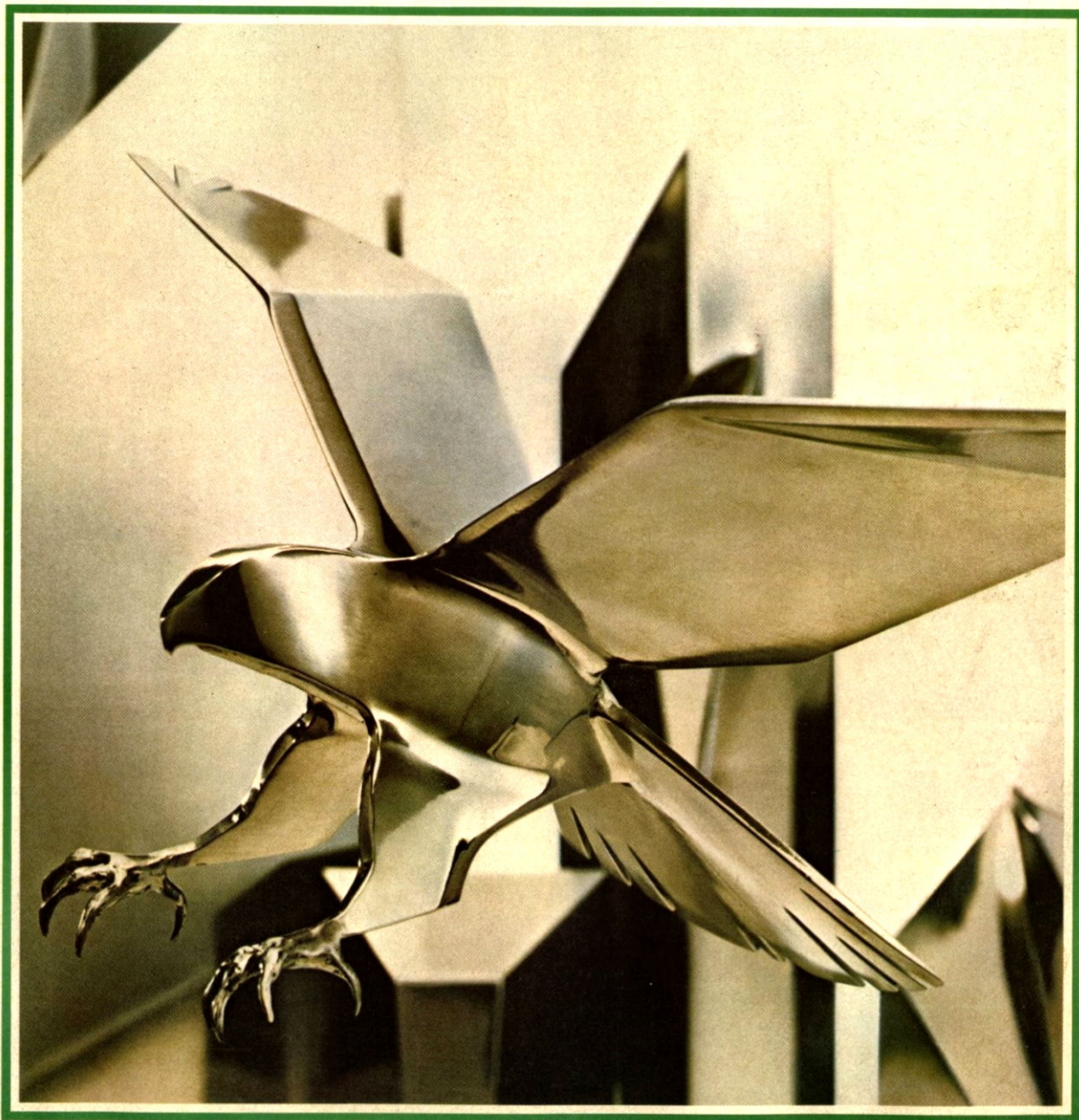
