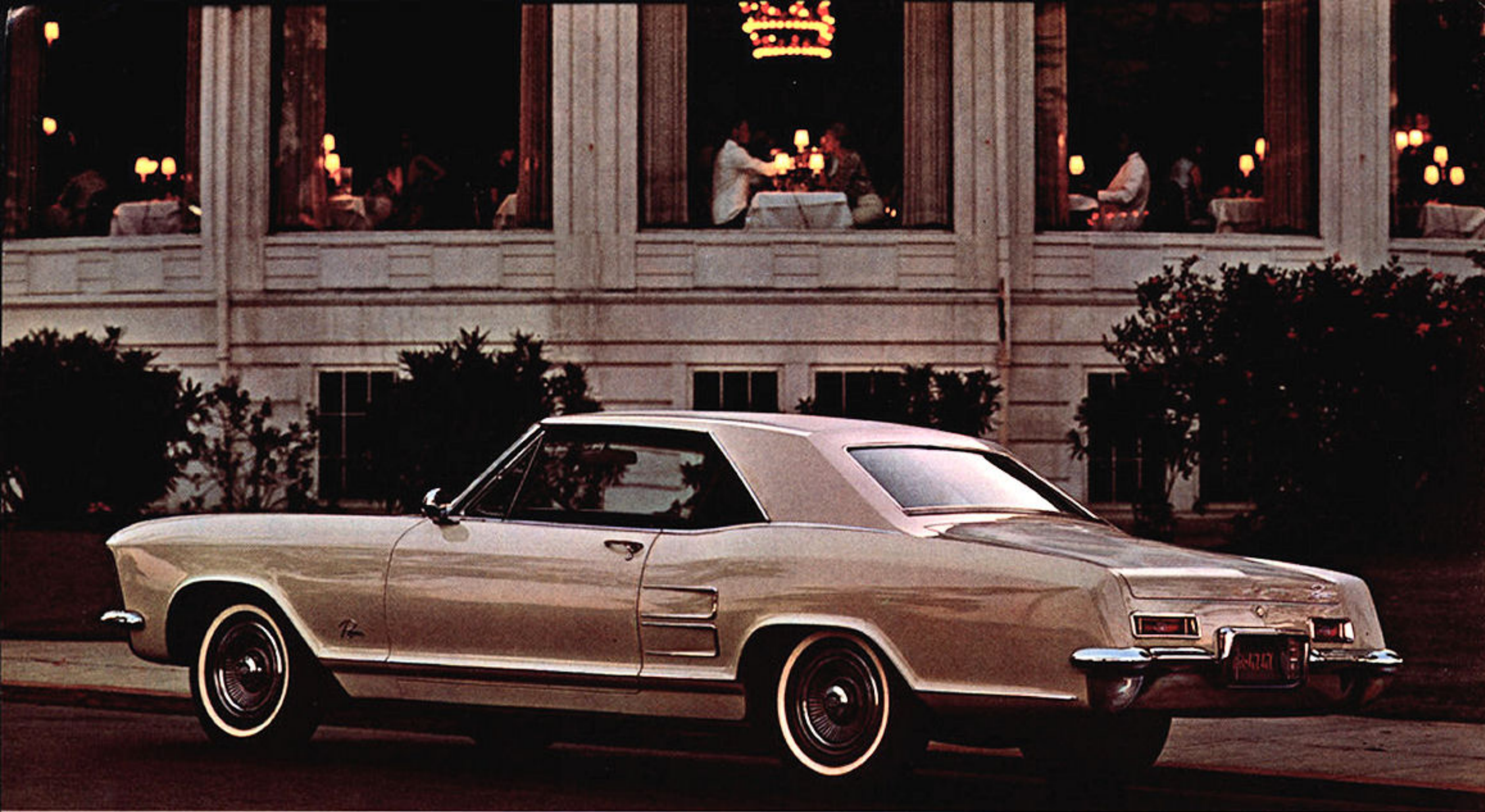


1964
EDITION

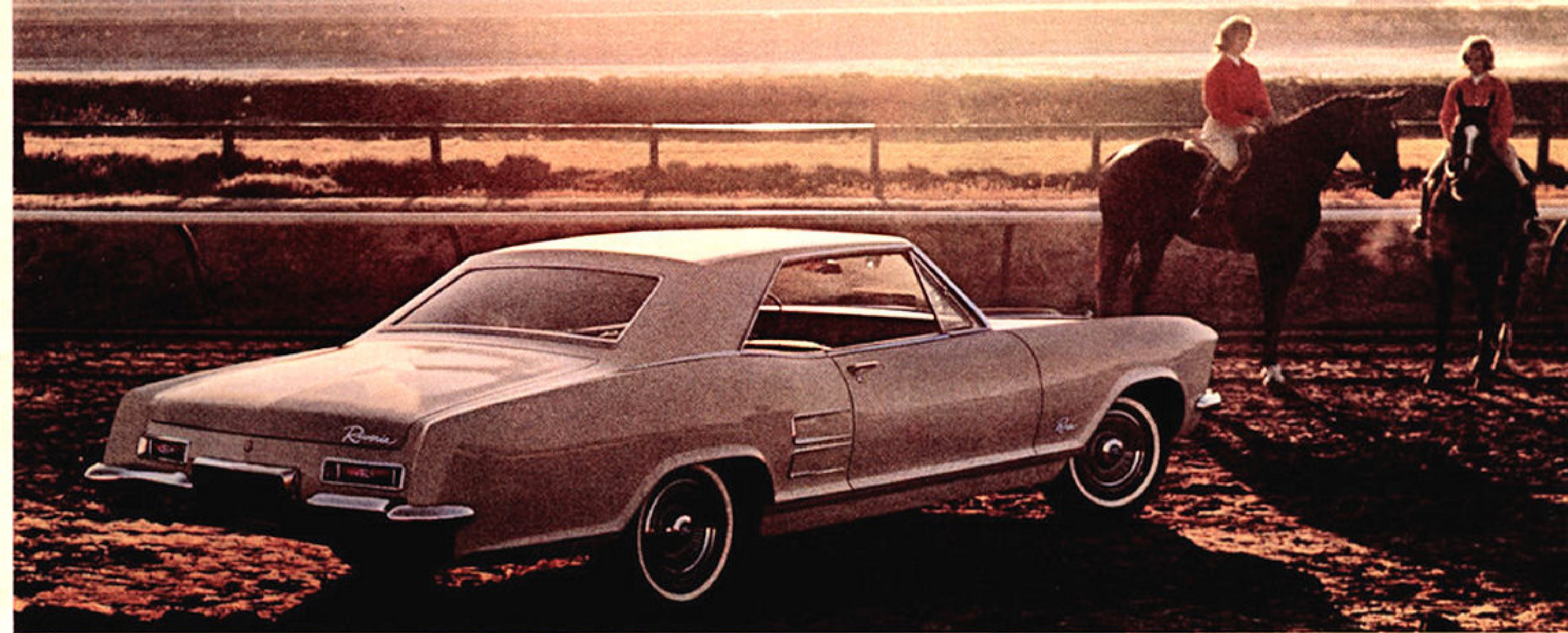
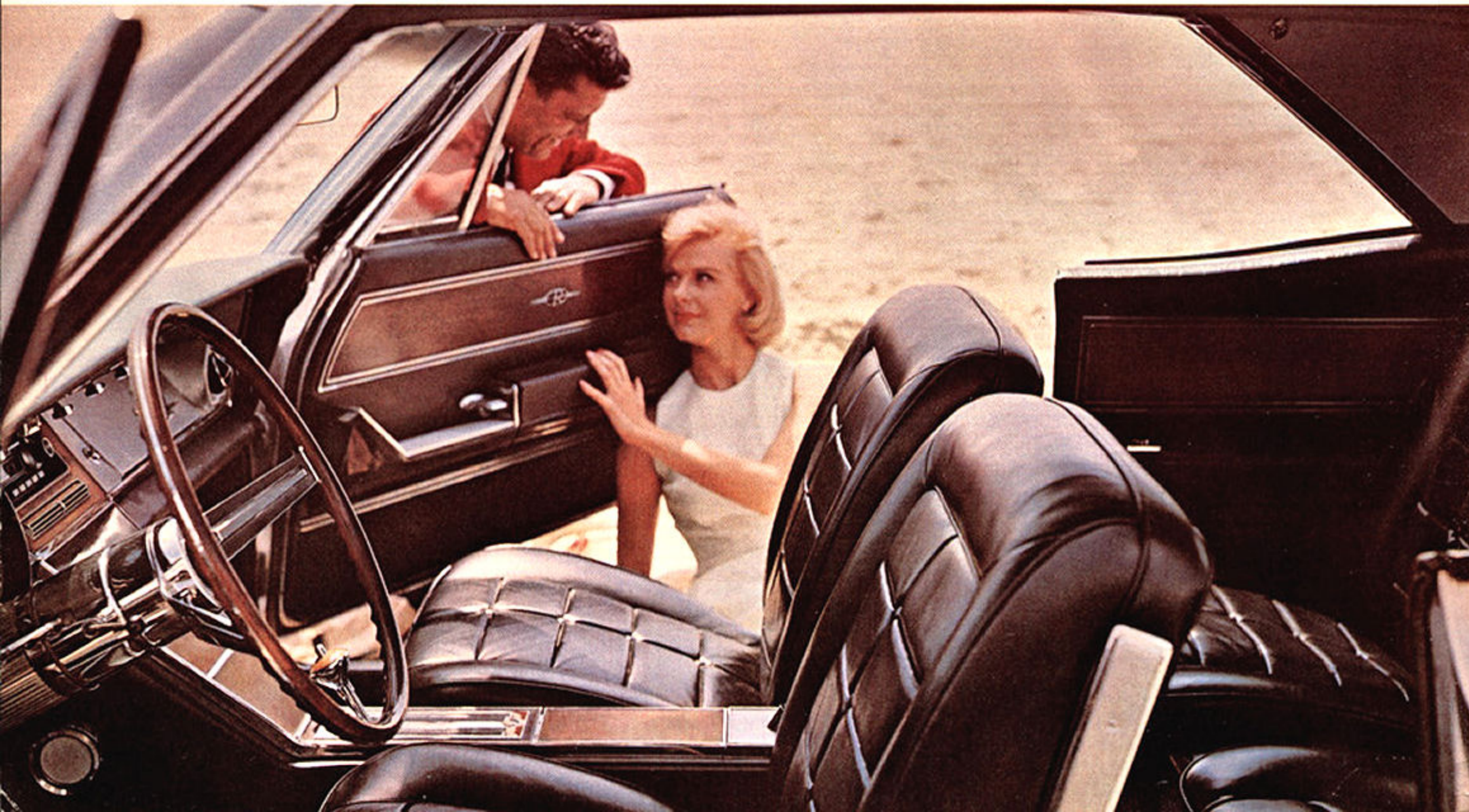
THE BOOK OF NEW
BUICKS



