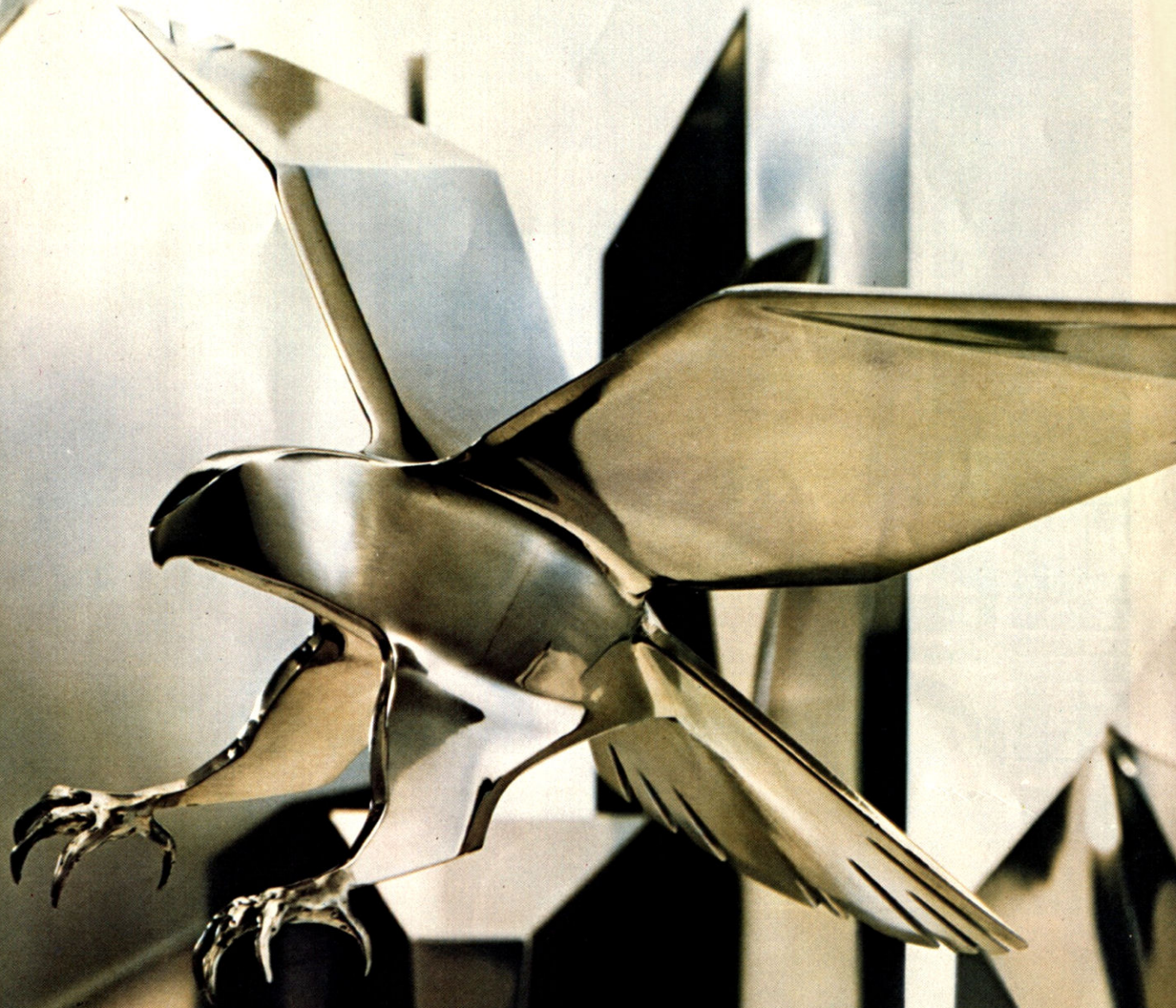
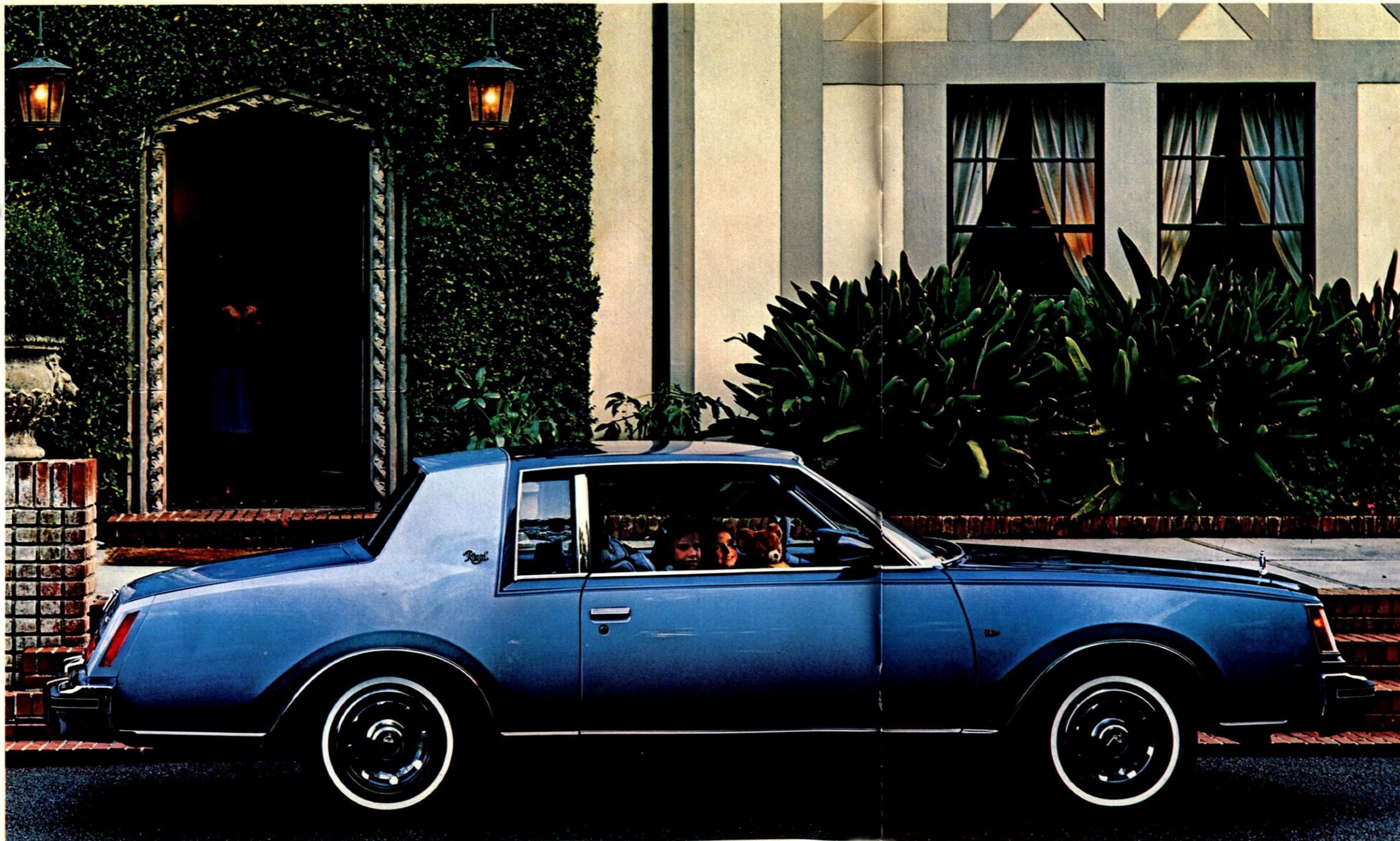


