


BUICK

*Limited*





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BUICK

Limited



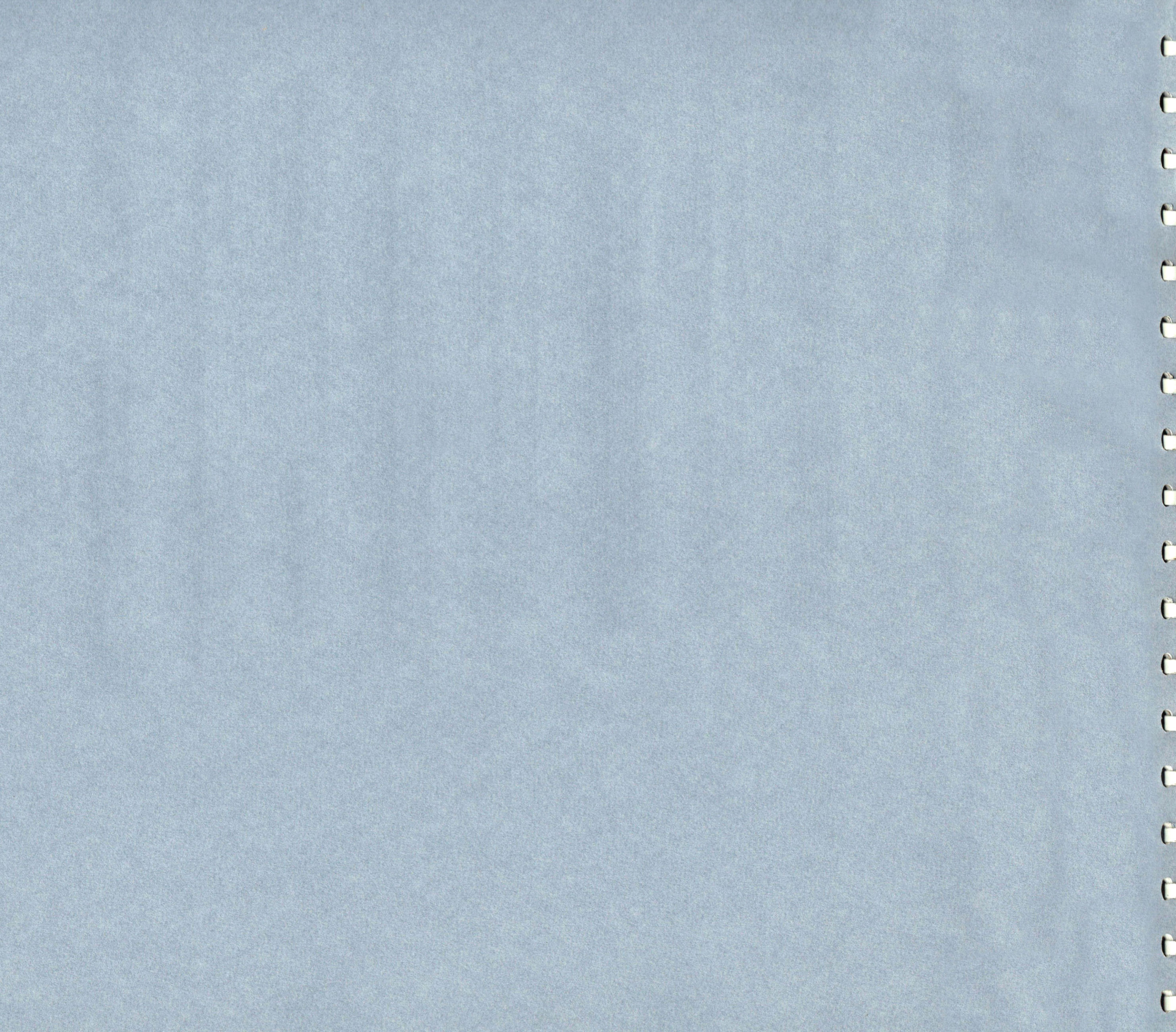


1875











*For Gallantry in Action:*

THE BUICK LIMITED



\* Character is as self-evident in motorcars as it is in people—there are those whose very bearing speaks of more than ordinary accomplishment, of standing well earned by performance beyond normal expectancy.

Thus you do not have to be told that the 1940 Buick Limited is a car of fine heritage—and more than usual ability. Its grace of line, richness of finish, and completeness of appointment mark it as the work of hands made skillful by more than a third of a century of fine car manufacture.

The supple ease with which it carries its great size identifies it with equal clarity as a car ready to give faultless answer to any call you may make upon it.

For in its essence the Limited is a car which has won high place by its gallantry in action—by the ease with which it exceeds normal standards of performance.

It is not often, for example, that you find a car of 4,800 pounds that can accelerate from ten to sixty miles an hour in a fraction over eighteen seconds, but the Limited does. It is not customary to expect hill-climbing ability in a car of such size, but the Limited will pass many a lighter car on the grades.

You do not expect to find lightness in the wheel of a car this big, but here is one you will want to take over yourself for the sheer pleasure in driving it.

This year, the range of Limited performance has

been broadened by including in the line cars of two wheel bases—one hundred forty and one hundred thirty-three inches. Formal sedans, touring sedans, and convertibles are included in the nine body styles available, providing a car of truly distinguished merit for almost any type of service you may have in mind.

These body types and the major details of their appointments are shown on the pages that follow.

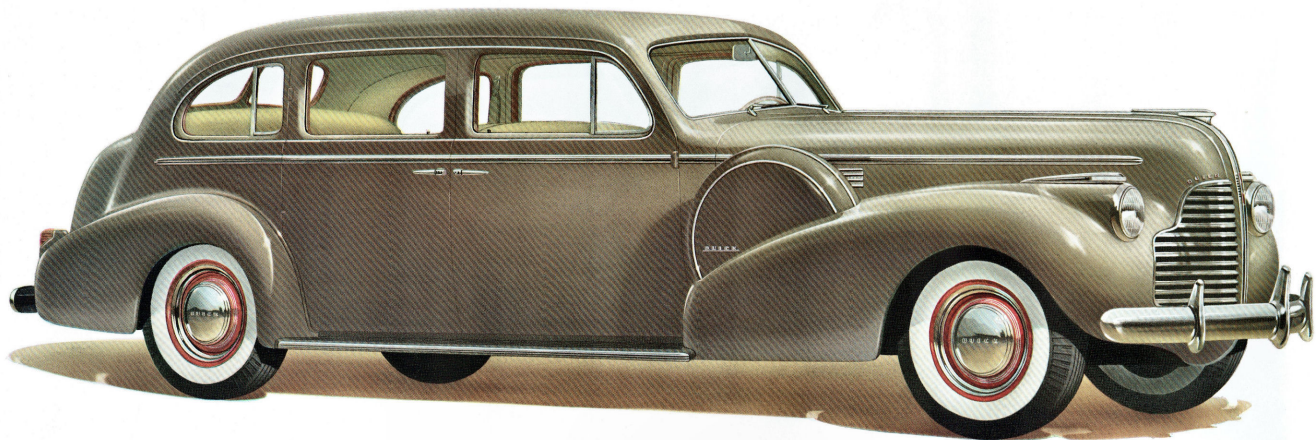
But the important point to remember, as you look them over, is that in the Limited Buick puts its best foot forward. Here is richly carried out the long tradition of Buick quality, Buick integrity, Buick skill and craftsmanship, Buick ability in service.