This is the Riviera by Buick

Take a good look at yourself. This may be just the car you need: Thousands who own them say, "take away anything but my Riviera." It's easy to become addicted to this one. Adventure, you know, is a car called Riviera.

These are the surroundings into which the Riviera invites you. Observe the soft, foam-padded bucket seats. There are two in the front and two in the rear, available in your choice of vinyl, luxurious expanded vinyl, or a handsome combination of watered silk and leather-grained vinyl. Right at the driver's fingertips between the front seats is an elegant console containing storage space, ash tray, cigarette lighter and, most importantly, the Super Turbine transmission selector lever with an illuminated indicator. A beautifully styled instrument panel, rich carpeting and splendid appointments complete the luxury effect.



Riviera comes equipped with the following at no extra cost:

Super Turbine "400" Transmission • 340 Horsepower Wildcat 465 Engine • Easy Power Steering • Power Brakes • Windshield Washer • 2-speed Electric Wipers • Back-Up Lights • Glare-Proof Mirror • Parking Brake Signal Light • Safety Buzzer • Map Light Electric Clock • Deluxe Steering Wheel • Automatic Trunk Light • Licence Plate Frame Aluminum Front Brake Drums • Full-flow Oil Filter • Re-usable Air Cleaner Element Step-On Parking Brake • Instrument Panel Safety Pad • Directional Signals • Trip Mileage Indicator • Glove Compartment Light • Smoking Set • Rear Seat Ash Trays • Dual Sun Shades • Magic-Mirror Finish • Dual Arm Rests—Front and Rear • Door-Operated Courtesy Light • Five 7.10 x 15 Tubeless Tires • Deep-Pile Carpeting • Dual Horn • Full 15-inch Wheels • Single-Key Locking System • Single, Transverse Muffler • Foam-Padded Bucket Seats—Front and Rear • Crank-Operated Window Vents • Centre Console • Console-Mounted Selector Lever • Dual Exhausts • Delcotron Generator 6,000 Mile Lubed Front Suspension System • Self-adjusting Brakes • Instrument Panel Lower Safety Pad • Positive Crankcase Ventilation.





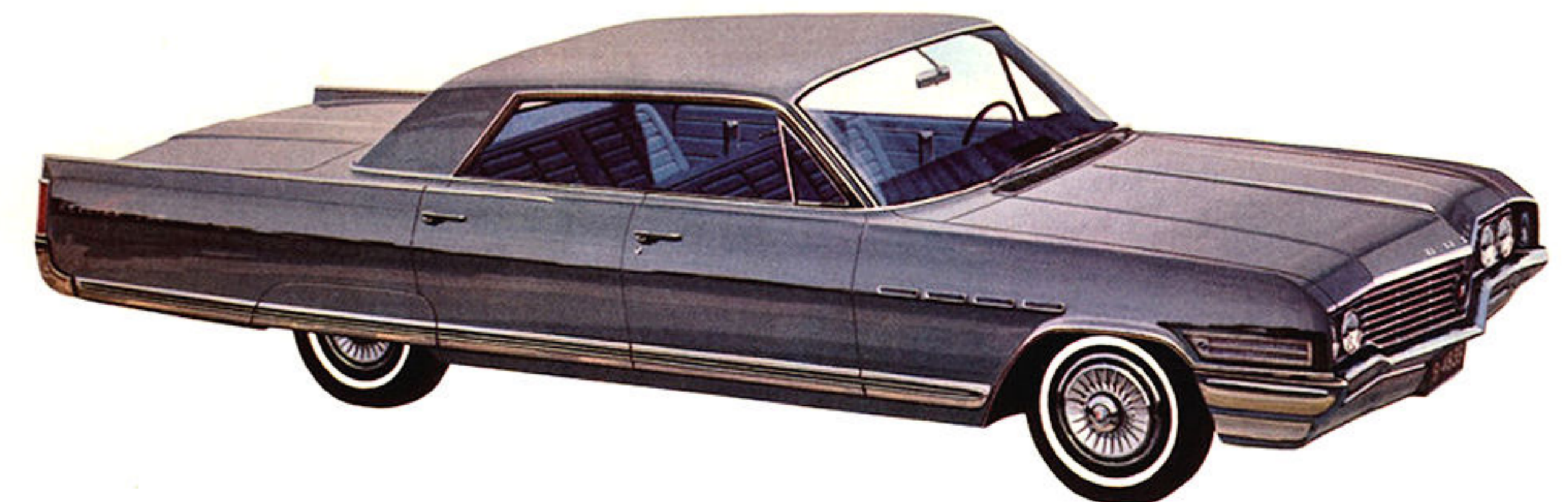
THE ELECTRA 225 4-DOOR SEDAN. See how the beautiful sweep of bright metal along the lower body plus new rear fender skirts accentuate the brilliance of the 4-door sedan. Like all Electra 225's, this model comes equipped with power brakes and power steering.

THE ELECTRA 225 2-DOOR SPORT COUPE. For dashing good looks, it's hard to find a peer to this Electra 225 Sport Coupe. Footloose owners will find the cavernous trunk especially to their liking. It takes a mighty load to fill this one. The smoothness of Super Turbine 400 transmission comes at no extra cost in this and all Electra 225's.



THE ELECTRA 225 CONVERTIBLE. Here is the sweetheart of the Electras. It comes equipped with beautiful full-width, leather and vinyl seats or you can choose bucket seats in the same materials. Power windows are yours at no extra cost in this Electra 225 convertible.

