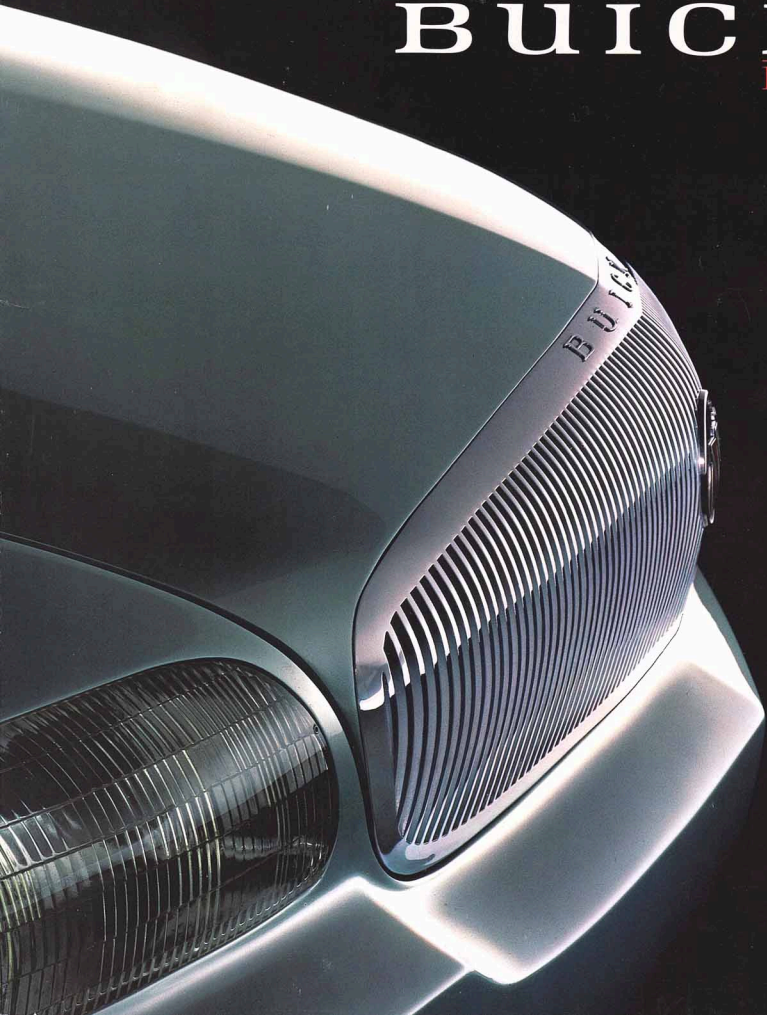


BUICK

1990



BUICK ESSENCE AND LUCERNE. THE ROAD TO THE FUTURE STARTS HERE.

The Buick[®] Essence and the Lucerne are not wishful thinking about what cars might be like in some distant, misty tomorrow. They are an explicit statement of where Buick is going.

Our challenge in looking to our future is to capture the special Buick reality and make it fresh, exciting and a source of lasting satisfac-

