

# Buick 1973

The solid feeling.



Regal Colonnade Hardtop Coupe.



## CENTURY



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.

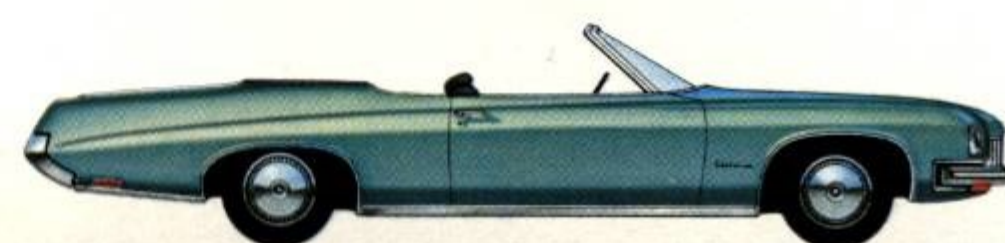


4-door Sedan.

## 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.

Table of contents:	Regal Colonnade Hardtop Coupe .....	2
	Century Luxus Colonnade Hardtop Coupe .....	4
	Century Luxus Colonnade Hardtop Sedan .....	4
	Gran Sport Colonnade Hardtop Coupe .....	6
	Century 350 Colonnade Hardtop Coupe .....	8
	Century 350 Colonnade Hardtop Sedan .....	8
	Century Colonnade Hardtop Coupe .....	9
	Century Colonnade Hardtop Sedan .....	9
	Century Luxus Station Wagon .....	10
	Century Station Wagon .....	10
	Century interiors and specifications .....	11
	LeSabre Hardtop Coupe .....	12
	LeSabre Custom Hardtop Sedan .....	14
	LeSabre Custom 4-door Sedan .....	14
	LeSabre interiors and specifications .....	15
	Centurion Hardtop Coupe .....	16
	Centurion Hardtop Sedan .....	18
	Centurion Convertible .....	18
	Centurion interiors and specifications .....	19
	Estate Wagon .....	20
	Estate Wagon interiors and specifications .....	21
	Electra 225 Custom Hardtop Coupe .....	22
	Electra 225 Custom Hardtop Sedan .....	24
	Electra 225 interiors and specifications .....	25
	Riviera Hardtop Coupe .....	26
	Riviera interiors and specifications .....	28
	1973 Buick engine, safety and anti-theft features .....	29
	1973 Buick options and accessories .....	29

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. See page 29 for more information and check with your Buick dealer for complete information.



