

Roadmaster

75

Here you meet
Interior Luxury
of exquisite
new excellence
by Buick

From the moment you first view its interior in person, you'll know the new ROADMASTER 75 has changed the concept of what fine-car luxury should be.

For here is a new richness to nylon and broadcloth fabrics unlike anything you've known before.

Here is a new seat styling, layered with contoured foam rubber — with seat backs topped in supple, beautifully tanned, genuine leather.

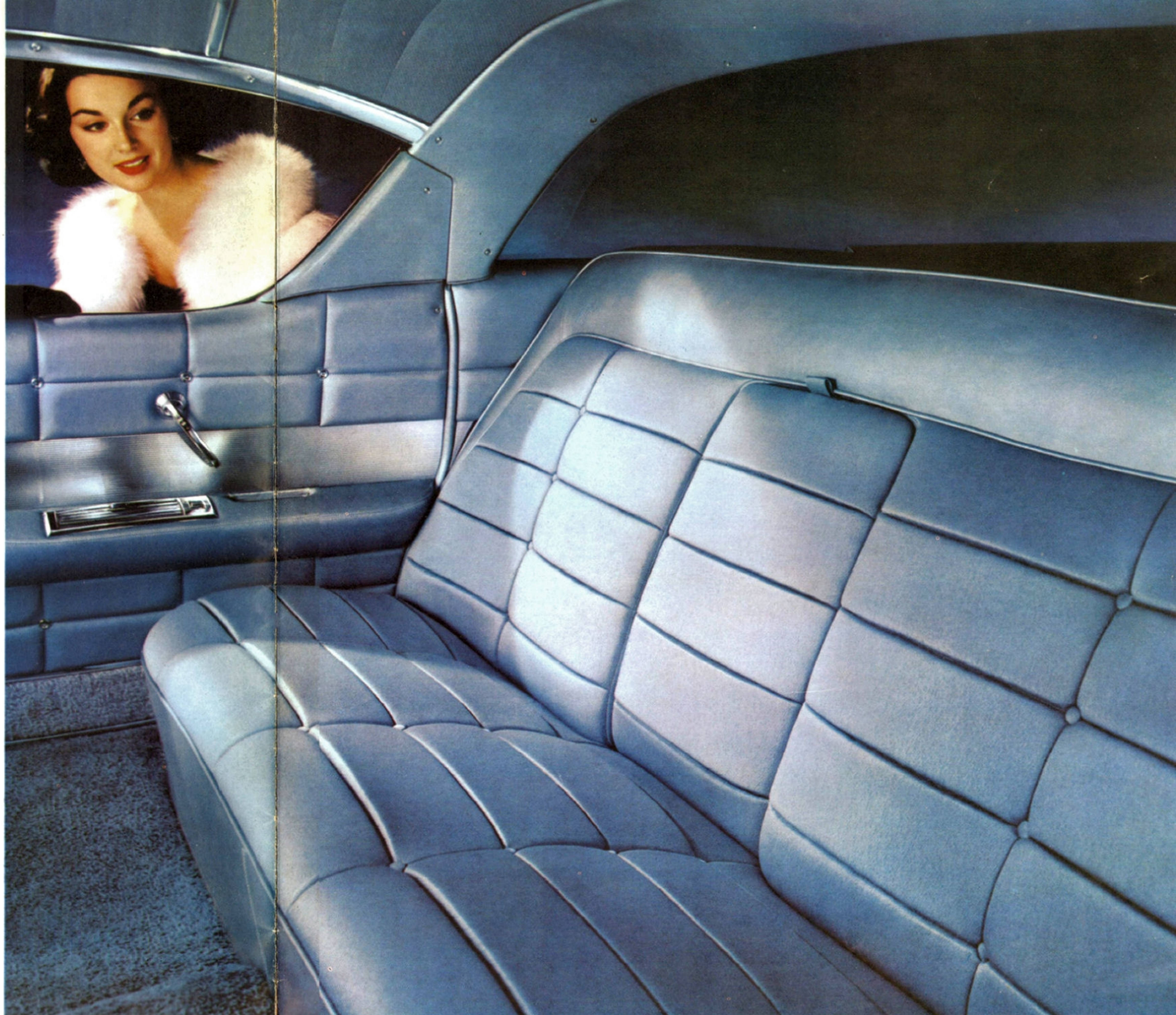
Here is a new note in door upholstery, beautifully finished and softly cushioned right up to the windows. With contoured integral armrests on all doors, with built-in ash receptacles and lighters for each rear armrest.

