independent ball-joint front 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:** Reinforced perimeter type. **Brakes:** Self-adjusting. Air-cooled finned aluminum fronts with cast iron liners; finned drums, 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. Power steering optional. Overall ratio 20.9 **Tires:** 7.75 x 14 white sidewall tires standard. Wide oval F70-14 optional.

MORE IMPORTANT INFORMATION ABOUT THE GS 350 AND CALIFORNIA GS: **Engine Lubricating System:** Main bearings, connecting rods and camshaft bearings pressure lubricated. Cylinder walls splash and nozzle lubricated. Normal oil pressure 37 @ 2400. Full-Flow oil filter. Crankcase capacity (refill less filter) 3.3 quarts. **Fuel System:** Air-induction system with dual inlet through hood and increased diameter oiled paper element air cleaner. Automatic choke. Mechanical fuel pump. Pleated paper gasoline filter at carburetor with fine filter in fuel tank. Exhaust-type intake manifold heat control. Approximately 16.5 gallon fuel capacity. **Engine Cooling:** Pressure system. Choke-type thermostat. Centrifugal water pump. **Exhaust System:** Standard dual exhaust. **Electrical:** Twelve-volt electrical system. Four-position starter-ignition switch. **Automatic Transmission :** Turbo-Hydramatic is of the torque converter type. Total oil capacity 16.5 pints. **Rear Axle:** Hypoid gears, semi-floating. Rear wheel bearings permanently lubricated. **Suspension:** Independent ball joint Tru-Trac front 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 drums. 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. Power steering optional. Overall ratio 20.9. **Tires:** 7.75 x 14.

California GS Pillar Coupe



1969 Buick Skylark and Skylark Custom

Put a 1969 Buick Skylark to the concrete test. Pick the toughest, twistingest road you can find. And feel our beautiful bird take the knots and the bumps out of it.

On top of its youthful appearance and spirited performance, this year's Skylark is just as tough and agile as ever.

The agility and control comes from Skylark's just right stance and length, its tight steering and taut suspension. Now throw in that extra measure of Buick luxury. Then you have a car that makes any trip an adventure. And that's just what Skylark owners go for.

They color Skylark young and equip it the same way with AM/FM stereo radios, and the like.

Then they take their Skylarks on some mighty adventuresome treks, lots of them.

Doesn't Skylark sound like the kind of car you're looking for, a car that puts a bit of fun and adventure back into driving? All right, then. Take a trip to your Buick dealer.

The beautiful beginning to a beautiful relationship for you.

Skylark Interiors

You've shopped around a bit. Checked the field. But something about the 1969 Skylark's lines, its demeanor and its just-right size turned your head.

Now you get a chance to take a closer look at the Skylark you've been admiring. You step inside. You've been hooked!

The beautiful face that the instrument cluster presents strikes you first. You grasp the Deluxe Steering Wheel. You press your foot down into deep-pile carpeting that covers the entire floor. The seats are even more comfortable than you expected, aren't they? The rich Kinross Cloth and Madrid-Grain Vinyl trim and the foam padding see to that.

But so much for the standard fare. Can this Skylark be dolled up a little? Checkmate! You discover that an AM/FM stereo radio, tilt steering wheel and a host of other options are yours for the asking.

It hits you. This Skylark is a car you can live with! Your dull driving days are gone forever. You've fallen head over heels for a 1969 Buick Skylark.

You and your 1969 Skylark. A match like this could only be made by your Buick dealer.

Custom Cloth-and-Vinyl Notch-Back Seat



Now choose your Skylark and pick an interior to match.

Sport Coupe. Choose standard Vinyl Bench Seats in blue, parchment, or black. All-Vinyl Notch-Back Seats in blue, green, pearl white, black and buckskin are also available.

Sedan. Kinross Cloth-and-Vinyl Bench Seats are available in green, blue, black or buckskin. Expanded-Vinyl Bench Seats can be selected in blue, parchment or black.

Custom Sport Coupe. Three choices. Kilmer Cloth-and-Vinyl Bench Seats are standard in blue, buckskin or black. Expanded-Vinyl Notch-Back Seats are available in green, pearl white, blue, black or buckskin. Or order Expanded-Vinyl Bucket Seats in buckskin, black, blue or pearl white.

Custom Hardtop Sedan. Select standard Kilmer Cloth-and-Vinyl Notch-Back Seats in green, blue, buckskin or burgundy. Expanded-Vinyl Notch-Back Seats in pearl white, black or buckskin are also available.

Custom Convertible. Expanded-Vinyl Bench Seats are standard in parchment or black. Expanded-Vinyl Notch-Back Seats, in blue, black or buckskin and Expanded-Vinyl Bucket Seats in red, black or pearl white are also available.

Custom Sedan. Choose standard Kilmer Cloth-and-Vinyl Bench Seats in green, blue, buckskin or burgundy. Buckskin or black Expanded-Vinyl Bench Seats are also available.

Some of the equipment illustrated or described is optional at extra cost.

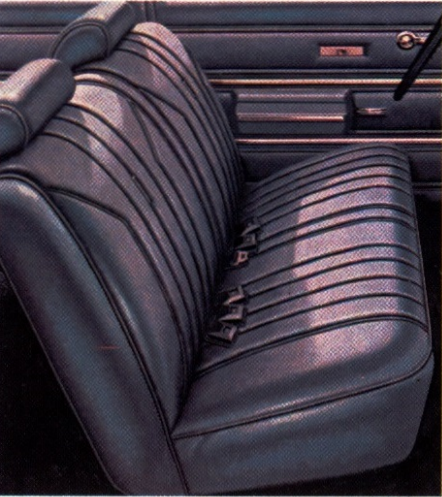
Skylark Custom Two-Door Sport Coupe



Cloth-and-Vinyl Bench Seat



Custom Expanded-Vinyl Notch-Back



Expanded-Vinyl Bench Seat



Custom Expanded-Vinyl Bucket Seats



Skylark Custom Four-door Hardtop and Skylark Four-door Sedan

Skylark Regular Equipment:

Power Train: 155 hp 6-cylinder engine on Skylark Sport Coupe and Sedan; 3-speed manual transmission (synchronized in all forward gears); Delcotron generator; cross-flow radiator.

