

BUICK 1978

75 Years of Greatness.





A special note of thanks:

For their invaluable assistance in both locating and providing most of the antique, vintage Buicks pictured throughout this catalog, we would like to extend a very special thanks to the members of the Buick Club of America, P.O. Box 853, Garden Grove, California 92642.



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When you buy a Buick, you get more than a car...you get a heritage.

Over the nearly 75 years we've been building Buicks, a tradition has arisen we're very proud of. One we'd like to share with you. Because where we've been says a lot about where we are today. And ever since David Dunbar Buick developed his first valve-in-head engine in 1903, Buick has enjoyed a reputation for automotive greatness.

Throughout this catalog, you'll find this tradition demonstrated in

some of our finest antique Buicks. From the original Flint Buick built in 1904 to the first Riviera introduced in 1963. You'll read about the famous Buick "Big" racing cars. The Roadmaster. The development of the gearless torque converter we named Dynaflex. The first aluminum V-8. And a lot of other "firsts" that have made the Buick name a special one in the history of the automobile.

The purpose of all of this is to show you the kind of innovative think-

ing that has gone into every new Buick for the past 75 years.

It's the kind of thinking that has resulted in our 1978 Buicks. Cars specially designed to meet the particular needs of this day and age.

To be sure, Buicks have always stood for luxury and comfort. And they still do. But today we demand something more of the automobile. A new attentiveness to efficiency in design. That's why we redesigned our full-size Buicks last year. And

that's why we've redesigned our mid-size Regals and Centurys this year.

And by redesigning, we don't simply mean building cars that are trimmer. Instead, what we're talking about is a complete rethinking of the American automobile. Employing innovative design and engineering techniques to build a whole family of mid-size cars designed for efficient operation while maintaining the comfort and ride you expect of the Buick name. Refer to the engine

availability insert included with this catalog for EPA mileage estimates.

Not an easy task. But it represents the kind of challenge that, time and again, Buick has met for some 75 years.

And so, as you read this catalog, we invite you to examine our past as well as our present. Having done so, we think you'll understand why Buick is more than just a name. And why our 1978 Buicks are more than just new cars, but rather, a culmination

of almost 75 years of greatness.

The front section of this catalog will introduce you to the 1978 Buicks, and give you a brief look at each new model, inside and out. The second section is the Buyer's Guide, a more comprehensive look at Buick design, engineering, testing, and engines.

A word about engines... The Buicks displayed in this catalog are equipped with GM-built engines produced by various divisions. Please

refer to the engine availability insert included with this catalog for complete details about engine sources and availability.

But obviously, reading about a Buick isn't the same as experiencing it on the road. So we also invite you to take a test-drive at your Buick dealer. Only then can you really understand the science that makes it so responsive to the demands of the day. And the magic that makes it a Buick.

One of Buick's most memorable achievements in the early years was the creation of some of the world's great racing cars. Seen here, is a modified version of Buick's 1910 Model 16. Drivers on the Buick racing team included Bob Burman and Louis Chevrolet, who piloted these racers to numerous victories. In fact, in a car almost identical to this, Mr. Chevrolet set an American track record in 1909, by averaging 72 mph in the 200-mile, Coca-Cola Stock Car race in Atlanta.



This is the 1978 Regal, a beautiful example of how we've employed science to meet the needs of the times. And, at the same time, maintained the magic of Buick's famed luxury ride.

Regal's exterior dimensions are trimmer this year, but usable interior room has been improved in several important areas over last year's counterpart. Our purpose was to make Regal efficient in its use of space and

enjoyable to drive. But in the process, we also made Regal distinctive in appearance. And this year, there are three Regals, all of which are Coupes: the Regal (shown here), the Regal Sport Coupe and the Regal Limited.

Both the Regal and Regal Limited have a new even-firing 3.2 litre (196 CID) V-6 as their standard source of power. It is not available in California and designated high-altitude areas. Required in California and high-altitude areas is an available 231

CID (3.8 litre) V-6 with an automatic transmission.

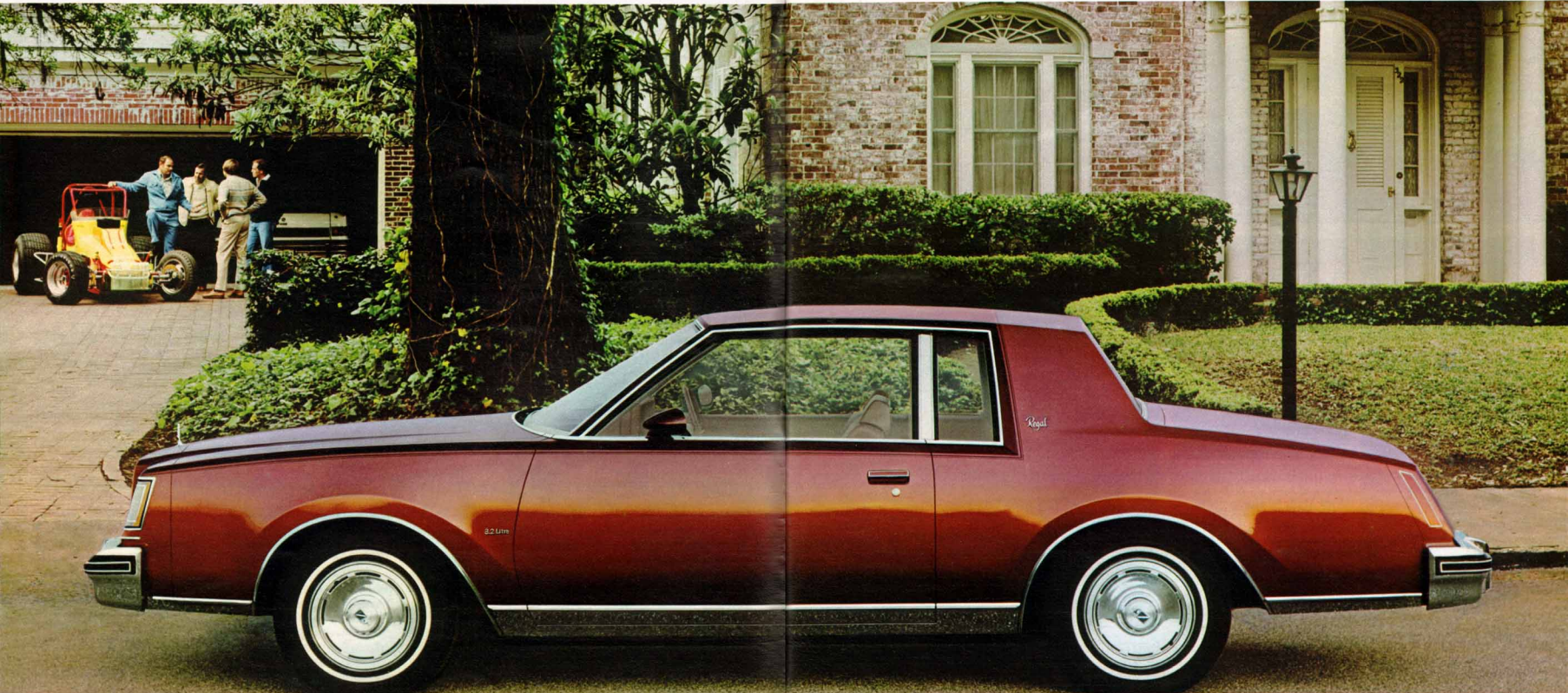
The Regal Sport Coupe, on the other hand, offers a new, exclusive 3.8 litre (231 CID) turbocharged V-6 as its standard powerplant. The standard 2-barrel version is not offered in California or designated high-altitude areas. An available 4-barrel version is required. It will be available in California after January 1, 1978.

As ever, Regal presents the mid-size buyer with a broad range of

luxury features, a number of which are described on the following pages. It also exhibits a lightness on its feet that makes it fun to drive, and easy to park due to a smaller turning diameter and a wheelbase that has been trimmed from 112 to 108 inches.

Regal for 1978. We've lavished it with science to improve its roadability. And we've touched it with magic to make it luxurious and fun to drive.

Regal—a profile.

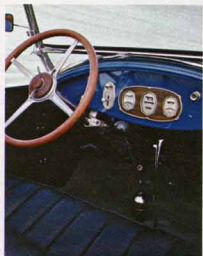


Regal. Classic, luxury-car elegance in a mid-size automobile.

The Regal for enthusiasts: the Regal Sport Coupe, which, together with the LeSabre Sport Coupe, enjoys the distinction of being one of only two turbocharged production cars built in America. In addition to the turbocharger, which is mounted on a 231 cubic inch, 3.8 litre, even-firing V-6 engine, the Regal Sport Coupe also gets an automatic transmission, Rallye ride-and-handling suspension with front and rear stabilizer bars, firmer springs and shocks, plus its own distinctive domed hood. P205/70R-14 radial tires and power brakes are also standard.



Regal Sport Coupe.



This simple but dashing interior greeted the owner of a 1928 Buick Master Six Roadster. Note the wood steering wheel and hub, affixed to a lockable steering column that could be adjusted for height and angle. Even then, instrumentation included a speedometer, odometer, and trip meter—plus temperature and fuel gages.



Regal inside.

The interior of the Regal. Rich, crushed woven fabric covers 55/45 notchback seats. Center armrest is standard. Deep, cut-pile carpeting is featured front and rear. Convenient door-pull straps are standard.

But for all these lavish trappings, Regal's interior is a study in intelligence and functionality. The instrument panel has been moved forward, closer to the windshield, to create new, front-seat knee and leg room. Gages and warning lights are arranged in a rectangular cluster immediately in front of the driver for easy reading.

Radio, heater, and air conditioning controls are housed in a separate module for convenient access by driver or passenger.

Front seats employ a new thin-shell design that allows for more back-seat leg room while preserving the comfort and support you expect of a Buick. And roof pillars have been moved outward, in the interest of more front- and back-seat head room. Trunk space is larger than last year, too.

For a more complete list of standard and available equipment on all new Regals, consult page 62.

Shown here is Regal's elegant, crushed woven cloth upholstery on 55/45 notchback seating divided by a folding center armrest.



1



2



3



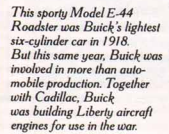
4

NOTE: Throughout this catalog there are numerous illustrations of available interiors. These are included to show the various choices in types, colors, and fabrics. While some illustrations do not show seat and shoulder belts, they are standard on all Buick products, and should be used by all passengers.

Regal Interior Trim Availability

Regal Coupe	S	A	S
Regal Sport Coupe	S	A	S
Regal Limited Coupe			S
	S Standard	A Available	

Cloth or Vinyl Notchback Seat (1)
 55/45 Cloth or Vinyl Notchback Seat (2)
 Vinyl Buckets (3)
 Custom Cloth 55/45 Notchback Seat (4)



This sporty Model E-44 Roadster was Buick's lightest six-cylinder car in 1918. But this same year, Buick was involved in more than automobile production. Together with Cadillac, Buick was building Liberty aircraft engines for use in the war.



Century Special Coupe. Based on manufacturers' suggested retail price, this is our lowest priced Century.



Century Sport Coupe. The Century for enthusiasts. Specially equipped with Rallye ride-and-handling suspension.

Buick's most popular sedan in 1921, when this advertisement appeared, was this 5-passenger Model 47. It was available in black only, and weighed 3,397 pounds. Adjustable straps were used to raise and lower the quarter windows, which came equipped with silk roller shades at no extra cost.

BUICK

BUICK quality of power and dependability is performance which is built into the motor from an engineering standpoint. The motor you are counting on in a Buick car means the assurance of the dependability of motor, Buick will meet it.

The luxury of quality and good work is embodied in the trim and appointments of the new Century Custom and Century Special. For more facts and literature, see in every Buick car the Buick Five Passenger Sales Literature Book. The unexcelled use of every Buick car is guaranteed by Buick and Buick Service.

BUICK MOTOR DIVISION, GENERAL MOTORS CORPORATION
WARREN, MICHIGAN 48090

WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM

The nice thing about a Century wagon is that it's just as adept at helping you play as helping you work. This year, you have two Century wagon models from which to choose: the Century Special and the Century Custom.

The Special Wagon is designed to offer the practical benefits of a wagon at Buick's lowest wagon manufacturers' suggested retail price. The Custom Wagon, as its name suggests,

features more luxurious levels of appointment inside and out. And for enthusiasts with cargo to haul, the Custom is also available with a new Sport Wagon option, which includes a special paint treatment, new Designers' Sport wheels, oversize steel-belted tires, and a special suspension, similar to Century Sport Coupe's.

A 231 CID (3.8 litre) V-6 is standard. V-8 power is available. An available V-8 engine is required in California and designated high-altitude

areas on Century Custom Wagons. All are trimmer than last year's models and offer 71.8 cubic feet of cargo space. And thanks to a newly designed fold-down rear deck and lift-up window, loading and unloading is easy.

There's another bonus this year in the form of storage compartments behind the rear wheelhousings. A lock to provide secure, out-of-sight storage for valuables is available.

But perhaps the nicest thing about

a new mid-size Century Wagon, is that you get traditional wagon benefits, with good fuel economy and impressive maneuverability in city traffic thrown in for good measure. Refer to the engine availability insert included with this catalog for EPA mileage estimates. Additional copies of the insert may be obtained from your dealer.

Century Wagon—a profile.



Century Custom Wagon and Century Special Wagon. Two beautiful examples of wagon practicality.

When this Model 35 Touring Car came out in 1922, Buick had just introduced a new, detachable-head, 4-cylinder engine that developed 18 horsepower from its 170 cubic inches. This engine was phased out, however, by 1924, when a detachable-head design was incorporated into Buick's increasingly popular in-line six.



If our Century Coupes have already caught your eye, you're in for yet another treat: our Century Sedans. They offer the same contemporary lines, the same long list of features, plus the added convenience of four doors. And like the Coupes, they exhibit better maneuverability in city traffic than last year's comparable models.

Yet, the magic that you expect from a Buick is still there. All Century Sedans, together with Century Coupes,

employ separate body and frame construction. In essence, it's the same type of design used on our full-size Buicks. With it, vibration and road noise are absorbed and trapped by the frame before they reach the body and its passengers.

There are three new Century Sedans: Special, Custom, and Limited. Power in all three is supplied by the new 3.2 litre (196 CID) V-6. This engine is not available in California and designated high-altitude areas.

Required in California and high-altitude areas is an available 231 CID (3.8 litre) V-6. A 305 CID (5.0 litre) V-8 is also available. Refer to the engine availability insert included with this catalog for EPA mileage estimates. Additional insert copies may be obtained from your dealer.

These new Sedans also feature fixed, second-seat windows and swing-out rear vent windows that provide ventilation for rear-seat passengers.

Operation is manual, with a power option available.

Another feature is a trunk with over 16 cu. ft. of cargo space. That's more than last year's Century Sedan.

If you're used to conventional mid-size cars, Century is an excellent way of getting V-6 efficiency and new ease of maneuverability in city traffic.

And if you're used to a smaller car, Century is a great way to get interior room, Buick ride, and still have a car that's a joy to drive.

Century Sedan—a profile.



Century Custom Sedan (foreground) and Century Special Sedan. More trunk space, more front and rear leg room, and more maneuverable in city traffic than last year's comparable models.



Wood-grained trim is nothing new to Buick. This 1938 Buick Special featured a dashboard which looked for all the world as though it were carved from a solid block of walnut. (In reality, it was metal.) Other interior refinements included a 270°-sweep speedometer, surrounded by a complete set of gauges. The steering wheel and gearshift knob were done in striking mother-of-pearl.



Century inside.



The new Centurys offer a list of interior features that further distinguish them as a most intriguing new breed of mid-size cars.

For example, if you specify a split-back front seat, you can have a reclining passenger seat. And with bucket seats, you may also choose to order a new, full-length operating console. And all Century Coupes now feature inertia front seatback locks. They eliminate latches that have to be released each time someone enters or exits the back seat.

All new Centurys also feature a turn signal lever that doubles as the headlight dimmer. And windshield wipers with single-wipe mist control. And a coin holder in the glove box. And a trunk equipped with the new space- and weight-saving compact spare tire, described on page 18.

There's also quite an array of clocks and quality Delco radios. Availabilities include a dial clock; a quartz-crystal digital clock; an AM-FM stereo radio with a digital readout for time, month, date, and elapsed driving time; a combination AM-FM stereo radio and cassette tape player; even an AM-FM stereo radio with a 40-channel CB. It comes with an automatic Triband power antenna.

For a more complete list of standard and available features on all 1978 Centurys and Century Wagons, see page 64.



The Century Limited interior, featuring crushed velvet upholstery on richly cushioned 55/45 seating.

Century Interior Trim Availability	Cloth or Vinyl Bucket Seat (1)	Cloth or Vinyl Nonbucket Seat (2)	55/45 Cloth or Vinyl Nonbucket Seat (3)	Vinyl Buckets (4)	Crushed Velvet Upholstery Custom Buckets (5)
Century Special Coupe	S				
Century Special Sedan	S				
Century Custom Coupe	S	A	S		
Century Custom Sedan	S	A	S		
Century Sport Coupe	S	A	S		
Century Limited Coupe					S
Century Limited Sedan					S
Century Special Station Wagon	S*				
Century Custom Station Wagon	S	A	S		
Century Sport Wagon (avail. option)	S	A	S		

* Vinyl only

S Standard A Available

Regal, Century, and Century Wagon: a few of their finer points.

Wherever a Buick owner went 50 years ago, he was preceded by a name that proudly stood for quality and innovation. Nothing could be truer today.



Regal Sport Coupe

To accommodate the 3.8 litre (231 CID) turbocharged engine, the new Regal Sport Coupe is equipped with a raised hood. Other standard equipment includes a special Rallye ride-and-handling suspension.

Transmissions

Our main objective in designing the new Regal and Century was to build more efficient Buick mid-size cars. To this end, models equipped with the new, even-firing, 3.2 litre (196 CID) V-6 transmit their power through a standard manual, 3-speed, transmission (not available in California and high-altitude areas). Or if you prefer, you may order an available, floor-mounted, manual 4-speed (except in California and certain high-altitude areas) with the 231 CID (3.8 litre) V-6. Or an automatic, which, by the way, comes standard on all Century Wagons and is required in California and designated high-altitude areas on Coupes and Sedans. Refer to the engine availability insert included with this catalog for EPA mileage estimates. Additional insert copies may be obtained from your dealer.

Convenience Features

The new Regal and Century abound with conveniences. For example, inertia front seatback locks on Coupes. In addition, the headlight dimmer switch is now conveniently located in the turn signal lever. And windshield wipers have a single-wipe, mist-control setting.

Radios

A fine selection of Delco sound systems is available on this year's mid-size Buicks. You can even order an AM-FM stereo radio with a clock that provides digital readouts for time, month, date, and elapsed driving time.

For CB enthusiasts, a combination AM-FM stereo radio with an integral 40-channel CB transceiver is available. It features a Triband power antenna that retracts whenever the radio or ignition is shut off. And if you already have a CB, the Triband antenna is available separately.

Instrumentation

Instrumentation on the new Regals and Centurys has been designed for convenience. Main gauges and warning lights are located in a panel directly in front of the driver. The Regal Sport Coupe features a temperature gage and light that indicates the "boost" of the turbocharger.

Rear Vent Windows

All 1978 Century Sedans and Wagons feature fixed second-seat windows and manually operated, swing-out vent windows for back-seat ventilation. Power operation is also available.

Vent windows take the place of the conventional roll-down rear door windows which are stationary glass in the Century Sedans and Station

Wagons. This allows the inside of the doors to be concave in shape, helping to preserve hip and shoulder room.

Available Roofs

If you like the open air, there is a power-operated sunroof available to suit your desires. And all Regals and Century Coupes can be ordered with a power-operated Astrorof, which functions as either an open sunroof or a closed glass skylight. Head room is reduced slightly when a sunroof or Astrorof is installed.

Wagon Tailgate and Roof Rack

Century Wagons feature a tailgate design that employs a fold-down tailgate and lift-up rear window. Another handy feature is a new adjustable roof rack.

Designers' Sport Wheels and Compact Spare

Standard on the new Century Sport Coupe and Sport Wagon are Designers' Sport wheels with over-size, P205 70R-14, blackwall steel-belted, radial-ply tires. They are also available on other Century models. All Regal and Century models also come equipped with a new compact spare tire. It's smaller and lighter than a traditional spare, and stores inflated.

Designers' Accent Colors

Distinctive exterior appearance is provided this year by a selection of handsome, new paint treatments, called Designers' Accent Colors, created by using contrasting shades of similar colors.

They're available on all Regals and Centurys (except Century Sport Coupe). For some examples, note the cars on pages 4, 8, 10, 11 and 14.

And, if you wish, coordinated vinyl tops and interiors are also available in Designers' Choice Colors.



Regal Sport Coupe's distinctive hood.



Cruise-Master speed control.



Full-length operating console.



Instrument cluster, Regal and Century Custom.



Compact spare tire, both cars.



Regal Sport Coupe's turbocharged V-6.



Century Sedan's power rear vent window.



Lockable wagon storage compartments.



Wiper and defogger controls.



Designers' Sport wheel.



Century's Deluxe wire wheel cover.



Window, door locks, mirror controls.



Regal's Landau top.



"Even-firing" V-6 engine, both cars.



Manual 4-speed transmission, both cars.

Seemingly everywhere you look on a Buick, there are fine touches to gladden and delight the senses. Delicately shaped cowl lights graced the flanks of this 1931 concertine, in combo with flamboyant side-mounted spare tires.

In 1923 Buick built its one-millionth car and total annual production peaked the 200,000 mark for the first time. Buick was now the third largest selling automobile in the world—headed only by Ford and Chevrolet. At the time, the most popular car in the Buick stable was this 6-cylinder, 5-passenger Model 45 Touring Car.



As you proceed through this catalog, you'll notice that science and magic are nothing new to Buick. For 75 years, science has gone into making Buick a leader in engineering. And for just as long, the qualities of comfort and luxury that comprise Buick's "magic" have been part of this tradition as well.

And if we do say so ourselves, our new LeSabre Sport Coupe is an example of that thinking.

In the truest sense of the term, it's a full-size, six-passenger car. With meaningful room for heads, legs, shoulders, and luggage. But it's also something else: a performer with a remarkable affinity for winding roads.

Your first clue to its second personality is the flat black trim around the windows, in the grille, etc.