BUICK 1979

REGAL CENTURY

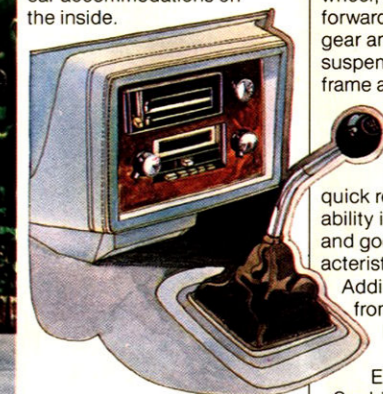




The sophistication of the Regal Coupe.

This beautiful machine, believe it or not, is the most basic Regal you can buy. Oh, we know what's running through your mind. Base cars are supposed to look...well...basic. Certainly not like a prestigious, elegant personal luxury car. But bear in mind, this is a Buick.

Which means that aside from the obvious aesthetic charms of a clean, crisp exterior shape that fairly oozes charm and sophistication, you'll also be treated to fine car accommodations on the inside.



And, in true Buick fashion, you'll find lots of room and comfort to stretch out in. Note that the instrument panel is moved far forward to accommodate long legs up front. The front seats are designed to allow for lots of leg room in back, while preserving the comfort and support you expect from a Buick.

Ready to take it for a spin? Be prepared for more comforting evidence of Regal's Buick background. Four-wheel, coil-spring suspension, forward-mounted steering gear and linkage, four-link rear suspension, full-perimeter frame and independent body construction combine to make the ride smooth and soothing. It also makes for quick responsive maneuverability in city traffic, in parking, and good flat handling characteristics in the corners.

Adding to it all are standard front disc brakes and steel-belted, radial-ply tires.

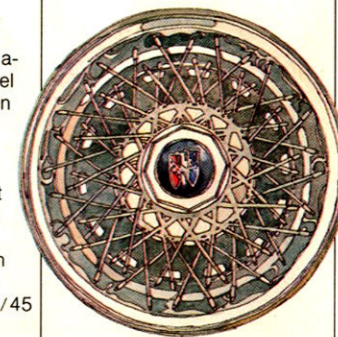
Buick Regal.

Elegant. Roomy.

Sophisticated. A personal, mid-size car. But when you look at the price, it's a lot less than you might ever expect.

Get in. Look around. A wide sweep of simulated wood-grain greets you across the dash. Instruments are set in big, easily monitored squares. In the center, there's a large simulated wood-grain control panel to house heating/ventilation and sound systems.

Beside you, there are large expanses of glass. Convenient door-pull assist straps. At your feet, there is rich, cut-pile carpeting. Beneath you, depending on your whim, is either a cloth or vinyl notchback seat, 55/45 seats or vinyl buckets.



The sophistication of the Regal Limited.

If there was ever a car design to support you in the manner to which you'd like to become accustomed, it's the Regal Limited.

Outside, there is a standard wide, chrome rocker panel molding and the "Limited" insignia.

There's some pretty sophisticated hardware under the hood. The standard engine is a 3.2 litre (196 CID) V-6. Or, if you choose, pick the available 3.8 litre (231 CID) V-6. Or, if you're truly a V-8 person at heart, there's the available 4.9 litre (301 CID) 2-bbl. V-8 or 4.9 litre (301 CID) 4-bbl. V-8 to consider.

Inwardly, Regal Limited pampers both eye and body with luxurious, cushy, soft, 55/45 velour notchback seats. Crushed velour inserts in the doors and on the rear-seat side trim.

All of which forms a wonderful basis for a truly

extraordinary luxurious personal car. A basis from which you can personalize to your heart's content.

Trade, for example, the fun of the standard 3-speed manual transmission for the ease of the available automatic. Add options like automatic air conditioning. Get the power steering and brakes. Consider remote-controlled sport mirrors.



Six-way power seats. Tilt steering column. Cruise control. Electric door locks and trunk release. An electric sunroof, even though it reduces head room slightly, is a delightful pick. As are all the Delco sound systems. From the AM radio right up

through the digital read-out AM-FM stereo.

Regal Limited.

Sure, you can get along with less. But what the heck? If anybody deserves one, it's you.



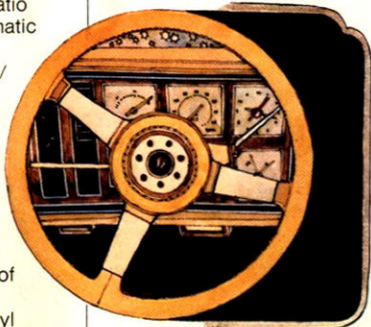
The sophistication of the Regal Sport Coupe.

This is the Regal you'll hate to park. Simply because it's such a kick to drive.