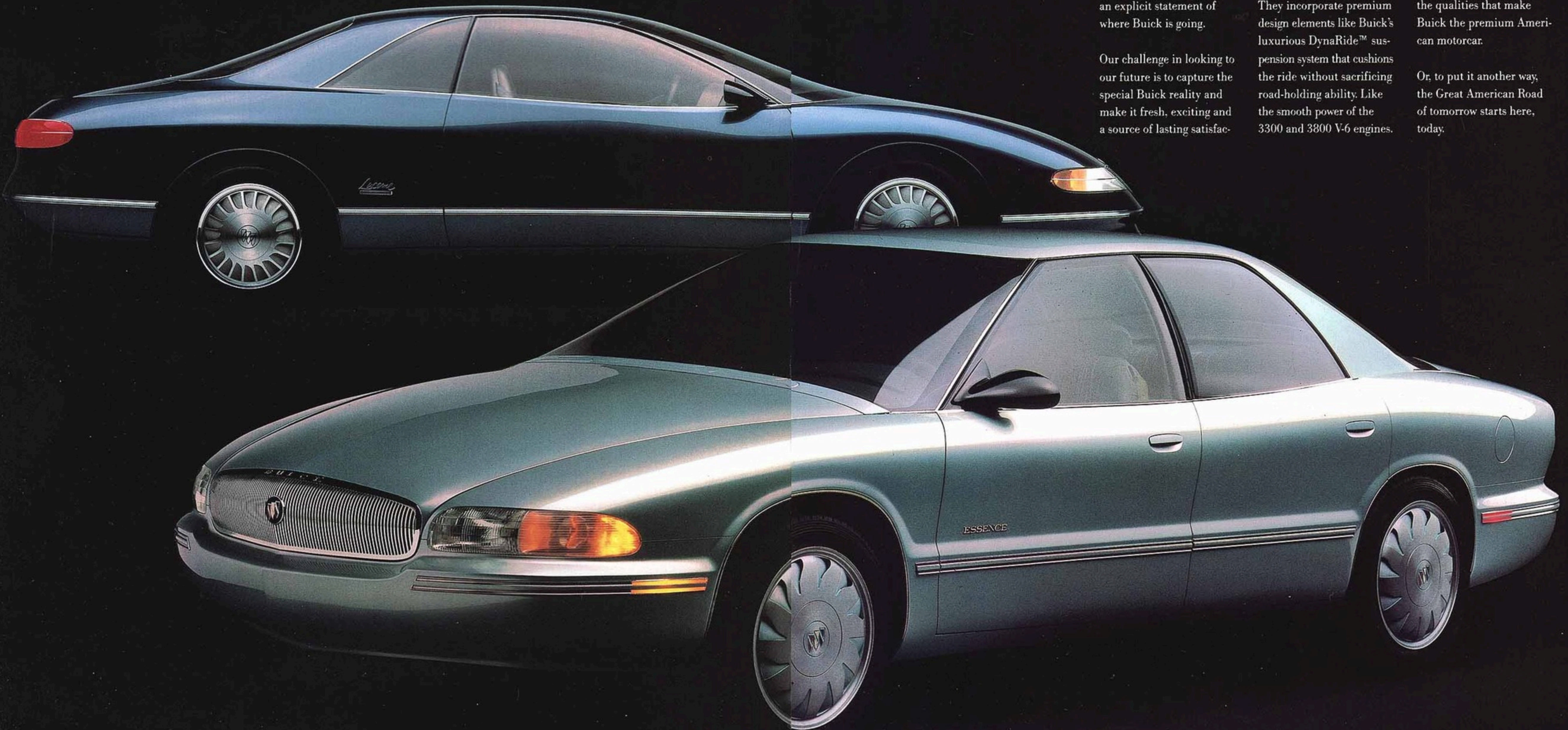
tion for the people who will drive it tomorrow.

These Buick idea cars are our answer to that challenge.

They incorporate premium design elements like Buick's luxurious DynaRide™ suspension system that cushions the ride without sacrificing road-holding ability. Like the smooth power of the 3300 and 3800 V-6 engines.

The Buick Essence and the Buick Lucerne are now what Buick always will be—smooth, powerful, substantial, distinctive and mature. They embody all the qualities that make Buick the premium American motorcar.

Or, to put it another way, the Great American Road of tomorrow starts here, today.





BUICK: THE PREMIUM AMERICAN EXPERIENCE.

Everybody has a Buick story. The favorite uncle who took you for a spin around the block in his big, shiny new Buick. The senior prom in your dad's freshly waxed convertible, portholes and all. The way the whole neighborhood turned out to smile and wave when the family on your street drove that brand new Roadmaster up the driveway for the first time. The family vacation to Yellowstone, when you covered miles and miles sound asleep in that big back seat.

Ⓢ Buick stories seem to be part of America. And they will continue to be, because today's Great American Road still belongs to Buick. Ⓢ This year, there's a very special, once-in-a-lifetime reason to travel that road. Exactly a century ago, America made a momentous decision. In 1890, Sequoia National Park, Yosemite National Park and what was to become Kings Canyon National Park were created. They joined what was then the country's only national parkland, Yellowstone, to become the foundation of our modern National Park System.

