

*THE RIVIERA... BY BUICK*

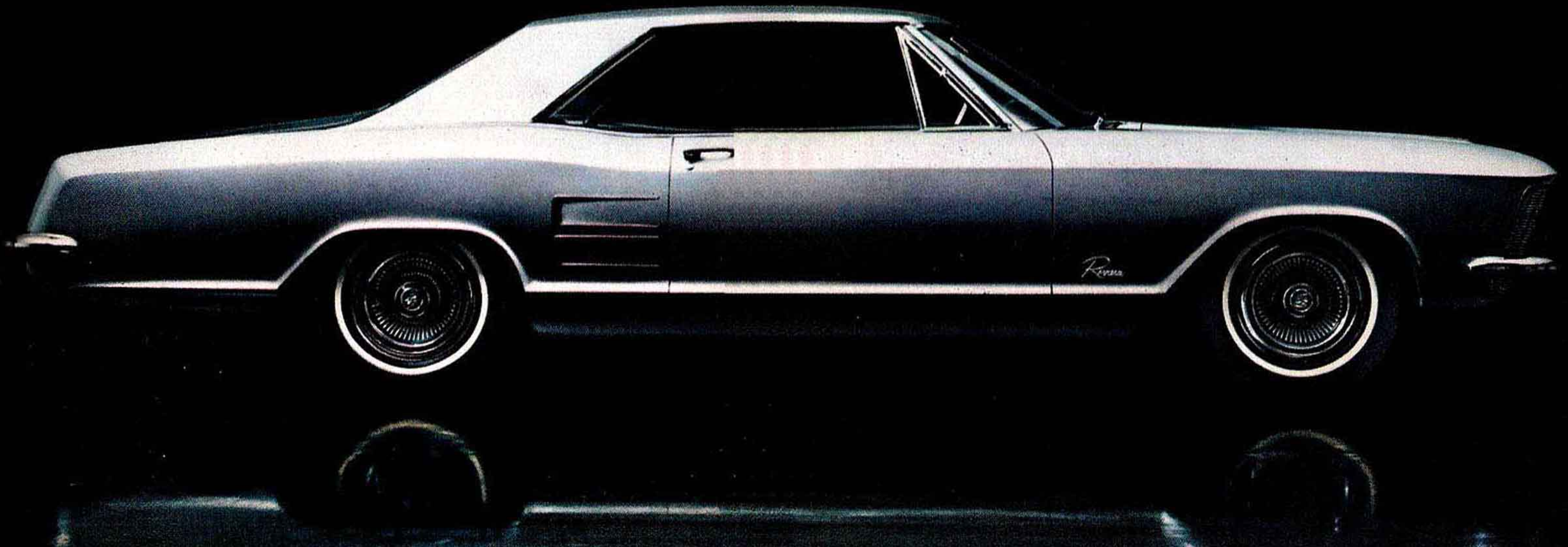
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*AMERICA'S BID FOR A GREAT NEW INTERNATIONAL CLASSIC CAR*