You'll suspect something special is afoot the moment your eyes come to rest on that special hood. For, as the insignia indicates, beneath it lies a 3.8 litre (231 CID) turbo-charged V-6 engine. (Read all about it in our special turbo-charging section in the back of this catalog.)



Elsewhere, further evidence of the Sport Coupe's special talents abound. There are the available Turbine wheels. The standard Rallye ride-and-handling suspension which gives you front and rear stabilizer bars, firmer springs and shocks and fast-ratio power steering. Automatic transmission is also standard, as are P205/70R-14 steel-belted, radial-ply tires and power brakes. Inside, on the dash, a turbo-boost gauge monitors the affairs of the engine. And, as on the Regal Coupe, you can have your choice of either a cloth or vinyl notchback seat, or vinyl



buckets with shift console. Or, for a little extra touch of class, you can also order the Limited trim.

Now that we've got you sufficiently lathered up with the standard equipment on the Sport Coupe, let us further enchant you with an intriguing available option you might want to specify.

It's a new decor package, which consists of rather exotic-looking blackouts around the windshield, on the rocker moldings, the wipers, the door pillars, around the tail lamps and the license plate molding. A blacked-out grille is part of it, too. As are right- and left-hand sport mirrors. There is also a handsome Designers' Accent paint treatment that goes on the hood, over the top and on the rear deck lid.

Regal Sport Coupe. An elegant, luxurious personal car. An "all-business" driver's car. And, if successfully combining those two seemingly diverse interests isn't sophistication, what is?





Regal Limited Interior

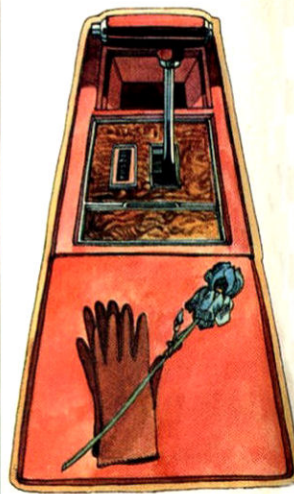
Inside the Regal.

As is only right, even in standard street dress, Regal is a pretty sumptuous place to be. As we've mentioned previously, you can choose from either cloth (for an extra touch of elegance) or vinyl notchback seats. Each of which features a fold-down center armrest. There are cozy, hip-hugging bucket seats with a full-length center console available.

And of course, there's the cut-pile carpeting. Handy, thoughtful additions like the door-pull assist straps. Lots of lighting. Even a coin holder in the glove box.

But that's only the beginning. To make your Regal even more inviting inside, we offer available options like 55/45 notchback seats and 6-way power seats. (Driver's side only on buckets and 55/45.)

To keep things neat and clean, add carpet savers. Handi-mats. A litter bin.



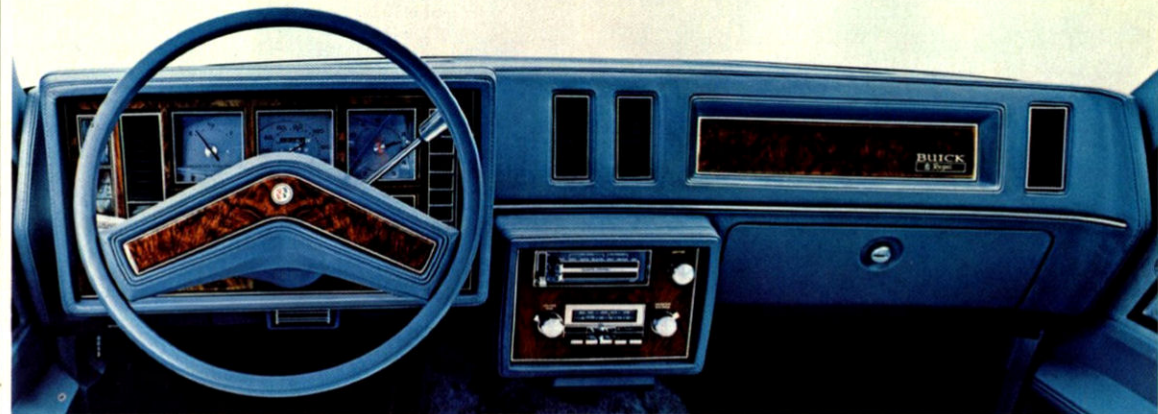
You'll also find the dome reading light quite useful. Ditto for the visor vanity mirrors. And, the manual front passenger seatback recliner which allows your companion to relax even more.

Another thing you'll enjoy about being inside your new Regal, is how little of the outside world intrudes.

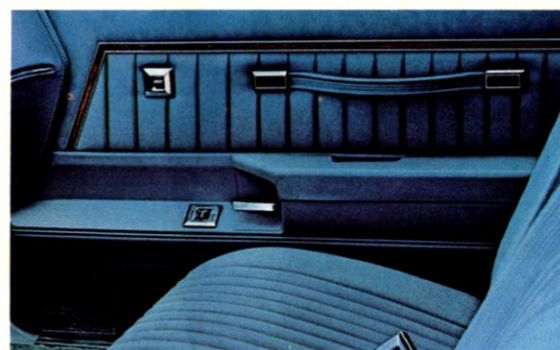
The ride is soft, yet remarkably stable. Thanks to the way the suspension is set up, you get a reassuring feel of the road, yet at the same time, you'll find that you are spared most of its harshness. You'll also come to admire Regal's self-assuredness in the corners, and the quick response of the steering.

And as for a sense of quiet, well, you know Buick. We're rather fanatical on the subject. We apply sound deadening material liberally throughout the car. And when you close the doors and get underway, the windows seal tightly against thick black rubber, so wind noise doesn't join you inside.

Starting to sound like a place you could exist quite comfortably in? You don't know the half of it. But your Buick dealer does. He'll be only too happy to show you the rest.



