



**Wouldn't you
really rather
go first class
in a Skylark
Gran Sport
...or another
'65 Buick?**



**Start
doing it
now!**

Owning the exciting new Buick of your choice really does put more fun into your driving . . . and it's really not difficult to own a Buick. If you are thinking about a new car, it's worth remembering that, no matter what you finally buy, you'll probably wind up paying about what a new Buick costs. If you're going to pay for one, why not own one? Come in today. Take the first step toward greater car enjoyment...in a Buick!



Gran Sport

GS!

A hot newcomer from Buick... to bring you more driving fun...



This new beauty from Buick is yours as a sport coupe... thin pillar coupe... or convertible!

All have their own entirely different suspension system! Ride and handling purists will recognize Gran Sport's neat balance of sports car control with long-haul comfort. Front and rear suspensions—springs, shocks, stabilizer and rear upper control arms—are heavy duty and Gran Sport calibrated for superior road-holding, especially on corners. Quick, easy recirculating ball-bearing steering is teamed with sturdy ball joint front linkage. Result? Complete assurance under all driving conditions.

◀ Skylark Gran Sport snugs down for cornering. No lean, no sway—always smooth control.

Skylark Gran Sport for exciting fun in the sun. ▼

All have their own rugged heavy-duty frames! The Skylark Gran Sport provides a solid foundation for high performance quality with a modified heavy-duty perimeter frame. It features torque box construction plus extra, rigid cross-members—for a shake-free, silent ride and long life. Larger butyl rubber body mounts also significantly contribute to a smooth, quiet ride.

All have an extraordinary choice of transmissions! A 3-speed floor-shifting transmission, synchronized in all forward gears, is regular Gran Sport equipment. An extra-cost 4-speed, fully synchronized in forward speeds, is also available for extra dig. There's also Buick's famous Super Turbine automatic, optional at low extra cost. All of these gear boxes are available with consoles. Some short, some long, some with storage space and provision for the optional tachometer.



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Start doing it now!



Wouldn't you really rather go first class in a Skylark Gran Sport... or another '65 Buick?

Here's what Buick offers you as regular Skylark Gran Sport equipment:

- Wildcat 445 valve-in-head V-8 with 325 horsepower
- 3-speed transmission, synchronized in all forward gears; floor shift
- Heater and defroster*
- Reusable air cleaner element
- Electric windshield wipers
- Directional signals
- Dual sun shades
- Foam-padded seats
- Cigar lighter
- Instrument panel safety padding
- Instrument panel courtesy lights
- Door-operated courtesy lights
- Carpet
- Dual arm rests, front and rear
- Dual-key locking system
- Plunger-type door locks
- Ash tray and glove box light
- Step-On parking brake
- Front seat belts*
- Magic-Mirror finish
- Deluxe steering wheel
- Skylark wheel covers
- Dual horns
- 6,000-mile lubed front suspension
- Delcotron generator
- Dual Exhaust
- 14-inch wheels
- Ash trays—front and rear
- Full-flow oil filter
- Self-adjusting brakes

and all the expected Buick extras!

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. Whitewall tires, luggage racks, radios, some exterior moldings, wheel covers, and outside mirrors shown are optional at extra cost.

*A delete option at reduced cost.



Buick engineering—specifically new for the Gran Sport!

Skylark Gran Sport is a typical new product of Buick's brilliant engineering. The emphasis is on the high level of balanced performance of our Special-size Buicks. Unique style... quiet, luxurious ride... quality of materials and workmanship are all here. And now, the crowning engineering touch! Up front you have a Wildcat 445 valve-in-head V-8—with 325 full size horses, to guarantee your "quick departure" whenever you move the lever. This ultimate in personal, sports-type motoring can be experienced only by trying the Skylark Gran Sport on the highway. Do it. We promise it will thrill you.



Styling that really moves!