Even the pile of the carpeting is loomed luxuriously deep, and underneath there's thick foam pillowing.

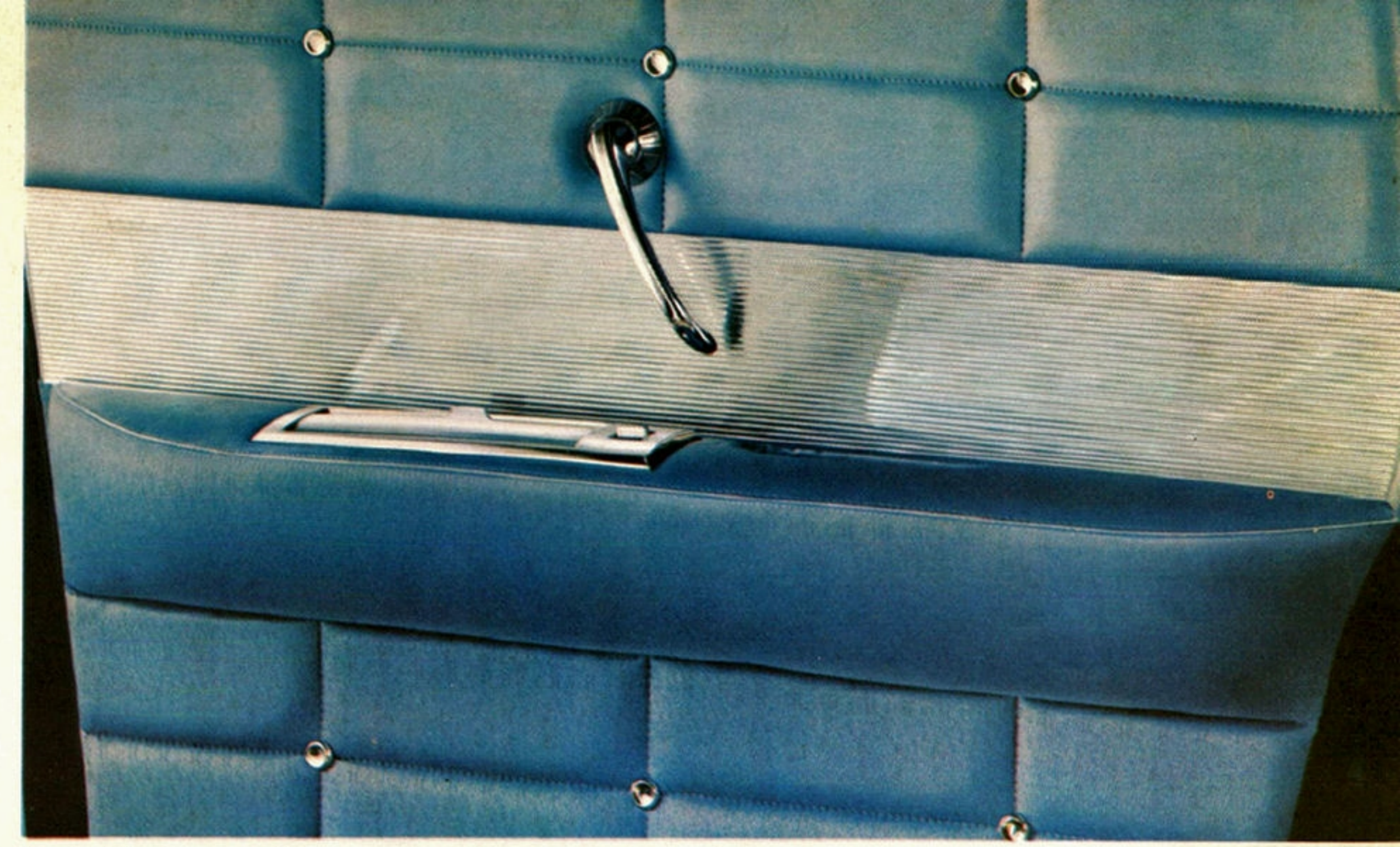
And from floor to ceiling there are 8 selections of color-matched decorator hues in single tones or two-tones.

Truly, for the fine-car buyer whose wants run to interior luxury in exquisite good taste, the most rewarding new choice today is . . .