Regal Instrument panel



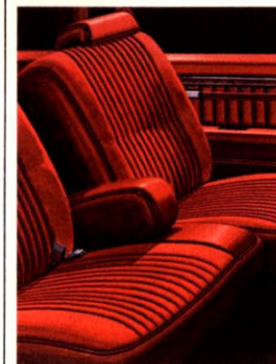
Available power windows and door locks



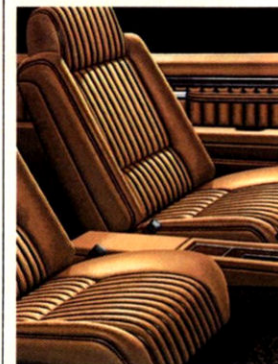
Available driver's 6-way power seat



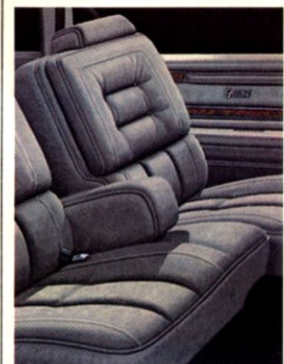
Cloth or vinyl notchback seat



Cloth or vinyl 55/45 notchback seats



Cloth or vinyl bucket seats



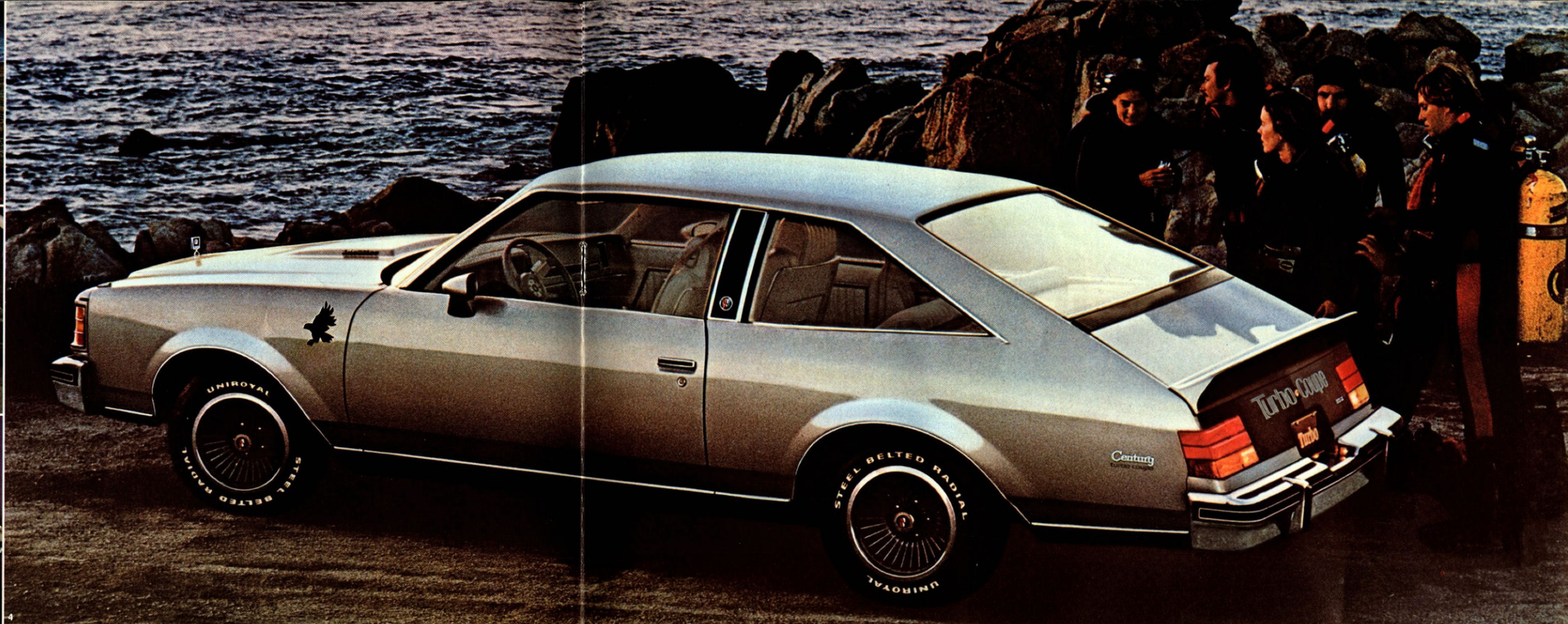
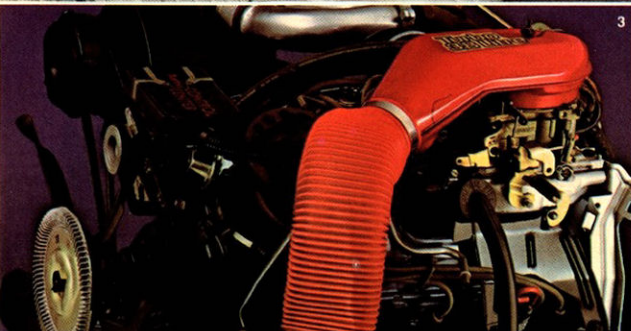
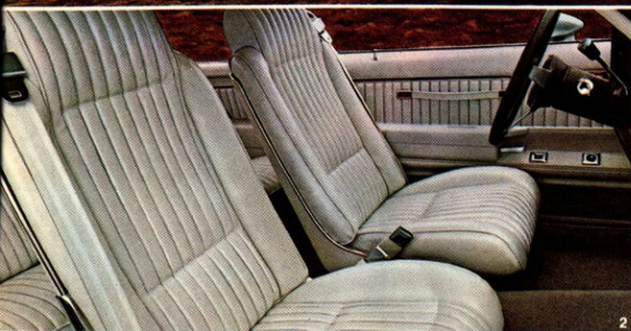
Limited cloth 55/45 notchback seats

Regal Interior Trim Availability

	Cloth or vinyl notchback seat	Cloth or vinyl 55/45 notchback seats	Cloth or vinyl bucket seats	Limited cloth 55/45 notchback seats
Regal Coupe	S	A	A	
Regal Sport Coupe	S	A	A	A
Regal Limited Coupe				S

S standard

A available



Century Turbo Coupe.

This year, Buick proudly introduces still another new aspect to Century Sport Coupes' form and function, with a new Turbo Coupe Package.

This unique new offering begins with the new Century Sport Coupe and its own attractive list of features. Flat black trim in the painted grille, around the headlamps and

moldings and a hawk decal. Designers' Sport wheels, wide, steel-belted, radial-ply tires, a Rallye ride-and-handling suspension with fast-ratio power steering when power steering is ordered, sport mirrors and a rear spoiler complete the list. Also standard on the Century Sport Coupe is our Century

Special interior (page 15), with full-foam construction bench seat trim. Or, if you prefer a somewhat more uptown version, order the available elegant Century Custom interior featuring comfortable notchback seating, or available 55/45 notchback arrangement.

