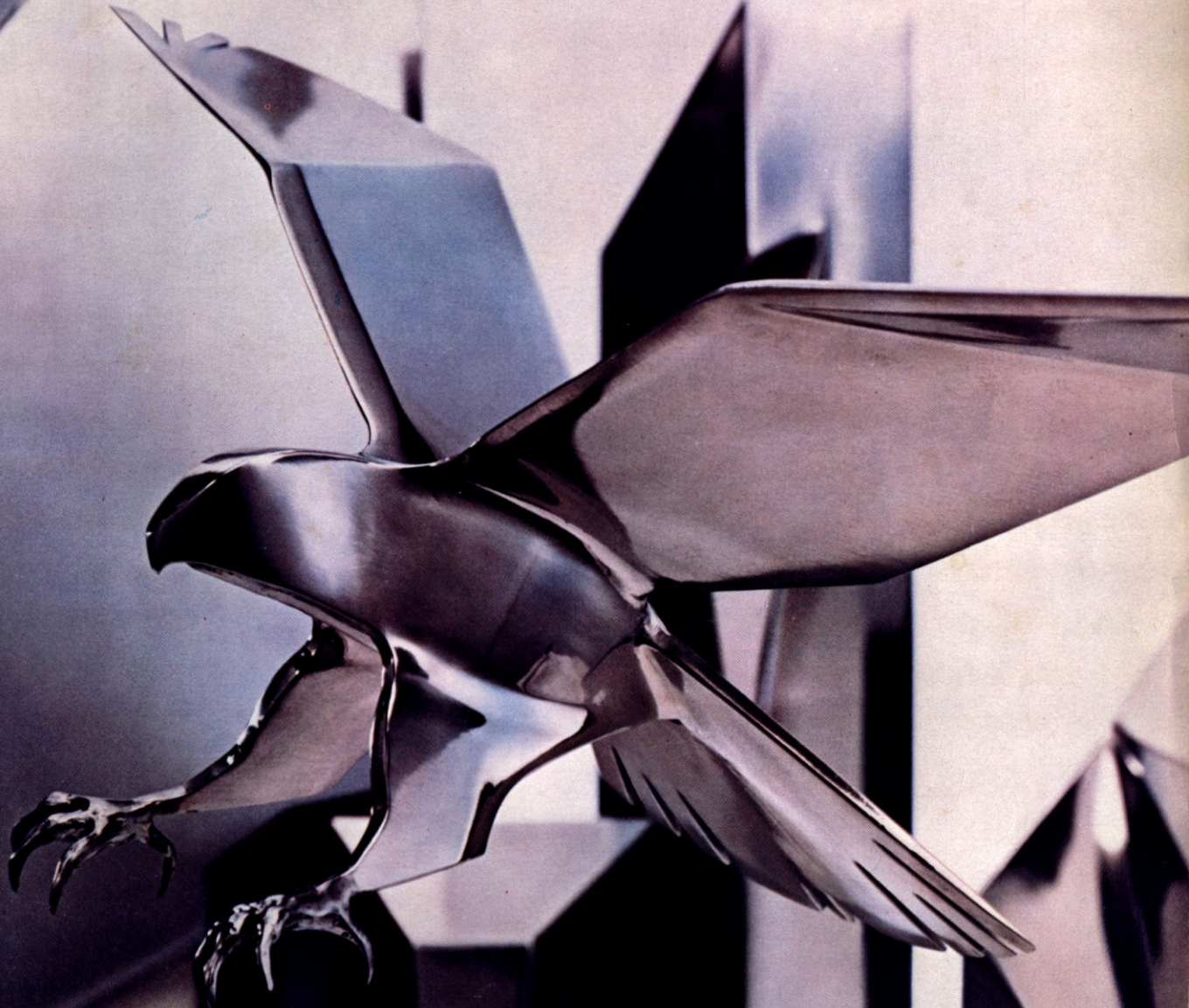


BUICK 1979

Le SABRE ELECTRA RIVIERA



Riviera.
Like its predecessors,
it suggests the future.

Ever since the first Riviera stunned the automotive world back in 1963, (background, below) the name

has carried with it a promise of bold, even daring thinking.

Ironically, it was this

tradition that challenged us to make the new Riviera a statement of what we think is to come, rather than simply a well-turned expression of what is already here.

Your first hint of this is Riviera's appearance. The raked-back front-end and squared-off roofline leaves no doubt that this is a luxury car that performs with authority. And

provides meaningful room for its driver and passengers.