It reminds one that this full-size Buick is equipped for serious traveling. With a standard suspension package that includes front and rear

stabilizer bars. Firm springs and shock valving. Wide GR70-15 radial tires. Seven-inch-wide, chrome-plated road wheels. And fast-ratio power steering.

And now the best part. All this is set in motion by a new 3.8 litre (231 CID) turbocharged V-6, which is offered exclusively on Buicks for 1978. The standard 2-barrel version is not offered in California or designated high-altitude areas, where an available 4-barrel version is required.

It will be available in California after January 1, 1978.

The turbocharged 3.8 litre engine provides additional power on demand. Under normal driving conditions, it performs like a regular V-6—but as engine speed and load increase, the turbocharger cuts in to supply additional power.

It's an engine well-suited to the Sport Coupe's dual-sided temperament. One that's at home in city traffic or a long stretch of interstate.

LeSabre Sport Coupe—a profile.



LeSabre Sport Coupe. Engineered for the enthusiast—with a special ride-and-handling package and a 3.8 litre (231 CID) turbocharged V-6. The standard 2-barrel version is not offered in California. A 4-barrel is available and required.

In 1924, Buick was first to develop and manufacture 4-wheel mechanical brakes. They were standard equipment on every Buick by the time this advertisement for the Master Six Sedan appeared in 1925. Other standard features included Marvel carburetors, Delco ignitions, and new enclosed propeller shafts that later became known as the torque tube drive.

Buick values increased again!

The Better Buick

BUICK MOTOR COMPANY

Every now and again you get the urge to get away. So you throw some things in a bag, and then the whole clan just takes off. Maybe you know where you're going. And then again, maybe you're just going — playing it by ear. But the great thing is being together.

That's also the great thing about your Buick LeSabre. It can nicely accommodate your family and your gear. LeSabre has always been a full-

size family car with a hearty aptitude for comfort and convenience.

We've already taken a look at LeSabre Sport Coupe, so let's briefly examine its next of kin: LeSabre and LeSabre Custom. Both are available as Coupes and 4-door Sedans.

The basic difference between the regular LeSabre and the Custom is the level of trim and the list of standard appointments. LeSabre Custom is slightly more elegant.

But either way, LeSabre is

equipped with an ample supply of quality features. Windshield wipers with single-wipe mist control. Large, round, easy-to-read instruments. Full-Flo ventilation. Plush, cut-pile carpeting. And a lot more.

Both LeSabre and LeSabre Custom are powered by an efficient 231 CID (3.8 litre) V-6. With the availability of a V-8, if you prefer. Refer to the engine availability insert included with this catalog for EPA mileage estimates.

Additional insert copies are available from your dealer. And, of course, both LeSabre and LeSabre Custom models are equipped with automatic transmission. And a suspension system similar in design to our top-of-the-line Electra.

For all their luxury, however, all five LeSabre models remain full-size, six-passenger cars built for comfort. With passenger space to spare and twenty-one cubic feet worth of luggage space.

LeSabre—a profile.



LeSabre Custom Coupe (foreground) and LeSabre Custom Sedan. Buick's full-size family cars. Comfort for six and plenty of trunk space.

Buick's first "Woody," the 1940 Model 59 Estate Wagon. It was destined to become one of the most popular body styles in the country. And below, the 1978 Estate Wagon. They have a lot more in common than just potholes in the fenders. There's Buick engineering and style that always seem to keep it among the leaders in wagon design.



Ever since we built the first Estate Wagon in 1940, it has been a popular and special kind of car with Buick owners. Popular, because it is endowed with Buick quality. Special, because of its other capabilities.

After all, not many cars can accommodate up to eight passengers (3-seat model) or provide 87 cubic feet of hauling capacity with the rear seats folded down—and accomplish either task with such luxury. But that's

what makes the Estate Wagon a Buick.

For your personal convenience, it's equipped with power steering. Power front disc brakes. A lockable, rear storage compartment. And a three-way tailgate, that you can fold down or swing open like a door with its power window up or down.

It's equipped for plenty of hard work with a 350 CID (5.7 litre) 4-barrel V-8. Or, if you need more power, a 403 CID (6.6 litre) V-8 is available.

Something else you may want to order is an available, rear-facing third seat. Or a handy, adjustable luggage rack for the roof.

For that matter, you may want all this wrapped in an even fancier package. In which case, you'll be glad to know we offer an available, deluxe option package called the Estate Wagon Limited. It has 55/45 notchback seats, power windows, a custom tilt steering wheel, a luggage rack with air deflector, chrome-plated

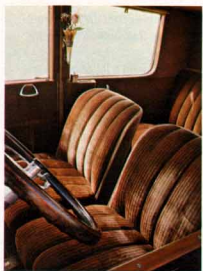
road wheels—even the same front-end styling treatment as an Electra, and more.

If you want a lot of hard work and a lot of luxury from the same car, you've come to the right place—the Buick Estate Wagon.

Estate Wagon—a profile.



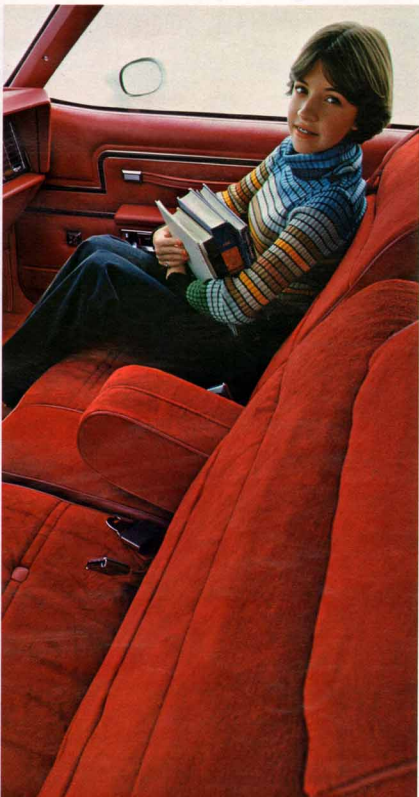
Estate Wagon. A full-size wagon with 87 cubic feet of cargo space and plenty of luxury, too.



Even more than half a century ago Buick was no stranger to elegance. This 1923 Buick sported rolled-and-pleated, ribbed-velour upholstery together with an exotic wood steering wheel and bud vases, which the chauffeur replenished daily with fresh flowers, no doubt.



LeSabre and Estate Wagon inside.



Although the differences are obvious, LeSabre and Estate Wagon share many similarities. First and foremost, both were designed to accommodate the needs of your family in spacious Buick comfort.

Consider these interiors — definitely not Spartan. Seats employ full-foam construction for comfortable back and leg support. There is thick, cut-pile carpeting in the front and rear. Armrests. Dome ceiling lights. The choice of an available quartz-crystal-controlled dial or digital clock. And for good visibility at night, tiny lamps "floodlight" the switches on the Estate Wagon instrument panel.

If you order the LeSabre Custom, LeSabre Sport Coupe or the available Estate Wagon Limited package, the list of standard equipment gets even more impressive.

The list of available equipment is pretty impressive, too. You can order everything from a CB to automatic temperature and speed controls, and just about everything in between. Pretty good for a family car — not to mention a wagon.

Consult page 66 for a more complete list of LeSabre and Estate Wagon standard and available equipment.



This lavish expanse of crushed velour on 55/45 notchback seat is standard on LeSabre Custom, available on LeSabre Sport Coupe.

LeSabre and Estate Wagon Interior Trim Availability	Cloth or Vinyl Bench Seat (1)	Cloth or Vinyl Notchback Seat (2)	Cloth or Vinyl 55/45 Notchback Seat (3)	Vinyl Bench Seat (4)	Cloth or Vinyl Notchback Seat (5)	Cloth or Vinyl 55/45 Notchback Seat (6)
LeSabre Coupe	S					
LeSabre Sedan	S					
LeSabre Sport Coupe	S	A	A			
LeSabre Custom Coupe	S	A				
LeSabre Custom Sedan	S	A				
2-seat Estate Wagon			S	A	A	
3-seat Estate Wagon			S	A	A	
2-seat Estate Wagon Limited					S	
3-seat Estate Wagon Limited					S	

S Standard A Available

This beautiful Standard Six Sport Roadster is shown in an advertisement published in 1927. The following year, Buick led the industry in developing the first hydraulic shock absorbers. On top of that, bumpers, stop lights, and backup lights became standard equipment. And in 1929, Buick had another industry first with one-piece front fenders.



Electra. Top of the line. The ultimate Buick. Its predecessor was the Roadmaster. And before that, the Series 90.

Remember the Roadmaster? When you were a kid, maybe somebody's dad had one. If so, you probably gave it more than a few envious glances, wishing for the day you'd be old enough to drive. Buick's best was a car of distinction then, just as the 1978 Electra is today.

You know it the moment you see it.

From its proud front end, to its wide, wraparound taillights, Electra's handsome exterior exudes fine-car charisma. Yet, at the same time, there is something angular and lean about its appearance that suggests it is also a car of this unique day and age—which it is.

Electra offers three series, the 225, the Limited, and the Park Avenue. In 1978 each affords the

choice of a Coupe or Sedan.

All have a wide range of quality Buick features in common. The standard powerplant, for example, is a 350 CID (5.7 litre) 4-barrel V-8. Each is equipped with automatic transmission. Power steering. Power front disc brakes. And front and rear coil-spring suspension.

But each Electra also has a character all its own. Take the Park Avenue Sedan. With its vertical roofline and side-mounted coach lights, it

exhibits a genuinely formal presence. On the other hand, the Limited Coupe, with availabilities such as an electric Astrorooftop and chrome-plated road wheels, takes on a sporting feel. Head room is reduced slightly when the Astrorooftop is installed.

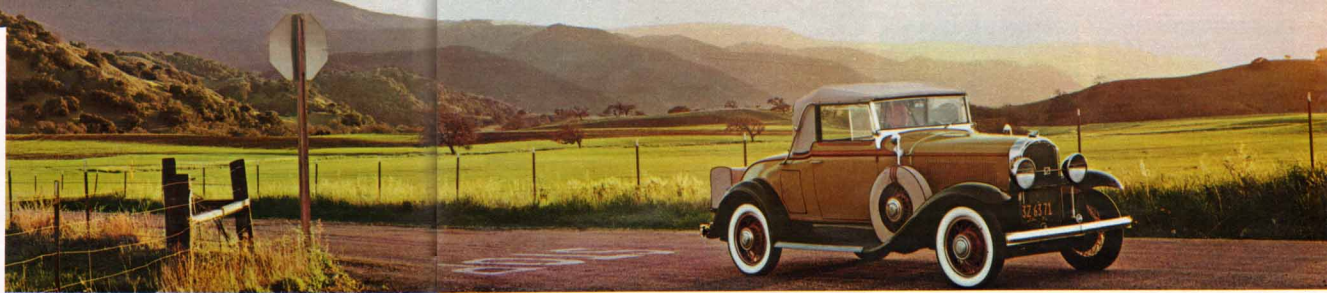
The point is, there is an Electra for whatever your taste may dictate.

Electra—a profile.



Electra Park Avenue Sedan. The ultimate Electra. The ultimate Buick.

10 to 60 mph in 25 seconds—a feat made possible in 1931 by Buick's new overhead-valve Straight Eight engine. Features included an updraft carburetor, a V-belt-driven fan, and an automatic vacuum-operated spark advance, that eliminated the old spark lever mounted on the steering column. Buick had also eliminated the need for double clutching with a new, smoother shifting synchromesh transmission. This same year, Buick produced this handsome Series 50 Convertible Coupe. Its exterior features included graceful chrome landau arms on the top and a rumble seat in back.



Electra Limited Coupe (foreground) and Electra 225 Sedan. Buick's luxurious full-size automobiles.



The 1936 Buicks were totally new automobiles, distinguished by sweepback windshields and rounded "Turret-top" rooflines. With them, came sumptuously tailored accommodations like the ones in this Century Sedan. Upholstery material was mohair, accented by assist straps and wood-grained metal window frames.



Electra inside.

Inside the new Electra, function and opulence coexist happily.

Here there is spacious seating for six. And what beautiful seating it is. Depending on the model you desire, your fabric choice takes in a broad range of materials and colors. Everything from textured vinyl to buttoned-and-tufted crushed velour. The seats themselves feature full-foam construction for comfort.

Your feet rest on deep, cut-pile carpeting. Overhead, the ceiling is covered in elegant fabric.

This lavish environment is further enhanced by an available Automatic Climate Control system that maintains the temperature you preset. And also by Full-Flo power ventilation that circulates outside air throughout the car.

Of course, there are all the little touches that make an Electra an Electra. Power windows. Windshield wipers with a single-wipe mist control. The choice of a quartz-crystal digital or dial clock. And more.

And if you'd like to add a few personal touches, you'll be glad to know that Electra offers a rather enticing list of available options. There are no less than eight different Delco sound systems, including a CB/AM-FM stereo with a hidden Triband power antenna, or the new FSR (Frequency Synthesized Radio)/AM-FM stereo radio and 8-track tape player combination that features both a digital clock and a push-button, seek-and-scan, frequency tuner.



1



2



3



4

Electra Interior Trim Availability	Cloth or Vinyl	Cloth or Vinyl	Cloth or Vinyl	Cloth or Vinyl
Electra 225 Coupe	S	A	55/45 Cloth or Vinyl	55/45 Cloth or Vinyl
Electra 225 Sedan	S	A	55/45 Cloth or Vinyl	55/45 Cloth or Vinyl
Electra Limited Coupe			S	S
Electra Limited Sedan			S	S
Electra Park Avenue Coupe			S	S
Electra Park Avenue Sedan			S	S

Occupants of this Electra Park Avenue will find themselves ensconced in yards of cushiony, draped crushed velour.

S Standard A Available

In 1934, Buick introduced its Series 40 models, designed to be smaller and less expensive in order to compete with lower priced cars. The example seen here is the 5-passenger Club Sedan, Model 41. It featured a new knee-action front suspension incorporating Delco-Lovejoy shock absorbers and a rear anti-sway bar.



Fifteen years ago, we at Buick introduced a classic. The Riviera. It was totally new and impressively styled. Riviera's debut was a resounding success, winning design awards on two continents in its first year of production.

But the Riviera was more than beautiful sheet metal. It was, as it is today, an automobile designed to live in two worlds. To serve two functions with equal distinction. That

of the luxury car. And that of the road car.

From the beginning, Riviera was conceived to be a leader in personal luxury car design. And ever since 1963 that concept has remained constant.

The 1978 Riviera enjoys a clean and uncluttered look from front to back. Opera windows distinguish its profile, while the "spoked" look of its wheels enhances its classic-car orientation.

On the road, front and rear stabilizer bars, hefty shocks, and computer-selected coil springs at each wheel help ensure smooth going.

If you desire, there are available ride-and-handling packages that include even firmer springs, specific shocks, a larger diameter rear stabilizer bar, and fast-ratio power steering.

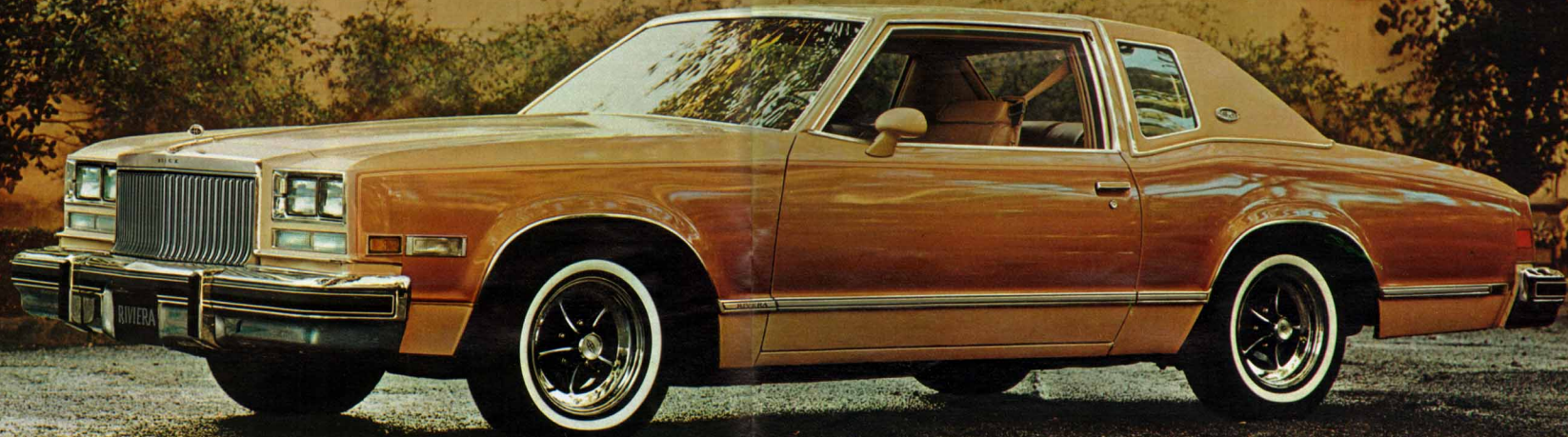
Standard power in Riviera is provided by a 350 CID (5.7 litre) V-8 with 4-barrel carburetion. But for those who want more, there's an

available 403 CID (6.6 litre) V-8.

Other standard driving assists include power steering. A padded, three-spoke steering wheel. And power front disc brakes. Or, if you prefer, 4-wheel disc brakes are available.

All of this makes for something that is more than mere transportation. Because to drive the Riviera is to experience a real sense of communication with the road.

Riviera—a profile.





Tufted crushed velour on 50/50 seats with twin armrests—it makes life on the road something less than grueling for the Riviera driver.

Riviera inside.



As much as we have touched on Riviera's road-car endowments, there is another, and equally alluring, side of its nature. That of an elegantly appointed luxury coupe.

As demonstrated on these two pages, Riviera's interior is rich and luxurious. The plush-bolstered, crushed-velour seats are arranged in 50/50 fashion. This, of course, allows the driver to independently adjust his driving position, which he does with standard, two-way or available, six-way power control. Twin armrests are also standard.

Underfoot, there is thick, cut-pile carpeting. Windows are electrically adjusted. The thickly padded steering

wheel comes with available tilt-and-telescoping adjustments, if you so choose.

In front of the driver, there are large, round, brushed-aluminum instrument clusters, set in a plastic panel that looks for all the world like burl walnut. There is the choice of quartz-crystal clocks with either dial or digital numbers. There's also a standard AM-FM Delco stereo radio. And, of course, a CB transceiver is available if you choose. As is a new FSR (Frequency Synthesized Radio) a "seek-and-scan" combination AM-FM radio, digital clock, and 8-track tape player.



In 1922, this 4-cylinder Buick Touring Car represented the very latest in comfort and convenience. The quadrant, in the center of the polished wood steering wheel, controlled spark advance; while separate gauges monitored engine oil pressure and amperes. The windshield was hinged at the center, so fresh air could be directed to the occupants.



Cloth 50/50
S seats
S vinyl 50/50
S vinyl
S seats

Riviera Interior Trim Availability

Riviera Coupe	Cloth 50/50 seats	vinyl 50/50 vinyl seats
S	S	S
S	S	S

S Standard

LeSabre, Estate Wagon, Electra, and Riviera: a few of their finer points.

If the owner of a 1923 Buick Touring Car wanted to know his engine temperature, he simply shifted his gaze to his radiator cap. The "arms" on the cap allowed it to be tightened and untightened without the use of a wrench.



The New Turbocharged V-6

The remarkable new 3.8 litre (231 CID) powerplant is standard on the 1978 LeSabre Sport Coupe. The standard 2-barrel version is not offered in California or designated high-altitude areas. An available 4-barrel version is required. It will be available after January 1, 1978 in California. And although we won't go into detail here (it's described on page 66), we thought it worth mentioning that this 3.8 litre V-6 replaces a 305 CID (5.0 litre) V-8 which was the standard LeSabre Sport Coupe powerplant last year. Which should provide some testimony as to its capabilities.

In-car Entertainment

In addition to AM and AM-FM radio combinations, there's an intriguing new array of Delco sound systems for you to enjoy. Riviera now features an AM-FM stereo radio as standard equipment. And the Electra and Riviera offer a new Frequency-Synthesized Radio (FSR) that features AM-FM stereo, 8-track tape, a digital clock, and a push-button frequency scanner that will automatically locate and lock on strong signals in remote

areas. You can also get an AM-FM stereo radio with an integral 40-channel CB transceiver and Triband power-operated antenna. This antenna, by the way, automatically disappears under the fender whenever the car's ignition is turned off.

Topping off Your New Buick

There are a variety of roof options available on full-size Buicks. A sunroof or Astrorooftop may be ordered on all models, except the Estate Wagon. The sunroof is metal and electrically operated. The Astrorooftop is electrically operated as well, but constructed of tinted glass that can be ordered in any of five colors. These options will result in the loss of some head room. By the way, if you order a padded Landau roof on the Riviera, coach lamps are automatically mounted on the roof pillars. And coach lamps are standard on the Electra Park Avenue Sedan.

Some Exclusive Touches

The new Riviera offers a wide range of available equipment. Chrome-plated wire wheels, for example. Not covers, mind you — but real, honest-to-goodness, chrome-plated wire wheels. And linked to these, you will find another availability: disc brakes at all four wheels. There's also a rather flamboyant, three-spoked steering wheel standard on both Riviera and LeSabre Sport Coupe.

Lighting Features

Dome reading lights are standard in Electra Limited and Park Avenue and available in other full-size Buicks. A lighted visor vanity mirror is also available. Along with curb-side lights in the doors. And for night-driving convenience, cornering lights, activated by the turn indicator lever, are also available. Front light monitors

are also available. They report in amber on the condition of parking lights and turn signals — blue for headlamp high beams — green for low beams.

More Convenience Items

By now, you have a pretty good picture of the kinds of things we're talking about when we refer to full-size Buick luxury. Things that add to your comfort and convenience. And, quite simply, make driving a rather magic experience. Things like available six-way power seating and a tilt-and-telescoping steering wheel that allow you to adjust for driving comfort. An electric seatback recliner for front-seat passengers. And Cruise-Master speed control that you preset to maintain a constant highway cruising speed. You can also select windshield wipers with a low-speed delay that provides intermittent wiping for misty or light-rain conditions. There's even an outside rearview mirror with a thermometer available for your convenience.