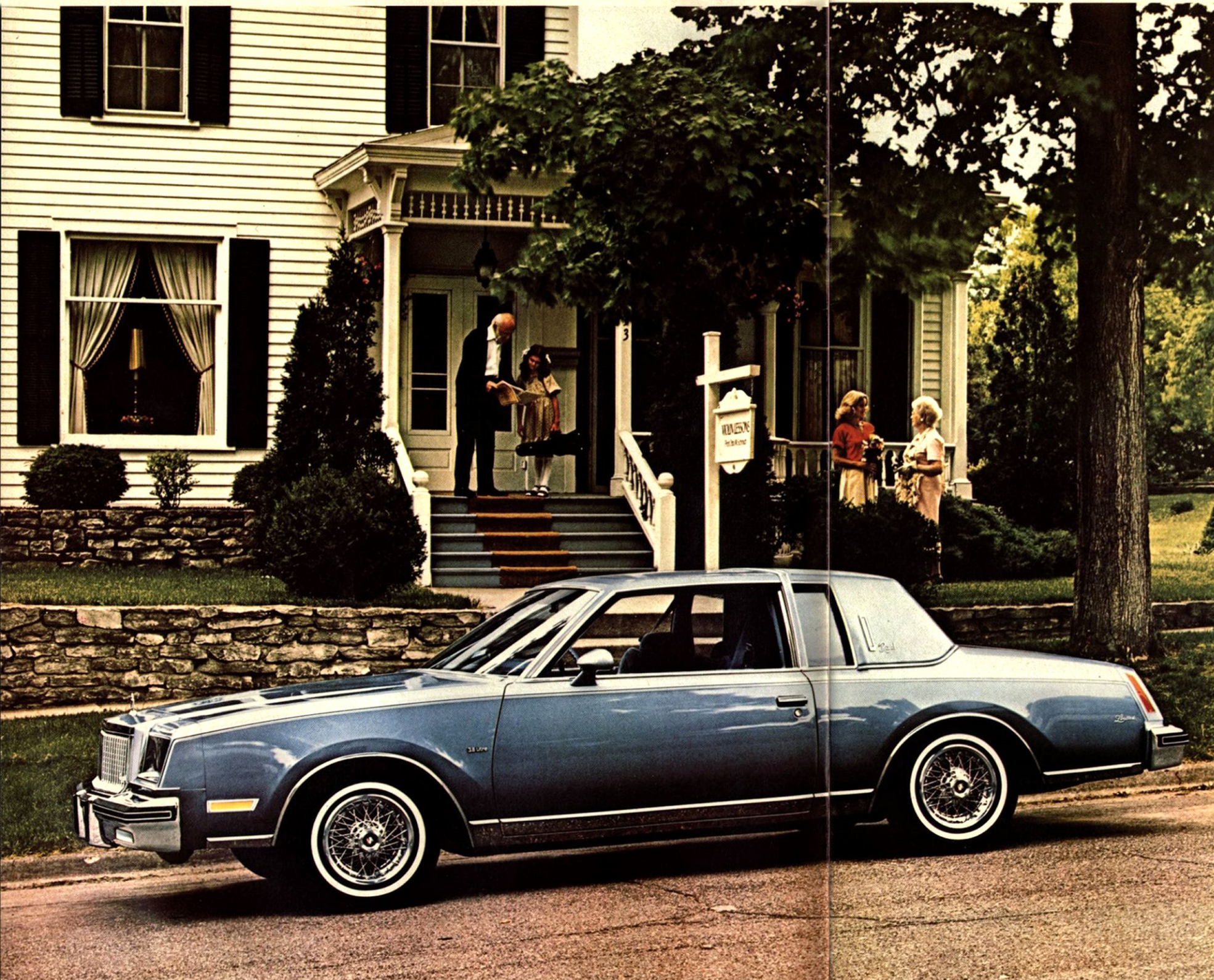


