



1995 BUICK





Quality beyond craftsmanship.

.....

At Buick, allegiance to quality runs very deep — and it extends far beyond fit and finish and the precision of moving parts.

It is, and will always be, a *total* ownership experience. The definition of Buick quality is all-encompassing. It means automobiles that continue to exhibit durability, reliability, meaningful luxury and superb engineering.

Safety is integral to the meaning of Buick quality, as are beautiful styling, generous comfort and concern for the environment. Above all, Buick quality is constant. It is the ongoing factor that will bring you back, time and again, for one new Buick after another. Quite simply, *you* are the reason for Buick quality.

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RIVIERA

MODEL
Riviera Coupe

ENGINES
3.8-litre 3800 Series II V6, sequential fuel injection, 205 horsepower (standard)

3.8-litre supercharged 3800 V6, sequential fuel injection, 225 horsepower (optional)

BRAKES
Anti-lock, 4-wheel power disc

TRANSMISSION
Electronically controlled 4-speed automatic with overdrive

SUSPENSION
4-wheel independent with automatic level control

STEERING
Magnetic variable effort

DRIVE
Front-wheel



No finer example of Buick quality has ever been built.

The concept of a true personal luxury coupe was introduced with the stunning 1963 Riviera. Since then, a generation of designers and engineers has been charged with the mandate to improve it. This awesome task has been completed with great success: the all-new 1995 Riviera.

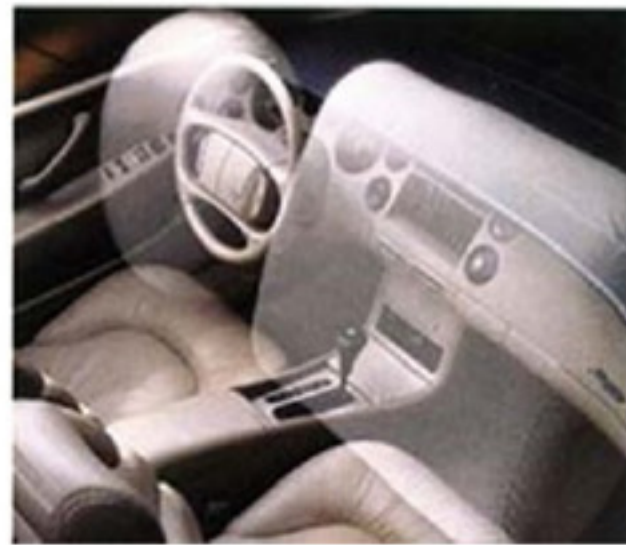


The pleasure of abundant living space and comfort-engineered seating makes the miles melt away. Through years of research, the Riviera's seating has reached an all-time high for advanced comfort development. Riviera interior shown with available, glove-soft Platinum Beige leather.



The solid integrity of a 25 Hz body structure contributes to its excellent handling and provides a smoother ride.

Dual air bags combine with three-point safety belts to provide an advanced level of front-seat occupant protection.



PARK AVENUE ULTRA

MODEL
Park Avenue Ultra

ENGINE
3.8-litre supercharged 3800 V6, sequential fuel injection, 225 horsepower

BRAKES
Anti-lock, power front disc/rear drum

TRANSMISSION
Electronically controlled 4-speed automatic with overdrive

SUSPENSIONS
DynaRide, front and rear independent, automatic level control (standard)

Gran Touring (available)

STEERING
Variable effort, power rack-and-pinion

DRIVE
Front-wheel



Ultra: It means well beyond the ordinary.



Smooth, linear acceleration and assertive, inspiring response are characteristic qualities of Park Avenue Ultra's high-torque, supercharged V6 powerplant. The supercharged 3800 V6 generates a V8-like 225 horsepower at 5000 rpm, 275 ft-lbs torque.

Available leather-surfaced driver and passenger heated seats take the edge off a chilly day, immediately. You have the option of a driver's seat and mirror that retain your favorite position with memory functions. Variable effort power steering provides a sense of fingertip control at any speed.



Tranquility and excitement are balanced in the luxury of this highly refined, precision driving machine. The supercharged 3800 V6 engine and variable effort steering display smooth power and handling ease. Park Avenue Ultra continues to live up to its name.

Driver and right front passenger air bags combine with three-point safety belts to provide an advanced level of front-seat occupant protection.