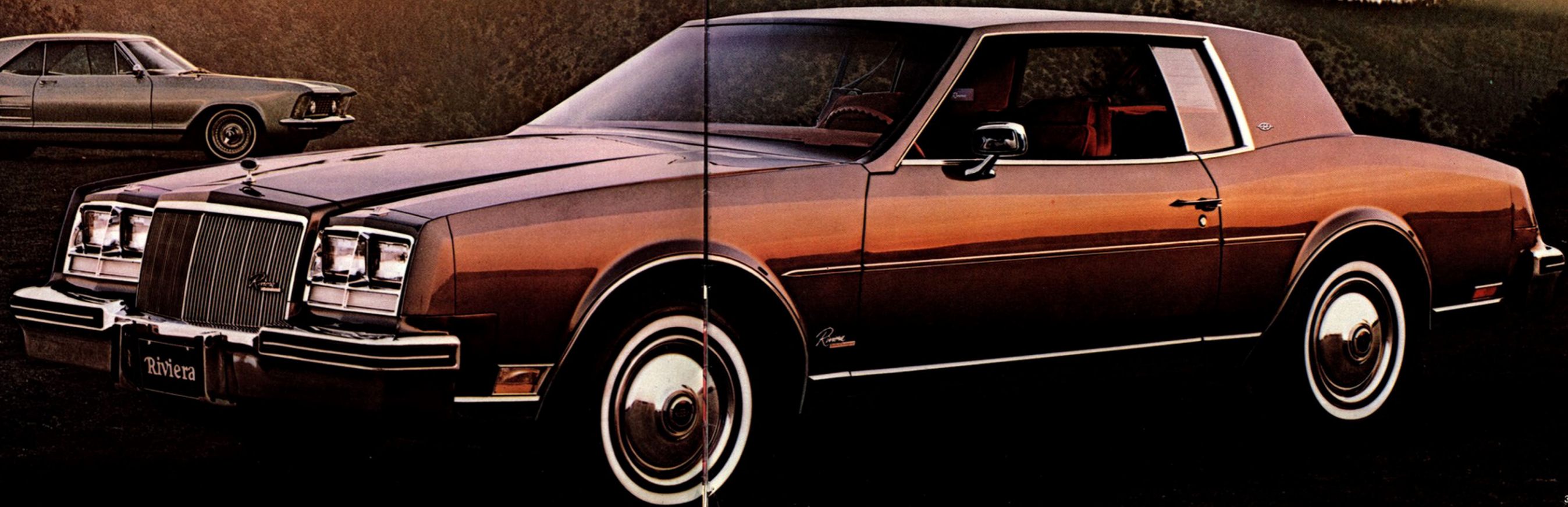
Interestingly, the new Riviera is almost twelve inches shorter than its 1978 predecessor. The new Riviera's wheelbase is almost two inches shorter

than it was last year. Which, of course, means it is lighter on its feet. Naturally, front-wheel drive and four-wheel independent suspension play a vital role in the new Riviera also, but more on them in a moment.

Best of all, we think the

new Riviera, with all the advanced thinking that went into it, looks every bit like the trend-setting automobile it is. Yet, it also possesses the classic beauty of the first Riviera.

It's *that* kind of car.
It's *that* kind of Buick.



Riviera.
Years from now,
any number of instrument panels
may look like this.

Here before you is Riviera's new digital speedometer, and fuel gauge which are part of our computer-controlled Trip Monitor. The available Trip Monitor is an option we expect to offer after January 15, 1979. But we're showing it to you now because we think it, more than any other feature, says

exactly what the new Riviera is all about.

The readout, as you can see, is digital. In the case of the speedometer and fuel gauge, there are no traditional needles and numbers, per se. If you are going 100 km/h, the data monitor directly in front of you will read "100". If you slow to 95, the digital message

changes accordingly. A similar readout is provided for fuel, except unlike conventional fuel gauges, this one actually tells you how many litres are remaining in the tank.

But that's just the beginning. The real wizardry is the Trip Monitor itself. By simply touching the proper buttons,

in the center of the panel, the computer will tell you practically everything, from the number of hours and minutes it will take to reach your destination, to your estimated time of arrival, the number of kilometres you can go on the fuel you have in your tank, and the