Theft-deterrent System

One more feature worth noting: All full-size Buicks, except Estate Wagon, now offer an available Theft-deterrent System. The system is made up of special electric door, trunk, and hood locks. If any of these are tampered with, an alarm is triggered, in the form of flashing headlights, taillights, parking lights, etc.



Tilt and telescoping steering wheel.



Rallye steering wheel.



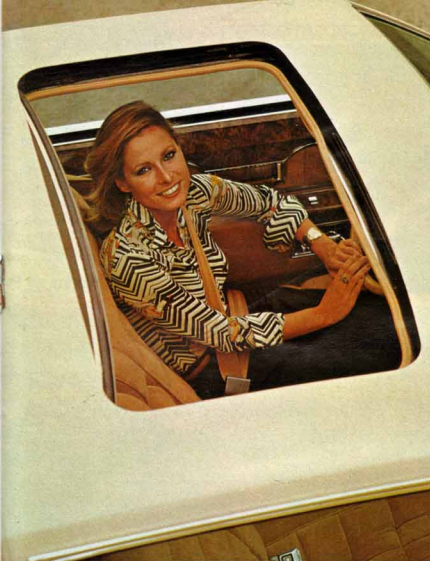
Front light monitors, all models.



Four-wheel disc brakes, Riviera only.



Mirror with thermometer, all models.



Riviera's sliding-glass Astrorooftop.



LeSabre Sport Coupe's turbocharged V-6.



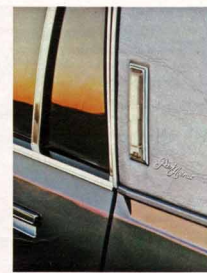
Digital clock, all models.



Entertainment-CB radio with Triband antenna, all models.



Riviera's chrome-plated wire wheels.



Electra's coach lamp.



1932 saw Buick's first use of dual taillights, shown here on a Series 90 Sedan. In addition to being a safety feature, the dual lamps were presumably used to complement the pair of long, trumpet-like horns at the front end of the car.



Riviera's padded Landau roof.



Six-way power seat control.



Dome reading light, all models.



Door courtesy and warning lights.

1935 saw Buick's introduction of the automatic choke and new series names like Special, Century, and Limited. The mighty Roadmaster appeared in 1936 when Buick unveiled its long-awaited, totally restyled cars—like this Model of Century Sedan. Styling featured all rounded corners, swept-back windshields, and sedans with a new Steel Turret Top. Another new feature was hydraulic brakes.



You're just married, out of law school, and hanging out your shingle. And although the last year has been pretty hectic, your new life looks darn promising from where you're standing. You got the apartment you wanted. And, after a lot of hard-nosed shopping around, you found the right car, too: a Buick Skylark. A compact, sure. With impressive fuel economy. And real room. Refer to the engine availability insert included with this

catalog for EPA mileage estimates. Additional insert copies may be obtained from your dealer. Buick offers seven Skylark models in all. Standard and Custom models can be ordered in Coupe, Sedan, or Hatchback body styles. Then there's Skylark 'S' offered as a Coupe. Skylark 'S' is our budget-priced model, while the standard Skylark features additional comfort and convenience items. And if you order a Skylark Custom, you get full wheel

covers and a custom interior. In fact, there's a selection of available equipment that lets you outfit Skylark Custom much like a fine European touring sedan: velour-covered bucket seats, a sport shifting console, steel-belted, radial-ply tires, even a Rallye steering wheel. Of course, all Skylark models have a generous supply of fine Buick features in common. Standard power is provided by a 231 CID (3.8 litre) even-firing V-6—and a V-8 is avail-

able. The standard transmission is a manual 3-speed (not available in California and designated high-altitude areas), with an automatic available (required in California and high-altitude areas). See chart on page 72 for specific engine availabilities. And one more thing: If you order Skylark as a Hatchback, you get 29.2 cubic feet of cargo space with the back seat folded down. The 1978 Skylark. Small enough, yet large enough.

Skylark—a profile.



Skylark Custom Coupe. Comfort and convenience in a very practical, compact size.

In 1938, this Model 81 Convertible Phantom had a reputation as a pretty "hot" car. Its Dynaflex eight featured "turbulator" pistons that increased horsepower without increasing bore, stroke, or displacement. Throughout 1937 and 1938, Buicks were endowed with numerous other innovations as well. Windshield defroster systems. Self-shifting transmissions. And the industry's first coil-spring rear suspension.



Skylark Custom Sedan. The lines and appointments of a European touring sedan distinguish our most luxurious compact.

Skylark Hatchback. A versatile hauler that can carry passengers or a load of cargo with equal aplomb.



This 1910 Buick surrounded its passengers with lavish expanses of tufted leather. Much like today's Skylark, it provided a comfortable, padded rest for the driver's arm. The open body style provided a panoramic view of the scenery, not to mention unrestricted exposure to the elements.



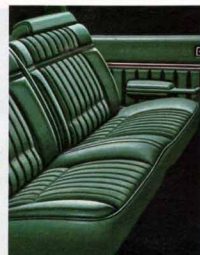
Skylark inside.

For a compact, Skylark's interior is surprisingly well-appointed and spacious. But then, this is a Buick compact, isn't it?

Whether you specify bench or available bucket seats, you enjoy the comfort and support of full-foam construction. Floors feature cut-pile carpeting, front and rear. And armrests are standard, front and rear, as well.

The driver will find all gauges and controls well-marked and conveniently arranged, close at hand.

Something else that's surprising for a compact, is Skylark's list of available options. You can order a vinyl roof, or on Coupes, a thickly padded landau top. Chrome-plated road wheels are also available. Just consult the list on page 61. You'll be pleasantly surprised at all the things you can do with your Skylark.



5

	Vinyl Bench Seat (1)	Cloth or Vinyl Bench Seat (2)	Vinyl Buckets (3)	Crushed Cloth or Vinyl Bench Seat (4)	Cloth Buckets (5)
Skylark Interior Trim Availability					
Skylark 'S' Coupe	S				
Skylark Coupe		S	A		
Skylark Sedan		S	A		
Skylark Hatchback		S	A		
Skylark Custom Coupe				S	A
Skylark Custom Sedan				S	A
Skylark Custom Hatchback				S	A

Skylark Custom owners get Buick's full luxury treatment: crushed velour on supple bench-type seating.

S Standard A Available

Throughout the late thirties and forties, Buick's list of industry "firsts" was long and distinguished. The first turn indicators appeared in 1939.

Fresh-air heaters followed in 1940. And by 1941, when this first Buick fastback appeared, Buick introduced multiple carburetion—a direct forerunner of modern carburetion systems.

By 1946, Buick would even be first to equip its cars with power seats.



In 1941, Buick brought out its first fastback. The Model 4G Business Coupe. And pictured below, is what a Buick fastback looks like today.

The Skyhawk.

Introduced in 1975, it remains a bold, graceful, alert automobile three years later. A car fairly brimming with individuality.

It possesses a rakish, aerodynamic look. Rectangular headlamps. Domed hood. Louvered roof pillars.

Skyhawk power is provided by a gutsy, 231 CID (3.8 litre), even-firing V-6. An engine designed to be smooth and responsive.

Skyhawk suspension includes front and rear stabilizer bars. And four-wheel coil springs. Add to this a nimble 97-inch wheelbase, and agility becomes Skyhawk's middle name.

Transmission-wise, you have three choices. The standard, manual 4-speed. An available automatic. Or an available manual 5-speed over-

drive (not available in certain high-altitude areas).

Sounds like a pretty hot little number, doesn't it? Well, it is. But you may rest assured that for all its fun and sportiness, Skyhawk is also an eminently practical mode of transportation.

There are added GM enhancements. Like High-Energy ignition. Which means there are no ignition points to replace. And a Delco Freedom Battery that never needs

refilling—or maintenance for that matter.

Finally, there's Skyhawk's hatchback design and fold-down back seat—both standard. Which allows for nearly 28 cubic feet of cargo space.

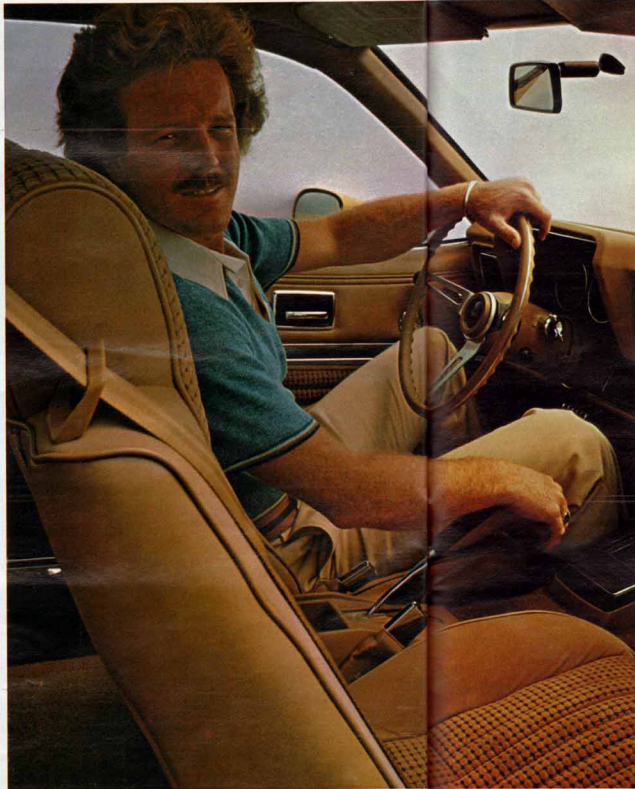
Skyhawk—a profile.



Skyhawk. A sporty little hatchback with nearly 28 cubic feet of cargo space (with the rear seat down), V-6 power, and an appetite for the open road.



Choice of interior fabric has always been a Buick forte. The cockpit of this 1931 Series 50 convertible sported seats of real cowhide. Other appointments available that year included mohair, broadcloth, and whitcord, in a variety of colors.



In keeping with its sporty character, this Skylark gets bucket seats covered in Hobnail velour, with knit cloth and vinyl trim.

Skyhawk inside.



In keeping with Skylark's zeal for the road, its cockpit has been arranged to place every dial, switch and control within easy reach and eyespot of the driver.

Large, easy-to-read gauges are recessed in a simulated-wood instrument panel. These include a speedometer with kilometers- as well as miles-per-hour designations. A volt meter. Fuel and temperature monitors.

Full-foam bucket seats are arranged in 2+2 fashion. Rattan vinyl is the standard covering for the Skylark 'S'. Vinyl or sporty Hobnail

velour and knit fabrics combined are used in the Skylark. The front seats have high backs for added driving comfort. And between them, you can order a full-length console, which conveniently houses the gearshift lever and parking brake. A 7,000-rpm tachometer and a clock are also available.

Your feet rest on plush, cut-pile carpeting. And your hands come to grips with a standard deluxe steering wheel or, if you desire, an available three-spoke Rallye steering wheel. You're ready for action.



Skyhawk Interior Trim Availability

Skyhawk 'S' Hatchback Coupe
S
Skyhawk Hatchback Coupe

Vinyl
Buckrams (1)
Cloth or Vinyl
Buckram (2)

S Standard

Skylark and Skyhawk: a few of their finer points.

This graceful radiator ornament adorned the 1928 Buicks. That same year marked the celebration of Buick's Silver Jubilee, or 25th anniversary.



Skylark Sport Package

A new sport package is available on Skylark and Skylark Custom Coupes and Sedans this year. The package includes black paint accents on the front grille, around the headlamps, windshield, back window, and on the side window frames. Black sport mirrors are also available. Four body colors are offered: silver, dark gold, yellow, and bright red. Skylarks equipped with this package also receive extra-large, ER78-14, steel-belted, radial-ply, blackwall tires and a special ride-and-handling suspension.

Acoustical Package

A special availability on Skylark, consisting of: special insulation in the ceiling, the floor, the dashboard—even inside and under the doors, and between the cowl and fenders. We offer it because we feel that a Buick compact should be more than just compact.

Available Interior Niceties

Skylark's profile and large windows give it the distinguished look of a European touring car. And to complement this, the Custom interior can be equipped with things like

cloth bucket seats, with a reclining seatback for the front passenger; an automatic transmission, with gearshift lever housed in a full-length console; and a Rallye steering wheel, with tilt adjustment. Even the instrumentation has a European flair: Large, round gauges are recessed in a flat-black panel; and the speedometer is graduated in both miles- and kilometers-per-hour.

Skylark 'S' and Skyhawk 'S'

Skylark and Skyhawk each offer a special model called the 'S'. Although Skylark 'S' and Skyhawk 'S' are not equipped with as many standard features as regular models, they nonetheless provide ample Buick features. And naturally you can specify the available options you wish to add.

Hatchbacks

Just because a car is small and economical, doesn't mean it can't pull its weight in functionality. Skylark is available as a Hatchback. And every Skyhawk is a Hatchback. That means a large door for easy cargo loading. And you can load a lot, too. With their back seats folded down, both Skylark and Skyhawk can accommodate nearly 28 cubic feet of cargo. That's more room than you'll find in the trunk of most full-size cars.

Skylark and Skyhawk Roofs

Just because a car is trim in size and practical, doesn't mean it has to be austere in design or sparse in luxury. Witness the special roof options for Skylark and Skyhawk. On Skylark Coupes you can order a thickly padded Landau top with large opera windows. On Skyhawk there is a low-cost, manually operated sliding glass sunroof that bathes the passenger compartment with air and light. Skyhawk also offers a fixed-

glass Astrorof. (Certain sunroof options will result in loss of some head room.) When you order the latter, you also get a "Targa" type aluminum band that extends over the roof and down the lowered roof pillars. It's available as a separate option as well.

Skyhawk's 5-speed Overdrive

Available on Skyhawk, is a manual 5-speed transmission (not available in designated high-altitude areas). The fifth gear is actually an overdrive. That means it takes the engine fewer rpm's to move the car a given distance. Skyhawk also offers an available automatic transmission. And the standard transmission is a manual 4-speed. Whichever you select, the transmission operates via a shift lever mounted on the floor.



Remote-control rearview mirror.



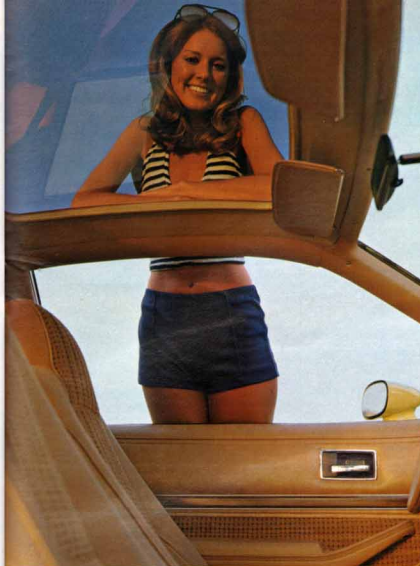
Rallye steering wheel.



Skyhawk's manual 5-speed transmission.



Skyhawk automatic transmission.



Fixed-glass Astrorof on Skyhawk.



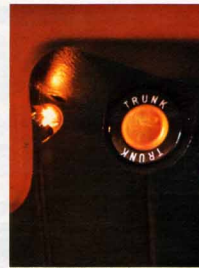
Skyhawk Hatchback.



"Even-firing" V-6 engine, both cars.



Skylark's Landau top.



Skylark electric trunk release.



Skyhawk speedometer and tachometer.



Attention to detail has always been a Buick trademark. This 1980 model used gas-powered headlamps of gleaming polished brass to light its way. An optional accessory that year was a fender-mounted wicker picnic basket.



Skylark Sport Package.



Skylark instrument cluster.

AM-FM stereo radio, both cars.



Skylark's chrome-plated road wheel.

Regal

Regal Coupe



Regal Sport Coupe



Regal Limited Coupe

**Century**

Century Special Coupe



Century Special Sedan



Century Special Station Wagon



Century Custom Coupe



Century Custom Sedan



Century Custom Station Wagon



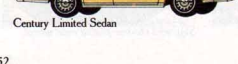
Sport Wagon Option



Century Sport Coupe



Century Limited Coupe



Century Limited Sedan

LeSabre

LeSabre Coupe



LeSabre Sedan



LeSabre Custom Coupe



LeSabre Custom Sedan



LeSabre Sport Coupe

**Electra**

Electra 225 Coupe



Electra 225 Sedan



Electra Limited Coupe



Electra Limited Sedan



Electra Park Avenue Coupe



Electra Park Avenue Sedan

**Riviera**

Riviera Coupe

Estate Wagon

Estate Wagon (2- or 3-seat)



Estate Wagon Limited Option (2- or 3-seat)

**Skylark**

Skylark 'S' Coupe



Skylark Coupe



Skylark Hatchback Coupe



Skylark Sedan



Skylark Custom Coupe



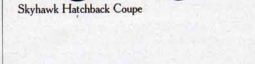
Skylark Custom Hatchback Coupe



Skylark Custom Sedan

**Skyhawk**

Skyhawk 'S' Hatchback Coupe



Skyhawk Hatchback Coupe

1978 BUICK BUYER'S GUIDE.



What's the Buyer's Guide all about? First of all, it's a closer look at what's under all that beautiful sheet metal. An examination of what makes a Buick. From engineering through design, all the way to final testing.

It's the information you need to make an intelligent decision about the kind of Buick you want to buy. There's information on engines. Ride-and-handling packages. Service. Special features. Available equipment. Dimensions. An in-depth look at what you get when you buy a Buick. There's even a checklist for each car,

so you can "spec" yours out in detail.

And if we do say so ourselves, we think you'll be very favorably impressed. Because Buick for 1978 isn't simply the end result of a few years' planning. It's the culmination of a 75-year tradition that has continually combined innovative engineering and design techniques.

Buick has always been something of a trail-blazer. Our industry "firsts" are legend in the annals of automotive history.

Among these are the valve-in-head engine. Enclosed bodies. Hydraulic shock absorbers. Independent front suspension. Multiple carburetion. The production hardtop. The constant-velocity universal joint.

The aluminum V-8. Even the nation's first production automotive V-6.

It's all part of Buick's past. And present, too.

Because these are the kinds of achievements that have led to the Buicks we're building today. Achievements that led to the classically styled Riviera in 1963. The first V-6-powered Skyhawk in 1975. And the resized LeSabre and Electra in 1977.

For 1978, the story is no different. Buick is again a leader. This time, with an intelligent redefinition of the American mid-size car. The Buick Regal and Century. Both are tastefully redesigned to provide more meaningful interior and exterior space, while maintaining the traditional Buick values of luxury and convenience. The result: mid-size cars that are not only pleasing to the eye, but impressive to drive, maneuver, and park.



Buick engineering...impressive past and present.

Highlights of a great past, a great present:

1903: The Buick Motor Company of Flint is formed; the first Buick prototype is built.
1904: Buick production begins in earnest. Buick prototype makes historic, circuitous, 230-mile trip from Flint to Detroit, and back. The first Buick is sold. Buick wins its first race, a hill climb up Mount Washington.
1908: Buick becomes the nation's second largest car producer, right behind Ford. Buick and the renowned McLaughlin Carriage Company team to market cars in Canada. General Motors is formed, with Buick a cornerstone.
1909: First Buick chassis are exported to England, where they became "Bedford Buicks."
1911: Walter P. Chrysler joins Buick as General Manager. Charles W. Nash, (who later invented the Nash automobile) becomes Buick's President.

1913: Buick becomes the first car to climb Pike's Peak unassisted.
1914: Buick pioneers use of Delco electrical system, featuring electric lights and self-starter.
1917: Buick produces trucks, ambulances, and V-8 Liberty engines for use in World War I.
1918: Buick introduces the first "pillarless" sedan, forerunner of the hardtop.
1923: Buick introduces cowl vents on all closed models. A Buick is driven by Lowell Thomas on his famed trip through Afghanistan.
1924: Buick introduces mechanical brakes at all four wheels.
1925: Buicks feature enclosed drive shafts or "torque tubes," an innovation found in continuous use on Buicks, right up through the 1970's.
1926: Buicks appear with "sealed chassis and triple-seal engines." Oil, gas and air filters were also featured.
1928: Buicks feature hydraulic shock absorbers as standard equipment.
1930: Buick introduces the adjustable driver's seat.
1931: Buick's legendary Straight

Eight engine is introduced, along with synchromesh transmission.
1935: Buick Special, Super, Century and Limited series are introduced.
1938: Buick introduces its first 100-horsepower automobiles, and first "automatic" transmission.
1939: First sunroof appears on Special and Century models.
1940: Buick unveils interiors with folding center armrests, side armrests with ashtrays, assist straps, and crank-operated vent windows for rear-seat passengers.
1941: Buick's progressive "compound" carburetion debuts. (It was the forerunner of today's 4-barrel, and multiple carburetion systems.)
1942: Buick ends automobile production, begins producing war goods.
1943-45: Buick builds tanks and Pratt and Whitney aircraft engines.
1947: The war over, Buick becomes nation's largest producer of convertibles.
1948: "Dynaflow" automatic transmission is introduced.
1949: Buick unveils the industry's first production hardtop coupe. Buick

"ventiports" appear for the first time.
1953: Buick celebrates 50th anniversary. First V-8 Buick introduced. Limited-production Buick Skylark debuts.
1955: Buick 4-door hardtop is unveiled.
1959: Buick LeSabre and Electra are announced.
1961: New, "small" Buick Special is introduced, powered by an aluminum V-8.
1962: First V-6 Buick is introduced.
1963: New Buick Riviera is introduced to personal luxury car market; wins numerous design awards.
1968: Buick offers different wheelbase lengths for coupes and sedans.
1971: Controversial boat-tailed Riviera debuts.
1973: Buick Regal unveiled for first time
1975: All Buicks get High-Energy Electronic Ignition, steel-belted radial tires and catalytic converters as standard equipment.
1977: Buick announces a resized, redesigned line of full-size cars in LeSabre, Electra, and Riviera.

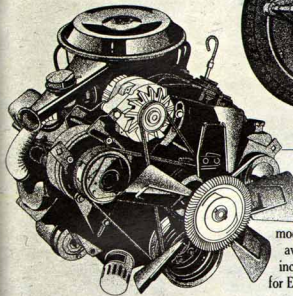
Of course, this capsule doesn't begin to recount all of Buick's achievements. But it does demonstrate that the history of Buick has been an impressive one. It establishes a benchmark of greatness you'll find happily continued in the 1978 Buicks.