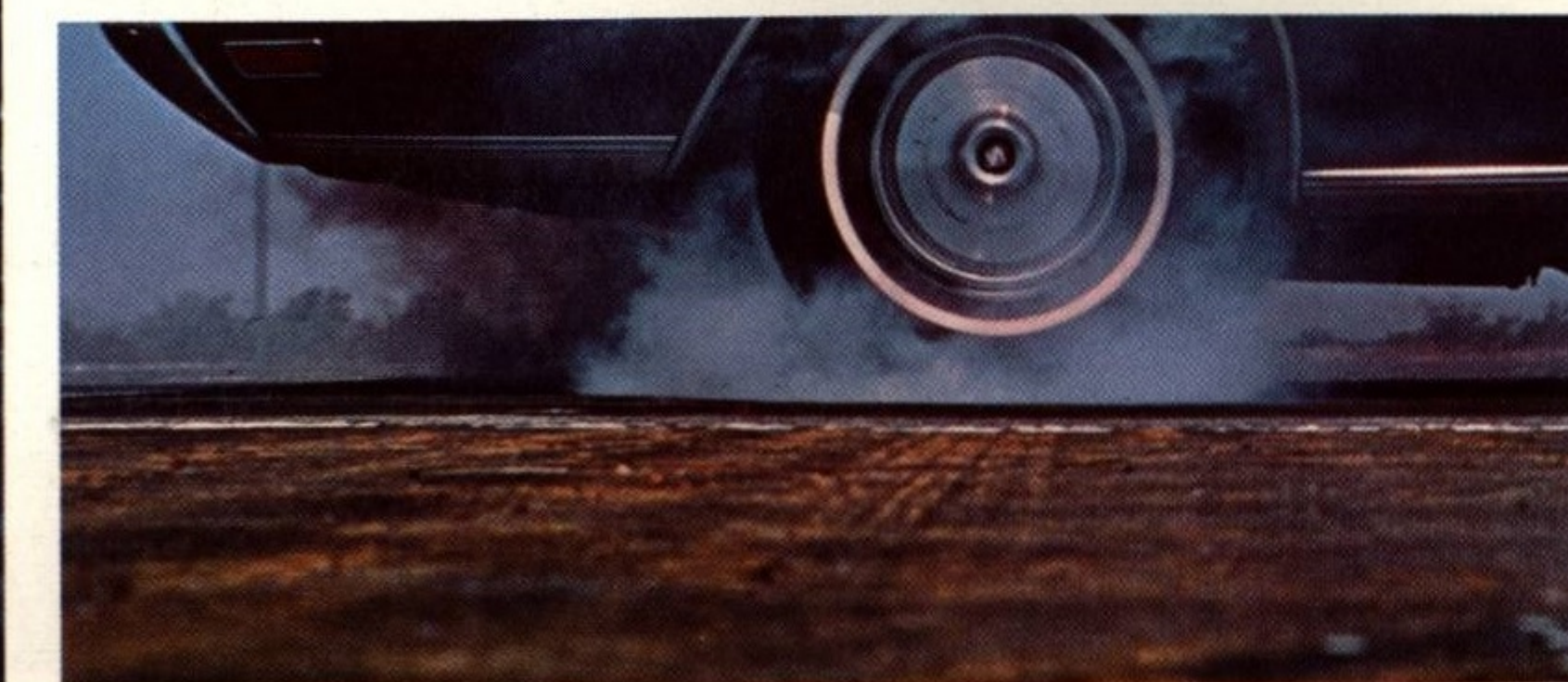




## 1973 Century.

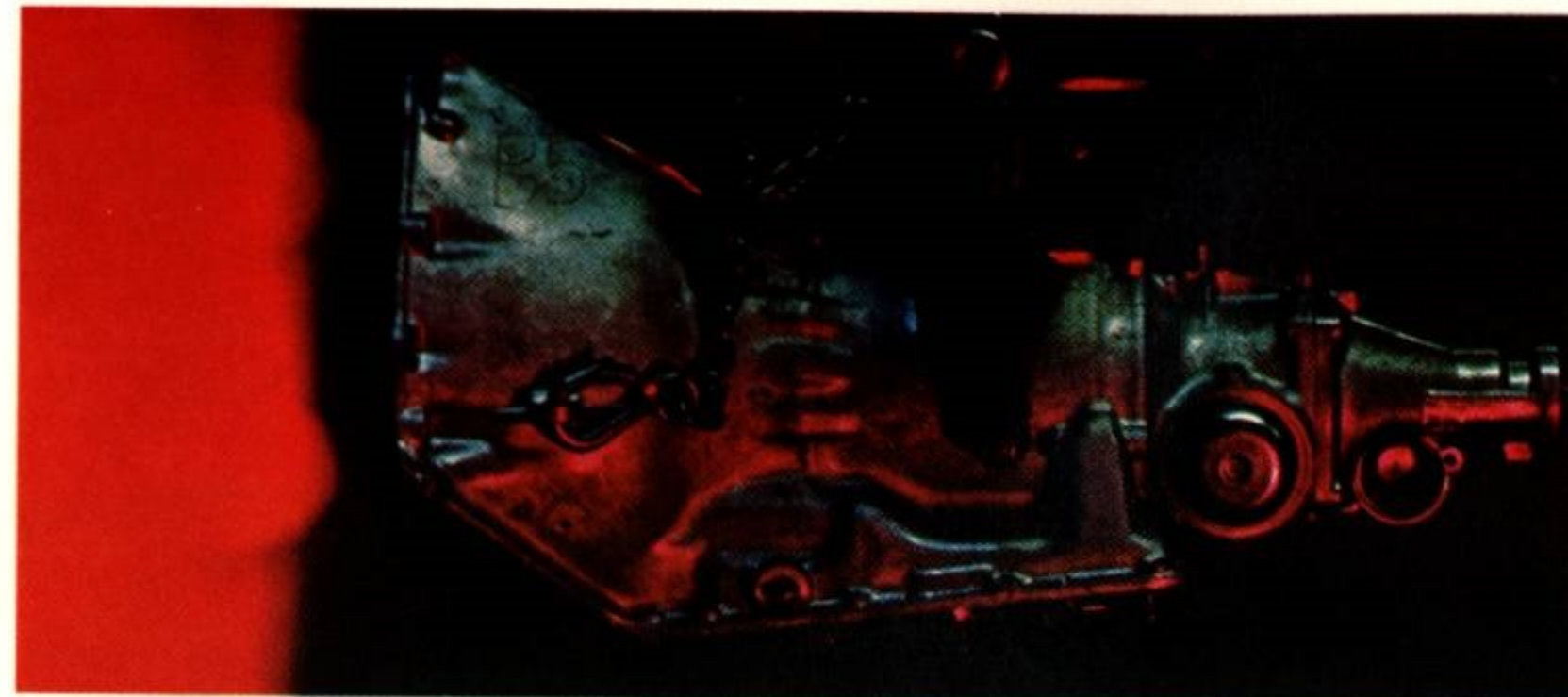


Before a Buick becomes a Buick, every new model has to spend time in places like Florida or Arizona. In the summer. We head there to conduct Buick starting and running hot tests. It was in such sweltering tests a few years ago, that we developed Buick's now-famous semi-closed cooling system. Other car makers now offer 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 Buick '73's. ■ 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. So do we. But at wide open throttle. Just to be sure your drivetrain can take it and then some.

