


THE 1970 BUICKS



Riviera
Electra 225
Wildcat Custom
LeSabre
Estate Wagon
SportWagon
GS
Skylark

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Every Buick has to make it before we mark it

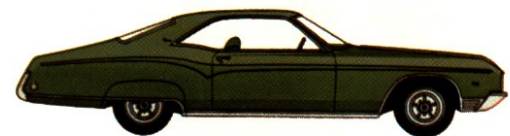
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GENERAL MOTORS OF CANADA LIMITED, OSHAWA, ONTARIO

Riviera



Riviera



Riviera GS

Electra 225



Electra 225 Custom Limited Sport Coupe



Electra 225 Custom Sport Coupe



Electra 225 Sport Coupe



Electra 225 Custom Limited 4-door Hardtop



Electra 225 Custom 4-door Hardtop



Electra 225 4-door Hardtop



Electra 225 Custom 4-door Sedan



Electra 225 4-door Sedan



Electra 225 Custom Convertible



Wildcat Custom Sport Coupe



Wildcat Custom 4-door Hardtop



Wildcat Custom Convertible



LeSabre 455 Sport Coupe



LeSabre Custom Sport Coupe



LeSabre Sport Coupe



LeSabre 455 4-door Hardtop



LeSabre Custom 4-door Hardtop



LeSabre 4-door Hardtop



LeSabre 455 4-door Sedan



LeSabre Custom 4-door Sedan



LeSabre 4-door Sedan



LeSabre Custom Convertible



Estate Wagon 2-seat



Estate Wagon 3-seat



SportWagon



GS 455 Stage 1 Sport Coupe



GS 455 Sport Coupe



GS 455 Stage 1 Convertible



GS 455 Convertible



GS Sport Coupe



Skylark Custom Sport Coupe



Skylark Custom 4-door Hardtop



Skylark Custom 4-door Sedan



Skylark Custom Convertible



Skylark 350 Sport Coupe



Skylark 350 4-door Sedan



Skylark 2-door Sedan



Skylark 4-door Sedan

1970 BUICK Something to believe in

The 1970 Buicks. With something more than just distinctive styling and tasteful elegance.

That something is quality, the kind of superior quality that only painstaking craftsmanship produces. It's that extra something that Buick has always had. And it's why you can believe this statement.

The 1970 Buicks are something to believe in.

And that's a fact. Because every Buick is checked for quality and craftsmanship, checked and rechecked. The men who put a Buick together get checked by a man whose only job is checking. Even he gets checked . . . by a computer. Naturally, the computer gets checked too . . . and rechecked.

Now, imagine you're behind the wheel of a 1970 Buick for a minute. In front of you will be one of seven Buick engines that's been thoroughly inspected and tested.

The fact that Buick disc or drum brakes are known throughout the industry for their heroic stopping power will add to your confidence. So will Accudrive, a major suspension refinement that affords an unbelievable degree of handling ease and control. It's standard on all full-size Buicks. And it's a Buick exclusive.

There are also small but confidence-inspiring innovations like a cooling system that should never, ever overheat.

Yes, it's all there. Style, comfort and above all superior quality.

That explains Buick's excellent resale value year after year. So even your investment is protected.

The 1970 Buicks. Something to believe in.



1970 BUICK RIVIERA

Something to believe in

When you change a classic automobile, you'd better change it for the better.

We did.

The 1970 Riviera. Long, flowing hood. Trim rear deck. The look of the original personal car. Much the same . . . only, as we said, better.

There's a new grille and front bumper ensemble that looks like a product of the sculptor's chisel.

The 1970 Riviera profile. Clean. Flowing. Unbroken. Classic.

The new Riviera powerplant. 455 cubic inches. 370 horsepower. Smooth. Responsive. It's the biggest, the most reliable engine ever made by Buick.

Riviera standard equipment. Just what you might expect . . . just about everything.

Then there's Accudrive, Buick's advance-design suspension system. Accudrive affords an unheard-of degree of handling ease and control.

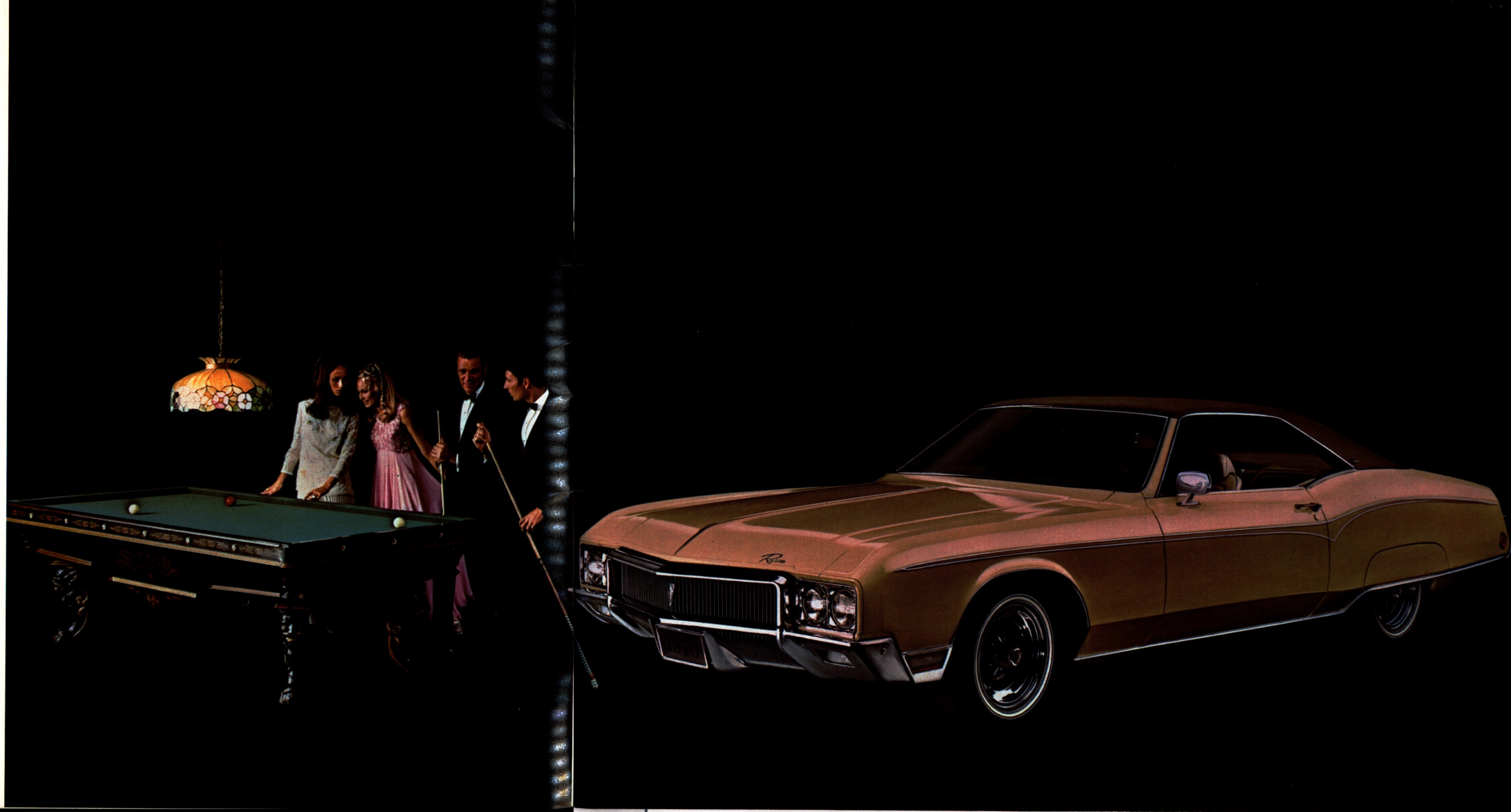
So your Riviera drives like it looks . . . beautifully.

And Riviera quality, superb quality. It's the kind of quality and dependability that's built right into every Riviera, and every Buick.

Quality. Style. Performance. They're the things you expect in a truly classic automobile.

Just as you expected, they're present in generous measure in the 1970 Riviera.

*Some of the equipment shown is available at extra cost.



Riviera.



Riviera

Riviera GS



1



2



3



4



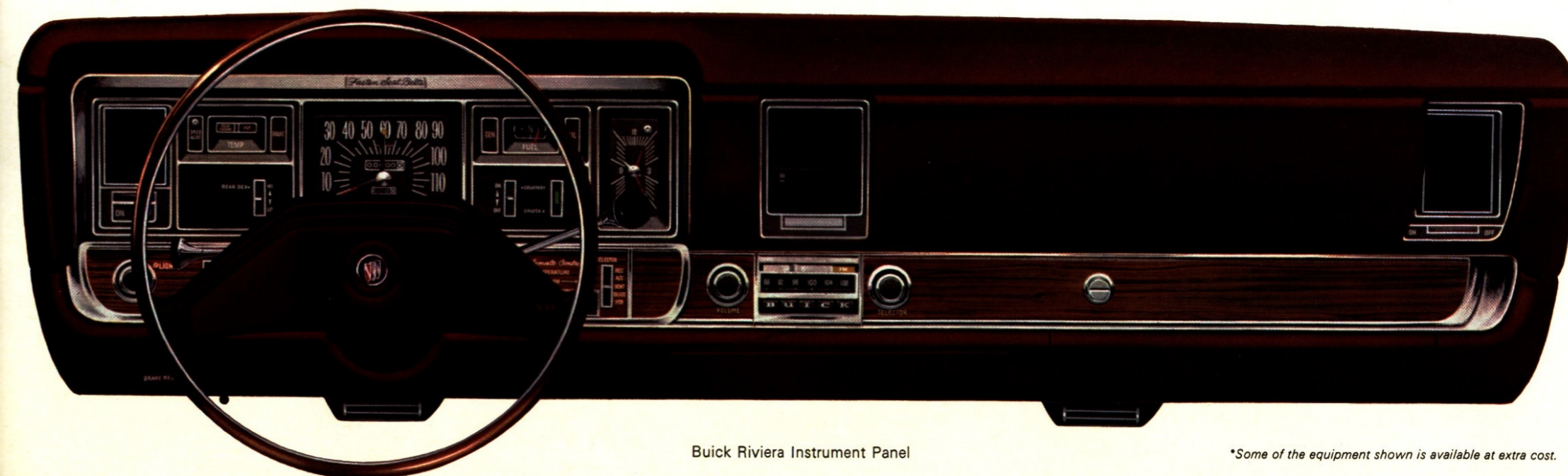
1. Expanded-Vinyl Bench Seats are available on the Riviera in Green, Sandalwood or Burnished Saddle.

