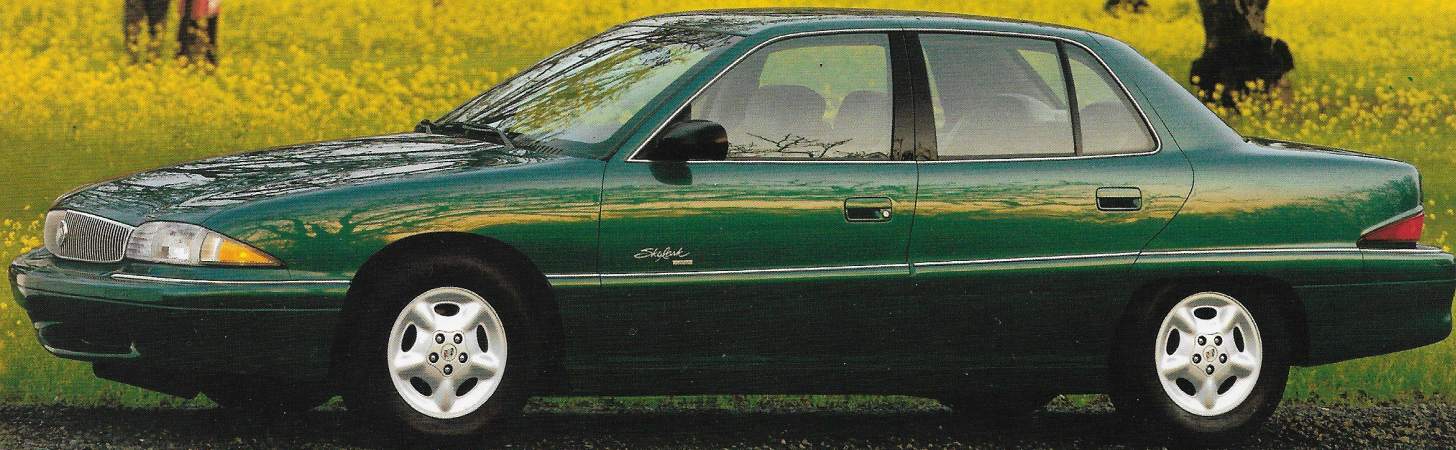


1996 SKYLARK

b y B u i c k



Premium in everything but price. Skylark for \$15,995.*

Skylark delivers peace of mind in a freshly redesigned package. Quality and dependability have never looked this good—and this beautiful new Skylark offers power and comfort to match the beauty. However one measures personal achievement, Skylark is a fitting reward, indeed.



Cover Caption:
Stylish 14-inch polycast wheels are available on Skylark Custom Sedan. The Passlock™ theft-deterrent system is standard. *Manufacturer's suggested retail price as reported December 1, 1995. Does not include tax and title fees. Car shown with available 14" polycast wheels.

With its Gran Touring suspension and 16-inch wheels, Skylark Gran Sport Sedan offers a sportier Skylark look and feel.



This Skylark Custom Sedan has a newly redesigned grille, one of the most powerful engines in its class and the comfort of a DynaRide® suspension.

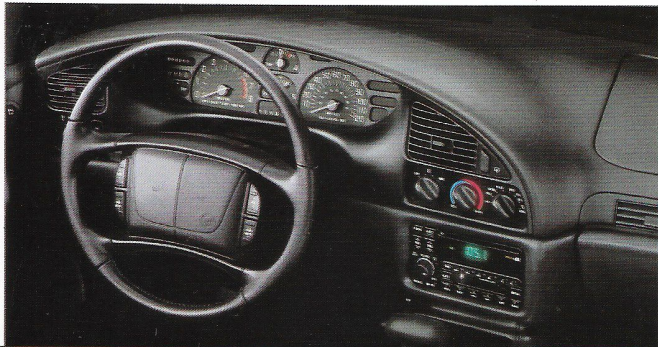


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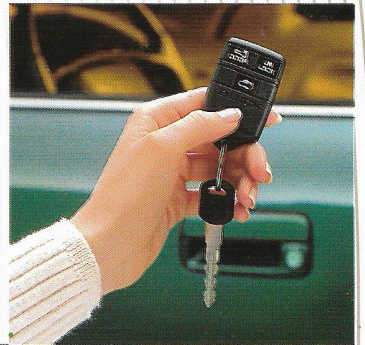
A new level of equipment and confidence.



You are looking at what is perhaps the best, standard – equipped automobile in its class; the car that gives you the most for your money in its price range. And we submit Skylark would be beautiful to look at, even if you didn't know that. Redesigned inside and out, Skylark makes a stunning visual statement. Standard features like a refined anti-lock braking system and traction control system make Skylark even more inviting.