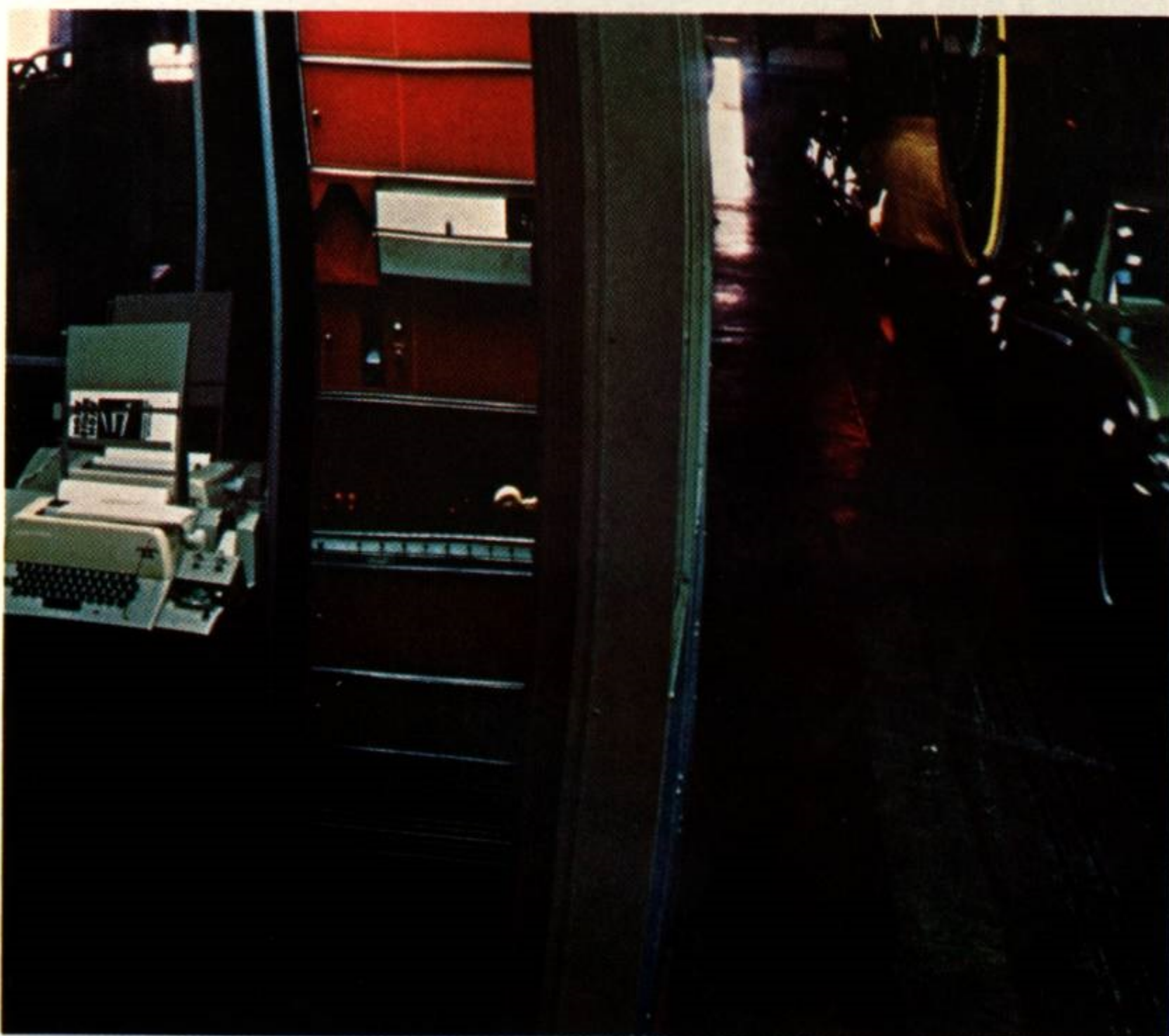




Century Luxus Colonnade Hardtop Coupe (foreground), Century Luxus Colonnade Hardtop Sedan.



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. Just like so many other important automotive quality developments, this kind of total, exhaustive transmission checking was pioneered by Buick. ■ And if a new Buick's glove box light doesn't light, we want to know it. 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 product quality). This new computer test measures electrical impulses from a car so precisely that if the tail lamp isn't working, we know about it without even having to look at the bulb.



