

# Buick 1973



Regal Colonnade Hardtop Coupe.

**Buick.**  
**The solid feeling.**

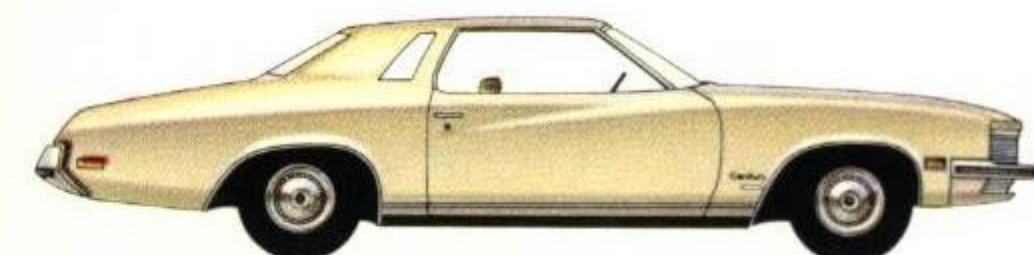


# Welcome to Buick 1973.

## Century.



Regal Colonnade Hardtop Coupe.



Luxus Colonnade Hardtop Coupe.



Luxus Colonnade Hardtop Sedan.



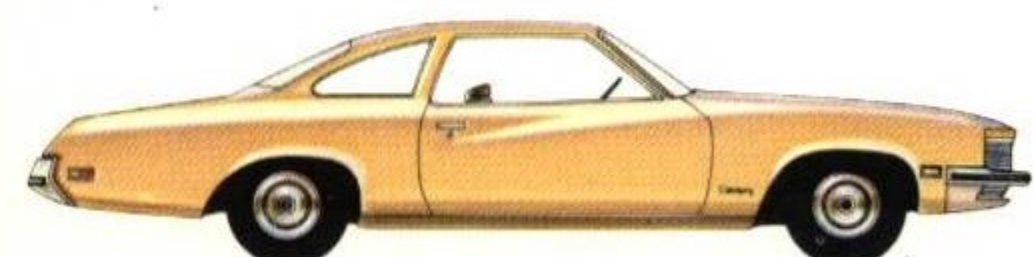
Gran Sport Colonnade Hardtop Coupe.



350 Colonnade Hardtop Coupe.



350 Colonnade Hardtop Sedan.



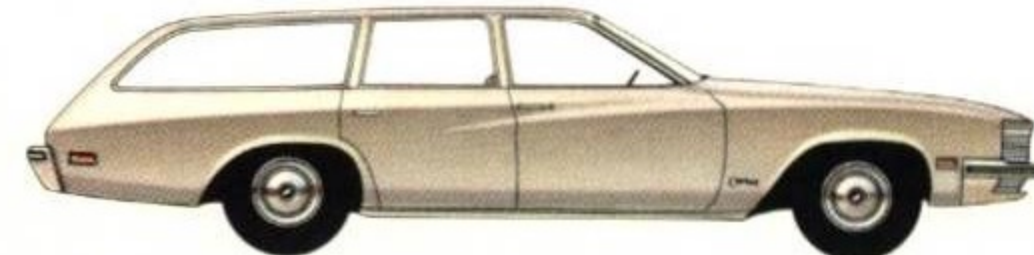
Colonnade Hardtop Coupe.



Colonnade Hardtop Sedan.



Luxus 4-door, 2/3-seat Station Wagon.



4-door, 2/3-seat Station Wagon.

## LeSabre.



Custom Hardtop Coupe.



Custom Hardtop Sedan.



Custom 4-door Sedan.



Hardtop Coupe.



Hardtop Sedan.



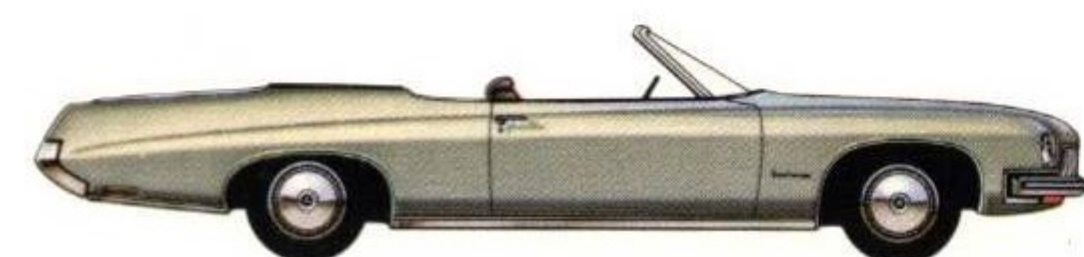
4-door Sedan.



Centurion.



Hardtop Coupe.



Convertible.



Hardtop Sedan.

## Estate Wagon.



4-door, 2-seat Station Wagon.



4-door, 3-seat Station Wagon.



Electra 225.



Custom Hardtop Coupe.



Custom Hardtop Sedan.



Hardtop Coupe.



Hardtop Sedan.



Riviera.



Hardtop Coupe.

|                    |   |       |
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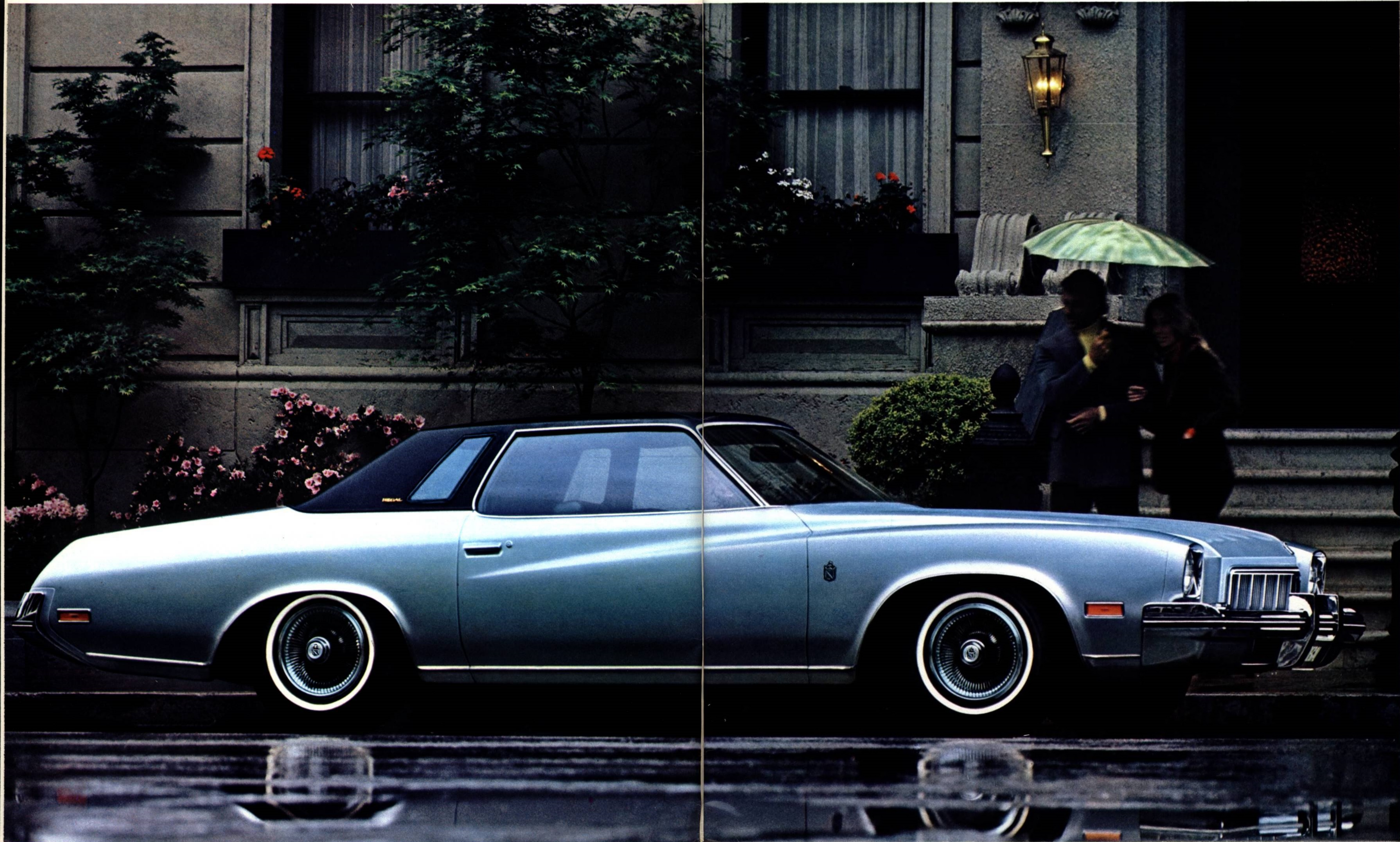
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Regal Colonnade Hardtop Coupe.

A new, smaller luxury car from Buick. **1973 Century.**





Century Luxus Colonnade Hardtop Coupe (foreground), Century Luxus Colonnade Hardtop Sedan.

1973 Century.





Gran Sport Colonnade Hardtop Coupe.

1973 Century.





Century 350 Colonnade Hardtop Coupe (foreground), Century 350 Colonnade Hardtop Sedan.

**1973 Century.**





Century Colonnade Hardtop Sedan (foreground), Century Colonnade Hardtop Coupe.

1973 Century.





Century Luxus Station Wagon (foreground), Century Station Wagon.

1973 Century.





Georgian Cloth and Madrid-grain Vinyl 60/40  
Notchback seat available in Regal Colonnade Hardtop Coupe  
in Green, Blue, Sandalwood or Black.

**1973 Century.**





1. Genoa Cloth and Madrid-grain Vinyl Bench seat standard in the Century Luxus Colonnade Hardtop Coupe and Colonnade Hardtop Sedan in Green, Blue or Sandalwood.



2. Oxen-grain Expanded Vinyl and Madrid-grain Vinyl Notch-back seat standard in Regal Colonnade Hardtop Coupe in Green, Sandalwood, White, Saddle, Black or Burgundy.

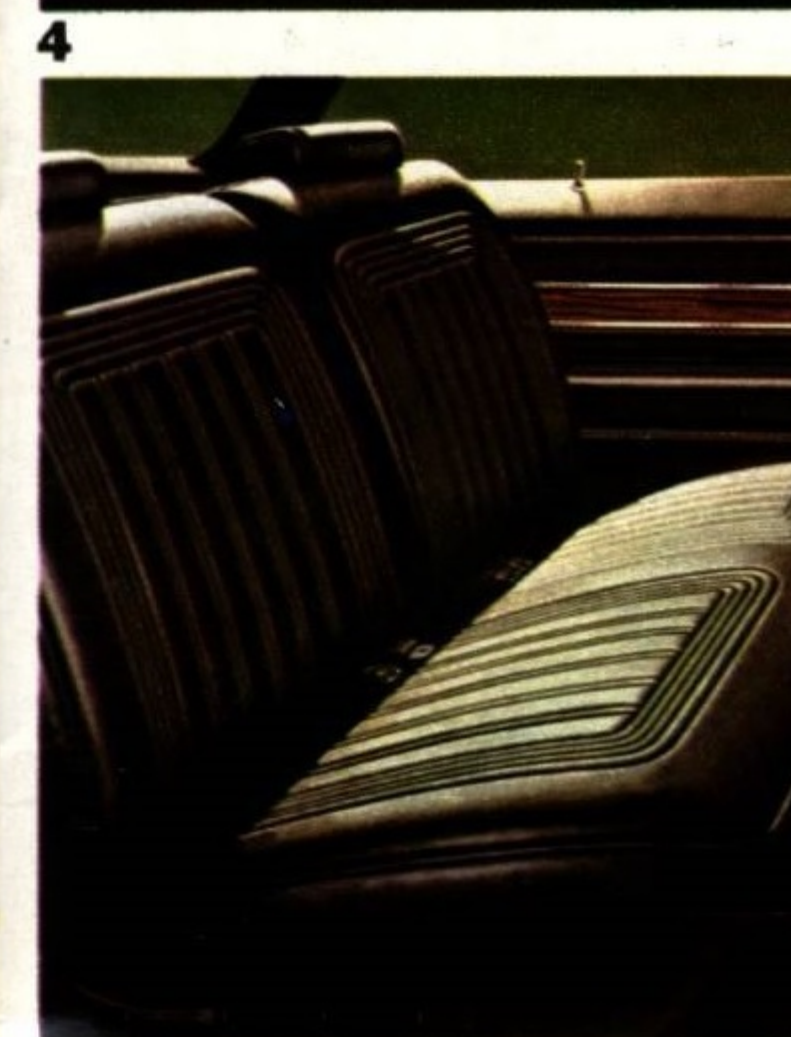
3. Oxen-grain Expanded Vinyl and Madrid-grain Vinyl Bucket seats available in the Century 350 Colonnade Hardtop Coupe, Gran Sport Colonnade Hardtop Coupe and Century Luxus Colonnade Hardtop Coupe in White.