PARK AVENUE

MODEL
.....
Park Avenue Sedan

ENGINE
.....
3800 Series II V6,
sequential fuel injection,
205 horsepower

BRAKES
.....
Anti-lock, power
front disc/rear drum

TRANSMISSION
.....
Electronically controlled
4-speed automatic with
overdrive

SUSPENSIONS
.....
DynaRide, front and rear
independent (standard)

Automatic Ride Control
(available)

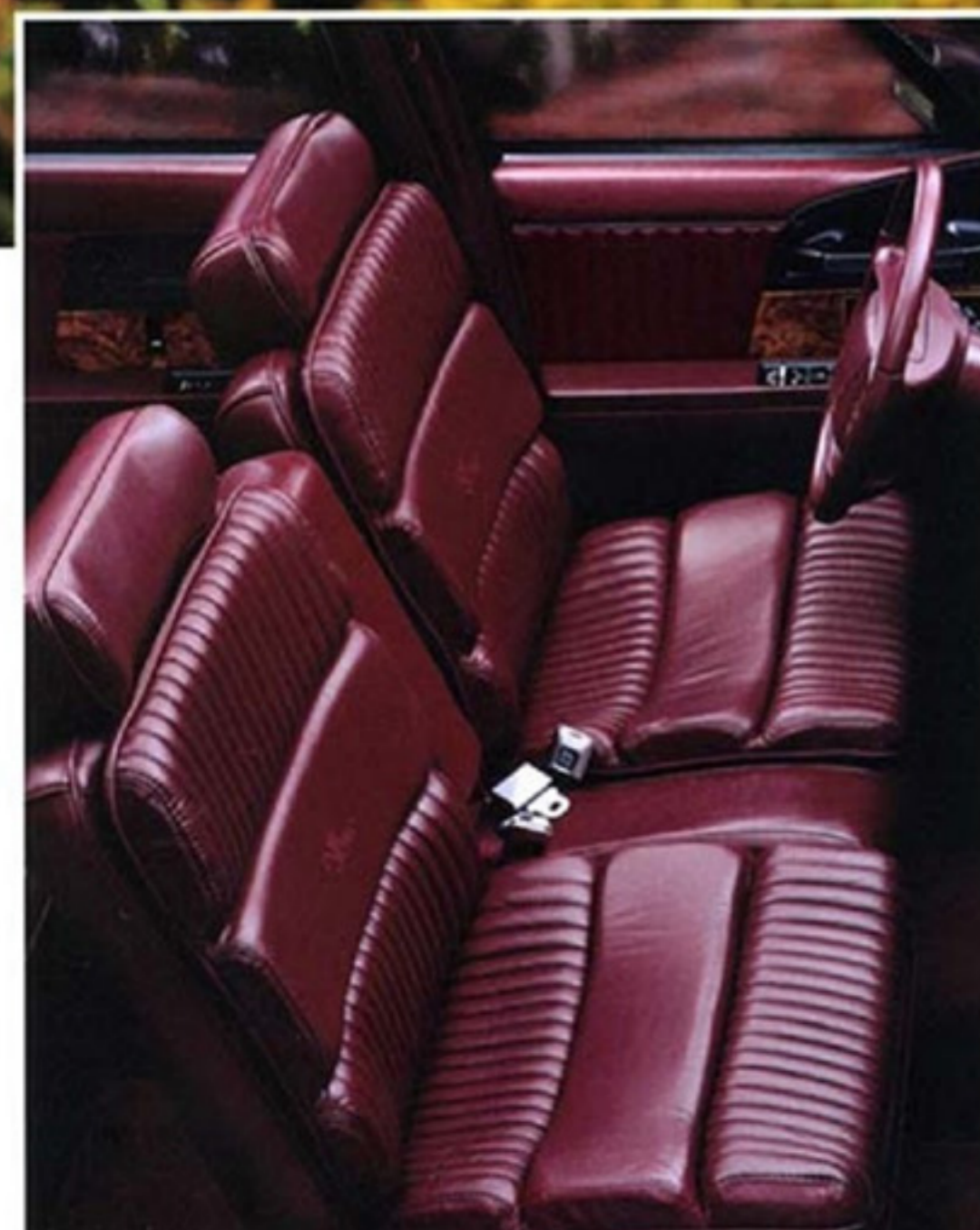
Gran Touring (available)

STEERING
.....
Power rack-and-pinion

DRIVE
.....
Front-wheel



The promise:
No compromise.