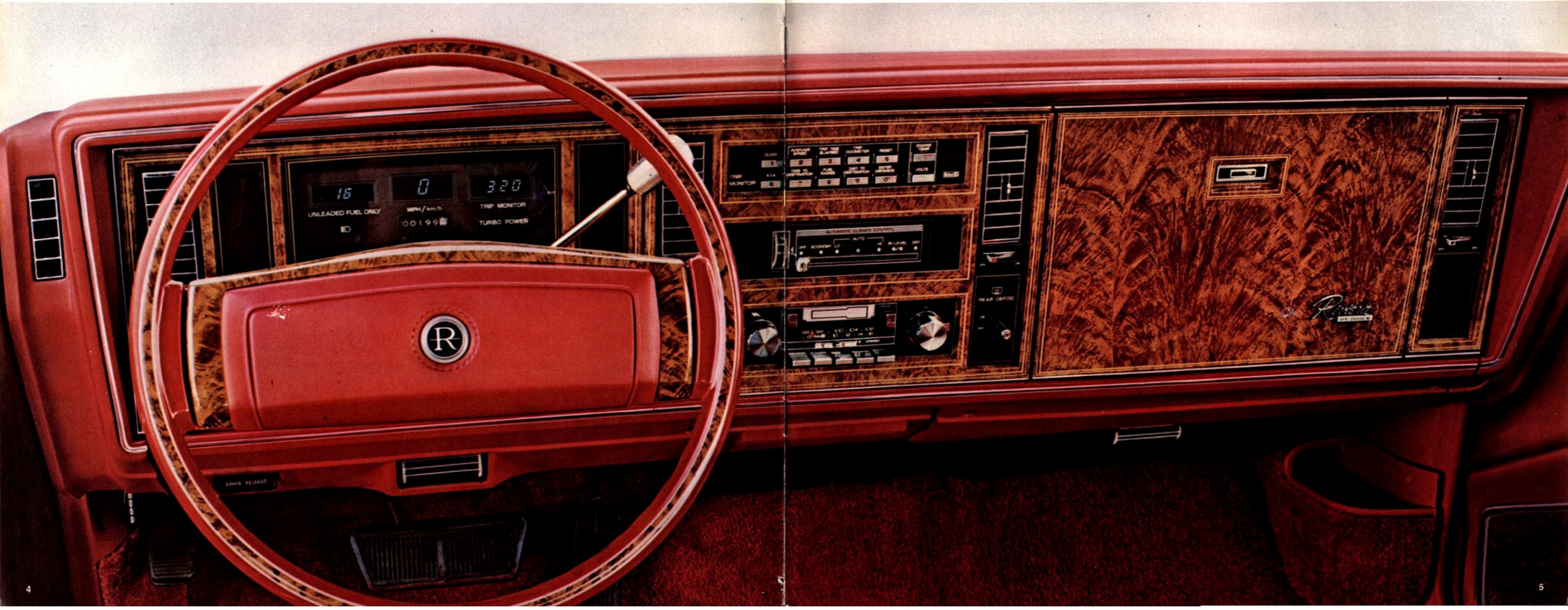
kilometres remaining to your destination. There is also a button, mounted in the glove box, which allows the digital readout to express miles per hour and U.S. gallons.

As if that isn't enough, the monitor also provides digital readouts for engine temperature, time, average speed, and elapsed trip time. In addition,

there's a resettable digital trip odometer and low-fuel warning.

Naturally, since it is a bit exotic, we don't expect everyone who buys a Riviera to opt for the Trip Monitor, so we provide a conventional speedometer, trip odometer and fuel gauge as standard equipment.

But, you must admit, it is extremely useful. Particularly if you do a lot of cross-country driving. And, as we indicated, it really does underscore what a superbly advanced conveyance the new Riviera is.



Riviera.
Like an iceberg,
most of its content lies
beneath the surface.

Look closely at the anatomy of the new Riviera. You will quickly learn that it contains a remarkable amount of technological prowess.

The drivetrain features front-wheel drive. Which means, the wheels that do the steering, also do the driving. Engine weight is over the driving wheels, which in turn makes the Riviera particularly well-suited to driving in the snow or wet.

Springing is handled by torsion bars upfront and coil springs in the rear. Take it from us, the resultant ride is very smooth.

Power, depending on which model you order, is supplied by a 5.7 litre (350 CID) V-8 or a special dressed-up version of the Turbocharged 3.8 litre (231 CID) 4-bbl. V-6 power-plant. Special, not only in its dressed-up appearance, but in the way it powers the Riviera with front-wheel drive. As timely and up-to-date as the Riviera itself.

Without going into detail,

the Turbocharged engine uses the energy of its own exhaust to help supply extra horsepower when you need it. And when you don't need it, the turbocharger coasts, and the engine behaves like the conventional V-6 power-plant it basically is. It's a little like having your cake and eating it too. The turbo places your Riviera S TYPE in the unique position of being the only turbocharged V-6 front-wheel-drive car built in North America. Which, if we do say so ourselves, is no small accomplishment.

Riviera.
Innovation and intelligence
everywhere you look.

With all the attention that's been lavished on the front half of Riviera's chassis, you might be inclined to wonder what wizardry we worked with the rear half.

Riviera uses a fully independent rear suspension, a feature that up till now has been the exclusive province of cars like Corvette, Porsche and Mercedes-Benz.