# *The Buick Limited Touring Sedan*

ONE HUNDRED FORTY INCH WHEELBASE



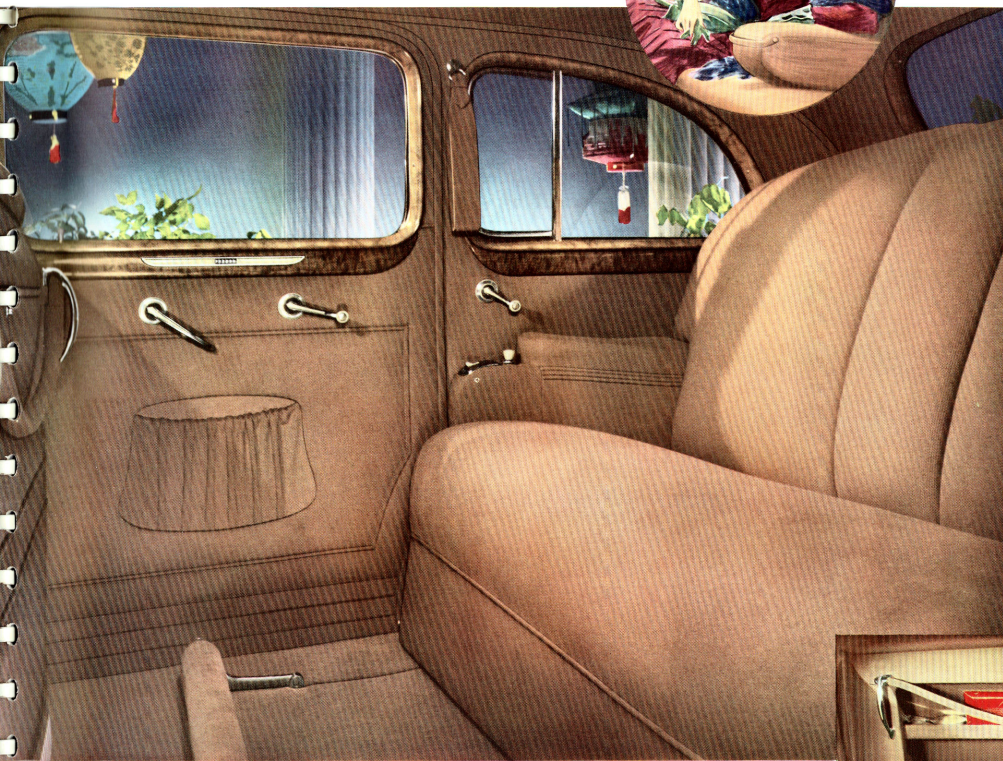
*Model 91* \* Spaciousness is the keynote of this richly finished touring sedan. Built to carry six passengers, its rear compartment carries three in roomy luxury. Though its most frequent use is as a car for town and city, it has a large

luggage compartment which adapts it admirably to long-distance travel. The over-all length is 225¼ inches, and the power plant is the 141-horsepower Buick Micro-poised Dynaflex valve-in-head straight-eight engine.





*A full eight inches wide, the center armrest in the back seat is broad enough to provide comfortable support, with ample elbowroom for each when two ride in the rear seat.*



As there are no auxiliary seats in this sedan, the entire rear compartment is always at the disposal of rear seat passengers. Legroom, from the upper front edge of the seat to the floor boards, measures forty-five inches. The center armrest, which folds down from the seat-back, is eight inches wide, and automatic electric cigar lighters are provided with each of the ash receivers at the front of the side armrests. No-draft ventilation is provided by the knob-controlled ventipane in the rear quarter windows. Upholstery fabrics include a choice of three fabrics. Each is available in either grey or tan.

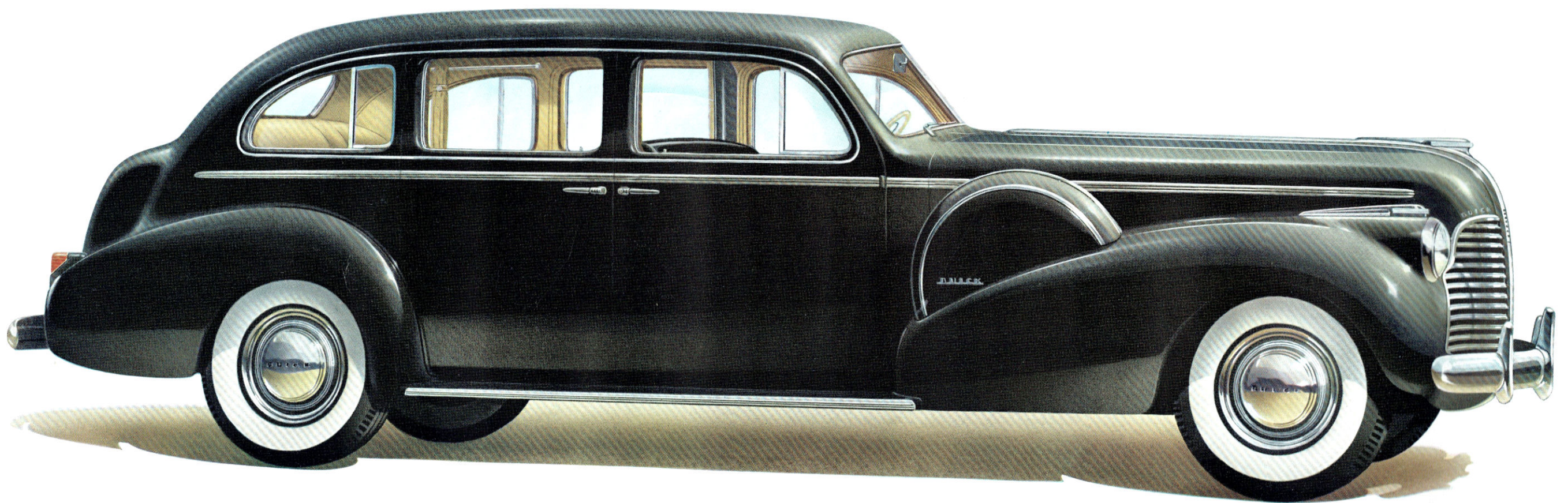


*Built into the back of the front seat is this large compartment, suitable for many uses, from the storage of small hand luggage and picnic equipment to the carrying of shopping parcels.*






*The Buick Limited Limousine* ONE HUNDRED FORTY INCH WHEELBASE



*Model 90-L* \* By means of an adjustable glass partition in the back of the front seat, this model may be converted from a formal limousine to an open family sedan at will. It has a carrying capacity of eight—five in the back compart-

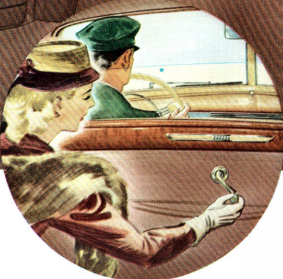
ment, three in front—and a large, automatically lighted luggage compartment. Over-all length is 225¼ inches, and the power plant is the 141-horsepower Buick Micro-poised Dynaflex valve-in-head straight-eight engine.