4. Oxen-grain Expanded Vinyl and Madrid-grain Vinyl Notch-back seat standard in the Century Luxus Station Wagon in Green, Blue, Saddle or Burgundy; available in the Century 350 and Century Luxus Colonnade Hardtop Sedans in Green, Sandalwood, Saddle or Black; available in the Century 350, Gran Sport and Century Luxus Colonnade Hardtop Coupes in Green, Sandalwood, White, Saddle, Black or Burgundy.

5. Oxen-grain and Madrid-grain Vinyl Bench seat standard in the Century Station Wagon in Green, Blue or Saddle; standard in the Century 350 Colonnade Hardtop Coupe, Colonnade Hardtop Sedan and Gran Sport Colonnade Hardtop Coupe in Green, Sandalwood, Saddle or Black.

6. Gothic Cloth and Madrid-grain Vinyl Bench seat standard in the Century 350 Colonnade Hardtop Coupe and Colonnade Hardtop Sedan in Green, Blue or Sandalwood; available in the Century Colonnade Hardtop Coupe and Colonnade Hardtop Sedan in Green, Blue or Sandalwood.

7. Caribou-grain and Madrid-grain Vinyl Bench seat standard in Century Colonnade Hardtop Coupe and Colonnade Hardtop Sedan in Sandalwood or Black.



#### 1973 Century specifications.

Century, Century Luxus, Century 350, Gran Sport, Regal and Century/Century Luxus Station Wagons.

Engines, transmissions and axle ratios.

Engine, standard: (all models) 350 C.I.D. V-8.  
Carburetion: 2-barrel.

Engine, available:  
350 C.I.D. V-8.  
Carburetion: 4-barrel (dual exhaust available on Gran Sport).

Engine, available: (all Coupes except Century 350)  
455 C.I.D. V-8.  
Carburetion: 4-barrel (dual exhaust standard on Gran Sport with 455 C.I.D. V-8 engine; available on other Coupes).

Engine, available:  
Stage 1 455 C.I.D. V-8.  
Carburetion: 4-barrel (with dual exhaust and dual snorkel air cleaner) available only on Gran Sport.

Transmission, standard: (all models) 3-speed manual, column shift.

Transmissions, available: (all models) 3-speed Turbo Hydramatic 350 automatic. 3-speed Turbo Hydramatic 400 automatic with 455 C.I.D. V-8 engine.

Transmission, available: (Gran Sport) 4-speed manual floor shift.

Axle Ratios: 3.08:1 (manual): Century/Century Luxus 350-2, 350-4; Century 350 350-2, 350-4; Gran Sport 350-2, 350-4 (3- or 4-speed); Regal 350-2, 350-4; Century/Century Luxus Station Wagons 350-2, 350-4. 3.08:1 (automatic): Century/Century Luxus 455-4; Century 350 455-4; Gran Sport 350-4, 455-4; Regal 455-4; Century/Century Luxus Station Wagons 350-2, 350-4. 2.73:1 (automatic): Century/Century Luxus 350-2, 350-4; Century 350 350-2, 350-4; Gran Sport 350-2; Regal 350-2, 350-4.

3.42:1 (manual): Gran Sport 455-4 (4-speed). 3.42:1 Positive Traction: Gran Sport 4-speed or automatic 455-4 Stage 1. For available ratios consult your Buick dealer.

Inside the Century.  
(approx. inches)

Front head room: 37.7 (Century, Century 350, Gran Sport Coupes); 38.3 (Century, Century 350, Century Luxus Sedans); 37.5 (Century Luxus, Regal Coupes); 38.8 (Century/Century Luxus Station Wagons).

Rear head room: 37.0 (Century, Century 350, Gran Sport Coupes); 37.5 (Century, Century 350, Century Luxus Sedans); 37.4 (Century Luxus, Regal Coupes); 39.4 (Century/Century Luxus Station Wagons).

Front leg room: 42.5 (all models).

Rear leg room: 33.7 (Century, Century 350, Gran Sport Coupes); 38.4 (Century, Century Luxus, Century 350 Sedans); 33.4 (Century Luxus, Regal Coupes); 36.8 (Century/Century Luxus Station Wagons).

Front shoulder room: 59.6 (Century Coupe and Sedan, Century Luxus Sedan, Century 350 Coupe and Sedan, Gran Sport); 58.8 (Century Luxus and Regal Coupes); 59.8 (Century/Century Luxus Station Wagons).

Rear shoulder room: 57.5 (Century, Century 350, Gran Sport Coupes); 57.1 (Century Luxus, Regal Coupes); 58.9 (Century, Century 350, Century Luxus Sedans, Century/Century Luxus Station Wagons).

Outside the Century.  
(approx. inches)

Length: 208.4 (all Coupes except Regal); 210.7 (Regal);

## 1973 Century.

212.4 (all Sedans); 216.6 (Century/Century Luxus Station Wagons).

Width: 78.0 (all models).

Height: 53.7 (Century, Century 350, Gran Sport Coupes); 54.4 (Century, Century 350, Century Luxus Sedans); 53.5 (Century Luxus, Regal Coupes); 55.5 (Century/Century Luxus Station Wagons).

Wheelbase: All Coupes: 112.0; All Sedans and Station Wagons: 116.0.

#### Some special Century features.

Century: new front disc brakes, new rugged full perimeter frame, solenoid-actuated throttle stop to help prevent "dieseling" after engine shutdown.

Century 350: semi-closed cooling system helps protect against coolant loss, depressed park windshield wipers, front & rear ashtrays, new wide track.

Century Luxus: carpeting, Accu-Drive, coil spring suspension front and rear, 4-jet windshield washer, new instrument panel design for easy serviceability.

Gran Sport: special blacked-out grille and headlamp trim, special trim on rear deck, Gran Sport identification.

Regal: time-modulated choke, extensive use of insulation for quietness, semi-suspended accelerator pedal.

Century/Century Luxus Station Wagons: "tailgate ajar" indicator light, full foam construction seat design, new positive engaging jack and bumper.

For further information on features, standard and available equipment, see your Buick dealer.

Regal instrument panel.





**We think no matter how good a new car looks, knowing how it's built ought to make it look even better.**

**1.** Buicks are tested day and night around the high performance test track at the GM Proving Grounds. Often a new car runs 1500 miles in a single day. One of the ways we managed to put hundreds of thousands of miles on the '73 Buick components before production. How precise is

this testing? We use a fifth wheel trailing behind, accurate to one-half percent.

**2.** The coldest it's ever been in Bemidji, Minnesota, was 43 degrees below zero. Which makes it an ideal place to take Buick prototypes for winter testing. **3.** Testing that contin-

ues all year long back at Buick engineering in our own special cold room where we can run new cars at temperatures down to 40 degrees below zero under carefully controlled laboratory conditions.

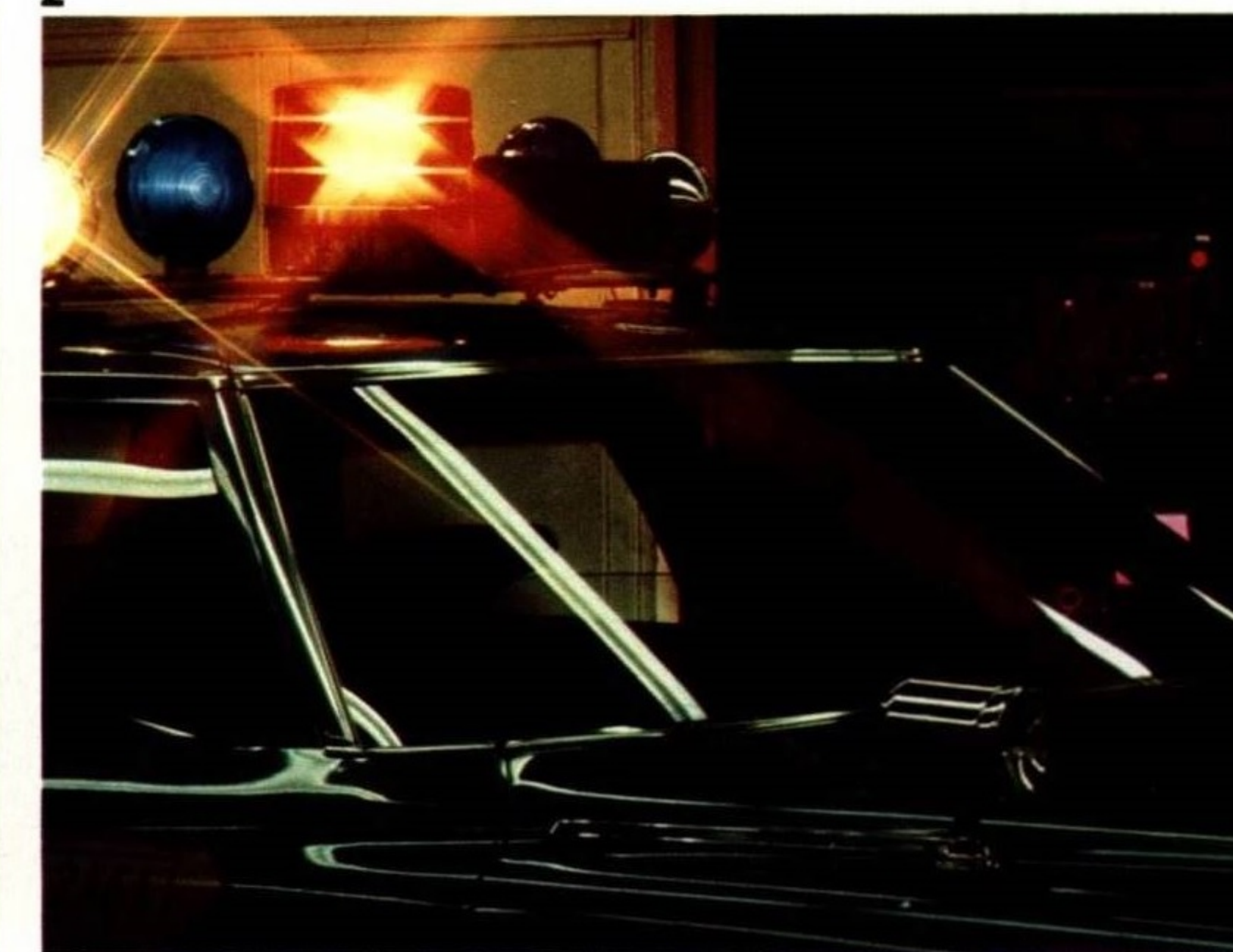
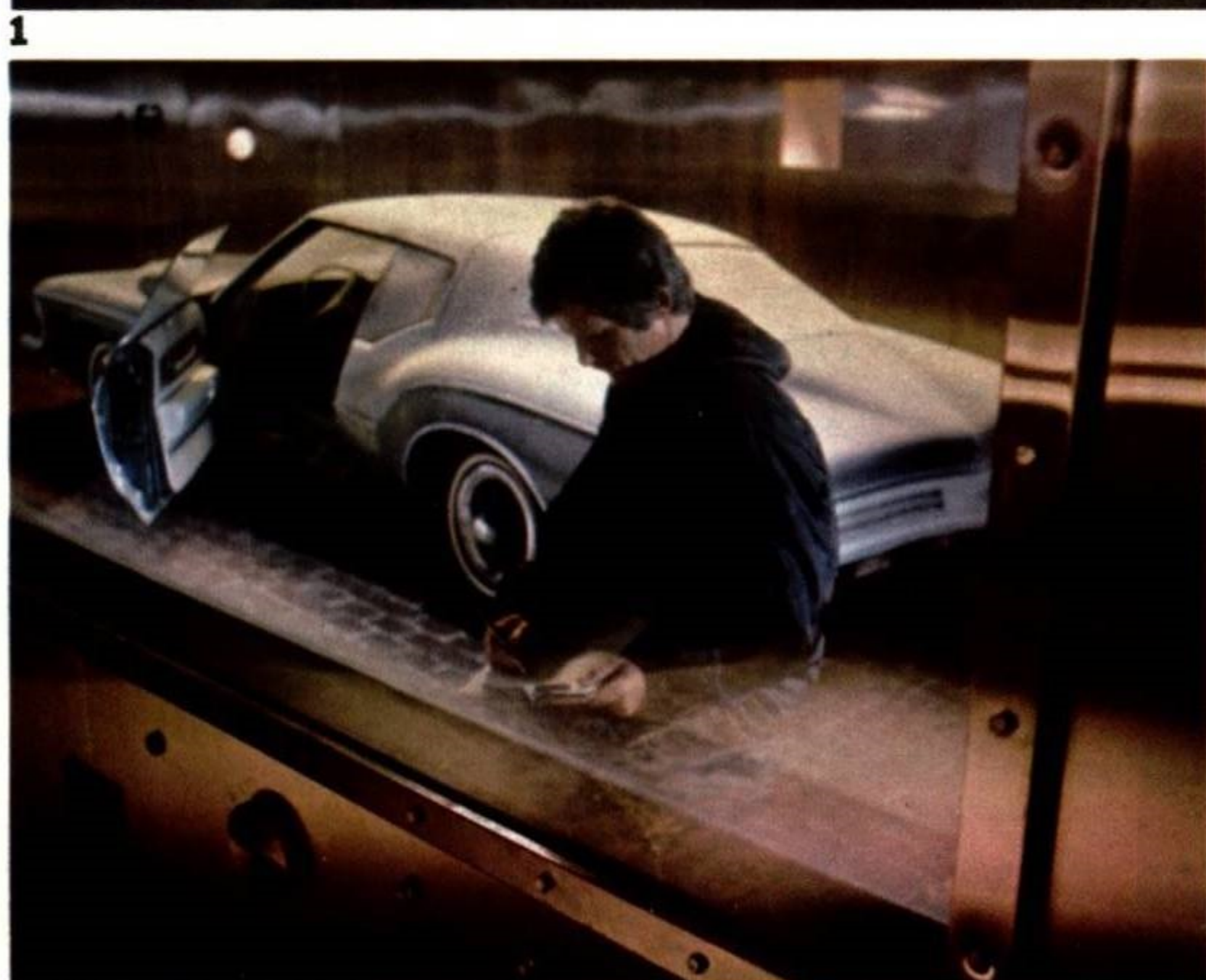
**4.** Three years ago, we built this special gage lab at the

Buick plant. It lets us keep the gages we use to test and build Buicks accurate to within 1/700th of the thickness of this page. The room is completely pressurized to keep dust out. And because expansion due to temperature changes is so critical when you're measuring at five millionths of an inch, we

control the room's temperature day and night to 68 degrees, plus or minus 1/4th degree.