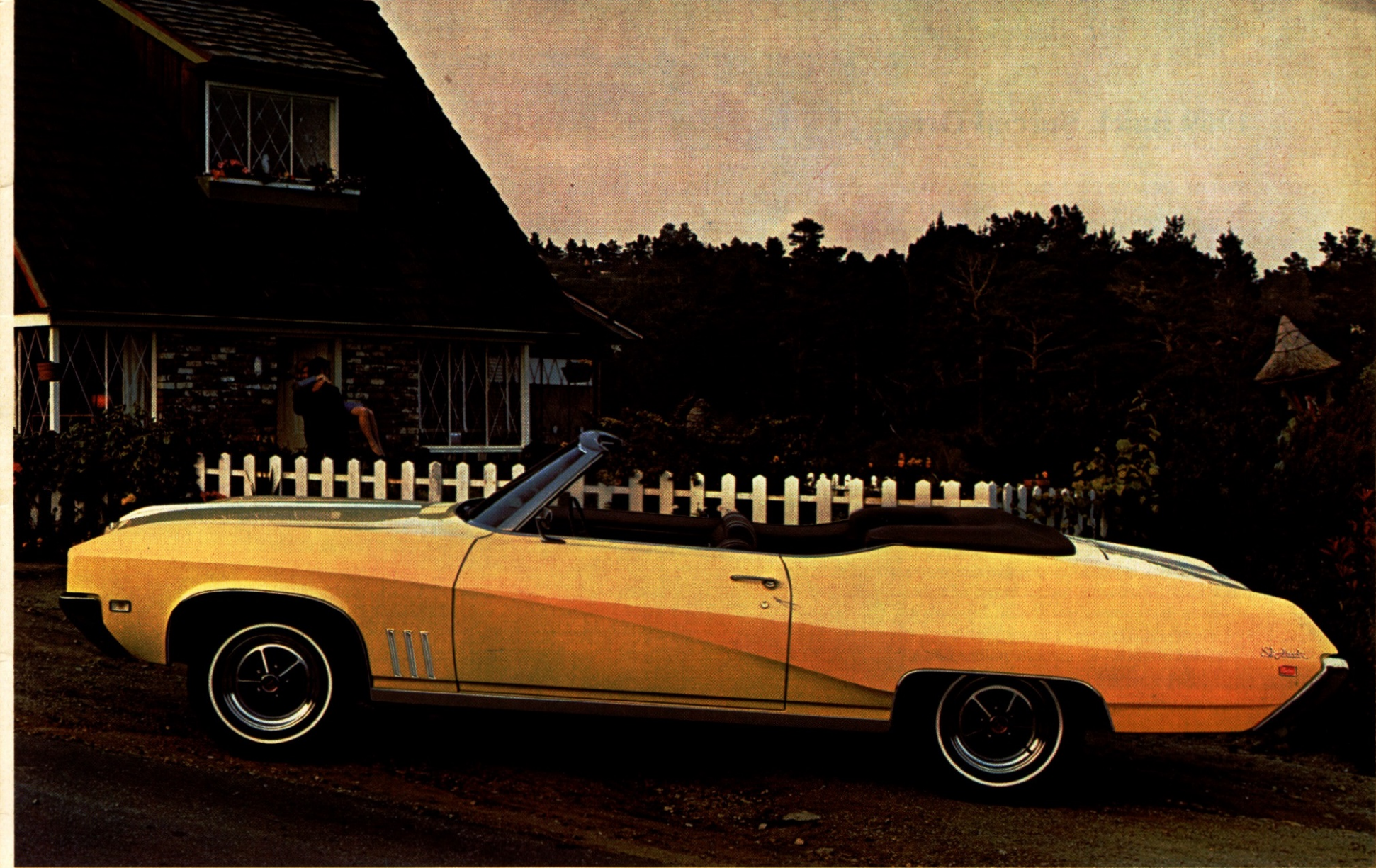
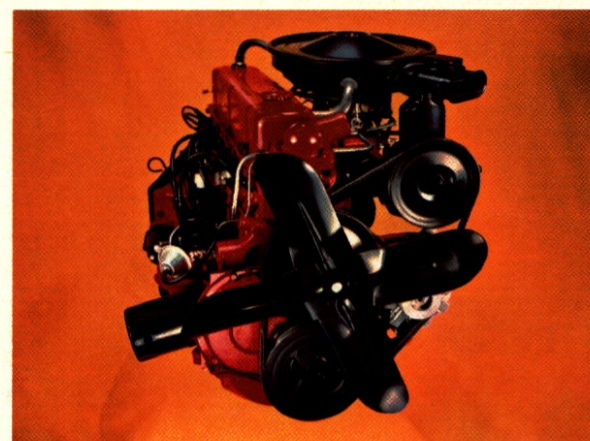
Handling and Braking Features: self-adjusting brakes; 6,000-mile lubed front suspension; 14-inch wheels; direct acting hydraulic shock absorbers.

Safety Equipment: energy-absorbing steering column; two front-seat head restraints; passenger-guard door locks—with forward-mounted lock buttons; latches on folding seatbacks; dual-action safety hood latch; outside rearview mirror; wide inside day-night mirror with deflecting base; anti-theft ignition, steering and transmission lock; starter safety switch on all transmissions—manual and automatic; "Cargo-guard" luggage compartment; contoured windshield header (except convertibles); seatbelts with pushbutton buckles for all passenger positions; driver and right front passenger shoulder belts with pushbutton buckles and special storage provision (except convertibles); four-way hazard warning flasher; dual master cylinder brake system with warning light and corrosion-resistant brake lines; windshield washer and dual-speed wipers; back-up lights; side marker lights and parking lights that illuminate with headlights; energy-absorbing instrument panel; padded sun visors; reduced-glare instrument panel top; inside windshield moldings; horn buttons; steering wheel hub, and windshield wiper arms and blades; lane-change feature in direction signal control; safety armrests; thick-laminate windshield; soft, low-profile window control knobs; coat hooks and dome light; padded front and intermediate seatback tops; smooth-contoured door and window regulator handles; anti-theft ignition key warning buzzer.

Comfort and Convenience Equipment: Magic-Mirror finish; upper level ventilation (on Sport Coupe and Convertible); heater and defroster; custom padded seat cushions (on Custom models); deluxe steering wheel; cigar lighter; ash tray—front and rear; ash tray light (on Custom models); glove compartment light; arm rests—front and rear; carpeting; crank-operated vent window (on 4-door Hardtop and 4-door Sedan); front door-operated interior light.

Decision, decisions!
You get to choose between Skylark's thrifty 155 horsepower, 250-cubic-inch, 6-cylinder engine or the optional 350-2 V8 pictured above.

The Six thrives on regular gas and turns out 235 foot-pounds of torque in the process. The V8 delivers 230 horses and 350 foot-pounds of torque, also on regular gas. The 350-2 V8 is base equipment on Skylark Custom models.



Skylark Custom Convertible

THE STANDARD ENGINES: 250-1 6-cylinder; 350-2 8-cylinder.					
Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel
155 @ 4200	235 @ 1600	8.5	250	1-barrel	Regular
230 @ 4400	350 @ 2400	9.0	350	2-barrel	Regular

THE OPTIONAL ENGINES: 350-2 8-cylinder; 350-4 8-cylinder.					
Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel
230 @ 4400	350 @ 2400	9.0	350	2-barrel	Regular
280 @ 4800	375 @ 3200	10.25	350	4-barrel	Premium

THE TRANSMISSIONS:	
Regular Equipment 3-Speed Manual (Column Shift)	Optional 2-Speed Super Turbine 300 and 3-Speed Turbo-Hydramatic 350 (Column and Console Mounted)

REAR AXLE RATIOS:	
3-Speed Manual Transmission	Turbo-Hydramatic
3.31 (250-1 6-cyl.)	3.07 (250-1 6-cyl.)
3.07 (350-2 8-cyl.) (2.93 on conv.)	2.56 (350-2 8-cyl.)
	2.73 (350-4 8-cyl.)