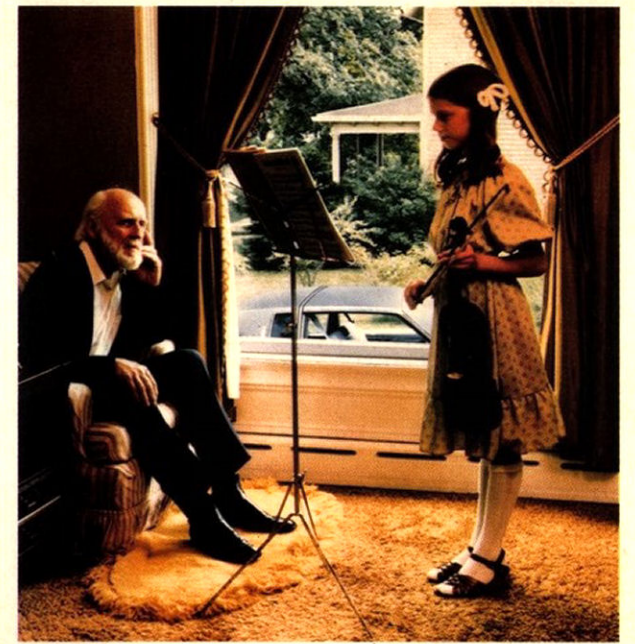
# BUICK 1980

REGAL·CENTURY





Regal Limited Coupe.



## Regal

**T**he mid-size personal luxury car. The genre seems to have captivated North America the way convertibles and two-door hardtops once did.

This year, there are not three, but four distinct Regals to choose from. The Regal Coupe, the prestigious, uptown Regal Limited, the turbocharged Regal Sport Coupe, and a new, Limited Edition Regal Somerset (shown on page 7). Only a limited number of Somersets will be built. So having one will indeed afford a rare treat.

The Regal Limited, like all the other Regals, comes equipped with automatic transmission, power steering, power brakes, and an entirely fresh exterior appearance, beginning with its restyled grille that sets off a new, four-headlamp system. The crisp feeling extends all the way back to its equally fresh taillight and rear deck treatment. Special, wide, chrome, rocker-panel moldings are standard on Regal Limited; and the Limited interior distinguishes this most luxurious of Regals from its brethren.

Of course, maybe you want the sophistication of Regal styling without all of the fanciness.

Well, that's where our Regal Coupe comes in, and quite nicely, too. Look it over on page 4. Oh, a few less bright accents here, maybe a touch less ornamentation there. But you get all of the charm and warmth of the Regal design, inside and out, plus the justly famous Buick ride.

## Regal

In addition to our Regal Coupe we offer a turbocharged Regal—it's called the Regal Sport Coupe, a deceptively simple name for some very exciting motoring, and the dash and verve that goes with it.

The verve begins outside, with an available Designers' Accent paint treatment, a blacked-out grille, and headlamp trim. It's rakishly set off with available sport mirrors, sport steering wheel and a set of four turbine wheels, (chrome-plated wheels are available).

Of course, you know what sets the



performance of the Sport Coupe apart from other Regals—the standard turbocharged 3.8 litre (231 CID) 4-barrel V-6 engine.

We've also given the Regal Sport Coupe another distinctive standard feature: New tungsten-halogen high beams. Once you've switched them on and experienced the intensely whiter light they produce, you'll really appreciate them. (Of course, you can order the halogen high beams on any Regal, but they come standard with the Sport Coupe.)



Regal Coupe.



Regal Sport Coupe.

# Regal

**S**tretched out on these two pages, just may be the most luxurious seating ever offered in Buick's personal, mid-size Regal. For example, doesn't that seat below look inviting? It's trimmed in crushed velour cloth; and it's standard on our Regal Limited Coupe and available in the Regal Sport Coupe.

Standard seating in the Regal Coupe and Sport Coupe is a comfy notchback; but you should see what's available: vinyl or cloth buckets, or a 55/45 notchback seat.

Every Regal seat is crafted with full-

foam construction, to give you comfort and support.

Additionally, Regals are trimmed with tasteful, simulated, wood-grain accents on the steering wheel, glove compartment, radio area, doors and instrument panel (brushed chrome on Somerset). Available manual front passenger seatback recliners let the passenger enjoy even more comfort.