**5.** Police work gives a car some of the toughest testing we know. So, in cooperation with the Flint, Michigan Police Department, we often give new Buick components the third

degree in actual police use, before we put them into regular Buick production. Engines, transmissions and axles are examples of components tested this way.



**1**

**2**

**3**



LeSabre Hardtop Coupe.

The full-size Buick

we sell more of than any other. Which says a lot about a new LeSabre even before you look at it.

**1973 LeSabre.**





LeSabre Custom Hardtop Sedan (foreground), LeSabre Custom 4-door Sedan.

1973 LeSabre.





1. Manchester Cloth and Madrid-grain Vinyl 60/40 Notchback seat available in LeSabre Custom Hardtop Coupe and Hardtop Sedan in Blue or Sandalwood. Not shown: Manchester Cloth and Madrid-grain Vinyl Notchback seat available in LeSabre Custom Hardtop Sedan in Blue or Sandalwood.



2. Oxen-grain Expanded Vinyl and Madrid-grain Vinyl 60/40 Notchback seat available in LeSabre Custom Hardtop Coupe and Hardtop Sedan in Green, Sandalwood, Saddle or Black. Not shown: Oxen-grain Expanded Vinyl and Madrid-grain Vinyl Notchback seat available in LeSabre Custom Hardtop Coupe and Hardtop Sedan in Green, Sandalwood, Saddle or Black.

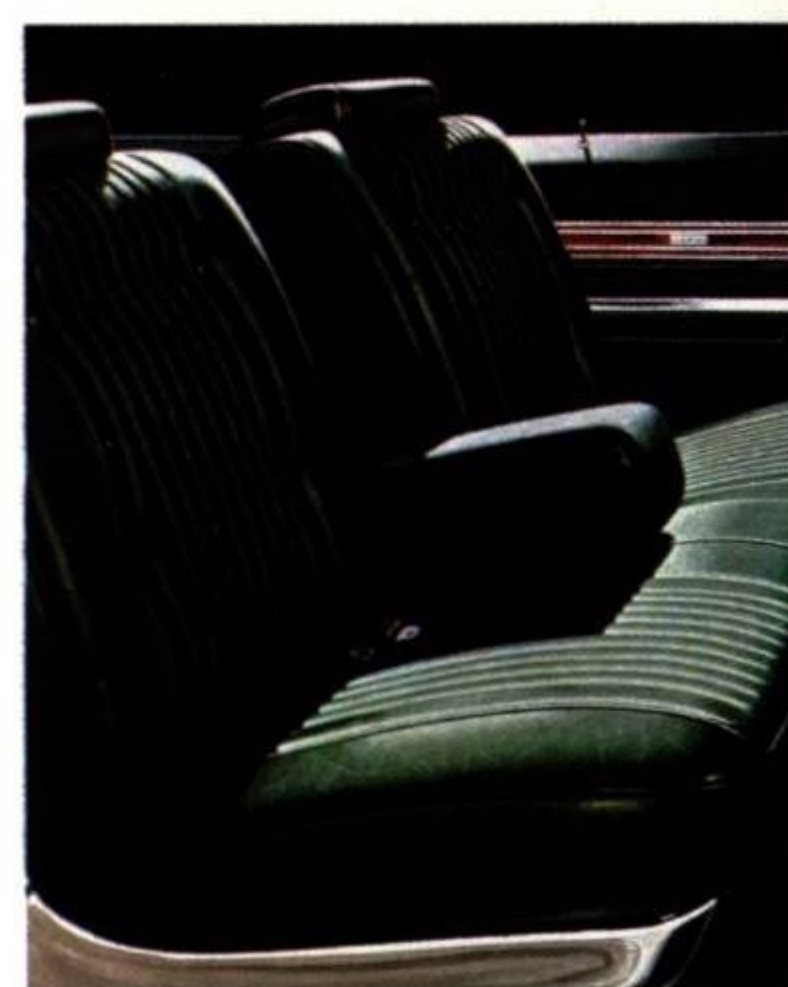
3. Oxen-grain and Madrid-grain Vinyl Bench seat standard in LeSabre Custom Hardtop Coupe, Hardtop Sedan and 4-door Sedan in Green, Sandalwood, Saddle or Black.

4. Granada Cloth and Madrid-grain Vinyl Bench seat standard in LeSabre Custom Hardtop Coupe, Hardtop Sedan and 4-door Sedan in Green, Blue or Sandalwood.

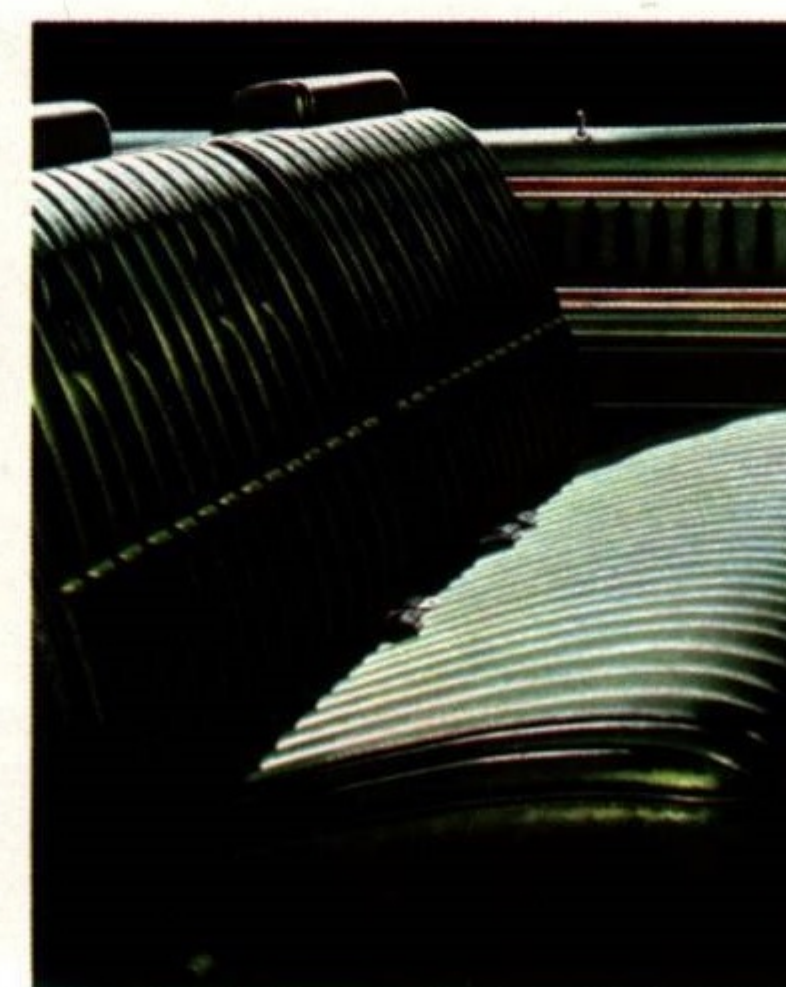
5. Oxen-grain and Madrid-grain Vinyl Bench seat standard in

LeSabre Hardtop Coupe, Hardtop Sedan and 4-door Sedan in Saddle or Black.

6. Gothic Cloth and Madrid-grain Vinyl Bench seat standard in LeSabre Hardtop Coupe, Hardtop Sedan and 4-door Sedan in Green, Blue or Sandalwood.



2



3



4



5



6

## 1973 LeSabre.

### 1973 LeSabre specifications.

#### LeSabre and LeSabre Custom.

#### Engines, transmissions and axle ratios.

Engine, standard:  
350 C.I.D. V-8.  
Carburetion: 2-barrel.

Engines, available:  
350 C.I.D. V-8.  
Carburetion: 4-barrel;  
455 C.I.D. V-8.  
Carburetion: 4-barrel.

Transmission, standard:  
Turbo Hydra-matic 375B  
automatic with 350 C.I.D.  
V-8 engines.

Transmission, available:  
Turbo Hydra-matic 400 auto-  
matic with 455 C.I.D. V-8 engine.

Axle Ratios:  
3.08:1 with Turbo Hydra-matic  
transmission. Please consult  
your Buick dealer for infor-  
mation on available ratios.

#### Inside the LeSabre. (approx. inches)

Hardtop Coupes: Front head  
room: 38.1; Rear head room:  
37.1; Front leg room: 42.6;  
Rear leg room: 35.8; Front  
shoulder room: 64.4 LeSabre,  
64.3 LeSabre Custom; Rear  
shoulder room: 62.2.

Hardtop Sedans: Front head  
room: 38.4; Rear head room:  
37.4; Front leg room: 42.6;  
Rear leg room: 38.8; Front

shoulder room: 64.4 LeSabre,  
64.3 LeSabre Custom; Rear  
shoulder room: 63.5 LeSabre,  
63.3 LeSabre Custom.

4-Door Sedans: Front head  
room: 38.9; Rear head room:  
38.0; Front leg room: 42.6;  
Rear leg room: 38.8; Front  
shoulder room: 64.4 LeSabre,  
64.3 LeSabre Custom; Rear  
shoulder room: 63.5 LeSabre,  
63.3 LeSabre Custom.

#### Outside the LeSabre. (approx. inches)

Hardtop Coupes: Length: 224.2;  
Width: 79.6; Height: 53.6;  
Wheelbase: 124.0.

Hardtop Sedans: Length: 224.2;  
Width: 79.6; Height: 53.8;  
Wheelbase: 124.0.

4-door Sedans: Length: 224.2;  
Width: 79.6; Height: 54.4;  
Wheelbase: 124.0.

#### Some special LeSabre features.

New Exhaust Gas Recirculation (EGR) and Air Injection Reactor (AIR) emission control systems, power front disc brakes with composite cast iron rear drum brakes, variable ratio power steering, AccuDrive, Full-Flo ventilation, semi-closed cooling system to help protect against coolant loss, side guard beam, time-modulated carburetor choke control and much more.

For further information on features, standard and available equipment, see your Buick dealer.



**We'd rather go to trouble now, than have it come to you later.**

**1.** Buick alone conducts "sonic leak" tests on each of its new-born engines. We fill every new engine with compressed air. Then we run a microphone completely around and over listening for the smallest air leak that could mean an oil leak later on. As gages indicate sounds no human ear could

hear, the engine is either passed or marked then and there for immediate attention. If there's any chance of a leak, we want to find it now. Not have you find it later on.

**2.** There are over 750 parts in a Buick transmission. And here again, it takes the precision of

a computer to make sure everything's up to Buick standards. Each and every transmission that comes from the huge Buick transmission plant is tested here. Like many other automotive quality developments, this kind of total, exhaustive transmission checking was pioneered by Buick.