*Electric lighters are automatic in operation. Press them in, and when ready for use they will pop out.*

THE RESTFULNESS of the Limited's ride is enhanced in this model by the adjustable lull straps at each side of the back seat. Sliding back and forth on a bar above the window, they may be used either as assist straps or as slings in which to rest the arm. A telephone, carried in a slash pocket above the right armrest, provides communication with the driver when the glass partition is up. When not in use, the auxiliary seats fold into pits in the car floor and are concealed by a spring type cover which gives a smooth finish to the front seat-back. You will notice the convenient, large, pleated pockets in the doors.



*A small control on the back of the front seat regulates the glass partition, which may be raised completely to provide privacy, raised part way, or dropped entirely.*

*The two auxiliary seats are sturdily made and well upholstered. The grille near the floor is for distribution of warm air from the built-in under-seat heater, which is standard equipment.*

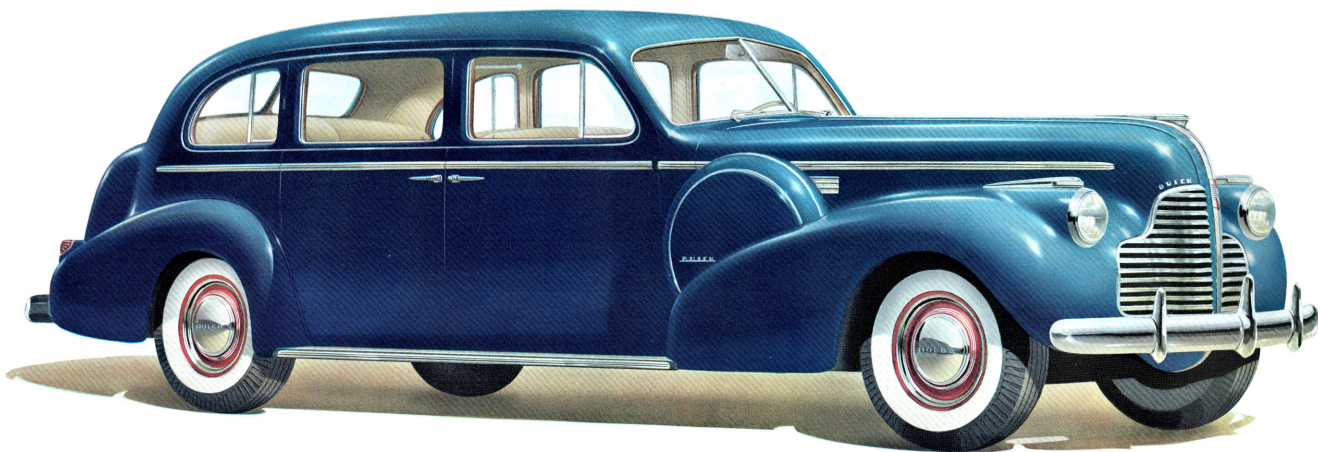






# *The Buick Limited Touring Sedan*

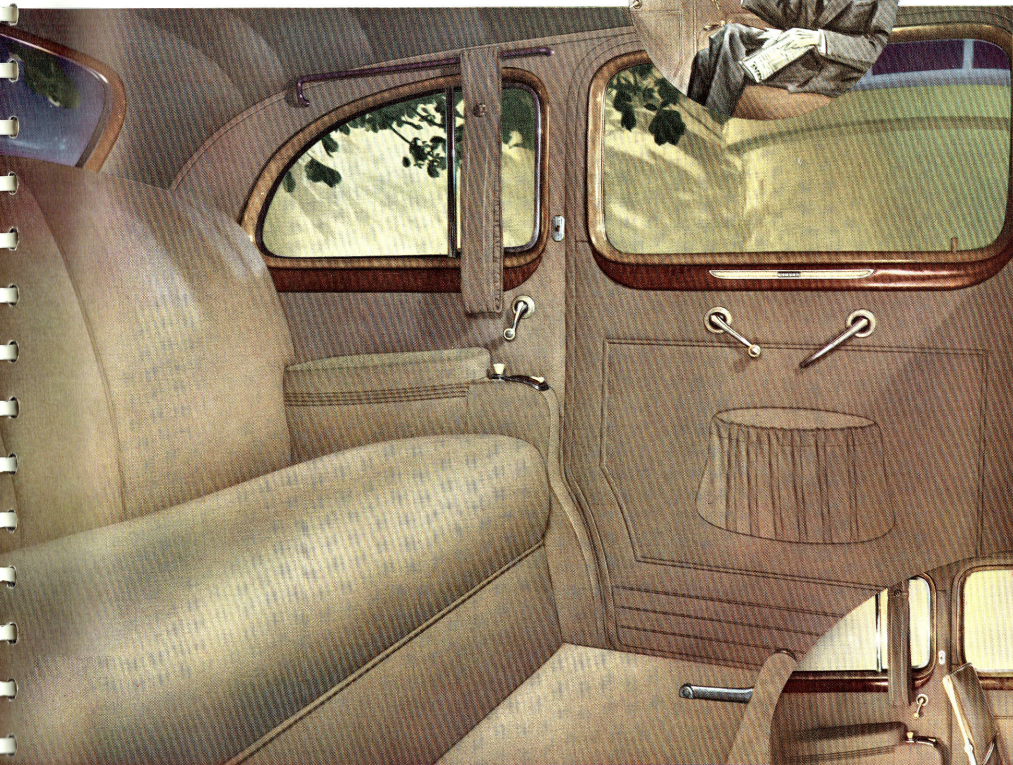
ONE HUNDRED FORTY INCH WHEELBASE



*Model 90* \* For those occasions when you will want to provide carrying capacity for additional persons, this model provides two auxiliary seats which fold into the floor. It has the same spacious rear compartment as the six-passenger

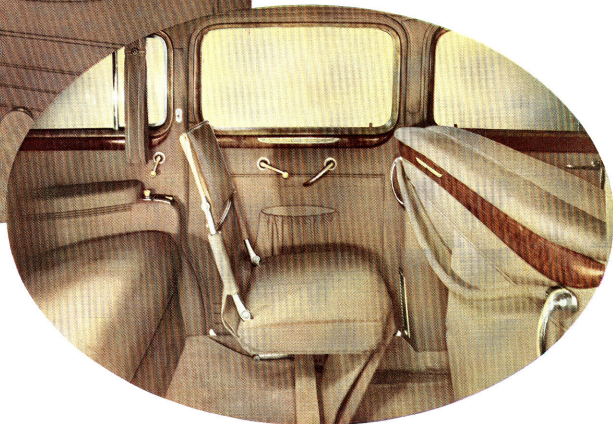
sedan, but differs in various details of appointment, such as the use of lull straps. Over-all length is 225¼ inches, and the power plant is the 141-horsepower Buick Micro-poised Dynaflex valve-in-head straight-eight engine.





*In addition to sliding forward or back, lull straps provide a support for the arm at the most comfortable height.*

**T**HE RICHNESS of the Limited's finish is well illustrated in this natural-color photograph. The hardware is fine in design, sharp cut and jewel-like in execution. Beautifully grained garnish moldings under windows and along the front seat-back carry out the color scheme set by the instrument panel. Seat cushions have Foamtex construction—a layer of foam rubber over a foundation of many spiral springs, each enclosed in its individual muslin sack.