Consult your Buick dealer for information on optional ratios.

EXTERIOR DIMENSIONS: (Approximations in inches.)						
	Length	Width	Height	Wheelbase	Tread-front	Tread-rear
Sport Coupe	200.7	75.6	53.4	112.0	59.0	59.0
4-Door Hardtop	204.7	75.6	54.1	116.0	59.0	59.0
4-Door Sedan	204.7	75.6	54.1	116.0	59.0	59.0
Convertible	200.7	75.6	53.7	112.0	59.0	59.0

APPROX. CURB WEIGHT: (Skylark Four-Door) 3,506 lbs.

INTERIOR DIMENSIONS: (Approximations in inches.)						
	Head Room		Leg Room		Shoulder Room	
	Front	Rear	Front	Rear	Front	Rear
Sport Coupe	37.9	36.3	41.6	32.2	58.3	57.1
4-Door Hardtop	38.3	37.3	41.7	34.8	58.3	57.3
4-Door Sedan	38.6	37.3	41.7	34.8	58.3	57.3
Convertible	38.3	37.0	41.7	32.2	58.3	47.9

MORE IMPORTANT INFORMATION ABOUT THE SKYLARK: **Engine Lubricating System:** Main bearings, connecting rods and camshaft bearings pressure lubricated. Cylinder walls, connecting rod bearing throw-off. Normal oil pressure 30-45 @ 1500. Full-Flow oil filter. Crankcase capacity (refill less filter) 3.3 quarts. **Fuel System:** Automatic choke. Mechanical fuel pump. Pleated paper gasoline filter with fine filter in fuel tank. Oiled paper element air cleaner. Exhaust-type intake manifold heat control. Approximately 16.5 gallon fuel capacity. **Engine Cooling:** Pressure system. Choke-type thermostat. Centrifugal water pump. **Exhaust System:** Single reverse flow. Constructed of corrosion resistant steel to promote longer life. **Electrical:** Twelve-volt electrical system. Four-position starter-ignition switch. **Automatic Transmission: (optional)** Super Turbine 2-speed is of the torque converter type, as is the Turbo-Hydramatic 350. **PropellerShaft:** Drive shaft is slightly angled to reduce tunnel height. **Rear Axle:** Hypoid gears, semi-floating. Rear wheel bearings permanently lubricated. **Suspension:** Independent ball-joint suspension with link-type stabilizer bar. Coil springs front and rear. Direct-acting hydraulic shock absorbers front and rear. Driving forces from axle to frame is through rubber-bushed rear links. **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. Power steering optional. Overall ratio 20.9. **Tires:** 7.75 x 14. Optional tires available for other than normal driving conditions. Consult your Buick dealer.

Some of the equipment illustrated or described is optional at extra cost.

1969 Buick Special Deluxe

What do you call a Buick that's sporting its fair share of Buick luxury, performance and good looks? A Buick that gives you more than its share of Buick value and economy? The most economical Buick built?

You call that a very special brand of Buick. We call it the 1969 Buick Special Deluxe.

The Special Deluxe really is a special brand of Buick. It's the lowest-priced Buick of all. But it's all Buick, inside and out.

Inside, you'll find durable, good-looking Kerry Cloth-and-Madrid-Grain Vinyl trim. You'll find generous measures of Buick comfort and roominess. You'll scan a rich, easy-to-read instrument panel. In short, you'll find everything you've ever wanted in an automobile, inside a 1969 Special Deluxe.

Run your eye down the Special Deluxe's option list. You'll find everything you need to make your Special Deluxe as luxurious, as personal and as spirited as you like.

Take a Special Deluxe out on the road, any road. Discover that this Buick is just as responsive and manoeuvrable as any Buick built. Discover a special brand of tight handling and cornering that comes from Special Deluxe's just right width and wheelbase. Discover a Buick that looks, rides and acts like a big car but passes up gasoline pumps like an import.

Special Deluxe Interiors

So you say you're after Buick comfort, performance and good looks by the carful? And you want it sporting a low price tag? Then you're after a special brand of Buick. You're after a 1969 Buick Special Deluxe.

Here's the inside story on the 1969 Special Deluxe.

Consider it kind of a cram course in basic Buick. All of the features that make a Buick a Buick. All of the things that make Buick owners a very talkative lot. They're all part of the Special Deluxe curriculum.

Get in a 1969 Special Deluxe. Go on. Try the good-looking Vinyl seats. Try them and find a generous measure of that special Buick brand of comfort.

Now check the instrument panel and the glovebox. Every Special Deluxe sports a distinctive, readable instrument cluster and a big, spacious glove compartment. Just like all of the other Buicks.

Get the message? The Special Deluxe is basic Buick all right. But it's Buick all the way. Special Deluxe offers you all the optional equipment you'll need to make this Buick your own special Buick. Just ask for them and you've got them.



Cloth-and-Vinyl Bench Seat

Special Deluxe Two-Door Sedan



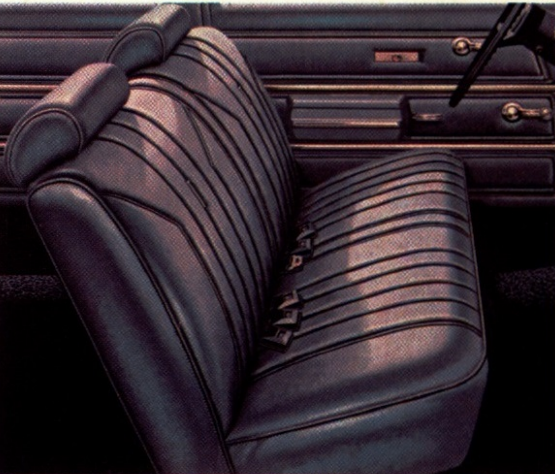
You, too, can be an interior decorator. Start by selecting the interior for your Special Deluxe from these highly acceptable alternatives.

Coupe. Kerry Cloth-and-Vinyl Bench Seats are standard in buckskin or black. Or choose Vinyl Bench Seats in blue, parchment or black.