**3.** We want to know about it if a new Buick's glove box light doesn't light. Our new Computer Electrical Test can tell us. It was first used in Buick's Product Integrity Area (the first such area that we know of, ever set aside in an American automotive plant specifically to monitor final quality). This

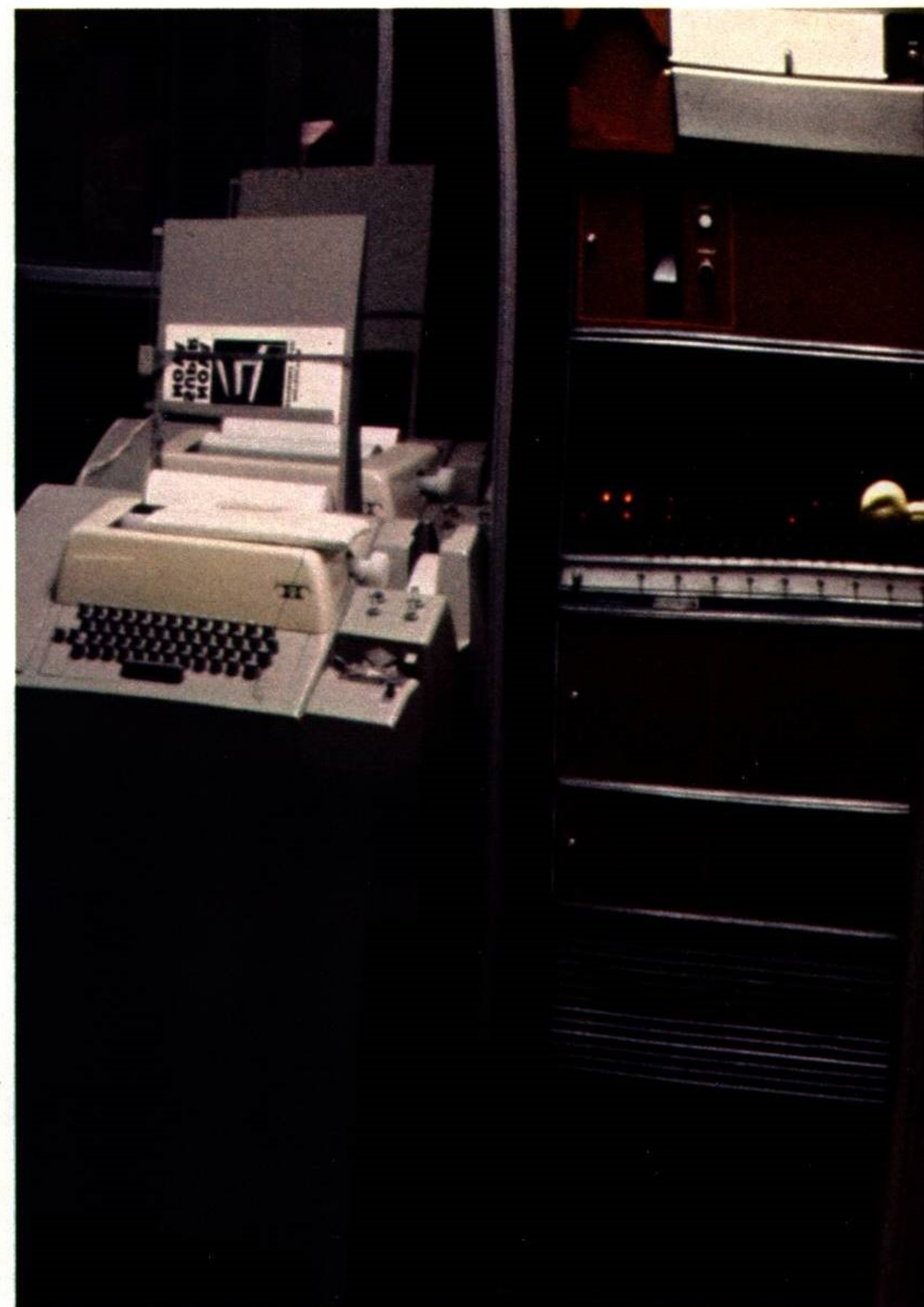
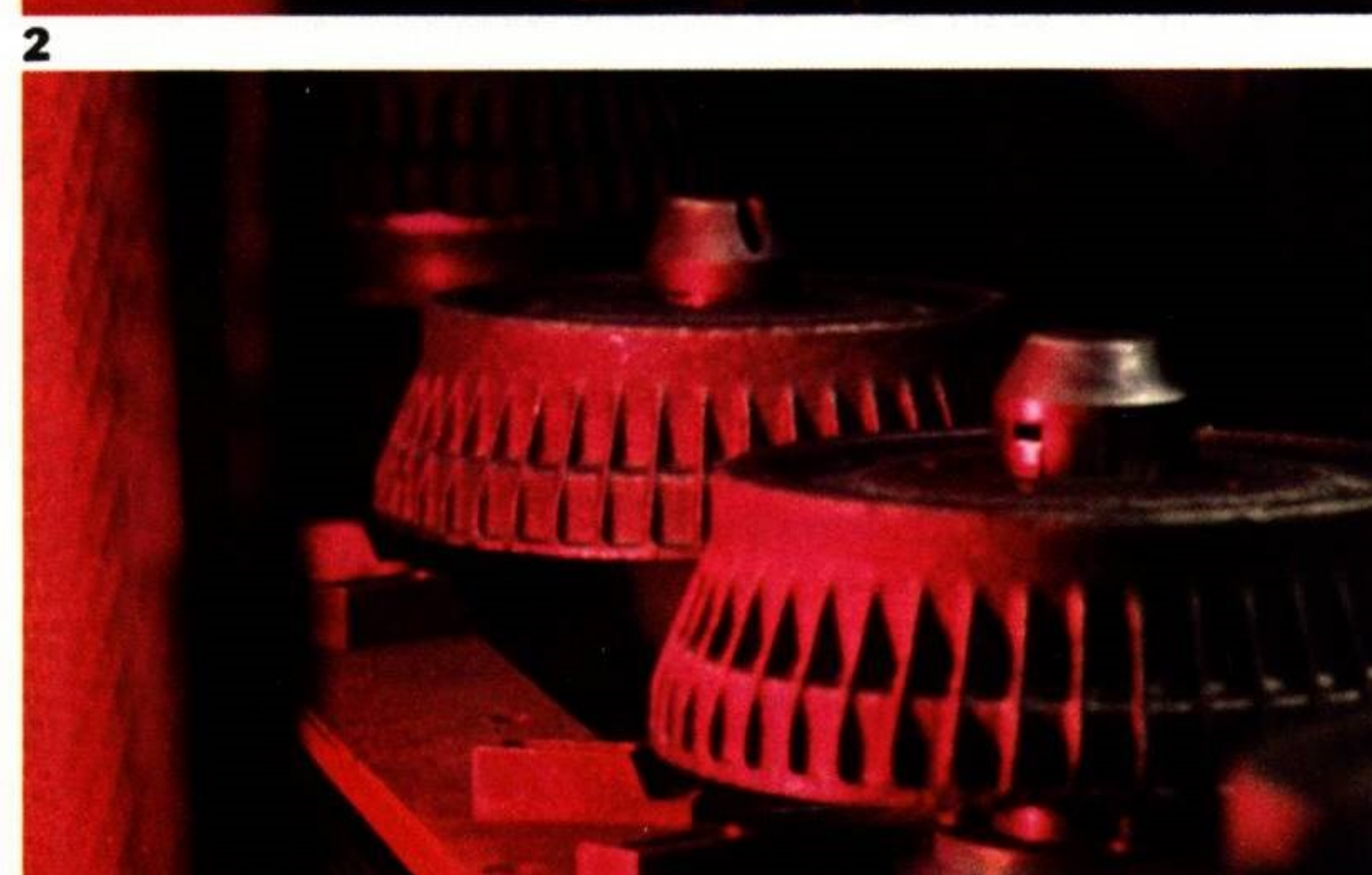
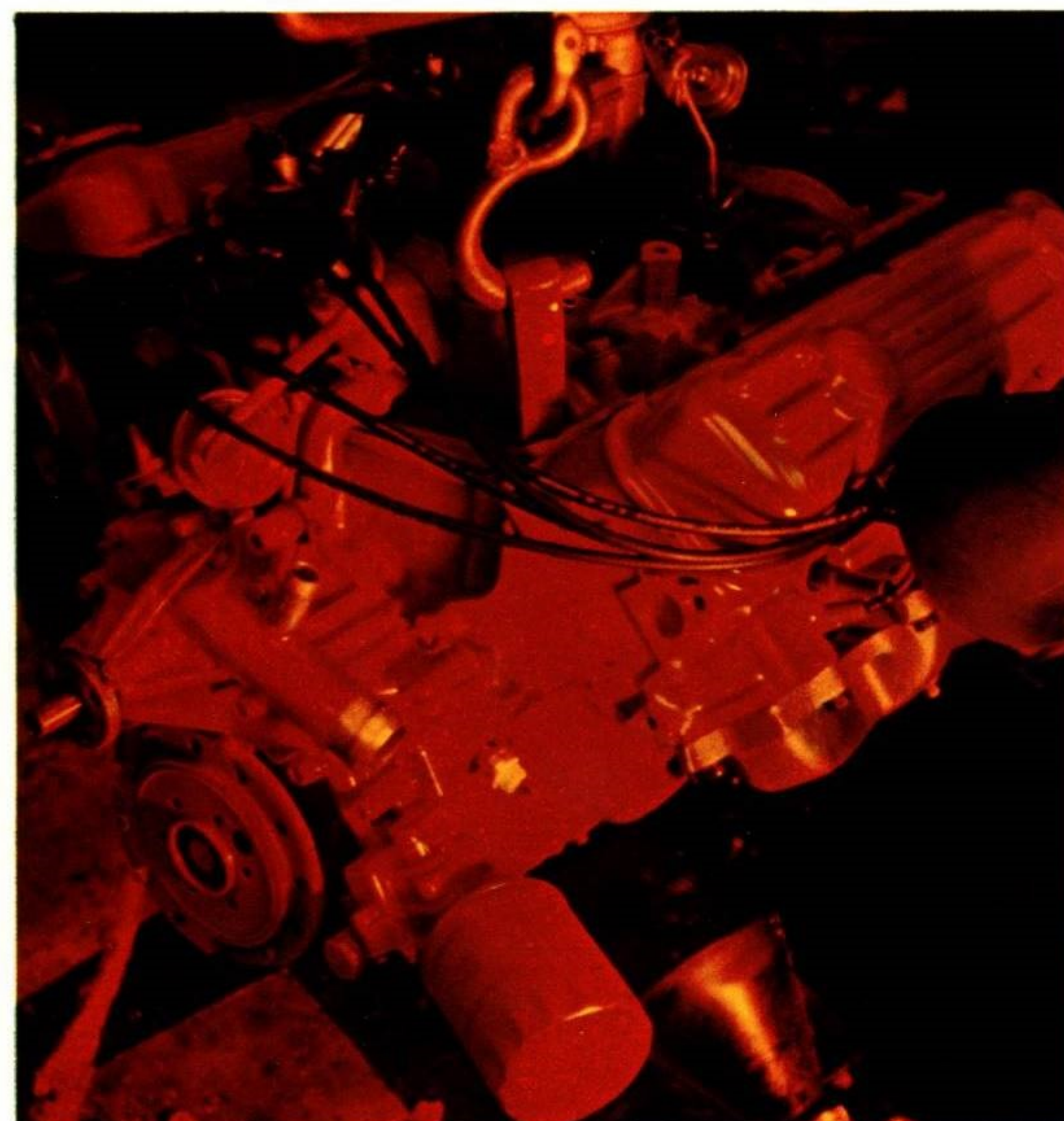
new computer test measures electrical impulses from a new car so precisely that if the tail lamp is out, we know about it without looking at the bulb.

**4 & 5.** When it comes to brake drums, we do one of the world's most precise balancing acts. We balance our brake drums on

machines. Automatically. Then, if the drum doesn't balance perfectly, we machine away the metal that has no business being there. Ever so carefully. Result: a more permanent, better-balanced rotating part.

**6.** To check transmission, axle and driveline durability

we run rock cycle tests. When you're stuck in sticky-going, you rock back and forth from drive to reverse until you're out. We do the same thing. But at wide open throttle. Just to be sure our drivetrain can take your kind of rocking later on.





Centurion Hardtop Coupe.

Whether it's a family car or a very personal road car, depends on whether your family is with you or not. **1973 Centurion.**





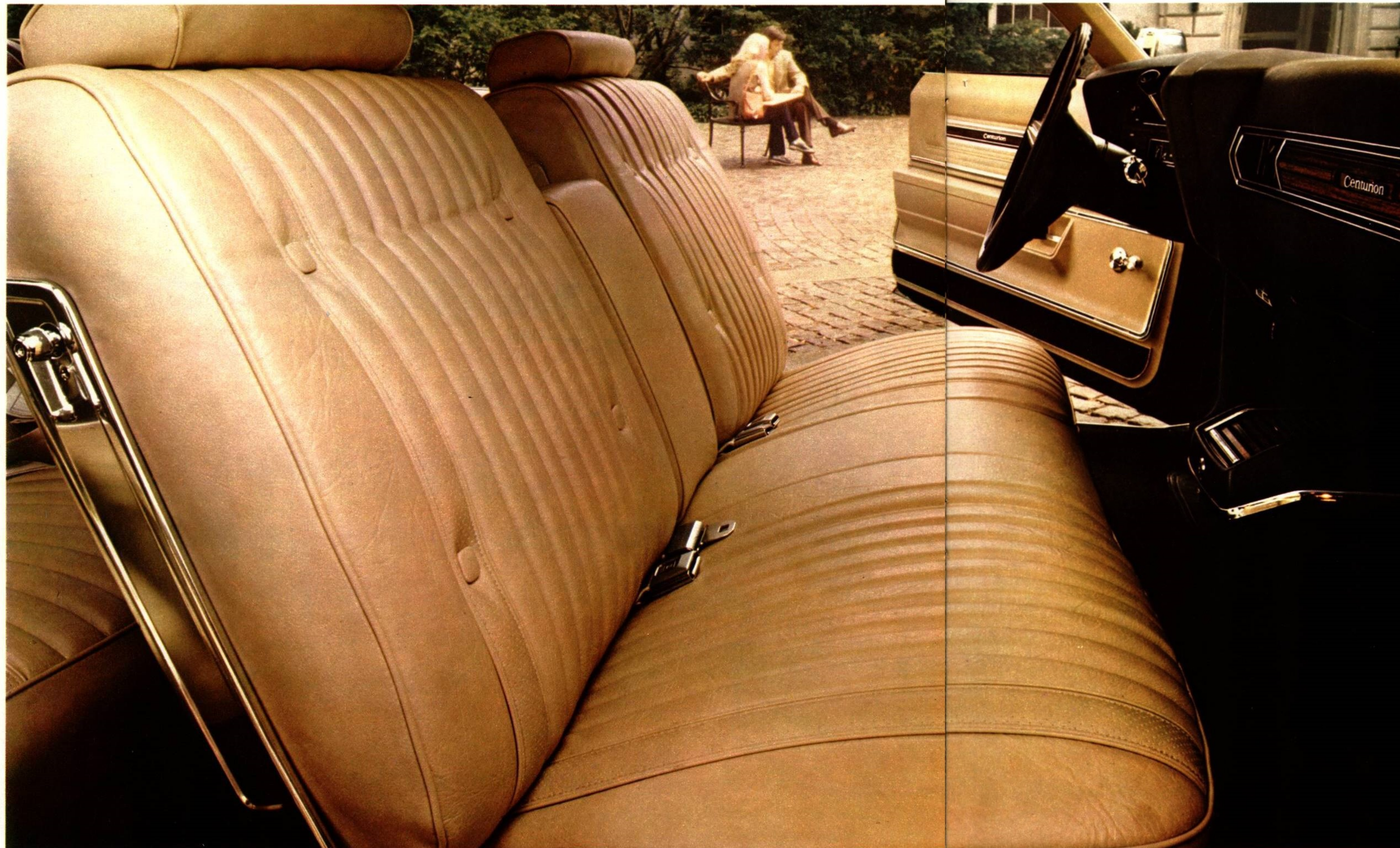
Centurion Hardtop Sedan (foreground), Centurion Convertible.