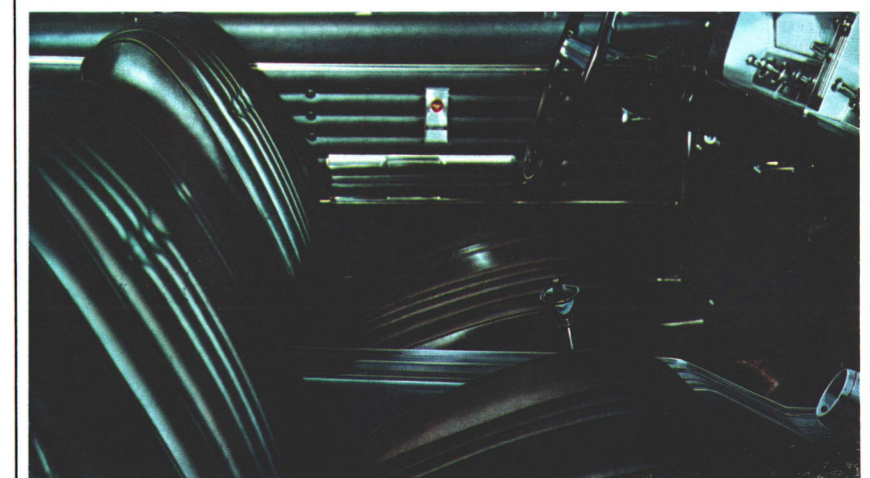
The Skylark Gran Sport, even at rest, displays an air of excitement. It is a handsome look—typifying a car that's primed for action. The Gran Sport heads the hot-blooded car class with a wallop! A 4-barrel carburetor plus V-8 power plant. A 4-barrel carburetor plus muffled manifold and dual exhaust, with reverse motion—all assure the free breathing needed for maximum output. Gear? Gran Sport offers real forward gears. You stir with the stick on the floor, naturally. For more relaxed types, there's Buick's ultra-smooth Super Turbine automatic, with floor-mounted quadrant. A 3.36-to-1 axle ratio, with 3- and 4-speed Synchronmesh—3.08 with Super authority. (Optional ratios are even wilder!) Turbine—lay power on the road with tremendous



Engines and Transmissions for Flashing Performance!

is this the sportiest special-size car in the world today? We leave it to you!...

Here's a typical Skylark Gran Sport interior (You don't see such luxury in many cars costing much, much more!)



Its beauty is only the beginning. Design follows function throughout the elegant simplicity of the Skylark Gran Sport cockpit. You may select your luxurious, foam-padded bucket seats in three harmonizing two-tone combinations—or five handsome solid colors. Every one is in glove-soft vinyl. The Skylark Gran Sport is carpeted, of course. Distinctive hardware, deluxe steering wheel, instrument panel safety pad, special bright trim, all spell Gran Sport luxury, everywhere you look. There's real luxury too, in the convenience and completeness of Gran Sport appointments and controls. Right away, you sense that this is a *driver's* car.—A feeling that's mighty easy for any driver to get used to, right from the start.

Lift this page to see other great Buick body styles ▼ for '65!

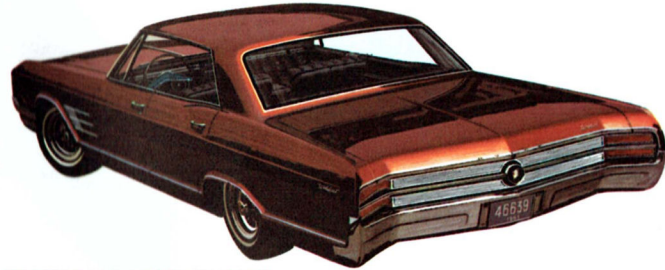
**One of the 50
Buick versions
of these popular
body styles
should suit
your personal
wishes exactly**