Understanding the V-6—designed for efficiency

Obviously a V-6 is lighter and more compact than a V-8. But it's also lighter and more compact than an in-line or "straight" six. That's because its "vee" design allows for a shorter crankshaft and cylinder block. The end product of this is an engine with good horsepower per cubic inch of displacement. And a torque curve that comes on at relatively low engine speeds. What's been done, in effect, is

to build the design strengths of a V-8 into an engine with two less cylinders. These attributes make for very versatile performance capabilities. So many in fact, that V-6 power is now standard in five Buick series. The full-size LeSabre. The mid-size Regal and Century. The compact Skylark. And the sporty Skyhawk.

Introducing the "even-firing" V-6



All V-6-powered Buicks for 1978 will incorporate an "even-firing" feature for smooth operation. Cylinder firing has been changed from alternating 90- and 180-degree intervals of crankshaft rotation to even, 120-degree intervals. The advantage is a new dimension in smoothness for a 90-degree V-6 engine.

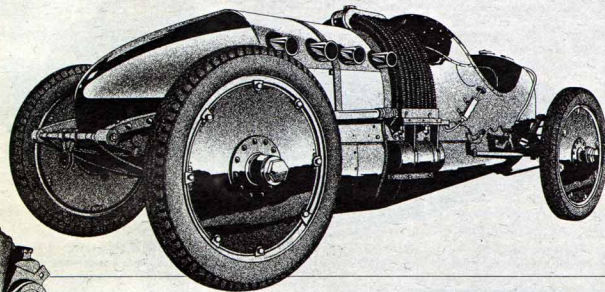
New 3.2 litre V-6

Another new development is the 3.2 litre (196 CID) V-6 we're offering (except in California and certain high-altitude areas). This is a smaller version of the now-famous 231 CID (3.8 litre) V-6. This was achieved by decreasing the diameter of cylinder bores from 3.8 inches to 3.5 inches. It creates a smaller V-6 that still offers the benefits of even-firing smoothness attributed to its larger brother. This new powerplant was specifically designed to offer appropriate

The Buick "Bug." One of the most famous race cars of all time. Buick built one for Bob Burman and one for Louis Chevrolet. Each Bug carried a

gigantic, 622-cubic-inch, 4-cylinder engine. In its first lap at Indianapolis, in 1910 Burman's Bug clocked an incredible speed of 105.8 mph. In two

seasons of racing, the Bugs won half of all the American road races in which they were entered, and set several American speed records.

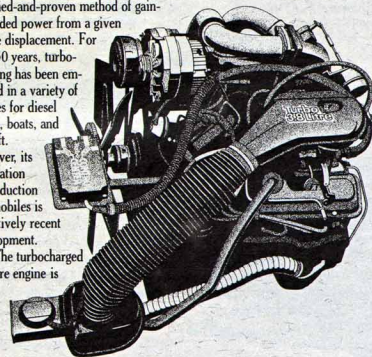


operating power in the newly redesigned Regal and Century models. Refer to the engine availability insert included with this catalog for EPA mileage estimates.

Turbocharged V-6

Perhaps the biggest engine story since the V-6 itself, has to be the new 3.8 litre turbocharged V-6. While somewhat unique to production automobiles, turbocharging is a tried-and-proven method of gaining added power from a given engine displacement. For over 50 years, turbocharging has been employed in a variety of engines for diesel trucks, boats, and aircraft.

However, its application in production automobiles is a relatively recent development. The turbocharged 3.8 litre engine is



offered only in our 1978 LeSabre Sport Coupe and Regal Sport Coupe this year. It's truly a versatile engine that operates solely as need dictates. The turbocharger is designed to harness exhaust gases just as they leave the engine. These gases drive a turbine, thus the word "turbo," which in turn drives a compressor that forces an increased air/fuel "charge" into the combustion chambers. As a result, this highly pressurized charge of fuel and air delivers more power per piston stroke. Hence the added punch when you put your foot down.

Of course, the turbocharger works only on demand. When additional power is not needed, the V-6 breathes like a conventional engine.

The turbocharged V-6 comes in standard 2- and available 4-barrel configurations. The 2-barrel version is not available in California and certain high-altitude areas. The 4-barrel version will be available in California after January 1, 1978. Also included with the turbocharged V-6 is a specially calibrated automatic transmission, and a special rear axle ratio. Consult the powertrain charts on pages 62 and 66 for specific applications.

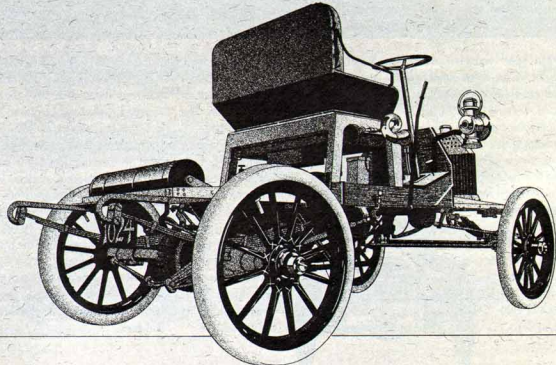
V-8 powerplants

If you're a V-8 fancier, Buick offers several different engine displacements. A 301 CID (4.9 litre) not available in California and certain high-altitude areas. 305 CID (5.0 litre), 350 CID (5.7 litre) and a 403 CID (6.6 litre) V-8. Refer to the engine availability insert included with this catalog for EPA mileage estimates. Additional insert copies are available from your dealer. You'll find these powerplants represent some of the latest advances to be found in engine technology. With features like High-Energy Ignition, which eliminates points and ignition condenser. And rugged, 7-main-bearing construction.

The "first" Buick. Built in 1904 by David Dunbar Buick and Walter Marr. It was powered by a revolutionary engine first designed in 1903. The

2-cylinder, valve-in-head was originally a marine engine. It had been adapted for automotive use by the time this granddaddy of all Buicks was to make its

historic trip from Flint to Detroit and back. A road test that resulted in Buick Motor Company's decision to begin manufacturing automobiles.

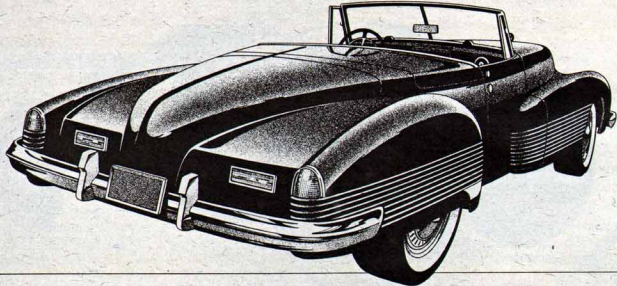


This may well be the most famous experimental automobile ever built. Buick's Y-Job. Originally constructed in 1939 on a Roadmaster chassis, it was rebuilt many times. When first displayed, it had

disappearing headlights, push-button doors, and concealed exhaust vents inside the fender lines.

Styling also featured a boat-tail rear end, sweeping chrome-ribbed fenders, and

a low-slung profile that was considerably ahead of its time. In fact, near the end of World War II, a major wire service carried a picture of this car as a sneak preview of the 1946 Buicks.



Testing equals quality

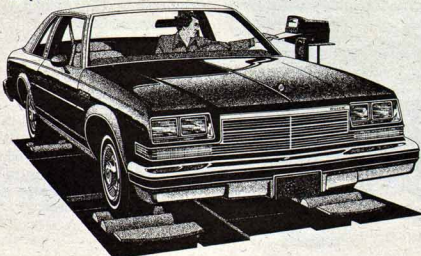
We've talked a lot about Buick's quality engineering. But how do you know your Buick is going to live up to its name?

The answer: Every new Buick is a tested Buick.

The moment it rolls off the assembly line, a new Buick goes through several checks.

An inspector drives the car onto the rollers of a dynamometer. As these rollers spin at road speeds, the inspector checks for axle noise; driveline vibrations; speedometer accuracy; correct steering assist; and proper heater/defroster, air conditioner, and ventilation performance.

During the test, engine and transmission operations are verified through a series of accelerations, decelerations, and power shifts.



With the aid of sensors, the inspector can check the brakes and tell if the front discs and rear drums are working properly.

The vehicle is then placed on a set of undulating rollers. It is pitched abruptly up and down, right to left. This enables the inspector to check the intensity of chassis vibration and the performance of the suspension system under stress.

Finally, a test is run on toe-in and camber settings, while inspectors check the car's undercarriage for oil or fluid leaks.

Only then is a new Buick pronounced fit for duty.

Choice of suspension

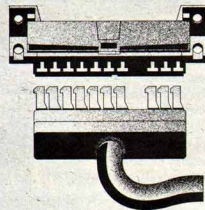
Special suspension setups are available on all Buicks. In most instances, they include larger diameter

front and rear stabilizer bars, firmer springs, and stiffer valving in the shock absorbers. The effect in every case is increased ride firmness.

In fact, Riviera, LeSabre Sport Coupe, Century Sport Coupe, and Regal Sport Coupe all carry this type of suspension as standard equipment.

Buick has a car and a package just for you.

Diagnostic connectors



For 1978, all full-size Buicks will come equipped with diagnostic "plugs."

By simply plugging your car into a diagnostic machine, a Buick mechanic can check the ignition switch, coil, starter, and other critical circuitry in the starting and air conditioning systems in a fraction of the time it would take to do the job manually.

It's standard on all 1978 Electras, Rivieras, LeSabres and Estate Wagons.

The mid-size Buicks redefined: Regal, Century, and Century Wagon.

New mid-size efficiency of design

Last year, we employed a new design concept in building our full-size Buicks. We made them leaner and lighter compared to their 1976 counterparts. And in spite of this, we managed to maintain a smooth ride with substantially the same interior spaciousness in the Coupes and Sedans.

Well, this is exactly what we've done to the mid-size Buicks for 1978.

The new Regal, Century, and Century Wagon all exhibit a pronounced trimness of line. A more efficient use of space, inside and out. And greater maneuverability in city traffic.

They have been designed to preserve such traditional Buick values as ride and comfort.

How do you make a car trimmer outside yet roomy on the inside? Also, how do you make a car lighter and still retain the ride and "feel" that made you famous? These were the questions that had to be answered when we went about redesigning the 1978 Regal and Century.

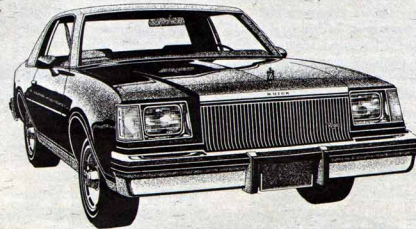
We began by rethinking everything.

First, we reduced body-side curvature. As the sides of the cars were brought in, the support pillars for the roof were pushed out. This "squaring" of the design resulted in an increase of usable front and rear head room.

Next, we discovered how to build things like doors and ceilings that were lighter and trimmer, but strong.

This same good thinking was employed inside the car. Advances in technology allowed instrument panels to be moved closer to the windshield for more front-seat leg room. We also designed seat shells that were thinner, for more rear-seat leg room, but still maintained full comfort and support.

In the final analysis, we were even able to keep the cargo capacity of the trunk substantially the same, just by



intelligently rearranging space.

Out of it all has come new Regals and Centurys that are trimmer than last year. But how do you ensure that the ride remains smooth?

The answer lies in the chassis and body design. The new cars are still constructed on full-perimeter frames with independent body construction. In addition, their chassis still use four-wheel, coil-spring suspension; forward-mounted steering gear and linkage; and four-link rear suspension.

Not only is the ride smooth, but the parking maneuverability is improved. That's because the new design, in addition to being lighter on its feet,

allows for a wheelbase reduction of some four inches on Coupes, and eight inches on Sedans and Wagons.

The result is that the new Regals and Centurys offer new poise in city traffic when compared to their 1977 counterparts. They are very responsive to the wheel, flatter handling in corners and easier to park.

Service and protection

You can add easier serviceability and extensive corrosion-resisting treat-

ments to the advantages of the 1978 Regals and Centurys compared to last year's counterparts.

The new design concept of the instrument panel lends itself to ease of service: It employs cluster components that may be removed and "plugged" back in from the front.

And all the new Regals and Centurys will be equipped with the Delco Recharging Battery that never needs recharging or maintenance.

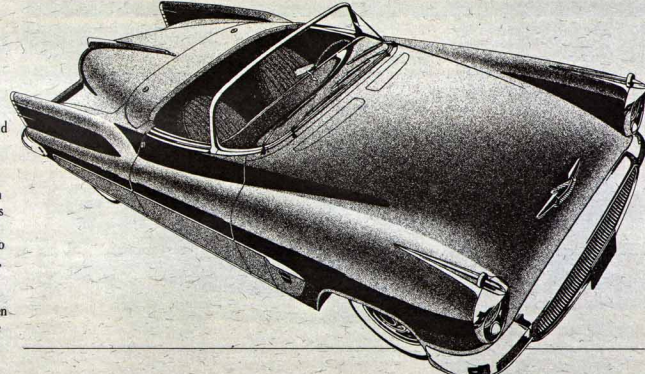
As for corrosion-resisting treatments, Buick has employed galvanized steel, rust-inhibiting zinc-coated steel, zinc-rich primers, and moisture-repellant sealants. In fact, the front fender wells are constructed of corrosion-resistant plastic.

The upshot of the whole story is this. Buick has done a lot to produce a new breed of mid-size cars that are more maneuverable in city traffic, are easier to service, and offer new corrosion-resisting treatments. And this was accomplished without substantially altering comfort or ride.

After the war, Buick engineering and styling advanced rapidly. In 1948 came the first "Dynaflo" transmission with gearless torque converter. The first full-production modern hardtop followed

in 1949. And in 1951, Buick displayed its innovative engineering and styling expertise in the construction of a new experimental car, the XP-300. A 2 seater that combined a lightweight magnesium

and aluminum body with a supercharged V-8 engine. Several of the car's styling features were adopted to later Buick models. And the new V-8, minus supercharger, was put into production in 1953.



Regal



Over the years, we at Buick have come to think of the Regal as something of a "pocket" Riviera: a mid-size car, personal in demeanor, formal in design, and rich in creature comforts — but lower priced than a Riviera.

Well, for 1978, despite the fact that Regal has undergone a complete redesigning, the definition is more appropriate than ever. In fact, the new Regal may well be the most rakishly good-looking Buick since the original 1963 Riviera. And if anything, it is even more personal, more luxurious than ever.

Regal for 1978 is offered as a Coupe, in three different models: the Regal, the Regal Limited, and the Regal Sport Coupe.

While all three are amply endowed with fine standard features, each has an individual character of its own.

Both Regal and Regal Limited are powered by a standard, newly developed 3.2 litre (196 CID) V-6. It is not available in California and certain high-altitude areas, where the 231 CID (3.8 litre) V-6 engine and automatic transmission are required. Regal Limited offers a more elegant interior package. One that rivals our most expensive Buicks with things like 55/45 notchback seats and door panels covered in crushed velour.

The new Regal Sport Coupe, on the other hand, is basically a special

powertrain and suspension package. Like the LeSabre Sport Coupe, its standard engine is the new, turbo-charged, 3.8 litre (231 CID) V-6. The standard 2-barrel version is not offered in California or designated high-altitude areas. An available 4-barrel version is required. The Regal Sport Coupe is also equipped with a special, firm, ride-and-handling suspension, power brakes, automatic transmission and oversized steel-belted, radial-ply tires. And a special domed hood with "Turbo 3.8 litre" identification.

Century Coupes



Century Coupes are available in four models: Special, Custom, Limited, and Sport Coupe. All share the new 3.2 litre (196 CID) V-6 as their

standard source of power (not available in California and designated high-altitude areas). Required in California and high-altitude areas is a 231 CID (3.8 litre) V-6 with an automatic transmission. And all Century Coupes share a crisp, new, aerodynamically styled, fastback body design.

The Century Special, for example, is our lowest priced Century model.

It's the car for people who want comfortable, reliable, and well-engineered transportation, but who don't need a lot of extras.

If you desire a few extras, however, the Century Custom offers more standard comfort and convenience

features and a slightly higher level of interior trim.

The top of the line, in terms of interior/exterior appointments, is the Century Limited, which affords the same luxurious interior as the top-of-the-line Regal Limited Coupe. Complete with crushed-velour 55/45 notchback seats and all.

Another new offering for 1978 is the Century Sport Coupe. It's specifically designed for enthusiasts. The car features a special paint treatment; together with special body striping; matching body-colored bumpers; Designers' road wheels; P205/70R-14, steel-belted radial tires; and a firm ride-and-handling suspension that includes front and rear stabilizer bars, firmer springs, and special valving in the shock absorbers.

Century 4-door Sedans



Century Sedans also come in Special, Custom, and Limited models. And like the Coupes, the standard engine is the new 3.2 litre (196 CID) V-6, (not available in California and certain high-altitude areas), with the availability of either a 231 CID (3.8 litre) V-6 or 305 CID (5.0 litre) V-8.

Exterior styling and interior trim levels follow the same pattern as the Coupes. The basic difference is that the Century Sedans, being 4-doors, offer a slightly roomier interior — and the lines are a bit more businesslike.

A special feature of all Century Sedans is a swing-out rear vent window. A manually operated version is standard, and a power-operated version is available with power windows.

These vent windows take the place of conventional roll-down rear windows, which, in the Century, are fixed. This allows the inside of the doors to be concave in shape, thus helping to preserve vital hip and shoulder room.

Also, in the interest of passenger comfort, all Century models have a new power ventilation system that provides a steady flow of outside air through the car.

Another thing you'll find standard on all 1978 Centuries is the maintenance-free Delco Freedom Battery.

Century Wagons



For 1978, Century offers three station wagons. All of which are equipped with a 231 CID (3.8 litre) V-6 as standard equipment. If more power is desired, a 305 CID (5.0 litre) V-8 is available, except in certain high-altitude areas, where a 305 CID (5.7 litre) V-8 is available.

These new wagons are lighter than last year's models. Yet, there is over 71.8 cubic feet of cargo capacity.

Offerings include a Century Special Wagon, a Custom Wagon, and a new available option package called the Sport Wagon.

What distinguishes each wagon is the level of exterior trim and interior appointments.

The new Century Wagons also feature fixed, second-seat windows and swing-out rear vent windows. Manual operation is standard and power is available.

At one end, the Century Special Wagon is a very down-to-earth model; while the Custom offers higher levels of interior luxury, and the Sport Wagon package includes sporty appearance, along with a specific firm ride-and-handling suspension.

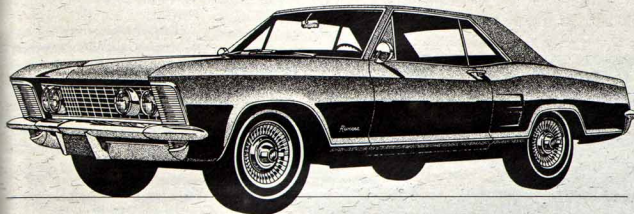
As ever, the Century Wagons afford many of the luxury and comfort features of a full-size Buick wagon, but in a size and price that is easier to handle.

The full-size Buicks: LeSabre, Estate Wagon, Electra, and Riviera.

1962 saw Buick manufacture the first high-production passenger car V-6 engine in the nation. It had a bore and stroke of 3.625 x 3.2 inches, displaced 198 cubic inches, and developed 135

horsepower at 4600 rpm. Quite an engineering accomplishment. And hot on its tail was quite a styling accomplishment, the introduction of the Buick Riviera in 1963. It was designed to

serve as both a fine road car and a well-appointed luxury car. It was hailed as possibly the most beautiful car in the world, and won several American and European styling awards.



LeSabre



LeSabre is our full-size family car. Which means it's big enough to hold six people, and their luggage, comfortably. And because it's a Buick, it offers an extra helping of smoothness and luxury that sets it apart from other full-size cars.

Both LeSabre and LeSabre Custom offer Coupe and 4-door Sedan availability. Their standard engine is a 231 CID (3.8 litre) V-6. If you wish, however, you may choose a V-8: a 301 CID (4.9 litre) except in California or certain high-altitude areas, 305 CID (5.0 litre) in California only, a 350 CID (5.7 litre) or a 403 CID (6.6 litre) 4-barrel.

The standard transmission is an automatic. Power steering is also standard — as are front disc brakes, front and rear coil springs, and forward-mounted steering gear and linkage.

The basic difference between a regular LeSabre and a Custom, is that the latter enjoys a few more standard comfort and convenience features, plus additional exterior trim.

LeSabre also offers a fifth model: LeSabre Sport Coupe. It was specifically designed to bring an added

measure of roadability to the full-size car. And, thanks to such equipment as fast-ratio power steering, large-diameter front and rear stabilizer bars, firmer springs and shock valving, the Sport Coupe handles and maneuvers with real authority.

The LeSabre Sport Coupe also features the new and sophisticated turbocharged 3.8 litre (231 CID) V-6 as its standard powerplant. The standard 2-barrel version is not offered in California or certain high-altitude areas, a 4-barrel version is required. It will be available in California after January 1, 1978.

Estate Wagon



Estate Wagon affords full-size Buick luxury in an eminently practical station wagon format. Which is to say, elegance and comfort have been combined with 87 cubic feet of cargo space.

Estate Wagon is powered by either a 350 CID (5.7 litre) V-8, which is standard, or an available 403 CID (6.6 litre) V-8.

The Estate Wagon Limited, as its name suggests, is a deluxe option package. It offers Electra front-end styling, 55/45 notchback seats, a tilt

steering wheel, chrome-plated road wheels, and a lot of other equipment.

But all Estate Wagons offer a score of standard convenience items: power steering, power front disc brakes, and thick carpeting — to name just a few.

And for easy loading and unloading, every Estate Wagon is equipped with a three-way tailgate. It'll fold down or swing open like a door — with its electrically operated window up or down.

In short, the Estate Wagon is endowed with a multiplicity of talents. A kind of luxurious workhorse — and one of the most accommodating vehicles offered by Buick.

Electra



Electra offers full-size luxury on three increasing levels of elegance: Electra 225, Limited, and Park Avenue. Each is available as a 2-door Coupe or 4-door Sedan.

The standard engine is a powerful 350 CID (5.7 litre) V-8. A 403 CID (6.6 litre) V-8 is available.

The standard transmission is an automatic. Front brakes are power-assisted disc. Rear brakes are power-

assisted drum. The chassis incorporates computer-selected coil springs at each wheel.