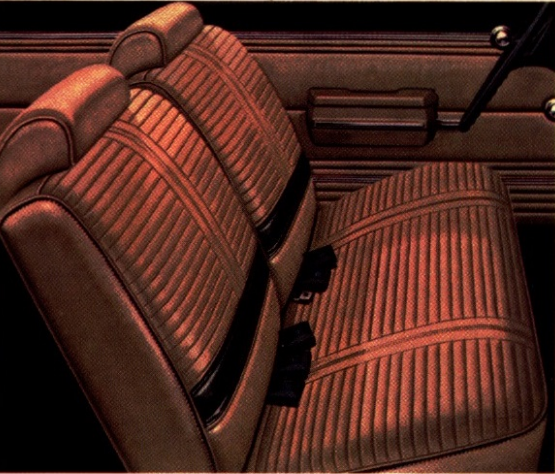
Sedan. Kerry Cloth-and-Vinyl Bench Seats in blue, buckskin or black are standard. Optional Vinyl Bench Seats are available in blue, parchment or black.

2-Seat Wagon. Vinyl Bench Seats in blue, pearl white or buckskin are standard.

Some of the equipment illustrated or described is optional at extra cost.



Vinyl Bench Seat (sedan)



Vinyl Bench Seat (coupe)



Special Deluxe Four-Door Sedan and Special Deluxe Wagon

Special Deluxe Regular Equipment:

Power Train: 155 hp 6-cylinder engine on Coupe and Sedan; 230 hp V8 on Wagon; 3-speed manual transmission (synchronized in all forward gears); Delcotron generator; Full-Flow oil filter; cross-flow radiator.

Handling and Braking Features: self-adjusting brakes; 6,000-mile lubed front suspension; dual-key locking system; 14-inch wheels; independent ball-joint front suspension.

Safety Equipment: energy-absorbing steering column; two front-seat head restraints; passenger-guard door locks—with forward-mounted lock buttons; latches on folding seatbacks; dual-action safety hood latch; outside rearview mirror; wide inside day-night mirror with deflecting base; anti-theft ignition, steering and transmission lock; starter safety switch on all transmissions—manual and automatic; "Cargo-guard" luggage compartment (except Wagon); contoured windshield header; seatbelts with pushbutton buckles for all passenger positions; driver and right front passenger shoulder belts with pushbutton buckles and special storage provision; four-way hazard warning flasher; dual master cylinder brake system with warning light and corrosion-resistant brake lines; windshield washer and dual-speed wipers; back-up lights; side marker lights and parking lights that illuminate with headlights; energy-absorbing instrument panel; padded sun visors; reduced-glare instrument panel top, inside windshield moldings, horn buttons, steering wheel hub, and windshield wiper arms and blades; lane-change feature in direction signal control; safety armrests; thick-laminate windshield, soft, low-profile window control knobs, coat hooks and dome light; padded front and intermediate seatback tops; smooth-contoured door and window regulator handles; anti-theft ignition key warning buzzer.

Comfort and Convenience Equipment: front-door operated interior light; heater and defroster; cigar lighter; ash tray—front; arm rests—front; Magic-Mirror finish; step-on parking brake; crank-operated vent windows.

MORE IMPORTANT INFORMATION ABOUT THE SPECIAL DELUXE: **Engine Lubricating System:** main bearings, connecting rods and camshaft bearings pressure lubricated. Cylinder walls, connecting rod bearing throw-off, Normal oil pressure 30-45 @ 1500. Full-Flow oil filter. Crankcase capacity (refill less filter) 3.3 quarts. **Fuel System:** Automatic choke. Mechanical air cleaner. Exhaust-type intake manifold heat control. Approximately 16.5 gallon fuel capacity. **Engine Cooling:** Pressure system. Choke-type thermostat. Centrifugal water pump. **Exhaust System:** Single reverse flow. Constructed of corrosion resistant steel to promote longer life. **Electrical:** Twelve-volt electrical system. Four-position starter-ignition switch. **Automatic Transmission (optional):** Turbo-Hydramatic is of the torque converter type. Total oil capacity 15.5 pints. **Propeller Shaft:** Drive shaft is slightly angled to reduce tunnel height. **Rear Axle:** Hypoid gears, semi-floating. Rear wheel bearings permanently lubricated. **Suspension:** Independent ball-joint Tru-Trac front 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. **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. Power steering optional. Overall ratio 20.9. **Tires:** 7.75 x 14. Optional tires available for other than normal driving conditions. Consult your Buick dealer.

THE STANDARD ENGINES: 250-1 6-cylinder; 350-2 8-cylinder.					
Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel
155 @ 4200	235 @ 1600	8.5	250	1-barrel	Regular
230 @ 4400	350 @ 2400	9.0	350	2-barrel	Regular
THE OPTIONAL ENGINES: 350-2 8-cylinder; 350-4 8-cylinder.					
Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel
230 @ 4400	350 @ 2400	9.0	350	2-barrel	Regular
280 @ 4600	375 @ 3200	10.25	350	4-barrel	Premium
THE TRANSMISSIONS:					
Regular Equipment 3-Speed Manual (Column Shift)			Optional 2-Speed Super Turbine 300 (Column Mounted)		
REAR AXLE RATIOS:					
3-Speed Manual Transmission			Turbo-Hydramatic		
3.31 (250-1 6-cyl.)			3.07 (250-1 6-cyl.)		
3.07 (350-2 8-cyl.) (3.23 on Wagon)			2.56 (350-2 8-cyl.) (3.07 on Wagon)		
			2.73 (350-4 8-cyl.) (3.07 on Wagon)		
Consult your Buick dealer for information on optional ratios.					

EXTERIOR DIMENSIONS: (Approximations in inches.)						
	Length	Width	Height	Wheelbase	Tread-front	Tread-rear
Thin-Pillar Coupe	200.7	75.6	53.4	112.0	59.0	59.0
4-Door Sedan	204.7	75.6	54.1	116.0	59.0	59.0
2-Seat Wagon	209.1	75.6	54.5	116.0	59.0	59.0
APPROX. CURB WEIGHT: (Special Deluxe Four-Door) 3,477 lbs.						
INTERIOR DIMENSIONS: (Approximations in inches.)						
	Head Room		Leg Room		Shoulder Room	
	Front	Rear	Front	Rear	Front	Rear
Thin-Pillar Coupe	37.9	36.3	41.3	32.4	58.3	57.1
4-Door Sedan	38.6	37.3	41.3	35.0	58.3	57.3
2-Seat Wagon	38.4	38.3	41.5	34.8	58.3	57.4

Some of the equipment illustrated or described is optional at extra cost.

1969 Buick Sportwagon

Does a station wagon have to be dull? You know our answer. Meet the exciting, beautiful Buick Custom Sportwagon.

Take a look at Sportwagon's wide stance, its custom woodgrained side paneling, the distinctive skyroof. How can you possibly color a wagon like that dull?

Get inside. Feel that tough All-Vinyl Seat give in to you a little, just enough.

Check out the padded instrument panel. Get the feel of the Deluxe Steering Wheel and that deep-pile nylon carpeting. Nothing dull about this Sportwagon, agreed?

And how about roominess? Just invite the wife and the kids inside. Slide two weeks worth of family vacation gear (including all the wife's new summer outfits) in over the tailgate. Now notice that there's still plenty of space for your golf and fishing equipment.