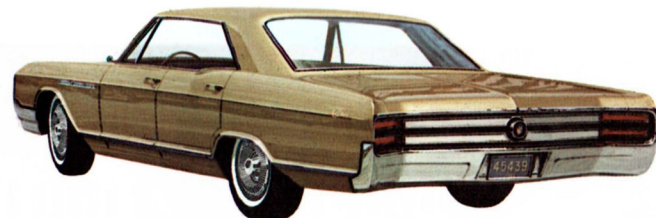
4-door Hardtops



THE ELECTRA 225 4-DOOR HARDTOP



THE WILDCAT 4-DOOR HARDTOP



THE LeSABRE 4-DOOR HARDTOP

Thin Pillar Coupes



THE SKYLARK THIN PILLAR COUPE



THE SPECIAL THIN PILLAR COUPE

What are you REALLY looking for in your next automobile? Style? Performance? Beauty? Convenience? Value? Whatever it is, every Buick model in the great Buick line-up for 1965 is more than a match for anything on the road—in terms of total motoring pleasure-per-dollar. And you can really prove it to yourself! Just try a new 1965 Buick, in the model, series, and price range you feel you belong in. Buick's wonderful way of performing is the instant tip-off that owning a Buick is bound to be a lasting and constant pleasure. (What else do you buy a car for?) And Buick performance will stay excitingly new and enjoyable much longer, because of the care and quality lavished on each Buick at the start. Buick's economy is headline stuff too. Winning three out of four classes in the tough 1964 Mobil Gas Economy Run, coast to coast, proved that. So... if you find yourself leaning more and more toward one of these beautiful Buicks, *let yourself go!* You'll find plenty of company this year!

4-door Sedans



THE LeSABRE 4-DOOR SEDAN



THE WILDCAT 4-DOOR SEDAN



THE ELECTRA 225 4-DOOR SEDAN



THE SPECIAL DELUXE 4-DOOR SEDAN



THE SKYLARK 4-DOOR SEDAN



THE SPECIAL 4-DOOR SEDAN

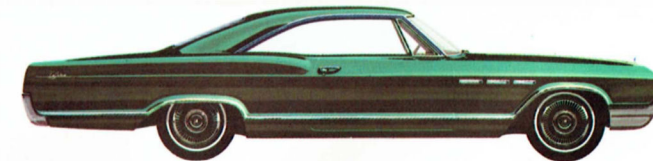
Sport Coupes



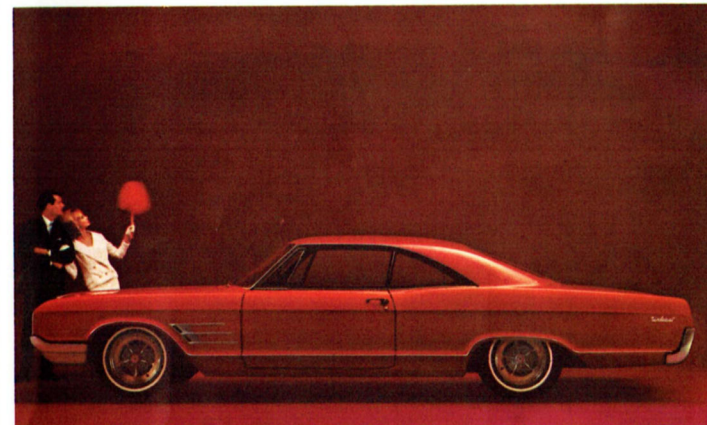
THE RIVIERA SPORT COUPE



THE ELECTRA 225 SPORT COUPE



THE LeSABRE SPORT COUPE



THE WILDCAT SPORT COUPE



THE SKYLARK SPORT COUPE

Convertibles



THE ELECTRA 225 CONVERTIBLE



THE WILDCAT CONVERTIBLE



THE LeSABRE CONVERTIBLE



THE SPECIAL CONVERTIBLE



THE SPECIAL CONVERTIBLE

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4-door Wagons



THE 3-SEAT SKYROOF SPORTWAGON



THE CUSTOM 2-SEAT SKYROOF SPORTWAGON



THE CUSTOM 3-SEAT SKYROOF SPORTWAGON



THE 2-SEAT SKYROOF SPORTWAGON



THE SPECIAL DELUXE 2-SEAT WAGON



THE SPECIAL 2-SEAT WAGON