2. Expanded-Vinyl Bucket Seats are available at no extra cost in Saddle or Black on the 1970 Riviera.

3. The Keswick Cloth-and-Vinyl Strato Notch-Back Bench Seat is available in Burnished Brown, Sandalwood or Black with Kingsbury Cloth-and-Vinyl. It's another of the extra-cost Custom trim options.

4. The second extra-cost Custom trim option. Expanded-Vinyl Strato Notch-Back Seats are available in Blue, Saddle, Sandalwood, Black or Green.

The Custom Expanded-Vinyl Bucket Seats above are available at extra cost in Pearl White, Burnished Saddle or Black.



Buick Riviera Instrument Panel

*Some of the equipment shown is available at extra cost.

1970 BUICK ELECTRA 225

Something to believe in

Electra 225 Custom Sport Coupe

If you're going to invest your money in a luxury automobile you deserve nothing less than this.

Your luxury automobile should have nothing less than a 455 cubic inch, 370 horsepower V-8 engine, a smooth-responsive V-8 engine.

It should have power steering, power

brakes and a silk-smooth automatic transmission.

And they should all be standard.

Your luxury car should have Accudrive, an advance-design suspension system that affords an unbelievable degree of handling ease and control.

And only Buick has that.

Of course, you should also expect tasteful, distinctive styling and rich, comfortable interiors.

You should demand that your luxury automobile have subtle yet important refinements like a cooling system that should never, ever overheat.

And you should get it all.

And you can. You can get everything you expect from a luxury automobile.

And more.

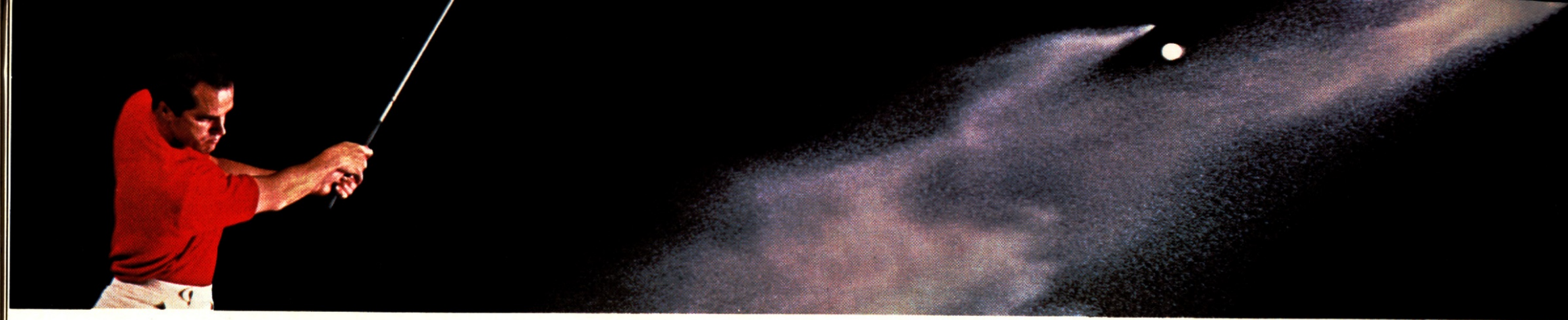
The 1970 Buick Electra 225.

In luxury motoring, there is no alternative.

*Some of the equipment shown is available at extra cost.

Electra 225 Custom Limited 4-door Hardtop





Electra 225 Custom Convertible



1. All-Vinyl Bench Seats are available at no extra cost in Black or Sandalwood on the Electra 225 Hardtop Sedan and Sport Coupe.

4. An Expanded-Vinyl or extra-cost 60/40 Expanded-Vinyl Notch-Back Seat is available on the Electra 225 Custom Hardtop Sedan, Sport Coupe and Sedan in Sandalwood, Burnished Saddle or Black. The expanded-vinyl seat is standard on the Electra 225 Custom Convertible in Sandalwood, Red, Black or Burnished Saddle.

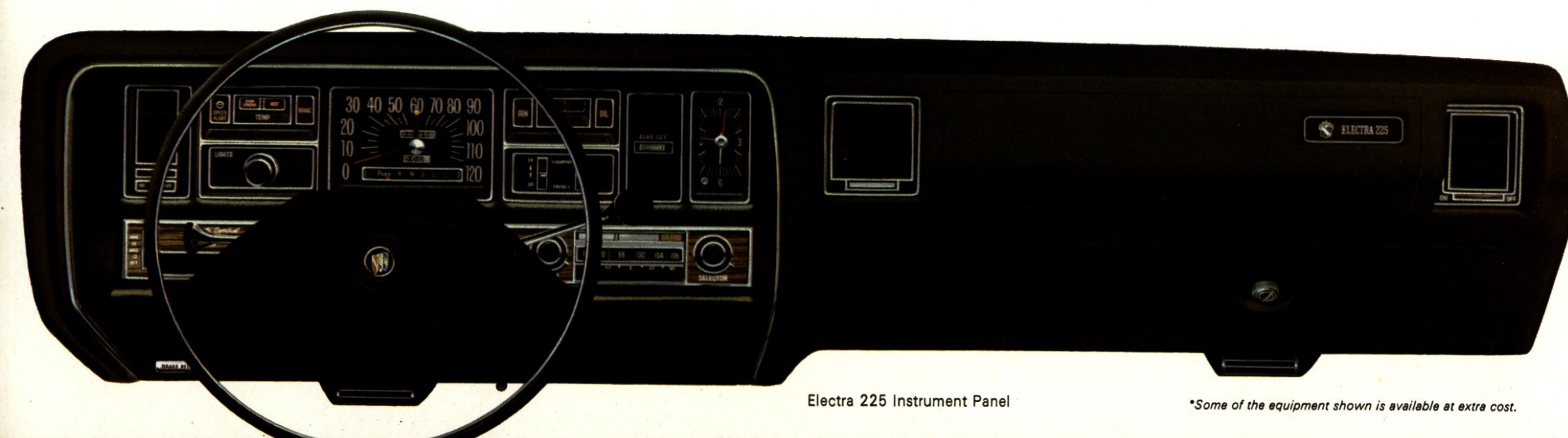
2. The elegant Kashmir Cloth-and-Vinyl Bench Seat is available on the Electra 225 Sport Coupe, Hardtop Sedan and Sedan in Blue, Sandalwood or Black.

5. An Expanded-Vinyl Bench Seat is available at extra cost on the Electra 225 Custom Limited Hardtop Sedan in Burnished Saddle. A 60/40 Notch-Back version of the same design is an extra-cost option on the Electra 225 Custom Limited Sport Coupe in Burnished Saddle and on the Hardtop Sedan in Black.

3. Keynote Cloth-and-Vinyl Bench Seats are available at no extra cost on the 1970 Electra 225 Custom Hardtop Sedan and Sedan in Green, Blue, Black or Sandalwood.

6. Keswick Cloth-and-Vinyl 60/40 Notch-Back Seats are available in Blue, Sandalwood or Black on the Electra 225 Custom Limited Hardtop Sedan and Sport Coupe at extra cost.

The Keswick Cloth-and-Vinyl Bench Seat shown above is available in Blue, Sandalwood or Black. It's available on the Electra 225 Custom Limited Hardtop Sedan.



Electra 225 Instrument Panel

**Some of the equipment shown is available at extra cost.*

1970 BUICK WILDCAT CUSTOM

Something to believe in

Each year the 1970 Buick Wildcat Custom goes out and earns its name and reputation.

This year? Easier than ever.

A standard 455 cubic inch, 370 horsepower V-8 just begins the excitement. To that we add big, sure-stopping brakes, fiberglass-belted tires and more, lots more.

All standard.

Wildcat Custom styling for 1970. A sleek new profile. A new wide-angle grille. Distinctive new front and rear bumpers and a new flush-mounted taillight grouping.

Over all the beauty goes a rich acrylic lacquer finish.

Inside, deep foam-cushioned seats and durable yet elegant fabrics and vinyls. And room, head, leg and shoulder room enough for six adults.

There's more.

To all that, add Accudrive, a major suspension refinement that makes the 1970 Wildcat track straight and literally claw its way around corners.

And only Buick has it.

One drive will prove it.

The 1970 Buick Wildcat Custom. It's everything the name implies.

*Some of the equipment shown is available at extra cost.