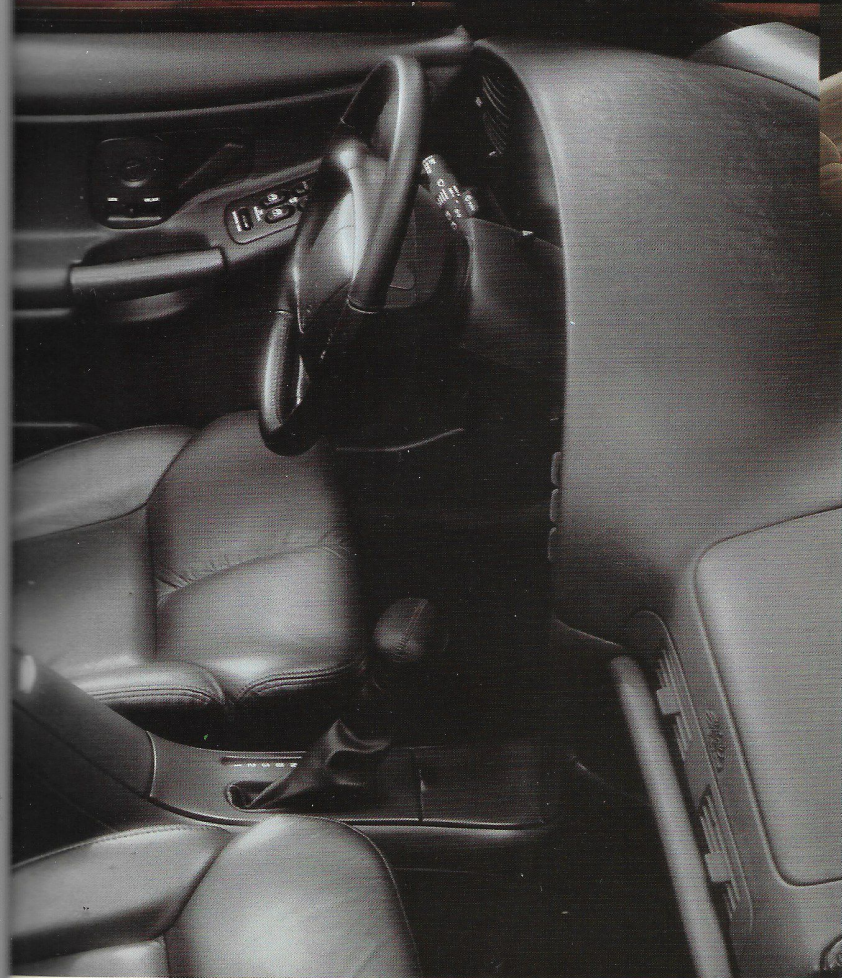
With Skylark's new instrument panel, bold analog gauges are grouped for easy reading, and controls are within arm's reach.



Skylark's available remote keyless entry lets you unlock and lock your doors, turn on the interior lights and unlock your trunk all from up to 30 feet away.

Driver and front-passenger air bags, used with three-point safety belts, can help prevent injury in certain frontal impacts of 14 m.p.h. or greater.

Skylark Gran Sport's engaging cockpit is available with fine leather in the seating areas.



"...The Skylark is a nice entry-level vehicle into the Buick product line... In the safety department, the Skylark receives high marks..."

—Neal White, *Beloit Daily News*,
May 4, 1995



For additional information about 1996 Buicks, complete and mail this postage-paid card or call 1-800-4A-BUICK.

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

ADDRESS _____

CITY, STATE, ZIP _____

PHONE () _____ (Day/Evening)



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

When do you plan to purchase your next vehicle? _____ (Months)

Which vehicle are you planning to replace?

MAKE _____ MODEL _____ YEAR _____

Which vehicle are you considering for your next purchase?

MAKE _____ MODEL _____

How often do you replace your vehicles? _____ (Years)

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

NAME _____

Would you like to continue to work with this dealership?

Yes No



Indicate what additional Buick information you would like.