Park Avenue interior shown in Red leather. Available leather in seating areas is deeply padded for optimum support. Controls and switches are placed for optimum natural reach and movement. Full instrumentation with analog gauges is readable at a glance.

Spirited performance, yet elegant and luxurious comfort with generous accommodations for six. Powerful, yet smoothly efficient. Refined, graceful exterior, yet solid as a Buick underneath. This is consummate Buick quality, and, as always, it will not be compromised.

The all-new normally aspirated 3800 Series II V6 powerplant, with a generous 205 horsepower, provides smooth, responsive acceleration, plenty of power throughout the operating range and effortless cruising, hour after hour.



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

ROADMASTER



Luxury in another dimension.

This classic premium Buick is a full-frame rear-wheel-drive sedan with power to spare. Its 260-horsepower V8 makes it one of the most powerful American automobiles of its kind. Roadmaster is a beautiful dimension of prestigious luxury with large-scale power, safety and comfort.



Available dual heated seats and glove-soft leather seating surfaces indicate a good many comfortable miles to come. Six-way power driver and passenger seats with power recliner function are standard on Limited Sedan, available on Sedan and Estate Wagon.



The sophisticated and muscular 5.7-litre sequentially fuel-injected V8 is rated at 260 horsepower and 330 ft-lbs torque.

Expand your horizons with the 1995 Roadmaster Estate Wagon. The luxury of a Buick is matched with the versatility of an eight-passenger wagon engineered to handle big loads in comfort and style.



MODELS

Roadmaster Sedan
Roadmaster Limited Sedan
Roadmaster Estate Wagon

ENGINE

5.7 litre SFI V8,
sequential port
fuel injection,
260 horsepower

BRAKES

Anti-lock, power
front disc/rear drum

TRANSMISSION

Electronically controlled
4-speed automatic with
overdrive

SUSPENSIONS

DynaRide (standard
on Sedan/Limited Sedan)

Heavy duty
(standard on Estate Wagon)

Automatic level control and
limited-slip differential
(available)

STEERING

Power
(standard on Sedan)

Power variable effort with
steering dampener
(standard on Limited
Sedan/Estate Wagon,
available on Sedan)

DRIVE

Rear wheel

LE SABRE

MODELS

LeSabre Custom Sedan
LeSabre Limited Sedan

ENGINE

3800 SFI V6,
sequential fuel injection,
170 horsepower

BRAKES

Anti-lock, power
front disc/rear drum

TRANSMISSION

Electronically controlled
4-speed automatic with
overdrive

SUSPENSIONS

DynaRide, front,
independent MacPherson
strut and rear independent
(standard)

Gran Touring with automatic
level control (available)

STEERING

Power rack-and-pinion
(standard on Custom)

Variable effort,
power rack-and-pinion
(standard on Limited)

DRIVE

Front-wheel

The value of luxury.

Value and luxury are rarely spoken in the same sentence, unless Buick is being discussed. And, especially, LeSabre. There are many compelling reasons it's the best-selling full-size sedan in America for the last three model years.* Drive this premium full-size sedan and you'll soon see why.



Driver and right front passenger air bags, when used in conjunction with three-point safety belts, can help prevent injury in certain severe frontal impacts.



Convenient door-mounted accessory controls and bold, easily read analog instruments are located within natural movement of hand and eye. Interior shown with available Beige glove-soft leather in seating areas.



The acclaimed 3800 V6 offers a precisely balanced combination of smooth performance, efficiency and time-tested long-term reliability, producing 170 horsepower and 225 ft-lbs torque.

*Based on 1992 through April 1994 sales.

REGAL

MODELS

Regal Gran Sport Sedan
Regal Gran Sport Coupe
Regal Custom Sedan
Regal Custom Coupe
Regal Limited Sedan

ENGINES

3.1-litre 3100 SFI V6,
160 horsepower
(standard on Custom)

3.8-litre 3800 SFI V6,
sequential fuel injection,
170 horsepower (standard
on Limited/Gran Sport,
available on Custom)

BRAKES

Anti-lock, power
4-wheel disc

TRANSMISSION

Electronically controlled
4-speed automatic with
overdrive

SUSPENSIONS

DynaRide (standard
on Custom/ Limited)

Front, independent
MacPherson strut
(standard on all)

Gran Touring
(standard on Gran Sport,
available on Custom and
Limited Sedans; requires
3800 V6 engine)

STEERING

Power

DRIVE

Front-wheel



Fresh meaning for
"World Class."