Standard Sport Coupe

power is provided by the even-firing 3.2 litre (196 CID) V-6, which is standard on Century Coupes and Sedans. A 3.8 litre (231 CID) V-6 with automatic transmission and 4.9 litre (301 CID) V-8 engines are also available.

For those who appreciate a certain liveliness, as well as a distinctive look to their

automobile, the Century Turbo Coupe option package features a turbocharged 3.8 litre (231 CID) V-6. It also combines the convenience of things like automatic transmission and power brakes, with the spirit and fun of a Sport steering wheel and sporty dual exhaust system. Outside, however, is where the

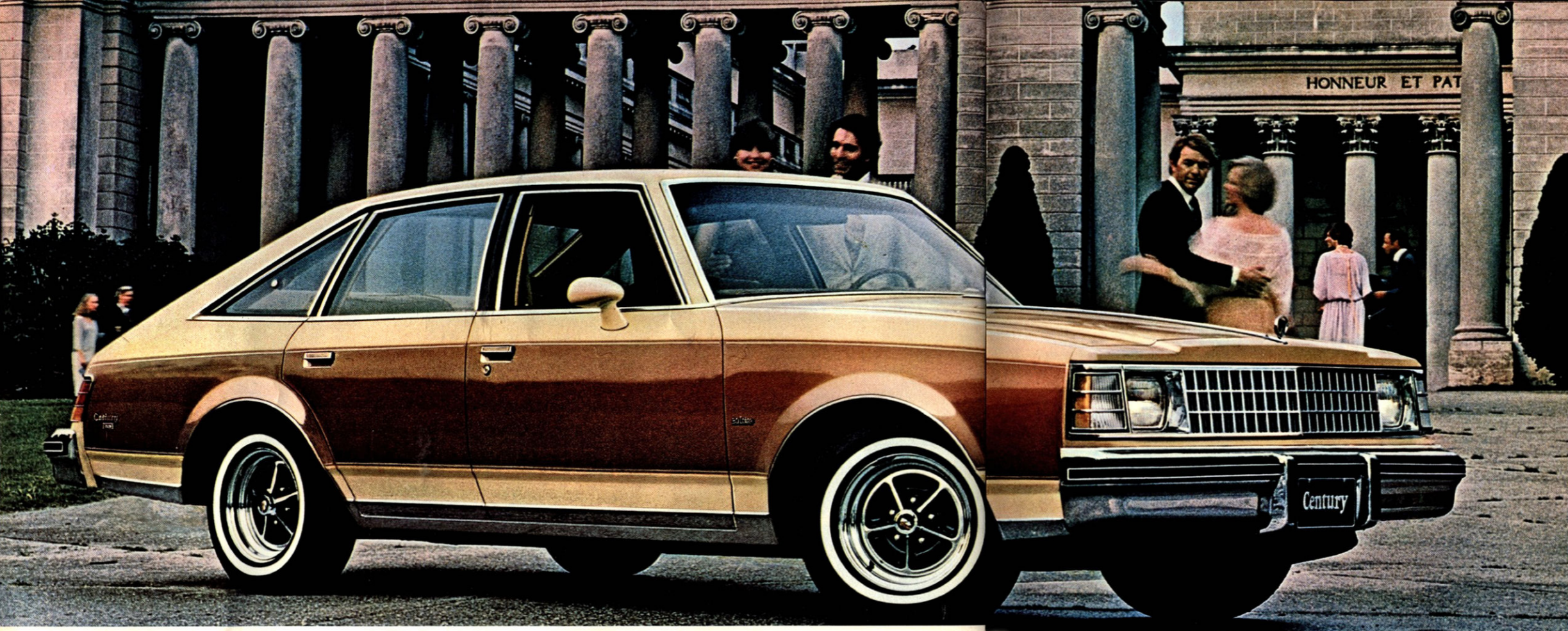
difference is really made apparent, with Turbine wheels, a bold Turbo Coupe decal prominently displayed on the trunk, and a turbo hood.

With everything we've told you about them, it may be a little hard by now to think of Century Turbo Coupe or Century Sport Coupe as practical mid-size cars.

But rest assured, both of them are as adept at being practical, as they are at catching the eye and captivating the spirit.

- 1 Century Sport Coupe.
- 2 Available bucket seat trim.
- 3 Turbocharged 3.8 litre V-6.
- 4 Century Turbo Coupe.





1 Century Limited Sedan.
 2 Crushed velour 55/45 notchback seats.
 3 Century Limited instrument panel.
 4 Century Limited rear seat.

Century Limited Sedan.

If our Century Turbo Coupe on the preceding pages caught your attention with its sporty appearance, then you may be interested in learning more about still another part of Century's endearing personality: luxury.

Nowhere in the Century line will you find this trait more in evidence than in Century

Limited Sedan. It's equipped with a similar plush interior as our Regal Limited Coupe. And, with extras like its crushed velour 55/45 seats, and wide rocker panel and belt reveal moldings, and custom steering wheel, it represents top-of-the-line luxury within the Century family.

Yet, it also demonstrates

a considerable number of practical aptitudes, as well.