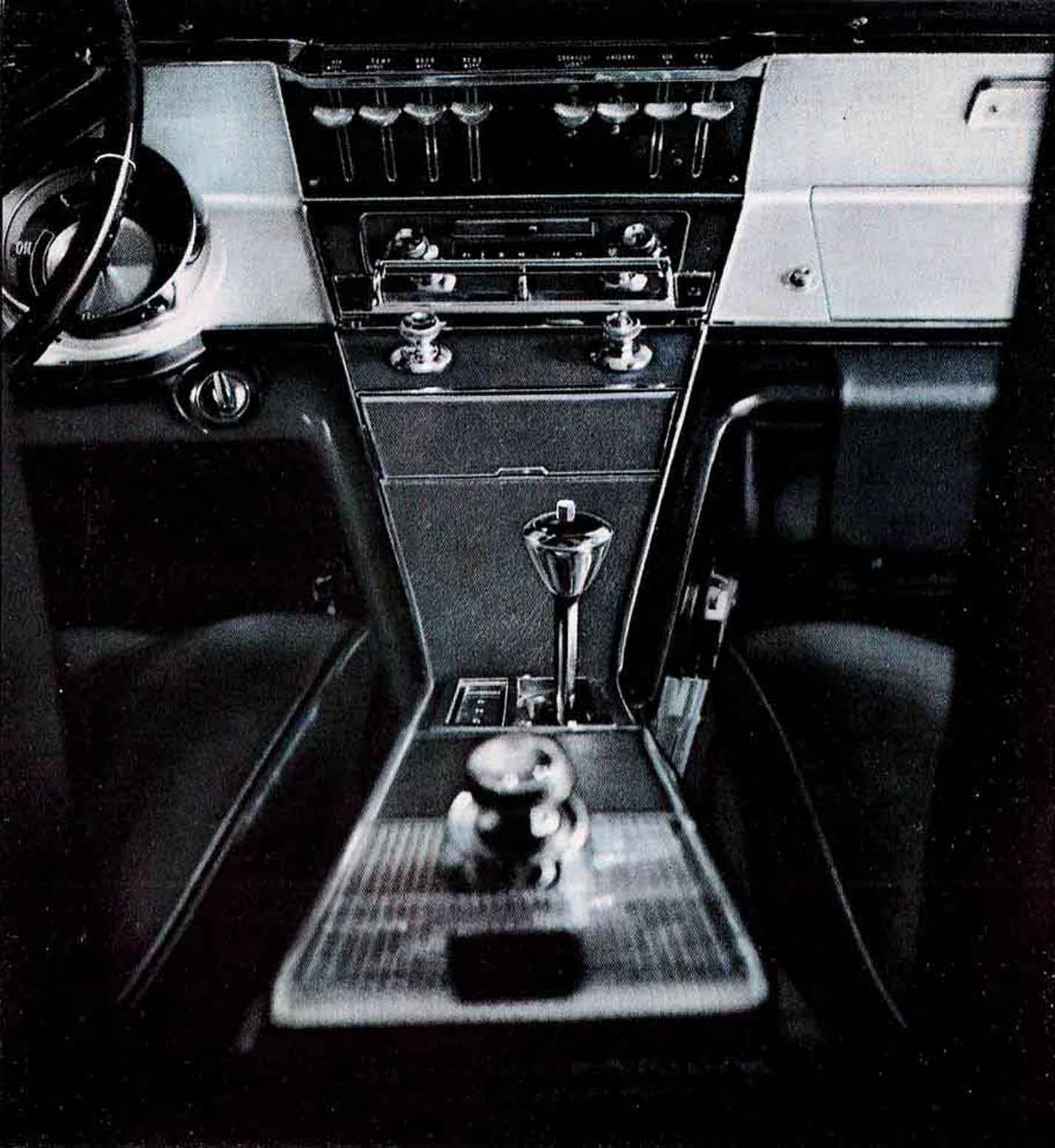
*THE*  
*RIVIERA*  

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*THE*  
*LOOK*



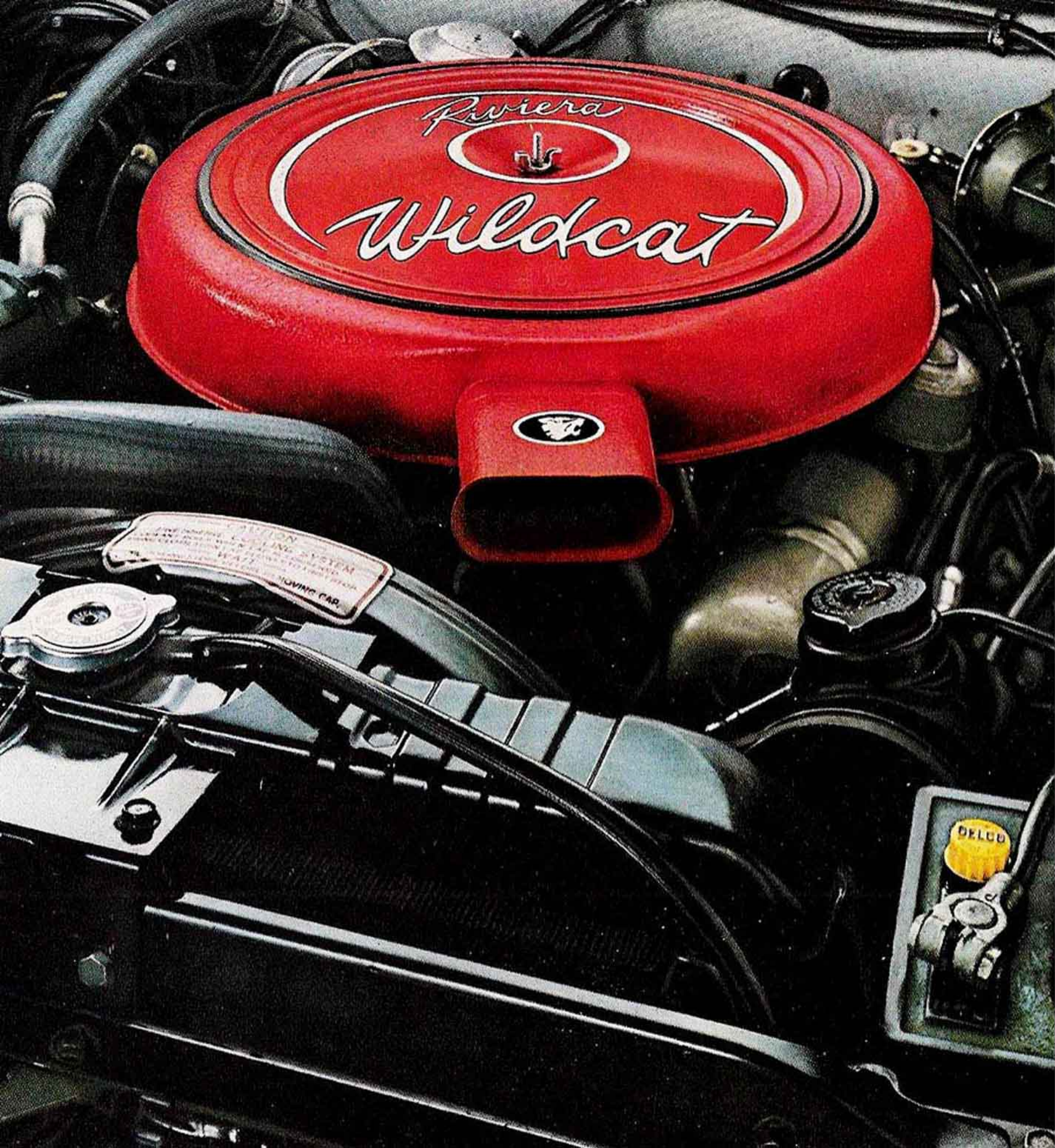




*THE RIVIERA*  
*THE LUXURY*

The men who designed the Riviera interior were not content to stop with mere comfort (although it would be very difficult indeed to fault it in this department). They tried to include in their conception a definite psychological lift to driver and passengers. Actually, the feeling you're supposed to get from sitting in the driver's seat is that you're in command of a pretty formidable piece of machinery—which you are. It's a bit, we think, like an airplane cockpit with the leather-upholstered (optional) bucket seats . . . the console at your right with Turbine Drive selector . . . the instruments that loom up in such a commanding manner. We confess we find it all stimulating; we hope you're no older than we are. (You're never too old, really.)