**1973 Centurion.**





**1. Oxen-grain Expanded Vinyl and Madrid-grain Vinyl Notchback seat standard in Centurion Hardtop Coupe and Hardtop Sedan in Green, Sandalwood, Saddle or Black.**



**2. Manchester Cloth and Madrid-grain Vinyl 60/40 Notchback seat available in Centurion Hardtop Coupe and Hardtop Sedan in Blue or Sandalwood.**

**3. Manchester Cloth and Madrid-grain Vinyl Notchback seat standard in Centurion Hardtop Sedan in Blue or Sandalwood.**

**4. Oxen-grain Expanded Vinyl and Madrid-grain Vinyl 60/40 Notchback seat available in Green, Sandalwood, Saddle or Black. Standard in Centurion Convertible, available in Centurion Hardtop Coupe and Hardtop Sedan.**



2



3



4

## 1973 Centurion.

### 1973 Centurion specifications.

#### Engines, transmissions and axle ratios.

**Engine, standard:**  
350 C.I.D. V-8.  
Carburetion: 4-barrel.

**Engine, available:**  
455 C.I.D. V-8.  
Carburetion: 4-barrel.

**Engine, available:**  
455 C.I.D. V-8.  
Carburetion: modified 4-barrel with dual exhaust.

**Transmission, standard:**  
Turbo Hydra-matic 375B automatic.

**Transmission, available:**  
Turbo Hydra-matic 400 automatic (with 455 C.I.D. V-8 engine).

**Axle Ratio: 3.08:1. Please consult your Buick dealer for information on available ratios.**

### Inside the Centurion. (approx. inches)

**Hardtop Coupe:** Front head room: 38.1; Rear head room: 37.1; Front leg room: 42.6; Rear leg room: 35.8; Front shoulder room: 64.3; Rear shoulder room: 62.2.

**Hardtop Sedan:** Front head room: 38.4; Rear head room: 37.4; Front leg room: 42.6; Rear leg room: 38.8; Front shoulder room: 64.3; Rear shoulder room: 63.3.

**Convertible:** Front head room: 38.9; Rear head room: 38.1; Front leg room: 42.6; Rear leg room: 35.8; Front shoulder room: 64.3; Rear shoulder room: 61.7.

### Outside the Centurion. (approx. inches)

**Hardtop Coupe:** Length: 224.2; Width: 79.6; Height: 53.6; Wheelbase: 124.0.

**Hardtop Sedan:** Length: 224.2; Width: 79.6; Height: 53.8; Wheelbase: 124.0.

**Convertible:** Length: 224.2; Width: 79.6; Height: 54.2; Wheelbase: 124.0.



### Some special Centurion features.

**New Exhaust Gas Recirculation (EGR) and Air Injection Reactor (AIR) emission control systems, evaporative emission control system, AccuDrive, side guard beams, new computer-selected chassis springs, trued tires and concentric wheels, Full-Flo**

**ventilation, inward-folding convertible top, carpeting front and rear, custom steering wheel, deluxe wheel covers, new larger rear window on Hardtop Coupe and many more.**

**For further information on features, standard and available equipment, see your Buick dealer.**



# We ride a car unmercifully until it rides the way a Buick should.

**1.** Out on the ride and handling loop at the Proving Grounds, Buick people take over where even our most sophisticated machinery has to leave off. Here, we judge ride and handling. Here, we look for the intangibles that make Buick's ride and feel so special among cars. The road surfaces range

from smoothest asphalt to railroad crossings to worse. In the famous "G" turn, we put Buicks through handling stresses you'd probably drive a lifetime and never experience.

**2.** Not all of our '73 test driving was as unusual as the dust

runs at our desert Proving Ground to check sealings and body tightness. **3.** We drive our new models just like you do, too. We pack our suitcases and head cross country on extended car development trips. Every year, we criss-cross the country, often in disguised models, proving new

Buicks on the same roads you use—in your kind of driving.

**4.** Our search for the ultimate ride continues right into the manufacturing plant. As far as we know, Buick is the only auto maker to do wheel balancing completely automatically. And then we turn around and auto-

matically check them a second time, for assurance that these wheels will be as perfectly balanced as possible.

**5.** Long before the first '73s were built, we began giving '73 components a going over. In the laboratory we start with machines like this one called

our "Mountain Goat". It's rigged to test front suspensions. The off-center drums beneath the wheels turn wildly, creating an exaggerated twisting, straining movement that would be hard to match anywhere outdoors. If a suspension can take it in here, then we try it outdoors.

**6.** And we can be just as hard on an axle in the lab as out on some tortuous test road. One of our labs has a special axle dynamometer that can actually duplicate the loads an axle faces under severe running conditions. We can simulate the load of climbing a mountain. Or towing a heavy trailer.

Combined with actual running tests, laboratory research like this has had a big hand in developing Buick's strong, quiet drivelines.



1



2



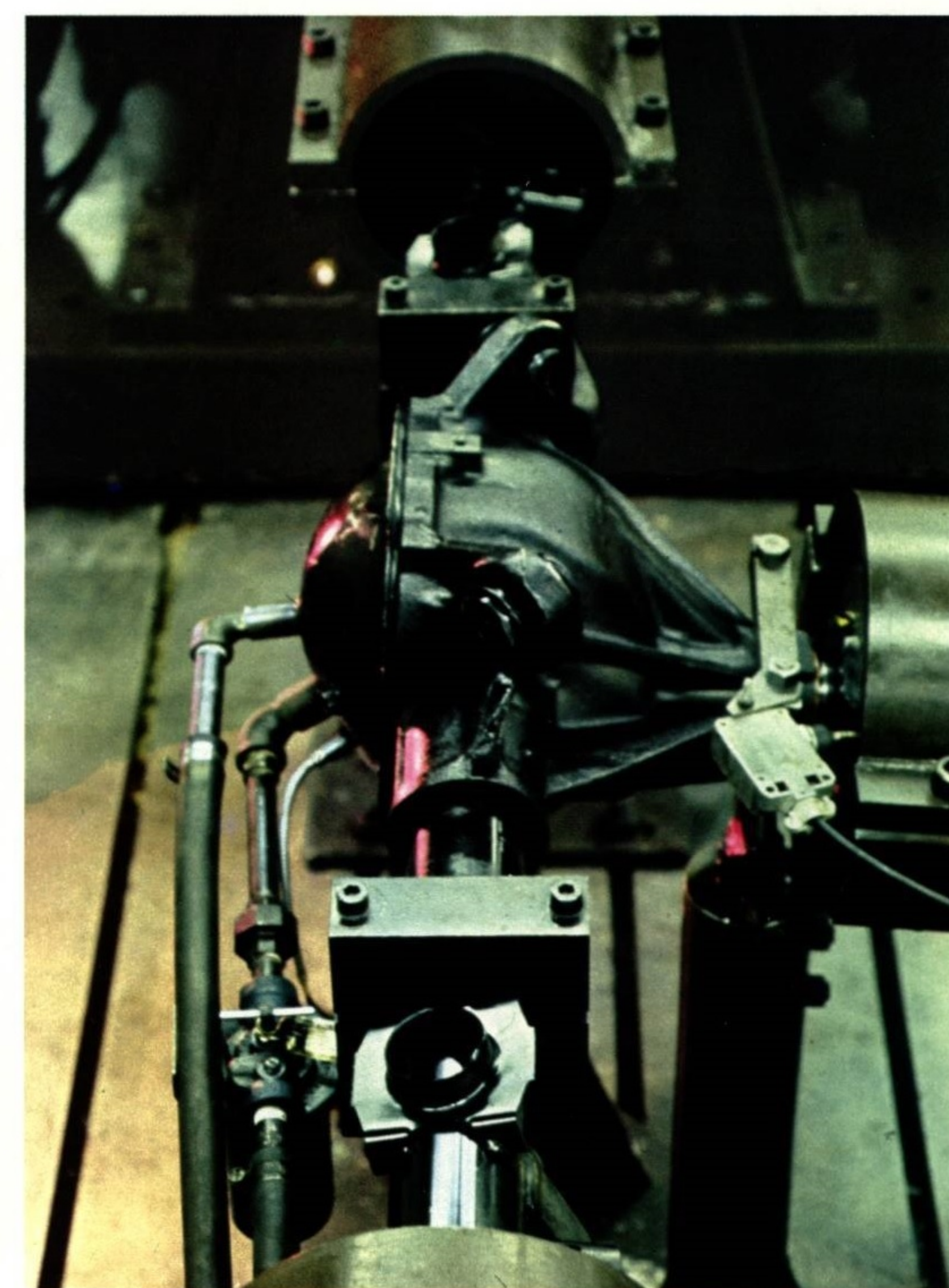
3



4



5



6



Estate Wagon.

The luxury car that's also a station wagon. **1973 Estate Wagon.**



1. Manchester Cloth and Madrid-grain Vinyl 60/40 Notchback seat available in 3-seat Estate Wagon in Saddle.



2. Oxen-grain Expanded Vinyl and Madrid-grain Vinyl 60/40 Notchback seat available in 2-seat and 3-seat Estate Wagon in Sandalwood, Saddle or Green.

3. Oxen-grain Expanded Vinyl and Madrid-grain Vinyl Notchback seat available in 2-seat and 3-seat Estate Wagon in Green, Sandalwood or Saddle.

4. Oxen-grain and Madrid-grain Vinyl Bench seat standard in 2-seat and 3-seat Estate Wagon in Blue, Green or Saddle.



2



3



4

## 1973 Estate Wagon.

### 1973 Estate Wagon specifications.

#### Engine, transmission and axle ratios.

Engine, standard:  
455 C.I.D. V-8.  
Carburetion: 4-barrel.

Transmission, standard:  
Turbo Hydra-matic 400  
automatic.

### Inside the Estate Wagon. (approx. inches)

2-Seat Model: Front head room:  
39.6; Rear head room: 39.3;  
Front leg room: 42.6; Rear leg  
room: 39.9; Front shoulder  
room: 64.3; Rear shoulder  
room: 63.3.

3-Seat Model: Front head room:  
39.6; Rear seat head room:  
39.4; Third seat head room:  
37.8; Front leg room: 42.6;  
Rear seat leg room: 37.9; Third  
seat leg room: 35.6; Front  
shoulder room: 64.3; Rear seat  
shoulder room: 63.3.

### Outside the Estate Wagon. (approx. inches)

2-Seat and 3-Seat Models:  
Length: 229.5; Width: 79.6;  
Height: 57.3; Wheelbase:  
127.0.

### Some special Estate Wagon features.

Variable ratio power steering, computer-selected chassis springs, L78-15 bias belted tires, new Exhaust Gas Recirculation (EGR) and Air Injection Reactor (AIR) emission control systems, evaporative emission control system, Glide-Away tailgate for easy cargo loading, power tailgate window, side guard beam construction, self-adjusting power front disc brakes, AccuDrive, Delcotron generator, Full-Flo ventilation, left and right outside rear view mirrors, semi-closed cooling system with new windshield washer and radiator overflow coolant reservoirs, time-modulated carburetor choke control, four-jet windshield washer and much more.

For further information on features, standard and available equipment, see your Buick dealer.



## We submit that no other engine in the world is built like a Buick engine.

**1.** What would be the opposite of Bemidji, Minnesota, in the winter? Florida or Arizona in the summer. So we head there to conduct Buick starting and running hot tests. It was in such sweltering tests a few years ago, in fact, that we developed Buick's now-famous semi-closed cooling system.