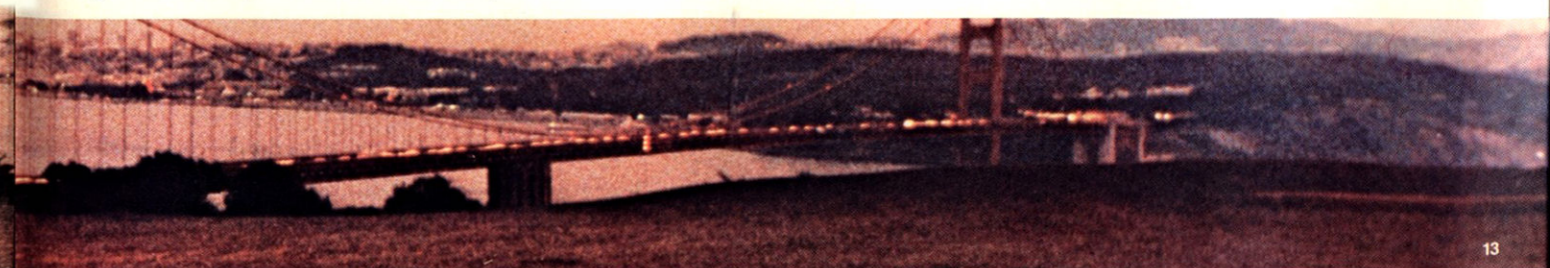
Century Limited offers considerable head, leg and shoulder room. Plus over 16 cubic feet of storage space. Included are stationary rear-seat windows and swing-out rear vent windows, that provide ventilation for rear-seat passengers. Its standard power-

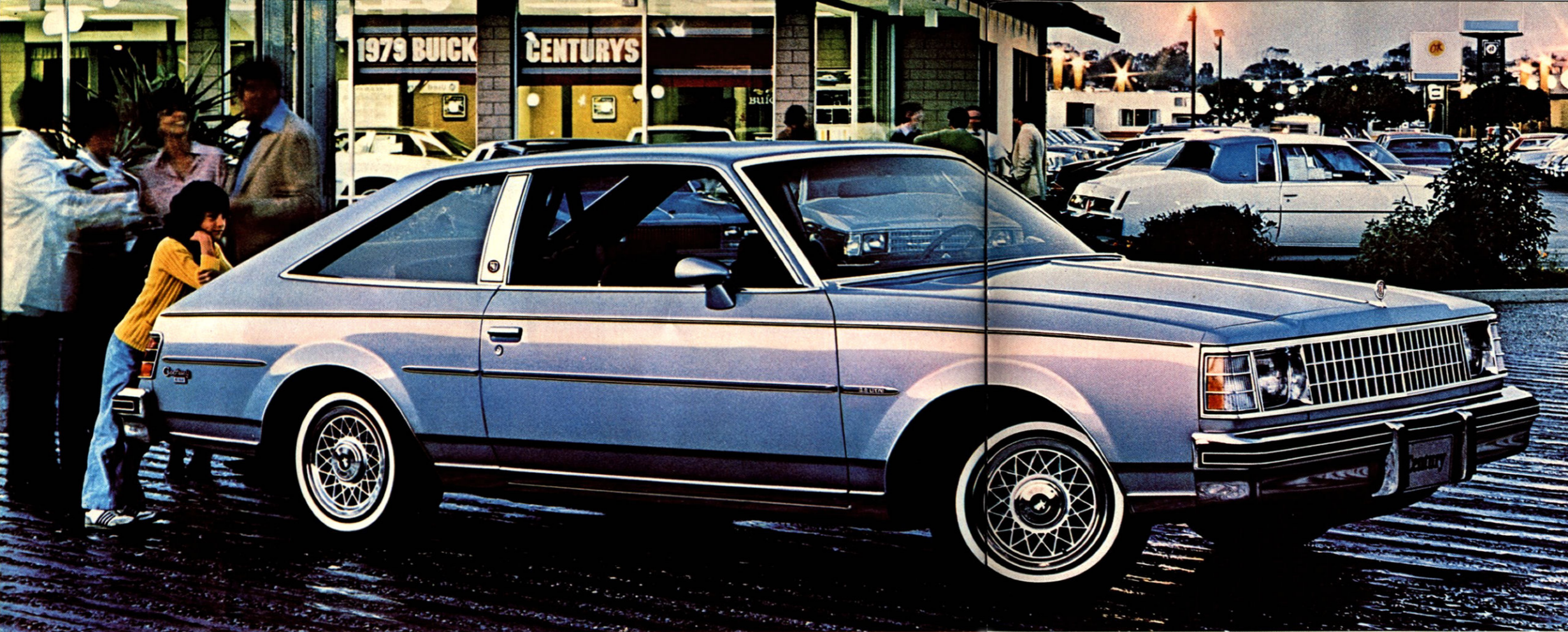
train is a 3.2 litre (196 CID) V-6. A 3.8 litre (231 CID) V-6 with automatic transmission is available. And, if you're the sort of person who enjoys even greater power in a car, an available turbocharged V-6 or naturally aspirated V-8, represent other possibilities.

All of this rests on a very trim wheelbase, that not

only gives Century Limited a tight turning diameter, but also impressive maneuverability in city traffic and while parking.

It's this kind of Buick engineering and design that makes Century Limited so beautiful to watch. And such a pleasure to drive.





Century Custom and Century Special.

Take away some of the frills of a special Luxury or Sport package from a Century, and what do you have?

Well, in the case of both our Century Custom and Century Special, the answer remains the same.

No matter which model you're talking about, it's simply an exceptional car.

Exceptional in its appearance. Exceptional in its use of space. Exceptional in the way it meets your driving needs.

Let's begin with Century Special. These are our lowest-priced Century models (based on manufacturer's suggested retail price). And they are designed especially for the person who's looking

for a down-to-business, attractively-priced car. Their standard interior is a comfortable, well-padded traditional bench seat.

The Century Custom is distinguished by a slightly higher level of appointments and trim. It offers a choice of either comfortable vinyl or cloth notchback seats.

Both Century Custom and Century Special Coupes and Sedans come with the standard 3.2 litre (196 CID) V-6. A 3.8 litre (231 CID) V-6 with automatic transmission is available. You can order either model with a turbo-charged V-6. A 4.9 litre (301 CID) V-8 is also available.

The plain and simple fact

is, no matter how you look at it, there's a lot to appreciate about these two Centurys. The modernistic flavor of the design for roominess. The large glass area for visibility.

And, if this is the very first time you've ever seriously considered a mid-size Buick, you'll find Century Custom and Century Special employ

separate body and frame construction. Essentially, it's the design principle used in our full-size Buicks to help trap outside road noise before it gets inside your car, and gets to you. You see, we feel that size shouldn't make a difference.

A Buick is a Buick is a Buick.



- 1 Century Bench seat.
- 2 Century Special Coupe.
- 3 Century Custom Sedan.
- 4 Century Custom Coupe.





Century Wagon.

By now, we've told you how sporty Century can be, how luxurious, how down-to-earth, etc. But what we haven't told you yet, is how well the idea translates into wagons.