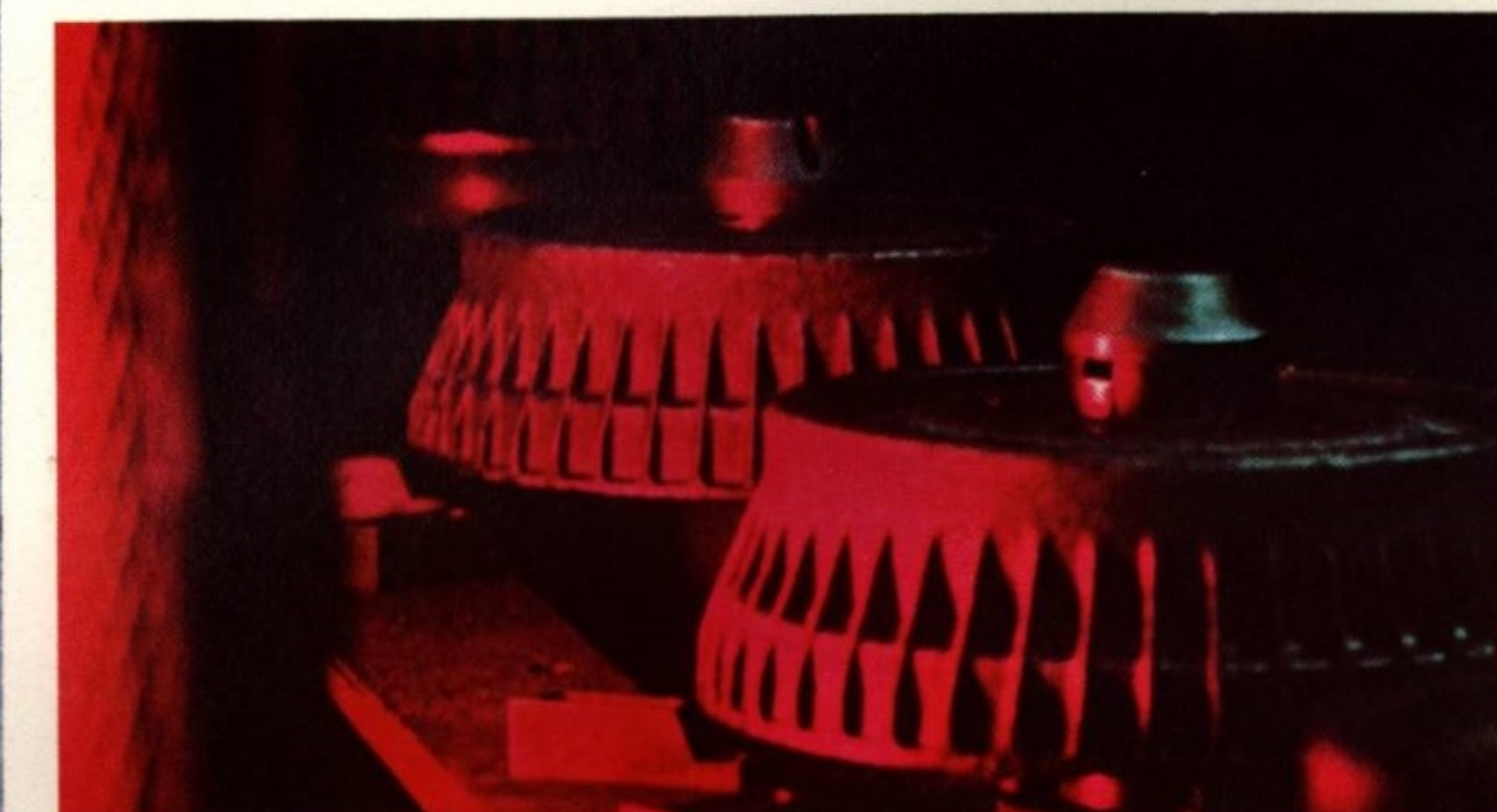




## 1973 Century.



Belgian blocks and German "G" blocks aren't the sort of things you're likely to come across in your travels here in North America. But because of the special pounding they can give a new car, we have stretches paved with both kinds at the General Motors Proving Grounds. We do a lot of our ride evaluating here. And at the same time we're constantly refining new Buick suspensions. ■ Back at the Buick plant, 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.





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



# 1973 Century.

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







### ENGINES

**Standard:**

**350 C.I.D. V-8.**  
Carburetion: 2-barrel.

**Available:**

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

**455 C.I.D. V-8. (all coupes).**  
Carburetion: 4-barrel (dual exhaust included).

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

### TRANSMISSIONS

**Standard:**

**3-speed manual, column shift.**

**Available:**

**3-speed Turbo Hydra-matic 350 automatic. 3-speed Turbo Hydra-matic 400 automatic with 455 C.I.D. V-8 engine.**  
(Gran Sport) 4-speed manual floor shift.

### FEATURES

**Century:** new front disc brakes, new rugged full perimeter frame, new double-panel roof construction.

**Century 350:** semi-closed cooling system, new computer-selected chassis springs, new

wide track.

**Century Luxus:** AccuDrive, coil spring suspension front and rear, new instrument panel design.

**Gran Sport:** special blacked-out grille, headlamp and trim, new front and rear bumper systems, nickelplated exhaust valves.

**Regal:** time-modulated choke, for dependable starting, extensive use of insulation for quietness, side guard beams.

**Century/Century Luxus Station Wagons:** "tailgate ajar" indicator light, full foam seat design, new front and rear bumper systems, carpeting front and rear.

### INTERIORS

**Standard:**

**Genoa Cloth and Madrid-grain Vinyl Bench seat in Century Luxus Colonnade Hardtop Coupe and Colonnade Hardtop Sedan.**

**Oxen-grain Expanded Vinyl and Madrid-grain Vinyl Notchback seat in Regal Colonnade Hardtop Coupe.**

**Oxen-grain and Madrid-grain Vinyl Bench seat in Century Station Wagon, Century 350 Colonnade Hardtop Coupe, Colonnade Hardtop Sedan and Gran Sport Colonnade Hardtop Coupe.**

**Caribou-grain and Madrid-grain Vinyl Bench seat in Century Colonnade Hardtop Coupe and Colonnade Hardtop Sedan.**

**Gothic Cloth and Madrid-grain Vinyl Bench seat in Century 350**



**Colonnade Hardtop Coupe and Colonnade Hardtop Sedan.**

**Oxen-grain Expanded Vinyl and Madrid-grain Vinyl Notchback seat in Century Luxus Station Wagon.**

**Available:**

**Georgian Cloth and Madrid-grain Vinyl 60/40 Notchback seat in Regal Colonnade Hardtop Coupe.**

**Oxen-grain Expanded Vinyl and Madrid-grain Vinyl Bucket**

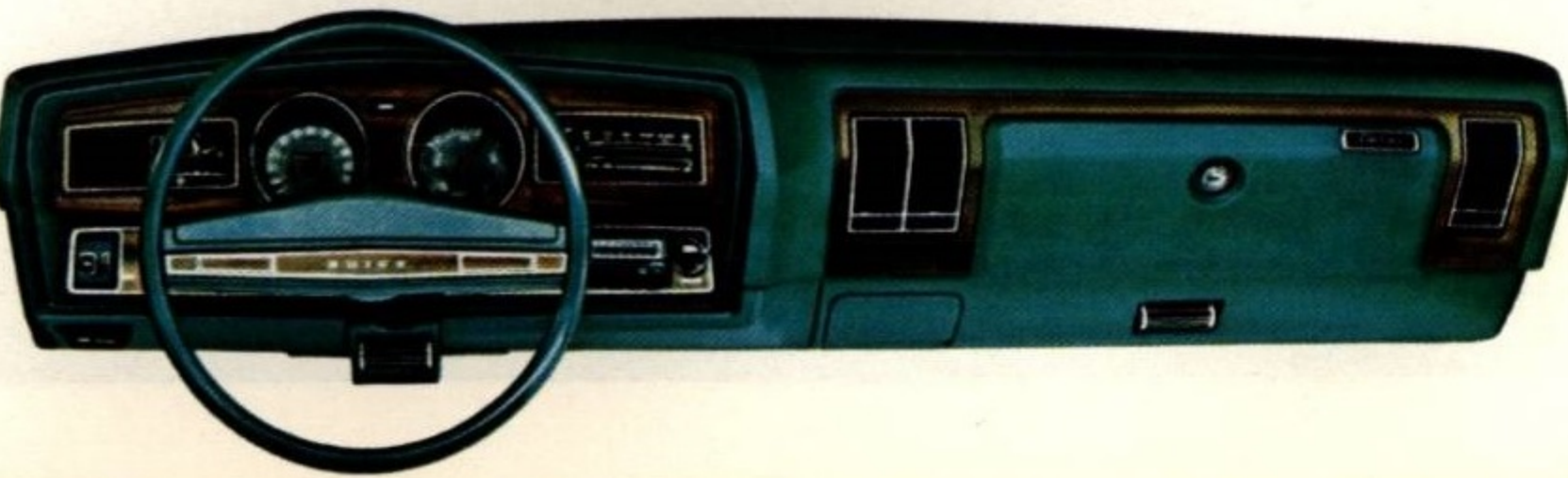
**seats in Century 350, Gran Sport and Century Luxus Colonnade Hardtop Coupes.**