Our Limited Edition Regal Somerset will be offered in one very special dark blue and tan color scheme. Setting off the paint scheme are wire wheel covers and

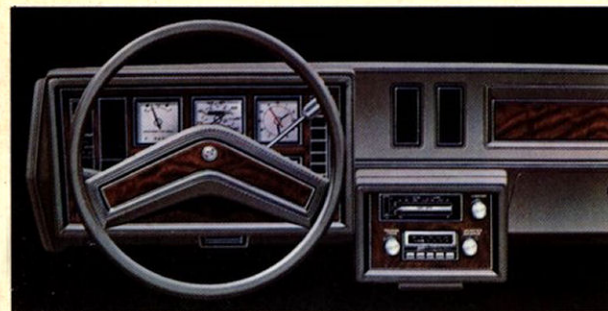
sleek sport mirrors.

The blue and tan motif carries through to the special, Somerset-design seat upholstery. We've included an umbrella pouch for the front seatback, and in it, a matching umbrella. Then, there are three ways to brighten any Regal: with our available silver-tinted Astrorof, our electric metal sunroof, or the Regal Hatchroof. (Headroom is slightly reduced with these options.)

Regal. It's what all the rest of the mid-size personal luxury cars are trying to be—a Buick.



Regal Limited interior (2).



Regal instrument panel. Some equipment extra cost.



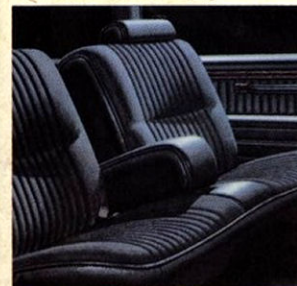
Available sunshade maplight.



Regal Somerset umbrella.



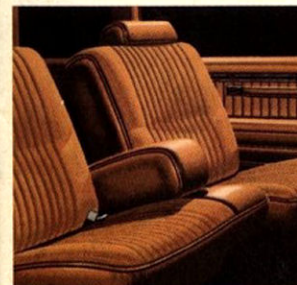
Regal Somerset interior (5).



Regal notchback interior (1).



Regal bucket seats (3).



Regal 55/45 interior (4).



Available wire wheel cover.



Regal Somerset Limited Edition Coupe.

Regal interior trim availability	Cloth or vinyl notchback seat (1)	Custom cloth or vinyl 55/45 notchback seat (2)	Cloth or vinyl buckets (3)	Cloth 55/45 notchback seat (4)	Somerset 55/45 cloth notchback seat (5)
Regal Coupe	S		A	A	
Regal Sport Coupe	S	A	A	A	
Regal Limited Coupe		S			
Regal Somerset—Option Y45					S
S—standard A—available					



Available rear window defogger.



Tungsten-halogen high beam headlight.

## Century



Every model year has its "sleeper"—a car that quietly comes on the scene and quickly proceeds to achieve a widespread celebrity status.

We submit that this is precisely the kind of car both new Century Sedans are destined to be. A glance at the picture below shows you why.

You can readily see the wholly dramatic new notchback styling, represented here in the form of the Century Limited Sedan. (The luxuriously padded roof you see is just one of the many options you can order.)

This refreshingly new sedan bears a most favorable resemblance to both the Buick Regal and the Skylark. For, like those two esteemed automobiles, its lines are crisp, assured and definitely on the sophisticated side.

One of the many pleasures of owning the new Century Sedan is, quite frankly, being seen driving it. Without question, this latest edition of Buick's popular mid-size series is going to turn plenty of heads.

On the more practical side, this Century is a surprisingly roomy, extre-

mely comfortable automobile.

We'd be remiss if we didn't mention the pleasure of handling a machine with Century's sensible dimensions—especially in traffic. You'll enjoy the handy maneuverability that stems from its 108.1" wheelbase and an overall length of less than 200".

Among the things that make the 1980 Century Coupes and Sedans even more desirable than their predecessors is a larger standard engine...a 3.8 litre V-6. In addition, you can specify the new 4.3 litre V-8 or the 4.9 litre V-8. And for the

growing number of turbo enthusiasts, there's the available 3.8 litre turbo-charged V-6.

To make drivers even happier, power assisted brakes (disc front, drum rear) have been made standard.

A new, available engine compartment light can assist you in an under-hood peek at night, no matter which engine you order.