How do you get the Sportwagon show on the road? Just take your choice of two big V8's that'll haul you, the family and just about anything else you'd care to take along, down the turnpike with ease. Select the 350-2 V8 and you'll get a new three-speed Turbo-Hydramatic 350 automatic transmission that adds to Sportwagon's load hauling capability and its economy.

So if you've had just about enough of the dull wagons, have a talk with your Buick dealer. He'll send you packing in a 1969 Custom Sportwagon.

Sportwagon Interiors:

You've given the 1969 Buick Custom Sportwagon a visual once-over. Now you reflect on what you've seen. Could Buick have chosen a better name than "Sportwagon" for a car that looks like this one? No other name would give a more accurate indication of this glamor wagon's dual personality. Agreed? Thank you.

Now, step inside a 1969 Sportwagon. It's big, roomy and rugged in there. Yet Sportwagon is also packing loads of Buick luxury.

It's equipped with features that you'd never expect to find in any station wagon, even one bearing the name "Sportwagon."

Start with that rugged-looking Expanded-Vinyl interior. Those seats are tough and durable, all right. But feel. They're soft, aren't they? Soft and comfortable. The thick foam padding sees to that.

And look. Notice the deep-pile, carpeting front and rear.

Now check the Sportwagon's instrument panel. It's vinyl and foam padded for good looks as well as added safety. Those integral ports . . . air conditioning! And that's an AM/FM stereo radio in the dash. Still more . . . power windows, four-way power seat, power steering and power brakes. Even the window in the dual-action tailgate is power-operated.



Some of the equipment illustrated or described above is optional at extra cost.

Expanded-Vinyl Bench Seat

Now you see the dual personality that Buick's given the 1969 Custom Sportwagon. It's a wagon that's more than just a wagon. It's a wagon that's sporting all the good looks of a custom sedan. It handles a cut above other wagons. In short, Sportwagon doesn't ask the sacrifices most other wagons ask.

This is the 1969 Sportwagon. Before it's a wagon, it's a Buick.

That's 32 square feet of load area you're looking at. Start thinking about all the cargo you can pack inside and whether you're going to color it in your choice of blue, green, red, pearl white or buckskin all-vinyl interior trim.

Sportwagon Regular Equipment:

Power Train: 230 hp 350-2 V8 engine; 3-speed manual transmission (synchronized in all forward gears); Full-Flow oil filter; Delcotron generator; cross-flow radiator.

Handling and Braking Features: 6,000-mile lubed front suspension; 14-inch wheels; directing-acting hydraulic shock absorbers—front and rear; power brakes optional.

Safety Equipment: energy-absorbing steering column; two front-seat head restraints; passenger-guard door locks—with forward-mounted lock buttons; latches on folding seatbacks; dual-action safety hood latch; outside rearview mirror; wide inside day-night mirror with deflecting base; anti-theft ignition, steering and transmission lock; starter safety switch on all transmissions—manual and automatic; contoured windshield header; seatbelts with pushbutton buckles for all passenger positions; driver and right front passenger shoulder belts with pushbutton buckles and special storage provision; four-way hazard warning flasher; dual master cylinder brake system with warning light and corrosion-resistant brake lines; windshield washer and dual-speed wipers; back-up lights; side marker lights and parking lights that illuminate with headlights; energy-absorbing instrument panel; padded sun visors; reduced-glare instrument panel top, inside windshield moldings, horn buttons, steering wheel hub, and windshield wiper arms and blades; lane-change feature in direction signal control; safety armrests; thick-laminate windshield; soft, low-profile window control knobs, coat hooks and dome light; padded front and intermediate seat-back tops; smooth-contoured door and window regulator handles; anti-theft ignition key warning buzzer.

Comfort and Convenience Equipment: heater and defroster; cigar lighter; front-door operated interior light; ash trays—front and rear; ash tray and glove compartment light; new dual-action tailgate; Magic-Mirror finish; crank-operated vent windows; deluxe steering wheel; custom interior trim; tailgate lamp; custom padded seat cushions.

MORE IMPORTANT INFORMATION ABOUT THE SPORTWAGON: **Engine Lubricating System:** Main bearings, connecting rods and camshaft bearings—pressure lubricated; Cylinder walls—splash and nozzle lubricated. Normal oil pressure 37 @ 2400. Full-Flow oil filter. Crankcase capacity (refill less filter) 3.3 quarts. **Fuel System:** Automatic choke. Mechanical fuel pump. Pleated paper gasoline filter at carburetor with fine filter in fuel tank. Wider diameter oiled paper element air cleaner. Exhaust-type intake manifold heat control. Approximately 18.3 gallon fuel capacity. **Engine Cooling:** Pressure system. Choke-type thermostat. Centrifugal water pump. **Exhaust System:** Single mufflers. Constructed of corrosion resistant aluminized steel to promote longer life. **Electrical:** Twelve-volt electrical system. Four-position starter-ignition switch. **Automatic Transmission (optional):** Turbo-Hydramatic is

Buick Custom Sportwagon

of the torque converter type. Total oil capacity 16.5 pints. **Rear Axle:** Hypoid gears, semi-floating. Rear wheel bearings permanently lubricated. **Suspension:** Independent ball-joint front 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 aluminum front drums with cast iron liners; alloy iron brake drums rear. Total gross lining area 175.6 sq. in. Parking brake operating through rear service brake shoes. **Steering:** Manual re-circulating ball steering standard. Overall ratio: 28.6. Power steering optional. Overall ratio 20.9. **Tires:** 8.55 x 14. Optional tires are available for other than normal driving conditions. Consult your Buick dealer.

THE STANDARD ENGINE: 350-2 V8					
Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel
230 @ 4400	350 @ 2400	9.0	350	2-barrel	Regular

THE OPTIONAL ENGINES: 350-4 V8; 400-4 V8.					
Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel
280 @ 4600	375 @ 3200	10.25	350	4-barrel	Premium
340 @ 5000	440 @ 3200	10.25	400	4-barrel	Premium

THE TRANSMISSIONS:			Optional		
Regular Equipment 3-Speed Manual (Column Shift)			3-Speed Turbo-Hydramatic 350		
			3-Speed Turbo-Hydramatic 400		
			Available with Sportwagon 400 option		

REAR AXLE RATIOS:					
3-Speed Manual			Turbo-Hydramatic		
3.23			3.23		

Consult your Buick dealer for information on optional ratios.

EXTERIOR DIMENSIONS: (Approximations in inches.)					
Length	Width	Height	Wheelbase	Tread-front	Tread-rear
214.1	75.6	58.9	121.0	59.4	59.0

APPROX. CURB WEIGHT: (Sportwagon Two-Seat) 4,193 lbs.

Here are the things that Buick owners will be talking about most this year.