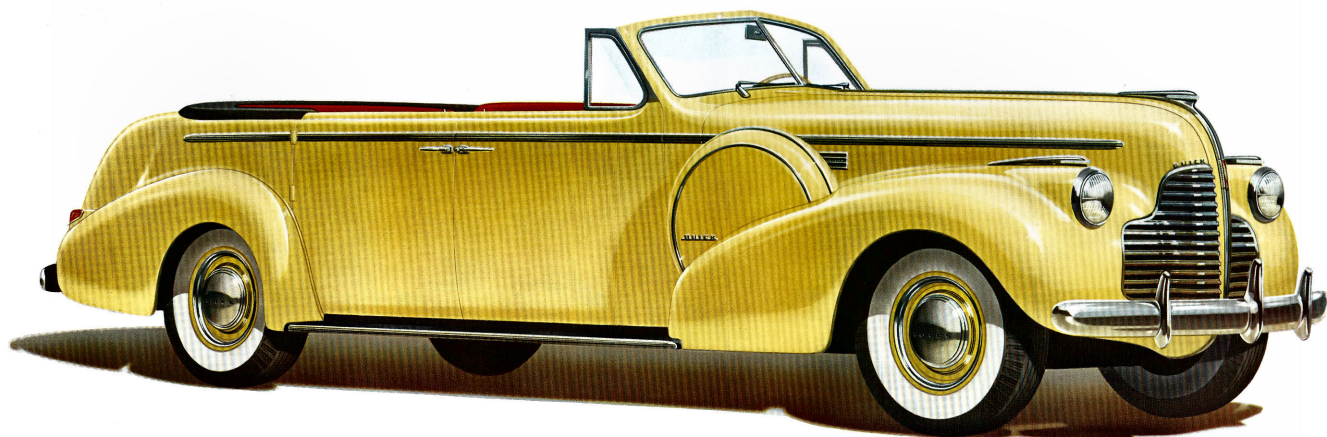
*This general view, with auxiliary seats ready for use, shows the room provided for both back seat passengers and those on the extra seats.*





# *The Buick Limited Convertible Phaeton*

ONE HUNDRED THIRTY-THREE INCH  
WHEELBASE



*Model 81-C* \* Lighter by some three hundred pounds than the 140-inch wheel base Limited, this model, with the 133-inch chassis, is naturally faster in both acceleration and top speed. It is a car of fine balance, steady on the road, remarkably fleet, and so smooth in acceleration that it is difficult to realize

how swiftly your speed is rising unless you watch the speedometer. Such a car finds ideal expression in this trim-lined convertible model. Over-all length is 219 inches. The power plant is the 141-horsepower Buick Micro-poised Dynaflex valve-in-head straight-eight engine.



*The built-in underseat heater, of very high efficiency, distributes warmth to both front and rear compartment. Here are shown the heater grille and the rear compartment footrest.*

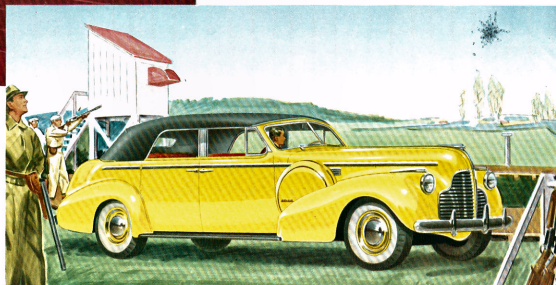


THIS STRIKING interior view of the Limited convertible phaeton is ample demonstration that roomy comfort and tasteful finish are easily combined with the racy lines of a convertible. The carefully selected, high-quality leather is soft and supple, providing a comfortable, cushiony seat. The top is snug fitting and tight, and with the built-in underseat heater the car denies the old assumption that a convertible is a warm-weather car only. A feature of this model is tonneau lights placed to illuminate the threshold. These lights are automatically lighted when the right rear door opens. The carpet covering the rear floor is provided in colors to match the trim.

*Folding neatly into a hood when down, the top may be quickly raised to provide snug shelter against inclement weather. The whole car has a long and rakish appearance in either instance.*



*In addition to the red shown in the large illustration, upholstery options for this model include the colors shown in these swatches, and black. Whipcord is available without extra cost.*