Wildcat Custom Sport Coupe





Wildcat Custom 4-door Hardtop



Wildcat Custom Convertible



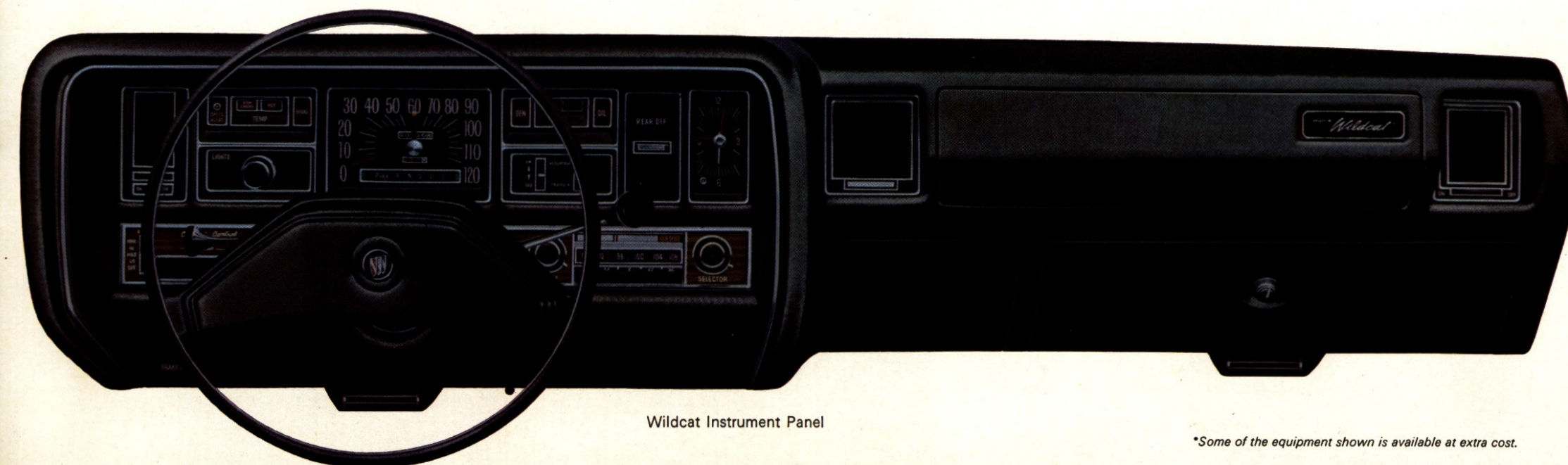
Keswick Cloth-and-Vinyl Notch-Back Seat is available at no extra cost on the Wildcat Custom Hardtop Sedan in Sandalwood or Black.



Black All-Vinyl Bucket Seats are available at no extra cost on the Wildcat Custom Sport Coupe.



All-Vinyl Notch-Back Seats shown above are standard on the Wildcat Custom Sport Coupe and Hardtop Sedan in Pearl White, Saddle, Green or Black. They're also standard on the Wildcat Custom Convertible in Pearl White or Black.



Wildcat Instrument Panel

*Some of the equipment shown is available at extra cost.

1970 BUICK LeSABRE

Something to believe in

Did you know that you'll probably spend 600 hours or more behind the wheel of your car this year? Don't you think you should enjoy every minute?

You can. That's the case for the 1970 Buick LeSabre.

Open the steel-reinforced door of a 1970 Buick LeSabre. Let rich fabrics and soft vinyls and deep-pile carpeting invite you inside.

Then settle back and rest assured that the 1970 LeSabre's new sculpted grille, rear deck and sleek profile is making you look as good as you feel.

After premium performance? Then you're after one of the new LeSabre 455 models that get their name and performance from Buick's brand new 455 cubic inch, 370 horsepower V-8. A 350 cubic inch, 260 horsepower V-8 is standard on all other LeSabre models. It's a great way to go if you're looking for premium performance on regular gas.

Now drive one. You'll notice the way Accu-drive, the 1970 LeSabre's new suspension system, makes cornering easy, handling almost effortless.

The point? You spend a lot of time behind the wheel. You should enjoy every minute of it.

You can.

If you're behind the wheel of a 1970 Buick LeSabre.

*Some of the equipment shown is available at extra cost.

LeSabre 455 Sport Coupe



LeSabre Custom 4-door Hardtop



LeSabre 4-door Sedan



LeSabre Custom Convertible

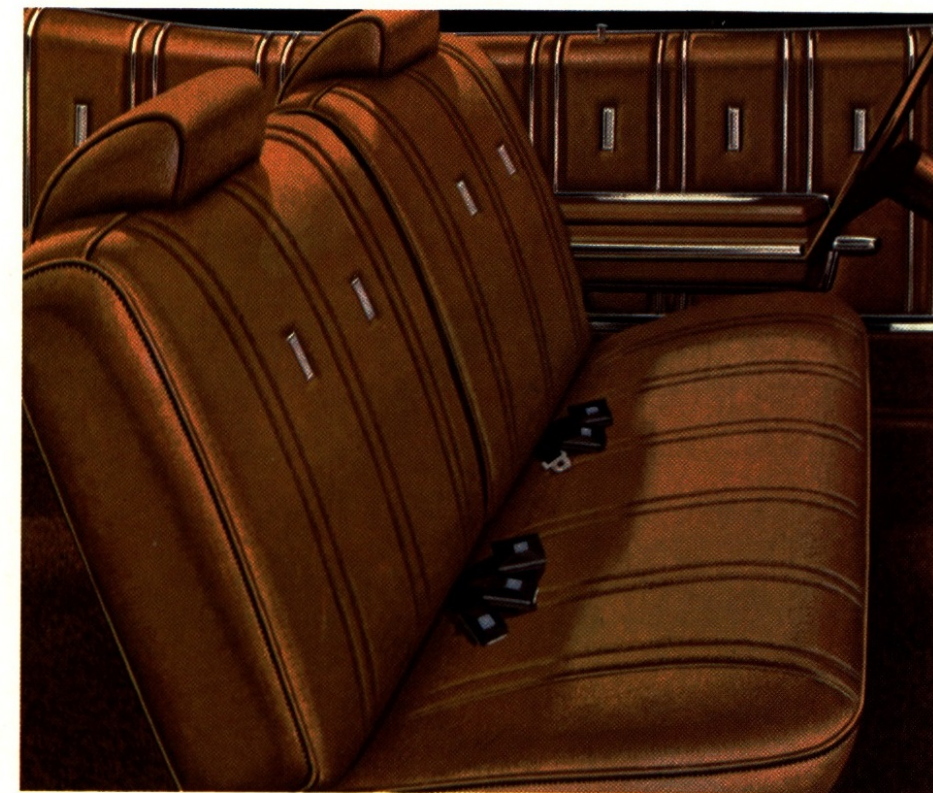


**Some of the equipment shown is available at extra cost.*

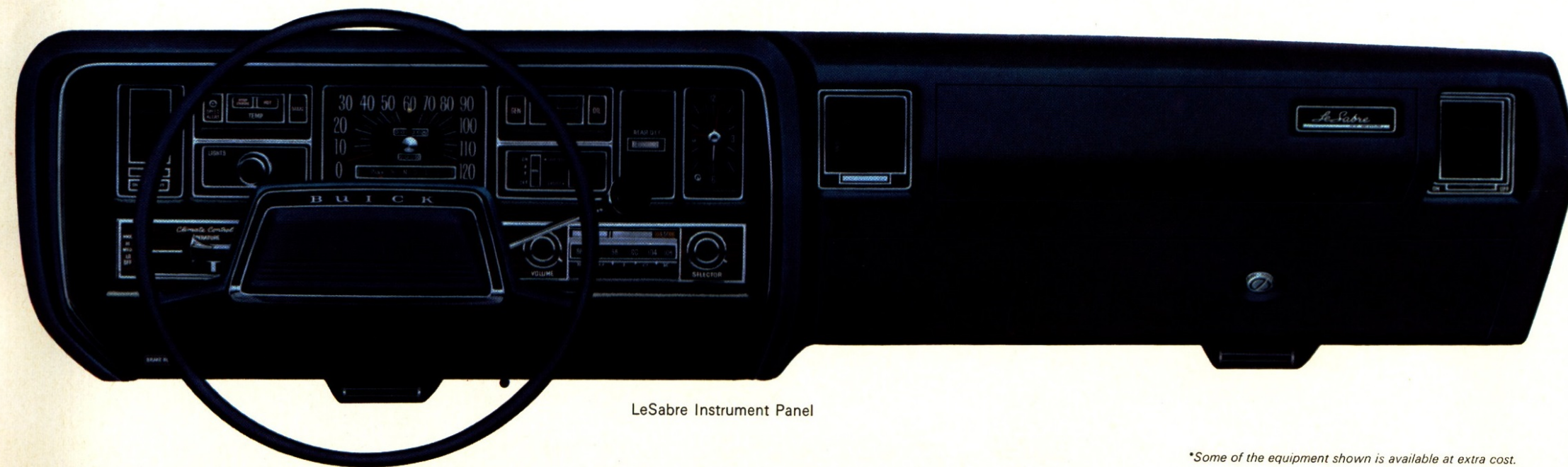


Kirkland Cloth-and-Vinyl Bench Seats are available in Black, Green, Blue or Sandalwood. They're standard on the 1970 LeSabre Sport Coupe, Hardtop Sedan and 4-Door Sedan.

Kenora Cloth-and-Vinyl Bench Seats shown at left are standard on the LeSabre Custom and LeSabre 455 Sport Coupe, Hardtop Sedan and 4-Door Sedan in Green, Blue or Sandalwood.



All-Vinyl Bench Seats are available at no extra cost in Saddle, Green, Blue or Black on the LeSabre Custom and LeSabre 455 Sport Coupe, Hardtop Sedan and 4-Door Sedan. They're standard on the LeSabre Custom Convertible in Blue, Saddle, Red or Black.



