

Roadmaster: back at Buick

BUICK HAS announced the return of a great name in its heritage — Roadmaster — on a new family of full-size vehicles featuring V-8 engines and rear-wheel drive.

They are the completely redesigned 1991 Roadmaster Estate Wagon and, in spring, the all-new 1992 Roadmaster and Roadmaster Limited sedans.

The return of Roadmaster adds luster to Buick's new lineup, which has already been highlighted by announcements of the completely redesigned 1991 Park Avenue and Park Avenue Ultra and the 1991 Regal sedan.

Buick's reputation as an American quality leader has also been enhanced with announcements by J. D. Power and Associates, an independent research firm, of its 1990 customer survey results.

Buick is the only domestic automaker and one of only two, including both domestics and imports, to place in the "top 10" of all Power customer surveys in the last two years.

Among all individual models sold in the United States, Buick's LeSabre is ranked by buyers in the 1990 Initial Quality Survey as the top domestic car for the second straight year and No. 6 among 120 domestic and imported models. LeSabre is No. 1 among all makes in the full-size segment.

Century is highest domestic and No. 4 overall in the mid-size category. Electra/Park Avenue is highest domestic and No. 8 overall among luxury cars. Regal coupe is No. 2 overall in mid-size specialty cars and Skylark is No. 10 overall among compacts.

IN ADDITION to the new Park Avenue, Park Avenue Ultra, Roadmaster Estate Wagon and Regal sedan, Buick's 1991 line features more powerful engines with electronically controlled automatic transmissions in Regatta coupe and convertible and Riviera, the same powertrain introduced in the 1991 Park Avenue and Park Avenue Ultra.

The advanced 3800 V-6 with tuned port injection, introduced as an exclusive option in the 1990 Regal coupe, is the standard engine in the 1991 Park Avenue, Park Avenue Ultra, Riviera, Regatta and Regal Gran Sport.

This engine, which substantially boosts mid-range torque and delivers 170 hp compared with 165 hp in the regular 3800, continues as optional in other Regals, including the 1991 Regal sedan introduced in June.

It is also fuel efficient, delivering estimated EPA fuel economy ratings of 18 mpg city and 27 highway in the Park Avenue, Riviera and Regatta and 19 city, 28 highway in the Regal.

THE ROADMASTER name returns this fall for the first time since 1958 on the 1991 Roadmaster Estate Wagon, a full-size, aerodynamic rear-wheel-drive wagon powered by a fuel-injected 5-liter, V-8 engine. The engine delivers 170 hp, up 30 hp from the 1990 Estate Wagon powerplant. This is the first major redesign since 1978 of the most luxurious wagon offered by General Motors.

Full-size, rear-wheel-drive 1992

Show opens on Saturday

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Along with coverage provided by WKBD-TV 50, 28 radio stations will broadcast live from "Radio Row" during the public portion of the show.

On Monday-Wednesday, the Motor Vehicle Manufacturers Association supplied 1991-model cars for press media members to test drive.

AS NAIAS is opened to the public Jan. 12, a group of international designers will continue showcasing their latest innovations in automotive styling.

Participants include U.S.-based ASC Inc. and Industrial Design Research, as well as Pirellaroma and Bertone from Italy, Michelin Tire Corp. and the Center for Creative Studies in Detroit will also have a cooperative display showcasing advanced fitments and vehicle designs.

The annual Automotive News World Congress and the Society of Automotive Analysis are scheduled to run concurrently with NAIAS.

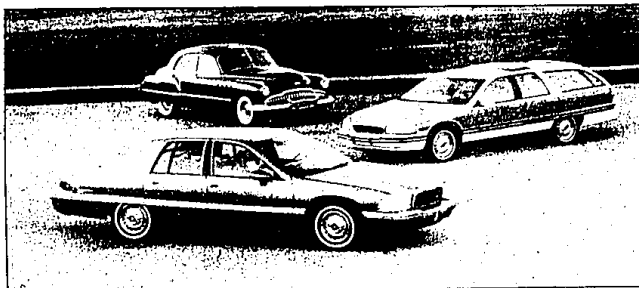
For the third consecutive year, the 11,000-square-foot Michelin Media Center will set up shop in rooms 03-45 and 03-46 in Cobo Conference & Exhibition Center and will assist international media representatives in keeping abreast of events throughout the show.

Armed with every participating manufacturers' press kit, the Michelin Media Center will also supply word processors, typewriters, fax machines and telephones to expedite worldwide media coverage.

Roadmaster and Roadmaster Limited sedans, featuring a 5.7-liter, fuel-injected V-8 as the standard engine, will debut in spring. The engine delivers 180 hp. A new Buick feature debuting as standard on the Roadmaster Limited is a variable effort steering system.

Except for Estate Wagon, these will be the first rear-drive Buicks

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Left: The Buick Roadmaster name returns for the first time in more than three decades on the 1991 Roadmaster Estate Wagon and 1992 Roadmaster sedan. Representing the previous Roadmasters, produced from 1936 to 1958, is a '49 Roadmaster (background) with its characteristic grille and four ventiports (potholes).



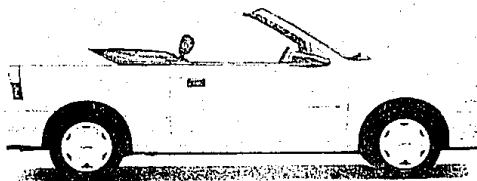
GEO TRACKER EPA est. MPG CITY 25/HWY 27



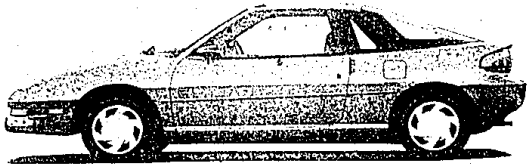
GEO METRO XFI EPA est. MPG CITY 53/HWY 58



GEO PRIZM EPA est. MPG CITY 28/HWY 34



GEO METRO CONVERTIBLE EPA est. MPG CITY 41/HWY 46



GEO STORM EPA est. MPG CITY 30/HWY 36

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Right now, there's no better way to get up close and personal with the newest line of Geos than at this year's Auto Show. Sit behind the wheel of the sporty and exciting Geo Storm 2+2 Sport Coupe. Take the top off one of the most economical convertibles in the world, the Geo Metro Convertible. Touch all the buttons on the Geo Prizm's dash, grip the Tracker's steering wheel and hit the hatch on a Geo Metro. Or, if you prefer, get to know Geo with the more conventional approach by just slamming our doors and kicking our tires. Once you do, you're sure to see why more people across America are getting to know Geo, too.

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