**Gothic Cloth and Madrid-grain Vinyl Bench seat in Century Colonnade Hardtop Coupe and Colonnade Hardtop Sedan.**

**Oxen-grain Expanded Vinyl and**

**Madrid-grain Vinyl Notchback seat in Century 350 and Century Luxus Colonnade Hardtop Sedans and in Century 350, Gran Sport and Century Luxus Colonnade Hardtop Coupes.**

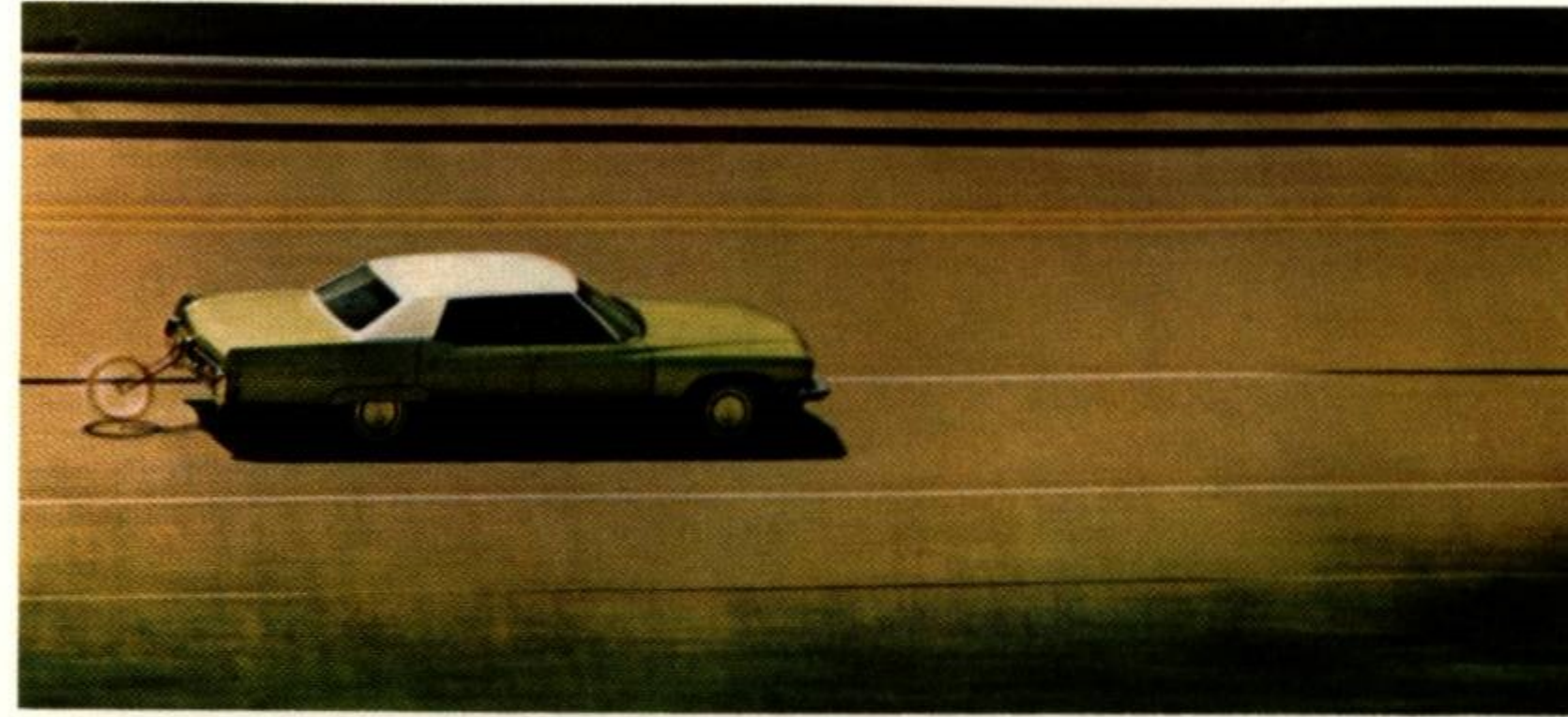
**For more information, see your Buick dealer.**





LeSabre Hardtop Coupe.

1973 LeSabre.



We often run a new Buick 1500 miles in a single day around the high performance test track at the GM Proving Grounds. This is one of the ways we managed to put hundreds of thousands of miles on '73 Buick components before production. How precise is this testing? We use a fifth wheel trailing behind, accurate enough to measure a mile within half a per cent. ■ And both indoors and out we water test Buicks. Outdoors, we run back and forth through six inches of water in a 1000-foot trough. If the engine or electrical works aren't properly sealed, we'll find out. And 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 leaks.







ENGINES

Standard:  
 350 C.I.D. V-8.  
 Carburetion: 2-barrel.