LeSabre Instrument Panel

**Some of the equipment shown is available at extra cost.*

1970 BUICK ESTATE WAGON

Something to believe in

Presenting the totally-new 1970 Buick Estate Wagon.

With a totally-new approach to what a station wagon should look and drive like.

Because, above all, the 1970 Estate Wagon is a Buick. So it shares the sculpted Buick profile, the distinctive wide-angle grille. It looks as elegant and graceful, as any Buick.

It drives like a Buick. Because, like all big Buicks, the 1970 Estate Wagon has Accudrive, Buick's advance-design suspension system. Plus a special rear end suspension designed for a station wagon's handling characteristics.

Like all Buicks, it has a cooling system that should never, ever overheat.

And a 455 cubic inch V-8—the largest, smoothest V-8 ever made by Buick. It's also standard on the 1970 Estate Wagon.

There's more. Load space, lots of it. And it's backed by a two-way door-gate that makes loading anything or anybody that much easier. There's a rear-facing third seat available at modest extra cost.

Best of all it's a Buick. With Buick quality and craftsmanship built right in.

And you know what that means.

The 1970 Buick Estate Wagon is something to believe in.



1970 Buick Estate Wagon



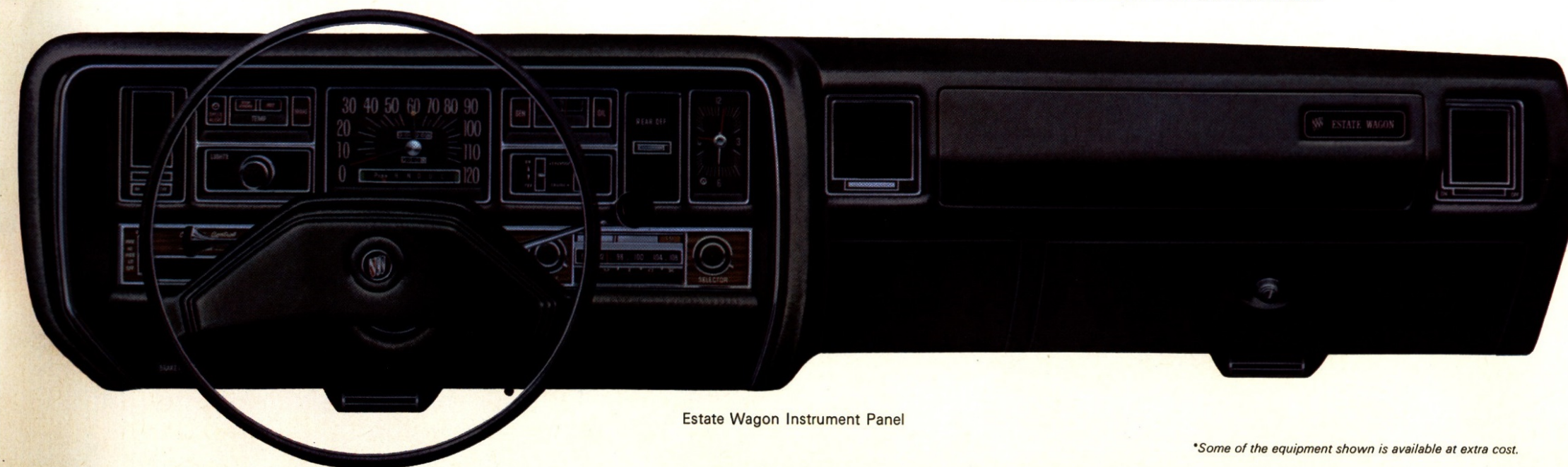
All-Vinyl Bench Seats shown above are standard on the 1970 Buick Estate Wagon in your choice of Green, Blue, Sandalwood or Burnished Saddle.



Expanded-Vinyl Notch-Back Seat shown at right is available at extra cost in Green, Sandalwood or Burnished Saddle on the 2-Seat Estate Wagon and in Green, Sandalwood, Burnished Saddle and Blue on the 3-Seat Estate Wagon.



Look, it's a door. No, it's a gate. Better yet it's both. It's Buick's two-way door-gate and it's standard on the 1970 Estate Wagon. You'll see how easy loading anything or anyone becomes the first time you try it. And, if you're trying to take just about everybody along, you'll want to order the extra-cost third seat, as shown in the above illustration.



Estate Wagon Instrument Panel

*Some of the equipment shown is available at extra cost.

1970 BUICK GS

Automobiles to light your fire

Automobiles with 455 cubic inch V-8 engines. Hurst-linked transmissions. Extra-cost performance packages. Stereo tape decks and consoles twixt deep all-vinyl buckets.

The 1970 Buick GS 455's. Hardtop and Convertible. Both feature a 455 cubic inch, 350 horsepower V-8, functional hood scoops. And a floor-mounted manual transmission.

If you're not off the ground yet, consider Stage 1, our extra-cost performance package. With a high-lift cam, low-restriction

dual exhaust system and a big four-barrel carb. A full 360 horses . . . 510 pounds/feet of torque.

Enter the 1970 Buick GS. Same sweeping, light-your-fire styling. Lots of options with a 350 cubic inch, 315 horsepower V-8 standard. Standard fare? No way.

Dull transportation, you've just been scorched. Buick introduces automobiles to light your fire.

GS 455 Stage 1 Sport Coupe



All-Vinyl Buckets shown above are available at extra cost on the GS 455 and GS Sport Coupes in Pearl White, Blue, Black or Burnished Saddle. They're available at extra cost on the GS 455 Convertible in Pearl White, Black or Burnished Saddle.



All-Vinyl Bench Seats are standard on the 1970 GS and GS 455 Sport Coupe in Sandalwood, Blue or Black.



All-Vinyl Notch-Back Seats are available at extra cost on the GS 455 and GS Sport Coupes in Burnished Saddle, Saddle, Green, Pearl White or Green Black. They're also an extra-cost option on the GS 455 Convertible in Pearl White or Burnished Saddle.



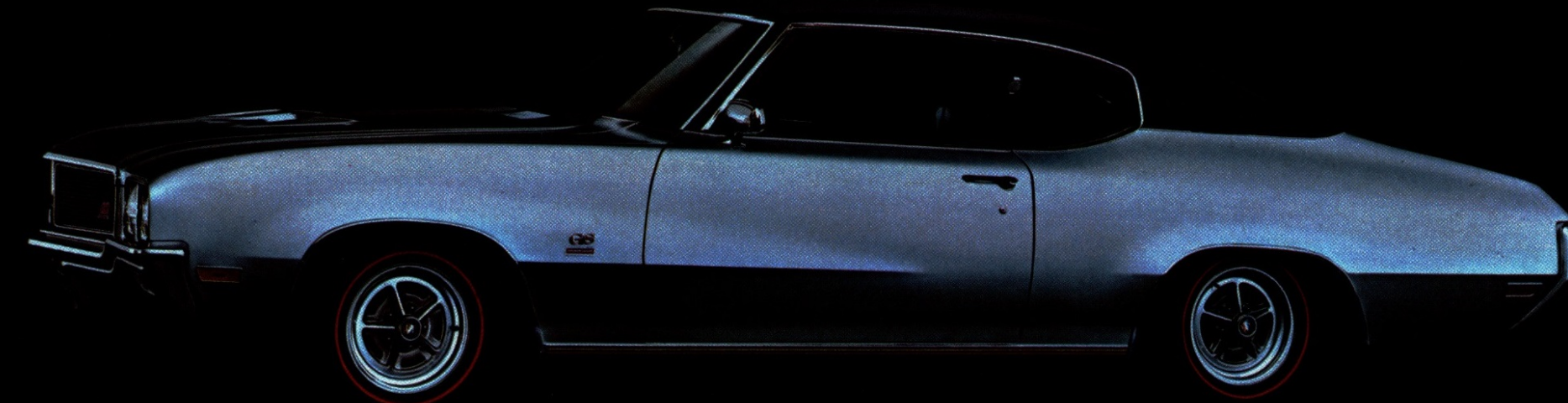
All-Vinyl Bench Seats in Sandalwood or Black are standard on the GS 455 Convertible.

**Some of the equipment shown is available at extra cost.*



GS 455 Convertible

GS Sport Coupe





Skylark Custom Sport Coupe

1970 BUICK SKYLARK CUSTOM

Featuring automobiles to light your fire

The story on the 1970 Buick Skylark Customs reads like a best-selling novel.

There's at least one passage that everybody enjoys.

For readers who really get involved with an automobile, we offer the 1970 Skylark Custom Sport Coupe and Convertible.

Both designed to light your fire.

With light-your-fire styling that puts both cars in motion . . . even when they're standing still.

*Some of the equipment shown is available at extra cost.

A 350 cubic inch, 260 horsepower V-8 is standard. So are fiberglass-belted tires and a full complement of GM safety equipment.

The 1970 Buick Skylark Customs, Sport Coupe and Convertible . . . two of the automobiles Buick is using to light your fire.

One of them is sure to do it.

Now let's add a couple of doors and styling much like that of the light-your-fire automobiles.