Interiors, of course, are equally well-outfitted with a broad range of standard quality features. Power windows. Power driver's seat. Windshield wipers with a single-wipe mist control. A quartz-crystal dial or digital clock. Remote-control outside rear-view mirror. Front and rear cut-pile carpeting. And still more.

In fact, "more" is pretty much the story of Electra, in a single word. It's the car that helped make the Buick name great. By offering just that — more. The '78 Electra carries on that tradition in fine order.

Riviera



The Riviera is available in one model, a Coupe. In it, you will find both a responsive road car, and a richly appointed luxury car.

Its road-car capabilities are derived from a 350 CID (5.7 litre) V-8 and a suspension system comprised of front and rear stabilizer bars and computer-selected coil springs at all four wheels. In addition to this, steel-belted radial tires, power front disc brakes, and power steering combine to give Riviera both ride smoothness and driver control.

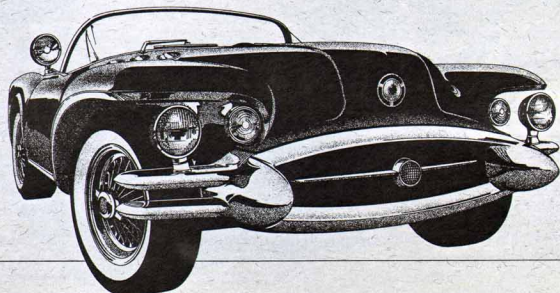
The luxury side of Riviera's personality is manifested in such standard features as dual wheel 50/50 seats with rich front armrests, a padded Rallye steering wheel, cut-pile carpeting, and custom wire wheel covers. By the way, genuine chrome-plated, wire-spoked road wheels are available, if you'd like a really classy touch.

But to really appreciate Riviera's talents, you have to drive the car for yourself. Once you've experienced its ability to communicate with the road, you'll understand why the Buick Riviera has become something of a classic.

In the fifties, Buick continued its innovative ways. Power steering, power brakes, and 4-barrel carburetion all appeared in 1952. Air conditioning in

1953. And in 1954, Buick was again experimenting with smaller, lightweight body designs. This Wildcat II, for example, employed a fiberglass body

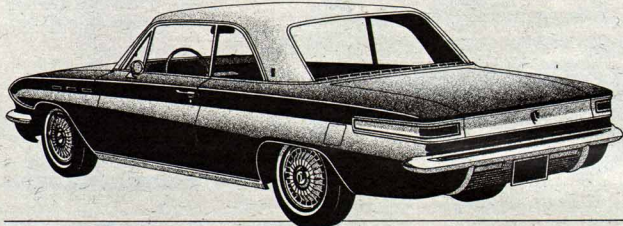
and a trim, 100-inch wheelbase. Further weight-saving experiments led to the first aluminum brake drums in 1958, and the industry's first aluminum V-8 by 1961.



The smaller Buicks: Skylark and Skyhawk.

The first Skylark was built as a limited edition in 1953 to celebrate Buick's 50th anniversary. Standard equipment included everything from 188-horsepower Dynaflex engine to wheels with

40 individually set chromed spokes apiece. After two years it was dropped from Buick's lineup, but the name reappeared in 1961 on the model pictured here. The Special Deluxe



Skylark Coupe. It was fitted with a vinyl top and powered by a 185-horsepower engine and, with the exceptions of 1973 and 1974, Skylark has been part of the Buick family ever since.

Skylark



Skylark is Buick's compact. Which means that it is approximately a foot shorter than the old mid-size cars, and about 20 inches longer than most subcompacts.

Seven Skylark models are available. There are regular and Custom versions, both of which offer Sedan, Coupe, and Hatchback body styles. Skylark 'S'—a special practical model—is available as a Coupe only.

All Skylarks, however, have certain things in common. Choice of powerplants, for example. The 231 CID (3.8 litre) V-6 is the standard engine. But if you desire something in the way of a V-8, you may order an available 305 CID (5.0 litre) except in California and certain high-altitude areas, where a 350 CID (5.7 litre) powerplant is available.

And all Skylarks have attractive design features inspired by some of the great European touring cars. Such as the tall, generous glass area that distinguishes Skylark's "greenhouse."

This not only provides impressive driver visibility, but spacious front and rear head room—factors too often overlooked in compacts. And this styling also adds to Skylark's handsome, sophisticated profile.

If you would like to enhance Skylark's European flavor even further, you can order such comfort and convenience features as velour bucket seats (the front passenger seat even reclines). A gearshift operating console with storage trays. And even such courtesy touches as map pockets in each front door.

But for all the abundance of available appointments, Skylark is still a compact. And as such, it was essentially designed to offer economy of price and operation. That's why Buick offers Skylark 'S'. It's a car that may not have a lot of extra frills, but it certainly isn't short of essentials.

And that brings up an important point. Practically may be Skylark's forte, but it shares an inherent quality you might refer to as "Buickness." And that signifies a smooth ride, and that added good feeling of road-worthiness that always comes with the name Buick.

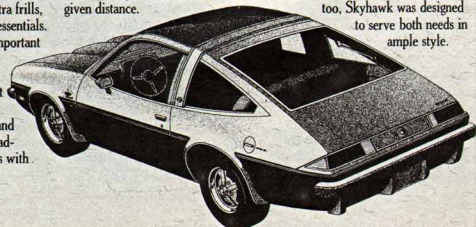
Skyhawk



This is Buick's sporty subcompact. Beautifully styled and fun to drive, Skyhawk is available in one body style, a Hatchback Coupe. And it comes in two models: Skyhawk, and a budget-minded Skyhawk 'S'.

The interior is arranged with 2+2 bucket seats. A floor-mounted gearshift is standard.

Skyhawk's standard transmission is a manual 4-speed, but an automatic and manual 5-speed are also available. The 5-speed, by the way, is an over-drive. Which means the engine has to turn fewer rpm's to move the car a given distance.



And moving distance is something at which Skyhawk is particularly adept. Because its aerodynamic body is powered by a standard 231 CID (3.8 litre) V-6. That assures pretty responsive performance in a subcompact.

But for a small, sporty vehicle, Skyhawk can demonstrate a real note of convenience. Its Hatchback combines with a fold-down rear seat to offer nearly 28 cubic feet of cargo space. That means Skyhawk is one subcompact that's not just fun around town. It can be a traveling companion, too.

And Skyhawk can be ordered with a wide range of available options. Our favorite is the fixed-glass Astorroof accented by a "Targa"-type aluminum band that stretches the width of the roof and down the pillars rearward of the door. The Astorroof is made of smoked glass that lets sunlight in, but helps keep heat out. Or, if you prefer, you can order a sliding glass sunroof and let the outside air in, as well as the sunshine. Installation of a sunroof will result in reduced head room.

With all of this going for it, it's kind of hard to think of Skyhawk as an economy car. But truly, Skyhawk is a very practical little vehicle. And that's because the same V-6 that makes this car a gutsy performer, has a stingy regard for a gallon of gas. Refer to the engine availability insert included with this catalog for EPA mileage estimates. Additional insert copies may be obtained from your dealer.

So if you're looking for some fun on the road, but you need economy, too, Skyhawk was designed to serve both needs in ample style.

A look at available equipment

Some 1978 Buick Available Equipment

Chassis equipment

	Skyhawk	Skyhawk	Century Coupe & Sedan	Regal	Century Station Wagons	LeSabre	Electra	Riviera
Power steering	A	A	A	A	S	S	S	S
Power brakes—front disc	A	A	A	A	S	S	S	S
Four-wheel disc brakes	A	A	A	A	S	S	S	S
Firm ride-and-handling package	A	A	A	A	A	A	A	A
Rallye ride-and-handling package	A	A	A	A	A	A	A	A
Automatic level control	A	A	A	A	A	A	A	A
Heavy-duty engine and transmission cooling	A	A	A	A	A	A	A	A
Engine block heater	A	A	A	A	A	A	A	A
Heavy-duty battery	A	A	A	A	A	A	A	A
Positive-traction rear axle	A	A	A	A	A	A	A	A
Acoustic insulation package	A	A	A	A	A	A	A	A
Trailer tow flasher and harness	A	A	A	A	A	A	A	A
Operating console (Coupes)	A	A	A	A	A	A	A	A
Stowaway spare tire	S	A*	A	A	A	A	A	A

Comfort and convenience equipment

Air conditioning	A	A	A	A	A	A	A	A
Automatic air conditioning	A	A	A	A	A	A	A	A
Soft-Ray tinted glass	A	A	A	A	A	A	A	A
Soft-Ray tinted windshield	A	A	A	A	A	A	A	A
Electric sunroof (manual on Skyhawk)	A	A**	A	A	A	A	A	A
Hatch roof	A**	A	A	A	A	A	A	A
Tilt steering column	A	A	A	A	A	A	A	A
Tilt and telescoping steering column	A	A	A	A	A	A	A	A
Remote tailgate lock	A	A	A	A	A	A	A	A
Electric door locks	A	A	A	A	A	A	A	A
Electric trunk or tailgate lock release	A	A	A	A	A	A	A	A
Automatic power door locks	A	A	A	A	A	A	A	A
Cruise-Master speed control	A	A	A	A	A	A	A	A
Electric dial clock	A	A	A	A	A	A	S	S
Electronic quartz-crystal digital clock	A	A	A	A	A	A	A	A
Power windows	A	A	A	A	A	A	S	S
Rear-window defogger (electric)	A	A	A	A	A	A	A	A
Cornering lights	A	A	A	A	A	A	A	A
2-speed windshield wiper, with low-speed delay feature	A	A	A	A	A	A	A	A
3-speed windshield wiper, with low-speed delay feature	A	A	A	A	A	A	A	A
Outside thermometer/mirror	A	A	A	A	A	A	A	A
AM radio	A	A	A	A	A	A	A	A
AM-FM radio	A	A	A	A	A	A	A	A
AM or AM-FM stereo radio and stereo tape player	A	A	A	A	A	A	A	A
AM-FM stereo radio and citizens band transceiver	A	A	A	A	A	A	A	A
AM-FM stereo radio and cassette tape player	A	A	A	A	A	A	A	A

* Standard on hatchback models and Century Special
 ** Standard on Sport Coupe
 † Custom bucket seats only

	Skyhawk	Skyhawk	Century Coupe & Sedan	Regal	Century Station Wagons	LeSabre	Electra	Riviera
AM-FM stereo radio	A	A	A	A	A	A	A	A
Digital-readout AM-FM stereo radio	A	A	A	A	A	A	A	A
Frequency-Synthesized Radio	A	A	A	A	A	A	A	A
Tri-band power antenna	A	A	A	A	A	A	A	A
Automatic power mast antenna	A	A	A	A	A	A	A	A
"Headlamps on" indicator	A	A	A	A	A	A	A	A
Lightedvisor vanity mirror	A	A	A	A	A	A	A	A
Door reading light	A	A	A	A	A	A	A	A
Door courtesy and warning lights	A	A	A	A	A	A	A	A
Astorroof—fixed glass	A	A	A	A	A	A	A	A
Astorroof—sliding glass	A**	A	A	A	A	A	A	A

Appearance and protection equipment

Designers' Accent paint	A	A	A	A	A	A	A	A
White billboard lettered tires	A	A	A	A	A	A	A	A
Speed alert	A	A	A	A	A	A	A	A
"Low fuel" indicator light	A	A	A	A	A	A	A	A
Fuel usage indicator	A	A	A	A	A	A	A	A
Special appearance or treatment moldings	A	A	A	A	A	A	A	A
Front light monitors	A	A	A	A	A	A	A	A
Front and rear light monitors	A	A	A	A	A	A	A	A
Sport mirror (left side, remote-control)	S*	A	A	A	A	A	A	S
Sport mirror (right side)	A	A	A	A	A	A	A	A
Remote-control, outside rearview mirror (left)	A	A	A	A	A	A	A	S
Remote-control, outside rearview mirror (right)	A	A	A	A	A	A	A	A
Theft-deterrent system	A	A	A	A	A	A	A	A
Bumper guards (required in some states)	S	A	A	A	A	A	A	A
Protective body-side moldings	A	A	A	A	A	A	A	A
Door-edge guards	A	A	A	A	A	A	A	A

Interior equipment

Carpet savers and hand-mats	A	A	A	A	A	A	A	A
Litter pocket	A	A	A	A	A	A	A	A
Trunk trim covering	A	A	A	A	A	A	A	A
Rallye steering wheel	A	A	A	A	A	A	S	S
Six-way power seat	A	A	A	A	A	A	A	A
Manual reclining passenger front seatback (N.A. with bench seats)	S	A	A	A	A	A	A	A
Power reclining passenger front seatback (N.A. with bench seats)	A	A	A	A	A	A	A	A

About trailer towing equipment

Buick offers trailer towing equipment designed to meet your specific towing requirements. Ask your Buick dealer for complete details.

A Available
 S Standard
 † Quartz-crystal dial clock
 ** Coupes only

The 1978 Regal: an inspection.

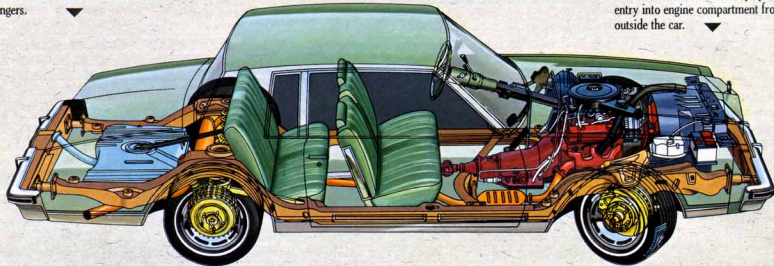
Separate body and frame construction contributes to Regal's quiet ride. The frame helps absorb road noise and vibration. The body is isolated from the frame by thick rubber body mounts, so road noise is reduced before it reaches the passengers.

Sound-deadening material is liberally applied throughout to give the kind of interior quiet you'd expect of a Buick.

V-6 powerplant offers responsive performance. Turbocharged V-6 and automatic transmission standard on Regal Sport Coupe. (See powertrain chart for availability.)

Power steering and power front disc brakes are standard on the Regal Sport Coupe. Manual front disc brakes standard on all other Regal models.

Inside hood-lock release helps prevent entry into engine compartment from outside the car.



A chassis design utilizing four-link rear suspension and independent front suspension with coil springs at all four wheels helps provide for a smooth, quiet ride.

Corrosion protection designed to reduce water and dirt entrapment and funnel water to drainaway areas.

Radiat-tuned suspension uses computer-selected springs, front stabilizer bar, and special suspension geometry, coordinated with radial-ply tires. Steel-belted, radial-ply tires are standard on Regal Sport Coupe.

Combination turn signal and high/low headlamp beam control standard.

Variable-delay windshield wipers are available. For light rain or misty conditions, which don't require constant wiping, you can adjust the variable-cycle control to wipe intermittently. Standard wipers have demand-wipe feature for misty conditions.

Brake lining wear sensor on each inboard disc brake pad produces an audible squeak when replacement is needed.

Increase use of galvanized steel, rust-inhibiting zinc-coated steel, and primers. Front fender wells are constructed of corrosion-resistant plastic.

Available models

Regal Coupe	Coupe	J47
Regal Sport Coupe	Coupe	K47
Regal Limited	Coupe	M47

Dimensions

Millimetres with inches in parentheses unless otherwise noted.

	Regal Coupe	Regal Limited Coupe	Regal Sport Coupe
Wheelbase	2,745 (108.1)	2,745 (108.1)	2,745 (108.1)
Tread, front	1,486 (58.5)	1,486 (58.5)	1,486 (58.5)
Tread, rear	1,467 (57.8)	1,467 (57.8)	1,467 (57.8)
Length	5,069 (199.6)	5,069 (199.6)	5,069 (199.6)
Width	1,834 (72.2)	1,834 (72.2)	1,834 (72.2)
Height	1,356 (53.4)	1,356 (53.4)	1,356 (53.4)
Head room, front	962 (37.9)	963 (37.9)	963 (37.9)
Head room, rear	967 (38.1)	967 (38.1)	967 (38.1)
Leg room, front	1,086 (42.6)	1,086 (42.6)	1,086 (42.6)
Leg room, rear	924 (36.3)	924 (36.4)	924 (36.4)
Shoulder room, front	1,384 (54.5)	1,384 (54.5)	1,384 (54.5)
Shoulder room, rear	1,425 (56.1)	1,425 (56.1)	1,425 (56.1)
Hip room, front	1,311 (51.6)	1,311 (51.6)	1,311 (51.6)
Hip room, rear	1,394 (54.9)	1,384 (54.5)	1,384 (54.5)
Trunk capacity, litres (cu. ft.)	467 (16.5)	467 (16.5)	467 (16.5)

Powertrains

Regal Coupe/Regal Limited Coupe Powertrains**

Standard or Available	Engine Description	Federal or California or Altitude	Manual Transmission	Automatic Transmission (extra cost)
Standard	3.2 litre (196CID) 2-bbl. V-6 (L9)	Federal	3-speed Manual 2.93	
Available	3.8 litre (231CID) 2-bbl. V-6 (L9S)	Federal	4-speed Manual 2.93	
Available	3.2 litre (196CID) 2-bbl. V-6 (L9)	Federal		2.56
Available	3.8 litre (231CID) 2-bbl. V-6 (L9S)	Federal		2.73 (3.23)*
Available	3.8 litre (231CID) 2-bbl. V-6 (L9S)	California		2.73
Available	3.8 litre (231CID) 2-bbl. V-6 (L9S)	Altitude		3.23
Available	5.0 litre (305CID) 2-bbl. V-8 (LG3)	Federal/California		2.29 (2.73)*
Available	5.0 litre (305CID) 2-bbl. V-8 (LG3)	Altitude		2.56
Available after start of production	5.0 litre (305CID) 4-bbl. V-8 (LG4)	Federal		2.29 (2.73)*

Regal Sport Coupe Powertrains**

Standard	3.8 litre (231CID) with turbocharger 2-bbl. V-6 (LCS)	Federal	2.73
Available	3.8 litre (231CID) with turbocharger 4-bbl. V-6 (LCS)	Federal/California/Altitude	2.73

*Available axle ratios
**Availability contingent on emission certification
†Available after January 1, 1978

A word about engines... the Buicks displayed in this catalog are equipped with GM-built engines produced by various divisions. Please refer to the engine availability insert included with this catalog for complete details about engine sources and availability. Additional insert copies may be obtained from your dealer.

Standard equipment

Engine

- See powertrain chart
- High-Energy Ignition
- Boost lights and temperature gauge (Regal Sport Coupe)

Chassis

- Manual steering (Regal, Regal Limited)
- Fast-ratio power steering (Regal Sport Coupe)
- Manual front disc, rear drum brakes (Regal, Regal Limited)
- Power brakes (Regal Sport Coupe)
- Manual 3-speed transmission (Regal, Regal Limited—see powertrain chart)
- Automatic transmission (Sport Coupe)
- Steel-belted, radial-ply P195/75R-14 tires
- Steel belt, radial-ply P205/70R-14 (Regal Sport Coupe)
- Coil-spring suspension—front and rear
- Computer-selected chassis springs
- Freedom Brake (maintenance-free)
- Forward-mounted steering gear and linkage
- Full-perimeter frame
- Compact spare tire (N.A. with positive-traction differential)

Interior, Comfort and Convenience

- Choice of vinyl or cloth notchback seat or vinyl buckets (Regal, Regal Sport Coupe)
- Choice of cloth or vinyl 55/45 notchback seat (Regal Limited)
- Full-Fla ventilation
- Windshield wiper system with single-wipe feature for misty conditions
- Full-foam seat construction
- Lights: front ashtray, under-dash courtesy, front-door-operated dome, glove box
- Inertia front seatback locks
- Cigarette lighter
- Combination turn signal and high/low beam control
- Front and rear ashtrays
- Wide-view inside day/night mirror
- Bin-type glove box with coin holder

Appearance and Protection

- Bumper protective strips—front and rear
- Depressed-park windshield wipers
- Inside hood lock release
- Deluxe wheel covers

Available equipment

Engine

- See powertrain chart
- Heavy-duty engine and transmission cooling
- Engine block heater
- 80-amp. Delcotron generator (N.A. with V-6 engine)
- High-duty battery
- Heavy-duty engine package (required in some areas over 4,000-ft. altitude)
- California assembly line emission testing (required in California)

Chassis

- Power steering (Regal, Regal Limited)
- Power brakes (Regal, Regal Limited)
- Automatic transmission (Regal, Regal Limited—see powertrain chart)
- Manual 4-speed transmission (see powertrain chart)
- Steel-belted, radial-ply blackwall tires P195/75R-14 (Regal, Regal Limited)
- Steel-belted, radial-ply whitewall tires P195/75R-14 (Regal, Regal Limited)
- Steel-belted, radial-ply whitewall tires P205/70R-14
- Steel-belted, radial-ply, wide-oval, white billboard lettered tires P205/70R-14
- Firm ride-and-handling package (recommended for trailer towing) includes heavy-duty suspension, springs and wheels
- Rallye ride-and-handling package (includes rear stabilizer bar—standard on Regal Sport Coupe)
- Automatic level control
- Positive-traction differential (includes stowaway spare tire)
- Trailer tow flasher and harness (5-wire or 7-wire)

Interior

- Custom cloth or vinyl 55/45 notchback seat (Regal and Regal Sport Coupe)
- 6-way power seat (driver's side only on buckets and 55/45)
- Front carpet savers
- Front carpet savers with carpet inserts
- Carpet savers and hand mats
- Full-length operating console (bucket seats and automatic transmission required)

Comfort and Convenience

- AM radio or AM-FM radio with dual front speakers
- AM-FM stereo radio with front & rear dual speakers
- AM radio and stereo tape player with front & rear dual speakers
- AM-FM stereo radio and stereo tape player with front & rear dual speakers
- Combination AM-FM stereo entertainment radio and citizens band transceiver

with Triband power antenna
□ Digital-readout AM-FM stereo radio to tell frequency, time, date, and elapsed travel time

- Cassette tape player/radio combination
- Rear-seat speaker (single)
- Rear-seat speakers (dual)
- Power AM-FM or CB Triband antenna
- Automatic power antenna
- Cruise-Master speed control
- Tilt steering column
- "Headlamps-on" indicator
- Fuel usage indicator
- Electric dial clock
- Quartz-crystal-controlled digital clock
- Manual front passenger seatback adjuster
- Front light monitors
- Instrument gauges
- Electric door locks
- Soft-Ray tinted glass
- Power windows
- AM-FM stereo radio and tape player
- Cruise-Master speed control
- 6-way power seat

- Power steering (Regal, Regal Limited)
- Power windows
- Electric trunk release
- Two-speed windshield wiper with low-speed delay feature
- Electric rear-window defogger
- Dome reading light
- Litter pocket
- Remote-control, outside, rearview mirror
- Outside, rearview sport mirrors (left, remote and right, manual)
- Convenience group: trunk light and sunshade light
- Lighed visor vanity mirror
- Trip odometer
- Air conditioner
- Automatic Climate Control air conditioner
- Designers' Accent paint treatment

Appearance and Protection

- Color-coordinated custom front and rear seat belts (3 each) and front shoulder belts (2)
- Rallye steering wheel
- Styled-wheel wheel covers
- Custom wire wheel covers
- Chrome-plated road wheels
- Designers' Sport wheels
- Designers' wheel covers
- Sunroof—electric operation*
- Astroroof—silver*
- Hatch roof
- Landau top
- Heavily padded Landau top
- Long vinyl top
- White, black, blue, gold or red body-side stripe
- Door-edge guards
- Bumper guards—front and rear (required in California)
- Protective body-side moldings
- Wide rocker panel, belt (reveal and pillar apply molding) (Regal, Regal Sport Coupe)
- Trunk trim covering

*Head room is reduced slightly with this option.