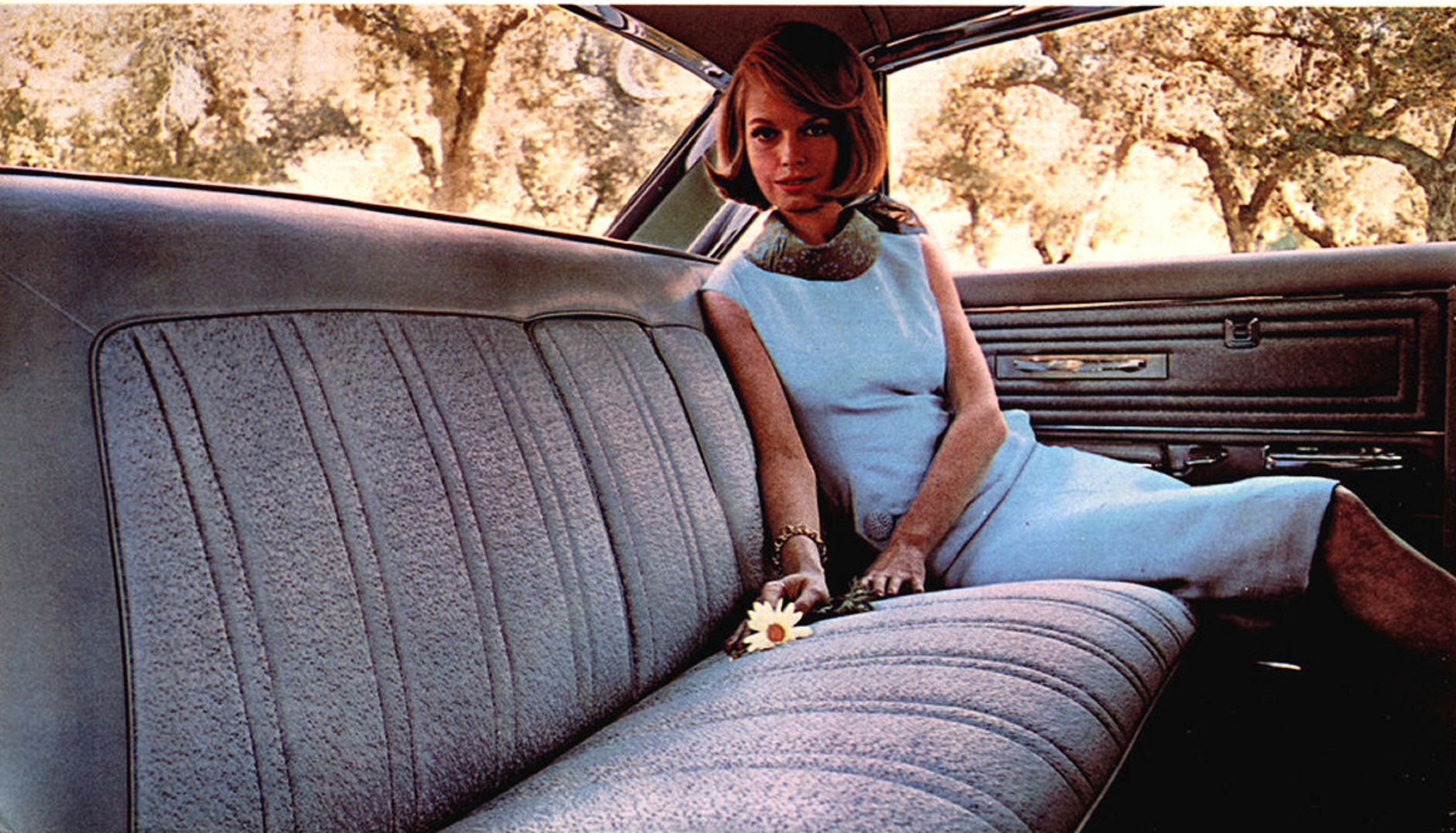
THE ELECTRA 225 4-DOOR HARDTOP. The Electra 225 models have their own distinctively-styled grille for 1964. Heavy die-cast chrome bars span the distance between the headlights with the elegant Buick tri-shield in the centre as the finishing touch. Power? Wildcat 445 naturally.



THIS IS A BUICK ELECTRA 225... IT'S HOME ON WHEELS TO ALL MANNER OF IMPORTANT PEOPLE. THEY LIKE LUXURY, AND FIGURE THEY'RE ENTITLED TO IT. YOU'RE JUST AS ENTITLED TO IT AS THEY ARE. THIS IS A NICE WAY TO DO THE SIMPLE THINGS... SPLENDIDLY.

Electra 225 comes equipped with the following at no extra cost: Super Turbine "400" Transmission • 325 Horsepower Wildcat 445 Engine • Easy Power Steering • Power Brakes • Windshield Washer • Dual-Speed Electric Windshield Wipers • Foam-padded Seats—Front and Rear • Electric Clock • Licence Plate Frame • Deluxe Steering Wheel • Automatic Trunk Light • Aluminum Front Brake Drums • Full-flow Oil Filter • Re-usable Air Cleaner Element • Step-On Parking Brake • Crank-Operated Front Window Vents • Two-way Power Seat (Convertible Only) • Instrument Panel Safety Pad • Trip Mileage Indicator • Safety Buzzer • Map Light • Glove Compartment Light • Smoking Set • Rear Seat Ash Trays • Dual Sun Shades • Magic-Mirror Finish • Dual Arm Rests—Front and Rear • Door-Operated Courtesy Lights • Five 8.00 x 15 Tubeless Tires • Deep-pile Carpeting • Carpet on Door Trim Pads (Except Convertible) • Super Deluxe Wheel Covers • Single, Transverse Muffler • Dual Horns • Full 15-inch Wheels • Directional Signals • Single-key Locking System • Glare Proof Mirror • 6,000 Mile Lubed Front Suspension System • Delcotron Generator • Self-adjusting Brakes • Positive Crankcase Ventilation • Power Windows (Convertible Only)

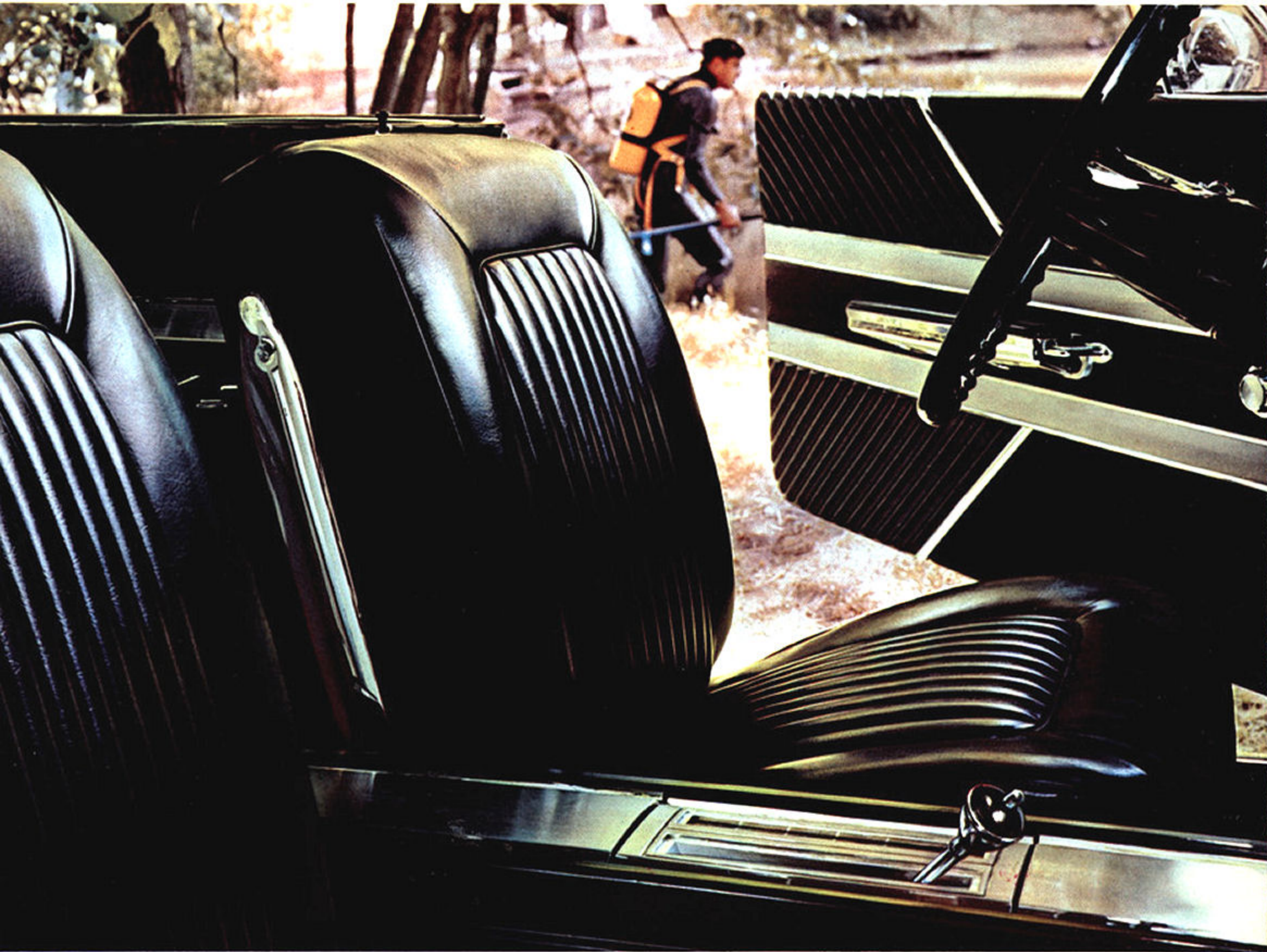
Fabrics for the Electra 225 interiors are chosen with the greatest care. This rich brocade is a good example. It's the kind of quality you'd expect to find only in the finest furniture, but with an extra measure of durability to stand up to automotive use. Notice the pull-down arm rest in the rear of this Electra 225 4-door, 6-window pillarless sedan. You'll find one in the front, too, in custom-trimmed models. The carpeting underfoot is soft as a dream.