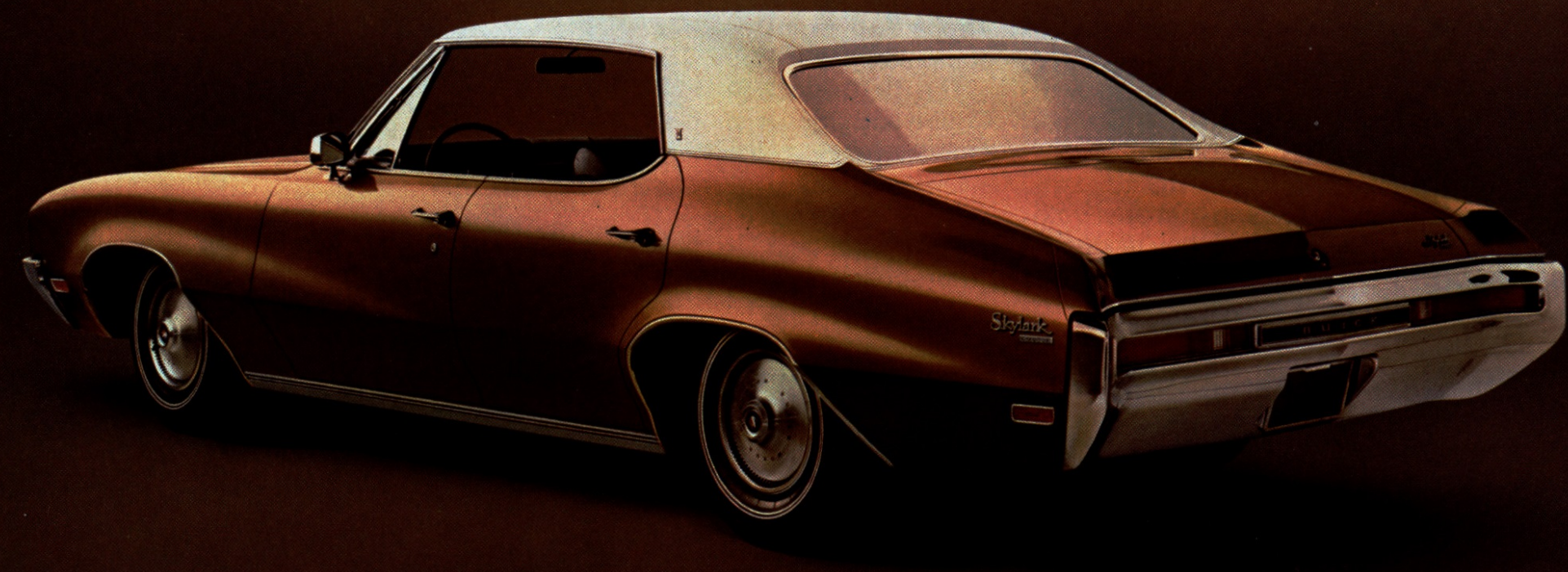
Now you're talking about the Skylark Custom 4-Door Hardtop and 4-Door Sedan. Both pack a 350 cubic inch, 260 horsepower regular-gas V-8. And luxury? They're both Buicks, aren't they?

The 1970 Buick Skylark Customs. Two to light your fire and two more to show you just how much excitement can come with a family sedan.

Look them up under "great" . . . at your Buick Dealer's.

Skylark Custom Convertible





Skylark Custom 4-door Hardtop



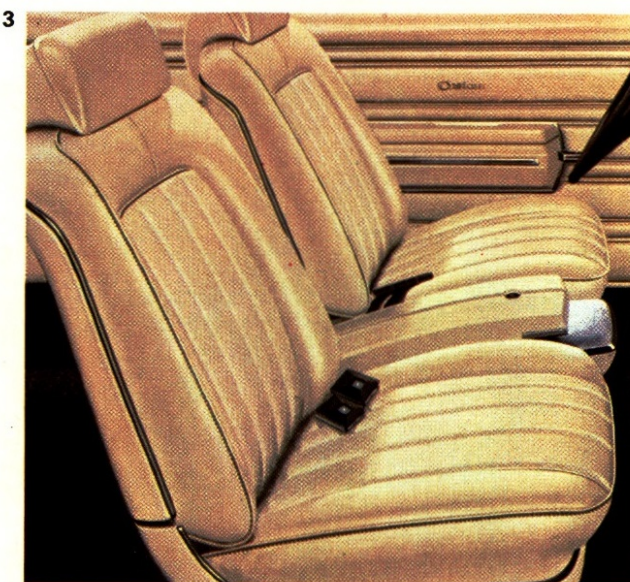
Skylark Custom 4-door Sedan



1. Kenora Cloth-and-Vinyl Bench Seats are standard on the 1970 Skylark Custom Sport Coupe in Blue, Sandalwood or Black. They're also standard on the Skylark Custom Hardtop Sedan and 4-Door Sedan in Green, Blue, Sandalwood or Black.



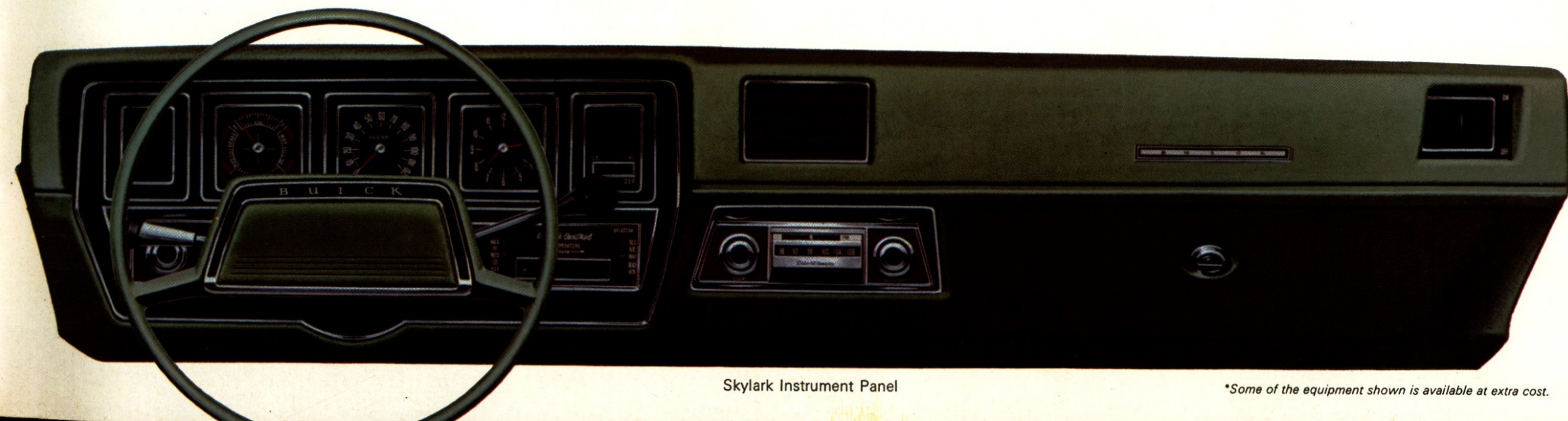
2. All-Vinyl Bench Seats are standard on the Skylark Custom Convertible in Black or Sandalwood. They're also available at no extra cost on the Skylark Custom 4-Door Sedan in Black or Burnished Saddle.



3. All-Vinyl Buckets are available at extra cost on the Skylark Custom Sport Coupe in Pearl White, Blue, Burnished Saddle or Black. They're also an extra-cost option on the Skylark Custom Convertible in Pearl White, Burnished Saddle or Black.



All-Vinyl Notch-Back Seats are available at extra cost in Green, Pearl White, Black, Saddle or Burnished Saddle on the Skylark Custom Sport Coupe; in Green, Saddle, Black or Burnished Saddle on the Skylark Custom Hardtop Sedan and in Pearl White or Burnished Saddle on the Skylark Custom Convertible.



Skylark Instrument Panel

*Some of the equipment shown is available at extra cost.

1970 BUICK SKYLARK

Featuring automobiles
to light your fire

Skylark 350 Sport Coupe.

Think back a few moments.

There you sat thinking there wasn't a 1970 Buick just right for you.

Then you turned the page and there they were. The 1970 Buick Skylarks. Inexpensive? Yes. But all Buick? Every inch. There are four to choose from. Each one all Buick. With sculpted Buick styling. With Buick headroom and legroom over that just right Skylark wheelbase.

Start choosing. After a car that lights your fire? We suggest the Skylark 350 Sport Coupe. Looking for 4-door convenience and styling as well? Get a Skylark 350 4-Door Sedan.

With any Skylark model you get fiberglass-belted tires, a full complement of GM safety equipment and your choice of a thrifty 250 six cylinder engine or a regular-gas 350 V-8 that's available at extra cost.

Let's see, have we forgotten anything? If so, you'll probably find it in the 1970 Skylark's long, long list of luxury options and accessories.

But let's get to the point.

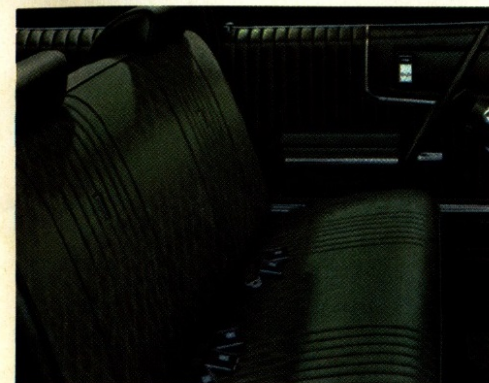
After economy? Want a Buick?

Get a Skylark, a 1970 Buick Skylark.

All-Vinyl Bench Seats shown at right are available at no extra cost on the Skylark 350 Sport Coupe and 4-Door Sedan in Blue, Sandalwood or Black. They're available at extra cost on the Skylark 4-Door Sedan in Sandalwood, Blue or Black.

Kimball Cloth-and-Vinyl Bench Seats are standard on the Skylark 2-Door Coupe in Sandalwood or Black and on the Skylark 4-Door Sedan in Blue, Sandalwood or Black.