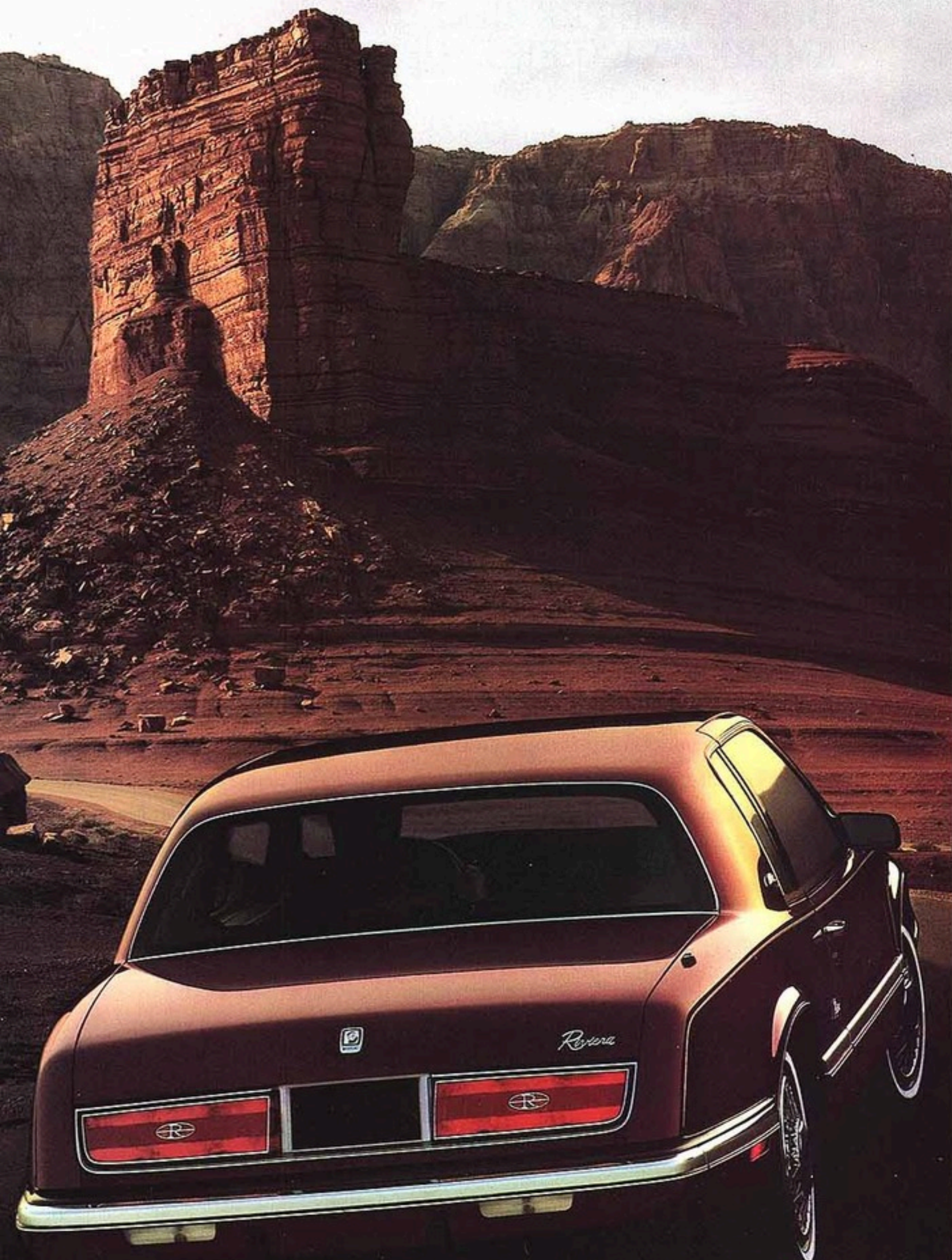
Ⓢ This centennial year is an appropriate time to consider the true nature of the Great American Road which links us all together and gives us access to a magnificent chain of scenic wonders. Like no other road on earth, it winds past seacoast and mountains, over spacious grasslands and forests, along the streets of comfortable cities and towns. Ⓢ It is a road that can take us on adventures of discovery, to the coastal headlands of Acadia National Park in Maine, to the volcanic peaks of Olympic National Park in Washington or the vast Sonoran wilderness of Big Bend National Park in Texas. In fact, to any of the 50 National Parks or over 300 other National Monuments, historic sites, battlefields, seashores, rivers or recreation areas in our National Park System. Ⓢ For 87 years, Buick has been there to carry us on those adventures. And over those years, America has conducted what amounts to a love affair with an automobile—a love affair with Buick.

Ⓢ Certainly this automobile and the Great American Road are made for each other. The vast distances around us call for solidity and substance in the automobile that will command our road. Power, too—smooth power that is confidently there for you when you ask. Ⓢ And of course, since we are almost by definition a nation of individualists, we ask that our automobiles be distinctive, that they say something about who we are and the qualities we expect in the things we choose. Ⓢ Buick is designed with those unique demands in mind, built meticulously with a fine blending of human craftsmanship and computerized precision to provide a premium driving experience for all the years you own it. Ⓢ As you explore the following pages, you will meet the 1990 Buicks and learn about their new features, new equipment, new designs, new technology. You will sense the heritage behind them.