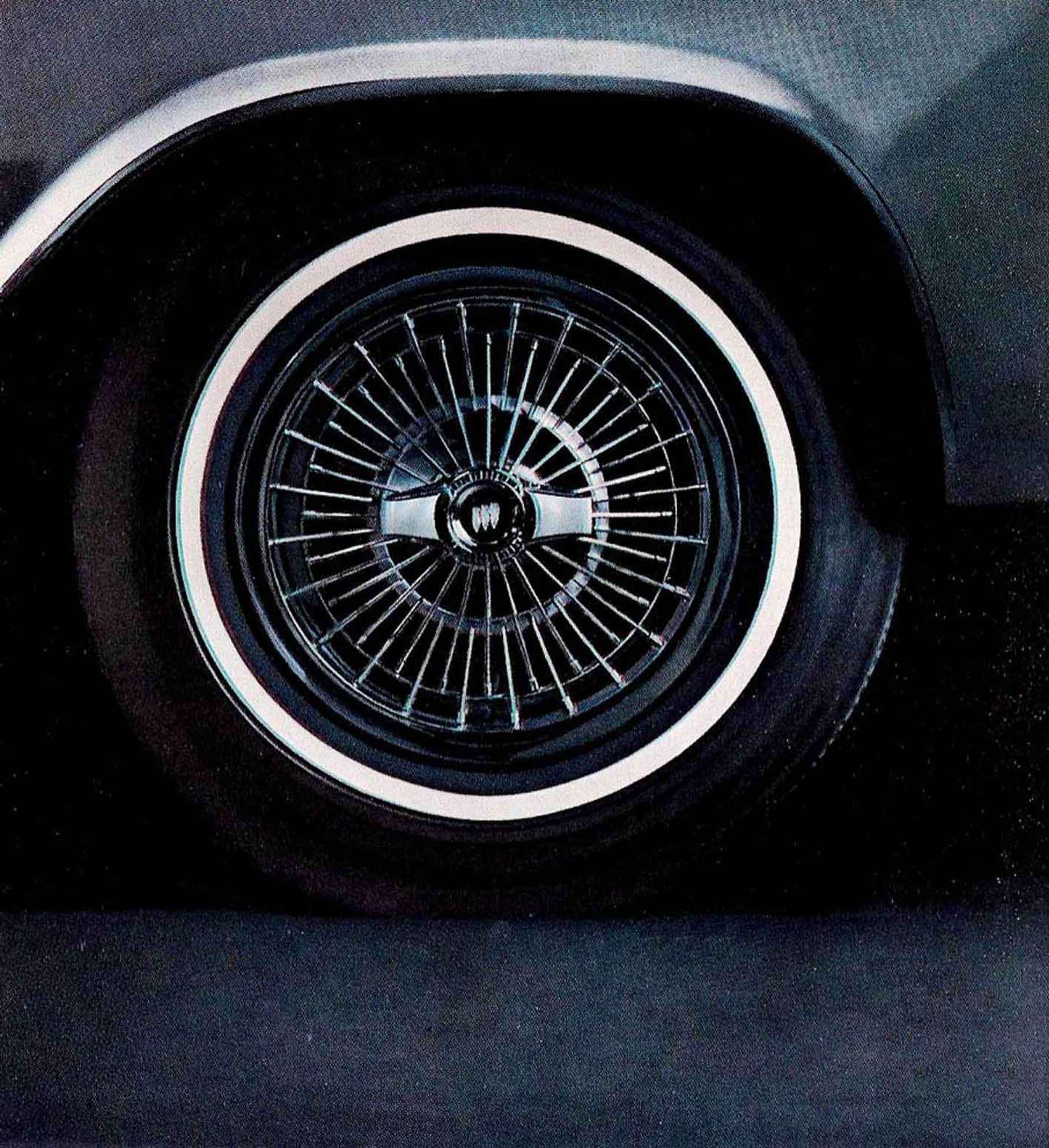
## *THE RIVIERA*

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## *THE PERFORMANCE*

Let us state categorically that performance is a combination of several things—not merely engine horsepower. Stability, steering qualities, smoothness and control all enter into the picture. Judged on the basis of all these factors, the Riviera is absolutely without peer among American cars. Rarely have all performance elements been blended so harmoniously. □ We think a lot of our engine, too, by the way. It's a 325 hp. Buick Wildcat V-8 with standard dual exhaust. It's teamed with the fluid smoothness of automatic Turbine Drive (standard equipment). For your driving convenience, power brakes and easy power steering are also standard. □ You're fully equipped to make mole-hills out of mountains and have a lot of fun in the process.