**Some of the equipment shown is available at extra cost.*



Skylark 2-door Sedan

All-Vinyl Notch-Back Seats are available at extra cost on the Skylark 350 Sport Coupe in Burnished Saddle, Green, Pearl White, Black, or Saddle.

Skylark 4-door Sedan



1970 BUICK SPORTWAGON

Something to believe in

Buick SportWagon



Wagon lovers, you've just met your match. Meet the 1970 Buick SportWagon.

Here's what we'll do. We'll provide that crisp SportWagon styling, that easy-handling 116-inch wheelbase, fiberglass-belted tires and a 350 cubic inch, 260 horsepower V-8 that runs on regular gas. That's all standard.

Now you add whatever you like.

Like a chromed luggage carrier, a two-way door-gate, power steering, even power brakes from the 1970 SportWagon's long, long list of options and accessories.

Then add places to go and four or five

people you'd like to take along, luggage and all.

Pick a road, any road. SportWagon can handle them all.

That's when you'll find out you've met up with all the wagon you need.

And more.

Best of all, you'll know you picked a Buick, a Buick that's built like every Buick. Quality built. Carefully built.

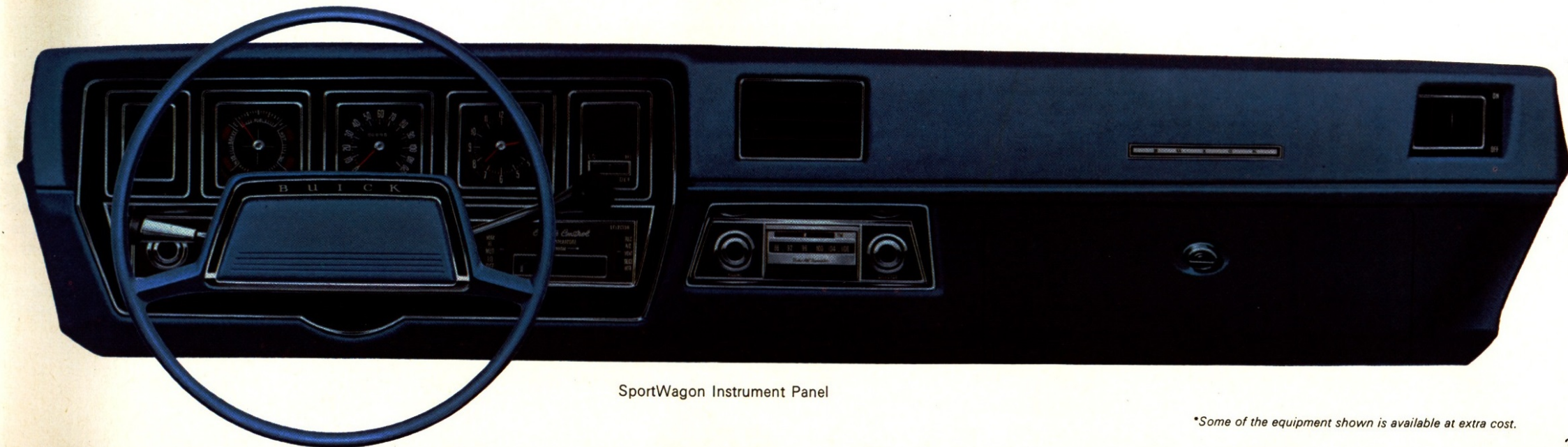
And that's great.

Because, in addition to everything else, the 1970 Buick SportWagon is something to believe in.



That's a lot of load space you're looking at. And to make filling it almost effortless, you'll want to order the extra-cost two-way door-gate that's available on the 1970 SportWagon. Swing out and it's a door; swing down and it's a loading platform. Either way, it's great.

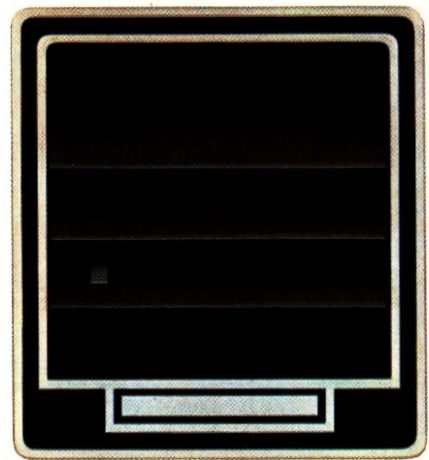
All-Vinyl Bench Seats shown at left are standard equipment on the 1970 Buick SportWagon. You have your choice of Blue, Sandalwood or Burnished Saddle.



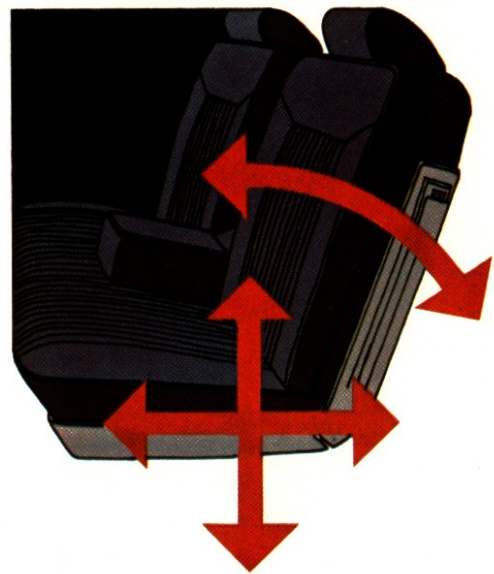
SportWagon Instrument Panel

*Some of the equipment shown is available at extra cost.

OPTIONS AND ACCESSORIES



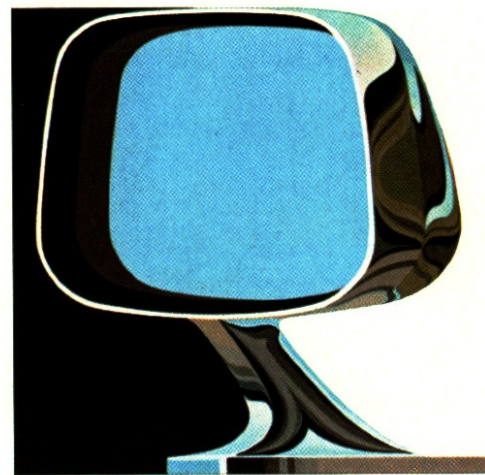
You can order Automatic Climate Control on any full-size Buick. Climate Control's think-for-itself temperature control system will keep the temperature of your 1970 Buick constant on a year-around basis. Or you can enjoy the comfort of Four Seasons Air Conditioning. It's available on all 1970 Buicks.



Order Six-Way Power Seats and you're a touch of the lever away from perfect positioning. Six-Way Power Seats are available on all LeSabre, Wildcat Custom, Electra 225 and Riviera models equipped with bench seats other than 60/40 designs. Four-Way Power Seats are also available on most 1970 Buick models.



You're sure to enjoy the ease and convenience of power windows. They're available on all 1970 Buicks except Skylark. There's also a power tailgate window available for Estate Wagon or SportWagon buyers.



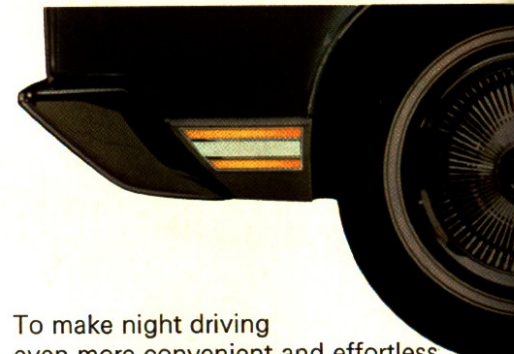
No more opening your window to adjust your outside mirror. Buick's remote control outside mirror adjusts easily from the interior of the car, enabling the driver to get a clear view to the rear with a simple flick of the finger. It's available on all 1970 Buick models.



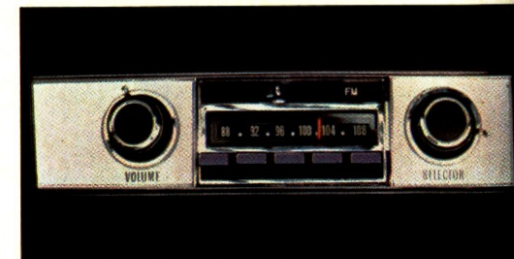
Buckets? All vinyl ones? Buick has them. Bucket Seats are available on many 1970 Buicks, from Riviera to Skylark. After buckets? Just ask... and you've got 'em.



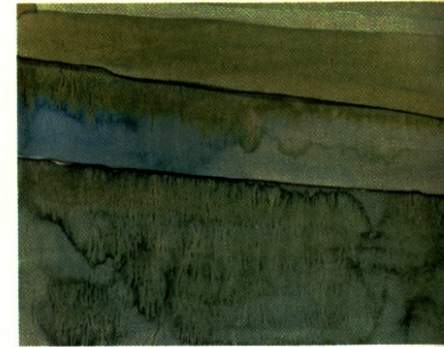
Dig Progressive Jazz? Fancy Country and Western? Prefer Classical? No matter. You can take your favorite form of music anywhere you go by ordering the Stereo Tape Player that's available on all 1970 Buick models. You'll find that it will add that much more to your enjoyment behind the wheel on any 1970 Buick you order.