Illustrated: The Buick Wildcat Sport Coupe with custom fabric roof cover.

This is the Buick **WILDCAT!** The regular engine is 325 horsepower with options up to 360. This should suggest something to you about Wildcat performance. Fifteen minutes at the wheel will suggest a lot more. Fun lovers of the world may now rally 'round.

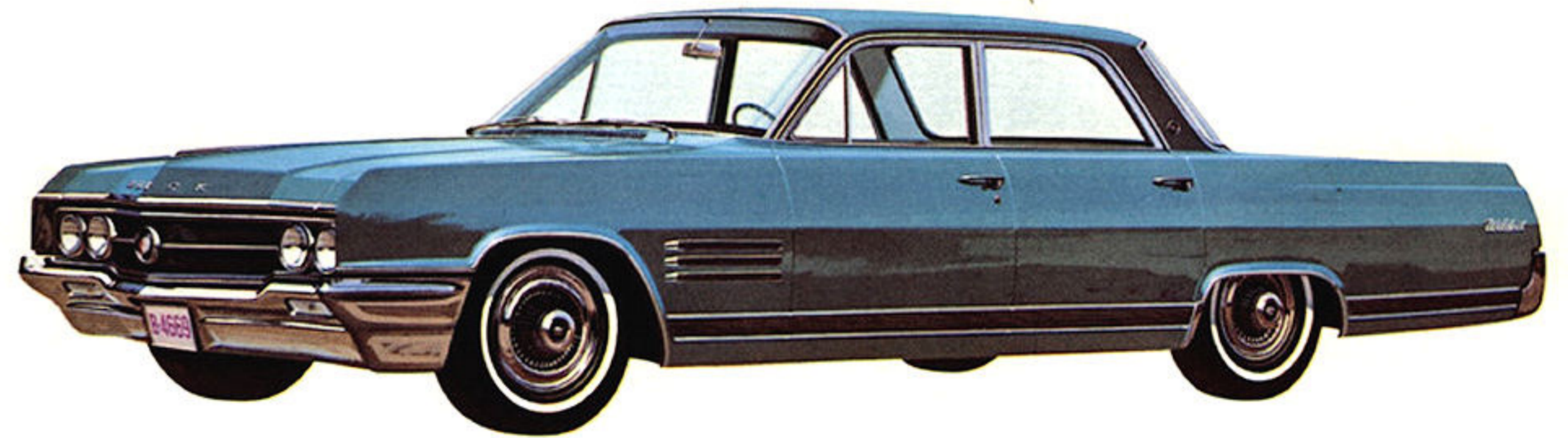
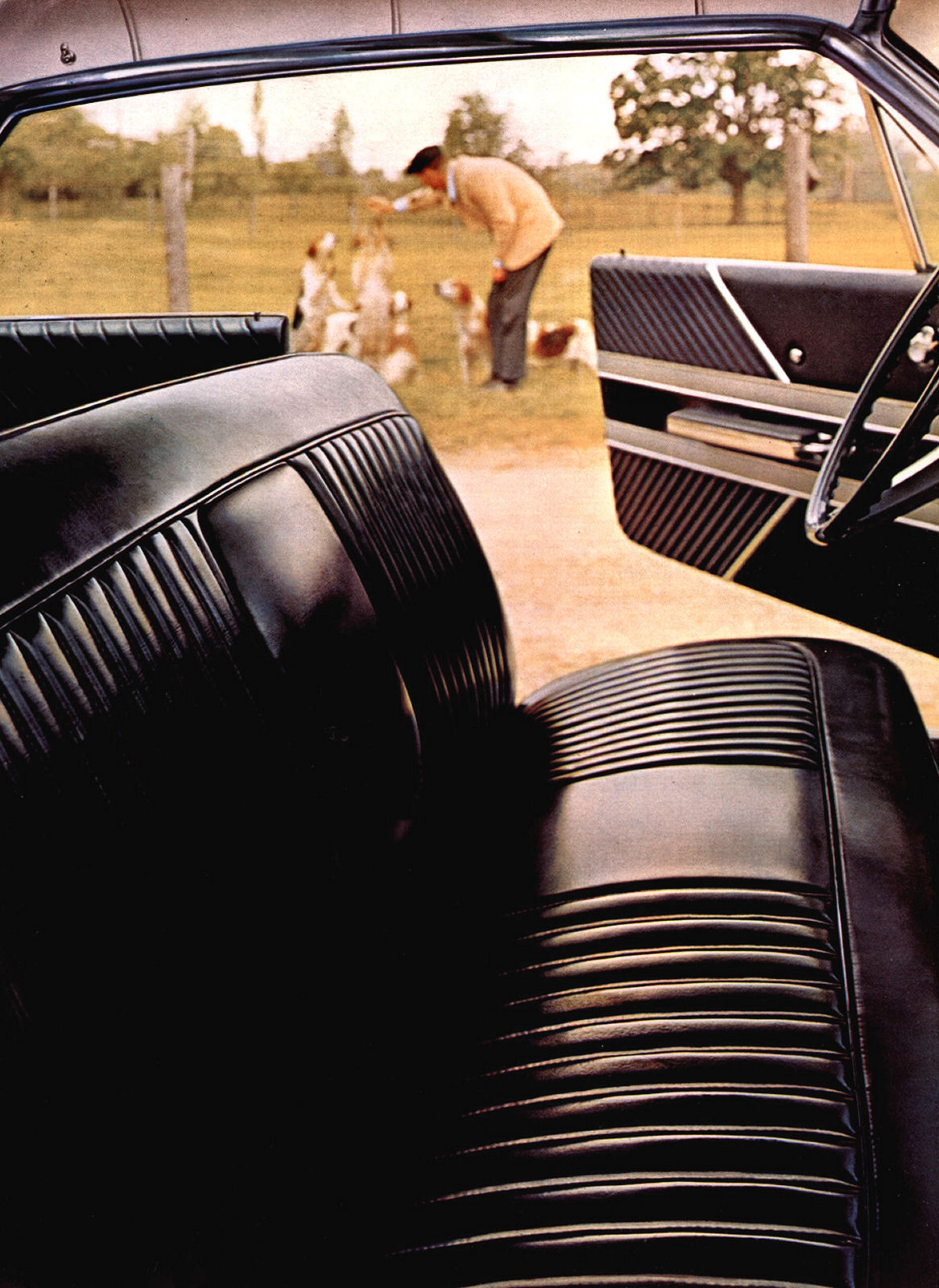


Next best thing to owning a Riviera! This is the bucket-seat luxury available in the Wildcat Sport Coupe, 4-door hardtop and convertible. The upholstery is in vinyl so soft and supple you'd swear it was real leather. Between the front seats is a smart console with storage space, ash tray and Super Turbine "400" selector. An illuminated tachometer that allows you to track the performance of the great Wildcat engine is standard equipment.