Other car makers are now offering semi-closed cooling systems, but Buick is still a jump ahead with a semi-closed cooling reservoir molded integrally with the fan shroud in all 1973 Buicks.

**2.** Every Buick engine runs on air the first time it runs. We call

this "Air Motoring". It helps us make precise timing and balancing adjustments using advanced electronic equipment.

**3.** An engine's camshaft not only helps determine how smoothly the engine runs, but how cleanly. A precisely ground camshaft is one necessary

ingredient for minimal exhaust emissions. To keep all Buick camshafts extremely precise, every camshaft grinding machine in the Buick plant is checked by computer at least once a day. A job that used to take over 3 hours is now done in less than 20 minutes with ultra-precision.

And critical cam tolerances are kept to within .0005 of an inch at all times.

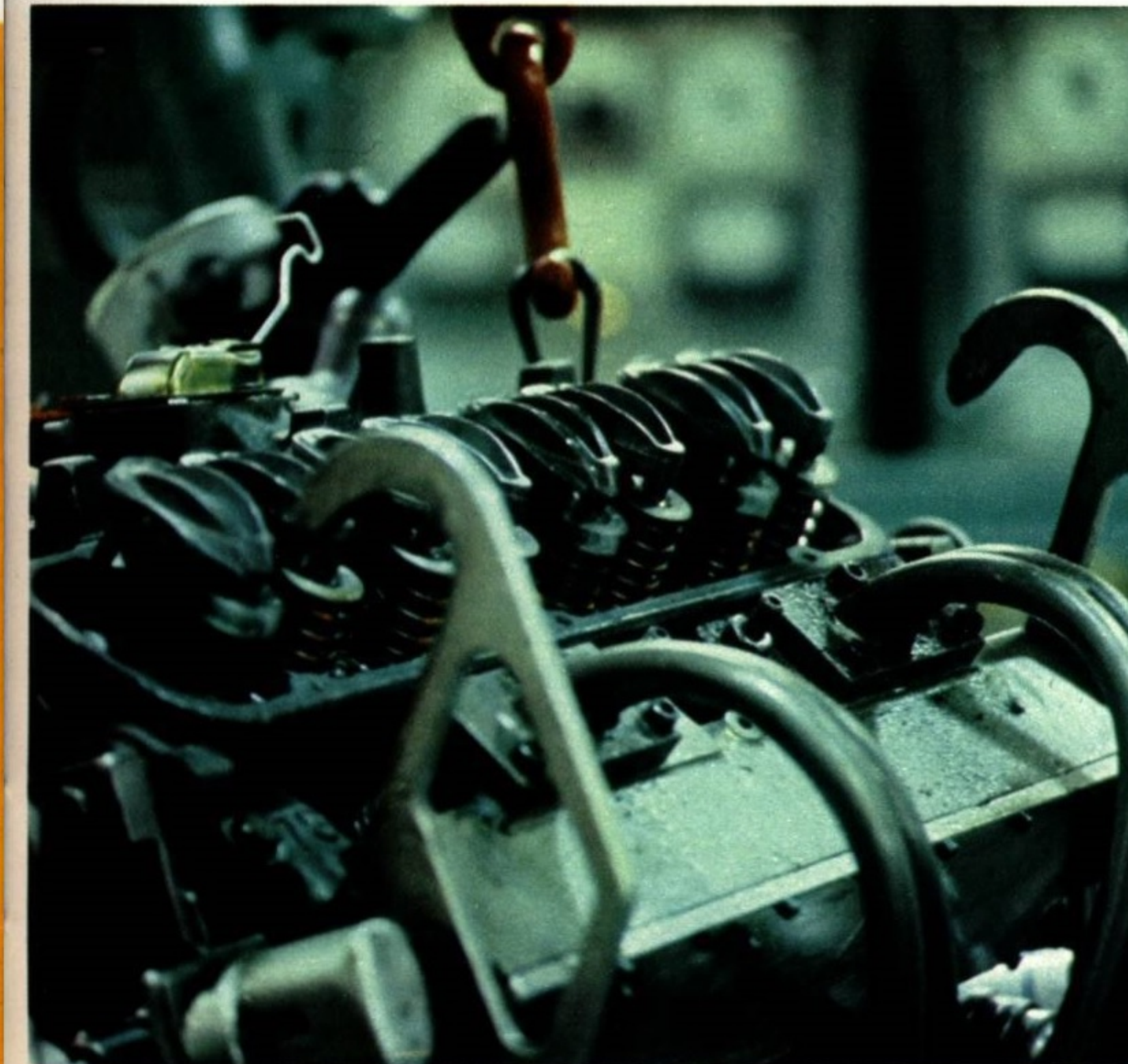
**4.** Soon after it's assembled, we run each engine on natural gas. At this stage of its life, every Buick engine gets an Electronic Power Analysis Check (nicknamed E-P.A.C.).

We run it for six minutes while we test power output. What's new and more accurate about this test is that it lets us check the power, cylinder by cylinder — rather than merely for the engine as a whole as before. Another Buick exclusive.

**5, 6 & 7.** Rest assured that

your new Buick when properly equipped is plenty of car for trailer towing. We know because we pull all kinds of trailers in testing. Including a special trailer with a built-in dynamometer that lets us regulate the size of the load behind us. This we can set to far exceed any ordinary trailer

—and we even do it in desert country at temperatures above 90 degrees to help ensure that your Buick is up to your trailering needs.



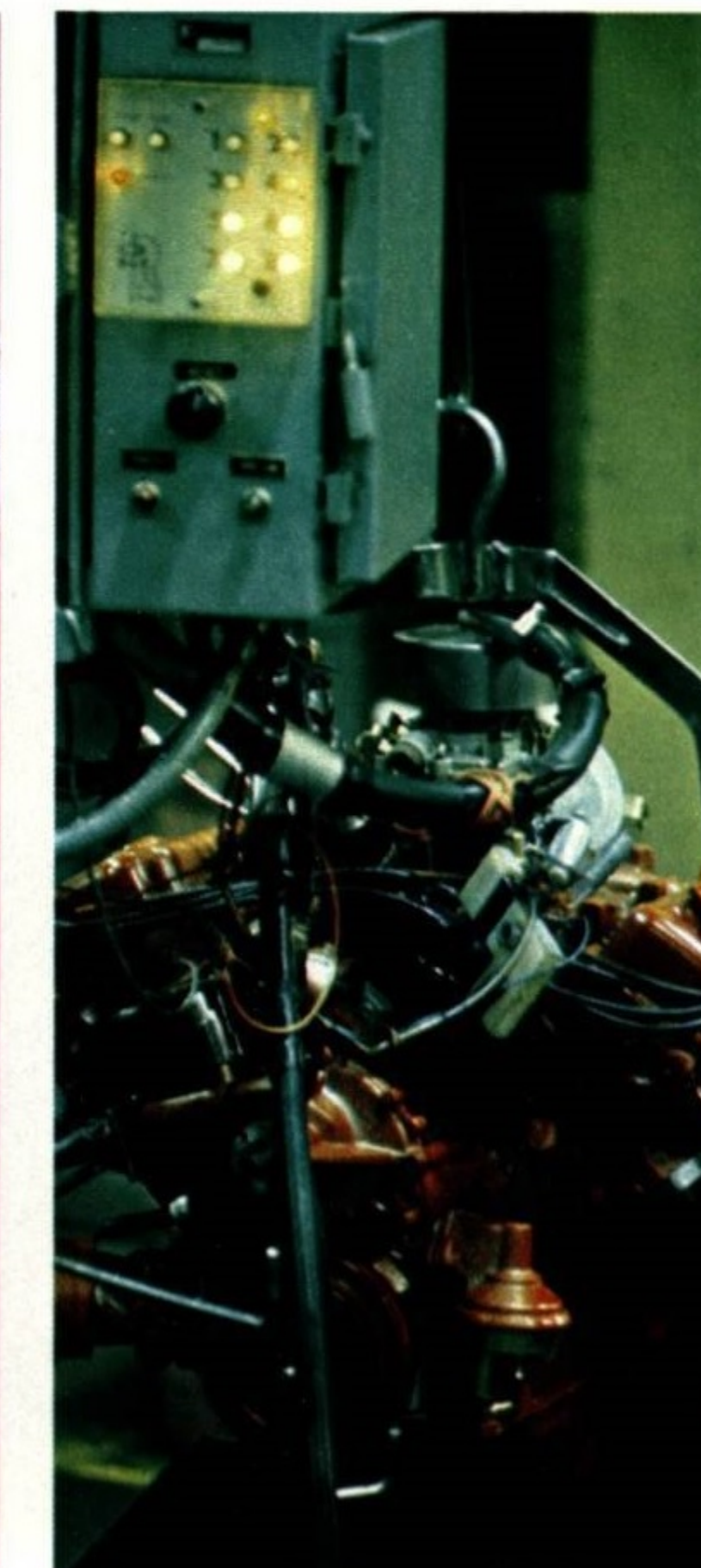
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Electra 225 Custom Hardtop Coupe.

When luxury comes to you as naturally as it does to the ultimate Buick, you don't have to shout it. **1973 Electra 225.**





Electra 225 Custom Hardtop Sedan.

1973 Electra 225.





1. Georgian Cloth and Madrid-grain Vinyl 60/40 Notchback seat available in Electra 225 Limited Hardtop Coupe and Hardtop Sedan in Green, Blue, Sandalwood or Black. Not shown: Georgian Cloth and Madrid-grain Vinyl Bench seat available in Electra 225 Limited Hardtop Sedan in Green, Blue, Sandalwood or Black.



2. Oxen-grain Expanded Vinyl and Madrid-grain Vinyl Bench seat available in Electra 225 Limited Hardtop Sedan in Saddle. Not shown: Oxen-grain Expanded Vinyl and Madrid-grain Vinyl 60/40 Notchback seat available in Electra 225 Limited Hardtop Coupe and Hardtop Sedan in Saddle.

3. Bravo Cloth and Madrid-grain Vinyl 60/40 Notchback

seat available in Electra 225 Custom Hardtop Coupe and Hardtop Sedan in Green, Blue or Sandalwood. Not shown: Bravo Cloth and Madrid-grain Vinyl Bench seat standard in Electra 225 Custom Hardtop Sedan in Green, Blue or Sandalwood.

4. Oxen-grain Expanded Vinyl and Madrid-grain Vinyl Notchback seat standard in Electra 225 Custom Hardtop Coupe and Hardtop Sedan in Green, White, Black or Burgundy.

5. Oxen-grain and Madrid-grain Vinyl Bench seat standard in Electra 225 Hardtop Coupe and Hardtop Sedan in Sandalwood or Black.

6. Grande Cloth and Madrid-grain Vinyl Bench seat standard in Electra 225 Hardtop Coupe and Hardtop Sedan in Green, Blue or Sandalwood.



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## 1973 Electra 225.

### 1973 Electra 225 specifications.

Electra 225 and Electra 225 Custom.

Engine, transmission and axle ratios.

Engine, standard: 455 C.I.D. V-8. Carburetion: 4-barrel.

Transmission, standard: Turbo Hydra-matic 400 automatic.

Axle Ratio: 2.73:1. Please consult your Buick dealer for available ratios.

### Inside the Electra 225. (approx. inches)

Hardtop Coupes: Front head room: 38.8; Rear head room: 38.1; Front leg room: 42.6; Rear leg room: 40.6; Front shoulder room: 64.3; Rear shoulder room: 61.5.

Hardtop Sedans: Front head room: 39.3; Rear head room: 38.2; Front leg room: 42.6; Rear leg room: 41.3; Front shoulder room: 64.3; Rear shoulder room: 63.4.

### Outside the Electra 225. (approx. inches)

Hardtop Coupes: Length: 229.8; Width: 79.3; Height: 54.4; Wheelbase: 127.0.

Hardtop Sedans: Length: 229.8; Width: 79.3; Height: 54.9; Wheelbase: 127.0.

### Some special Electra 225 features.

Variable ratio power steering, power front disc brakes with composite cast iron rear drum brakes, AccuDrive, J78-15 bias belted tires, new Exhaust Gas Recirculation (EGR) and Air Injection Reactor (AIR) emission control systems, evaporative emission control system, integral voltage regulator and Delcotron, Full-Flo ventilation, remote controlled outside rear view mirror, side guard beam, instrument panel designed for easy serviceability, semi-closed cooling system and much more.

For further information on features, standard and available equipment, see your Buick dealer.



# We see to it that every Buick series knows every test on this page by heart.

**1. Bumper tests.** All Buick front bumpers for 1973 are designed to absorb energy uniformly. Air/hydraulic energy absorbers, mounted between frame and bumper, retract upon minor impact, to help cushion the shock.

Rear bumpers feature heavy gage face plates and mount-

ings, with full-width steel reinforcements. Protective impact strips and bumper guards are available for both front and rear bumpers on all 1973 Buicks.

**2.** The Buick engine plant has its own dynamometer and emission testing equipment right where the engines are

made to help ensure quality control and reliability.

**3 & 4. Brake tests.** Because a Buick owner once told us that he had to stop for traffic signals 21 times in a little over two miles on his way to work, we went there and tested brakes on that same street.

We test brakes there today as well as in the desert near Phoenix. In the mountains of Colorado and West Virginia. And extensively at the GM Proving Grounds in Michigan.