Ⓢ And you will discover why, more than ever in this special year for our National Parks... the Great American Road belongs to Buick.™



S U B S T A N T I A L & D I S T I N C T I V E



There are certain descriptive words we have adopted as a shorthand way of defining the kind of automobile Buick owners expect of us. Two of those words are "Substantial" and "Distinctive." These words convey a mindset that refuses to follow fads and opts instead for substance and style. Buick owners have set a high level of expectation that we at Buick must meet in every detail of the automobiles we sell. To put it into more concrete terms, on this page are a few facets of Buick that speak directly to these descriptors.

More peace and quiet.

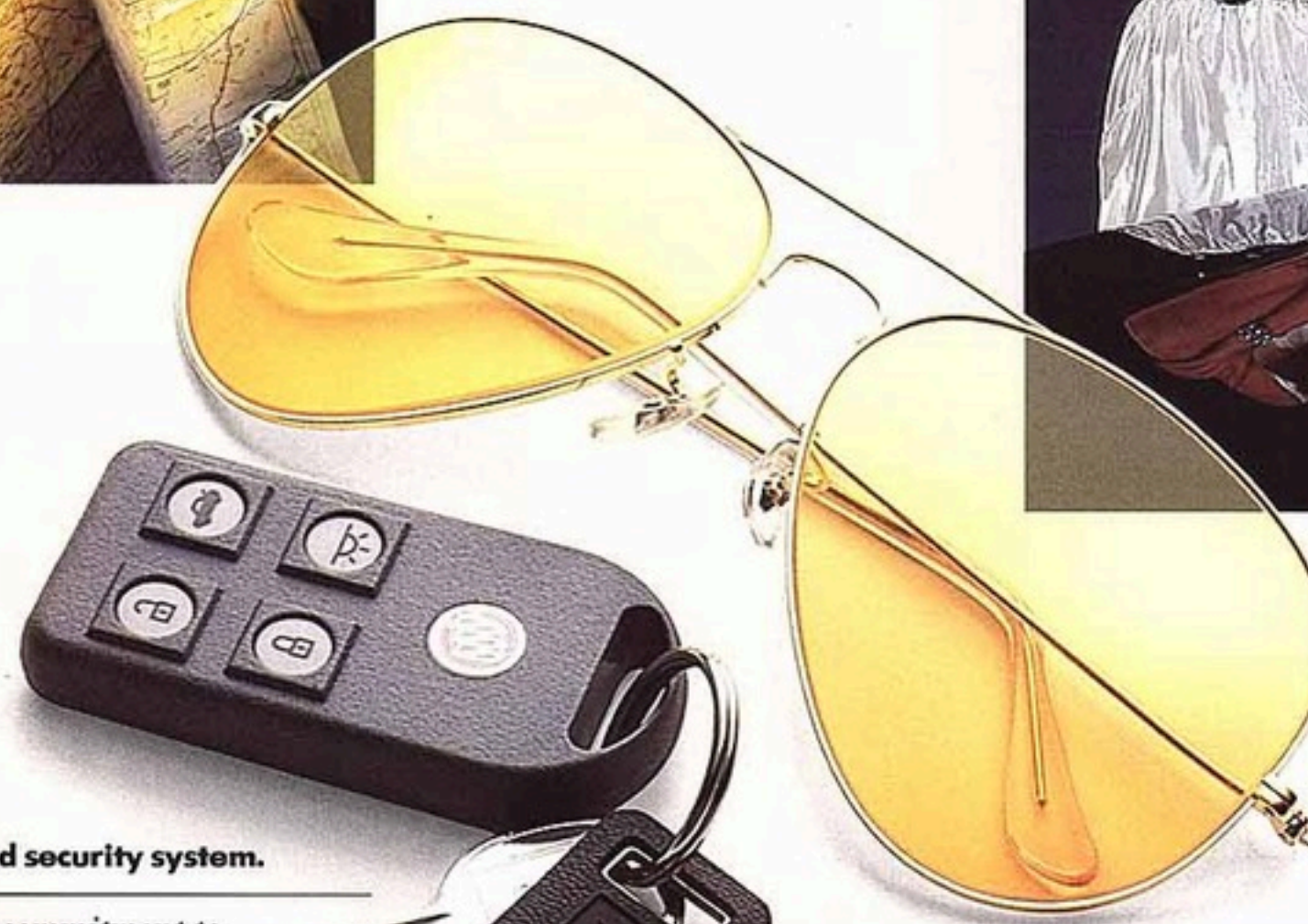
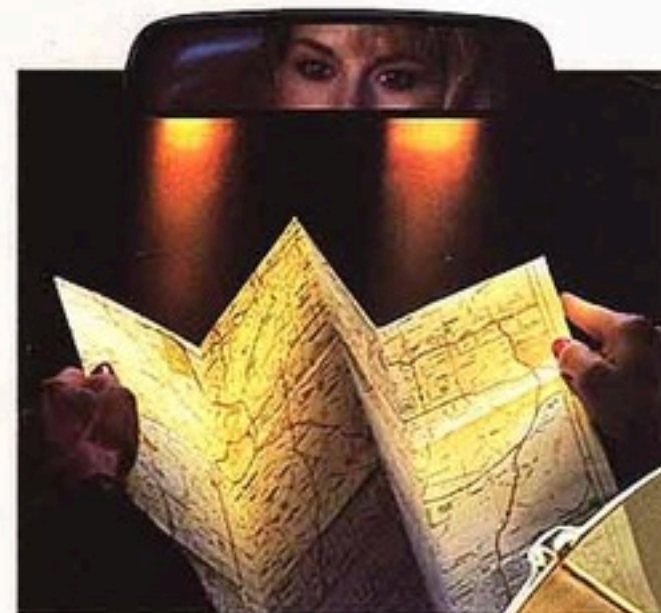
Buick has always had a reputation as a solid, quiet automobile. And now technical advancements in sound insulation methods and materials have made it possible for Buicks to be even quieter. The use of high-density materials to isolate engine and suspension components from the body structure, plus new insulating mats in places like the underhood, beneath the carpeting and in other strategic locations, all make a significant difference. The kind you have come to expect from us.