Wildcat comes equipped with the following at no extra charge: Super Turbine 400 Transmission • 325 Horsepower Wildcat 445 Engine • Aluminum Front Brake Drums • Full-flow Oil Filter • Re-usable Air Cleaner Element • Electric Windshield Wipers • Step-On Parking Brake • Upper Instrument Panel Safety Pad • Directional Signals • Glove Compartment Light • Smoking Set • Rear Seat Ash Trays • Magic Mirror Finish • Dual Arm Rests—Front and

Rear • Five 7.60 x 15 Tubeless Tires • Carpeting • Wildcat Wheel Covers • Single, Transverse Muffler • Dual Horns • Full 15-inch Wheels • Single-Key Locking System • Crank-Operated Front Window Vents • 6,000 Mile Lubed Front Suspension • Delcotron Generator • Self-adjusting Brakes • Positive Crankcase Ventilation • Front-door-operated courtesy lights





THE WILDCAT 4-DOOR HARDTOP. Note the distinctive treatment of the traditional Buick venti-ports. Like all Wildcats this year, this one features new custom wheel covers emblazoned with the Wildcat emblem.

THE WILDCAT CONVERTIBLE. The Wildcat is as dazzling going away as it is coming. Take a good look at the beautifully integrated rear-end treatment with smart chrome bars between the taillights. By the way, there's a mighty big trunk beneath that gleaming deck lid.

THE WILDCAT 4-DOOR SEDAN. Here's a look at the Wildcat's distinctively sporty grille. Its heavy die-cast chrome wings with a tri-shield in the centre seem to float against a background of smaller chrome bars. Super Turbine 400 automatic transmission on your Wildcat gives you maximum smoothness.

(Left) If you prefer the bench-type seat with the custom look, it's yours in luxurious expanded vinyl, so soft and supple it looks and feels like real leather. This is the interior of a Wildcat 4-door hardtop, a wonderfully luxurious and spirited car.



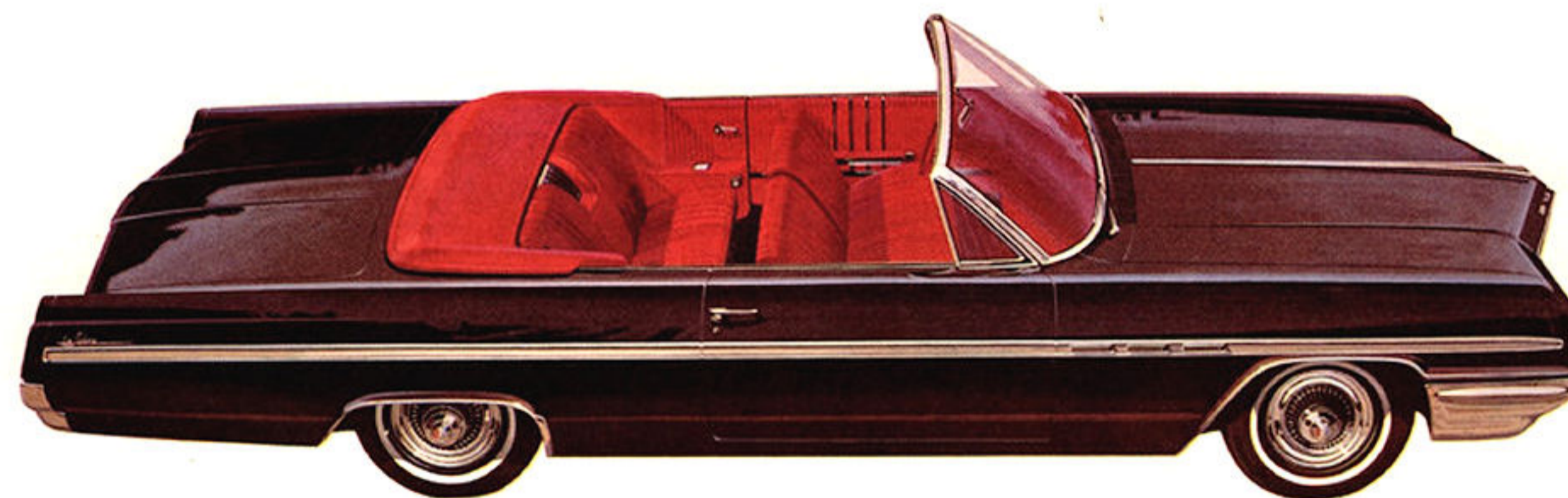
Illustrated: The Buick LeSabre 4-door hardtop.

This is a Buick LeSabre.

It looks very expensive but it's not. In fact, practically everyone who can afford a new car can afford a LeSabre. Now, non-Buick owners have no excuse at all. Really, it costs no more to go first class!!!



We mentioned a moment ago that LeSabre is now priced within reach of almost every new car buyer. Hard to believe when you look at this luscious deluxe LeSabre interior. The rich fabric on cushion and seat backs is sewn in an elegant piped style while the bolster is soft leather grained vinyl of a contrasting shade. This is only one of several luxurious interiors available in the LeSabre series.



THE LeSABRE 4-DOOR HARDTOP Most economical full-size sport coupe in the Buick family—and a honey to look at. LeSabre, too, has its own die-cast grille in rich, chromium plate. Note how the minimum accents of bright metal trim emphasize the LeSabre's cleanness of line and integrity of style.

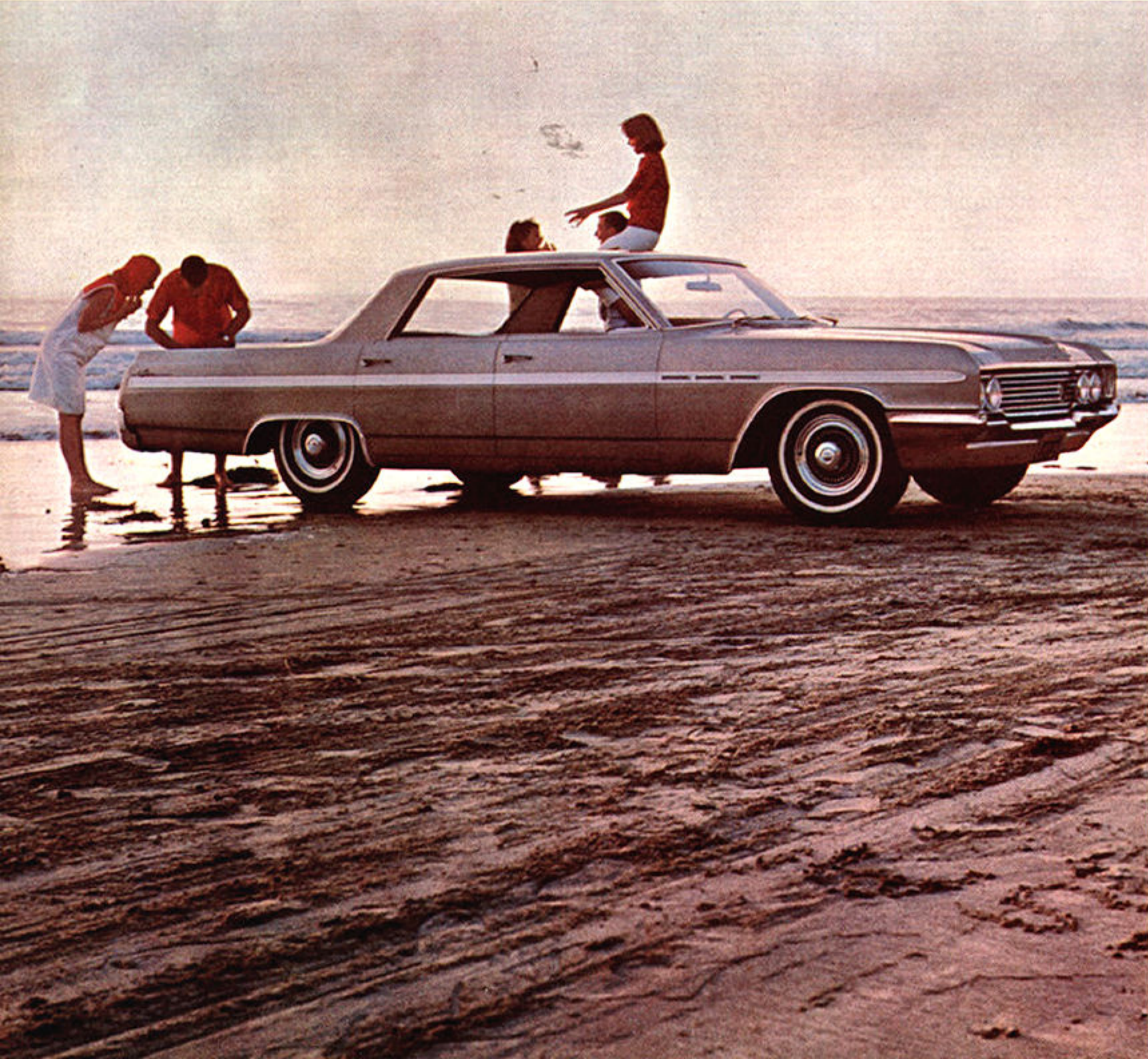
THE LeSABRE 4-DOOR SEDAN You'll love the roominess in this big beautiful sedan, particularly in the front seat. Thanks to Advanced Thrust engineering, the Buick transmission is forward of, not under the passenger compartment. Hence, no big hump in the middle to interfere with passenger comfort.