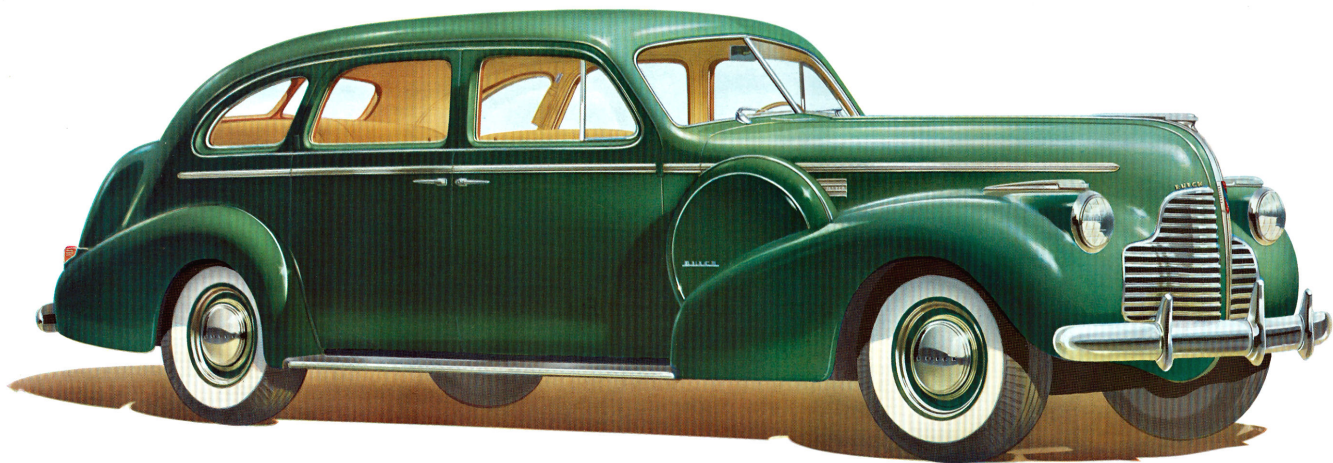






# *The Buick Limited Touring Sedan*

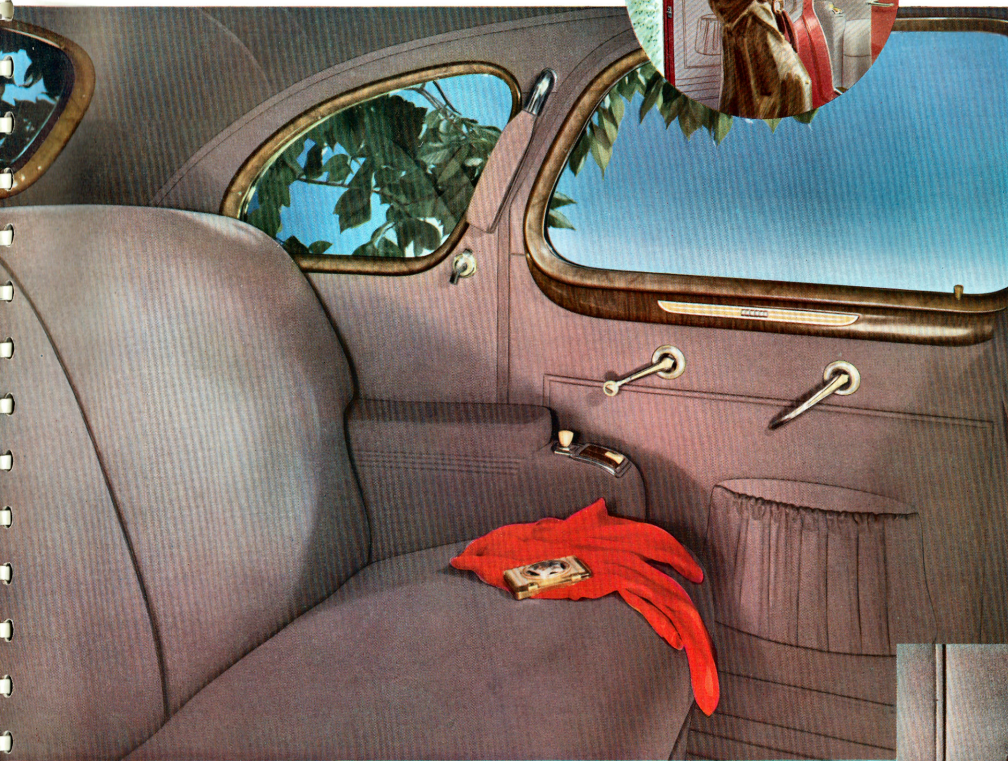
ONE HUNDRED THIRTY-THREE INCH WHEELBASE



*Model 81* \* As an all-purpose car for the family that makes much use of its automobile, this sedan has much to recommend it. With its 133-inch wheel base and 4,580-pound road weight, it is easily handled by women, who particularly

like the surprising lightness of its controls. This model carries six passengers. Over-all length is 219 inches, and the power plant is the 141-horsepower Buick Micro-poised Dynafash valve-in-head straight-eight engine.





*New type door hinges hold the rear doors open while passengers are entering or leaving the car, eliminating all chance of the door swinging shut of its own weight.*

ROOMINESS and luxurious finish are again evident in this natural-color photograph of this Limited interior. Three ride in complete comfort in its divan-like back seat, which may be divided at will by lowering the broad center armrest. Door controls, window regulators, and other hardware are handsomely set off by plastic inlays, and large, conveniently placed shirred pockets are provided on rear doors. All seats are finished without pleats to avoid dust-catching crevices.

*The large shirred pocket on the door has an elastic band at the top which holds it closed. A convenient place for small or flat parcels, maps, notebooks, and the like.*

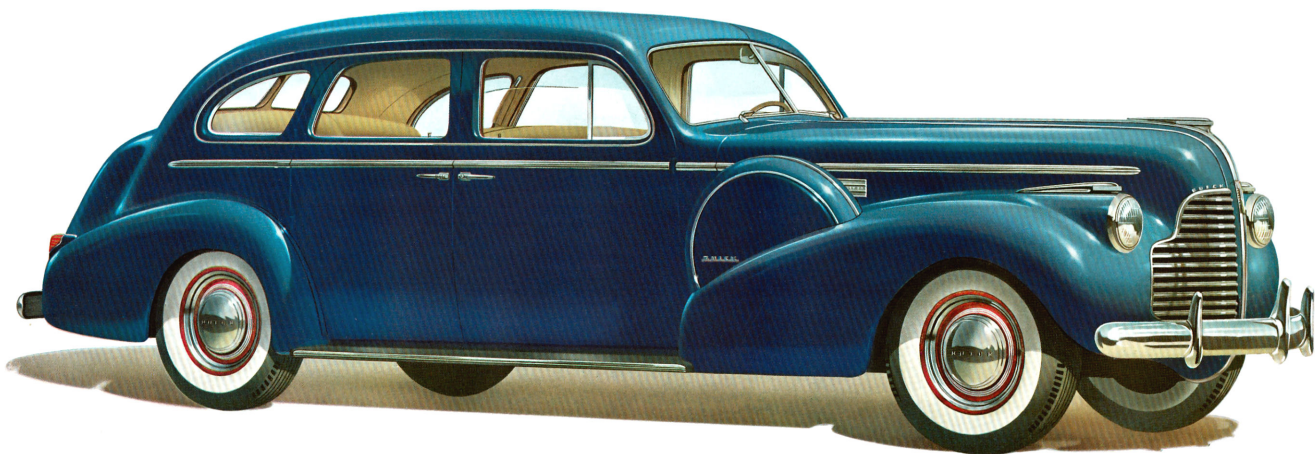






# *The Buick Limited Four-Door Formal Sedan*

ONE HUNDRED THIRTY-THREE INCH  
WHEELBASE



*Model 81-F* \* This two-purpose car serves as either a companionable family sedan or a town car for formal occasions. Like the limousine, it has a plate glass partition built into the driver's seat, which may be raised at will. Upholstery

options include the use of leather in this compartment, with fabric in the rear. Over-all length is 219 inches, and the power plant is the 141-horsepower Buick Micro-poised Dynaflex valve-in-head straight-eight engine.



Rear quarter windows in 133-inch wheel base sedan have a fore-and-aft sliding motion for ventilating purposes and are operated by the twist type control shown.



WHEN DOWN, as shown here, the center armrest converts the rear seat into two extremely comfortable lounge chairs, with plenty of elbowroom for both passengers. When the armrest is folded back into the seat, three find ample room here. This interior also illustrates the sloping line of the rear quarter post, as well as the swiveled assist cord which automatically returns to this position when not in use. Ash receivers with snap covers and electric lighters are provided at each side.

The comfortable footrest, which is covered with carpet to match the floor covering, may be folded back out of the way when not in use.

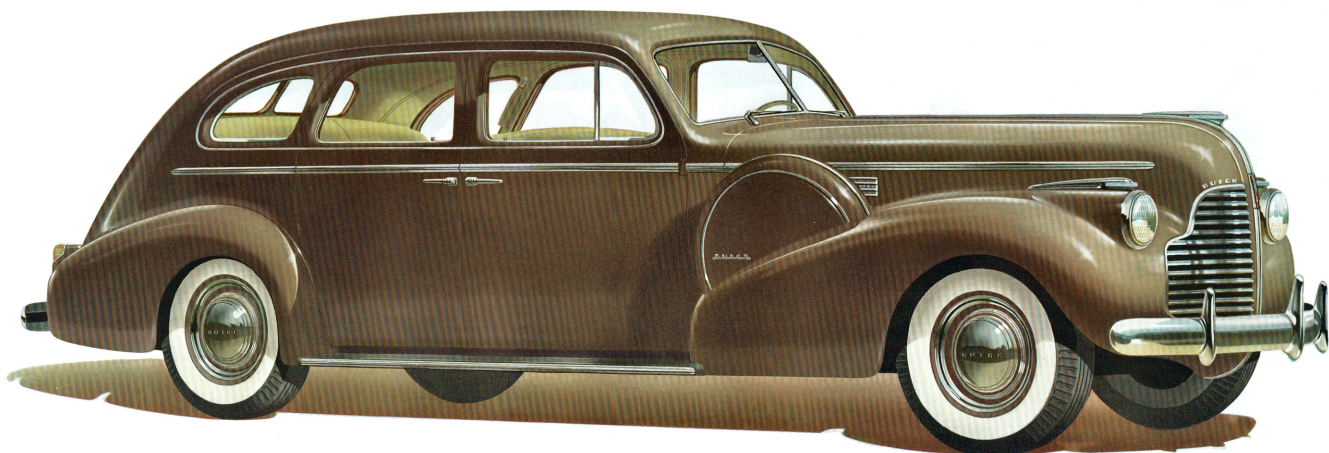






# *The Buick Limited Streamlined Sport Sedan*

ONE HUNDRED THIRTY-THREE INCH  
WHEELBASE



*Model 87* \* Corresponding in size, capacity, and finish to the 133-inch wheel base four-door touring sedan, this sedan is available on special order only. It differs only in that it has the plain back, sloping in one unbroken line from roof