Roadmaster



Interiors in the new ROADMASTER 75 are trimmed in rich, glove-finished fabrics and hand-buffed leather. In single tones, you may select from precisely matched color combinations of blue, green, gray or beige. Or if you wish a two-tone trim, you may select from black with ivory or rust with ivory.

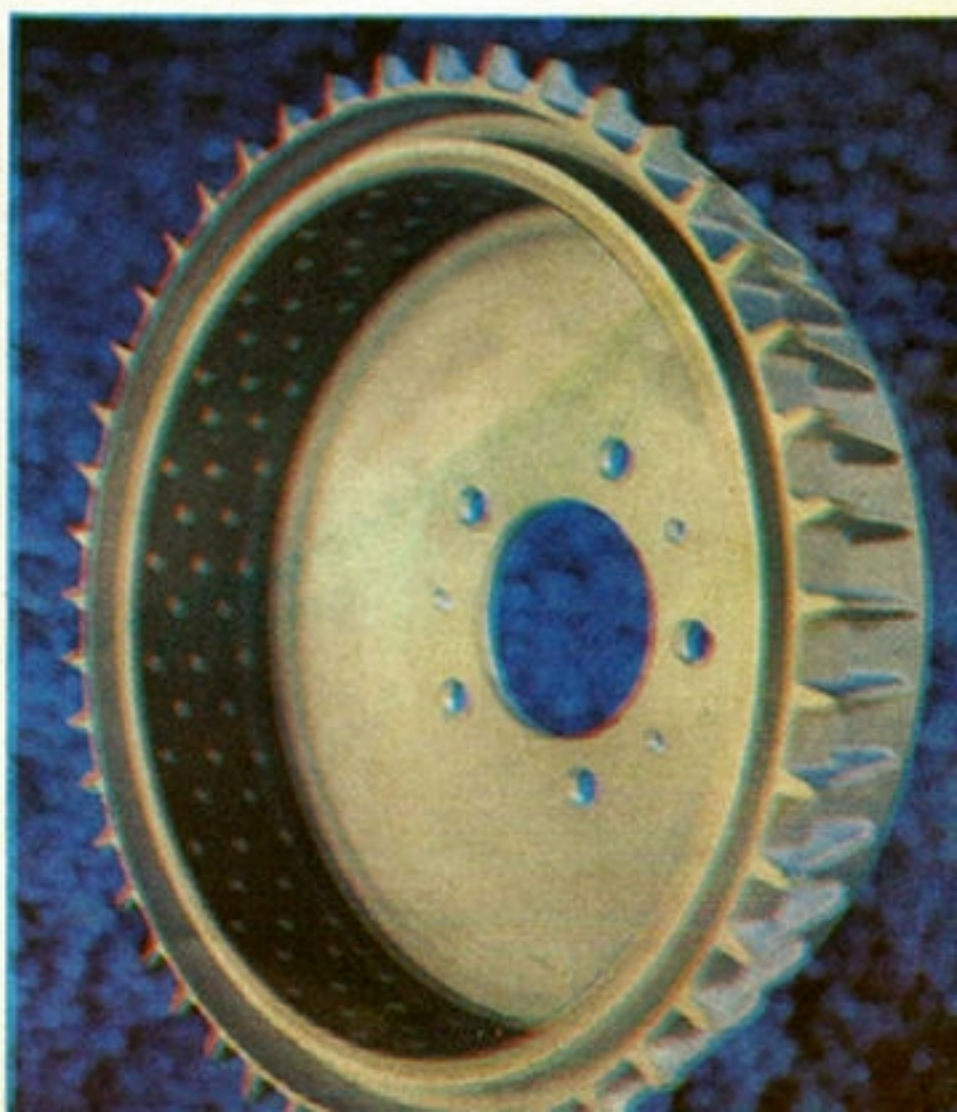


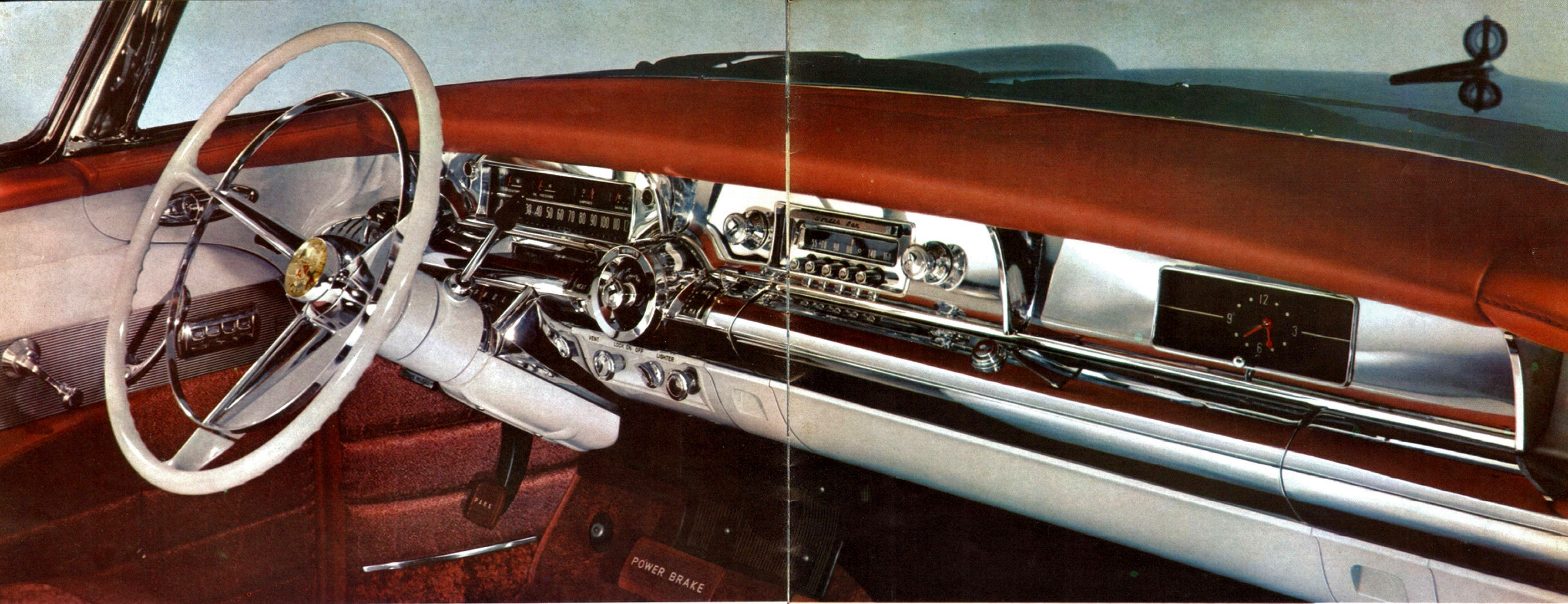
No detail has been spared for the comfort of all passengers. Contoured integral armrests are on all doors. Each rear door has its own ash tray and cigarette lighter. As you step into ROADMASTER 75's roomy interior, you will notice that the carpeting yields to the softest pressure — nearly an inch of buoyant foam cushioning beneath it.

Roadmaster 75

Air-cooled aluminum front brakes go with this distinguished motorcar. These new drums bring you all the advantages of aluminum's better cooling—with extra smoothness in stopping. In every way, this new ROADMASTER 75 advance gives you the finest braking on the fine-car scene today.

ROADMASTER 75's new luxury extends to all doors — with each beautifully upholstered and softly cushioned right up to the window. In addition to its high fashion, this new door paneling has an important comfort advantage, too—the soft, full-length upholstery is more restful to arms and shoulders. (Shown here is the ROADMASTER 75 Blue trim.)





ROADMASTER 75's new instrument panel is finished in sparkling chrome, and for your added convenience, equipped with new twin map lights.

A Magnificent Car
awaits your pleasure

In its look, in its spirit, and in its travel, you will find everything in ROADMASTER 75 as luxurious as its new interior.

It gives the famed Buick ride an even better roadability with its greater weight, more massive frame, and larger tires. It handles with the precision ease of a new Safety Power Steering.

Beyond this, it brings a thrilling and silken sweep to performance.