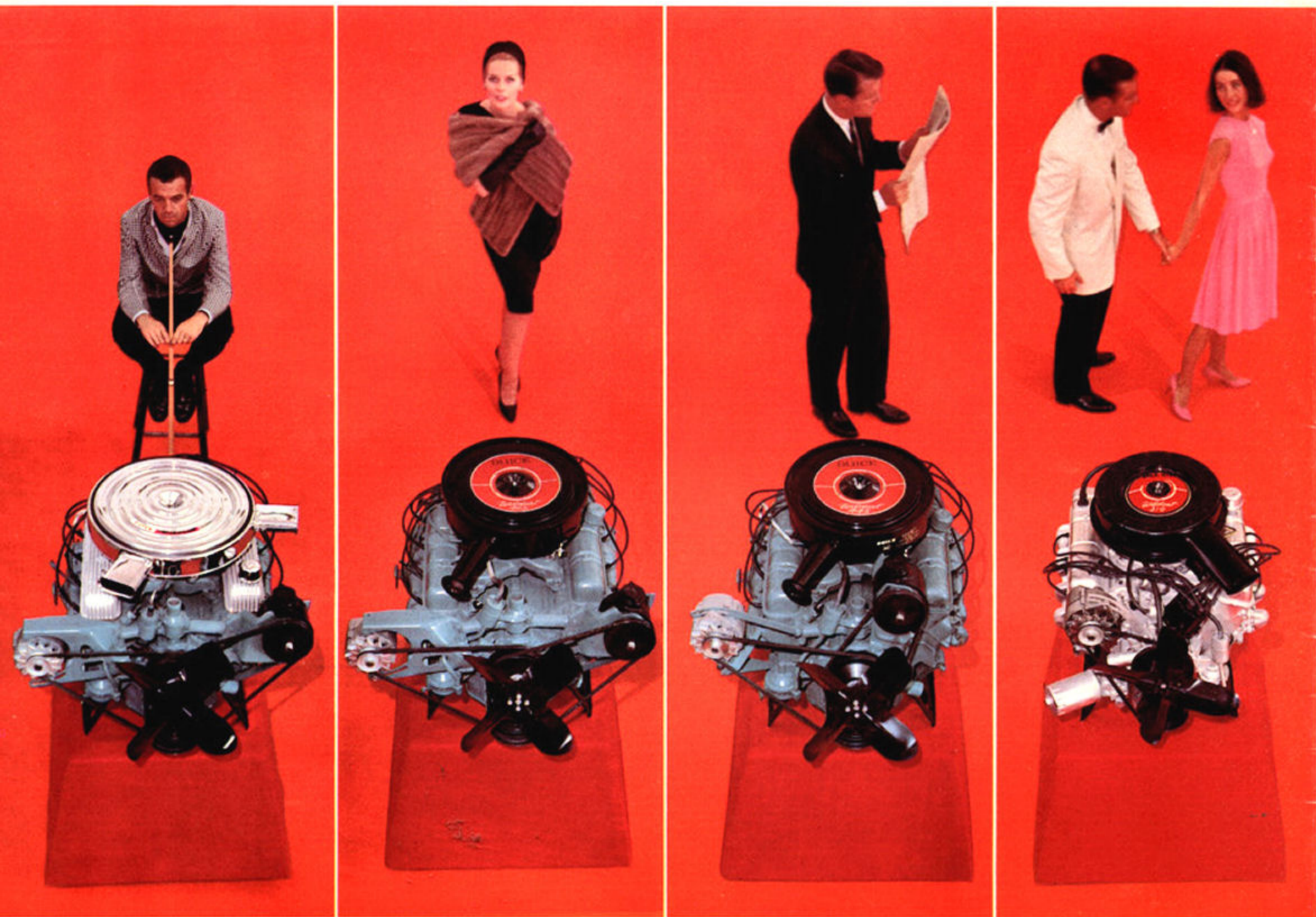
THE LeSABRE CONVERTIBLE You may wonder how we sell this sleek convertible at such bargain prices, but here it is. You get a bench-style seat in the interior in a wonderful array of all-vinyl color schemes.



LeSabre comes equipped with the following at no extra cost—3-Speed Synchronesh Transmission • 210 Horsepower Wildcat 310 Engine • Aluminum Front Brake Drums • Full-flow Oil Filter • Re-usable Air Cleaner Element • Electric Windshield Wipers • StepOn Parking Brake • Instrument Panel Safety Pad • Directional Signals • Glove Compartment Light • Dual Sun Shades • Smoking Set • Rear Seat Ash Tray • Magic-Mirror Finish • Dual Arm Rests—Front and Rear • Front Door-Operated Courtesy Light • Five 7.10 x 15 Tubeless Tires • Single-Key Locking System • Full 15-inch Wheels • Dual Horns • Single, Transverse Muffler • Crank-Operated Front Window Vents • 6,000 Mile Lubed Front Suspension System • Delcotron Generator • Self-adjusting Brakes • Positive Crankcase Ventilation • • • • •

Below are the Buick LeSabre Estate Wagons. We think they're the finest looking, finest riding, finest performing wagons you can buy anywhere at any price. So do a lot of other people apparently. We sell a lot of them.





These are the Buick engines. There are 5 in all, every one a champion. There's a blend of performance and economy to suit almost any desire or budget.

SUPER WILDCAT. Strictly tailored to meet the demands of the performance lovers, this Super Wildcat is a 425 cubic inch engine with two four-barrel carburetors and high-performance camshaft. The horsepower is 360. Available as extra-cost equipment on Riviera, Electra 225 and Wildcat models, this mighty engine belongs among the kings of the road. Even at highway speeds it's merely loafing along. What's more, it gives you a big reserve of power to counter any emergency.

WILDCAT 465. Here's another big, top-performing engine in the Buick Wildcat family. It's the 425 cubic inch Wildcat 465 equipped with single four-barrel carburetor. The big piston displacement plus a high-lift camshaft give it extraordinary dash on acceleration plus an easy, well-paced gait at cruising speeds. Horsepower is rated at 340. This engine is regular equipment on Riviera, optional on Electra 225, Wildcat and LeSabre Estate Wagons. Wonderfully quiet in operation, too.

WILDCAT 445. This is the engine that made Buick performance famous. The 401 cubic inch Wildcat 445 is rated at 325 horsepower while the compression ratio is 10.25 to 1. Electra 225, LeSabre Estate Wagons and Wildcat models come equipped with the Wildcat 445 at no extra cost. Actually, this engine is the design prototype for all the great Wildcat engines, now refined to a state of near perfection (but we always keep trying). Hard to find its equal for smoothness.

