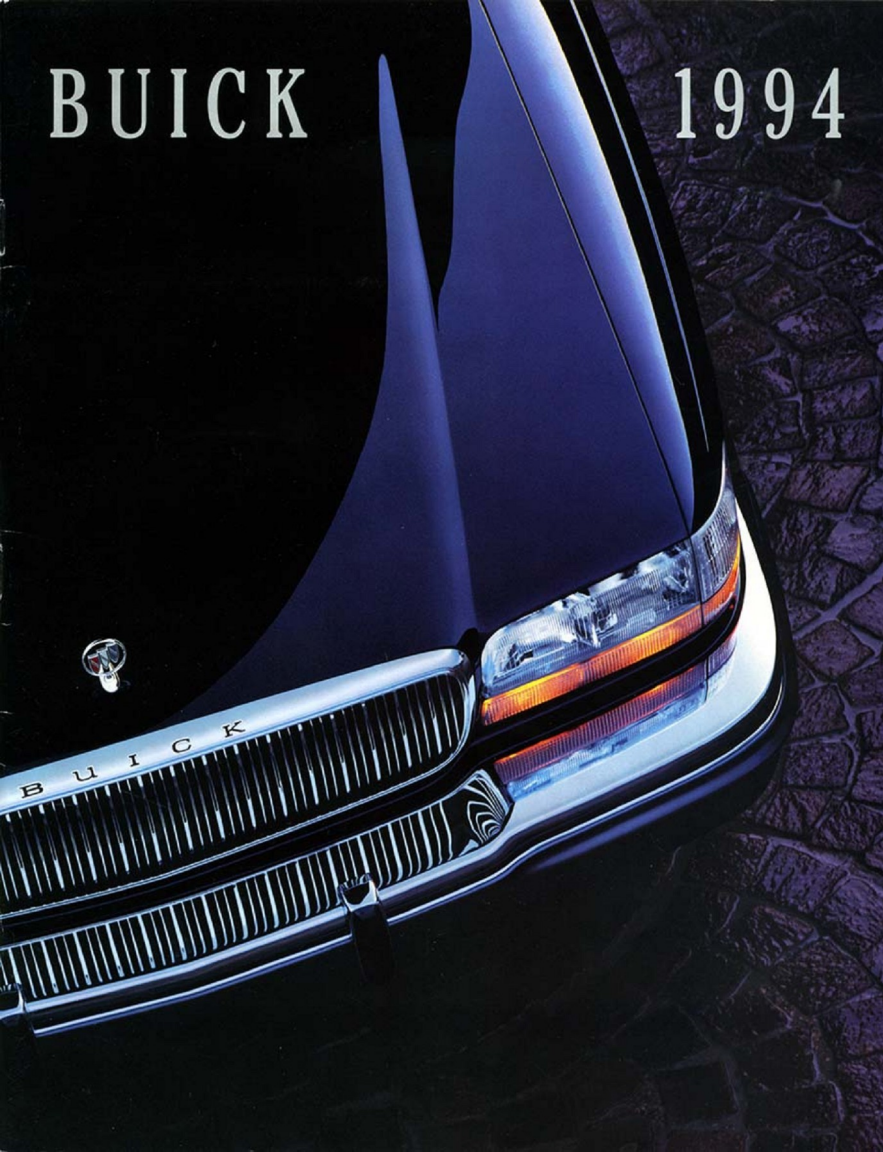


BUICK

1994





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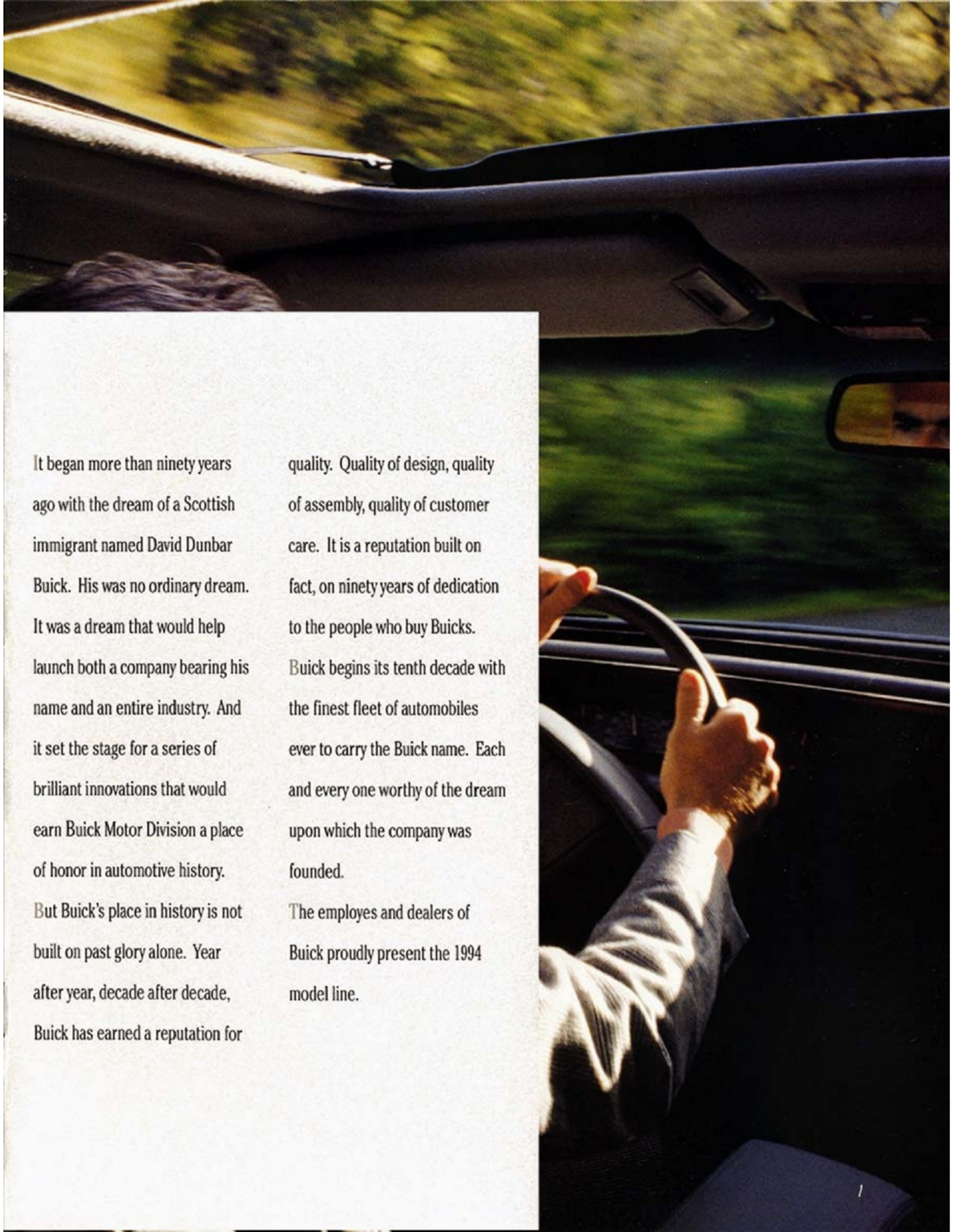
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It began more than ninety years ago with the dream of a Scottish immigrant named David Dunbar Buick. His was no ordinary dream. It was a dream that would help launch both a company bearing his name and an entire industry. And it set the stage for a series of brilliant innovations that would earn Buick Motor Division a place of honor in automotive history.

But Buick's place in history is not built on past glory alone. Year after year, decade after decade, Buick has earned a reputation for

quality. Quality of design, quality of assembly, quality of customer care. It is a reputation built on fact, on ninety years of dedication to the people who buy Buicks. Buick begins its tenth decade with the finest fleet of automobiles ever to carry the Buick name. Each and every one worthy of the dream upon which the company was founded.

The employees and dealers of Buick proudly present the 1994 model line.

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1995 Riviera.

A Buick for the next millennium.

