

Buick Presents The Great American Road Show.

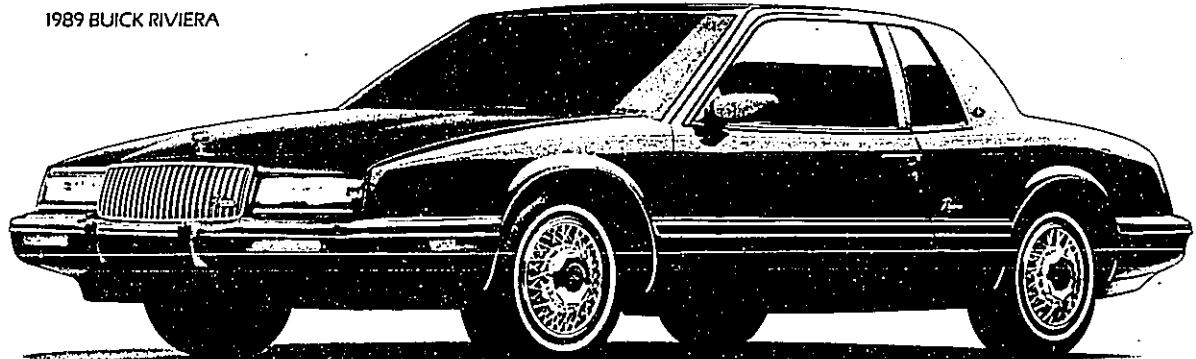
1989 BUICK REATTA



1989 BUICK CENTURY



1989 BUICK RIVIERA



The Buick exhibit at the Auto Show this year is where the Great American Road begins. And it's a show you won't want to miss — because it offers Buick's best.

Experience Reatta.

Buick's premium American 2-seater is exhilarating in every way. One look and you'll see Reatta is a sporty car with all the luxury of a Buick. Reatta was born to perform.

Welcome to the next Century.

Imagine life in the next Century...the Buick Century. With a fresh new style and premium features you expect from the best-selling Buick on the American road. All at a price that will allow you to enter the next Century most comfortably.

See the 1989 Buick Riviera.

It is noticeably longer and its styling is totally redesigned, yet you recognize it immediately. The new Riviera is as contemporary as a car can be, yet it recalls a grand tradition. Come and take a closer look. Riviera...it's a classic all over again.

See all the exciting new Buicks at the Auto Show this year. It'll be easy to understand why the Great American Road belongs to Buick.



The Great American Road belongs to
BUICK



**NORTH AMERICAN
INTERNATIONAL AUTO SHOW
JANUARY 7-15
COBO HALL DETROIT, MI**