While we're on the subject of lights, consider the standard lighting in Century Limited: front ashtray, under dash courtesy, front-and-rear-door-

operated roof, glove compartment, and trunk.

That's a lot of convenience. But, then, that's Century Limited for you.

And for even more convenience, not to mention comfort, order the available power seat, automatic air conditioning, electric door locks, power windows and electric trunk release.

Everything considered—roominess, looks, performance, ride—this could well be the year of the Century.

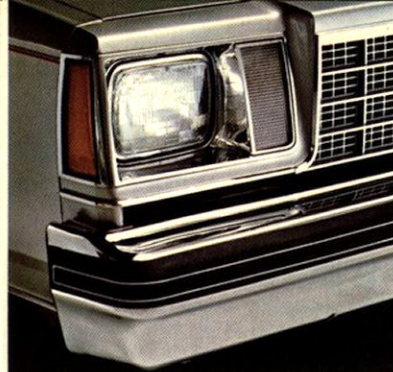


Century Limited Sedan.

# Century

Our lowest priced Century models may not have quite the same degree of poshness that our Century Limiteds have, but they set their own high standards of comfort and style. Words like workmanship and value come readily to mind when you inspect the Century Sedan and the Century Coupe.

As you can see, the Century Sedan has the same dramatic notchback styling and formal roofline as the Century Limited Sedan. It also has the same generous trunk space and interior roominess. In pleasing contrast, the Century



Coupe has its own handsome fastback styling. Just the verve and dash you may be looking for.

Happily, the Century models shown here are available with the same engine choices as the Century Limited.

Truly, Century wraps up a lot of car in an extremely attractive and practical package.

If you're looking for or thinking about a mid-size car, and want the qualities Buick stands for at what we believe to be a budget-pleasing figure, you may have come to the right place.



# Century

We take great pride and pleasure in introducing the Century Sport Coupe and its turbocharged version, the Century Turbo Coupe.

We call your attention to the special black grille, headlamp bezels, windshield wiper arms, pillars, mouldings, deck lid panel, and instrument panel trim. Note, also, dual sport mirrors and functional rear spoiler. Plus, a Hawk decal on the front fender.

How's that for car charisma?

But the Century Sport Coupe is more than just cosmetics. A Rallye ride-and-

handling package puts firmer coil springs and stiffer shocks at each wheel, plus large-diameter stabilizer bars front and rear. If you order power steering, you get it with a fast ratio, as part of the Sport Coupe's equipment.

Next we come to the Century Turbo Coupe. The name derives, of course, from the rather famous 3.8 litre turbocharged V-6 engine. This turbocharged powerplant is a docile, unassuming V-6, until you call on it to deliver extra power. The result can be surprising.

Think of it as a touch of Buick magic.

Along with the turbocharged engine, you get a few additional items, purely to let the world in general know what's under your hood: a special hood with distinctive bulge and Turbo 3.8 Litre nameplate, Turbo Coupe identification side and rear, a set of four turbine wheels and a special exhaust system with a rather authoritative voice.

You can add to the sporty look by ordering a set of four styled aluminum wheels that we're offering for the first time. They're especially handsome, and make a welcome addition to the sporty

wheel choices available to you.

We certainly don't want to overlook the entertainment aspects of a new Century, either. As for available Delco radios or radio/tape units, there are six to choose from. The range extends from the old standby AM-only through the AM-FM stereo radio, tape and CB (complete with a power Triband antenna), that can turn your Century into a personal communications centre.

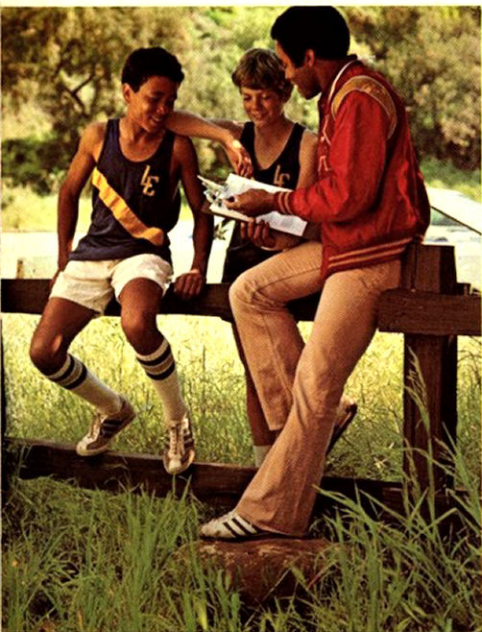
With all of this attention to charisma, rest assured that we've done our homework on the practical side. For

example, we've provided extensive corrosion resisting treatments to help protect your Century.