That's right. Wagons. Plural. Because there's more than one attractive Century Wagon model to choose from.

If, for example, it's a

practical mid-size car you're after, with all the traditional benefits of a wagon—there's Century Special Wagon. Its sturdy, vinyl bench seat interior is a standard feature.

A Sport Wagon option is also available to liven things up, and includes a Rallye ride-and-handling suspension system, Designers' Sport

wheels, large steel-belted, radial-ply tires, special paint treatment with black accents and sport mirrors.

On the other hand, if your tastes run toward a slightly higher level of luxury, Buick also offers Century Custom Wagon. It comes with comfortable, fully-padded notchback seats. Cloth front

and vinyl rear seats are available. Custom level trims are available on the Sport Wagon option.

And now for the best part. All Century Wagons offer 2033 litres (71.8 cubic feet) of handy cargo space with the rear seat folded down. Vent windows and stationary glass in the rear doors allow the

inside of the doors to be concave in shape, helping to preserve rear seat hip room. Storage compartments are behind the wheel housing and under the load area floor. And, for added security, you can order an available lock for them, too.

One other feature you'll especially like about our

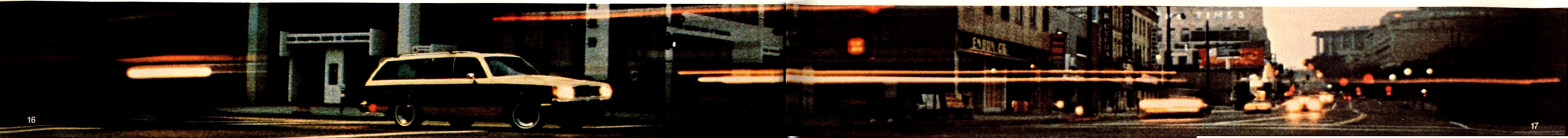
Century Wagons is the split tailgate design. The top glass portion lifts up like a hatch, while the bottom folds down. A very nice design touch we've added to make loading and unloading easy.

Both Century Custom and Century Special are set in motion by a standard 3.8 litre (231 CID) V-6. With the avail-

ability of a V-8, if you prefer.

Suffice it to say, however, that no matter how they're equipped, you're always getting a whole lot of wagon together with the clean, crisp look of a Century. And that, in our humble opinion, is a pretty nice way for you and your cargo to go.

- 1 Notchback 55/45 seat trim.
- 2 Century Wagon's 2033 litres (71.8 cubic feet) of cargo area.
- 3 Century instrument panel.
- 4 Century Custom Wagon (foreground) and Century Special Wagon.



Turbocharging.

An idea whose time has come.

Rumors of change came out of the automotive magazines in 1977. "Turbochargers... are they on the way?" asked one. "Turbocharging is considered by many to be the real future of performance," said another. "... Turbocharger is a more efficient means of producing power in an engine by improved use of thermodynamic energies..." said a third.

What most experts didn't realize was that turbocharging would come to American passenger cars on a practical production basis so soon. And that Buick, would be the first North American auto manufacturer to offer turbocharged V-6 engines in their 1978 Regal and LeSabre Sport Coupes. The practicality of turbocharged passenger cars has come about only recently, as a direct result of breakthroughs in electronic technology. It's an extremely effective means of increasing horsepower, without increasing engine displacement.

What is it? What does it do?

In its simplest terms, a turbocharger is a pump. Using exhaust gases as a power source, it turns a compressor that forces a pressurized fuel and air charge into the engine's combustion chambers. That develops and extracts increased horsepower from the engine. And since the turbocharger is powered by exhaust gases, it operates to recycle energy, that would otherwise be wasted.

The turbocharger works "on demand." With a turbocharged V-6, being driven under normal conditions, a normal air/fuel mixture reaches the cylinders. But with a situation requiring extra power—like passing, for example—a press on the accelerator causes the turbo to speed up, and the turbocharged 3.8 litre (231 CID) V-6 engine offered by Buick, increases its power. With a simple lift of the foot, the turbocharger slows down again.

This is how it works.

The Concept:

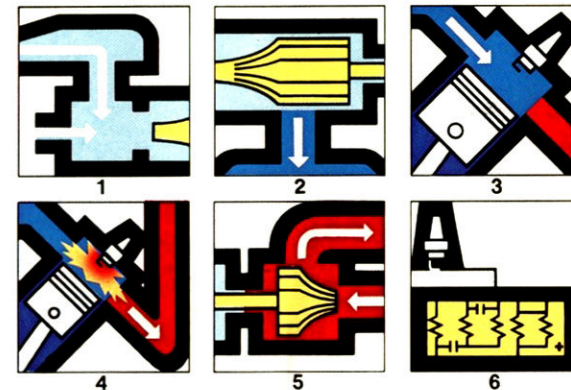
An engine is essentially a heat machine. The efficiency of the engine determines how much of the total heat, generated by the burning process, is converted into usable power. With a conventional engine, only a limited amount of the heat energy is converted into power. Some is lost in the cooling system, while a major share goes out the tailpipe as hot exhaust.

Turbocharging works to recover some of that exhaust gas energy, to increase engine power output. The turbocharger consists of an exhaust-gas-driven turbine which is coupled to a compressor in the intake system. When engine speed and load increase, the exhaust gases spin the turbine, that in turn drives the compressor and forces a denser air/fuel mixture charge into the combustion chambers. This denser charge, ignited in the conventional manner, delivers more power per piston stroke, than a non-turbocharged engine.

Buick's turbocharger also

includes a "Turbo Control Center," which is an electronic, closed-loop, high-energy spark control system, that permits the use of today's compression ratios with unleaded fuels. It works to control spark and provide good driveability. It automatically compensates for fuel octane, atmospheric conditions, load, and other driving conditions, by continually monitoring engine detonation and adjusting the spark.