Available:  
 350 C.I.D. V-8.  
 455 C.I.D. V-8.  
 Carburetion: 4-barrel.

TRANSMISSIONS

Standard:  
 Turbo Hydra-matic 375B auto-  
 matic with 350 C.I.D. V-8  
 engines.

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

FEATURES

New front and rear bumper sys-  
 tems, new Exhaust Gas Recir-  
 culation (EGR) and Air Injection  
 Reactor (AIR) emission control  
 systems, evaporative emission  
 control system, power front disc  
 brakes with composite cast  
 iron rear drum brakes, variable  
 ratio power steering, Accu-  
 Drive, Full-Flo ventilation, side  
 terminal energizer, Delcotron  
 generator, semi-closed cooling  
 system to help protect against  
 coolant loss, side guard beam  
 construction for occupant  
 protection, inside rear view  
 mirror mounted on the wind-  
 shield, time-modulated carbu-  
 retor choke control and more.



INTERIORS

Standard:  
 Oxen-grain and Madrid-grain  
 Vinyl Bench seat in LeSabre  
 Custom Hardtop Coupe,  
 Hardtop Sedan and 4-door  
 Sedan.

Oxen-grain and Madrid-grain  
 Vinyl Bench seat in LeSabre

Hardtop Coupe, Hardtop Sedan  
 and 4-door Sedan.

Gothic Cloth and Madrid-grain  
 Vinyl Bench seat in LeSabre  
 Hardtop Coupe, Hardtop Sedan  
 and 4-door Sedan.

Granada Cloth and Madrid-  
 grain Vinyl Bench seat in  
 LeSabre Custom Hardtop  
 Coupe, Hardtop Sedan and  
 4-door Sedan.

Available:  
 Manchester Cloth and Madrid-  
 grain Vinyl 60/40 Notchback  
 seat in LeSabre Custom Hard-  
 top Coupe and Hardtop Sedan.  
 Manchester Cloth and Madrid-  
 grain Vinyl Notchback seat in  
 LeSabre Custom Hardtop Sedan.

Oxen-grain Expanded Vinyl and  
 Madrid-grain Vinyl 60/40

Notchback seat in LeSabre  
 Custom Hardtop Coupe and  
 Hardtop Sedan.

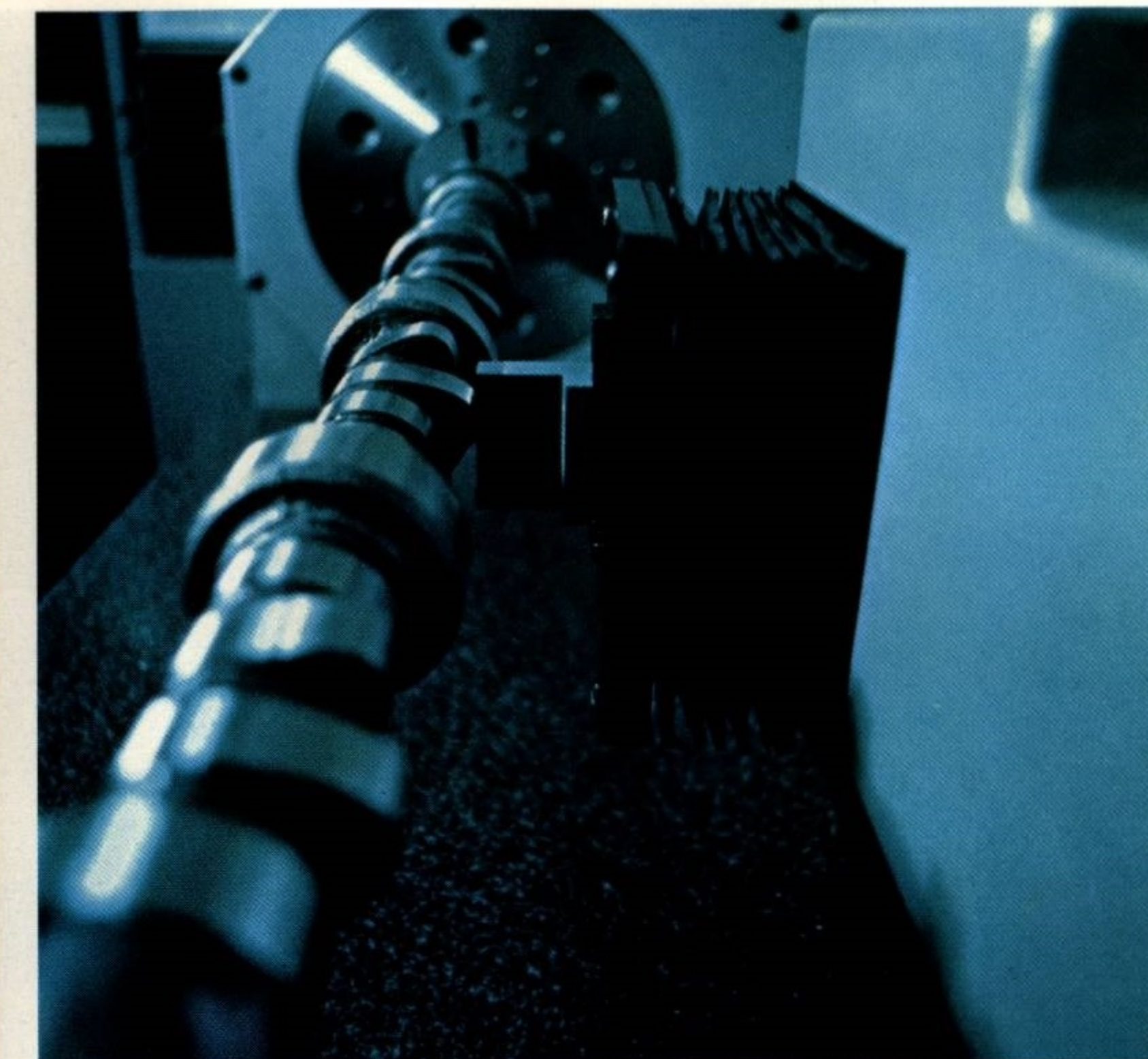
Oxen-grain Expanded Vinyl and  
 Madrid-grain Vinyl Notchback  
 seat in LeSabre Custom Hard-  
 top Coupe and Hardtop Sedan.