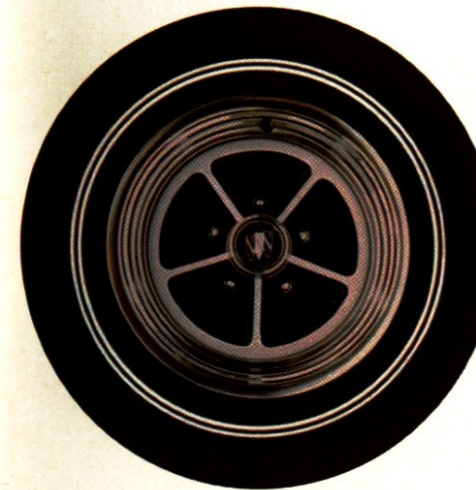
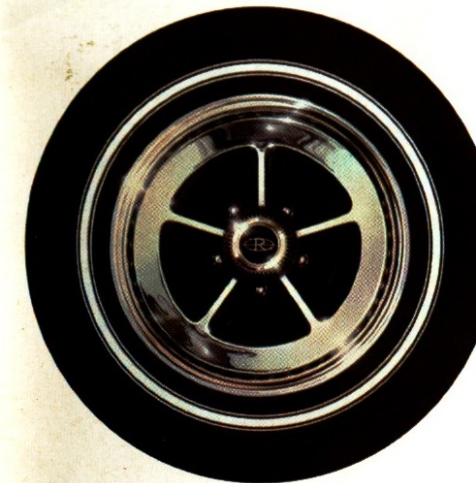
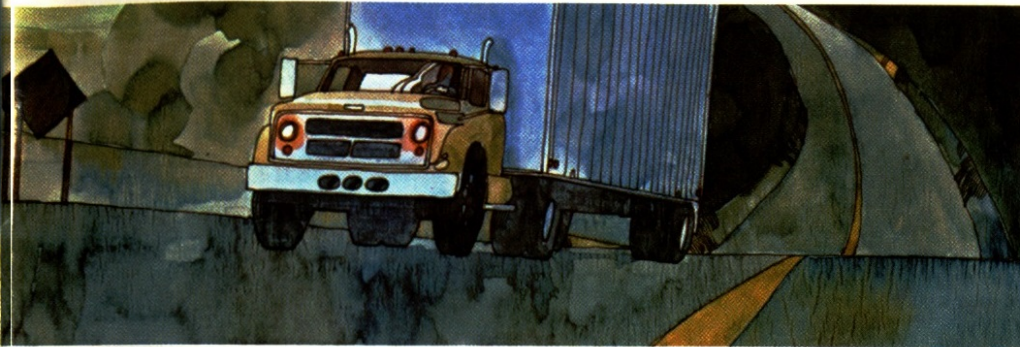
To make night driving even more convenient and effortless, you can order front cornering lights on your 1970 Full Size Buick.



Any 1970 Buick can double as a sound stage with the addition of Buick's AM/FM Stereo Radio. Available with both front and rear seat speaker systems, this superb acoustical instrument is available on all 1970 Riviera, Electra 225, Wildcat Custom, LeSabre and Estate Wagon models.



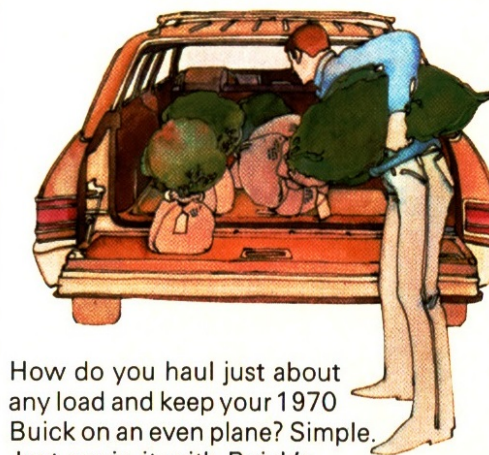
Shown above is your rear window as it should be and can be with the optional rear window defogger. It clears the rear window of mist or fog and is available on all 1970 Buicks.



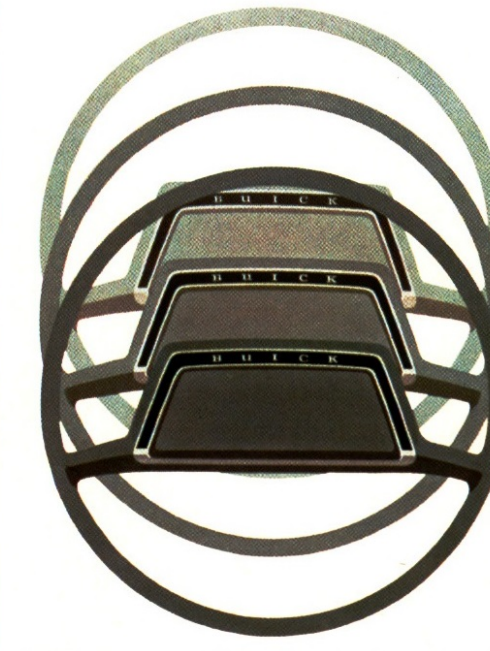
Five-spoked chrome-plated wheels are a must for anyone who wants to give his 1970 Buick the look and flair of a thoroughbred sportster. They're available on most 1970 Buick models.



No more squinting at maps or groping for objects in a darkened car. Just specify the Map Light that's conveniently mounted in the rear view mirror. A touch of the finger gives you the light you need. It's available on most 1970 Buick models.



How do you haul just about any load and keep your 1970 Buick on an even plane? Simple. Just equip it with Buick's Automatic Level Control. It's available on many 1970 Buick models.



Buick's seven-position tilt steering wheel will add that much more comfort to your 1970 Buick. It affords easier driver entry as well as increased driver comfort. It's standard on the 1970 Buick Riviera and available on most other 1970 Buick models.



You can squeeze a honk with Buick's new rim-mounted horn control. It is available on all 1970 Buicks and enables you to sound the horn by simply squeezing the steering wheel rim.

1970 Buick Safety Features

Occupant Protection Features: Seat belts with pushbutton buckles for all passenger positions. Shoulder belts with pushbutton buckles—driver and right front passenger. Two front seat head restraints. Energy-absorbing steering column. Passenger guard door locks with forward-mounted lock buttons. Safety door latches and hinges. Folding seatback latches. Energy-absorbing padded instrument panel and front and intermediate seatback tops. Contoured windshield header (except convertibles). Thick laminate windshield. Padded sun visors. Safety steering wheel. Sideguard beam (except Riviera).

Accident Prevention Features: Side marker lights and reflectors. Parking lamps that illuminate with headlamps. Four-way hazard warning flasher. Backup lights. Lane change feature in direction signal control. Windshield defrosters, washers and dual-speed wipers. Wide view inside day/night mirror (vinyl-edged, shatter-resistant glass and deflecting support). Outside rear view mirror. Fiberglass-belted tires and tire tread wear indicators. Dual master cylinder brake system with warning light. Starter safety switch. Dual-action safety hood latches. Low-glare instrument panel top, inside windshield moldings, wiper arms and blades, and steering wheel metallic surfaces. Safety wheel rim. Self-adjusting brakes and corrosion-resistant brake lines.

Anti-Theft Equipment: Anti-theft ignition key warning buzzer. Anti-theft steering column lock. Visible vehicle identification. Tamper-resistant odometer with telltale feature.