1996 Quality/Safety Brochure. 1996 Leasing Brochure.

Visit Buick on the Internet at <http://www.buick.com>

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S K Y L A R K

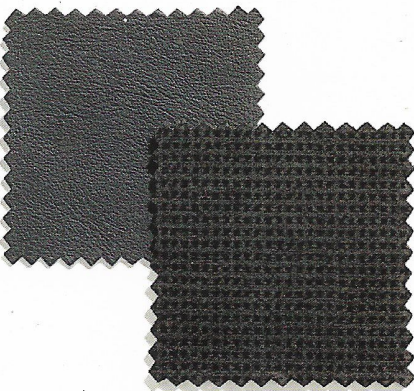


*Not available on Gran Sport

COMPETITIVE ADVANTAGES

Products Compared	Skylark Sedan	Ford Contour GL	Nissan Altima GXE	Dodge Stratus ES
Horsepower @ RPM – Standard	150 @ 5600	125 @ 5500	150 @ 5600	132 @ 6000
Torque @ RPM – Standard	155 @ 4400	130 @ 4000	154 @ 4400	129 @ 5000
Horsepower @ RPM – Optional	155 @ 5200	170 @ 6250	N/A	150 @ 5200
Torque @ RPM – Optional	185 @ 4000	165 @ 4250	N/A	167 @ 4000
Anti-Lock Brakes	Standard	\$570**	\$999**	Standard
Traction Control	Standard	\$235**	N/A	N/A
Power Door Locks	Standard – Automatic	Part of \$345 package ⁽¹⁾	Standard	Part of \$655 package ⁽²⁾
4-Speed Automatic Transmission	Standard	\$815**	\$830**	\$825**
Rear Defogger	Standard	\$170	Standard	Standard
EPA Fuel Economy — Standard Engine	22/32	23/32*	21/29*	20/29
Base MSRP**	\$15,995	\$14,295	\$18,234	\$16,645
Comparably equipped MSRP**	\$16,956	\$17,395	\$20,532	\$17,470

*With base engine and automatic transmission **Manufacturer's Suggested Retail Price as reported 12/1/95. Level of equipment varies. See your dealer for current prices and incentives. (1) Group 3 package (2) 24 B package



SIERRA-GRAIN LEATHER
Graphite (shown), Jadestone, Taupe, Red

REGIMENT CLOTH
Graphite (shown), Jadestone, Taupe, Red



36 USC 380



BUICK
Official Sponsor of the
1996 U.S. Olympic Team

SPECIFICATIONS

Engine

Type (Custom and Limited)	2.4-litre Twin Cam L4
Horsepower	150 @ 5600 rpm
Torque	155 @ 4400 rpm
Type (Gran Sport)	3.1-litre 3100 SFI ⁽¹⁾ V6
Horsepower	155 @ 5200 rpm
Torque	185 @ 4000 rpm

Towing

3100 V6	2.93 final drive ratio
	1,000 maximum gross trailer rate (lbs) ⁽²⁾

(1) Sequential-port fuel injection.

(2) When properly equipped. Includes weight of trailer, cargo, passengers and equipment. All towing recommendations are subject to change. Check with your Buick dealer for the latest information. Trailer tongue load should be 10% of the maximum trailer weight but should not exceed the load rating specified for that vehicle, engine or hitch combination.



Capacity	Coupe	Sedan
Trunk, cu ft	13.3	13.3
Fuel tank, gal	15.2	15.2
Base curb weight, lbs	2,932	2,965

Dimensions (inches)

Length	188.4	189.2
Width	68.2	68.2
Height	53.6	53.6
Wheelbase	103.4	103.4
Front tread	55.8	55.8
Rear tread	55.3	55.3

Interior (inches)

	front/rear	front/rear
Legroom	43.1/32.5	43.1/33.4
Headroom	37.8/36.5	37.8/37.0
Shoulder room	52.2/55.0	52.2/52.3
Hip room	49.5/50.3	49.6/50.9