The Century Sport Coupe and Century Turbo Coupe.

Both are quite extraordinary motor cars, designed and built for drivers who are a bit more demanding, possibly a bit more appreciative of their machines than the average person.

If you're one of them, you should really get better acquainted with one of these.



Century Sport Coupe with Turbo Coupe Option.

## Century Wagons

One of life's pleasures is getting something you really want, with something you really need. Like Buick Wagons.

Let's begin with Century, our combination of mid-size practicality and luxury. Clean, crisp, exterior appearance set off by a new grille. Some Century Wagon buyers (and you might be one of them) want the look and feel of more sporting machinery. That would be our Sport Wagon. It's tasty visual display, made even more delicious in the driving.

As for the Century Wagon on the left,

you can see that it's a touch more fancy. That's the Century Estate Wagon, and with it, we re-establish the tradition of Estate Wagons.

No matter which Century Wagon suits your fancy, you'll find a lot to like in the way of comfort and utility. With 71.8 cubic feet of load space with the second seat folded down. Or comfortable seating for six. A 3.8 litre V-6, automatic transmission and power-assisted brakes. All standard. All on a trim, 108.1" wheelbase.

Inside, this new Century Wagon can

be ordered with all-vinyl front and rear seats. Or, if you prefer, you can order a cloth front, vinyl rear seat combination. And that's standard.

In the popular mid-size wagon category, there probably aren't any wagons with more style, practicality, and luxury than our Century models. Their crisp styling underscores their utility; their plush interiors symbolize their Buick heritage.

Yes, the Century Wagons are one of life's pleasures.

Century Wagons interior trim availability	Cloth or vinyl* bench seat (1)	Cloth or vinyl* notchback seat (2)	Cloth or vinyl bucket seats (3)	Cloth or vinyl* 55/45 notchback seat (4)
Century Wagon	S			
Century Estate Wagon		S	A	A
Century Sport Wagon-Option W01	S	A	A	A

S-standard A-available \*cloth front, vinyl rear available



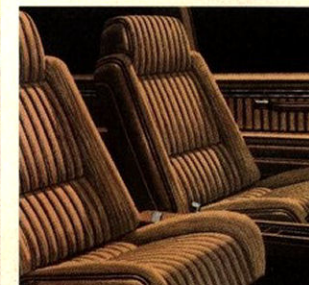
Century Estate Wagon, foreground; Century Station Wagon, background.



Century bench seat interior (1).



Century notchback interior (2).



Century bucket seats (3).



Century 55/45 interior (4).



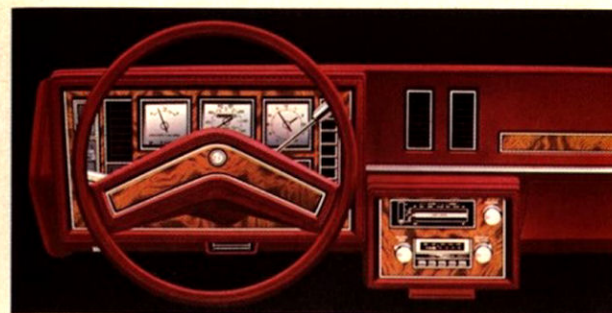
# Century

One thing that will instantly impress you upon entering any of the new Century models is the high level of interior trim. The 1980 Century is, in fact, even more impressive than last year's. Materials are a bit nicer. A touch more luxurious.

The standard Century seat for 1980 is a superbly comfortable notchback arrangement. And the seats are upholstered either in supple vinyl or a plush, crushed-knit cloth. (There's no point in our trying to describe this cloth. You simply have to run your hand over it.)