Swiftly, silently, the 1995 Buick Riviera is coming. The proud

result of extensive development, this Riviera may be the most innovative Buick ever built. And it

is undoubtedly the most exciting Riviera since the very first of this line stunned the automotive

world over thirty years ago. Swiftly, silently, the 1995 Buick Riviera is coming. The Riviera

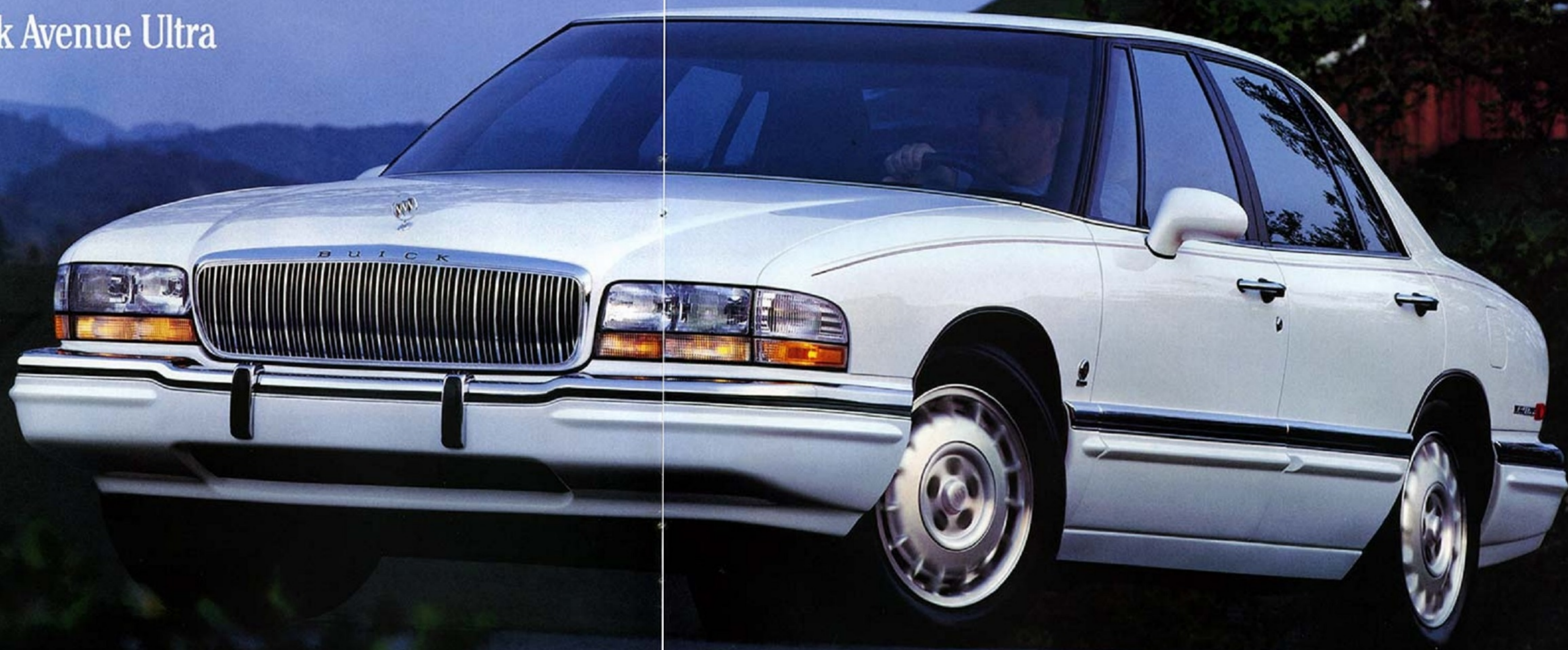
you've been waiting for is coming to your Buick showroom in the summer of 1994.

The luxury
of a precision
driving
machine.

...

Among the highly refined automobiles of Buick, Park Avenue Ultra is undoubtedly the most highly refined. From the artful curves of its gracefully flowing form to its extraordinary performance capabilities and advanced technology, Park Avenue Ultra stands at the pinnacle of the automotive world. We proudly offer Park Avenue Ultra as the flagship of the 1994 Buick car lineup.

Park Avenue Ultra



The Park Avenue Ultra in Bright White with optional Gran Touring Package.

From dual automatic ComforTemp climate control, to rich supple leathers and the security of dual air bags, Ultra provides a luxurious passenger cabin environment.



Ultra's stirring performance capability springs from its muscular 225-horsepower 3800 supercharged V6 engine.