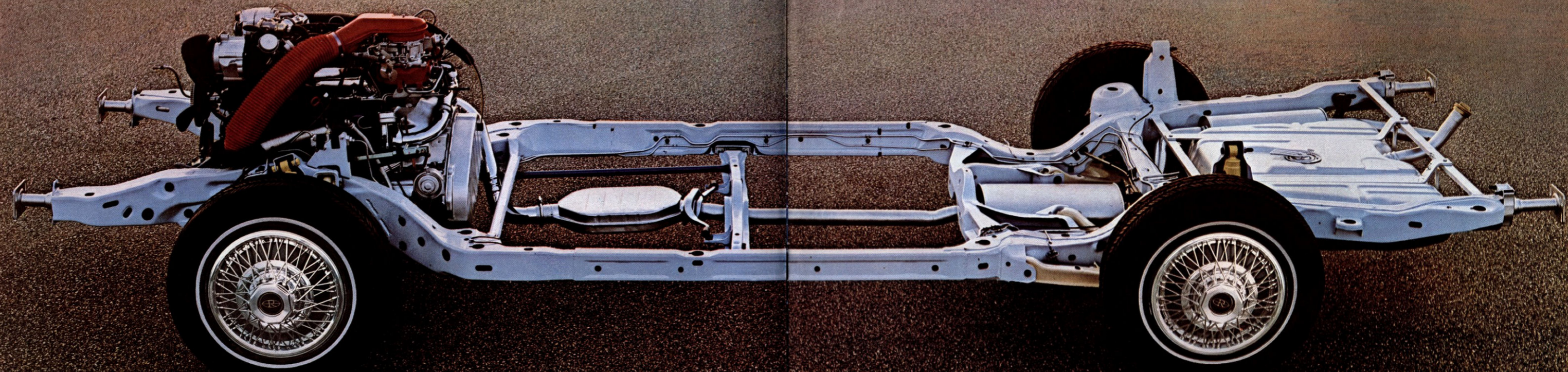
It means that one rear wheel can take a bump independent of the other rear wheel. On rough surfaces, particularly in turns, that means a smooth ride.

And, in the interest of cornering flatness, a hefty rear stabilizer bar is also standard equipment. Disc brakes, which are standard in front, are also available in the rear.

One final point worth mentioning here is that, despite all of its new features, the Riviera still uses separate body and frame construction, just like the former Rivieras. With it, the driver and passengers are contained in one unit—

the body. While the machinery that does the work of propelling the car and absorbing the bumps, are connected to another unit—the frame. Thus isolated, vibration and road noise are trapped, and effectively reduced, before they can reach the passenger compartment.

And make no mistake about it, we would not have considered Riviera complete if we failed to endow it with the sense of quiet and aplomb people come too expect of a Buick.





Riviera. Inside.

No doubt about it, one of the real pleasures of owning a Riviera is getting inside it.

Among the conveniences it places at your disposal are a Delco AM-FM stereo, power steering, six-way

power driver seating, power windows, automatic transmission, power brakes, a digital clock, air conditioning, Soft-Ray tinted glass, cornering lights, power antenna, and automatic level control—all as standard equipment.

Not only is the seating comfortable, the choice of fabrics or available leather in the seating area, colors, sew patterns and seat configurations is enough to please the most demanding, aesthetic tastes.

If your idea of a Riviera is that of a no-holds-barred, all-out luxury car, we can accommodate you. Opulent 45/55 seating, featuring rich, tufted velour upholstery and a folding center armrest, is standard. Extra cost leather in the seating area is also available, for an added luxurious touch.

And while we're on the subject of luxury, you might also give some thought to ordering the available automatic air conditioning system.

On the other hand, if you lean toward the sport side, we'd suggest the S TYPE

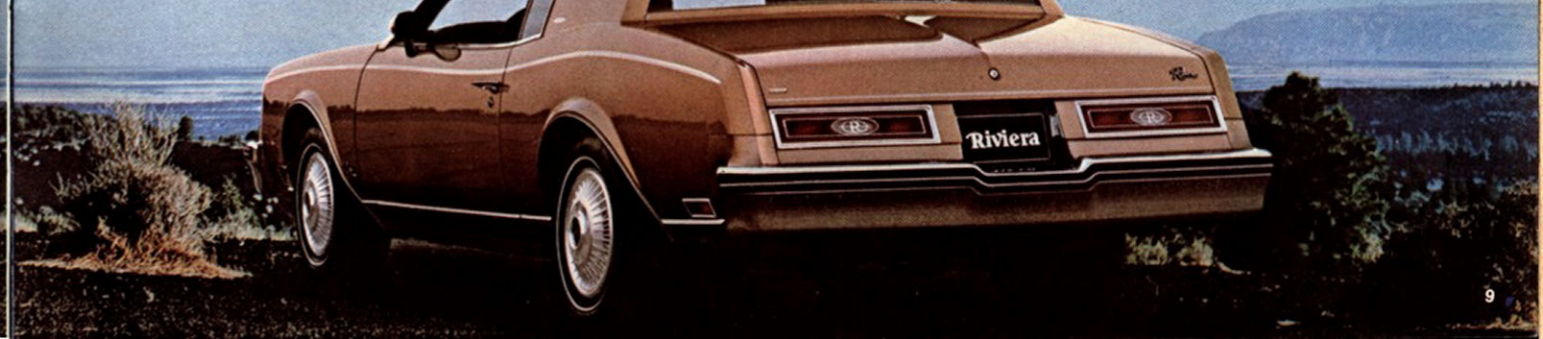
with bucket seats, which are new this year, and offered in vinyl or cloth. Leather upholstery in the seating area is available at extra cost.