The Regal Custom Sedan, shown in Adriatic Blue with optional 15-inch deluxe wheelcovers.

Regal has carved its place in the area of American classics as a premium mid-size sedan. Its truly elegant design, fleet and graceful performance, and safety features are impressive. Add Buick quality, and Regal is the preferred definition for world-class.

From its generously bolstered seats to its well-placed controls, Regal was designed for pure driving pleasure. Experience the deeply comfortable, highly functional Regal Gran Sport cockpit, featuring fine, supple leathers. Shown with optional Gray leather in seating areas.



Driver and right front passenger air bags are standard in all 1995 Regals. Another reminder that safety has been a Buick priority for over half a century.

CENTURY

MODELS

Century Custom Sedan
Century Special Sedan
Century Special Wagon

ENGINES

2.2-litre I4
with port fuel injection,
120 horsepower
(standard on Special)

3.1-litre 3100 SFI V6,
sequential-port fuel injection,
160 horsepower
(standard on Custom,
available on Special)

BRAKES

Anti-lock, power
front disc/rear drum

TRANSMISSIONS

3-speed automatic
(standard on Special)

Electronically controlled
4-speed automatic with
overdrive
(standard on Custom,
available on Special)

SUSPENSIONS

DynaRide
(standard on Sedan)

Front independent
MacPherson strut

STEERING

Power rack-and-pinion

DRIVE

Front-wheel



The tradition continues.

This stylish, mid-size luxury sedan is for those who know exactly what they want. Century offers true elegance, a choice of two quite sophisticated powerplants, and a long list of features. The attractive 1995 Century is a smooth-rolling example of Buick's tradition of quality.



Century Custom's passenger cabin features the traditional elegance of richly tailored cloth upholstery, a front-seat center armrest, and easily reached controls.



Century wagons, rich with luxury and up to 74.4 cubic feet of cargo space, make an ideal choice for those desiring a premium automobile with cargo versatility.

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



SKYLARK

MODELS

.....
Skylark Custom Sedan
Skylark Custom Coupe
Skylark Limited Sedan
Skylark Gran Sport Sedan
Skylark Gran Sport Coupe

ENGINES

.....
2.3-litre DOHC I4,
150 horsepower (standard
on Custom/Limited)

3100 SFI V6,
155 horsepower (standard
on Gran Sport, available on
Custom/Limited)

BRAKES

.....
Anti-lock, power
front disc/rear drum

TRANSMISSIONS

.....
3-speed automatic
(standard on Custom/
Limited)

Electronically controlled
4-speed automatic
(standard on Gran Sport,
available on Custom/
Limited)

SUSPENSIONS

.....
DynaRide (standard
on Custom/ Limited)

Front, independent
MacPherson strut
(standard on all)

Gran Touring
(standard on Gran Sport,
available on Limited)

STEERING

.....
Power rack-and-pinion

DRIVE

.....
Front-wheel



Beauty that can afford
to be bold.

The Skylark Gran Sport Coupe in Bright Red is a powerfully inviting automobile, with anti-lock brakes and a muscular V6.



A standard driver air bag, used with three-point safety belts, can help prevent injury in certain severe frontal impacts.

Gran Sport's cockpit is designed for comfortable driving and ease of function. All controls are strategically placed for a natural economy of movement, and the optional seating features supple leather and soft cloth surfaces.



Skylark is one of the most dramatic design statements on the road today. It can afford to be. It's backed up by Buick quality, a long list of standard amenities, and power to match its boldness. Drive it, and you won't go unnoticed.