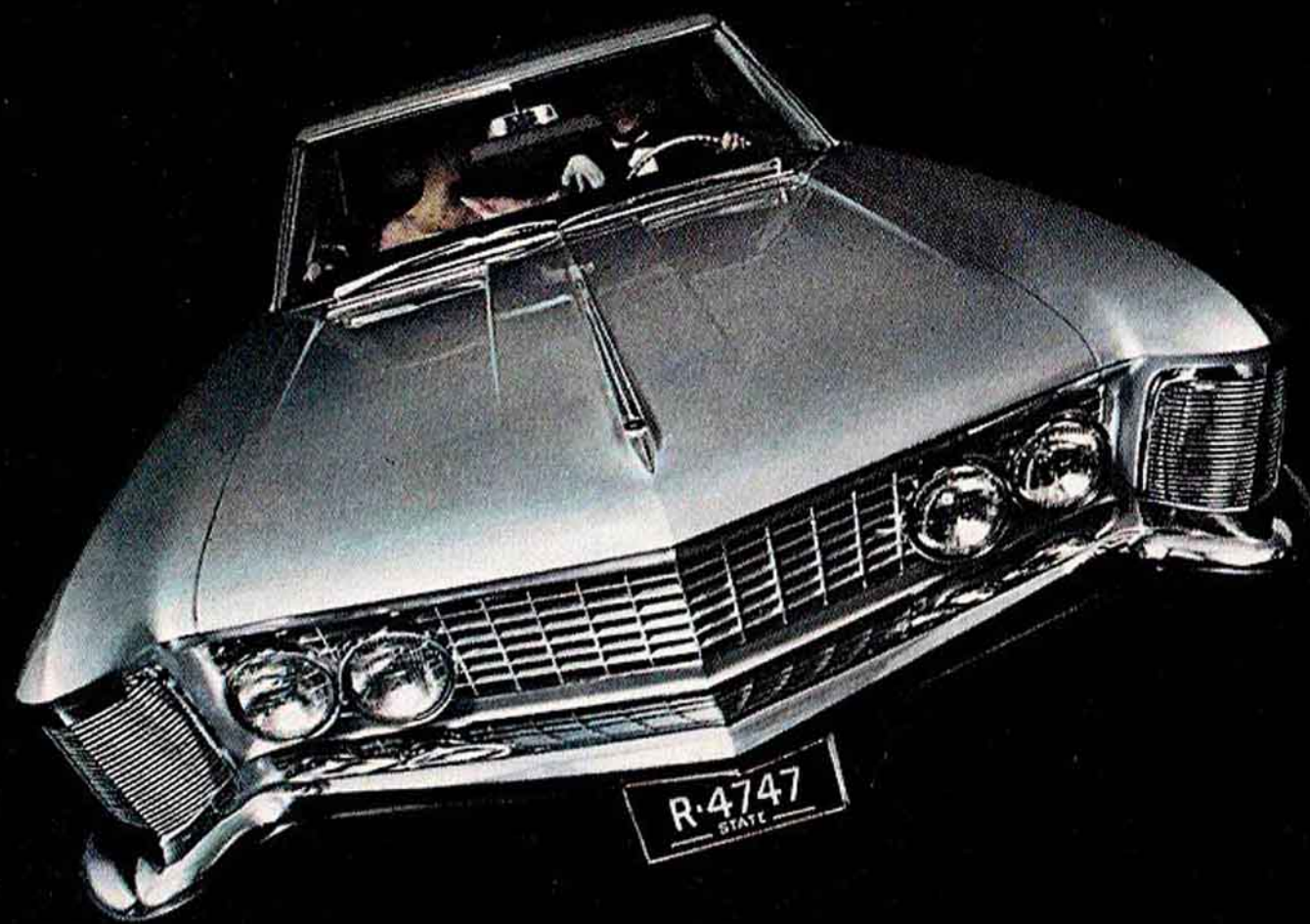


*THE RIVIERA*  
*THE RIDE*

For all its sporty overtones, the Riviera offers an unbelievably sedate ride. Quite literally, it glides over bumps as if they were not there. A good part of this pavement-smoothing ability is traceable to the Riviera's unusually low center of gravity. Powerfully effective, too, is the cushioning action of coil springs and husky hydraulic shock absorbers at all four wheels. The driving forces are transferred to the body through control arms mounted in thick cushions of vibration-absorbing live rubber. □ We have tested the Riviera over some of the roughest roads imaginable and were gratified, as you will be, at its matchless poise under these trying conditions. It seems to make every street a boulevard. (We've got the paving business worried.)



*THE RIVIERA*  
*THE HANDLING*



We hope you're fortunate enough to have some twisty roads in your neighborhood on which to test the Riviera's superb handling qualities. You'll discover, to your delight, that the Riviera can take sharp turns at speeds that would leave ordinary cars in complete disarray. □ When you round a curve in a Riviera it's a pleasure to note how perfectly the back wheels track with the front. Even at test speeds far above the normal for road driving, there is absolutely no sensation of the rear end "swinging out". The wheels stick to the road like glue, and even the body stays unusually level. □ All this, incidentally, is by way of added driving safety for you and your family—not an encouragement to take corners at breakneck speeds.