■ MODEL
Park Avenue Ultra

■ ENGINE
3.8-litre 3800 supercharged V6 with sequential-port fuel injection, 225 hp

■ BRAKES
power, anti-lock, front disc/rear drum

A premium luxury automobile

... Park Avenue has been described as a symphony of curves. Which makes it easy to understand why it has inspired the world's automotive designers. Its impeccable road manners, smooth power and sumptuous comfort will inspire you. Because it is built to the standards of Buick, you will value it as much tomorrow as you do today. The 1994 Park Avenue. It's everything you expect from Buick.

Park Avenue



Park Avenue beauty endures. Two-sided galvanized steel body panels will resist corrosion for years to come.



Available dual automatic ComforTemp climate control enables driver and passenger to vary their own individual temperature levels.



Park Avenue's instrument panel wraps around the driver cockpit, bringing vital instruments and controls close. Dual air bags are standard.

Lock or unlock your car, turn on interior lights or open the trunk from as far as 30 feet away with available remote keyless entry.



- MODEL
Park Avenue Sedan
- ENGINE
3.8-litre 3800 sequential-port fuel-injected V6, 170 hp
- BRAKES
power, anti-lock, front disc/rear drum

The most spacious Buick sedan.

...

Buick Roadmaster is a sterling example of the traditional luxury automobile. Built on a full perimeter frame, the rear-wheel-drive

Roadmaster offers the substantial qualities inherent in classic luxury car design. For 1994, Buick Roadmaster features a new

260-horsepower V8 engine, making it the most powerful American car of its kind and one of the most satisfying automobiles you can own.

Roadmaster



The Roadmaster Limited Sedan in Adriatic Blue.

Roadmaster's passenger compartment features dual air bags and available leather in seating areas.



New for 1994 is Roadmaster's 260-horsepower powerplant. This high-torque V8 makes towing a breeze.

Roadmaster Estate Wagon offers the power and luxury of the Sedan plus the spaciousness of a wagon.

■ MODELS
Sedan
Limited Sedan
Estate Wagon

■ ENGINE
5.7-litre sequential-port fuel-injected V8, 260 hp

■ BRAKES
power, anti-lock, front disc/rear drum

First choice
of American
families.

♦ ♦ ♦

The luxurious
LeSabre Sedan
is the best-selling
full-size sedan in
America.* A fact
that comes as no
surprise given
LeSabre's
extensive list
of amenities and
safety features.

A list that includes
dual air bags,
advanced anti-lock
braking and a steel
safety cage body
unit. Powerful

evidence of Buick's
deep commitment
to advanced
occupant
protection.

*Based on 1993 model sales
Oct. 1, 1992, through May 1993.

LeSabre

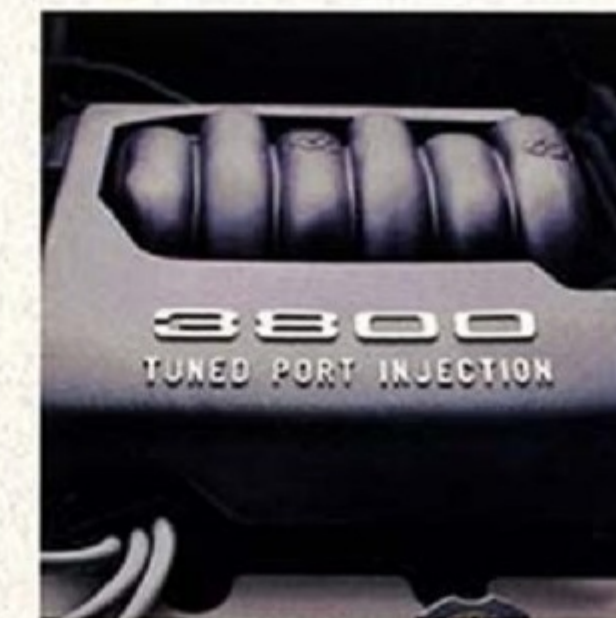


*The LeSabre Limited Sedan: traditional
Buick quality in an automobile with
contemporary appeal.*

*With convenient door-mounted accessory
controls and bold analog instruments,
LeSabre puts everything you need right
where you want it.*



*Standard dual air bags, when used with
three-point seatbelts, can help prevent
injury in certain severe frontal impacts.*



*LeSabre's 3800 sequential-port fuel-
injected V6 engine provides silky-smooth
power and assertive response.*

■ MODELS
Custom Sedan
Limited Sedan

■ ENGINE
3.8-litre 3800 sequential-
port fuel-injected V6,
170 hp

■ BRAKES
power, anti-lock, front
disc/rear drum

Measure it against the world.