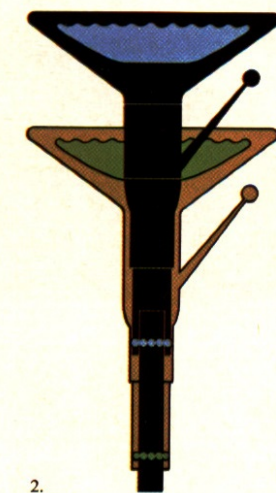
Like to hear someone talk confidently about his automobile for a change? Then have a talk with any Buick owner. When you do, you'll hear about an impressive list of safety features that make Buick owners the most confident drivers on the road.

Talk to any 1969 Buick owner and you're sure to hear about the thoughtful way Buick blends convenience with security in the 1969 Buicks. You'll hear about the pushbutton operated seat and shoulder belts provided for both passenger and driver positions. You'll find out that folding

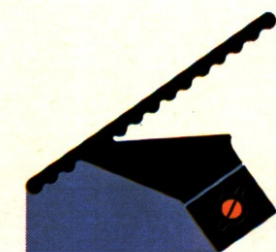


1. and passengers feel secure in any of the 1969 Buicks, and enjoy complete convenience in the process.

A Buick owner will tell you that he can leave his 1969 Buick with the same degree of confidence as he approached it. Every 1969 Buick is equipped



2.



3.

It provides excellent visibility, but never shatters upon impact.

You'll hear about the soft, low-profile window control knobs, coat hooks and dome lamps and the smooth-contoured door and window handles which help keep Buick interiors free of sharp, protruding objects.

In all, it adds up to a lot of confident talk by 1969 Buick owners this year. Just listen.

What inspires so much confidence in the 1969 Buicks? A good many Buick owners will respond



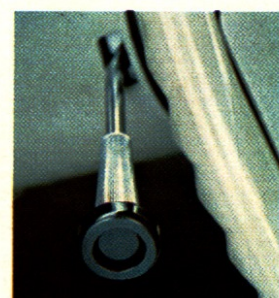
4. with Buick's impressive array of visibility and anti-glare assists for 1969. Every Buick is equipped with a wide inside day-night mirror (4) and an outside rearview mirror to give Buick drivers the complete picture on what's going on behind them. Out front, every Buick features dual-speed windshield wipers and washers. Windshield wiper arms and blades are made of reduced-glare material, as are the inside windshield moldings, horn buttons, steering wheel hub and instrument panel top. These features help keep glare to a minimum.

Clear, glare-free vision is a prime requisite for complete confidence in an automobile. And,



5. as so many Buick owners will tell you, clear vision and complete confidence come easiest behind the wheel of a 1969 Buick. Here's one of the biggest reasons why Buick owners are among the most confident drivers on the road: the dual master cylinder brake system (5). Front and rear wheel braking systems operate independently of one another. Furthermore, all brake lines are corrosion-resistant to insure that a 1969 Buick comes to a safe, sure halt every time. This is the kind of complete confidence you'd expect from an automobile like Buick. And it's exactly what you get.

Mention illumination and marking equipment to any Buick owner. Then get ready for another confidence-inspiring conversation. Discover that every Buick is equipped with a four-way hazard warning flasher, back-up lights, and side marker lights that illuminate with the headlamps. Find out about the lane-change feature that's incorporated into the Buick directional signal system. To change lanes on the freeway, you simply depress or elevate the directional signal lever (6)



6. slightly; it shuts off the instant you remove your finger. A complete complement of illumination and marking equipment is yet another way that Buick inspires confidence and security in 1969. We've covered the major reasons why Buick owners will be talking confidently about their automobiles this year. But there are more, many more. Your Buick dealer will be glad to give you a complete review of Buick's long, long list of confidence equipment for 1969. Pay him a visit. See for yourself how completely and how thoughtfully Buick engineers have blended complete confidence with Buick beauty and luxury this year.

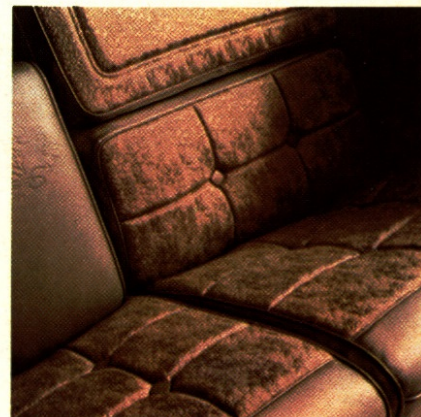
No wonder Buick owners keep selling Buicks for us.



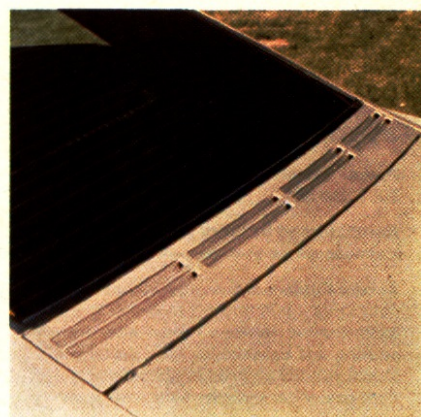
7.



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11. The convenience as well as the security of vacuum-operated door locks are available on all Buicks for 1969.

12. Chro-med protective side mouldings protect the Acrylic lacquer finish of the 1969 Electra 225, Wildcat and LeSabre and add to Buick's exciting new look.

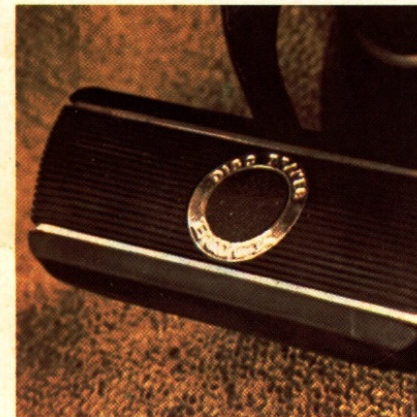
13. The highly individualistic 60/40 seat is available for the first time on the Electra 225. Driver's section and passenger's section are separate. Each has its own power control. The driver selects the position that's best for him; his passengers can adjust their portion of the seat to their liking.

14. The 1969 Riviera features the new electric rear window defroster. It clears the rear window of ice and frost quickly and completely.

Personalize your new Buick from these 14 glamorous options.



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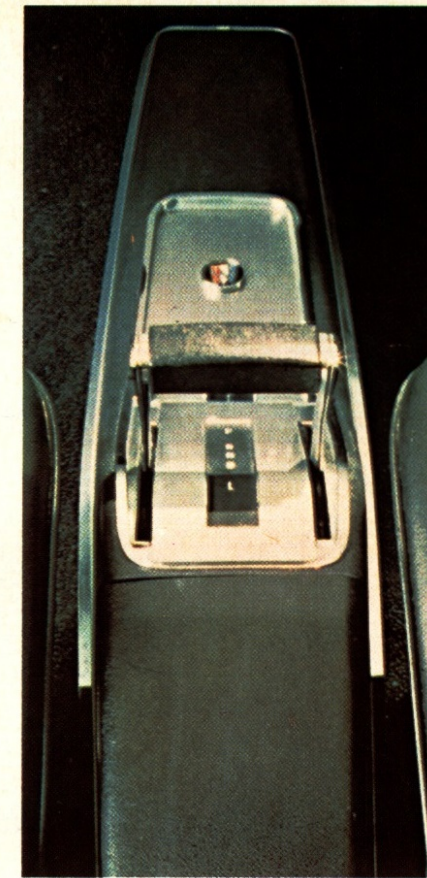
19. New on Sportwagon and the Special Deluxe Wagon for 1969, the new dual-action tailgate swings down for easier cargo loading or swings out for convenience of rear seat passengers.