Beautiful sounds.

Because Buick is such a smooth and quiet automobile, an outstanding sound system can play an important part in providing added driving pleasure. That's why there are a variety of different sound and speaker systems (plus compact disc players and a cassette deck which may be specified in conjunction with the AM-FM stereo radios) to choose from. Whether you're simply interested in the clear, crisp sounds of music and news on your favorite station, or the full audiophile treatment including a multi-speaker system with separate woofers and tweeters to play your stereo CD or cassette tape selections, Buick is prepared to please your ears.

An aid to navigation.

The inside rearview mirror, standard on Reatta and available on certain other models, houses reading lights for driver and front-seat passenger. The lights provide concentrated illumination for reading the details on a road map without distracting glare. Convenience is, after all, a quality people have come to expect in a Buick.



A very advanced security system.

Having made a commitment to real quality in the things they own, Buick owners have a natural interest in the security of those possessions. The Pass-Key® personalized anti-theft system, standard on Riviera and Reatta, provides that security. A resistor built into the ignition key is checked each time you insert it into the ignition to see if it matches a pre-programmed value. If the key does not match, the starter and fuel delivery circuits are not energized and a warning light on the instrument panel indicates a breach in security.

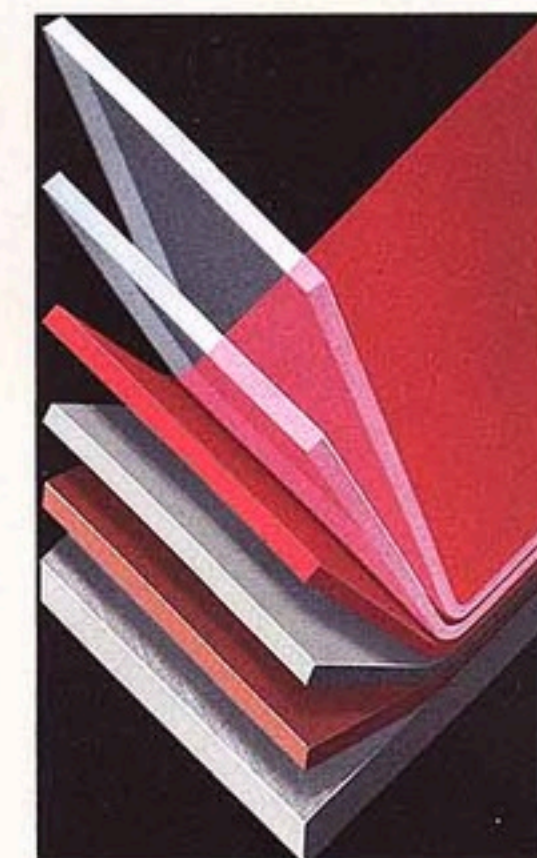
Convenience and theft deterrence in your pocket.