SPECIFICATIONS

		SKYLARK	SKYLARK 350	SKYLARK CUSTOM	GS—GS 455	SPORTWAGON	LE SABRE	LE SABRE CUSTOM	LE SABRE 455	WILDCAT CUSTOM	ESTATE WAGON	ELECTRA 225 & CUSTOM	RIVIERA
Body Styles		Coupe 4-dr. Sedan	Sport Coupe 4-dr. Sedan	Sport Coupe Hardtop Sedan 4-dr. Sedan Convertible	Sport Coupe — Convertible†	2-seat — —	Sport Coupe Hardtop Sedan 4-door Sedan	Sport Coupe Hardtop Sedan 4-door Sedan Convertible	Sport Coupe Hardtop Sedan 4-door Sedan	Sport Coupe Hardtop Sedan Convertible	2-Seat 3-Seat —	Sport Coupe Hardtop Sedan 4-door Sedan Convertible‡	Sport Coupe — —
Engines	Standard (6 cyl.) Optional (8 cyl.)	250-1 — 350-2 350-4	— 350-2 350-4	— 350-2 350-4	— 455-4† 350-4 455-4 Stage 1†	— 350-2 350-4	— 350-2 350-4 350-4	— 350-2 350-4 350-4	— 455-4 — —	— 455-4 — —	— 455-4 — —	— 455-4 — —	— 455-4 — —
Transmissions	Standard Optional	3-spd. manual Hydramatic	3-spd. manual Hydramatic	3-spd. manual Hydramatic	3-spd. manual Hydramatic 4-spd. manual	3-spd. manual Hydramatic	3-spd. manual Hydramatic	3-spd. manual Hydramatic	3-spd. manual Hydramatic	3-spd. manual Hydramatic	3-spd. manual Hydramatic	Hydramatic — —	Hydramatic — —
Brakes	Drum (dia.) Gross Area	9.5 in. 158.1 sq. in.	9.5 in. 158.1 sq. in.	9.5 in. 158.1 sq. in.	9.5 in. 158.1 sq. in.	9.5 in. 158.1 sq. in.	12.0 in. 193.3 sq. in.	12.0 in. 193.3 sq. in.	12.0 in. 193.3 sq. in.	12.0 in. 193.3 sq. in.	12.0 in. 193.3 sq. in.	12.0 in. 193.3 sq. in.	12.0 in. 193.3 sq. in.
Steering Ratio	Overall—Standard Power—Variable	28.6:1 18.7:1 to 15.4:1	28.6:1 18.7:1 to 15.4:1	28.6:1 18.7:1 to 15.4:1	28.6:1 18.7:1 to 15.4:1	28.6:1 18.7:1 to 15.4:1	34.3:1 19.6:1 to 14.0:1	34.3:1 19.6:1 to 14.0:1	34.3:1 19.6:1 to 14.0:1	34.3:1 19.6:1 to 14.0:1	34.3:1 18.7:1 to 15.4:1	— 19.6:1 to 14.0:1	— 17.4:1 to 11.6:1
Turning Diameter	(ft.) Curb to Curb	40.6*	40.6*	38.3	39.9	38.3	42.2	42.2	42.2	42.2	—	46.1	43.4
Energizer	Standard (6 cyl.) Optional (8 cyl.)	45 amp. hr. — 70 amp. hr.	— 61 amp. hr. 70 amp. hr.	— 61 amp. hr. 70 amp. hr.	— 61 70† 70 amp. hr.	— 61 amp. hr. 70 amp. hr.	— 61 amp. hr. 70 amp. hr.	— 61 amp. hr. 70 amp. hr.	— 70 amp. hr.	— 70 amp. hr.	— 70 amp. hr.	— 70 amp. hr.	— 70 amp. hr.
Suspension		Full Coil	Full Coil	Full Coil	Full Coil	Full Coil	Full Coil	Full Coil	Full Coil	Full Coil	Full Coil	Full Coil	Full Coil
Frame		Perimeter	Perimeter	Perimeter	Perimeter	Perimeter	Perimeter	Perimeter	Perimeter	Perimeter	Perimeter	Perimeter	Cruciform
Wheelbase	2-dr. 4-dr.	112.0 in. 116.0 in.	112.0 in. 116.0 in.	112.0 in. 116.0 in.	112.0 in. — 116.0 in.	— 116.0 in.	124.0 in. 124.0 in.	124.0 in. 124.0 in.	124.0 in. 124.0 in.	124.0 in. 124.0 in.	124.0 in. 124.0 in.	127.0 in. 127.0 in.	119.0 in. —
Length (overall)	2-dr. 4-dr.	200.7 in. 204.7 in.	202.2 in. 206.2 in.	202.2 in. 206.2 in.	202.2 in. — 212.6 in.	— 212.6 in.	220.2 in. 220.2 in.	220.2 in. 220.2 in.	220.2 in. 220.2 in.	220.2 in. 220.2 in.	223.3 in.	225.8 in. 225.8 in.	215.5 in. —
Height		54.1 in.	54.0 in.	54.1 in.	53.3 in.	57.0 in.	54.6 in.	55.4 in.	55.4 in.	54.4 in.	57.1 in.	55.9 in.	53.6 in.
Width		77.3 in.	77.3 in.	77.3 in.	77.3 in.	77.3 in.	80.0 in.	80.0 in.	80.0 in.	80.0 in.	80.0 in.	80.0 in.	79.3 in.
Weight		3393 lbs. Sedan	3402 lbs. Sedan	3575 lbs. Sedan	3608 lbs. 3738 lbs.† Coupe	3920 lbs.	4152 lbs. Sedan	4172 lbs. Sedan	4319 lbs. Sedan	4288 lbs. Coupe	4762 lbs. 2-seat	4445 lbs. Sedan	4374 lbs. —
Tread	front rear	59.0 in. 59.0 in.	59.0 in. 59.0 in.	59.0 in. 59.0 in.	59.0 in. 59.0 in.	59.0 in. 59.0 in.	63.0 in. 63.0 in.	63.0 in. 63.0 in.	63.5 in. 63.0 in.	63.5 in. 63.0 in.	63.4 in. 64.0 in.	63.5 in. 63.0 in.	63.4 in. 63.0 in.
Tires	Standard	G78-14	G78-14	G78-14	G78-14	H78-14	H78-15	H78-15	H78-15	H78-15	L78-15	J78-15	H78-15
Wheel Size		14 x 6 in.	14 x 6 in.	14 x 6 in.	14 x 6 in.	14 x 6 in.	15 x 6 in.	15 x 6 in.	15 x 6 in.	15 x 6 in.	15 x 6 in.	15 x 6 in.	15 x 6 in.
Road Clearance		6.8 in.	6.8 in.	6.8 in.	6.8 in. 6.4 in.†	8.0 in.	6.7 in.	6.7 in.	6.5 in.	6.5 in.	7.5 in.	6.9 in.	6.8 in.
Headroom	front (4-dr.) rear	38.6 in. 37.3 in.	38.6 in. 37.3 in.	38.3 in. 37.3 in.	37.9 in. 36.3 in.	38.4 in. 38.3 in.	39.1 in. 37.7 in.	39.1 in. 37.7 in.	39.1 in. 37.7 in.	37.6 in. 36.9 in.	39.2 in. 39.0 in.	39.4 in. 38.3 in.	37.7 in. 37.5 in.
Legroom	front rear	41.6 in. 35.0 in.	41.6 in. 35.0 in.	41.7 in. 34.8 in.	41.6 in. 32.3 in.	41.5 in. 34.6 in.	42.3 in. 37.9 in.	42.3 in. 37.9 in.	42.3 in. 37.9 in.	42.2 in. 37.5 in.	41.3 in. 38.2 in.	42.2 in. 40.9 in.	41.2 in. 38.6 in.
Shoulder Room	front rear	58.3 in. 57.3 in.	58.3 in. 57.3 in.	58.3 in. 57.3 in.	58.3 in. 57.1 in.	58.3 in. 57.4 in.	62.2 in. 61.3 in.	62.2 in. 61.3 in.	62.2 in. 61.3 in.	62.2 in. 61.3 in.	62.1 in. 61.3 in.	62.3 in. 61.3 in.	58.6 in. 56.6 in.
Hiproom	front rear	59.7 in. 59.4 in.	59.7 in. 59.4 in.	59.7 in. 59.4 in.	59.7 in. 59.4 in.	59.7 in. 59.4 in.	63.9 in. 62.9 in.	63.9 in. 62.9 in.	63.9 in. 62.9 in.	63.4 in. 62.6 in.	63.7 in. 62.8 in.	63.5 in. 62.6 in.	62.2 in. 54.2 in.
Fuel Tank Capacity (approx.)		16.7 imp. gal.	16.7 imp. gal.	16.7 imp. gal.	16.7 imp. gal.	18.7 imp. gal.	21.0 imp. gal.	21.0 imp. gal.	21.0 imp. gal.	21.0 imp. gal.	20.0 imp. gal.	21.0 imp. gal.	18.0 imp. gal.
Usable Luggage Space (cu. ft.)		13.5	13.5	13.5	13.5	—	18.8	18.8	18.8	18.8	—	18.8	10.3
Cargo Volume (not including hidden compartment) (cu. ft.)		—	—	—	—	83.6	—	—	—	—	90.8	—	—

*112 in. wb †GS455 only ‡Custom only

ENGINES

	250-1 Six	350-2 V8	350-4 V8	350-4 V8	455-4 V8	455-4 V8 Stage 1	455-4 V8
Displacement (cu. in.)	250	350	350	350	455	455	455
HP @ rpm.	155 @ 4200	260 @ 4600	285 @ 4600	315 @ 4800	350 @ 4600	360 @ 4600	370 @ 4600
Torque @ rpm.	235 @ 1600	360 @ 2600	375 @ 3000	410 @ 3200	510 @ 2800	510 @ 2800	510 @ 2800
Compression Ratio	8.5:1	9.0:1	9.0:1	10.25:1	10.0:1	10.5:1	10.0:1
Carburetion	1 bbl.	2 bbl.	4 bbl.	4 bbl.	4 bbl.	4 bbl.	4 bbl.
Bore x Stroke	3.875 x 3.53	3.80 x 3.85	3.80 x 3.85	3.80 x 3.85	4.31 x 3.90	4.31 x 3.90	4.31 x 3.90
Fuel	Regular	Regular	Regular	Premium	Premium	Premium	Premium
Oil System (less Filter) (qts.)	3.3	3.3	3.3	3.3	3.3	3.3	3.3
Cooling System (qts.)	13.7	13.7	13.7	13.7	16.0	16.0	16.0
Exhaust System	Single	Single	Single	Single(1)	Dual	Dual	Single(2)
Clutch	9.12 in.	10.4	10.4	10.4	11.0	11.0	11.0
Axle Ratio without air conditioning							
3-spd. manual	3.23:1	2.93:1	2.93:1	2.93:1	—	—	—
Skylark	—	—	—	3.23:1	—	—	—
GS	—	—	—	—	—	—	—
Sportwagon	—	3.23:1	—	—	—	—	—
GS 455	—	—	—	—	3.42:1	3.64:1*	—
LeSabre	—	3.23:1	—	—	—	—	2.78:1
Estate Wagon	—	—	—	—	—	—	2.78:1
Wildcat Custom	—	—	—	—	—	—	2.78:1
4-spd. manual	—	—	—	3.23:1	—	—	—
GS	—	—	—	—	—	—	—
GS 455	—	—	—	—	3.42:1	3.64:1*	—
Turbo-Hydramatic	2.93:1	2.56:1	2.73:1	2.73:1	—	—	—
Skylark	—	2.93:1	2.93:1	2.93:1	—	—	—
SportWagon	—	—	—	3.23:1	—	—	—
GS	—	—	—	—	2.93:1	3.64:1*	—
GS 455	—	—	—	—	—	—	—
LeSabre	—	2.93:1	2.93:1	2.93:1	—	—	2.78:1
Estate Wagon	—	—	—	—	—	—	2.78:1
Wildcat Custom	—	—	—	—	—	—	2.78:1
Electra	—	—	—	—	—	—	2.56:1
Riviera	—	—	—	—	—	—	2.78:1

(1) dual on LeSabre (2) dual on Riviera

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*Positive Traction