STANDARD AND AVAILABLE EQUIPMENT*

	Custom Coupe/Sedan	Limited Coupe/Sedan	Gran Sport Coupe/Sedan
(S) standard; (A) available			
Safety and Security			
Air bags – driver and right front-seat passenger (SRS**)	S	S	S
Brakes – anti-lock, power front disc/rear drum	S	S	S
Safety belts – manual front and rear safety system with front comfort adjuster and rear child comfort guide	S	S	S
Security locks – rear-door, child	—	S	—
Theft-deterrent system – Passlock™	S	S	S
Traction control	S	S	S
Mechanical			
Battery – Delco Freedom II	S	S	S
Engine – 2.4-litre Twin Cam L4	S	S	—
Engine – 3.1-litre 3100 SFI V6	A	A	S
Engine block heater	A	A	A
Exhaust system – stainless steel	S	S	S
Remote keyless entry	A	A	A
Steering – power rack-and-pinion	S	S	S
Suspension – DynaRide®	S	S	—
Suspension – front independent MacPherson strut/rear tubular axle spring-on-center	S	S	S
Suspension – Gran Touring	—	—	S
Transmission – electronically controlled, 4-speed automatic	S	S	S
Interior			
Air conditioning – CFC-free	S	S	S
Armrest – front-seat storage with dual cup holders (split bench seat)	A	A	—
Carpet savers – front and rear	S	S	S
Console – front overhead storage (with integral courtesy lights)	S	S	S
Console – full-length operating with bucket seats includes auxiliary power receptacle	A	A	S
Cruise control – electronic	A	S	S
Defogger – rear-window, electric	S	S	S
Door – map pockets and pull straps	S	S	S
Door locks – automatic power	S	S	S
Heat ducts – rear-seat	S	S	S
Headliner, deluxe — includes assist handles, extendable sunshade, lighted visor vanity mirrors with map strap and front and rear reading and courtesy lights	—	—	A
Instrumentation – backlit analog gauge cluster with speedometer, trip odometer, oil level indicator, and coolant temperature and fuel gauges	S	S	—
Instrumentation – backlit analog cluster with speedometer, tachometer, voltmeter, trip odometer, oil level indicator, and oil pressure, temperature and fuel gauges	A	A	S
Lights – ashtray, glove box, engine compartment, instrument panel and front courtesy, and trunk compartment	S	S	S
Multifunction control lever – turn signal, headlamp high/low beam, windshield wiper/washer controls	S	S	S
Recliners – seatback, driver and passenger	S	S	S
Seat – 6-way power, driver	A	A	A
Seat – lumbar control, driver	—	—	A
Seats – cloth 55/45 split bench	S	S	—
Seats – cloth front bucket with driver lumbar control (except Custom) and full-length operating console	A	A	S
Seats – leather trim bucket; includes driver lumbar support, leather-wrapped shifter and steering wheel and split folding rear seat; requires cruise control and up-level instrument cluster	—	—	A
Seats – split, folding rear seatback with inertia lock	—	—	A
Shift handle – leather-wrapped (included with leather seats)	—	—	A
Steering column – TILT-WHEEL™ adjustable	S	S	S

CONTINUED

	Custom Coupe/Sedan	Limited Coupe/Sedan	Gran Sport Coupe/Sedan
(S) standard; (A) available			
Steering wheel – leather-wrapped (with SRS**) included with leather seats	—	A	A
Trunk convenience net	—	S	S
Trunk lock release – remote	S	S	S
Exterior			
Astrorooftop – electric sliding with sunshade	A	A	A
Glass – Soft-Ray tinted	S	S	S
Mirrors, outside rearview – deluxe, black, left and right remote	S	—	—
Mirrors, outside rearview – deluxe, black, electric, left and right remote	—	S	S
Tire – compact spare	S	S	S
Tires – P195/70R14 steel-belted, radial-ply, all-season blackwall	S	S	—
Tires – P205/55R16 steel-belted, radial-ply, Eagle GA touring blackwall	—	—	S
Tires – P195/70R14 steel-belted, radial-ply, all-season whitewall	A	A	—
Tires – P195/65R15 steel-belted, radial-ply, TA touring blackwall	A	A	—
A) Wheelcovers – 14" styled	S	—	—
B) Wheels – 14" polycast (not available with whitewalls)	A	S	—
C) Wheelcovers – 15" styled	A	A	—
D) Wheels – 16" aluminum	—	—	S
Windows – power with driver "express down" ("passenger lockout" on Sedan)	A	S	S
Wipers – 2-speed with low-speed delay feature	S	S	S
Convenience Plus			
Battery rundown protection; Delayed entry lighting; Delayed exit lighting; Theater dimming; Reminder tones for ignition key, turn signal "on" and headlamps "on"	S	S	S

AUDIO SYSTEMS

Antenna – fixed mast, black	S	S	S	S	S
Radio – ETR® AM-FM stereo with seek/scan and clock	S	S	—	—	—
Radio – ETR® AM-FM stereo with seek/scan, cassette player and clock	A	A	S	S	S
Radio – ETR® AM-FM stereo with seek/scan, power loading cassette player with auto reverse, automatic tone control and clock	A	A	A	A	A
Radio – ETR® AM-FM stereo with seek/scan, power loading compact disc player, automatic tone control and clock	A	A	A	A	A
Radio – ETR® AM-FM stereo with seek/scan, combination cassette and compact disc players, automatic tone control and clock	A	A	A	A	A
Speakers – dual, extended-range front and rear	S	S	S	S	S
Speakers – Concert Sound II	A	A	A	A	A

*Partial listing only — see your Buick dealer for complete lists and details.
 **Supplemental Restraint System.

S K Y L A R K



Skylark Custom Sedan



Skylark Custom Coupe



Skylark Limited Sedan



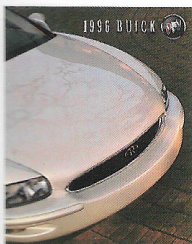
Skylark Limited Coupe



Skylark Gran Sport Sedan



Skylark Gran Sport Coupe



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