In the Limited Sedan, you can order the standard 55/45 notchback seats in elegant, crushed-velour cloth or stylish, yet sturdy, vinyl. A thoughtful feature is the individual adjustment of driver and passenger seats. Also, you can equip the front passenger position with an available reclining seatback for even more comfort.

You'll no doubt want to think through the options list before you make up your mind about exactly how you want to personalize your Century. But we might get you started with a few suggestions:



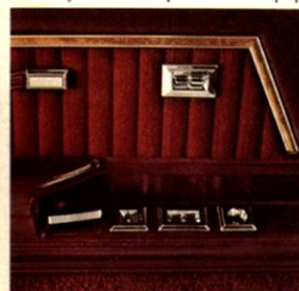
Century instrument panel. Some equipment extra cost.

You really ought to consider the Sport steering wheel. Or, the handy tilt steering column. Power windows and electric trunk release are handy notions. Also, you can choose between air conditioning that's manual or fully automatic. Of course, you have an array of Delco radios and sound systems to pick from.

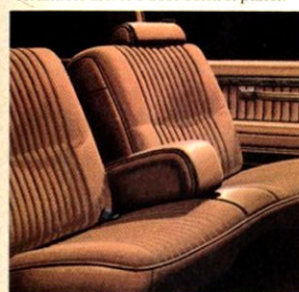
Finally, get in touch with the outdoors either of these two ways: with a silver-tinted, sliding glass Astrorooftop or an electric metal sunroof. (Headroom is slightly reduced with these options.)



Century Limited Sedan interior (2).



Available driver's door control panel.



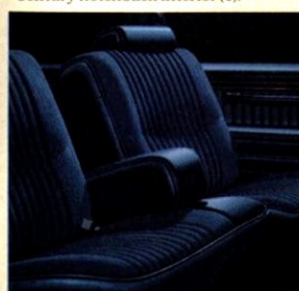
Century notchback interior (1).



Century bucket seats (3).



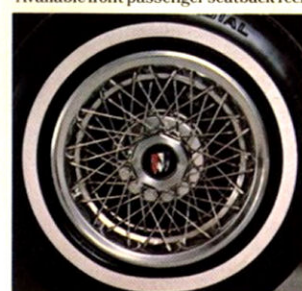
Available front passenger seatback recliner.



Century 55/45 interior (4).



Available sport mirrors.



Available wire wheel covers.



Turbocharged V-6 hood.

Century interior trim availability	Cloth or vinyl notchback seat (1)	Custom cloth or vinyl 55/45 notchback seat (2)	Cloth or vinyl bucket seats (3)	Cloth 55/45 notchback seat (4)
Century Coupe	S		A	A
Century Sport Coupe	S		A	A
Century Turbo Coupe—Option W13	S		A	A
Century Sedan	S		A	A
Century Limited Sedan		S		

S—standard A—available



Available accent stripes.



Available vinyl top.



## Standard Features on All 1980 Buicks

### Occupant Protection

- Seat Belts with Push-button Buckles for all Passenger Positions
- Two Front Combination Seat and Inertia Reel Shoulder Belts for Driver (with Reminder Light and Buzzer) and Right Front Passenger
- Energy-absorbing Steering Column
- Passenger-guard Door Locks
- Safety Door Latches and Stamped Steel Hinges
- Folding Seatback Latches
- Energy-absorbing Padded Instrument Panel and Front Seatback Tops
- Laminated Windshield
- Safety Armrests

### Accident Avoidance

- Side Marker Lights and Reflectors
- Parking Lamps that Illuminate with Headlamps
- Four-way Hazard Warning Flasher
- Backup Lights
- Lane Change Feature in Direction Signal Control
- Windshield Defroster, Washer and Dual-speed Wipers
- Wide-view Inside Mirror (Vinyl-edged, Shatter-resistant Glass and Deflecting Support)
- Outside Rearview Mirror
- Dual Master Cylinder Brake System with Warning Light
- Starter Safety Switch
- Dual-action Safety Hood Latches (Front Opening Hoods)

### Anti-Theft

- Anti-theft Ignition Key Reminder Buzzer
- Anti-theft Steering Column Lock

### A word about engines.

These Buicks are equipped with GM-built engines produced by various divisions.