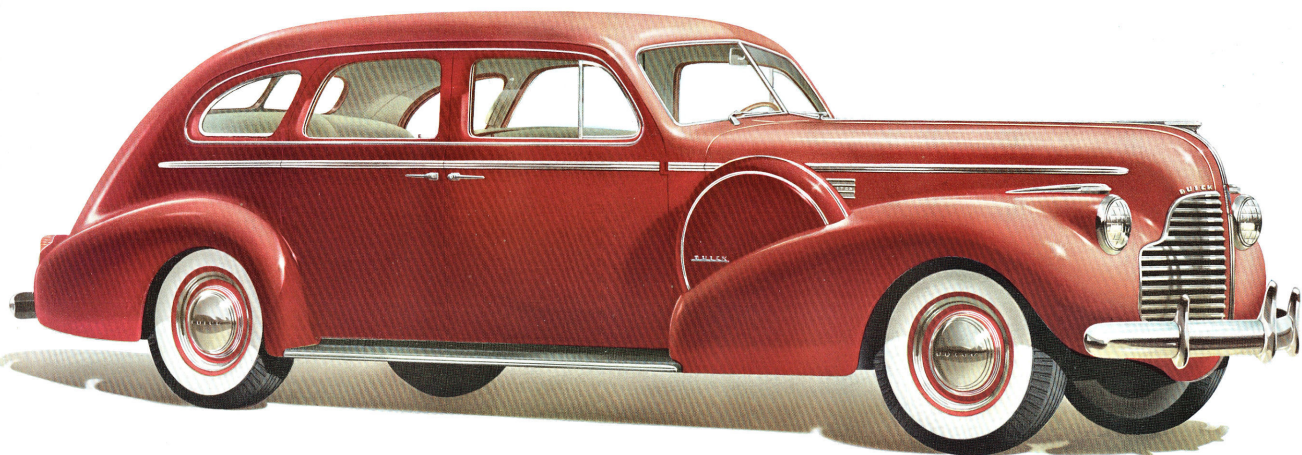
to bumper. Its luggage compartment is only slightly smaller than its companion car. Over-all length is 219 inches. The power plant is the 141-horsepower Buick Mircropoised Dynafash valve-in-head straight-eight engine.





# *The Buick Limited Streamlined Formal Sedan*

ONE HUNDRED THIRTY-THREE INCH  
WHEELBASE



*Model 87-F* \* Here again is a model available on special order for those who prefer the plain back to the trunk back body style. Like the formal sedan previously shown, this model has a plate glass partition in the front seat-back, which may

be raised by turning a convenient hand crank to separate the driver's compartment. Over-all length is 219 inches. The power plant is the 141-horsepower Buick Micro-poised Dynaflex valve-in-head straight-eight engine.





# *The Buick Limited Sport Convertible Phaeton*

ONE HUNDRED THIRTY-THREE INCH  
WHEELBASE

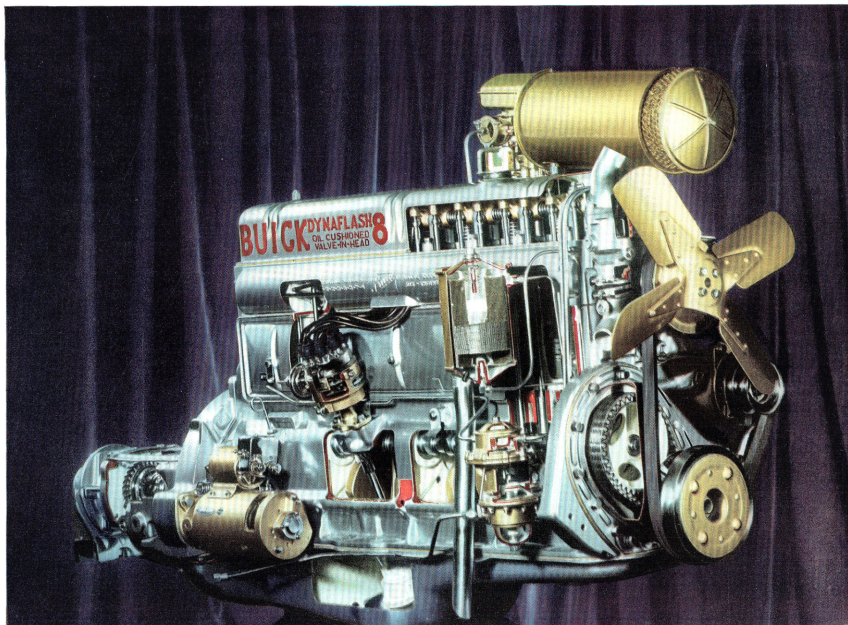


*Model 80-C* \* If your taste runs to extreme simplicity of line, you may prefer a car with the plain back instead of the usual trunk back. This model, available on special order only, is identical to the convertible phaeton previously shown,

except for the plain back and a slightly smaller luggage compartment. Over-all length is 219 inches, and the power plant is the stirring 141-horsepower Buick Micro-poised Dynaflash valve-in-head straight-eight engine.



# The Buick Micropoised Dynaflash Valve-in-Head Straight-Eight Engine



\* Source of the Limited's flooding power and unflinching brilliance is the Buick power plant, an engine unlike any other in the fine car field. From its valve-in-head design, it gets a thermal efficiency at least ten per cent greater, size for size, than engines of any other type. This principle is applied in airplane motors and special racing motors because it converts more heat into power, with a lower loss into the cooling system.

In addition, all Buick engines employ a special "cyclompression" principle, which adds almost another ten per cent to their power. This principle involves the use of special Turbulator Pistons, which, by creating higher compression with no pre-ignition "ping,"

extract more good from each charge of fuel. This exclusive design alone accounts for eleven of the 141 horsepower developed by the Limited's power plant at 3,600 r.p.m.

Beyond this, the engine is a marvel of smoothness by reason of a special production step unduplicated in any other automobile plant. After assembly, each engine is run-in on the test block. It is then transferred to a special bed and run under its own power at full speed, while a steel pointer picks up any trace of vibration.