**5. Economy tests.** At the same time that we want Buicks to perform the best they can, we

also want them to do it as economically as they can. On cross-country economy runs, around test tracks and through complicated stop-and-go courses, we constantly check economy under varying fuel-air mixtures, carburetor settings, compression ratios and other factors to arrive at the engine

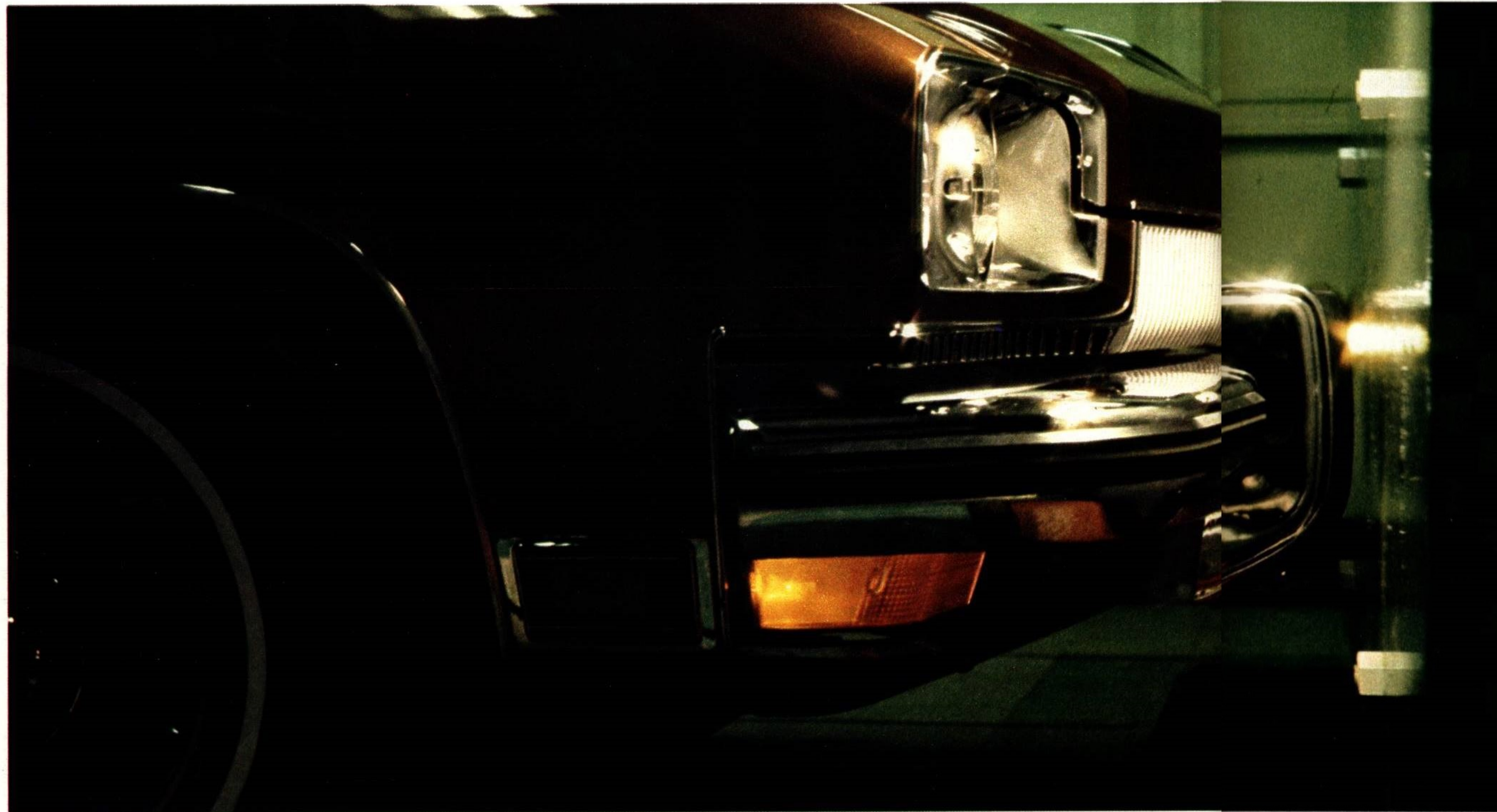
performance we want, at the economy you want.

**6. Power tests.** Buick engines constantly undergo laboratory endurance tests. One is the AMA Simulator where we run an engine the equivalent of 50,000 miles, automatically varying acceleration.

Three engines can be run like this at one time. Another test runs engines 20,000 miles non-stop at over 90 mph. When we switch off the lights at night, their manifolds are so hot, they glow red in the dark.

**7. Emission tests.** Through this advanced facility a regular

sampling of all new Buicks pass. Here we give complete running emission tests using the most modern equipment available. Once again, we use the precision of computer monitoring to help us check for reduction of engine emissions, while we look for new ways to bring them even lower.



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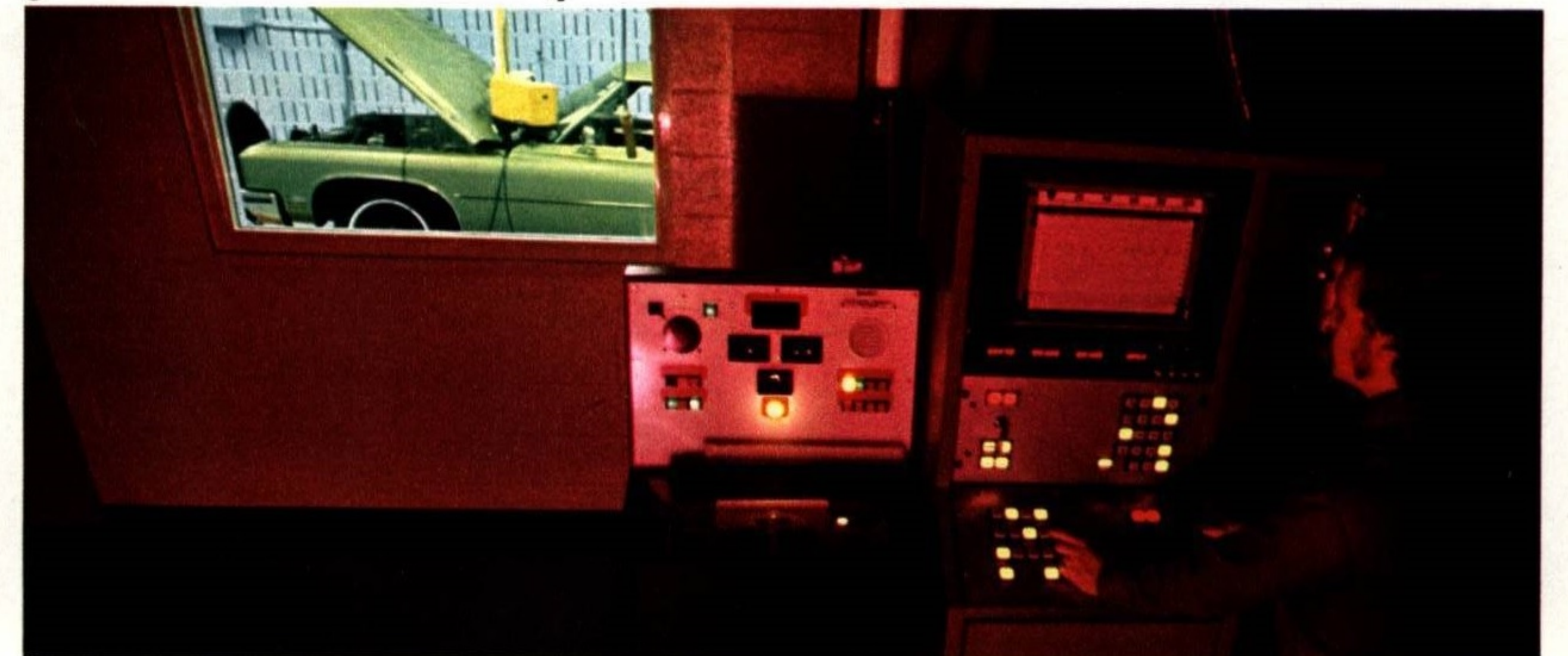
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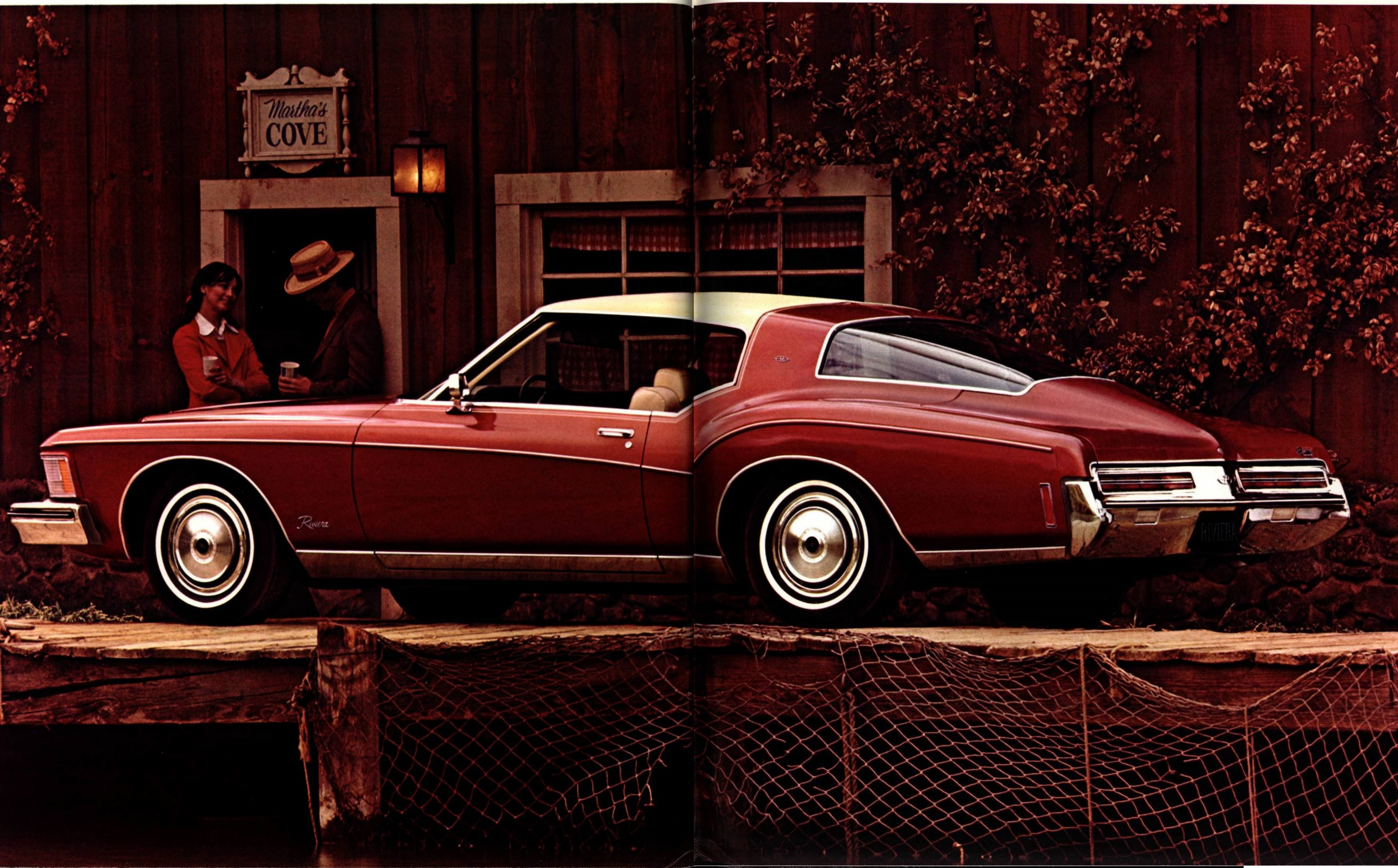


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Riviera Hardtop Coupe.