Compare Buick Regal to the most acclaimed imports. Study Regal's smooth sculpted lines. Consider the response of its potent V6 powerplant. Test the surefootedness of its fully independent suspension. See how it tames a potholed city street. Note the fit of its body panels and the quality of its finish. Measure Buick Regal against the rest of the automotive world.

Regal



With the 3800 V6 and Gran Touring suspension, Regal Gran Sport Sedan is equipped for enthusiastic driving.

Between Regal's plush yet deeply supportive seats you'll find a convenient armrest/storage compartment. Shown with available leather in the seating areas and standard driver air bag.



The available sliding glass Astrorooftop opens to provide abundant fresh air and a wealth of golden sunshine.

Regal Gran Sport offers the driving characteristics of a world-class touring coupe. Shown with standard 16-inch aluminum wheels.



Regal Custom Sedan (inset) is designed to meet the strictest requirements of the most accomplished drivers.

■ MODELS
Custom Coupe, Sedan;
Limited Sedan;
Gran Sport Coupe, Sedan

■ ENGINES
3.1-litre 3100 sequential-
port fuel-injected V6,
160 hp; standard on Custom
3.8-litre 3800 sequential-
port fuel-injected V6,
170 hp; standard on
Limited and Gran Sport,
available on Custom

■ BRAKES
anti-lock, power 4-wheel
disc

The luxury of a formal sedan.

Century's appearance is stylish. Its list of standard equipment is extensive. For 1994, it offers a choice of two advanced new powerplants. Yet Buick Century is designed to meet the expectations of those who prefer genuine luxury in a mid-size sedan.

Century is an automobile designed to meet the requirements of those who demand exceptional quality.

Century



Standard anti-lock brakes help maintain steering control and prevent skidding when braking on most surfaces.

Century Special Wagon is a premium automobile that offers substantial cargo-carrying capability.



The Century Custom Sedan has the elegant look of a traditional luxury sedan.

Century Custom's passenger cabin features the traditional elegance of finely tailored cloth upholstery, and driver air bag.

■ MODELS
Special Sedan
Special Wagon
Custom Sedan

■ ENGINES
2.2-litre 2200 port fuel-injected I4, 120 hp; standard

3.1-litre 3100 sequential-port fuel-injected V6, 160 hp; available

■ BRAKES
power, anti-lock, front disc/rear drum

The intelligence of advanced design.

It is very difficult to remain inconspicuous behind the wheel of a 1994 Buick Skylark. Because this is an automobile that draws attention and admiring glances. This is an automobile styled for the 1990s and beyond, yet fitted with the amenities you expect from Buick. Skylark is an automobile built with the attention to quality for which Buick is famous.

Skylark



The 1994 Skylark Gran Sport Coupe in Bright Red.

Skylark's bold analog instruments are unobstructed and easy to read. Optional on Custom.



The Skylark Gran Sport Sedan in Black. Shown with standard 16-inch aluminum wheels.

The passenger cabin of the Skylark Gran Sport is upholstered in fine natural leather with rich fabric, and features a driver air bag.

■ **MODELS**
Custom Coupe, Sedan;
Limited Sedan;
Gran Sport Coupe, Sedan

■ **ENGINES**
2.3-litre Quad OHC multi-
port fuel-injected four-
cylinder, 115 hp; standard
on Custom and Limited

3.1-litre 3100 sequential-
port fuel-injected V6,
155 hp; standard on
Gran Sport, available on
Custom and Limited

■ **BRAKES**
power, anti-lock, front-
disc/rear drum

• BUICK SAFETY •

Occupant Protection

- Supplemental Restraint System driver air bags are standard on all 1994 Buick models. (Driver and passenger air bags are standard on LeSabre, Roadmaster and Park Avenue/Ultra)
- Automatic lap/shoulder safety belts, driver and right front passenger (Skylark, Century, Regal)
- Manual lap/shoulder safety belts, outboard rear-seat positions
- Manual lap safety belts, center-seat positions (Park Avenue/Ultra, Roadmaster, LeSabre)
- Energy-absorbing steering column
- Energy-absorbing instrument panel
- Interlocking door latches
- Laminated windshield glass, urethane bonded
- Side-guard door beams
- Passenger-guard inside door lock handles