Your ordering guide 1978 Regal

Model selected:

Be sure to consider: (mark your choices)

- Automatic transmission
- Automatic Climate Control air conditioning
- Electric door locks and trunk release
- Cruise-Master speed control
- Electric rear-window defogger
- Power windows
- AM-FM stereo radio and tape player
- Cruise-Master speed control
- 6-way power seat

Write in additional selections here:

The 1978 Century: an inspection.

Separate body and frame construction contributes to Century's quiet ride. The frame helps absorb road noise and vibration. The body is isolated from the frame by thick rubber body mounts, so road noise is reduced before it reaches the passengers.

A chassis design, utilizing four-link rear suspension and independent front suspension with coil springs at all four wheels, provides for a Buick smooth, quiet ride.

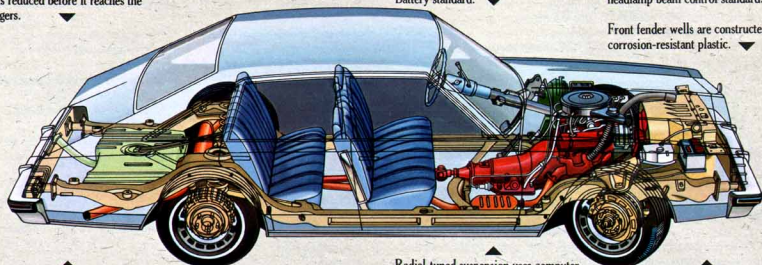
Sound-deadening material is liberally applied throughout to give the kind of interior quiet you'd expect of a Buick.

Maintenance-free Delco Freedom Battery standard.

V-6 powerplant with electric choke offers responsive performance (see powertrain chart for availability).

Combination turn signal and high/low headlamp beam control standard.

Front fender wells are constructed of corrosion-resistant plastic.



Corrosion protection designed to reduce water and dirt entrapment and funnel water to drainaway areas.

Increase use of galvanized steel, rust-inhibiting zinc-coated steel, and primers.

Radial-tube suspension uses computer-selected springs, front stabilizer bar, and special suspension geometry, coordinated with radial-ply tires.

Brake lining wear sensor on each inboard disc brake pad produces an audible squeak when replacement is needed.

Available models

Century Special	Coupe	E87
	Sedan	E99
	Station Wagon	E35
Century Custom	Coupe	H87
	Sedan	H09
	Station Wagon	H35
Century Sport Wagon	Station Wagon	Option Code W01
Century Sport Coupe	Coupe	G87
Century Limited	Coupe	L87
	Sedan	L09

Dimensions

	Century Special	Century Custom	Century Sport Coupe	Century Sport Wagon	Century Limited
Wheelbase	108.1	108.1	108.1	108.1	108.1
Tread, front	58.5	58.5	58.5	58.5	58.5
Tread, rear	57.8	57.8	57.8	57.8	57.8
Length	195.6	195.6	195.6	194.9	194.9
Width	72.2	72.2	72.2	72.2	72.2
Height	55.3	55.3	55.3	55.3	55.3
Head room, front	98.3	98.3	98.3	98.3	98.3
Head room, rear	97.1	97.1	97.1	97.1	97.1
Leg room, front	1,086	1,086	1,086	1,086	1,086
Leg room, rear	893	893	893	893	893
Shoulder room, front	1,384	1,384	1,384	1,384	1,384
Shoulder room, rear	1,416	1,416	1,416	1,416	1,416
Hip room, front	1,311	1,311	1,311	1,311	1,311
Hip room, rear	1,384	1,384	1,384	1,384	1,384
Trunk capacity, litres (cu. ft.)	464	464	464	464	464
Cargo volume index, litres (cu. ft.)					2,033 (71.8)

Millimetres with inches in parentheses unless otherwise noted.

Wheelbase	2,745 (108.1)	2,745 (108.1)	2,745 (108.1)
Tread, front	1,486 (58.5)	1,486 (58.5)	1,486 (58.5)
Tread, rear	1,467 (57.8)	1,467 (57.8)	1,467 (57.8)
Length	4,969 (195.6)	4,969 (195.6)	4,950 (194.9)
Width	1,834 (72.2)	1,834 (72.2)	1,834 (72.2)
Height	1,553 (55.3)	1,553 (55.3)	1,553 (55.3)
Head room, front	983 (38.7)	983 (38.7)	985 (38.8)
Head room, rear	971 (38.2)	957 (37.7)	985 (38.8)
Leg room, front	1,086 (42.8)	1,086 (42.8)	1,086 (42.8)
Leg room, rear	893 (35.2)	893 (35.0)	912 (35.9)
Shoulder room, front	1,384 (54.5)	1,436 (56.5)	1,436 (56.5)
Shoulder room, rear	1,416 (55.7)	1,450 (57.1)	1,450 (57.1)
Hip room, front	1,311 (51.6)	1,326 (52.2)	1,326 (52.2)
Hip room, rear	1,384 (54.5)	1,412 (55.6)	1,412 (55.6)
Trunk capacity, litres (cu. ft.)	464 (16.4)	464 (16.4)	464 (16.4)
Cargo volume index, litres (cu. ft.)			2,033 (71.8)

Powertrains

Century (Sedans & Coupes) Powertrains**					
Standard or Available	Engine Description	Federal or California or Altitude	Manual Transmission	Automatic Transmission (extra cost)	
Standard	3.2 litre (196CID) 2-bbl. V-6 (L9C)	Federal	Manual 3-speed 2.93		
Available	3.8 litre (231CID) 2-bbl. V-8 (L05)	Federal	Manual 4-speed 2.93 (extra cost)		
Available	3.2 litre (196CID) 2-bbl. V-8 (L05)	Federal		2.56	
Available	5.0 litre (305CID) 2-bbl. V-8 (L03)	Federal California		2.29 (2.73)*	
Available	3.8 litre (231CID) 2-bbl. V-8 (L05)	Altitude		3.23	
Available	3.8 litre (231CID) 2-bbl. V-8 (L05)	Federal		2.73 (3.23)*	
Available	3.8 litre (231CID) 2-bbl. V-8 (L05)	California		2.73	
Available	5.0 litre (305CID) 2-bbl. V-8 (L03)	Altitude		2.56	
Available	5.0 litre (305CID) 4-bbl. V-8 (L04)	Federal		2.29 (2.73)*	

Century Special/Century Custom/Sport Wagon Station Wagon Powertrains**					
Standard or Available	Engine Description	Federal or California or Altitude	Manual Transmission	Automatic Transmission (standard)	
Standard	3.8 litre (231CID) 2-bbl. V-8 (L05)	Federal		2.73 (3.23)*	
Standard on E35†	3.8 litre (231CID) 2-bbl. V-8 (L05)	California		2.73	
Standard on E35†	3.8 litre (231CID) 2-bbl. V-8 (L05)	Altitude		3.23	
Available	5.0 litre (305CID) 2-bbl. V-8 (L03)	Federal California		2.41 (2.73)*	
Available	5.0 litre (305CID) 4-bbl. V-8 (L04)	Federal		2.73	
Available	5.7 litre (350CID) 4-bbl. V-8 (L04)	Altitude		2.73	

*Available axle ratios.
 **Availability contingent on omission certification.
 †V-8 engine required on Century Custom and Sport Wagon in California and high-altitude areas.
 ‡A word about engines... the Buicks displayed in this catalog are equipped with GM-built engines produced by various divisions. Please refer to the engine availability insert included with this catalog for complete details about engine sources and availability. Additional insert copies may be obtained from your dealer.

Standard equipment

Engine

- See powertrain chart
- High-Engine Ignition

Chassis

- Manual steering
- Manual front disc, rear drum brakes (except Wagons)
- Power brakes (Wagons)
- Manual 3-speed transmission (except Wagons — see powertrain chart)
- Automatic transmission (Wagons)
- Fiberglass-belted, radial-ply P185/75R-14 tires (except Sport Coupe & Wagons)
- Fiberglass-belted, radial-ply P195/75R-14 tires (Wagons)
- Steel-belted, radial-ply wide oval, blackwall P205/75R-14 tires (Sport Coupe & Sport Wagon)
- Coil-spring suspension — front and rear
- Computer-selected chassis springs
- Freedom Battery (maintenance-free)
- Forward-mounted steering gear and linkage
- Full-perimeter frame
- Compact spare tire (N.A. with positive-traction differential)

Interior, Comfort and Convenience

- Choice of vinyl or cloth bench seat (Special Coupe & Sedan — vinyl only on Special Station Wagon)
- Choice of vinyl or cloth notback seat (Custom Coupe & Sedan, Sport Wagon — vinyl only on Custom Station Wagon — vinyl bucket seats available at no extra cost)
- Choice of cloth or vinyl 55/45 notback seat (Limited)
- Full-Flo ventilation
- Windshield wiper system with single-wipe feature for misty conditions
- Full-foam seat construction
- Lights: front-door-operated dome (Special), also front ashtray, under-dash courtesy and glove box (Sport Coupe, Custom, and Limited)
- Inertia front seatbelts (Coupes)
- Combination turn signal and high/low beam control
- Bin-type glove box with coin holder
- Lift-up, fold-down tailgate (Wagons)
- Rear storage compartments (Wagons)
- Fixed, rear-seat windows with swing-out rear vent windows (Sedans & Wagons)

Appearance and Protection

- Bumper protective strips — front and rear
- Depressed-park windshield wipers
- Inside hood lock release
- Designers' Sport wheels (Sport Coupe & Sport Wagon)

Available equipment

Engine

- See powertrain chart
- Heavy-duty engine and transmission clock
- Engine block heater
- 80-amp. Delcotron generator (N.A. with V-6 engine)
- Heavy-duty battery
- High-altitude engine package (required in some areas over 4,000-ft. altitude)
- California assembly line emission testing (required in California)

Chassis

- Power steering (fast-ratio when ordered on Sport Coupe & Sport Wagon)
- Power brakes (standard on Wagons)
- Automatic transmission (standard on Wagons — see powertrain chart)
- Manual 4-speed transmission (see powertrain chart)
- Steel-belted, radial-ply blackwall or whitewall tires P195/75R-14 (N.A. on Sport Coupe & Sport Wagon)
- Steel-belted, radial-ply, wide-oval, white billboard lettered tires P205/70R-14
- Steel-belted, radial-ply whitewall tires P205/70R-14 (Sport Coupe & Sport Wagon)

- Firm ride-and-handling package (recommended for trailer towing — heavy-duty suspension, springs, and shocks — N.A. Sport Coupe or Sport Wagon)
- Rallye ride-and-handling package (includes rear stabilizer bar, specific springs, and shock absorbers — standard on Sport Coupe & Sport Wagon)
- Automatic level control
- Positive-traction differential (includes stowaway spare tire)
- Trailer tow flasher & harness

Interior

- 55/45 notback seats (Custom models and Sport Coupe)
- 6-way power seat (driver's side only on buckets and 55/45 seats)
- Front carpet savers
- Carpet savers and hand-mats
- Carpet savers and hand-mats with carpet inserts
- Full-length operating console

Comfort and Convenience

- AM radio or AM-FM radio with front dual speakers
- AM-FM stereo radio with front & rear dual speakers
- AM-FM stereo radio and stereo tape with front & rear dual speakers
- AM-FM stereo radio and stereo tape player with front & rear dual speakers
- Designers' Sport wheels (Sport Coupe & Sport Wagon)

- transceiver with Triband power antenna
- Digital-readout AM-FM stereo radio to tell frequency, time, date, and elapsed travel time
- Cassette tape player/radio combination
- Rear-seat speaker (single dual)
- Power AM-FM or Triband antennas
- Automatic power antenna
- Cruise-Master speed control
- Tilt steering column
- Automatic Climate Control air conditioner
- Air conditioner
- "Headlamps on" indicator
- Fuel usage indicator
- Electric dial clock
- Quartz-crystal-controlled digital clock
- Manual front passenger seatback adjuster (except on bench seats)
- Electric rear-window defogger
- Electric door locks
- Soft-Ray tinted glass
- Power windows
- Digital-readout, AM-FM stereo radio
- Cassette tape player/radio combination
- 6-way power seat
- Sport Wagon package (Wagons only)
- Adjustable roof rack (Wagons only)

Your ordering guide 1978 Century

Model selected:

Be sure to consider: (mark your choices)

- Power steering
- Automatic transmission
- Power brakes
- Automatic Climate Control air conditioning
- Electric door locks and trunk release
- Cruise-Master speed control
- Electric rear-window defogger
- Power windows
- Digital-readout, AM-FM stereo radio
- Cassette tape player/radio combination
- 6-way power seat
- Sport Wagon package (Wagons only)
- Adjustable roof rack (Wagons only)

Write in additional selections here:

Appearance and Protection

- Color-coordinated custom front and rear seat belts and front shoulder belts
- Custom steering wheel (std. on Limited)
- Rallye steering wheel
- Protective body-side moldings
- Styled-wheel wheel covers
- Deluxe wire wheel covers
- Chrome-plated roof wheels
- Designers' Sport wheels (standard on Sport Coupe & Sport Wagon)
- Designers' wheel covers
- Sunroof — electric operation (Coupes)*
- Astroof — silver (Coupes only)†
- Hatch roof (Coupes only)

Designers' Accent paint treatment (except Sport Coupe & Sport Wagon)

- Long vinyl top (except Wagons)
- White, black, or gold body-side stripe
- Door-edge guards
- Bumper guards — front and rear (required in California — front only required on Wagons)

*Head room is reduced slightly with this option.

The 1978 LeSabre & Estate Wagon: an inspection.

21 cubic feet of luggage capacity (LeSabre).

Corrosion protection designed to reduce water and dirt entrapment and funnel water to drainaway areas.

Separate body and frame construction. Full-perimeter frame.

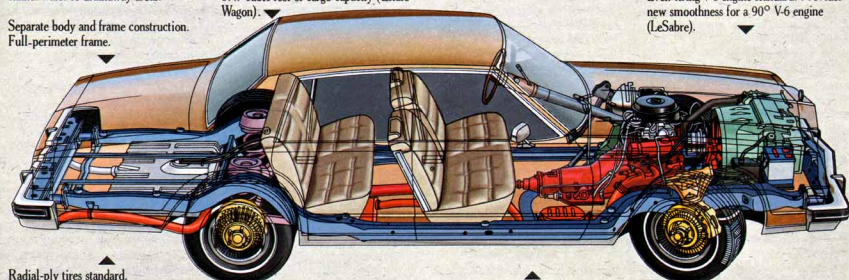
Interior styling designed for efficient use of space. Inertia front seatback locks (Coupes) for easy rear-seat accessibility.

87.7 cubic feet of cargo capacity (Estate Wagon).

Instrument panel is designed for easy readability. Driver controls located for easy access and arranged in logical positions.

Power steering, automatic transmission and power brakes, disc-front and drum-rear, standard equipment.

Even-firing V-6 engine standard. Provides new smoothness for a 90° V-6 engine (LeSabre).



Radial-ply tires standard.

A chassis design, utilizing four-link rear suspension and independent front suspension with coil springs at all four wheels provides for a Buck smooth, quiet ride.

Combination AM-FM stereo entertainment radio and citizens band transceiver is available.

Maintenance-free Delco Freedom Battery standard.

Styling for good visibility and ease of entry and exit.

Wired for service. Diagnostic connectors to aid checking the ignition switch, coil, starter, and other areas of the starting or air conditioning electrical systems.

Available models

Model	Body Style	Engine
LeSabre	Coupe Sedan	N37 N69
LeSabre Custom	Coupe Sedan	P37 P69
LeSabre Sport Coupe	Coupe	F37
Estate Wagon	2-seat Wagon	R35
	3-seat Wagon	Option Code A04
Estate Wagon Limited	2-seat Wagon	Option Code W95
	3-seat Wagon	Option Codes A04 and W95

Dimensions

Dimension	LeSabre Custom, Coupe	LeSabre Custom, Sedan	Estate Wagon
Wheelbase	2,943 (115.9)	2,943 (115.9)	2,943 (115.9)
Tread, front	1,570 (61.8)	1,570 (61.8)	1,590 (62.2)
Tread, rear	1,541 (60.7)	1,541 (60.7)	1,626 (64.0)
Length	5,543 (218.2)	5,543 (218.2)	5,504 (216.7)
Width	1,960 (77.2)	1,960 (77.2)	2,029 (79.9)
Height	1,397 (55.0)	1,415 (55.7)	1,434 (56.5)
Head room, front	975 (38.4)	992 (39.1)	997 (39.3)
Head room, rear	970 (38.2)	1,003 (39.5)	1,000 (39.4)
Leg room, front	1,072 (42.2)	1,072 (42.2)	1,072 (42.2)
Leg room, rear	982 (38.7)	1,003 (39.5)	970 (38.2)
Shoulder room, front	1,546 (60.9)	1,546 (60.9)	1,546 (60.9)
Shoulder room, rear	1,494 (58.8)	1,546 (60.9)	1,546 (60.9)
Hip room, front	1,396 (55.0)	1,396 (55.0)	1,396 (55.0)
Hip room, rear	1,462 (57.6)	1,405 (55.3)	1,396 (55.0)
Trunk capacity, litres (cu. ft.)	600 (21.2)	600 (21.2)	2,484 (87.7)
Cargo volume index, litres (cu. ft.)			2,484 (87.7)

Millimetres with inches in parentheses unless otherwise noted.

Powerteams

Standard or Available	Engine Description	Federal or California or Altitude	Automatic Transmission (standard)
Standard	3.8 litre (231CID) 2-bbl. V-6 (LDS)	Federal	2.73 (3.23)*
Standard	3.8 litre (231CID) 2-bbl. V-6 (LDS)	California	2.73
Standard	3.6 litre (231CID) 2-bbl. V-6 (LDS)	Altitude	3.23
Available	4.9 litre (301CID) 2-bbl. V-8 (L27)	Federal	2.41
Available	5.0 litre (305CID) 2-bbl. V-8 (L33)	California	2.41
Available	5.7 litre (350CID) 4-bbl. V-8 (G77)	Federal*	2.41 (2.73 or 3.08)*
Available	5.7 litre (350CID) 4-bbl. V-8 (L34)	California	2.41
Available	5.6 litre (403CID) 4-bbl. V-8 (L80)	Federal	2.41 (3.08 or 3.23)*
Available	6.6 litre (403CID) 4-bbl. V-8 (L80)	Altitude	2.58 (3.08)*

Standard	Engine Description	Federal	Automatic Transmission (standard)
Standard	3.8 litre (231CID) with turbocharger 2-bbl. V-6 (LCS)	Federal	2.58 (3.08)*
Available	3.8 litre (231CID) with turbocharger 4-bbl. V-6 (LCS)	Federal	3.08

Standard	Engine Description	Federal	Automatic Transmission (standard)
Standard	5.7 litre (350CID) 4-bbl. V-8 (L34)	California	2.73
Available	6.6 litre (403CID) 4-bbl. V-8 (L80)	Federal	2.58 (3.08 or 3.23)*
Available	6.6 litre (403CID) 4-bbl. V-8 (L80)	Altitude	2.73 (3.08)*

*Available axle ratios.

*Availability contingent on emission certification.

*Available after January 1, 1978.

A word about engines... The Buicks displayed in this catalog are equipped with GM-built engines produced by various divisions. Please refer to the engine availability insert included with this catalog for complete details about engine sources and availability. Additional insert copies may be obtained from your dealer.