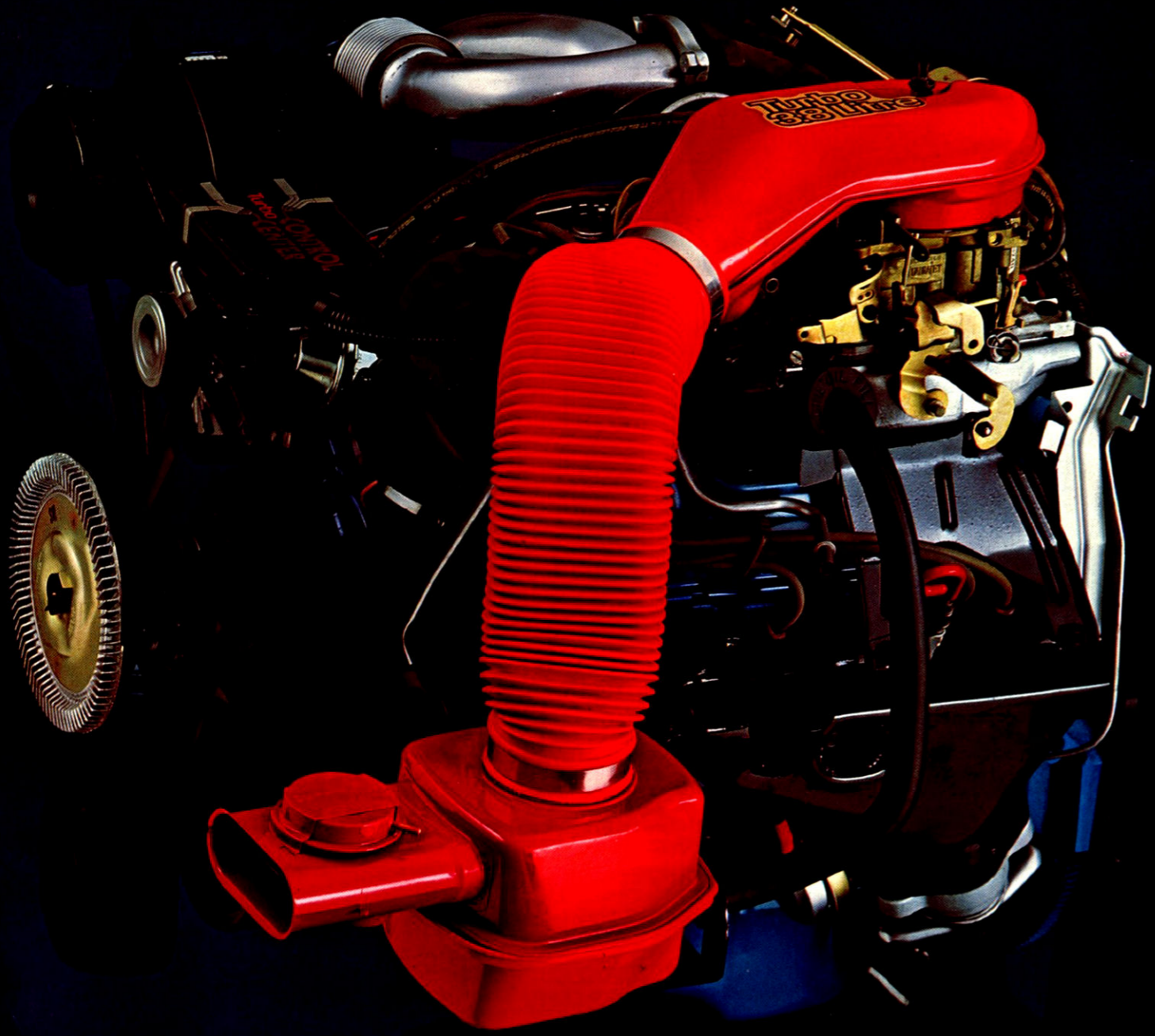
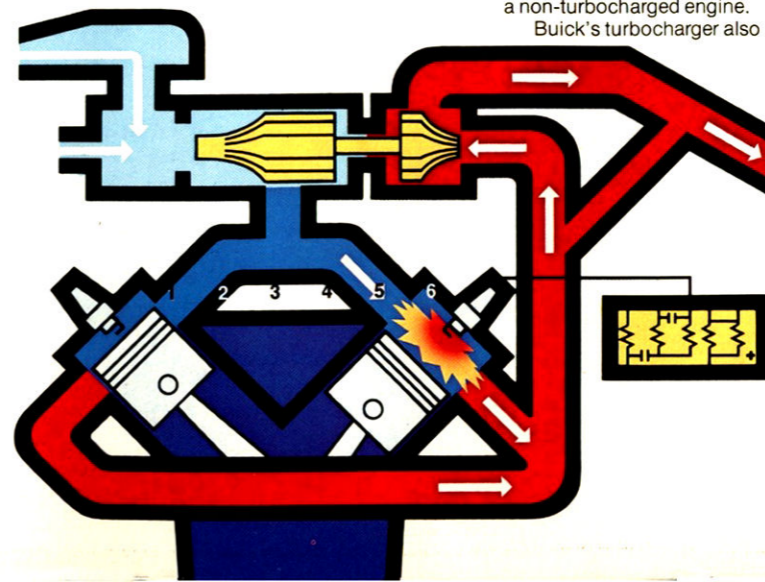
This "Turbo Control Center" is the key to the turbocharging system offered by Buick. Because, while turbocharging has existed for years, it wasn't until recently that electronic technology could develop a control center that would provide for an on-going combination of fuel economy (ask your dealer about approved Transport Canada fuel estimates) and performance, necessary to make turbocharging practical for passenger cars.



The Mechanics.

- 1 Under light throttle operation, air and fuel are mixed in normal manner in the carburetor, and flow into the combustion chambers.
- 2 As engine load and speed are increased, the intake mixture is pressurized by the compressor, to increase or boost the amount of air/fuel mixture in the intake system.
- 3 The boosted charge provides increased cylinder pressures and a denser air/fuel charge.
- 4 The boosted charge is ignited by the spark plug, and produces more power per stroke of the piston than the same V-6, without turbocharging.
- 5 Exhaust gases flow across the turbine wheel, rotating the turbine shaft, which powers the compressor. A boost-control valve allows excess exhaust gases to bypass the turbine when not needed.
- 6 The Turbo Control Center is an electronic spark control, which retards the spark advance when necessary, usually during boost conditions, thus controlling detonation with unleaded fuels and providing good driveability.

"Turbo" — Today's key word.
It's the added power available that makes turbocharging an exciting innovation for passenger car use.



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.

