

Oohs, Aahs and MPGs.

The Full-sized American Cars of the Future.

Buick's 1977 Riviera, Electra, and LeSabre are fundamentally different from the full-sized Buicks of the past. They exhibit a new trimness of line. An efficient use of space, inside and out.

They are more maneuverable in city traffic. And, as you will note in the following discussion, they offer better EPA gas mileage ratings than last year's counterparts.

The neat thing about all this agility and efficiency is that you don't have to give up comfort to get it. In fact, in many meaningful areas, the interiors are roomier.

'77 Buick Riviera.



EPA MILEAGE*	Hwy.	City
5.7 litre (350 CID) V-8 4-bbl. Automatic Transmission. Standard 2.41 Axle Ratio.	22	15

Riviera has always been designed to live in two different worlds.

As a road car, Riviera provides a smooth, quiet ride that's coupled with an ability to be tough in the corners. The standard suspension includes front and rear stabilizer bars. And special shock absorbers.

And as a luxury car, Riviera offers new 50/50 front seating with twin armrests. Rich velour fabrics. New custom wire wheel covers. Power front disc brakes. Power steering. And much more. All standard.

1977 Riviera. A rather special personal luxury car.

'77 Buick Electra.



EPA MILEAGE*	Hwy.	City
5.7 litre (350 CID) V-8 4-bbl. Automatic Transmission. Standard 2.41 Axle Ratio.	22	15

The ultimate Buick. A luxurious automobile with road manners you must experience to appreciate.

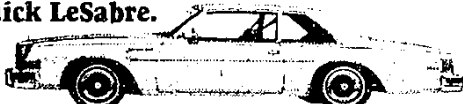
Electra offers you such standard niceties as power windows, a quartz-crystal clock, power front disc brakes, power steering, and automatic transmission.

But this year, there's a slightly different emphasis. A regard for function. A desire to make Electra efficient, as well as fun to drive and elegant.

The result is a car that's surprisingly agile. The standard engine, a 5.7 litre V-8, has 105 fewer cubic inches to feed that last year. And even the styling is trimmer of line.

The 1977 Electra. Luxurious. And more fun than ever.

'77 Buick LeSabre.



EPA MILEAGE*	Hwy.	City
3.8 litre (231 CID) V-6 2-bbl.** Automatic Transmission. Standard 2.73 Axle Ratio.	25	18

This is a family car. With more front-seat headroom, more rear legroom, and a bigger trunk than it had last year.

LeSabre in motion is maneuverable, solid, and responsive.

And because it's a Buick, it's well-equipped to indulge you. With plush seating. An intelligently laid out, handsome-looking instrument panel. Power front disc brakes, power steering, and automatic transmission. All standard.

LeSabre. The full-sized family car that's fun to drive.

'77 Buick Century and Regal.



EPA MILEAGE*	Hwy.	City
3.8 litre (231 CID) V-6 2-bbl.** Available Automatic Transmission. Standard 2.73 Axle Ratio.	25	18

Century and Regal are mid-sized Buicks. That means that they are more than simply maneuverable and practical.

These mid-sized cars are smooth. And quiet. With standard niceties like front disc brakes. Power steering. Full-Flo ventilation. And a newly modified version of Buick's V-6 engine.**

The standard equipment gets even more impressive when you get to Regal, the most luxurious mid-sized Buick. It has elegant notchback seating, with a fold-down armrest. A deluxe steering wheel. And lots of insulation to make Regal as quiet as a car this luxurious should be.

1977 Century and Regal. Mid-sized cars, yes. Fun to drive, yes. Efficient, yes. But they are also Buicks. And that makes them special.

'77 Buick Skylark.



EPA MILEAGE*	Hwy.	City
3.8 litre (231 CID) V-6 2-bbl. Available Automatic Transmission. Available Air Conditioning Standard 2.56 Axle Ratio.	27	17

There is a lot more to recommend Skylark than a set of compact dimensions.

On our way to making Skylark manageable and moderately priced, we built in many of the qualities inherent in our larger Buicks. Style. Comfort. Quietness.

In addition to such things as a Buick V-6 and a High-Energy Ignition system, we made sure Skylark had big, cushiony seats. Armrests. Cut-pile carpeting. A deluxe steering wheel. And generous insulation for sound deadening.

The new Skylark. It's going to change a few of your ideas about smaller cars.

'77 Buick Skyhawk.



EPA MILEAGE*	Hwy.	City
3.8 litre (231 CID) V-6 2-bbl. Available 5-speed Manual Transmission. Standard 2.56 Axle Ratio.	34	19

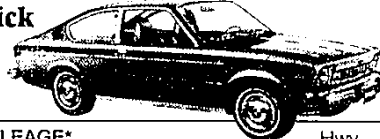
This little Buick is fairly oozing with Free Spirit.

It's remarkably agile, thanks to its nimble wheelbase. Its front and rear stabilizer bars. Its four-wheel coil-spring suspension.

And it's equipped for comfort, with high-backed bucket seats. And for convenience, with a standard hatchback. And for performance, with Buick's newly modified V-6.

But for all its fun and sportiness, Skyhawk remains an eminently practical mode of transportation... as you can see from its EPA mileage figures.

'76 Buick Opel.



EPA MILEAGE*	Hwy.	City
1.8 litre (111 CID) 4-cylinder 2-bbl. 4-speed Manual Transmission. Standard 3.54 Axle Ratio.	36	23

Buick Opel comes equipped with a sophisticated, 4-cylinder overhead-cam hemi-engine. And a floor-mounted, short-throw, 4-speed manual transmission.

Other standard features include all-around tinted glass. Inside hood-lock release. Four-wheel coil-spring suspension. And power front disc brakes.

Yep, this is a well-equipped, gutsy performer. Which becomes all the more interesting when you realize how frugal this car is with a gallon of gas.

Buick Dedicated to the Free Spirit in just about everyone.

*These figures are estimates. Your mileage may vary according to your driving habits, the condition of your car, and its equipment.

**Not available on LeSabre Sport Coupe, Regal Sedan, or Century Custom Wagon.