B U I C K S A F E T Y

Occupant Protection

- Supplemental Restraint System driver air bags are standard on all Buick models. (Driver and right front passenger air bags



- are standard on Regal, LeSabre, Roadmaster, Park Avenue/Ultra, Riviera)
- Automatic lap/shoulder safety belts, driver/right front passenger (Skylark, Century)
- Manual lap/shoulder safety belts, outboard front-seat positions (Regal, LeSabre, Roadmaster, Park Avenue/Ultra, Riviera)
- Manual lap/shoulder safety belts, outboard rear-seat positions on all Buick models
- Manual lap safety belts, center-seat positions (except Skylark)
- Energy-absorbing steering column
- Energy-absorbing instrument panel
- Interlocking door latches
- Laminated windshield, urethane bonded
- Steel side 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
- Pressure-relief fuel cap

- Security door locks and door retention components
- Automatic door locking system (standard on all models)



- Tempered safety glass, side and rear
- Front and rear crush zones
- Child security door locks (Skylark, LeSabre, Roadmaster, Park Avenue/Ultra)
- Pressure-lock radiator cap
- Dual sun visors
- Power window lockout switch (Sedans and Wagons, except Century)

Collision Avoidance

- Anti-lock brakes (standard on all 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 (LeSabre Limited, Park Avenue/Ultra, Riviera)
- Audible disc brake lining wear indicators
- Door warning light/reflector (Skylark, Century, Regal, LeSabre, Roadmaster Limited Sedan, Park Avenue/Ultra, Riviera)
- 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 (Regal, LeSabre, Roadmaster, Park Avenue/Ultra, Riviera)
- Remote inside hood release
- Theft-deterrent key locking system



QUALITY PLUS

We want to provide your best car experience ever. That's why you get the support of every person at Buick.



Buick's Quality Plus Delivery helps familiarize you with your new Buick — and assures it's ready for you to drive.



Should your Buick require warranty repairs, you're assured of Courtesy Transportation, including a loaner for overnight repairs.



Buick is dedicated to building great automobiles and great customer relations. That's why

The premium car that comes with an ownership experience to match.

Quality Plus comes with your premium American motorcar.

It's specifically designed to make delivery and ownership as rewarding as possible. The

Quality Plus package starts with

Quality Plus Delivery, and includes Bumper to Bumper Warranty,

Courtesy Transportation for warranty repairs, and a toll-free Customer Assistance 800 number

system. Premium Roadside Assistance 24-hour road service

is another benefit. What would clearly be extras for other

manufacturers are built in at Buick. The reason: so all your

future automobiles are Buicks, and your ownership experiences

are superior.

Buick owners are part of the family, and they can call home for help anytime. Roadside Assistance is 1-800-252-1112.



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

- 1995 Buick Deluxe Brochure**
A beautiful, all-inclusive four-color brochure showcasing all the new Buicks — full of facts and answers for quality-conscious shoppers.
- 1995 Riviera Deluxe Brochure**
An in-depth look at America's most exciting new luxury coupe.
- 1995 Riviera Video**
Elegance in motion: take the stunning new Riviera for a fun test-ride in your own living room.
- 1995 Quality/Safety Brochure**
A confidence-inspiring collection of facts that show why Buick Safety is one of the most reassuring qualities of all.
- 1995 Leasing Brochure**
A comprehensive, easy-to-understand guide to leasing, and how to measure it as an alternative to buying.
- 1995 Buick Select Series Brochure**
A guide to a select series of factory prepared Buicks with desirable option packages, and attractive savings.

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 vehicle(s) are you considering for your next purchase?

MAKE _____ MODEL _____

MAKE _____ MODEL _____

When do you plan to purchase your next vehicle?

- Within 1 month
- 1-3 months
- 3-6 months
- 6-9 months
- 9-12 months
- Over 1 year

If you currently own a Buick, from what dealer did you purchase it?

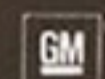
Would you like to continue to work with this dealership? Yes No

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

ADDRESS _____

CITY, STATE, ZIP _____

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Buckle up, America!



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We want to provide your best car experience ever. That's why you get the support of every person at Buick.



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Buick's familiar and ass



Buick i
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The premium car t
an ownership expe

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Buick owners are part of the family, and they can call home for help anytime. Roadside Assistance is 1-800-252-1112.



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FIRST-CLASS MAIL PERMIT NO. 307 BLOOMFIELD HILLS, MI
POSTAGE WILL BE PAID BY ADDRESSEE
BUICK INFORMATION CENTER
PO BOX 508
BLOOMFIELD HILLS MI 48303-9873



NO POSTAGE
NECESSARY IF
MAILED IN THE
UNITED STATES

I N F O R M A T I O N

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. Some models as shown may not be available in California.

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.

The GM Card.

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

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 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.

Buick Product Information.

Call 1-800-4A-BUICK.

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BUICK[®]

The New Symbol For Quality
In America.