WILDCAT 310. Here's a high-spirited engine that subsists nicely on a diet of regular-grade fuel. It's the 300 cubic inch Wildcat 310 equipped with two-barrel carburetor. The compression ratio is 9 to 1. This engine comes at no extra cost on LeSabre models. It's a fine combination of thriftiness and performance that puts new economy into the Buick LeSabre.

WILDCAT 355. Here's a newcomer to the Wildcat family—and it's great. It's a tremendous bundle of perform-

ance in a new lightweight package. The cubic inch displacement is 300 and with a 4-barrel carburetor it turns

up a very respectable 250 horsepower. For maximum weight savings many parts are made of aluminum. This

engine is optional in LeSabre models. Compression ratio is 11 to 1. It uses premium fuel but economy is good.



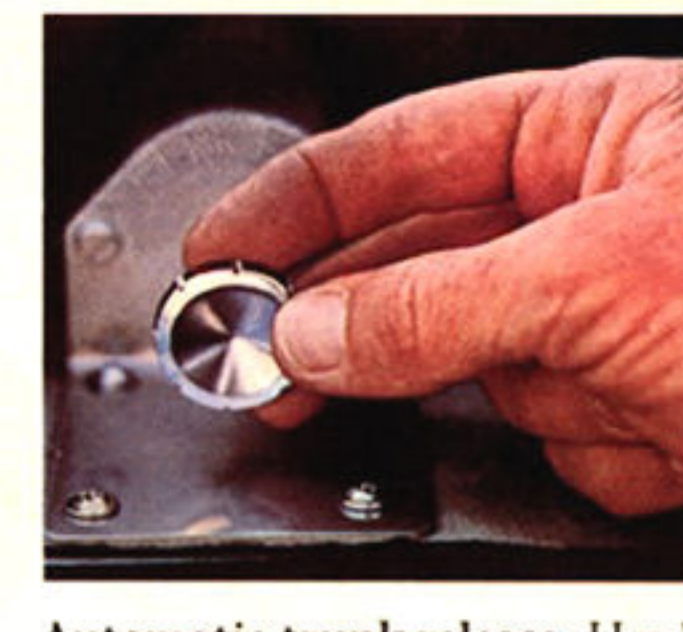
Power steering. Here's a worthwhile investment in driving comfort and parking ease. With Buick's power steering, you control the car with mere fingertip pressure and whip it in and out of parking places you would ordinarily pass up.



Power windows. A great convenience, especially for convertible owners. Individual controls for each window plus a master control for all four next to the driver's seat. Optional at extra cost on LeSabre, Wildcat, Electra 225 and Riviera. No-extra-cost on the Electra 225 convertible.



Seat belts. Here's a safety accessory that costs so little yet the protection it affords your family is priceless. Belts are made of heavy, high-test webbing and anchored to the floor. Available on LeSabre, Wildcat, Electra 225 and Riviera.



Automatic trunk release. Here's good news in bad weather. You can stay inside warm and dry while others load the trunk. Just pull the concealed release in the glove compartment and the trunk lid pops up. Available on LeSabre, (except Estate Wagons), Wildcat, Electra 225 and Riviera.

These are the options* and accessories* you can choose from. As far as the comfort and convenience of your Buick are concerned, they spell the difference between "great" and "sensational"!!!

*Available at extra cost



Power brakes. Just a touch of the toe and you come to a smooth, level, gliding stop. Power brakes are optional on LeSabre and Wildcat and come installed at no-extra-cost on Electra 225 and Riviera.

justment at the touch of a button. The six-way seats move backwards and forwards, up and down, also tilt to the most comfortable position. The six-way seat is available on LeSabre, Wildcat and Electra 225 only. A special two-way power seat comes at no extra cost on the Electra 225 convertible.



Tilt steering wheel. No need to adjust yourself to the steering wheel when you can adjust the steering wheel to yourself. Buick's adjustable steering wheel locks into any one of seven positions, to fit everyone from the tallest to the smallest. Flip it up out of the way, too, to make getting in and out easier. Available on LeSabre, Wildcat, Electra 225 and Riviera.



Power seat. If the whole family drives the Buick, here's how each member can have perfect seat ad-

weather. Available on LeSabre, Wildcat, Electra 225 and Riviera.

Hi-fidelity radios. A radio adds so much to the enjoyment of driving, particularly a Buick radio with its splendid fidelity and range. Buick's Sonomatic radio, with or without electric antenna, is available in LeSabre, Wildcat, Electra 225 and Riviera. For the FM fans, Buick offers a high-quality AM-FM set with electric antenna in LeSabre, Wildcat, Electra 225 and Riviera.

Positive traction differential. You go snow or no with this amazing non-slip differential. And this goes for ice, mud, and grease, too. How does it work? Simple. Conventional differentials feeds the power to the wheel that offers the least resistance—no good when you're on slippery pavement. With positive traction differential, power goes to the gripping—not the slipping—wheel. Hence, if either wheel has traction, you're off. Great for the winter weather. What's more, its great in any weather for improved traction and over bumpy, rutted or twisty roads.

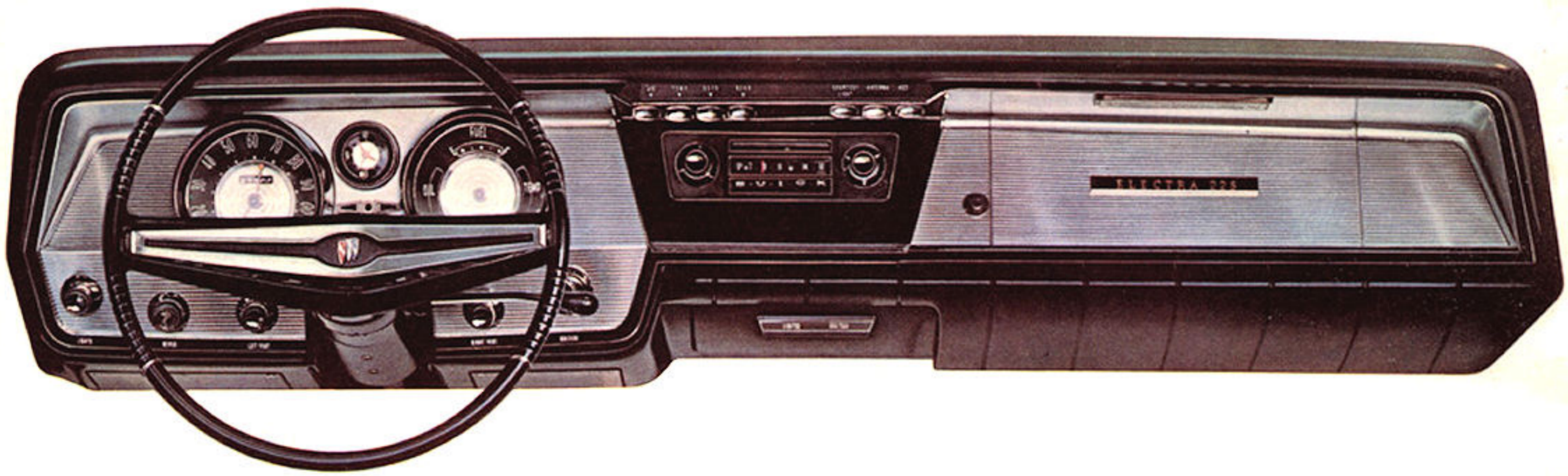
Electro-cruise. Remarkable new way to ease the tensions of continuous road driving. With Electro-Cruise you set the desired maximum speed with a control on the speedometer and the speed is maintained electronically. You can remove your foot from the accelerator pedal but a touch of the brake restores manual operation instantly. Available on LeSabre, Wildcat, Electra 225 and Riviera.

...and many others including...

- Rear seat speaker • Estate Wagon tailgate window washer wiper • Rear window defroster • Four-note horn
- Tachometer • Tinted Glass • Guide-matic (headlight dimmer) • Estate Wagon Luggage rack • Positive traction differential • Glare-proof mirror • Electric Clock • Back-up lights • Windshield washer • Station wagon luggage rack • Chrome door guards • Whitewall tires • Station Wagon power tailgate window • Gas tank door • Compass • Litter basket
- Tissue dispenser • Topper slip cover • Seat cushion topper • Spotlight • Handy mats • Visor vanity mirror • Ski rack • All Buick models may be ordered without heater-defroster at reduced cost.