On the subject of sporti-

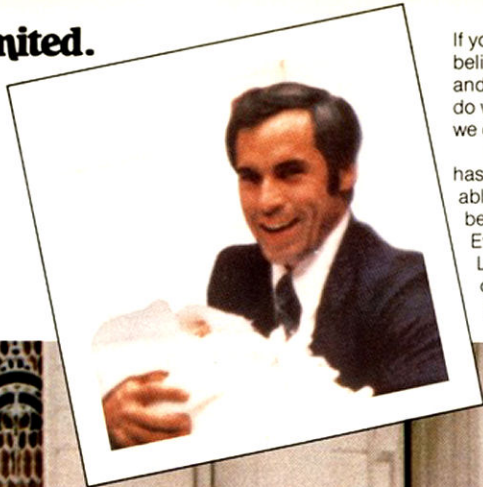
ness versus luxury, you'll also be interested to know that when you order an S TYPE Riviera, the instrument panel is trimmed in an appropriate black motif, and a storage console is

included. Rivieras with 45/55 seating get a stately simulated wood-trimmed effect.

Suffice it to say here that the inside of a Riviera—any Riviera—is one fine place to pass the miles in.



LeSabre and LeSabre Limited.



If you're a bit reluctant to believe that the ideas of 'luxury' and 'family' have much to do with each other these days, we don't blame you.

But the fact is, that Buick has achieved a remarkable degree of compatibility between these two concepts. Even in the most basic LeSabre, you'll find evidence of that fact. For not only will you get genuine 6-pas-

senger room, you'll also get an array of amenities, including automatic transmission. Power steering. Power front disc brakes. Your choice of vinyl or cloth seating. But, for those of you who wish to travel on a little higher plane, we're pleased to introduce a new top-of-the-line member of the LeSabre family, called LeSabre Limited.

Half of its name is taken

from the luxury half of the car. The half that includes a new "limited" level of interior comfort and plushness. And, more specifically, things like notch-back seats with their full-foam construction, together with LeSabre's deep, cut-pile carpeting.

This luxury side of LeSabre Limited also includes a special molding package. Something that works very

well together, with the newly-designed grille, tail lamps and side and rear ornamentation.

Of course, as much as anything, LeSabre Limited is a family car. And, in your investigations, you'll find that it has no trouble living up to the LeSabre half of its name, either.

LeSabre Limited, and LeSabre, share a tremendous amount of quality and design

features. And that obviously holds true, regardless of whether you select the Coupe or the Sedan.

Large, easy-to-read controls are laid out in a very logical pattern. And above, in the center of the dash, is a blacked-out panel, which houses all of LeSabre's indicator lights. They provide quick, convenient references concerning high/low beam of

your headlights, engine temperature, oil pressure, generator, brake warning and seat belt reminder.

