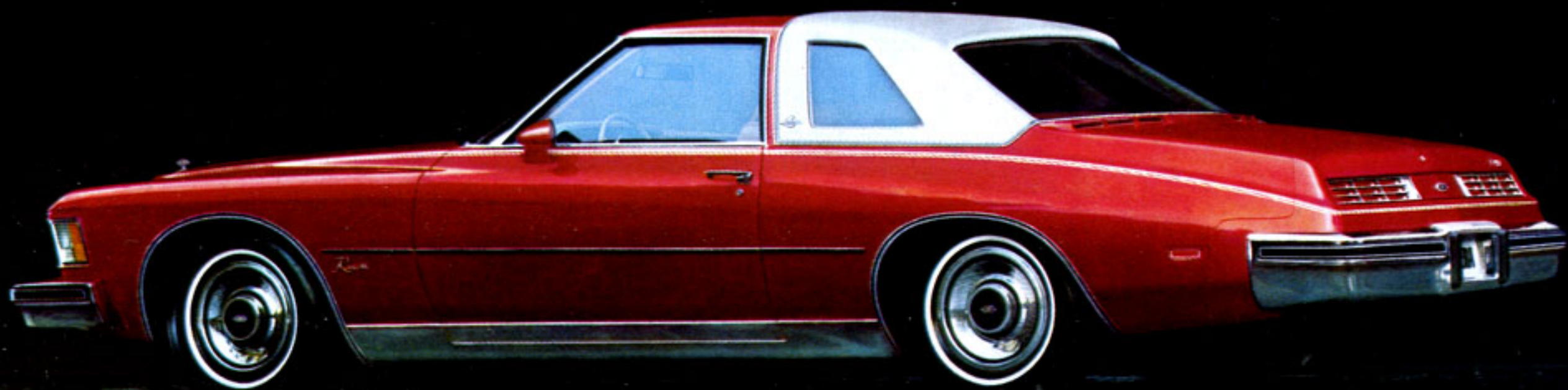


'74 Buick Riviera

Riviera with Landau top



RIVIERA. Our designers redesigned Riviera for 1974. Now the good handling and "road feel" that has helped make Riviera famous, is combined with all the features, appointments and styling that describe the finest of personal luxury cars. Note the long hood, the sculptured front and rear treatment, and the

formal roofline. A classic look with the flavor of Europe. All this, with a 122" wheelbase, a curb weight of some 4,700 pounds and the kind of roominess and interior comfort that is Riviera.

THE "STANDARD" RIVIERA. Distinctive with

its pillared roof and side window treatment, Riviera's standard equipment includes: A 455 CID 4-barrel V-8 engine (with a refined emission control system and a time modulated choke for solid cold weather driveability); Turbo Hydra-matic 400 transmission with altitude compensated controls, so it

shifts just as smoothly in Denver as in New Orleans; variable ratio power steering; power front disc brakes; new custom steering wheel; electronic digital clock; single wipe windshield wipers for misty conditions; tilt steering wheel; plus the availability of a low fuel indicator and

the new GM-designed steel-belted radial tires.

THE "SPECIAL" RIVIERA.

There are other ways to add a lot to what Riviera already offers you. A new metal sliding sunroof can be ordered with either manual or electrical controls. There's also a finely tailored padded Landau top, an

elegant touch you'll find hard to resist. There's a wide choice of interiors. Cloth and vinyl, cloth only or vinyl only. Plus two new interiors of genuine leather and the ribbed velour shown below. Available is a selection of fine radios: AM-FM; AM-FM stereo with tape player. If your interest tends toward performance, you may want to consider the Stage 1 455 CID 4-barrel V-8 engine described in the feature section. It's a wonderful companion piece to the GS handling package which includes special firm ride and handling suspension; heavy duty front and rear stabilizer bar; steel-belted radial ply whitewall tires; added acoustical insulation and GS identification on the fenders.



Stage 1 Engine. It's more than a high-performance 455-cubic-inch-4-barrel V-8 engine. You also get electronic, high-energy ignition, a performance axle ratio with positive traction differential and a Stage 1 name plate on the grille. Available all Rivas.

Steel-belted radial-ply tires. Specifically designed by GM. Provide important tire performance characteristics . . . handling, ride tread life and endurance, road hazard



resistance. Also significant improvement in traction on wet and snowy roads. Standard with Riviera GS. Available on other Rivas.

Riviera



Electronic digital clock. Solid-state quartz-crystal controlled for greater accuracy. Digital readout.



Instrument panel. Riviera's control center. Wrap-around cockpit design for easy access to controls and instruments. Instrument cluster face has a bright new finish and the glove box has been restyled and re-located for easy reach. Two illuminated ashtrays are standard equipment.

1974 Buick Highlights

RIVIERA

DIMENSIONS

(in inches unless otherwise noted)

Wheelbase	122.0
Length	226.4
Width	80.0
Height	53.7
Trunk Space (cu. ft.)	15.8

ENGINES & TRANSMISSION

Standard: 455 CID 4 bbl. V-8, Turbo Hydra-matic 400.
Available: Riviera Stage 1 V-8.

STEERING & BRAKES

Standard: Variable ratio power steering, power front disc brakes.

MODEL AVAILABILITY

One model: Hardtop Coupe.

Buick Motor Division, General Motors Corporation, reserves the right to make changes at any time, without notice, in prices, colors, materials, equipment, specifications, and models; and also to discontinue models

Litho U.S.A.