Cornering lights. Here's an important safety accessory that illuminates an area your headlights do not cover. When you actuate a turn signal the light comes on to give you a good view of the area to the side of the car... goes off automatically when turn signal shuts off. Available on LeSabre, Wildcat, Electra 225 and Riviera.

Air conditioner. Why swelter through summer driving when your Buick can be as comfortable as your home or place of business? The secret is a Buick air conditioner that cools and filters air to give you dust-free, pollen-free driving comfort in any



SPECIFICATIONS: LeSabre • Wildcat • Electra 225 • Riviera

ENGINE

		Horse-power	Torque	Com-pression Ratio	Displace-ment (cu. ins.)	Car-buretion	Fuel
LeSabre	Wildcat 310*	210 @ 4600	310 @ 2400	9.0 to 1	300	2-barrel	Regular
Wildcat	Wildcat 445	325 @ 4400	445 @ 2800	10.25 to 1	401	4-barrel	Premium
Electra 225	Wildcat 445	325 @ 4400	445 @ 2800	10.25 to 1	401	4-barrel	Premium
Riviera	Wildcat 465	340 @ 4400	465 @ 2800	10.25 to 1	425	4-barrel	Premium

*Except LeSabre Estate Wagons which have the Wildcat 445.

ENGINE OPTIONS

	Horse-power	Torque	Com-pression Ratio	Displace-ment	Car-buretion	Fuel	Availability
Wildcat 355	250	335 @ 3000	11.0 to 1	300	4-barrel	Prem.	All LeSabres except Estate Wagons
Wildcat 465	340	465 @ 2800	10.25 to 1	425	4-barrel	Prem.	Wildcat, Electra 225 and LeSabre Estate Wagons
Super Wildcat	360	465 @ 2800	10.25 to 1	425	2, 4-bbl.	Prem.	Wildcat, Electra 225, Riviera and LeSabre Estate Wagons

TRANSMISSIONS

	Regular Equipment	Option (Automatic)
LeSabre	3-Speed Synchro.	Super Turbine 300*
Wildcat	Super Turbine 400	—
Electra 225	Super Turbine 400	—
Riviera	Super Turbine 400	—

*LeSabre Estate Wagons are available with Super Turbine 400.

REAR AXLE RATIOS

	3-Speed Manual Trans.	Super Turbine 300	Super Turbine 400 Estate Wagon only 3.07
LeSabre	3.42	3.07	
Wildcat	—	—	3.07
Electra 225	—	—	3.07
Riviera	—	—	3.07

Engine Lubricating System: Main bearings, connecting rods and camshaft bearings pressure lubricated. Cylinder walls splash and nozzle lubricated. Normal oil pressure 33 @ 2400 (LeSabre except Estate Wagons); 40 @ 2400 (Wildcat, Electra 225, Riviera and LeSabre Estate Wagons). Full-flow oil filter. Crankcase capacity (refill less filter) 3½ quarts. **Fuel System:** Automatic choke. Mechanical fuel pump. Two-stage gasoline filter with fine filter in fuel tank. Oil-impregnated polyurethane air cleaner. Exhaust type intake manifold heat control (Wildcat, Electra 225, Riviera and LeSabre Estate Wagons). Water-type intake manifold heat control on all LeSabres except Estate Wagons. 16½ gallon fuel capacity. **Engine Cooling:** Pressure system. Choke-type circulation thermostat. Centrifugal water pump. Capacity: 401 cubic inches is 15.5 quarts, 300 cubic inches is 11.5 quarts, with heater. **Exhaust System:** Single muffler for both banks of cylinders is mounted crosswise to the frame. Constructed of corrosion resistant aluminized steel to promote longer life. Dual exhausts available as optional equipment on all models except LeSabre and Estate Wagons. **Electrical:** Twelve volt electrical system. Five-position starter-ignition switch. **Automatic Transmissions:** Super Turbine 300 is a torque converter type featuring a variable pitch stator within the converter; and single planetary gear set. Maximum torque ratio in

DRIVE range at stall 2.45. Total oil capacity (refill) 15.5 pints. Super Turbine 400 is a torque converter type with a double planetary gear arrangement. Maximum torque ratio in DRIVE range at stall 2.15. Total oil capacity (refill) 20 pints. **Propeller Shaft:** Drive shaft is slightly angled to reduce tunnel height in rear seat. Angled sections are connected by a special constant-velocity universal joint that insures vibrationless transfer of power to rear axle. Shaft is connected to transmission and rear axle by needle bearing universal joints. **Rear Axle:** Hypoid gears, semi-floating. Transfer of driving forces through rubber-mounted arms connected to frame. Positive traction differential optional on all models. **Frame:** Safety-X-Frame with box section cross-members and tubular center section through which propeller shaft passes. **Suspension:** Independent ball-joint front suspension with link-type stabilizer bar. Three-link-type rear suspension with track bar. Coil springs front and rear. Rear springs loaded through lower control arms. Direct acting hydraulic shock absorbers front and rear. **Brakes:** Hydraulic, self-energizing. Air-cooled finned, aluminum brake drums front; finned cast iron drums rear. Total lining area: 197.32 sq. in. Step-on parking brake operating through rear service brake shoes. Power brakes standard on Electra 225 and Riviera, optional on Wildcat and LeSabre. **Wheels and Tires:** Disc-type wheels. 15 x 5:50 K on LeSabre. Size: 15" x 6.00", "L"-type flange on Wildcat and Electra 225. Tires: LeSabre and Riviera 7.10 x 15; Wildcat 7.60 x 15, Electra 225, 8.00 x 15. Oversize tires optional on Wildcat. Whitewall tires optional on all models. **Steering:** Manual recirculating ball steering standard on LeSabre, and Wildcat. Overall ratio: 33.0 to 1. Easy Power Steering standard on Electra 225 and Riviera; optional on Wildcat and LeSabre. Overall ratio: 20.7 to 1. Flexible coupling in power gear screens out vibration.

EXTERIOR DIMENSIONS:

	LeSabre	LeSabre Estate Wagons	Wildcat	Electra 225	Riviera
Overall Length	218.93	216.76	218.93	222.84	208.10
Overall Width	78.0	78.0	78.0	78.0	76.6
Overall Height	55.7	57.9	56.4	57.5	53.2
Wheelbase	123.0	123.0	123.0	126.0	117.0
Tread—Front	62.14	62.14	62.14	62.14	60.15
Tread—Rear	61.00	61.00	61.00	61.00	59.00

INTERIOR DIMENSIONS:

	Leg Room Front	Leg Room Rear	Head Room Front	Head Room Rear	Shoulder Room Front	Shoulder Room Rear
LeSABRE						
2-dr. Sport Coupe	40.9	36.0	38.3	38.1	59.0	57.7
4-dr. HardTop	40.8	37.4	38.5	33.5	58.6	57.9
4-dr. Sedan	40.8	38.7	39.3	33.8	58.6	57.9
Estate Wagons	44.5	38.1	38.3	39.7	58.8	57.9
Convertible	40.9	35.4	39.3	38.0	59.0	50.6
WILDCAT						
4-dr. Sedan	40.8	38.7	39.3	33.5	58.6	57.9
4-dr. HardTop	40.8	37.4	38.5	33.5	58.6	57.9
2-dr. Sport Coupe	40.9	36.0	38.3	38.1	59.0	57.7
Convertible	40.9	35.4	39.3	38.0	59.0	50.6
ELECTRA 225						
4-dr. Sedan	40.9	40.5	40.1	38.6	58.6	59.9
2-dr. Sport Coupe	40.5	39.2	38.5	38.4	58.6	57.5
4-dr. HardTop	40.9	38.6	38.7	38.3	58.6	58.0
4-dr. 6-window HardTop Sedan	40.9	40.5	40.1	38.6	58.6	57.9
Convertible	40.5	39.2	39.4	38.1	58.9	48.3
RIVIERA						
2-dr. Sport Coupe	40.1	35.1	37.6	37.3	56.2	55.8

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

GENERAL MOTORS PRODUCTS OF CANADA, LIMITED • OSHAWA, ONTARIO