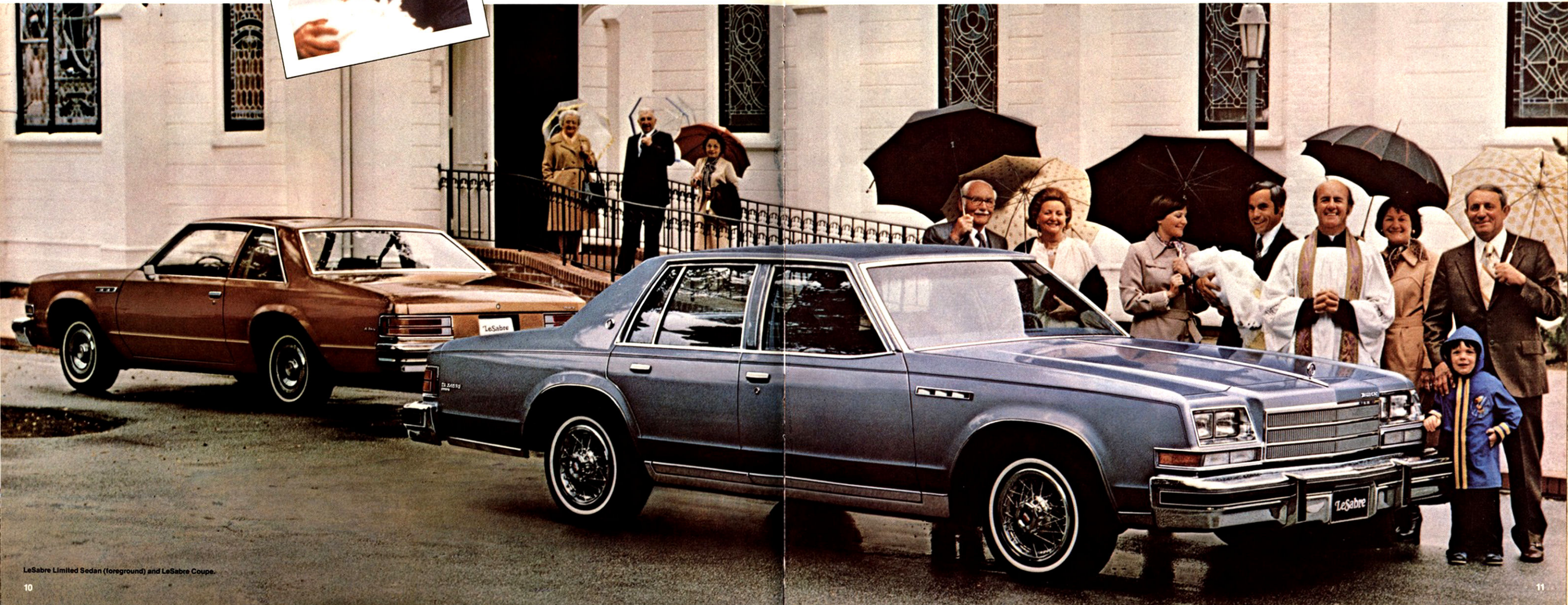
LeSabre and LeSabre Limited are set into motion by a 3.8 litre (231 CID) V-6.

And, if you're the sort of person who enjoys V-8 power in a car, there are V-8's available at extra cost.

If it seems that we've gone on a bit about all of LeSabre's

utilitarian features, it's just that we want to make one thing very plain: in giving LeSabre an added measure of luxury, we didn't give practicality and common sense a back seat.

Instead, we'd like to think of it as a happy co-existence. Rather like the relationship of diverse personalities you'll find in any good family.



LeSabre Limited Sedan (foreground) and LeSabre Coupe.

LeSabre Sport Coupe.



At Buick, we've never believed that sportiness is a matter of size. Sportiness, to us, is more a matter of attitude, a sense of adventure and spirit in a car. The kind of thing that you'll find in LeSabre Sport Coupe.

You'll recognize it immediately by the down-to-business flat black trim of the grille, windows and moldings. And by the glint of its chrome-plated wheels.

But, as we've already implied, sportiness is more than just a matter of appearance. A lot of it has to do with the way a car is engineered.

It's things like a special ride-and-handling package, with large front and rear stabilizer bars, firm springs and shock valving. Plus fast-ratio power steering, and wide, oval, steel-belted, radial-ply tires. All the things, in fact, that

give LeSabre Sport Coupe its full measure of roadability.

Sportiness has something to do, too, with the way a car responds to your touch.

LeSabre Sport Coupe is powered by a 3.8 litre (231 CID) 4-barrel turbocharged V-6 with automatic transmission.

Through turbocharging, it's able to supply you with additional power when you

need it—like on the highway or passing—but when your power demands are less, you get the advantages of a V-6 engine.

Yes. LeSabre Sport Coupe is a spirited, fun-to-drive car with a real aptitude for the road.

Yet, all of its dynamic features have been achieved without a reduction in utility.

Indeed, with its roomi-

ness, its 21 cubic feet of luggage space and sensible engineering, LeSabre Sport Coupe remains every inch the practical family car you need, as well.



Estate Wagon.



We're not going to start off by telling you that Estate Wagon is for everybody.

What we are going to tell you, however, is that if you have the type of family or lifestyle that demands a large amount of room or a large amount of cargo space—you may have found just the right answer.

For openers, Estate Wagon can seat up to eight passen-

gers (if you order the available three-seat model). And, with rear seats folded down, it offers 88.6 cubic feet of handy cargo space for hauling firewood, groceries, and other things, too.

Our 1979 Estate Wagon comes with a list of standard features like these: power brakes, power steering, a lockable rear storage compartment for storing valuables.

Even a very versatile tailgate that folds down or opens like a regular door with the window up or down.

There's even more when you order an option package we call Estate Wagon Limited.

It's Buick's way of offering you an impressive amount of luxury and appointments. And it includes a special grille, power windows, a tilt steering column, 55/45 notchback

seats, a luggage rack with air deflector, chrome-plated wheels and a very attractive, simulated wood-grain vinyl applique.