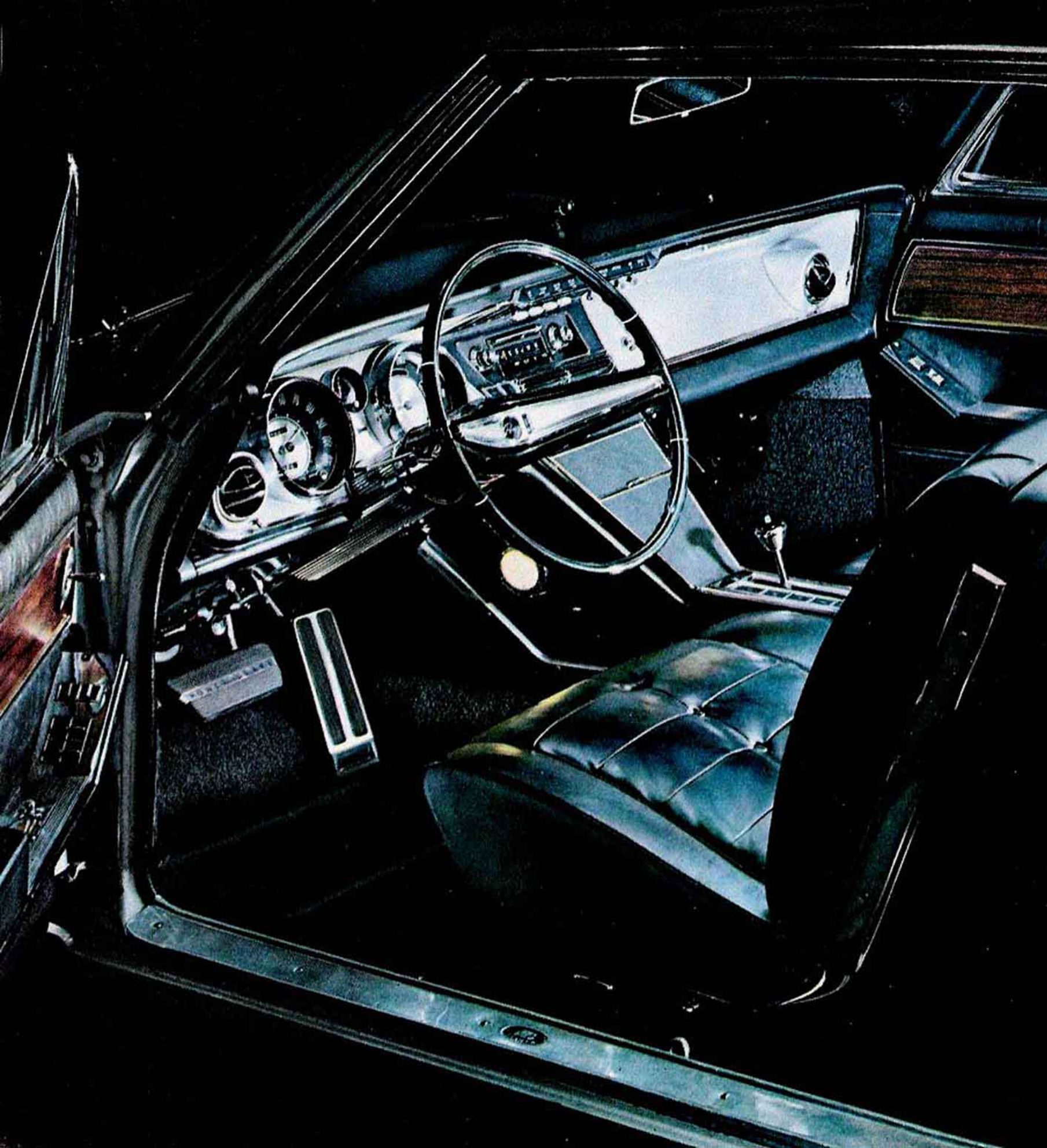




*THE RIVIERA*  
*THE QUALITY*

After you examine a Riviera you'll find it hard to believe that it is not a custom-made car. The fine detailing, the meticulous fit of sheet metal and the absence even of weather-sealing to mate windows and body all suggest hand finishing. (The side windows fit so perfectly they need no frames.) Inside, too, the tailoring of upholstery is wonderfully neat and secure. It's not hand-stitched, but it certainly looks like it. □ Frankly, here is an automobile of the caliber one might expect to see priced at twelve thousand dollars on the International market, available here for less than half that cost. □ We think it's the finest quality you can buy in an assembly-line-produced automobile. Chalk it up as an important breakthrough in precision manufacturing.





## *THE RIVIERA*

### *THE FINISHING TOUCHES*

The Riviera is just about perfect as it is, but we would like to suggest one or two little added attractions that may intrigue you. □ You might consider, for instance, the optional 7-position steering wheel. It can be tilted forward or back through an arc of 30° and locked into any one of seven positions. □ New Electro-Cruise is great if you take long trips. Once on the highway, you set a control on the speedometer to the speed of your choice and it is automatically maintained. You can take your foot off the accelerator. A touch of the brake restores manual operation. □ For appearance's sake we strongly recommend wire wheel covers. Very dashing! □ Just for fun, how about this one? A full-throated, four-note horn that really sings out.



# *THE RIVIERA*

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## *THE SPECIFICATIONS*

- **Basic Dimensions:** Overall length, 208 in. Overall width, 74.6 in. Overall height, 53.2 in. Wheelbase, 117 in. Tread, front, 60 in. Tread, rear, 59 in.
- **Engine:** 90° V8. Displacement, 401 cu. in. Horsepower @ 4400 rpm., 325. Maximum torque, 445 @ 2800 rpm. Compression ratio, 10.25 to 1. Four-barrel carburetor. Dual exhaust standard.
- **Transmission:** Automatic Turbine Drive standard.
- **Differential:** Rear axle ratio, 3.42 to 1. Positive traction differential optional.
- **Brakes:** Hydraulic, self-adjusting. Total lining area, 197.32 sq. in. Front drums of finned aluminum.

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**BUICK MOTOR DIVISION, GENERAL MOTORS CORPORATION, FLINT 2, MICHIGAN**



*THE RIVIERA (by Buick)*

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