All 1980 Buicks are covered by the General Motors 3-year Perforation from Corrosion warranty.

## The New GM Continuous Protection Plan.

The GM Continuous Protection Plan is now available when purchasing a new Buick. It is one of the most extensive programs of its kind, providing added repair protection (over and above the usual Buick warranty) against the cost of UNEXPECTED REPAIRS plus reimbursement for towing expenses during and after the GM New Vehicle Limited Warranty period. The Plan covers nine major assemblies (including engine, axles, factory air conditioning, even the electrical system) plus seals and gaskets. The Plan offers an allowance towards the cost of a RENTAL VEHICLE should your car be inoperable and kept overnight for repairs (for any failure covered by the GM New Vehicle Limited Warranty or this plan). The Plan also provides an allowance for TOWING or EMERGENCY ROAD SERVICE in the event any part covered by the Plan should fail – and during the New Vehicle Limited Warranty period if your car is *disabled for any reason at all*. The GM Continuous Protection Plan lets you cancel within 60 days and receive a full REFUND, providing you have filed no claims under the Plan. Best of all, the GM Continuous Protection Plan is honored by almost 1100 GM dealers across the country. See your Buick dealer today for complete details and conditions of this exciting new GM Protection Plan.

### A word about this catalogue.

We have tried to make this catalogue as comprehensive and factual as possible. And we hope you find it helpful. However, since the time of printing, some of the information you'll find here may have been updated. Your dealer has details of all significant changes and, before ordering, you should ask him to bring you up-to-date.

A word about assembly, components, and optional equipment in these vehicles.

The vehicles described in this brochure are assembled at facilities of General Motors of Canada Limited or car Divisions of General Motors Corporation or at facilities of General Motors Corporation operated by the GM Assembly Division. These vehicles incorporate thousands of different components produced by General Motors of Canada Limited or related Companies and by various suppliers to General Motors of Canada Limited or related Companies. From time to time during the manufacturing process, it may be necessary, in order to meet public demand for particular vehicles or equipment, or to meet federally mandated emission and safety requirements or fuel economy guidelines, or for other reasons, to produce vehicles with different components or differently sourced components than initially scheduled. All such components have been approved for use in our products by General Motors of Canada Limited or related companies and will provide the quality performance associated with our name.

With respect to extra cost optional equipment, make certain you specify the type of equipment you desire on your vehicle when ordering it from your dealer. Some options may be unavailable when your car is built. Your dealer receives advice regarding current availability of options. You may ask the dealer for this information. GM also requests the dealer to advise you if an option you ordered is unavailable. We suggest you verify that your car includes the optional equipment you ordered or, if there are changes, that they are acceptable to you.

All illustrations and specifications contained in this catalogue are based on the latest product information available at time of publication approval. The right is reserved to make changes at any time, without notice, in prices, colours, materials, equipment, specifications and models, and to discontinue models. Some of the equipment shown or described throughout this catalogue is available at extra cost. Check with your dealer for complete information.

At the time of publication, Fuel Consumption estimates based upon approved Transport Canada test methods were not available. Please ask your dealer for details for the vehicle which interests you.

At General Motors,  
we're committed to leadership  
in fuel efficiency.

### ENGINES AVAILABLE IN THE 1980 CENTURY OR REGAL

Order Code	Displacement	Carb. BBL.	CYL.	V.I.N.†	Source*
LD5	3.8 litre (231 CID)	2	V6	A	(1)
LC8	3.8 litre (231 CID)	4	V6	3	(1)
LS5	4.3 litre (265 CID)	2	V8	S	(2)
L37	4.9 litre (301 CID)	4	V8	W	(2)

\*Produced by GM (1) Buick Division at the Flint, Michigan Engine Plant  
(2) Pontiac Division at the Pontiac, Michigan Engine Plant

†The V.I.N. (Vehicle Identification Number) Engine Code is the fifth entry (letter or numeral) from the left on the vehicle serial number plate. The vehicle serial number plate is located on the top portion of the driver's side of the instrument panel and can be viewed from the exterior of the car by looking through the windshield.