20. Power brakes make safe sure stops easier than ever. Both power brakes and power disc brakes are available on all 1969 Buicks. You get power brakes as standard equipment on the Electra 225, Riviera.

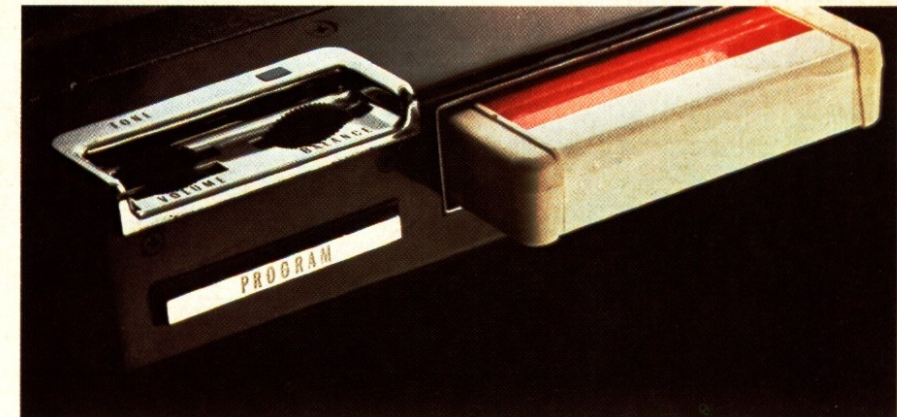
21. On order for '69, a brand new Turbo-Hydramatic 350 three-speed automatic transmission. It adds economy, versatility and better performance when matched with the smaller V8's in the 1969 Buick engine lineup.

22. Pick a mood you like, then put yourself in it with Buick's AM/FM radio. Get sharp clear AM or FM reception from front or rear seat speakers with this superb acoustical instrument. It's available on all 1969 Buicks.

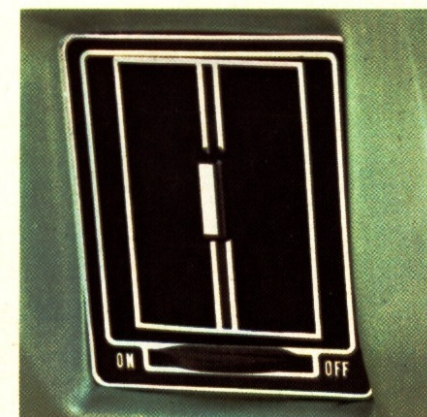
23. On order for '69, a brand new Turbo-Hydramatic 350 three-speed automatic transmission. It adds economy, versatility and better performance when matched with the smaller V8's in the 1969 Buick engine lineup.



24.



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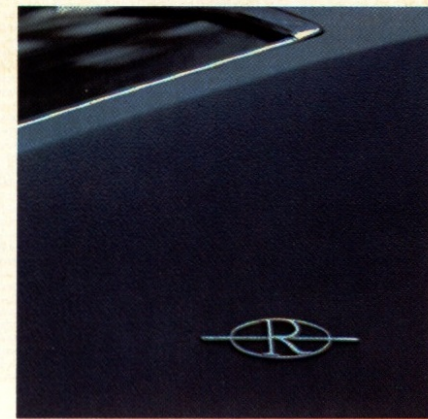


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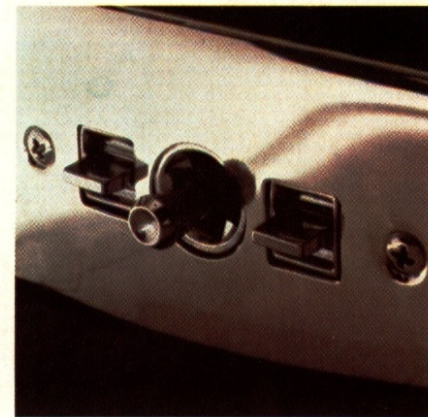
27. You've ordered sporty bucket seats with your Wildcat, Skylark Custom, GS 350 or GS 400? Then add to the flair with a padded full-length center console that's available on all the above models when you specify the Turbo-Hydramatic transmission.

28. You can get the distinctive look and feel of a vinyl roof cover on nearly all 1969 Buick models with the exception of convertibles and wagons. You can also order a Custom vinyl roof cover on most LeSabre and Wildcat models. Your Buick Dealer will be glad to give you further particulars.

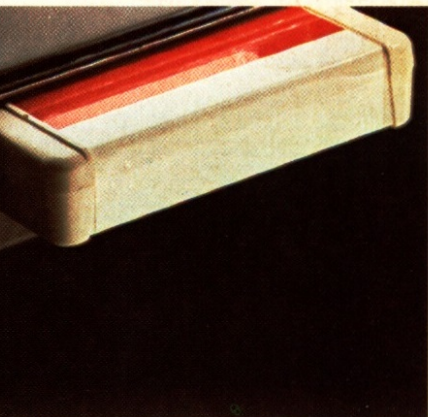
29. Perfecting positioning is just a flick of the finger away when you order a 6-way power seat on a LeSabre, Wildcat or Electra 225 equipped with bench seats. Four-way power seats are available on all Buicks for 1969, except Special Deluxe and California GS.



