

Introducing the 1974 Buicks.



1974 Riviera.
Buick's ultimate personal
luxury car.

The new Riviera. Obviously.

For 1974, we took what was already a great road car and matched its looks to its performance.

Note the new formal roofline, the European looking rear deck and the classic long hood. (Beneath which is a 455 cubic-inch V-8, standard.)

We redesigned the interior as well. So that available upholstery options now include ribbed velour and real, honest-to-goodness leather.



(That's the leather above.)

And we added conveniences. Like windshield wipers that can provide a single wipe at the press of a button. And

an electronic digital clock. And a 6-position tilt steering wheel. All standard.

What we didn't redesign was Riviera's ride and handling. That was already excellent. And with the GS package that's available, you can make a good thing even better.

If you're thinking of a personal luxury car, check out a 1974 Riviera. The two of you might just get together.

Wouldn't you really rather have a Buick?



1974 Century Regal.
We've opened the doors
of the sporty car to the man
with a family.

Last year's Century Regal Coupe made such a hit, we were hard-pressed to come up with a way to improve it.

That is, until we decided to offer it as a 4-Door Sedan.

That's exactly what we've done. Now there are two Century Regals.

Now you can get the personal-car styling, great ride and elegant interiors you'd expect of a Regal—and the



convenience of four doors.

A 350 cubic-inch V-8, automatic transmission, power steering and front disc brakes are standard on both models.

And best of all, the price is well within the reach of young buyers, who are the kind of people Regal appeals to.

If you're an aggressive young person, consider the Century Regal Coupe.

And if you're an aggressive young person with a family, consider the Century Regal 4-Door Sedan.

Wouldn't you really rather have a Buick?





Buick name. A 350-cubic-inch V-8, power steering, power front disc brakes, an automatic transmission—it's all there.

Now. Combine all that with LeSabre's surprisingly reasonable price and traditionally high resale value, and you have what we humbly believe is one of the finest automotive values on the market.

LeSabre. It's a beautiful and affordable way to own a full-sized Buick.

Wouldn't you really rather have a Buick?

lights, and a new squared-off deck treatment.

It has richer interior trim.

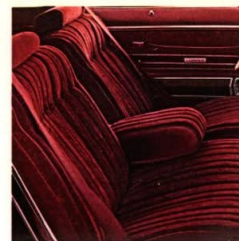
And it has the kind of standard equipment worthy of a full-sized car bearing the

This isn't simply the most luxurious car we build. It's one of the most luxurious cars anybody builds.

And one foolproof way to know if you're dealing with a true luxury car is to take a good hard look at the kind of standard equipment it carries.

Like a 455-cubic-inch V-8, for example, variable-ratio power steering, power front disc brakes, and a Turbo-Hydramatic transmission.

It's all standard.



So is an improved ride (no easy task, improving a ride that was already superb).

So are two-way power front seats. So are power windows.

So is Electra's new crushed-velour upholstery.

Naturally there is an equally extensive list of available refinements and equipment. You're looking at one of the more impressive ones. It's the new padded vinyl Landau top that you can order when you buy the Electra Limited Coupe.

The 1974 Electra Limited. If you're in the market for an honest-to-goodness, all-out luxury car, you don't have to look any farther. Or pay more.

Wouldn't you really rather have a Buick?

1974 LeSabre.

**Our goal was to make it beautiful.
And affordable.**



1974 Electra Limited.
**It goes to extremes
only a luxury-car owner can
appreciate.**



When we designed and built Apollo, we weren't designing and building just another small American car.

Our goal was to give America a small car that had weight, performance, and offered personal comforts that some other small cars had been doing without.

And in mid-1973 that's precisely the kind of small car we introduced.

What you're looking at here is a refined version of that car.



The grille has been redesigned. New interior fabrics are offered. Bucket seats are available for the first time. So are steel-belted radial-ply tires. So are three new and

exclusive Apollo colors.

What has remained is our philosophy about small cars.

Which is why we have two Buick V-8's available for Apollo. And air conditioning. And a high level of both exterior and interior trim. And power accessories that help make driving easier.

The 1974 Apollo. If you're looking for small-car maneuverability and economy without giving up performance and comfort, you've just found it.

1974 Apollo. By Buick.

We wanted to give people a small car to move up to.