The Remote Keyless Entry System is standard on Reatta and available on selected models. With a touch of a button on your key ring to send a signal in a coded radio frequency, it will unlock your car as you approach it and lock it as you leave. It will also unlock the trunk if needed.



Good looks that last.

The Reatta's finish is an example of the kind of attention to detail that sets Buick apart. A 12-stage vertical-dip phosphate Uniprime system is utilized. Then a primer surfacer is applied. After the primer coat, each vehicle is meticulously hand-sanded. Only then is it ready for a basecoat and two clearcoat applications. Before each coat, the body surface is prepared by hand. After all this work, final hand buffing brings



forth a depth of lustre that is truly remarkable. And, while specific steps may differ, the same intense regard for perfection goes into the finish of every Buick we sell.

An end to fumbling in the dark.

Groping for the ignition at night is something Buick owners shouldn't have to deal with. That's why there's a programmed delay before the interior or instrument panel lights go off when you enter Buicks equipped with this feature. A small courtesy perhaps, but living well lies in the details.



P O W E R F U L & M A T U R E

Two more of the descriptive words we use to remind ourselves of the way people envision Buick are "Powerful" and "Mature." These terms have a very specific meaning for us, telling us not only what is expected of Buick, but about the kind of people who own our cars. The kind of power we're thinking of is the sort of smooth, effortless forcefulness that's reassuringly there whenever it is called on. By maturity, we mean a style that is fully developed, enduring and not subject to whatever fads or fashion may call for at the moment. (Mozart proved it has nothing to do with years; it can happen at any age.) At Buick, we revere design that is built to go the distance. As examples of how that is reflected in the cars we sell, here are some of the features found in 1990 Buicks.

A little at a time, or all at once.

The express-down feature on power windows in certain Buicks lets the driver lower the window rapidly into its well with a single flick of the power window switch, or have the option of lowering it the usual way. With the express-down



feature, using your parking card, feeding the toll booth, mailing a letter at curbside all become more convenient.

Cutting the glare, automatically.

Buick's light-sensitive electrochromic automatic day/night mirror eliminates the need for the driver to switch it from day to night mode when bright headlights are behind at night. A photo sensor detects glare and activates an electrochromic chemical between two layers of glass

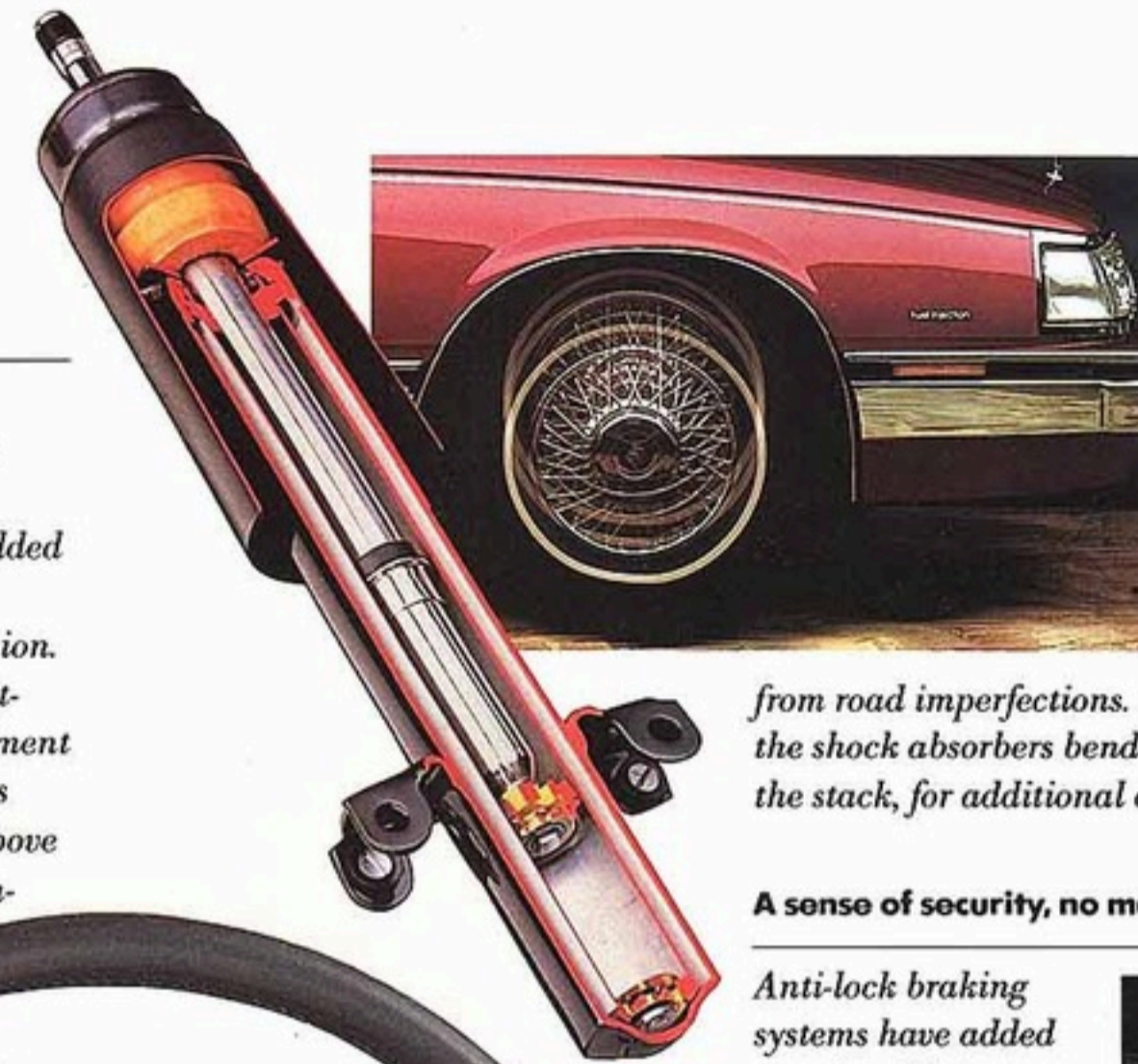
New safety feature.