Estate Wagon's powertrain is a 5.7 litre (350 CID) 4-barrel V-8 with a strong, smooth response. A 6.6 litre (403 CID) V-8 is available, as well.

Estate Wagon. Like we said in the beginning, it's not for everybody. But when it's

right, it's very, very right. And just maybe, it's right for you.





To really get to know a car, you have to get inside of it. Touch it. Sit in it. Admire it for what it has to offer. And one of the nicest places we can think to begin is with LeSabre Limited.

With its new elegant interior, it has the type of legendary Buick comfort that borders on being sheer bliss. A lot of it has to do with its cushiony notchback seats. With full-foam construction, they positively pamper you, while giving your back and legs support.

From where you sit as a driver, it makes things like the intelligent, well-planned instrumentation, enjoyable to operate.

Of course, there's comfort and convenience in all our LeSabre and Estate Wagon models. Thick, cut-pile carpeting underfoot. And overhead, a dome light for visibility when you need it. In front, comfortably-padded armrests.

And while we're on the subject of comfort and convenience, let us point out there are some pretty special items you can add on your own, too.

Choose, for instance, from eight available Delco radio sound systems—everything from an AM unit to an ultra-sophisticated, AM-FM stereo CB system. Add available cloth bucket seats and a new, full-length operating console to your LeSabre Coupe or LeSabre Sport Coupe. Power windows. Power seats or reclining seat-backs.

Go ahead. Embellish it with all the features—all the amenities—you enjoy the most in a car.

For a more complete list of them, just consult your Buyer's Guide on page 5 (available from your dealer). Between everything LeSabre and Estate Wagon offer on their own—and everything you can do with them yourself—we think you're going to be delighted with what you find there.

LeSabre Limited 55/45 notchback interior

LeSabre and Estate Wagon interiors.

Cloth bench seat (1)



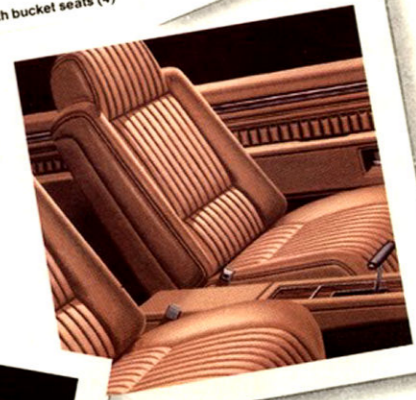
Cloth notchback seat (2)



Cloth 55/45 notchback seats (3)



Cloth bucket seats (4)



Vinyl bench seats (5)



LeSabre and Estate Wagon interior trim availability

	Cloth or vinyl bench seat (1)	Cloth or vinyl notchback seat (2)	Cloth or vinyl 55/45 notchback seat (3)	Cloth bucket seats (4)	Vinyl bench seat (5)	Cloth or vinyl notchback seat (2)	Cloth or vinyl 55/45 notchback seat (3)
LeSabre Coupe	S		A				
LeSabre Sedan	S						
LeSabre Sport Coupe	S	A	A	A			
LeSabre Limited Coupe	S	A					
LeSabre Limited Sedan	S	A					
2-seat Estate Wagon					S	A	A
3-seat Estate Wagon (option)					S	A	A
2-seat Estate Wagon Limited (option)							S
3-seat Estate Wagon Limited (option)							S

S standard A available

The Electra Park Avenue.

This is the Buick where you can order nearly every convenience item imaginable, and then some. For example, you can unlock your trunk from inside your Electra with the mere push of a button. And believe it or not, you can unlock your fuel cap by touching a similar button. These are available extras on Electra Park Avenue, but they hint at our philosophy in building this car. Its sole purpose is to serve you unflinchingly.

Standard Electra Park Avenue features include elegantly buttoned and tucked, velvet-upholstered seating. The front seat is our 50/50 type with an individual armrest for each section. In fact, across the front and back, there is an impressive total of seven armrests. As driver, your section of the front seat can be adjusted fore and aft electrically. Acting as in-car briefcases, two velvet pockets are sewn into the back of the front seat. And for night-time homework, reading lamps, similar to an airplane's, emit thin, intense shafts of light from the ceiling. While on the outside, mounted on each side, are state-of-the-art Coach Lamps. There are no bulbs to burn out, since space age fiber optics are used here.

The Electra Park Avenue. So well done you may consider it your executive suite on wheels.



The Electra 225.

The common perception, is that people buy Electra because it is an extremely well-appointed, extremely well-styled automobile. But there is another point that deserves attention. The fact that Electra is also a well-engineered automobile.