For more information, see  
 your Buick dealer.





## 1973 Centurion.



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. ■ We also use the precision of computer monitoring to help us check for reduction of engine emissions. Through the advanced facility you see below, a regular sampling of all new Buicks pass. Here we give running emission tests using the most modern equipment available, looking for new ways to bring emission levels even lower.







#### ENGINES

##### Standard:

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

##### Available:

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

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

#### TRANSMISSIONS

##### Standard:

**Turbo Hydra-matic 375B**  
automatic.

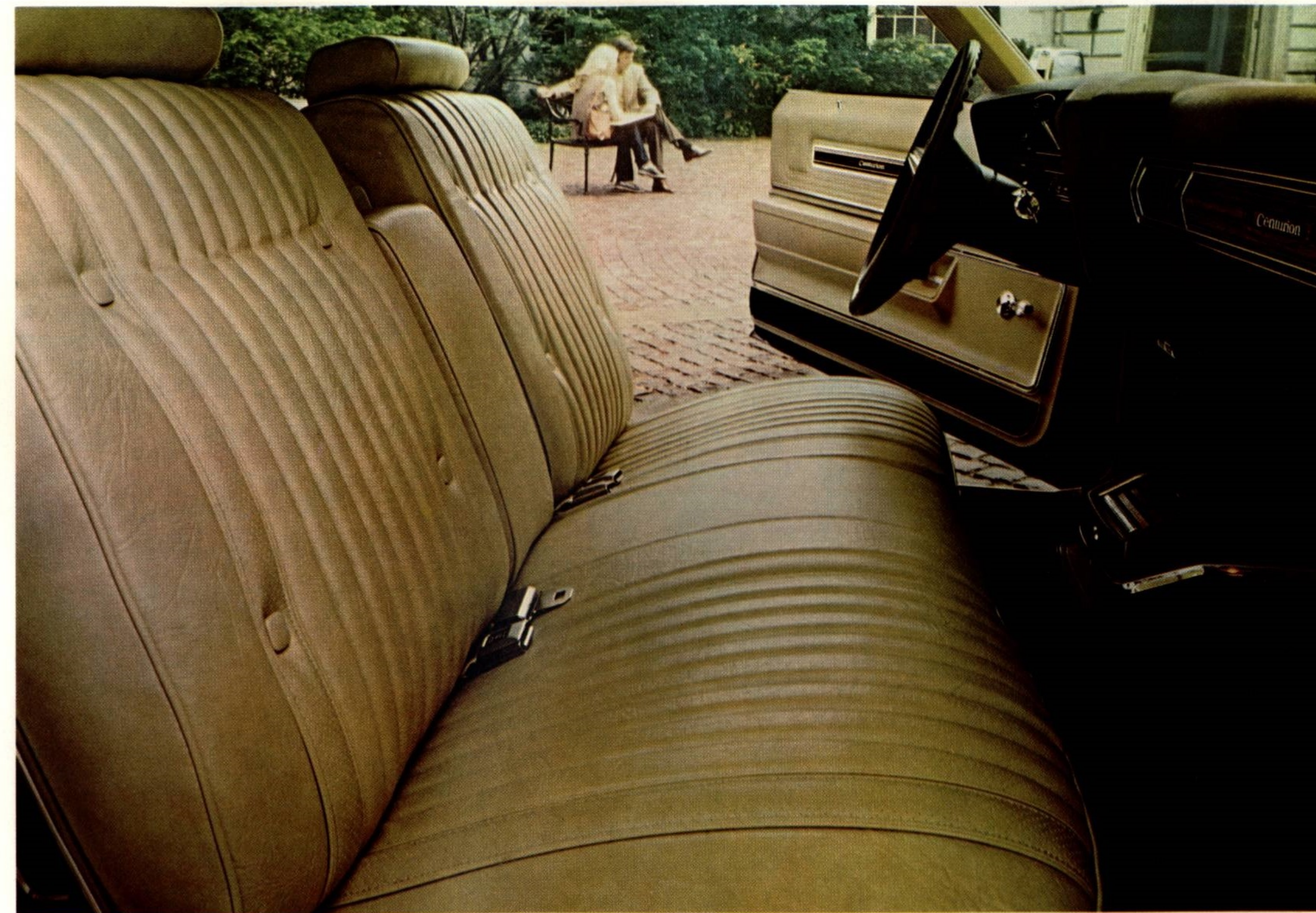
##### Available:

**Turbo Hydra-matic 400 auto-**  
matic (with 455 C.I.D. V-8  
engine).

#### FEATURES

New front and rear bumper systems, new Exhaust Gas Recirculation (EGR) and Air Injection Reactor (AIR) emission control systems, evaporative emission control system, power front disc brakes with composite cast iron rear drum brakes, variable ratio power steering, AccuDrive, side guard beams, new computer-selected chassis springs, trued tires and concentric wheels, Full-Flo ventilation, inward-folding convertible top, custom steering wheel, deluxe wheel covers, new larger rear window on Coupe and more.