A supplemental inflatable restraint system, or air bag, is standard on Riviera and Reatta and can provide an added measure of driver protection in the event of a frontal collision. Sensors in the engine compartment and passenger compartment react as soon as the car makes frontal impact at anything above approximately 14 mph and instantaneously inflate a protective air bag in the steering

wheel hub. Nitrogen, a harmless gas, is the inflation medium.



in the mirror. The mirror darkens quickly, like a pair of light-sensitive sunglasses. As glare builds, the mirror silently absorbs the bright light, lessening the glare. When the glare lessens, the mirror brightens again to daylight mode. It can be manually overridden, of course.



Smooth, solid comfort and control.

When people think of Buick, they usually think of a comfortable ride. DynaRide suspension adds to that reputation with the use of deflected-disc shock absorber valving that senses the intensity of road irregularities and reacts accordingly, providing smoothness and control. The system uses a pyramid stacking of discs that vary in diameter and thickness. A minor road shock deflects just the first disc for isolation from road imperfections. In more severe road conditions, fluid pressure in the shock absorbers bends the thicker discs and flows through the others in the stack, for additional control.

from road imperfections. In more severe road conditions, fluid pressure in the shock absorbers bends the thicker discs and flows through the others in the stack, for additional control.

A sense of security, no matter what the road conditions.

Anti-lock braking systems have added to safety. With conventional braking, hard braking can cause a car's wheels to lock up and make steering impossible. Not so with ABS, available on many models.



These systems monitor the rotational speed of each wheel and react when the rotating speed of one or more wheels doesn't match the deceleration rate. In a "panic" stop, ABS automatically begins controlling the brake pressure at the wheels that need it, applying and releasing brake pressure independently to the controlled wheels up to 15 times per second. The result is retained steering control and enhanced stopping power with most road conditions.