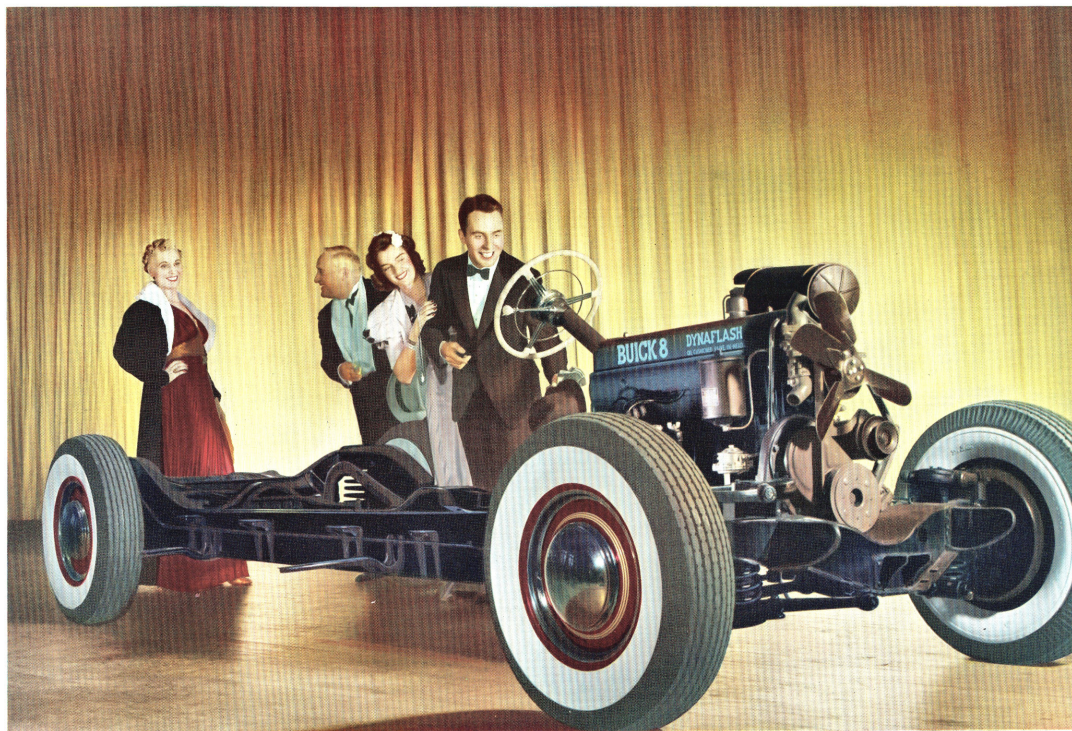
Translated into a moving light beam, vibration can be measured with accuracy not previously possible. Furthermore, the location of the off balance, which causes the vibration, is located, and

balance can be restored by removing the minimum of metal from the flywheel. This method supplements, but does not replace, the usual method of securing smoothness by balancing parts before assembly. In this regard, Buick follows the usual procedure of balancing moving parts within extremely close limits.

But with micro-balancing all engines used in production can be held to limits of a fraction of an inch ounce of perfect balance, where the closest limits which could be assured previously were from one to two inch ounces of perfect balance. Thus, the Limited has a power plant which for efficiency, economical and effective use of fuel, and operating smoothness is without equal.



# The Buick Limited Chassis



\* The chassis is the foundation upon which any car is built. Without an exceptional chassis, it is obvious that neither exceptional comfort and steadiness nor exceptional performance can be obtained. Here illustrated is the ruggedness of the Buick Limited chassis, with its nine-inch-deep frames, rigidly cross braced and with full cross section side rails for strength.

Equally important to steadiness and roadability is the full-length torque tube. This rigid tube, extending from transmission to rear axle, not only encloses the entire propeller shaft, protecting it from dirt and grime, but takes all drive thrust of the rear wheels.

This enables Buick to employ rugged springs of coiled steel on rear wheels in place of the usual leaf springs. Since the latter must take up driving thrust as well as cushion the car, it is obvious that they must perform a dual role, while coil springs can be designed solely for soft comfort.

This construction also eliminates many skid risks, gives positive traction on all surfaces, and results in longer rear tire life. Springs retain uniform softness throughout the life of the car and never need greasing or other attention.

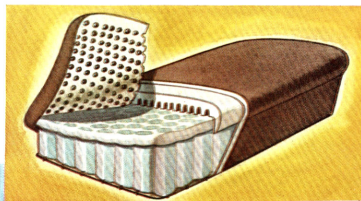
In addition to its torque tube drive and BuCoil springing, the

Limited offers numerous mechanical advantages in such things as its "linger flick" Handi-shift transmission; its self-energizing tip-toe hydraulic brakes; ultrarapid cooling, which provides a complete circulation of coolant every two seconds; and the like.

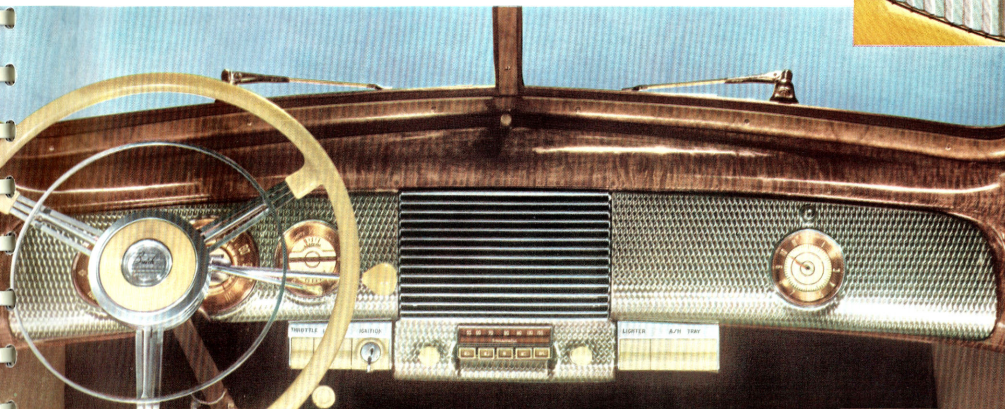
While it may be thought safe to assume that any car of the Limited's price is a mechanically dependable car, carefully engineered and meticulously made, a little time spent in inquiring into the structural detail of the Limited will reveal numerous basic Buick advantages which make this car not only an able performer but a value not to be equaled elsewhere.



# Noteworthy Equipment and Appointments



Illustrated here is the Foam-lez construction used in all seat cushions. Many soft spiral springs in individual bags form the base. Over this is a layer of soft, porous, self-ventilating foam rubber, then a cotton pad and the final upholstery material. The result is a cushion that you ride in rather than on.

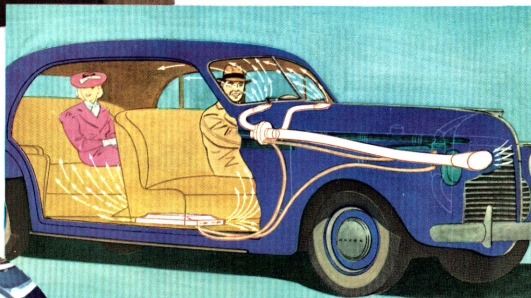


It is not possible, in a brochure of this nature, to present every detail of a car so full of noteworthy detail as the Limited. The best we can do is to show the high spots that characterize the rich quality of the whole fine carriage.

The instrument panel, for example, is a thing of surpassing beauty, with its rich engine-turned finish in two-toned silver and indirectly lighted instrument dials in ivory and bronze. Instruments are directly in line with the eye, and a red line around the speedometer shows when speed exceeds fifty. The radio, in the center, brings in five stations with push-button tuning, and is an instrument of tone quality to match the finest home receivers. The entire right-hand side of the dash is a glove compartment, with an accurate electric clock in the center of the door.

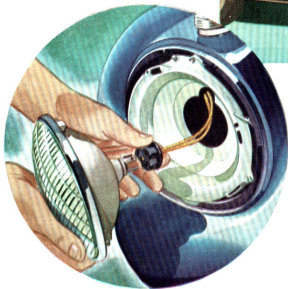


The small lever above the gearshift bar controls the Fore-n-Aft Flash-Way direction signal, standard on all models. Flipped up, it signals a left turn through the rear signal and the left-hand parking light; flipped down, it similarly signals a right turn to both front and rear. After the turn has been made, the signal automatically shuts itself off.