Standard equipment

Engine

- See powerteam chart
- High-Energy Ignition

Chassis

- Automatic transmission
- Power steering
- Power front disc brakes
- "Tailgate ajar" indicator light
- FR78-15 fiberglass-belted, radial-ply tires (with V-6 engine on LeSabre)
- HR78-15 steel-belted, radial-ply tires (Estate Wagon)
- Coil-spring suspension—front and rear
- Freedom Battery (maintenance-free)
- Diagnostic connectors to aid checking and servicing of engine and air conditioning

Interior, Comfort and Convenience

- Choice of cloth or vinyl bench seats (LeSabre, LeSabre Sport Coupe)
- Choice of cloth or vinyl notckback seats (LeSabre Custom)
- Vinyl bench seat (Estate Wagon)
- Lights: front-door-operated dome (LeSabre); front-door-operated dome, front ashtray, glove compartment (LeSabre Custom, LeSabre Sport Coupe); front-door-operated dome, glove compartment, instrument flood (Estate Wagon)

- Windshield wiper system with single-wipe feature for misty conditions
- Inertia front seatback locks (Coupes)
- Power tailgate window (Estate Wagon)
- Lockable storage compartment (Estate Wagon)
- Three-way tailgate (Estate Wagon)
- Estate Wagon Limited Option includes: Electra front-end styling, custom 55/45 telescopic interior trim, power windows, power door and tailgate locks, tilt steering wheel, custom seat and shoulder belts, sunshade map light, quartz-crystal dial or digital clock, acoustic package, stand-up hood ornament, wood-grain vinyl applique, wheel opening moldings, wide rocker panel moldings, front fender lower moldings, rear quarter lower moldings, window frame scalp moldings, belt reveal moldings, bumper guards, luggage rack and air deflector, remote-control outside rearview mirror (left-hand side) and chrome-plated road wheels

Appearance and Protection

- Load floor carpet (Estate Wagon)
- Bumper protective strips—front and rear
- Deluxe wheel covers (LeSabre Custom & Estate Wagon)

Available equipment

Engine

- See powerteam chart
- 80-amp. Delcotron generator
- High-altitude engine package (required in some areas over 4,000-ft. altitude)
- California assembly line emission testing (required in California)
- Heavy-duty engine and transmission cooling
- Heavy-duty battery

Chassis

- Firm ride-and-handling package (recommended for trailer towing—heavy-duty suspension, springs, and wheels)
- Steel-belted, radial-ply whitewall tires FR78-15 (N.A. with 6.6 litre engine)
- Steel-belted, radial-ply whitewall tires QP78-15 (6.6 litre engine req. on LeSabre Custom)
- Steel-belted, radial-ply whitewall tires HR78-15
- Automatic level control
- Positive-traction differential
- Trailer-tow flasher and harness

Interior

- Cloth or vinyl notckback seat (LeSabre Sport Coupe and Estate Wagon)
- Cloth or vinyl 55/45 notckback seat (LeSabre Custom, LeSabre Sport Coupe, Estate Wagon)
- Power seat, 6-way—driver's side (55/45 seats only)
- Power seat, 6-way—driver and passenger (55/45 seats only)
- Power seat, 6-way (bench and notckback seats only)
- Electric door locks
- Soft-Ray tinted glass
- Power windows
- Electric front seatback recliner—passenger's side (N.A. with bench seats)
- Electric trunk release
- Carpet savers and hand-mats
- Trunk trim covering

Comfort and Convenience

- AM radio or AM-FM radio with dual speakers
- AM-FM stereo radio with front and rear dual speakers
- AM radio and stereo tape player with front and rear dual speakers
- AM-FM stereo radio and stereo tape player with front and rear dual speakers
- AM-FM stereo radio with cassette tape player
- Combination AM-FM stereo entertainment radio and citizens band transceiver with Triband power antenna

- Windshield antenna (included with radio)
- Automatic Triband power antenna
- Air conditioner
- Automatic air conditioner
- Door courtesy and warning lights
- Dome reading light
- Litter pocket
- Lighted visor vanity mirror
- Remote-control, outside, rearview mirror—left-hand side
- Remote-control, outside, rearview mirror—right-hand side
- Left-hand, remote-control mirror with outside thermometer
- Outside rearview sport mirrors—left and right-hand remote
- Cruise-Master speed control
- Tilt steering column
- Tilt and telescoping steering column
- Three-speed windshield wiper with low-speed delay feature
- Electric rear-window defogger
- "Headlamps on" indicator
- Cornering lights
- Quartz-crystal dial or digital clock (accessory group required)
- Fuel usage indicator
- Power windows
- Speed alert and trip odometer
- Low fuel indicator
- Front light monitors
- Accessory group (sunshade map light, electric clock, rear doorjamb switch—N69 model and also includes courtesy light and trunk light on N37-69 & P37-69 models—sunshade map light not included when dome reading lamp is ordered) sunshade map light, electric clock on R35
- Rear compartment courtesy light (Estate Wagon)

Appearance and Protection

- Color-coordinated, custom front and rear seat belts
- Hood ornament and windshield molding
- Sunroof—electric operation*
- Silver, gold, shadow-light, green, or rose shining Astroval*
- Door-edge guards
- Protective body-side moldings
- Front and rear bumper guards (required in California)
- Stowaway spare tire
- Moire wheel covers
- Chrome-plated road wheels (std. LeSabre Sport Coupe)
- Custom wire wheel covers
- Deluxe wheel covers (std. LeSabre Custom and Estate Wagon)
- Landau top (Coupes only)
- Wood-grain vinyl applique (Wagons)
- White, black, or gold body-side stripes (LeSabre)
- Theft-deterrent system (LeSabre)

*Head room is reduced slightly with this option N.A. on Estate Wagons.

Your ordering guide 1978 LeSabre or Estate Wagon

Model selected:

Be sure to consider: (mark your choices)

- Automatic air conditioner
- Tilt and telescoping steering column
- 6-way power seat
- Power windows
- Positive-traction differential
- AM-FM radio
- AM-FM stereo radio and cassette tape player
- Automatic level control
- Remote-control tailgate lock (Estate Wagon)
- Adjustable roof rack (Estate Wagon)

Write in additional selections here:

The 1978 Riviera: an inspection.

Riviera Designer's Accent exterior paint treatment available in three pleasing combinations.

New Frequency-synthesized AM-FM stereo entertainment radio available. AM-FM stereo radio standard equipment.

Three special Firemist exterior paint colors available.
Chassis designed for a Buick smooth, quiet ride.

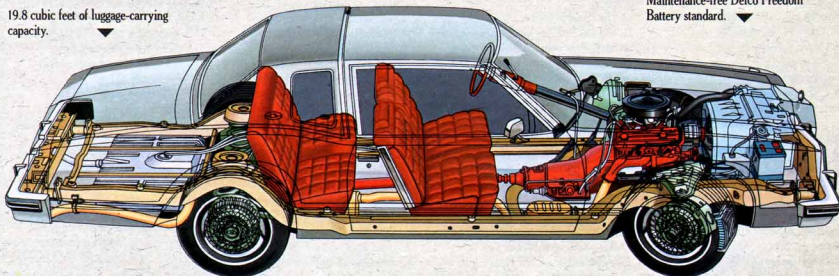
A 350 CID (5.7 litre) V-8 engine standard. A 403 CID (6.6 litre) V-8 engine available with High-Energy Ignition and fast-acting choke.

Maintenance-free Delco Freedom Battery standard.

Four-coil-spring suspension.

Full-foam seat construction.

19.8 cubic feet of luggage-carrying capacity.



Corrosion protection designed to reduce water and dirt entrapment and funnel water to drainage areas.

Four-wheel, disc-brake system available.

Custom wire wheel covers with locks standard equipment.

Steel-belted, radial-ply tires standard.

Automatic transmission, power steering, and power brakes, disc-front and drum-rear, standard equipment.

Instrument panel designed for easy readability. Driver's controls positioned for easy access.

Interior styling designed for efficient use of space. Inertia front seatback locks for easy rear-seat accessibility.

Wired for service. Diagnostic connectors to aid checking the ignition switch, coil, starter, and other areas of the starting or air conditioning electrical systems.

Separate body and frame construction.

Standard equipment

Engine

- See powerteam chart
- High-Energy Ignition
- Semi-closed cooling system
- Catalytic converter

Chassis

- Automatic transmission
- Power steering
- Power front disc brakes with audible pad-wear indicators
- Coil-spring suspension—front and rear
- Freedom Battery (maintenance-free)
- Forward-mounted steering gear and linkage
- Computer-selected chassis springs
- Trued tires and concentric wheels
- GR78-15 steel-belted, radial-ply tires
- Extensive use of insulation for quietness
- Rear stabilizer bar
- Diagnostic connectors to aid checking and servicing of engine and air conditioning

Interior, Comfort and Convenience

- Choice of cloth or vinyl 50/50 seats with dual front armrests
- Power windows
- Full-Flo ventilation
- Lights: front ashtray, under-dash courtesy, glove compartment, trunk, instrument flood
- Full-foam seat construction
- Color-coordinated custom front and rear seat belts (3 each) and front shoulder belts (2)
- Windshield wiper system with single-wipe feature for misty conditions
- Quartz-crystal dial clock standard except with FSR digital radio
- Inertia front seatback locks
- Cigarette lighter
- 4-jet windshield washer
- Remote-control, outside rearview sport mirror (left-hand side)
- Luggage compartment light
- AM-FM stereo radio
- Litter pocket

Appearance and Protection

- Rectangular headlamps
- Combination turn signal and high/low beam control
- Frequency-synthesized AM-FM stereo radio (FSR) with 8-track stereo tape player, digital display clock, and signal-seeking and scanning features
- Windshield antenna (standard with radio)
- Automatic power antenna (recommended with FM or stereo radios)
- Padded luxury steering wheel
- Custom wire wheel covers with locks

Available equipment

Engine

- See powerteam chart
- Engine block heater
- 80-amp. Delcotron generator
- Heavy-duty battery
- Heavy-duty engine and transmission cooling
- High-altitude engine package (required in some areas over 4,000-ft. altitude)
- California assembly line emission testing (required in California)

Chassis

- Four-wheel disc brakes
- Rallye ride-and-handling package (heavy-duty springs, shock absorbers, and larger diameter rear stabilizer bar)
- FIRM ride-and-handling package (recommended for trailer towing) heavy-duty suspension, springs, and wheels
- Automatic level control
- Positive-traction differential
- Trailer tow flasher and harness (5-wire or 7-wire)
- Stowaway spare tire
- Genuine wire spoke wheels
- Chrome-plated road wheels
- GR78-15 steel-belted, radial-ply whitewall tires
- GR78-15 steel-belted, radial-ply wide whitewall tires
- GR70-15 steel-belted, radial-ply wide-oval white billboard lettered tires
- HR78-15 steel-belted, radial-ply whitewall tires

Interior

- Power seat, 6-way, driver's side only
- Power seat, 6-way, driver and passenger
- Front carpet savers
- Carpet savers and hand-mats
- Trunk trim carpeting

Comfort and Convenience

- Combination AM-FM stereo entertainment radio and citizens band transceiver with Triband power antenna
- AM-FM stereo radio and stereo tape player with front and rear dual speakers
- Frequency-synthesized AM-FM stereo radio (FSR) with 8-track stereo tape player, digital display clock, and signal-seeking and scanning features
- Automatic power antenna (recommended with FM or stereo radios)
- Automatic Triband power antenna
- Electric door locks
- Automatic electric door locks
- Soft-Ray tinted glass
- Electric front seatback recliner—

- passenger side
- Electric trunk release
- Three-speed windshield wiper with low-speed delay feature
- Electric rear-window defogger
- Air conditioner
- Automatic air conditioning system
- Cruise-Master speed control
- Tilt steering column
- Tilt and telescoping steering column
- "Headlamps on" indicator
- Cornering lights
- Quartz-crystal digital clock (N.A. when digital readout AM-FM stereo radio is ordered)
- Fuel usage indicator
- Speed alert and trip odometer
- Low fuel indicator
- Lighted visor vanity mirror

Appearance and Protection

- Protective body-side moldings (front fender and body side—available in seven colors)
- Door-edge guards
- Bumper guards—front and rear (required in California)
- Door courtesy and warning lights
- Outside, rearview, right-hand sport mirror (remote-controlled)
- Theft-deterrent system
- Four-note horn
- Long heavily padded vinyl top
- Heavily padded Landau top with coach lamp
- Riviera blue, amber, or red firemist exterior paint
- Riviera Designer's Accent: silver and gray, light blue and medium blue, or tan and gold
- Sunroof—electric operation*
- Silver, gold, shadow-light, green, or rose Astorof (sliding)*
- White, black, blue, gold, or red body-side accent stripe

Your ordering guide 1978 Riviera

Model selected:

Be sure to consider: (mark your choices)

- Automatic air conditioner
- Tilt and telescoping steering column
- Astorof®—glass sunroof
- Automatic level control
- Landau vinyl top
- Positive-traction differential
- Firm ride-and-handling suspension
- Frequency-synthesized AM-FM stereo radio with stereo tape player, digital clock and signal-seeking and scanning features
- Lighted visor vanity mirror
- Automatic electric door locks
- Four-wheel disc brakes
- Stowaway spare tire
- Designer's Accent paint

Write in additional selections here:

Available model

Riviera Coupe 237

Powerteams

Riviera Powerteams**

Standard or Available	Engine Description	Federal or California or Altitude	Automatic Transmission (standard)
Standard	5.7 litre (350CID) 4-bbl. V-8 (L77)	Federal	2.41 (2.73 or 3.08)*
Standard	5.7 litre (350CID) 4-bbl. V-8 (L34)	California Altitude	2.41
Available	6.6 litre (403CID) 4-bbl. V-8 (L80)	Federal California	2.41 (3.08 or 3.23)*
Available	6.6 litre (403CID) 4-bbl. V-8 (L80)	Altitude	2.56 (3.08)*

*Available axle ratios.

**Availability contingent on emission certification.

A Buick about engines... the Buicks displayed in this catalog are equipped with GM-built engines produced by various divisions. Please refer to the engine availability insert included with this catalog for complete details about engine sources and availability. Additional insert copies may be obtained from your dealer.

Dimensions

	Riviera
Millimetres with inches in parentheses unless otherwise noted.	
Wheelbase	2,943 (115.9)
Tread, front	1,570 (61.8)
Tread, rear	1,541 (60.7)
Length	5,543 (218.2)
Width	1,980 (77.2)
Height	1,398 (55.0)
Head room, front	969 (38.1)
Head room, rear	965 (38.0)
Leg room, front	1,072 (42.2)
Leg room, rear	982 (38.7)
Shoulder room, front	1,544 (60.8)
Shoulder room, rear	1,494 (58.8)
Hip room, front	1,396 (55.0)
Hip room, rear	1,462 (57.6)
Trunk capacity, litres (cu. ft.)	561 (19.8)

The 1978 Skylark: an inspection.

Cruise-Master speed control, power windows, automatic trunk release, and various stereo sound systems are available.

Available electric door locking system. By depressing the door-lock switch on door and closing it, you lock all doors.

Instrument panel with large round clusters for easy readability. Controls easily accessible to the driver.

Standard 231 CID (3.8 litre) V-6 engine with electric choke. V-8 engines available. Maintenance-free Delco Freedom Battery standard. Never needs refilling.

Tread tires and concentric wheels.

A twenty-one-gallon gas tank.



New Skylark Sport Coupe and Sport Sedan packages available.

The suspension on Skylark uses computer-selected springs, front stabilizer bar.

Brake lining wear sensor on each in-board disc brake pad produces an audible squeak when replacement is needed.

High-Energy Ignition eliminates need for points and ignition condenser.

Front disc brakes. Standard on all Skylark models. Self-adjusting.

Available, reclining, front passenger bucket seat on Skylark Custom offers added relaxation during long trips.

Available models

Skylark 'S'	Coupe	W27
Skylark	Coupe Hatchback Sedan	B27 B17 B69
Skylark Custom	Coupe Hatchback Sedan	C27 C17 C69
Sport Package		Option Code W18

Powerteams

Standard or Available	Engine Description	Federal or California or Altitude (Standard)	3-speed Manual Trans. (Standard)	Automatic Transmission (extra cost)
Standard	3.8 litre (231CID) 2-bbl. V-6 (LDS)	Federal	3.08	
Available	3.8 litre (231CID) 2-bbl. V-6 (LDS)	Federal		2.56 (3.20)*
Available	3.8 litre (231CID) 2-bbl. V-6 (LDS)	California		2.56
Available	3.8 litre (231CID) 2-bbl. V-6 (LDS)	Altitude		3.23
Available	5.0 litre (305CID) 2-bbl. V-8 (LGS)	Federal		2.41 (3.08)*
Available	5.7 litre (350CID) 4-bbl. V-8 (LM1)	California		2.41 (3.08)*
Available	5.7 litre (350CID) 4-bbl. V-8 (LM1)	Altitude		3.08

*Available axle ratios
**Availability contingent on emission certification

A word about engines... the Buicks displayed in this catalog are equipped with GM-built engines produced by various divisions. Please refer to the engine availability insert included with this catalog for complete details about engine sources and availability. Additional insert copies may be obtained from your dealer.

Dimensions

Millimetres with inches in parentheses unless otherwise noted.

	Skylark 'S' Sport Coupe	Skylark Custom Hatchbacks	Skylark Custom Sedan
Wheelbase	2,819 (111.0)	2,819 (111.0)	2,819 (111.0)
Tread, front	1,501 (59.1)	1,501 (59.1)	1,501 (59.1)
Tread, rear	1,516 (59.7)	1,516 (59.7)	1,514 (59.6)
Length	5,084 (200.2)	5,084 (200.2)	5,084 (200.2)
Width	1,847 (72.7)	1,847 (72.7)	1,847 (72.7)
Height	1,326 (52.2)	1,326 (52.2)	1,349 (53.1)
Head room, front	970 (38.2)	970 (38.2)	993 (39.1)
Head room, rear	932 (36.7)	932 (36.7)	942 (37.1)
Leg room, front	1,059 (41.7)	1,059 (41.7)	1,059 (41.7)
Leg room, rear	846 (33.3)	846 (33.3)	894 (35.2)
Shoulder room, front	1,438 (56.6)	1,438 (56.6)	1,438 (56.6)
Shoulder room, rear	1,405 (55.3)	1,405 (55.3)	1,440 (56.7)
Hip room, front	1,354 (53.3)	1,354 (53.3)	1,354 (53.3)
Hip room, rear	1,341 (52.8)	1,341 (52.8)	1,361 (53.6)
Trunk capacity, litres (cu. ft.)	404 (14.3)		374 (13.2)
Cargo volume index, litres (cu. ft.)		827 (29.2)	

Standard equipment

- Engine**
 - See powerteam chart
 - Catalytic converter
 - Semi-closed cooling system
 - High-Energy Ignition
 - Quick engine warm-up system with electric choke
- Chassis**
 - Manual steering
 - Manual brakes with front discs
 - Manual 3-speed transmission (see powerteam chart)
 - Coil-spring front suspension with front stabilizer bar
 - Forward-mounted steering gear and linkage
 - Wide-span front lower control arms
 - Multiple-leaf-spring rear suspension
 - Separate front frame unit, cushion-mounted to unitized body
 - Step-on parking brake
 - Computer-selected chassis springs
 - Stowaway spare tire (Hatchback Coupe)
 - Bias-belted E78-14 tires
 - Self-adjusting brakes
 - Tread tires and concentric wheels
 - Freedom Battery (maintenance-free)

Interior, Comfort and Convenience

- Vinyl bench seat (Skylark 'S')
- Choice of vinyl or cloth bench seat (Skylark)
- Custom cloth or custom vinyl bench seat in Skylark Custom
- Carpeted door trim with map pocket and reflector (Skylark Custom)
- Full-Flo ventilation
- Lights: front-door-operated dome, under-dash courtesy (Custom models), rear load floor (Hatchback models)
- Full-foam seat construction
- Rear-door or rear-quarter armrests
- Front and rear ashtrays (Skylark and Skylark Custom)

Appearance and Protection

- Cut-pile carpeting—front and rear
- Load floor carpeting (Hatchback)
- Deluxe steering wheel
- Stand-up hood ornament (Skylark Custom)
- Roof drip moldings (Skylark Custom)
- Deluxe wheel covers (Skylark Custom)

Available equipment

- Engine**
 - See powerteam chart
 - California assembly line emission testing (required in California)
 - High-altitude engine package (required in some areas over 4,000-ft. altitude)
- Chassis**
 - Automatic transmission (see powerteam chart)
 - Power front disc brakes
 - Power steering
 - Bias-belted whitewall tires
 - Steel-belted, radial-ply blackwall tires
 - Steel-belted, radial-ply whitewall tires
 - Steel-belted, radial-ply white billboard lettered tires
 - Engine block heater
 - Heavy-duty battery
 - Heavy-duty radiator (available with 5.0 litre engine only)
 - Heavy-duty cooling (available with V-6 engine only)
 - Rallye ride-and-handling package (includes rear stabilizer bar)
 - Firm ride-and-handling package (recommended for trailer towing)
 - Trailer tow flasher and harness (5-wire)
 - Dual horns

Interior

- Vinyl bucket seats (Skylark)
- Cloth bucket seats with reclining feature on passenger side (Skylark Custom)
- Front carpet savers
- Carpet savers and handi-mats
- Carpeted door trim with map pocket and reflectors (Skylark)

Comfort and Convenience

- AM radio
- AM-FM radio
- AM-FM stereo radio with single front and rear speakers
- AM radio and stereo tape player with single front and rear speakers
- AM-FM stereo radio and stereo tape player with single front and rear speakers
- Windshield antenna (included with radio)
- Electric door locks
- Soft-Ray tinted windshield
- Soft-Ray tinted glass
- Swing-out, rear-quarter vent window (Coupe & Hatchback)
- Power windows
- Electric trunk release
- Acoustic package
- Two-speed windshield wiper with low-speed delay feature
- Rear-window defogger (blower)
- Air conditioner
- Cruise-Master speed control

- Remote-control, outside, rearview mirror
- Outside rearview sport mirrors (left-hand, remote; right-hand, manual)
- Full-length operating console (bucket seats and automatic transmission required)
- Accessory package—day/night rearview mirror & cigar lighter (Skylark 'S')
- Convenience group—visor mirror, engine compartment light, ashtray light, courtesy light and trunk light (trunk light N.A. on Hatchback)
- "Headlamps on" indicator
- Electric clock

Appearance and Protection

- Color-coordinated custom front and rear seat belts (3 each) and front shoulder belts (2)
- Sport Coupe, Sport Sedan Package: includes black paint accents on front, side and rear; ER78-14 blackwall tires; Rallye ride-and-handling suspension; Black rocker appearance group and protective, body-side molding available (Skylark and Skylark Custom Coupes and Sedans)
- Front and rear bumper strips
- Bumper guards (front and rear—front required in California)
- Door-edge guards
- Stowaway spare tire (standard in Hatchback models)
- Styled wheel covers
- Deluxe wheel covers (Skylark 'S', Skylark)
- Chrome-plated road wheels
- Deluxe wire wheel covers
- Styled wheels
- Wide rocker appearance group
- Custom door and window frame moldings
- Body-side molding
- Rear deck lid moldings
- Rocker panel moldings
- Appearance group—wheel opening and roof drip molding (Skylark 'S')
- Long vinyl top
- Rallye steering wheel
- Landau top—heavily padded (Coupes)
- Two-tone paint
- White, black, or gold body-side stripes

Your ordering guide 1978 Skylark

Model Selected:

Be sure to consider: (mark your choice)

- Automatic transmission
- Air conditioner
- Power brakes
- Power steering
- Electric door locks
- Vinyl top
- AM radio
- AM-FM radio
- AM radio and stereo tape player with single front and rear speakers
- AM-FM stereo radio with single front and rear speakers
- Skylark Sport Coupe or Sport Sedan Package

Write in additional selections here:

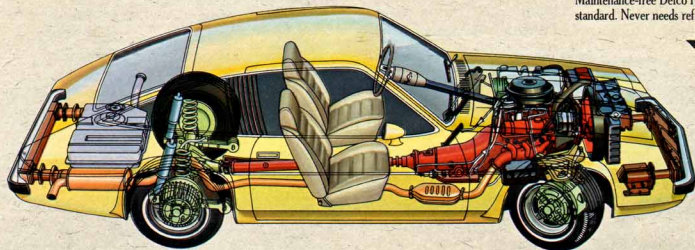
The 1978 Skyhawk: an inspection.