Nobody's yet been able to copy it. Maybe because we didn't copy it in the first place. **1973 Riviera.**





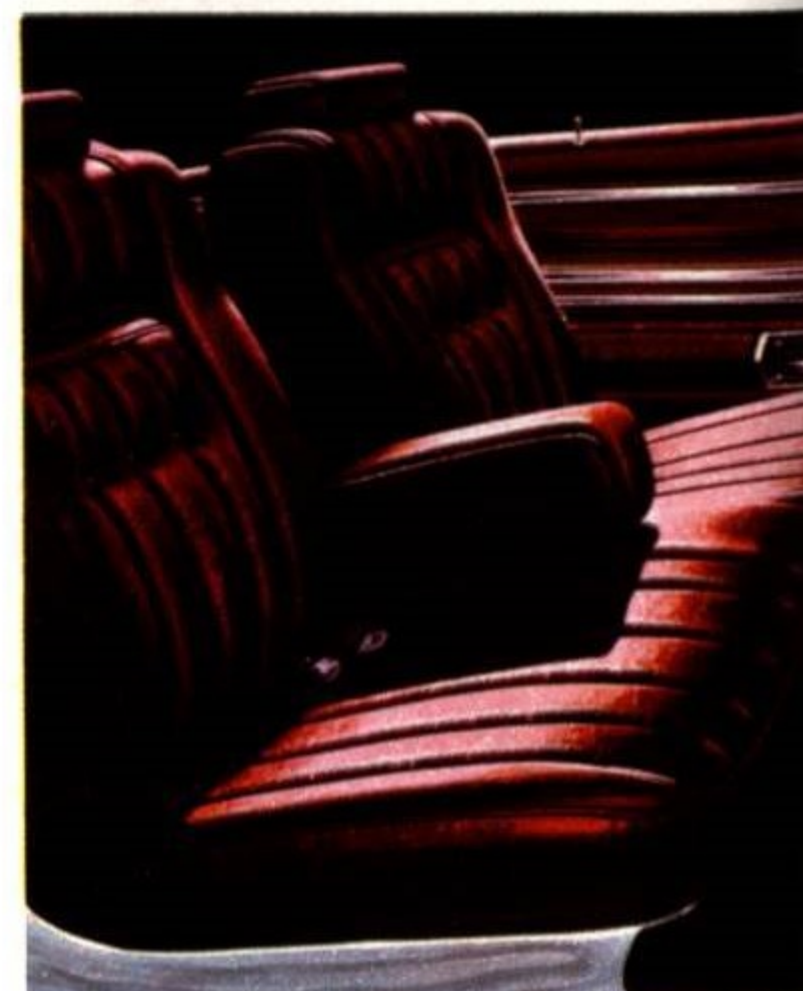
**1. Oxen-grain Expanded Vinyl and Madrid-grain Vinyl 40/40 seats available in Riviera in White, Saddle or Black.**



**2. Oxen-grain Expanded Vinyl and Madrid-grain Vinyl 60/40 Notchback seat available in Riviera in Green, Sandalwood, Saddle, Black or Burgundy.**

**3. Bravo Cloth and Madrid-grain Vinyl 60/40 Notchback seat available in Riviera in Blue, Sandalwood or Saddle.**

**4. Newport Knit Vinyl and Madrid-grain Vinyl 40/40 seats standard in Riviera in Sandalwood or Black.**



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## 1973 Riviera.

### 1973 Riviera specifications.

#### Engines, transmission and axle ratios.

**Engine, standard:**  
455 C.I.D. V-8.  
**Carburetion:** 4-barrel.

**Engine, available:** Stage 1 modified 4-barrel 455 C.I.D. V-8 engine with performance ratio, positive traction axle and special ornamentation.

**Transmission, standard:**  
Turbo Hydra-matic 400 automatic.

**Axle Ratios:** with standard engine: 2.93:1; with Stage 1 engine: 3.23:1 with positive traction.

#### Inside the Riviera. (approx. inches)

**Front head room:** 38.2; **Rear head room:** 37.0; **Front leg room:** 42.5; **Rear leg room:** 35.4; **Front shoulder room:** 64.3; **Rear shoulder room:** 59.3.

#### Outside the Riviera. (approx. inches)

**Length:** 223.4; **Width:** 79.9; **Height:** 54.0; **Wheelbase:** 122.0.

#### Some special Riviera features.

AccuDrive, variable ratio power steering, power front disc brakes, new durable stamped steel rocker arms, new computer-selected chassis springs for superb ride and handling, new windshield washer and radiator overflow coolant reservoirs integrated with the fan shroud, solenoid actuated throttle stop, new Exhaust Gas Recirculation (EGR) and Air Injection Reactor (AIR) emission control systems, evaporative emission control system, integral voltage regulator and Delcotron, brake proportioning valve and much more.

For further information on features, standard and available equipment, see your Buick dealer.





# We test, engineer and build every new car to exacting standards because that's the way a Buick becomes a Buick.

**1.** A 27% grade is against the law in most states today and for good reason. Which is precisely why General Motors had one built and why we test climb it with new Buick models. We're pretty sure if one of our new cars can handle this grade, it'll probably take any hill you'll ever be climbing later.

**2 & 5.** Belgian blocks and German "G" blocks aren't something you're likely to come across here in North America. But because of the special pounding they can give a new car, we have stretches paved with both at the Proving Grounds. We do a lot of ride evaluating here. Plus constant

refining of new Buick suspensions. **3.** Often, actual driving tests will bring us back to the lab for a closer look under more precise, controlled laboratory conditions. Say a test driver uncovers a noise or vibration outdoors. At Buick, we have a

completely equipped indoor vibration lab where we can accurately duplicate outside conditions. Using electronic equipment we can study the problem much more exactly for finer results.

**4.** We water test Buicks both indoors and out. Outdoors, we

run back and forth through six inches of water in a thousand foot long water trough. If the engine or electrical works aren't properly sealed, we'll find out. Inside our Final Car Audit, a steady sampling of new Buicks get a concentrated four minute drenching top, sides and

bottom as we constantly look for the slightest water leaks.

**6.** Getting out of stuff like ice, mud and snow is enough to strain the insides of any rear axle. Which is why we have a little test called the cross shaft axle score test that can really apply the strain back there.

With a rear wheel in a water trough, a Buick test driver accelerates to the equivalent of 80 mph. As the water sprays away, the car suddenly bolts forward with a test of differential and bearings we doubt you'll ever match. Work that goes on year-round to constantly maintain and

constantly improve a kind of car that has come to be known as distinctly Buick.



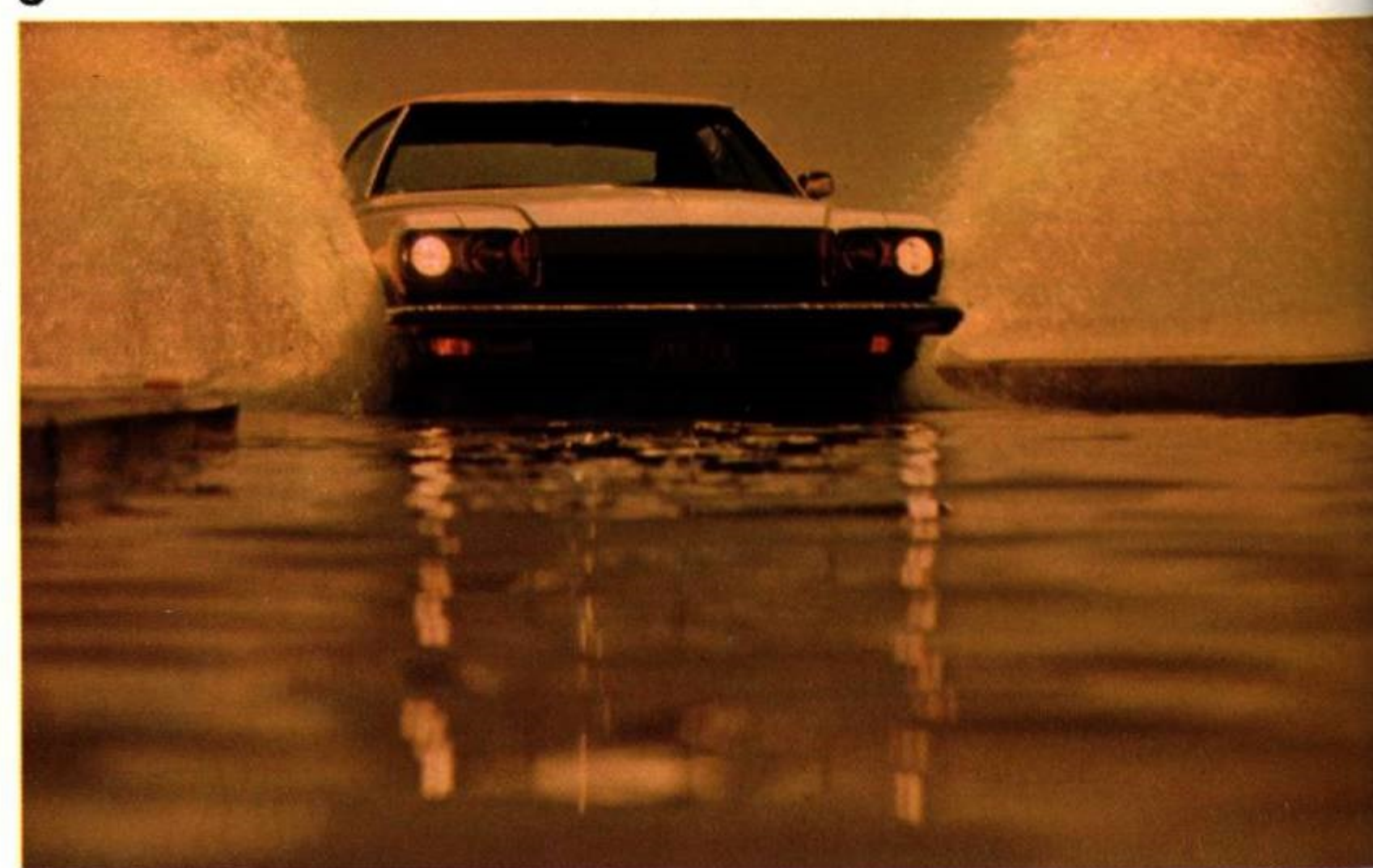
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## Features like these make a Buick, a Buick.

For smooth idle and clean engine operation, every new Buick has:

An EGR system with low temperature cutout and integral passages for routing exhaust gases.

An AIR system with integral passages for routing air.

A time-modulated carburetor choke control.

Positive Crankcase Ventilation.

A solenoid throttle stop.

The ability to run on either no-lead or low-lead fuels.

Complete evaporative emission control system.

Every new Buick has these occupant protection features:

Fuel tank impact security.

Glove box and console door latch impact security.

Smooth contoured door and window regulator handles.

Soft, low profile window control knobs, coat hooks, dome lamp.

Automatic locking seat belt retractors—front and rear outboard passengers.

Shoulder belt anchorages for rear seat outboard occupants.

Pressure lock radiator cap.

High strength front seat anchorages and construction.

High strength rear seat retention.

Outside rear view mirror (driver and passenger on full size wagons).

Dual master cylinder brake system with warning light.

Stamped steel door hinges.

Starter safety switch.

Seat belts with pushbutton buckles for all passenger positions.

Single buckle seat and shoulder belts for driver and right front passenger (with reminder light and buzzer).

Two front seat head restraints.

Energy absorbing steering column.

Passenger guard door locks with forward mounted lock buttons.

Safety door latches and hinges.

Folding seat back latches.

Energy absorbing padded instrument panel and front seat back tops (station wagons have front and intermediate seat back tops).

Contoured windshield header (except convertibles).

Thick laminate windshield.

Padded sun visors.

Safety armrests.

Safety steering wheel.

Cargo Guard (except wagons).

Side guard beam.

Contoured full roof inner panel (except convertibles).

Dual action safety hood latches.

Every new Buick has these accident prevention features:

New front and rear bumper systems.

Safety wheel rims.

Headlamp aiming access provision.

Low glare instrument panel top, inside windshield moldings, wiper arms and blades, and steering wheel metallic surfaces.

Uniform shift quadrant.

No winged wheel nuts, discs and caps.

Self-adjusting brakes.

Illumination of windshield wiper and washer, heater and defroster controls.

Side marker lights and reflectors (front side marker lights with directional signal).

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).

Every new Buick has this anti-theft equipment:

Anti-theft ignition key warning buzzer.

Anti-theft steering column lock.

Inside hood latch release.

Multiple key combinations.

Visible vehicle identification.

Tamper-resistant odometer with telltale feature.

## Available equipment like this helps make it possible for you to order your 1973 Buick in over a million different ways:

AM/FM stereo radio and tape player.

Center consoles.

Power seats.

Climate Control air conditioning (Automatic Climate Control is also available on LeSabres, Centurions, Estate Wagons, Electra 225's and Rivas).

Power windows.

Custom seat and shoulder belts.

Remote controlled outside mirror (standard on Electra 225 and Riviera).

Electric trunk release.

Sun Roof.

Soft-ray tinted glass.

Rear window defogger.

Sunshade map light.

Electric clock.

Tilt steering wheel (standard on Riviera).

Cornering lights (available on all LeSabres, Centurions, Estate Wagons, Electra 225's and Rivas).

Speed alert.

Front lamp monitors—permit monitoring front light operation from driver seat (available on LeSabres, Centurions, Estate Wagons, Electra 225's and Rivas).

Sun Coupe.

Luggage rack for wagons.

Bumper guards and protective side moldings.

Vinyl tops.

Styled wheels.

MaxTrac—Buick's computerized traction control system. Helps prevent excessive rear wheel slip on slippery surfaces (available on all LeSabres, Centurions, Estate Wagons, Electra 225's and Rivas).

Automatic level control.

Maintenance free energizer.

The equipment listed above is available on most Buick models. Consult your dealer for complete information.

Buick Motor Division, General Motors Corporation, reserves the right to make changes at any time, without notice, in prices, colors, materials, equipment, specifications, and models and also to discontinue models. Some of the equipment shown or described throughout this catalog is available at extra cost.



**Buick. Solid feeling for '73.**



**Riviera Hardtop Coupe.**



**Buick. Solid feeling for '73.**



**Riviera Hardtop Coupe.**

# **Buick 1973**



**Regal Colonnade Hardtop Coupe.**

**Buick.  
The solid feeling.**