There is cold-weather comfort with greater driving safety in the Buick Fresh-Aire heating system, built into all Limiteds as standard equipment. A highly efficient underseat heater distributes warmth to both front and back compartments. It can maintain a comfortable temperature in zero weather. But, in addition, a special supply of fresh air is drawn in from the radiator grille. Tempered by a special unit in the cool, this is distributed through the car at breathing level, avoiding the drowsiness that can come from driving in a closed, heated car. Windshields are defrosted and de-iced by the inbuilt defroster.

Important to your safety is the new Safety-Sealed Beam headlighting, which is standard on all 1940 Buicks. Filament, lens, and reflector are built into one replaceable unit, which is sealed against the weather. This eliminates seepage of dust, dirt, and moisture into the headlight, which tarnishes the reflector and causes a gradual but dangerous loss in efficiency. Putting more light on the road at the outset, these headlights provide better light for a longer period than has been possible previously.





# Specifications

## LIMITED \* Series 90

**BUICK VALVE-IN-HEAD STRAIGHT-EIGHT ENGINE**—Bore and stroke,  $3\frac{1}{8}$  x  $4\frac{1}{8}$  inches. Displacement, 320.18 cubic inches. Buick Turbulator Pistons. Compression ratio, 6.25 to 1. Full-pressure lubrication to main, connecting rod, and camshaft bearings, and to rocker arms. Counterweighted crankshaft with torsional balancer. Filtered crankcase ventilation. Oil filter. Oil capacity (refill), 8 quarts.

**FUEL AND EXHAUST SYSTEM**—Dual downdraft aero type carburetor. Thermostatic heat control; automatic choke; automatic idle control. Intake silencer and air cleaner. Fuel and vacuum pump. Fuel filter. Concealed gas tank filler. Fuel tank capacity, 19 gallons. Straight-through resonance type muffler.

**COOLING SYSTEM**—Thermostat and bypass temperature control; pressure relief valve in filler cap. Water capacity, 17 quarts.

**CLUTCH AND TRANSMISSION**—Single dry plate clutch. Facing area, 107.0 square inches. All-silent Synco-Mesh transmission, helical gears. Handi-shift transmission control.

**REAR AXLE**—Semifloating rear axle with hypoid gears. Torque tube drive. Rear axle

ratio, 4.555 to 1. One universal joint, automatically lubricated from transmission.

**SUSPENSION**—Independent front wheel suspension with ride stabilizer. Torque-free rear springing. All coil springs.

**STEERING**—Worm and double roller. Ratio, 22 to 1. Center point control.

**FRAME**—Girder X type frame; 9 x  $2\frac{1}{4}$  x  $\frac{1}{8}$  inches.

**SHOCK ABSORBERS**—Front, double-acting inertia controlled, integral with independent suspension unit. Rear, double-acting end-to-end type.

**BRAKES**—Four-wheel hydraulic. Cast-iron ribbed brake drums. Size, 14 x 2 inches. Independent cable-controlled parking brake.

**ELECTRICAL SYSTEM**—Delco-Remy, two unit, 6-8 volt. Solenoid starter with dual control. Safety Sealed Beam headlights with foot dimmer switch. Battery mounted under hood. "High output" generator with voltage and current regulator. Flash-Way direction signal front and rear.

**WHEELS AND TIRES**—Demountable steel disc wheels. Tire size, 16 x 7.50—6 ply.

**WHEEL BASE**—140 inches.

## LIMITED \* Series 80

**BUICK VALVE-IN-HEAD STRAIGHT-EIGHT ENGINE**—Bore and stroke,  $3\frac{1}{8}$  x  $4\frac{1}{8}$  inches. Displacement, 320.18 cubic inches. Buick Turbulator Pistons. Compression ratio, 6.25 to 1. Full-pressure lubrication to main, connecting rod, and camshaft bearings, and to rocker arms. Counterweighted crankshaft with torsional balancer. Filtered crankcase ventilation. Oil filter. Oil capacity (refill), 8 quarts.

**FUEL AND EXHAUST SYSTEM**—Dual downdraft aero type carburetor. Thermostatic heat control, automatic choke, automatic idle control. Intake silencer and air cleaner. Fuel and vacuum pump. Fuel filter. Concealed gas tank filler. Fuel tank capacity, 19 gallons. Straight-through resonance type muffler.

**COOLING SYSTEM**—Thermostat and bypass temperature control; pressure relief valve in filler cap. Water capacity, 17 quarts.

**CLUTCH AND TRANSMISSION**—Single dry plate clutch. Facing area, 107.0 square inches. All-silent Synco-Mesh transmission, helical gears. Handi-shift transmission control.

**REAR AXLE**—Semifloating rear axle with hypoid gears. Torque tube drive. Rear axle

ratio, 4.182 to 1. One universal joint, automatically lubricated from transmission.

**SUSPENSION**—Independent front wheel suspension with ride stabilizer. Torque-free rear springing. All coil springs.

**STEERING**—Worm and double roller. Ratio, 22 to 1. Center point control.

**FRAME**—Girder X type frame, 9 x  $2\frac{1}{4}$  x  $\frac{1}{8}$  inches.

**SHOCK ABSORBERS**—Front, double-acting inertia controlled, integral with independent suspension unit. Rear, double-acting end-to-end type.

**BRAKES**—Four-wheel hydraulic. Cast-iron ribbed brake drums. Size, 14 x 2 inches. Independent cable-controlled parking brake.

**ELECTRICAL SYSTEM**—Delco-Remy, two unit, 6-8 volt. Solenoid starter with dual control. Safety Sealed Beam headlights with foot dimmer switch. Battery mounted under hood. "High output" generator with voltage and current regulator. Flash-Way direction signal front and rear.

**WHEELS AND TIRES**—Demountable steel disc wheels. Tire size, 16 x 7.50—4 ply.

**WHEEL BASE**—133 inches.

*Buick Motor Division, General Motors Sales Corporation, reserves the right to make changes in specifications or equipment at any time without incurring any obligation to install them on cars previously sold*

**YOUR CAR IS AN INVESTMENT**—and, like all investments, entitled to proper care and attention. Your local Buick dealer is one of a nation-wide organization of some three thousand specialists in servicing Buicks. His mechanics have the benefit of factory training, and his equipment is selected for use in servicing Buicks.

As a local businessman, he naturally wants your good will, and seeks to earn it through prompt, courteous, thorough, and knowing attention to your car's needs. His prices will be found to be no higher than prices for good work should be. It is wise and, in the long run, economical to put your car in his hands for service at the beginning—and for the full length of its service.

**BUICK'S EASY TO BUY THIS WAY**—Ask your dealer to work out GMAC finance terms on a new Buick and you'll find that a very few dollars a month beyond what you'd pay for smaller cars will put a Buick in your garage. The General Motors Acceptance Corporation was organized to help make this possible. It provides complete insurance protection designed especially for the new car buyer, and it includes no fees or extras beyond a small financing charge. Payments can be fitted to your purse by distributing them over periods of from 6 to 18 months. Compare the cost of this method—not forgetting to make sure you get equal insurance protection—and you will find that it not only makes buying a Buick easy but saves money over nearly any other form of buying on time.