Hatchback door allows for convenient access to the cargo area.

2+2 seating, a la the great European road cars. Skyhawk seats two in front, two in back.

With rear seat folded down, Skyhawk has 27.8 cubic feet (787 litres) of cargo space.

Manual 4-speed transmission standard equipment.



Radial-tuned suspension uses computer-selected springs, front and rear stabilizer bars, and special suspension geometry, coordinated with steel-belted, radial-ply tires (standard on Skyhawk, available on Skyhawk 'S').

Oil pressure switch connected to fuel pump, shuts off fuel supply if, for any reason, oil pressure falls below normal operating limit.

Hawk accent stripe package available.

Available shadow-light Astorroof (fixed glass) and roof crown molding.

Automatic transmission is available.

Standard 231 CID (3.8 litre) V-6 engine offers responsive performance and is equipped with an electric choke, fast engine warm-up system and High-Energy Ignition.

Maintenance-free Delco Freedom Battery standard. Never needs refilling.

Stabilizer bars, front and rear, contribute to Skyhawk's maneuverability. (Skyhawk 'S' has front stabilizer bar only.)

Available manual 5-speed overdrive transmission allows engine to turn fewer revolutions per highway mile.

Front disc brakes with vented rotors dissipate heat for fade-resistant stopping.

Brake lining wear sensor on each inboard disc brake pad produces an audible squeak when replacement is needed.

Standard equipment

Engine

- 3.8 litre (231 CID) V-6
- Catalytic converter
- Semi-closed cooling system
- High-Energy Ignition
- Quick engine warm-up system with electric choke
- Oil pressure switch connected to fuel pump (shuts off fuel supply if, for any reason, oil pressure falls below normal operating limit)

Chassis

- Manual 4-speed transmission
- Manual steering
- Manual brakes with front discs
- Unitized construction
- Steel-belted, radial-ply BR78-13 tires on Skyhawk
- Bias-ply B78-13 tires on Skyhawk 'S'
- Stowaway spare tire (B78-13)
- Freedom Battery (maintenance-free)
- Computer-selected chassis springs
- Coil-spring suspension—front and rear
- Self-adjusting brakes
- Trued tires and concentric wheels

Interior, Comfort and Convenience

- Vinyl bucket seats (Skyhawk 'S')
- Choice of cloth or vinyl bucket seats (Skyhawk)
- Full-foam seat construction
- Cut-pile carpeting—front and rear
- Load floor carpeting
- Hatchback door for access to cargo area
- 4-jet windshield washer
- Full-Flo ventilation
- Power front disc brakes
- Steel-belted, radial-ply whitewall (BR78-13) tires†
- Steel-belted, radial-ply blackwall (BR78-13) tires on Skyhawk 'S'†
- Bias-ply whitewall (BR78-13) tires on Skyhawk 'S'
- Steel-belted, radial-ply white billboard lettered (BR70-13) tires†
- Positive-traction differential
- Firm ride-and-handling package (includes rear stabilizer bar and steel-belted, radial-ply blackwall tires†) for Skyhawk 'S' only—rear stabilizer bar is standard on Skyhawk
- Heavy-duty battery
- Conventional spare tire
- Front and rear floor mats
- Adjustable driver's seatback
- AM radio
- AM-FM stereo radio, including single front and rear speakers
- AM radio with stereo tape player, including single front and rear speakers
- AM-FM stereo radio with tape player available, including single front and rear speakers
- AM-FM radio
- Rear speaker
- Windshield antenna
- Air conditioner
- Electric rear-window defogger
- Left-hand, remote-control outside rear-view sport mirror on Skyhawk 'S' (standard on Skyhawk)
- Right-hand manual sport mirror
- Tilt steering wheel
- Electric clock and tachometer
- Convenience group includes: day/night mirror, engine compartment and glove box lights, and "Headlamps on" indicator
- Soft-Ray tinted windshield
- Soft-Ray tinted glass
- Shadowlight Astorroof and roof crown molding
- Glass sunroof—manual operation.

Appearance and Protection

- Bumper guards—front and rear
- Side-window reveal moldings
- Bumper protective strips
- White, gold, or black side accent stripes (Skyhawk)
- White, black, or gold body-side stripes
- Appearance group consists of wheel opening moldings, left sport mirror and body-side stripes (standard on Skyhawk)
- White, black, or gold body-side stripes

Available equipment

Engine

- California assembly line emission testing (required in California)
- High-altitude emission system (required in some areas over 4,000-ft. altitude)
- Electronic fuel control system (Skyhawk 'S' only, available in California)

Chassis

- Automatic transmission
- Manual 5-speed overdrive transmission (see powertrain chart)
- Full-length operating console
- Power steering

- Power front disc brakes
- Steel-belted, radial-ply whitewall (BR78-13) tires†
- Steel-belted, radial-ply blackwall (BR78-13) tires on Skyhawk 'S'†
- Bias-ply whitewall (BR78-13) tires on Skyhawk 'S'
- Steel-belted, radial-ply white billboard lettered (BR70-13) tires†
- Positive-traction differential
- Firm ride-and-handling package (includes rear stabilizer bar and steel-belted, radial-ply blackwall tires†) for Skyhawk 'S' only—rear stabilizer bar is standard on Skyhawk
- Heavy-duty battery
- Conventional spare tire

Interior

- Front and rear floor mats
- Adjustable driver's seatback

Comfort and Convenience

- AM radio
- AM-FM stereo radio, including single front and rear speakers
- AM radio with stereo tape player, including single front and rear speakers
- AM-FM stereo radio with tape player available, including single front and rear speakers
- AM-FM radio
- Rear speaker
- Windshield antenna
- Air conditioner
- Electric rear-window defogger
- Left-hand, remote-control outside rear-view sport mirror on Skyhawk 'S' (standard on Skyhawk)
- Right-hand manual sport mirror
- Tilt steering wheel
- Electric clock and tachometer
- Convenience group includes: day/night mirror, engine compartment and glove box lights, and "Headlamps on" indicator
- Soft-Ray tinted windshield
- Soft-Ray tinted glass
- Shadowlight Astorroof and roof crown molding
- Glass sunroof—manual operation.

This option will result in some loss of head room.

- Full-length operating console

Appearance and Protection

- Color-coordinated custom front and rear seat belts (2 each) and front shoulder belts (2)
- Door-edge guards
- Deluxe wheel covers
- Rallye steering wheel
- Wheel trim rings
- Custom sport wheels
- Protective body-side moldings
- Roof crown molding
- Hawk accent stripe package
- Appearance group consists of wheel opening moldings, left sport mirror and body-side stripes (standard on Skyhawk)
- White, black, or gold body-side stripes

†—Tires are mounted on six-inch-wide rims. Difficulty may be encountered using chains on the rear wheels. Modifications can be made. See your Buick dealer.

Your ordering guide 1978 Skyhawk

Model selected:

Be sure to consider: (mark your choices)

- Automatic transmission
- Power steering
- Positive-traction differential
- Heated-glass, rear-window defogger
- Air conditioner
- Full-length operating console
- Power front disc brakes
- Electric clock and tachometer
- Astorroof with fixed glass and roof crown molding
- Roof crown molding
- AM radio with tape player
- AM-FM radio with tape player
- AM-FM stereo radio including single front and rear speakers with tape player

Write in additional selections here:

Available models

Skyhawk 'S'	Hatchback	TO7
Skyhawk	Hatchback	SO7

Powerteams

Skyhawk 'S'/Skyhawk Powerteams**

Standard or Available	Engine Description	Federal or California or Altitude	Manual or Automatic Transmission	Automatic Transmission (extra cost)
Standard	3.8 litre (231CID) 2-bbl. V-6 (LDS)	Federal California Altitude	4-speed (standard) 2.93	
Available	3.8 litre (231CID) 2-bbl. V-6 (LDS)	Federal		2.58 (2.93)*
Available	3.8 litre (231CID) 2-bbl. V-6 (LDS or LC6)	California	5-speed (extra cost) 2.93	
Available	3.8 litre (231CID) 2-bbl. V-6 (LDS)	Altitude		2.93

*Available axle ratios
**Availability contingent on emission certification

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Dimensions

Millimetres with inches in parentheses unless otherwise noted.

	Skyhawk Hatchback	Skyhawk Hatchback
Wheelbase	2,464 (97.0)	2,464 (97.0)
Tread, front	1,389 (54.7)	1,399 (54.7)
Tread, rear	1,361 (53.6)	1,391 (53.6)
Length	4,555 (179.3)	4,555 (179.3)
Width	1,661 (65.4)	1,661 (65.4)
Height	1,275 (50.2)	1,275 (50.2)
Head room, front	958 (37.7)	958 (37.7)
Head room, rear	897 (35.3)	897 (35.3)
Leg room, front	1,092 (43.0)	1,092 (43.0)
Leg room, rear	752 (29.6)	752 (29.6)
Shoulder room, front	1,295 (51.0)	1,295 (51.0)
Shoulder room, rear	1,300 (51.2)	1,300 (51.2)
Hip room, front	1,206 (47.5)	1,206 (47.5)
Hip room, rear	1,067 (42.0)	1,067 (42.0)
Cargo volume Index, litres (cu. ft.)	787 (27.8)	787 (27.8)

1978 Buick safety features.

Ident. No. 78-BA-1-9-77 2mm Printed in U.S.A.

Occupant protection

- Seat belts with push-button buckles for all passenger positions
- Two front combination seat and inertia reel shoulder belts for driver (with reminder light and buzzer) and right-hand front passenger
- Energy-absorbing steering column
- Passenger-guard door locks
- Safety door latches and stamped-steel hinges
- Folding seatback latches
- Energy-absorbing padded instrument panel and front seatback tops (including intermediate seatback tops on three-seat station wagons)
- 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 prevention

- 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
- Outside rearview mirror

Windshield defrosters, washer, and dual-speed wipers

Wide-view inside mirror (vinyl-edged, shatter-resistant glass and deflecting support)

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 winging 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

Anti-theft key system (one key for ignition only, other key for glove compartment, doors, trunk, and tailgate)

Visible vehicle identification



BUICK
A Little Science.
A Little Magic.

...a word about the components and optional equipment in these Buicks

The Buicks described in this catalog incorporate thousands of different components produced by various divisions of General Motors and by various suppliers to Buick. 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 emissions, safety, and fuel economy requirements, or for other reasons, to produce Buick products with different components or differently sourced components than initially scheduled. All such components have been approved for use in Buick products by Buick Motor Division and will provide the quality performance associated with new Buicks.

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. Before taking delivery of the vehicle, we suggest you verify that it includes the optional equipment that you ordered or if there are changes, that they are acceptable to you.

All illustrations and specifications contained in this catalog 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, colors, materials, equipment, specifications and models, and to discontinue models. Some of the equipment shown or described throughout this catalog is available at extra cost. Check with your Buick dealer for complete information.



ENGINES USED IN 1978 BUICKS

Buick calls to your attention the following information regarding engines used in their 1978 models and the GM Divisions that produce them.

<p>3.2 Litre 196 Cu. In. V6 Engine (LC9) Produced by GM — Buick Motor Division at the Flint, Michigan Engine Plant</p> <p>SPECIFICATIONS: Carburetor barrels (no.) 2 S.A.E. net hp at rpm 95** = 3800 S.A.E. net torque = rpm (ft.-lb.) 155** = 2000 Compression ratio (to 1) 8.0 Bore x stroke (in.) 3.50 x 3.40 Available axle ratios* 2.56, 2.73</p> <p><small>*Check subprogram for axle ratio availability with various models and transmissions. **Chevrolet engine with automatic transmission. With manual transmission: 90 hp = 3600, 185 H. lb. = 2000 rpm.</small></p>	<p>231 Cu. In. V6 Engine (LD5) Produced by GM — Buick Motor Division at the Flint, Michigan Engine Plant</p> <p>SPECIFICATIONS: Carburetor barrels (no.) 2 S.A.E. net hp at rpm 105 = 3400 S.A.E. net torque = rpm (ft.-lb.) 185 = 2000 Compression ratio (to 1) 8.0 Bore x stroke (in.) 3.80 x 3.40 Available axle ratios** 2.56, 2.73, 2.93, 3.08, 3.23</p> <p><small>*Check subprogram for axle ratio availability with various models and transmissions. **To be replaced by the 2.28 after start of production.</small></p>	<p>3.8 Litre Turbocharged 231 Cu. In. V6 Engine (LC5) Produced by GM — Buick Motor Division at the Flint, Michigan Engine Plant</p> <p>SPECIFICATIONS: Carburetor barrels (no.) 2 S.A.E. net hp at rpm 150 = 3800 S.A.E. net torque at rpm (ft.-lb.) 245 = 2400 Compression ratio (to 1) 8.0 Bore x stroke (in.) 3.80 x 3.40 Available axle ratios* 2.56, 2.73, 3.08</p> <p><small>*Check subprogram for axle ratio availability with various models and transmissions.</small></p>	<p>3.8 Litre Turbocharged 231 Cu. In. V6 Engine (LC8) Produced by GM — Buick Motor Division at the Flint, Michigan Engine Plant</p> <p>SPECIFICATIONS: Carburetor barrels (no.) 4 S.A.E. net hp at rpm 185 = 4000 S.A.E. net torque at rpm (ft.-lb.) 285 = 2800 Compression ratio (to 1) 8.0 Bore x stroke (in.) 3.80 x 3.40 Available axle ratios* 2.73, 3.08</p> <p><small>*Check subprogram for axle ratio availability with various models and transmissions.</small></p>
<p>301 Cu. In. V8 Engine (L27) Produced by GM — Pontiac Motor Division at the Pontiac, Michigan Engine Plant</p> <p>SPECIFICATIONS: Carburetor barrels (no.) 2 S.A.E. net hp at rpm 140 = 3600 S.A.E. net torque at rpm (ft.-lb.) 235 = 2000 Compression ratio (to 1) 8.2 Bore x stroke (in.) 4.00 x 3.00 Available axle ratios* 2.41</p> <p><small>*Check subprogram for axle ratio availability with various models and transmissions.</small></p>	<p>305 Cu. In. V8 Engine (LG3) Produced by GM — Chevrolet Motor Division Tonawanda, New York and GM of Canada Engine Plants</p> <p>SPECIFICATIONS: Carburetor barrels (no.) 2 S.A.E. net hp at rpm 145 = 3600 S.A.E. net torque = rpm (ft.-lb.) 245 = 2400 Compression ratio (to 1) 8.4 Bore x stroke (in.) 3.736 x 3.48 Available axle ratios** 2.28** 2.41, 2.56, 2.73, 3.08</p> <p><small>*Check subprogram for axle ratio availability with various models and transmissions. **To be replaced by the 2.28 after start of production.</small></p>	<p>305 Cu. In. V8 Engine (LG4) Produced by GM — Chevrolet Motor Division at the Flint, Michigan, and Tonawanda, New York Engine Plants</p> <p>SPECIFICATIONS: Carburetor barrels (no.) 4 S.A.E. net hp at rpm 160 = 4000 S.A.E. net torque = rpm (ft.-lb.) 235 = 2400 Compression ratio (to 1) 8.0 Bore x stroke (in.) 3.736 x 3.48 Available axle ratios* 2.28**, 2.41, 2.73</p> <p><small>*Check subprogram for axle ratio availability with various models and transmissions. **To be replaced by the 2.28 after start of production.</small></p>	<p>350 Cu. In. V8 Engine (LM1) Produced by GM — Chevrolet Motor Division, Flint, Michigan, and GM of Canada Engine Plants</p> <p>SPECIFICATIONS: Carburetor barrels (no.) 4 S.A.E. net hp at rpm 170 = 3800 S.A.E. net torque = rpm (ft.-lb.) 270 = 2400 Compression ratio (to 1) 8.2 Bore x stroke (in.) 4.00 x 3.48 Available axle ratios** 2.41, 2.73, 3.08</p> <p><small>*Check subprogram for axle ratio availability with various models and transmissions.</small></p>
<p>350 Cu. In. V8 Engine (L77) Produced by GM — Buick Motor Division at the Flint, Michigan Engine Plant</p> <p>SPECIFICATIONS: Carburetor barrels (no.) 4 S.A.E. net hp at rpm 155 = 3400 S.A.E. net torque = rpm (ft.-lb.) 280 = 1800 Compression ratio (to 1) 8.0 Bore x stroke (in.) 3.80 x 3.85 Available axle ratios* 2.41, 2.73, 3.08</p> <p><small>*Check subprogram for axle ratio availability with various models and transmissions.</small></p>	<p>350 Cu. In. V8 Engine (L34) Produced by GM — Oldsmobile Division at the Lansing, Michigan Engine Plant</p> <p>SPECIFICATIONS: Carburetor barrels (no.) 4 S.A.E. net hp at rpm 170 = 3800 S.A.E. net torque = rpm (ft.-lb.) 275 = 2000 Compression ratio (to 1) 7.9 Bore x stroke (in.) 4.057 x 3.385 Available axle ratios* 2.41, 2.73</p> <p><small>*Check subprogram for axle ratio availability with various models and transmissions.</small></p>	<p>403 Cu. In. V8 Engine (L80) Produced by GM — Oldsmobile Division at the Lansing, Michigan Engine Plant</p> <p>SPECIFICATIONS: Carburetor barrels (no.) 4 S.A.E. net hp at rpm 185 = 3600 S.A.E. net torque = rpm (ft.-lb.) 320 = 2000 Compression ratio (to 1) 7.9 Bore x stroke (in.) 4.351 x 3.385 Available axle ratios* 2.41, 2.56, 2.73, 3.08, 3.23</p> <p><small>*Check subprogram for axle ratio availability with various models and transmissions.</small></p>	

MODEL/ENGINE COMBINATIONS AND EPA MILEAGE ESTIMATES[†]

Engine	Standard Optional	Availability	48 States EPA MPG Estimates City/ Hwy/ Combined [‡]
SKYHAWK 231 V6 (L05)	Standard	All states All states Altitude (1) Altitude (1)	(M) 16 28 19 (A) 19 27 22 (M) 16 27 20 (A) 16 23 18
SKYLARK 231 V6 (L05)	Standard	All states All states	(M) 16 26 19 (A) 18 28 21
305 V6 (L63) 350 V6 (L M1)	Optional Optional	Altitude (1) All states Altitude (1)	(A) 15 22 18 (A) 16 22 18 (A) 13 18 15
CENTURY (Excluding Century Wagon) 3.2 V6 (L53)	Standard	All states All states	(M) 19 33 23 (A) 18 26 21
231 V6 (L05)	Optional	All states All states Altitude (1)	(M) 16 28 19 (A) 19 27 22 (A) 16 23 18
305 V6 (L63) 305 V6 (L64)	Optional Optional	All states Altitude (1) All states	(A) 17 25 20 (A) 14 21 17 (A) 18 28 21
REGAL 3.2 V6 (L37)	Standard	All states All states	(M) 19 33 23 (A) 18 26 21
231 V6 (L05)	Optional	All states All states Altitude (1)	(M) 16 28 19 (A) 19 27 22 (A) 16 23 18
3.8 Turbocharged V6 (L35)* 3.8 Turbocharged V6 (L36)*	Standard* Optional*	All states All states** Altitude (1)**	(A) NA (A) 17 25 20 (A) 17 25 20
305 V6 (L63) 305 V6 (L64)	Optional Optional	All states Altitude (1) All states	(A) 17 25 20 (A) 14 21 17 (A) 18 28 21
<small>*L35 and L36 are available only on Regal Sport Coupe. L37 is listed with L38 for only optional engine on Regal Sport Coupe. **High altitude option available after start of production. Consult salesperson for details.</small>			
CENTURY WAGON 231 V6 (L05)	Standard	All states Altitude (1)*	(A) 18 27 22 (A) 16 23 18
305 V6 (L63) 305 V6 (L64) 350 V6 (L M1)	Optional Optional Optional	All states All states Altitude (1)	(A) 16 22 19 (A) 16 23 18 (A) 13 18 15
<small>*Not available on Century Custom Wagon.</small>			
LeSABRE 231 V6 (L05)	Standard	All states Altitude (1)	(A) 17 25 20 (A) 15 21 17
3.8 Turbocharged V6 (L35)* 3.8 Turbocharged V6 (L36)*	Standard * Optional*	All states All states Altitude (1)**	NA (A) 16 22 19 (A) 16 22 19
301 V6 (L77) 350 V6 (L77) 350 V6 (L34) 403 V6 (L80)	Optional Optional Optional Optional	All states All states Altitude (1) All states Altitude (1)	(A) 17 24 20 (A) 15 22 18 (A) 16 22 17 (A) 14 20 17 (A) 14 20 17
<small>*L35 and L36 are available only on LeSabre Sport Coupe. **L35 is listed with L36 for only optional engine on LeSabre Sport Coupe. **High altitude option available after start of production. Consult salesperson for details.</small>			
ESTATE WAGON 350 V6 (L77) 350 V6 (L34) 403 V6 (L80)	Standard Standard Optional	All states Altitude (1) All states Altitude (1)	(A) 15 22 18 (A) 15 22 17 (A) 14 20 16 (A) 14 20 16
ELECTRA 350 V6 (L77) 350 V6 (L34) 403 V6 (L80)	Standard Standard Optional	All states Altitude (1) All states Altitude (1)	(A) 15 22 18 (A) 15 22 17 (A) 14 20 16 (A) 14 20 16
RIVIERA 350 V6 (L77) 350 V6 (L34) 403 V6 (L80)	Standard Standard Optional	All states Altitude (1) All states Altitude (1)	(A) 15 22 18 (A) 15 22 17 (A) 14 20 16 (A) 14 20 16

[†]The actual mileage you get will vary depending on the type of driving you do, your driving habits, your car's condition and available equipment.

NA Indicates EPA MPG Estimate Not Available at time of driving.

M - Manual transmission; A - Automatic transmission

(1) Designed and Recommended for High Altitude Operation

NOT FOR USE IN CALIFORNIA

Specifications subject to change

Let's go USA

Second Printing December 20, 1977