- Folding front seatback locks, inertia type/manual, two-door models
- Safety armrests
- Head restraints, adjustable or integral, front
- Breakaway inside rearview mirror
- Security door locks and door retention components
- Automatic door locking system (standard on all 1994 models)
- Tempered safety glass, side and rear windows
- Pressure-relief fuel cap
- Front and rear crush zones
- Child security locks (Skylark, LeSabre, Roadmaster, Park Avenue/Ultra)
- Pressure-lock radiator cap
- Dual sun visors

Accident Avoidance

- Anti-lock brakes (standard on all 1994 models)
- Side marker lamps and reflectors
- Parking lamps
- Four-way hazard warning flashers
- Backup lamps



- Center high-mounted stop lamp
- Directional signal control
- Windshield defrosters, washer and multi-speed wipers
- Inside day/night rearview mirror
- Outside rearview mirrors
- Brake system with dual master cylinder plus warning light
- Starter safety switch
- Dual-action hood latch
- Low-glare finish (inside windshield moldings, wiper arms and blades, metallic steering wheel surfaces)
- Illuminated heater and defroster controls
- Illuminated windshield wiper and washer controls (when located on instrument panel)
- Tires with built-in tread wear indicators
- Safety road wheel rims
- Traction control (Park Avenue/Ultra, LeSabre Limited)
- Audible disc brake lining wear indicators
- Door warning light/reflector (Skylark, Century, Regal, LeSabre, Roadmaster Limited Sedan, Park Avenue/Ultra)
- Brake/transmission shift interlock (Skylark, LeSabre, Roadmaster, Park Avenue/Ultra)
- Electric rear-window defogger



Theft Deterrence

- Visible vehicle identification number
- Laser-etched VIN plate
- Marked body parts (LeSabre, Park Avenue/Ultra)
- Theft-deterrent steering column lock
- PASS-Key® II personal security system
- Remote inside hood release

GM technician Jan Morris helped develop a level of side-impact protection for Buick Regal that already meets the 1997 government standard.



Anti-lock brakes are now offered on every automobile Buick makes.

Every Buick is equipped with driver-side or driver- and passenger-side air bags.

Every Buick is equipped with side-guard door beams for enhanced side-impact protection.



• QUALITY PLUS •

Quality Plus means you can count on the support and assistance of every person at Buick and your Buick dealership.

We want to be the best car company you ever owned.

You say you're buying a car, not a car company? We respectfully disagree. With your new Buick, you get the support and assistance of every person at Buick and your dealership. We call it Quality Plus. So, in a sense, you *are* buying a car company.

You are buying a car company dedicated to building both great automobiles and great customer relationships.

Quality Plus is our way of making sure everyone at Buick is behind you. That everyone puts in that extra effort to make sure your ownership experience is everything it can be. Of course

Quality Plus includes a package of special services. Services like our Quality Plus Delivery Process, a Bumper to Bumper warranty, Courtesy Transportation, 24-Hour Roadside Assistance and a Customer Assistance 800 hotline.

But Quality Plus goes beyond that. Quality Plus is an attitude, a way of doing business. Quality Plus means that Buick is your car company. Today and down the road.



Buick quality means having the same confidence in your dealer that you would have in a member of your family.



Quality Plus means mile after mile of carefree driving in the best-backed Buicks ever built.

For information about these new Buicks, complete and mail this postage-paid card or call 1-800-4A-BUICK.

- | | | |
|-------------------------------------|----------------------------------|--------------------------------------|
| <input type="checkbox"/> Riviera | <input type="checkbox"/> Ultra | <input type="checkbox"/> Park Avenue |
| <input type="checkbox"/> Roadmaster | <input type="checkbox"/> LeSabre | <input type="checkbox"/> Regal |
| <input type="checkbox"/> Century | <input type="checkbox"/> Skylark | <input type="checkbox"/> Full Line |

Do you presently hold a GM Card or GM Gold Card?
 Yes No

Are you interested in leasing? Yes No

Please help us to better understand your automotive needs by completing the brief survey below:

Which vehicle are you planning to replace?