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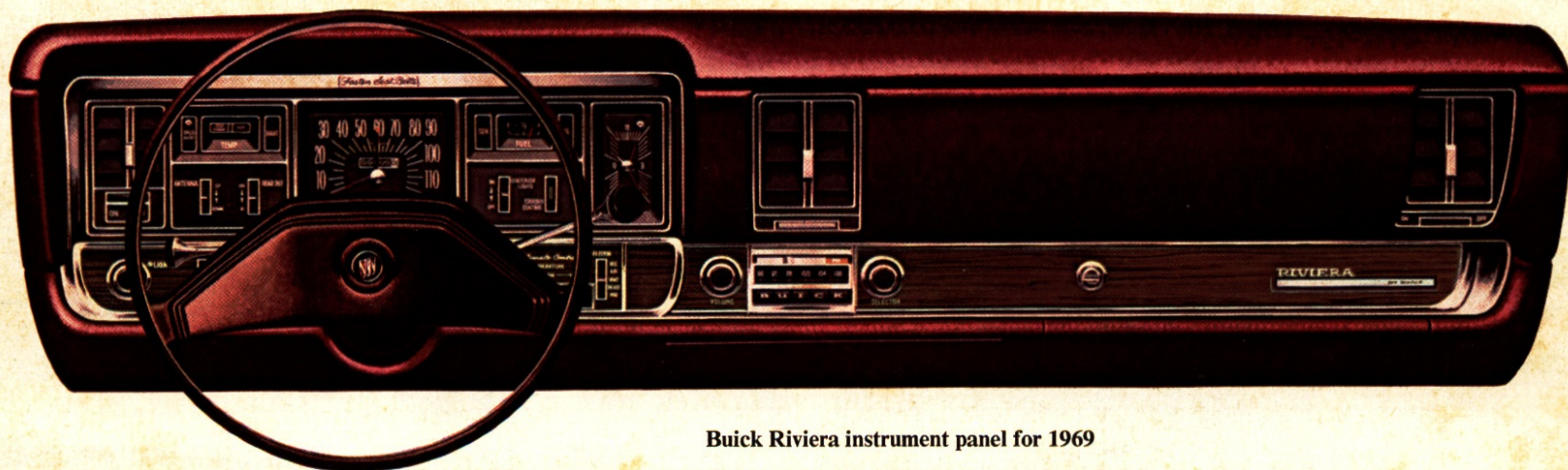


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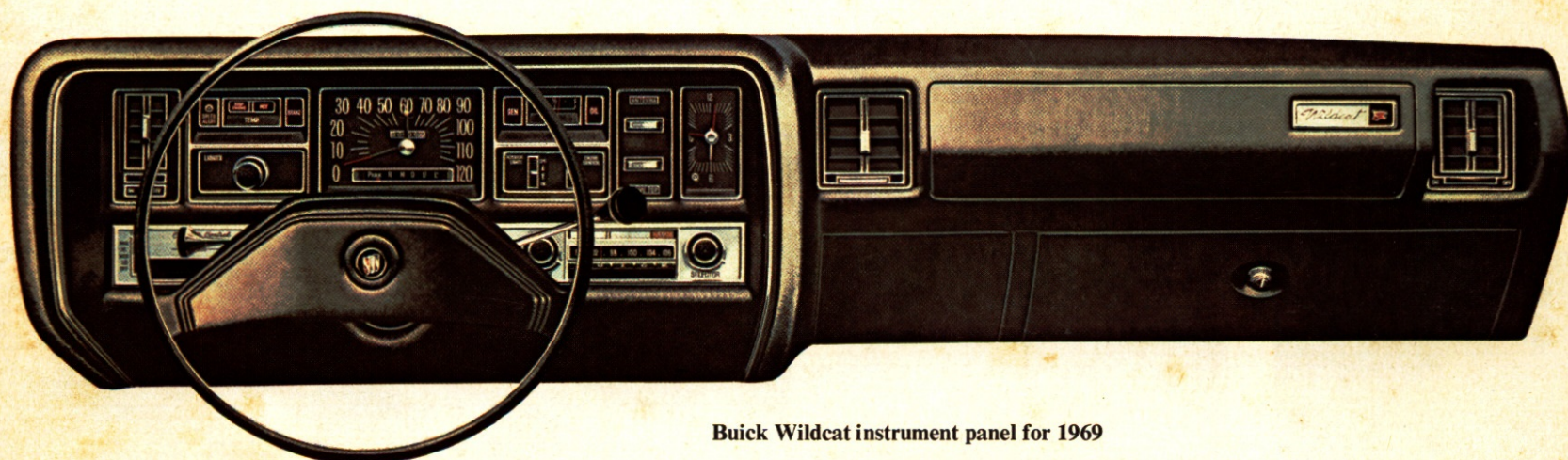
34. If you're extremely particular about the sounds you like, Buick's Stereo Tape Player is a must for you. It enables you to take your favorite brand of music anywhere you go.

35. It's blistering outside. But you ride in comfort in any '69 Buick you order with Four-Season Air Conditioning.

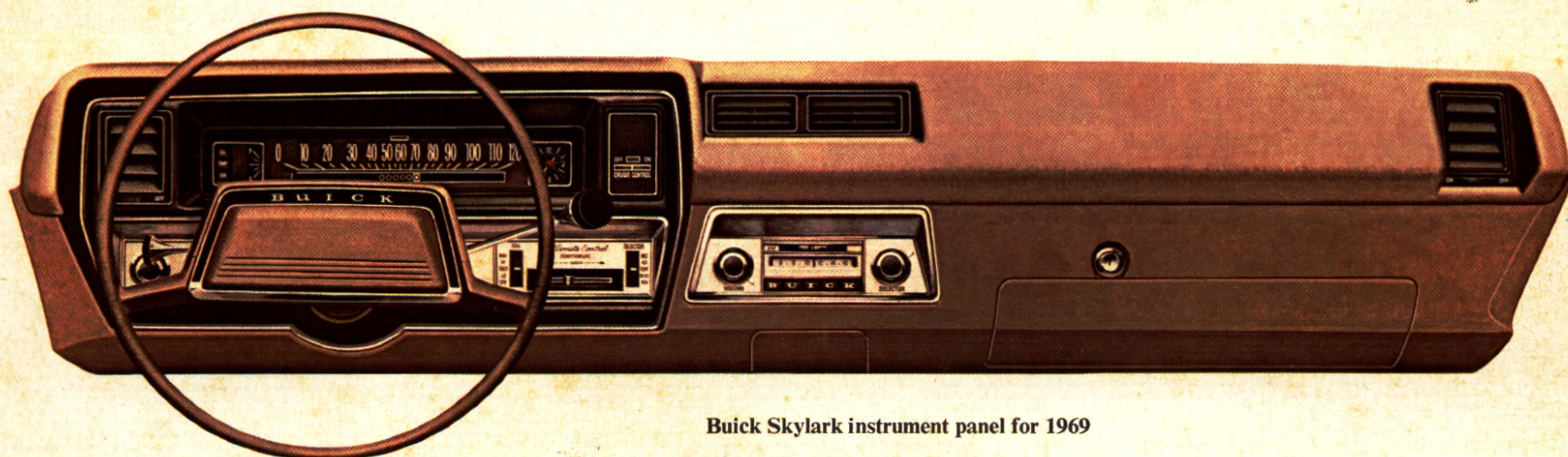
36. Pick the climate you desire, set it then forget it. It's just that easy if you order Automatic Climate Control for your 1969 Buick.



Buick Riviera instrument panel for 1969



Buick Wildcat instrument panel for 1969



Buick Skylark instrument panel for 1969

Models illustrated in this catalogue do not necessarily show standard colors, materials and equipment. General Motors Products of Canada, Limited reserve the right to make changes at any time, without notice, in prices, colors, materials, equipment, specifications and models, and also to discontinue models. This right may be exercised without incurring any responsibility with regard to cars previously sold.

Every Buick has to make it before we mark it



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