

Buick puts the show on the road.



The 1988 Buick Regal. It's a showstopper.

This year, you'll see something that's truly new at the Auto Show.

But it's not a concept car or a one-of-a-kind custom creation. It's everything you'd imagine in a car of the future . . . available in a Buick you can drive today. The all-new 1988 Buick Regal. There's nothing like it on the American road.

Beautiful to behold. Sculpted in the wind tunnel, the new Regal's .305 coefficient of drag is the lowest in Buick's 85-year history. It's a sleek design that is shared with no other car in the world.

Beautiful to drive. Regal is the world's first coupe with 6-passenger room, 4-wheel independent suspension and 4-wheel power disc brakes, all standard. Beneath the graceful hood: a 2.8-litre V-6 engine with multi-port fuel injection, and the security of front-wheel-drive engineering.

Beautiful to be in. Inside, Regal is also beautifully new and richly Buick, with room for 6 adults, a generous 15.5-cubic-foot trunk and an impressive list of comfort, convenience and luxury features.

Come see all the exciting 1988 Buicks at the Auto Show. Then, buckle up and visit your Buick dealer. And put the premium American motorcar on the road yourself.

BUICK
OFFICIAL CAR OF THE 1988 U.S. OLYMPIC TEAM

The Great American Road belongs to Buick.



1988 DETROIT AUTO SHOW
COBO HALL JANUARY 16-24, 1988