MAKE _____ MODEL _____ YEAR _____

Which vehicles are you considering for your next purchase?

MAKE _____ MODEL _____ YEAR _____

A. _____

B. _____

C. _____

When do you plan to purchase your next vehicle?

- | | | |
|---|--------------------------------------|--------------------------------------|
| <input type="checkbox"/> Within 1 month | <input type="checkbox"/> 1-3 months | <input type="checkbox"/> 3-6 months |
| <input type="checkbox"/> 6-9 months | <input type="checkbox"/> 9-12 months | <input type="checkbox"/> Over 1 year |

NAME (Mr./Mrs./Ms.) _____

ADDRESS _____

CITY _____ STATE _____

ZIP _____ PHONE () _____

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Buckle up, America!



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BUICK
 The New Symbol For Quality In America.



• QUALITY PLUS •

Quality Plus means you can count on the support and assistance of every person at Buick and your Buick dealership.



Quality Plus means mile after mile of carefree driving in the best-backed Buicks ever built.

Important:

A word about this catalog.

We have tried to make this catalog as comprehensive and factual as possible. We reserve the right, however, to make changes at any time, without notice, in prices, colors, materials, equipment, specifications, models and availability. Since some information may have been updated since the time of printing, please check with your Buick dealer for complete details.

A word about engines.

Buicks are equipped with engines produced by different operating units of GM, its subsidiaries or GM suppliers worldwide.

A word about assembly of Buicks.

Buicks are assembled by different operating units of General Motors, its subsidiaries or GM suppliers worldwide. Buicks incorporate thousands of components produced by different operating units of GM, its subsidiaries or GM suppliers worldwide. We sometimes find it necessary to produce Buicks with different or differently sourced components than originally scheduled. All such components have been approved for use in Buicks and will provide the quality performance associated with the Buick name. Since some options may be unavailable when your vehicle is assembled, we suggest that you verify with

your dealer that your vehicle includes the equipment you ordered, or if there are changes, that they are acceptable to you.

A word about updated service information.

Buick regularly sends its dealers useful service bulletins about Buick products. Buick monitors product performance in the field. We then prepare bulletins for servicing our products better. Now you can get these bulletins, too. Ask your dealer. To get ordering information, call toll-free 1-800-551-4123.

A word about warranty.

The GM 3-year/36,000-mile Bumper to Bumper warranty covers repairs for any new Buick, including labor and parts, to correct any defects in material or workmanship occurring during the warranty period. The complete vehicle (except tires, which are covered by their manufacturer) will be covered for 3 years or 36,000 miles, whichever comes first. Body sheet metal rust-through from corrosion is covered for 6 years or 100,000 miles, whichever comes first. See your Buick dealer for terms of this limited warranty. Supplemental Restraint System coverage is 3 years regardless of mileage.

The GM Card.

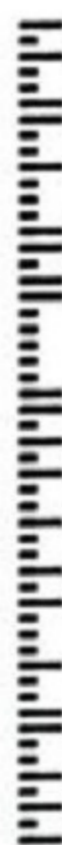
For information or to apply for the GM Card or GM Gold Card, call 1-800-8GM-CARD.



Buick quality means having the same confidence in your dealer that you would have in a member of your family.

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FIRST-CLASS MAIL PERMIT NO. 307 BLOOMFIELD HILLS, MI
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PO BOX 508
BLOOMFIELD HILLS MI 48303-9873



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Buckle up, America!



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BUICK
The New Symbol For Quality In America.

Almost everything we own can be replaced or repaired if we ruin it. Except our world. Our lakes and rivers, the mighty redwoods, and the bright green grass of spring cannot be replaced. If we destroy our planet, it's gone. We can't make a new one. At Buick, we are determined to protect our planet and natural resources. Many Buicks are finished with paint systems designed to reduce environmental harm. More and more parts are manufactured with recycling codes. And Buick air conditioning systems now use only non-ozone depleting gases. But that's only the beginning. We are working constantly to develop new methods and materials that will prove ever more friendly to our planet. We pledge our total commitment to environmental reform.