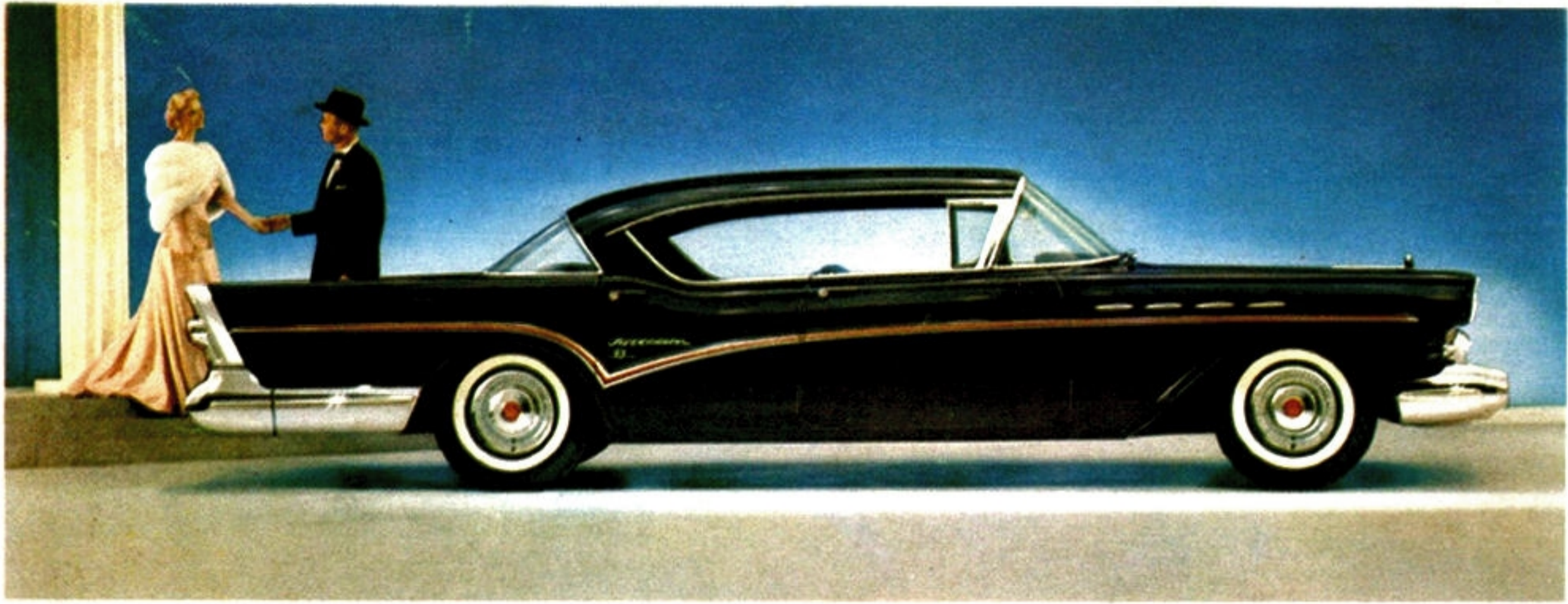
Only ROADMASTER, of all the fine cars in the world, has the infinite smoothness, the quick obedience, and the full-range power delivery of Variable Pitch Dynaflo.

And only here can you switch the pitch by pressing the pedal to get a tremendous safety-surge of power, should the occasion and good judgment demand it.

So this is something that asks more than your inspection. This requires your sampling and your command at the wheel.

It's *the* new experience in fine-car travel, and you should try it today.

Roadmaster
75



ROADMASTER 75—4-Door 6-Passenger RIVIERA, 127½ in. Wheelbase, 300 Horsepower

Roadmaster

75 *custom built by Buick*



ROADMASTER 75R—2-Door 6-Passenger RIVIERA, 127½ in. Wheelbase, 300 Horsepower

ROADMASTER 75 — STANDARD EQUIPMENT: Variable Pitch Dynaflo, Power Brakes, Dual Exhausts, 4-Barrel Airpower Carburetor, Safety Power Steering, Automatic Windshield Washer, Wide-Angle Windshield Wiper, Back-up Lights, Glareproof rearview mirror, Flexible Spoke Steering Wheel, Safety-Minder, Parking Brake Warning Light, Electric Clock, De Luxe Wheel Covers, Double-Depth Foam Rubber Seat Cushions, Foam-Cushioned Carpeting, Safety Instrument Panel Cover, Direction Signals, Sliding Sun-

shades, Cigarette Lighters, Automatic Glove Compartment Light, Twin map lights, Dual horns, Oil Filter—Full-Flow Design, Oil-Bath Air Cleaner and Silencer, StepOn Self-locking parking brake, Gas Filler Door in center of rear bumper, Anti-rust fuel line system, Heavy insulation against heat and sound, Horizontal Redliner Speedometer, Trip Mileage Indicator, Sealed Beam Headlights, Aluminum Air-Cooled Front Brake Drums, Electrically operated windows, plus Buick 6-way Power Seat, and outside rearview mirror.