## 1973 Centurion.



#### INTERIORS

##### Standard:



Oxen-grain Expanded Vinyl and Madrid-grain Vinyl Notchback seat in Centurion Hardtop Coupe and Hardtop Sedan.

Manchester Cloth and Madrid-

grain Vinyl Notchback seat in Centurion Hardtop Sedan.

Oxen-grain Expanded Vinyl and Madrid-grain Vinyl 60/40 Notchback seat in Centurion Convertible.

##### Available:

Manchester Cloth and Madrid-grain Vinyl 60/40 Notchback

seat in Centurion Hardtop Coupe and Hardtop Sedan.

Oxen-grain Expanded Vinyl and Madrid-grain Vinyl 60/40 Notchback seat in Centurion Hardtop Coupe and Hardtop Sedan.

For more information, see your Buick dealer.





# 1973 Estate Wagon.



## ENGINE

### Standard:

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

## TRANSMISSION

### Standard:

Turbo Hydra-matic 400  
automatic.

## FEATURES

Variable ratio power steering, computer-selected chassis springs, L78-15 bias belted tires, new front and rear bumper systems, 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, four-jet windshield washer, time-modulated carburetor choke control and more.

## INTERIORS

### Standard:

Oxen-grain and Madrid-grain Vinyl Bench seat in 2-seat and 3-seat Estate Wagon.

### Available:

Oxen-grain Expanded Vinyl and

Madrid-grain Vinyl 60/40 Notchback seat in 2-seat and 3-seat Estate Wagon.

Oxen-grain Expanded Vinyl and Madrid-grain Vinyl Notchback seat in 2-seat and 3-seat Estate Wagon.

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

For more information, see your Buick dealer.





Because a Buick owner once told us that he had to stop for traffic signals 21 times in a little over 2 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. ■ And 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°, just to be doubly-sure your Buick's up to your trailering needs.



Electra 225 Custom Hardtop Coupe.

1973 Electra.







1973 Electra 225.

ENGINE

Standard:

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

TRANSMISSION

Standard:

Turbo Hydra-matic 400  
automatic.

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, new front and rear bumper systems, integral voltage regulator and Delcotron, remote controlled outside rear view mirror, side guard beam construction for occupant protection, instrument panel designed for easy serviceability, semi-closed cooling system and more.

INTERIORS

Standard:

Oxen-grain and Madrid-grain Vinyl Bench seat in Electra 225 Hardtop Coupe and Hardtop Sedan.

Grande Cloth and Madrid-grain Vinyl Bench seat in Electra 225 Hardtop Coupe and Hardtop Sedan.



Bravo Cloth and Madrid-grain Vinyl Bench seat in Electra 225 Custom Hardtop Sedan.

Oxen-grain Expanded Vinyl and Madrid-grain Vinyl Notchback seat in Electra 225 Custom Hardtop Coupe and Hardtop Sedan.

Available:

Georgian Cloth and Madrid-grain Vinyl 60/40 Notchback seat in Electra 225 Limited Hardtop Coupe and Hardtop Sedan.

Georgian Cloth and Madrid-grain Vinyl Bench seat in

Electra 225 Limited Hardtop Sedan.

Oxen-grain Expanded Vinyl and Madrid-grain Vinyl 60/40 Notchback seat in Electra 225 Limited Hardtop Coupe and Hardtop Sedan.

Oxen-grain Expanded Vinyl and Madrid-grain Vinyl Bench seat

in Electra 225 Limited Hardtop Sedan.

Bravo Cloth and Madrid-grain Vinyl 60/40 Notchback seat in Electra 225 Custom Hardtop Coupe and Hardtop Sedan.

For more information, see your Buick dealer.





## 1973 Riviera.



Out on the ride and handling loop at the Proving Grounds, Buick people take over where 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. ■ And because the coldest it's ever been in Bemidji, Minnesota, is 43° below zero, it's an ideal place to take Buick prototypes for winter testing. Testing that continues all year long at Buick engineering in our special cold room. Here we not only run new cars at temperatures down to 40° below zero, but we do it under carefully controlled laboratory conditions. The kind of testing that helps make a Buick, a Buick.





# 1973 Riviera.



ENGINES
Standard:
455 C.I.D. V-8. Carburetion: 4-barrel.
Available:
Stage 1 modified 4-barrel 455 C.I.D. V-8 engine with per- formance ratio, positive traction axle and special ornamentation.

TRANSMISSION
Standard:
Turbo Hydra-matic 400 automatic.
FEATURES
AccuDrive, variable ratio power steering, power front disc brakes, new computer- selected chassis springs, new

radiator overflow coolant  
reservoirs integrated with the  
fan shroud, solenoid actuated  
throttle stop, new Exhaust Gas  
Recirculation (EGR) and Air  
Injection Reactor (AIR) emis-  
sion control systems, integral  
voltage regulator and  
Delcotron and more.

INTERIORS
Standard:

Newport Knit Vinyl and Madrid- grain Vinyl 40/40 seats.	Madrid-grain Vinyl 60/40 Notchback seat.
Available:	Bravo Cloth and Madrid-grain Vinyl 60/40 Notchback seat.
Oxen-grain Expanded Vinyl and Madrid-grain Vinyl 40/40 seats.	For more information, see your Buick dealer.



## 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 out-  
board 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).

Litho. in U.S.A.

- 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.

## Some of the optional equipment available on 1973 Buicks.

- 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 opera-  
tion from driver seat (avail-  
able 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 computer-  
ized 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 equip-  
ment shown or described  
throughout this catalog is avail-  
able at extra cost.



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



**Riviera Hardtop Coupe.**



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



Riviera Hardtop Coupe.

# Buick 1973

The solid feeling.



Regal Colonnade Hardtop Coupe.