A solid state Electronic Ignition System works off of a maintenance-free Delco

Freedom Battery to fire Electra's V-8 engine to life. The finely-tuned suspension system and the ample wheel-base help in "stepping" you over road imperfections and bringing you around corners with authority. The four coil springs that are the keystone of the Electra ride are selected by a computer to match the differing

weights of individual Electras. (An Electra with air conditioning, for instance, weighs more than one without and, therefore, requires different springs. A technical, but very important point.) Acoustic paneling and sound absorption materials further protect you from the annoyances of street noise. The transmission is automatic.

The steering is power assisted and the turning diameter curb to curb is 12.38 metres. The standard braking system consists of power front discs and drums in the rear. And the tires are steel-belted radials.

The point is, that no matter how impressed you are with Electra's looks and luxury, buying one for its engineering is also a mighty good reason.

The Electra Limited.

Let's examine Electra Limited's exterior.

Through the years, descriptives like formal, sculptured and classic have each been applied to this automobile's styling, and with just cause. This year, Buick has taken these pleasing attributes off the Limited and fine-tuned them. Notice, that the front fenders square off and visually

serve as bookends in framing Electra's new headlamp and grille appearance. In the rear, the full-width, wrap-around tail lamps have been accented by the Buick Electra crest. And low, along the side, there's a bright molding which adds a touch of elegance to Electra Limited's profile. It is standard.

Naturally, this finely-

tailored Buick can further be outfitted to suit your wishes. Three different vinyl roof treatments are available, as are glass Astreroofs, electric metal sunroofs, molding packages and five styles of wheel coverings.

What it all comes down to, is that the Electra Limited is a top drawer automobile. Worthy of your consideration.



7:25 am



10:08 am



12:05 pm



2:45 pm



6:45 pm





The Electra Limited.

As you open the driver's door to your new Electra Park Avenue, it sweeps across a very wide 70 degrees arc, allowing you to enter as one should. Gracefully. You settle into the hefty cushions of the luxurious upholstered full-foam seat. You electrically adjust the driver's section to your liking, and chunk the

door closed. The window has now sealed itself against a wide and long expanse of black foam rubber, to the dismay of wind, rain, noise and other invaders.

As your passengers take their places, you adjust the available tilt and telescoping steering column to your driving position and make use

of Electra Park Avenue's newly-designed safety belts. Dual inertia reels, new this year, make for their easy use.

A push of a button allows you to lock all doors, as other options quietly fill the air with stereo sound and automatically bring the inside temperature to the setting you prefer.

Before you pull away, you

eye Electra's amazingly accurate, quartz-crystal-controlled timepiece, and see that this can be another leisurely return trip to the office.

The chart and the illustrations you see on the right will assist you in comparing the different Electra seats which are available from model to model.



Cloth or vinyl
notched-back seat (1)



Cloth or vinyl
55/45 notched-back seats (2)



Limited cloth or vinyl
55/45 notched-back seats (3)



Park Avenue cloth
50/50 seats (4)

Electra interior trim availability

	Cloth or vinyl notched-back seat (1)	55/45 cloth or vinyl notched-back seat (2)	Custom cloth or vinyl 55/45 notched-back seat (3)	Cloth 50/50 seats (4)
Electra 225 Coupe	S	A		
Electra 225 Sedan	S	A		
Electra Limited Coupe			S	
Electric Limited Sedan			S	
Electra Park Avenue Coupe				S
Electra Park Avenue Sedan				S
	S standard		A available	

1979 Buick Safety Features

Occupant Protection

Seat belts with pushbutton 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 seat back latches

Energy-absorbing padded instrument panel and front seat back tops

Contoured windshield header

Thick laminate windshield

Safety armrests

Safety steering wheel

Glove box and console door latch impact security

Smooth contoured door and window regulator handles

Automatic locking rear outboard seat belt retractors

Pressure lock radiator cap

High strength front seat anchorages and construction

High strength rear seat retention

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 defrosters, washers and dual-speed wipers

Wide view inside mirror (vinyl-edged, shatter-resistant glass and deflecting support)

Outside rear view mirror

Dual master cylinder brake system with warning light

Starter safety switch

Dual action safety hood latches (front opening hoods)

Headlamp aiming access provision

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

Safety wheel rims

Uniform shift quadrant

No winged wheel nuts, discs and caps

Front disc brakes with audible wear indicators

Self-adjusting brakes

Illumination of windshield wiper and washer, heater and defroster controls on instrument panel

Pressure relief gas cap

Anti-Theft

Anti-theft ignition key reminder buzzer

Anti-theft steering column lock

Visible vehicle identification

Anti-theft key system (one key for ignition only, other key for glove compartment, doors, trunk and tailgate)

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.

Additional technical information and details of engine source and availability are included in the Buick Buyer's Guide available from your dealer.

All 1979 Buicks are covered by the General Motors 3-year Perforation from Corrosion Warranty. And be sure to talk to your dealer about the availability of our mechanical and electrical repair protection option for your vehicle.

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.