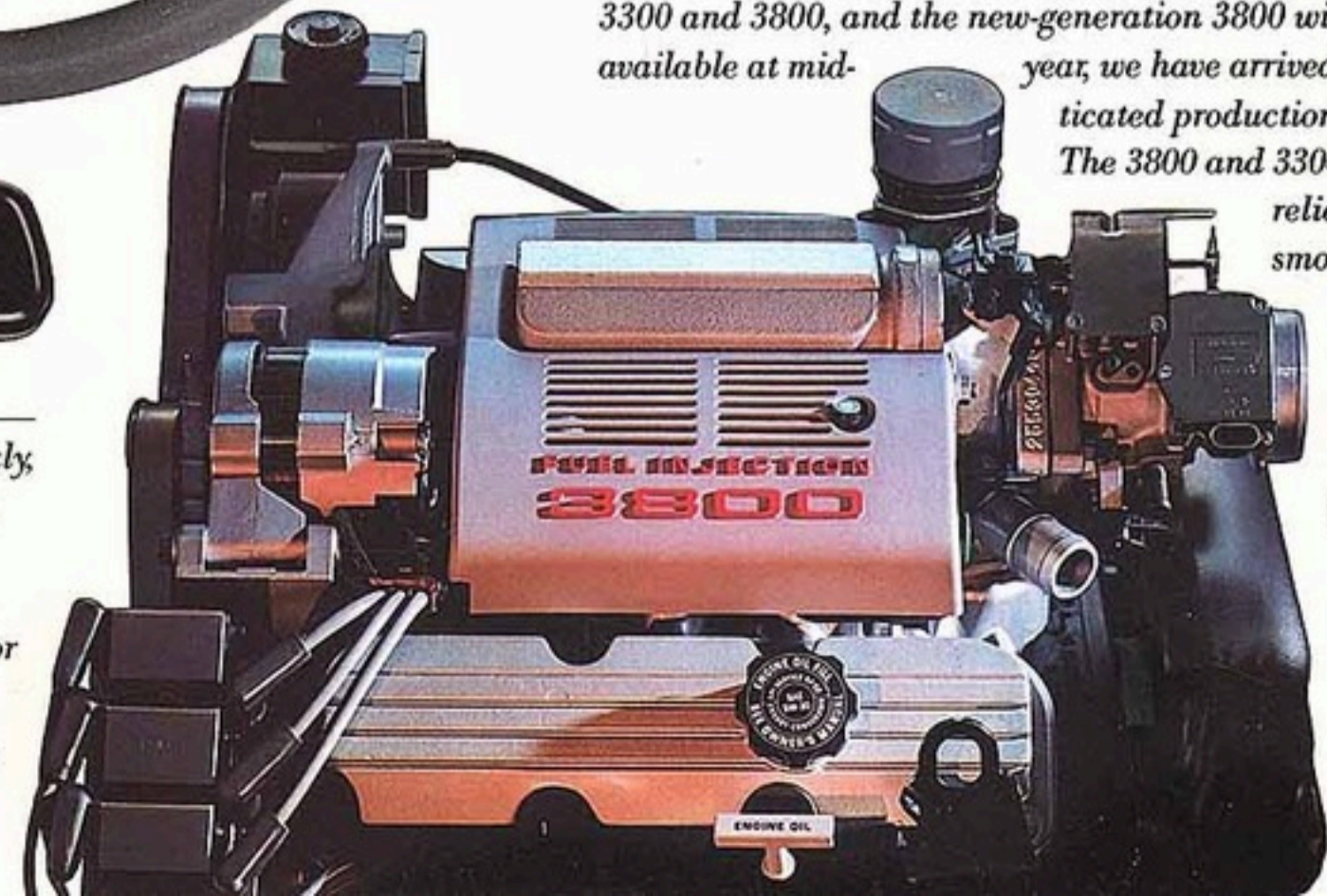
A new generation of quiet, powerful V-6 engines.

Buick pioneered strong, quiet V-6 powerplants. Now, with engines like the 3300 and 3800, and the new-generation 3800 with tuned-port injection available at mid-

year, we have arrived at the smoothest, most sophisticated production V-6s ever used in a Buick.

The 3800 and 3300 V-6 engines provide efficient, reliable power that comes on smoothly and without fuss. Both

engines have the C-I ignition system for starts so quick they are measured in milliseconds. Both are so efficient, there's no need for an exhaust gas recirculation system (EGR). It may sound technical, but when you turn one of these V-6 engines on, it's pure poetry.





R E A T T A



Biscayne National Park encompasses a great bay of unspoiled blue water with more than 30 tiny tropical islands and some of the most spectacular diving in the world. Some of the rarest and most fascinating living coral reefs in the continental United States are here, a haven for sponges, starfish, crabs, shellfish and hundreds of different tropical fish. On the islets are stands of rare mahogany, lignum vitae and species of ferns and palms long thought extinct.

Yet, paradoxically, this untouched natural wonder is in the very shadow of the metropolitan complex of Miami, Florida. You can see the skyline in the distance.

Tucked between Key Biscayne and Key Largo, it is a place to find respite from the pressures of a busy and demanding life. The Buick Reatta owner can appreciate the opportunity it pro-

vides to escape those demands for a moment in the bright silence of the underwater world.

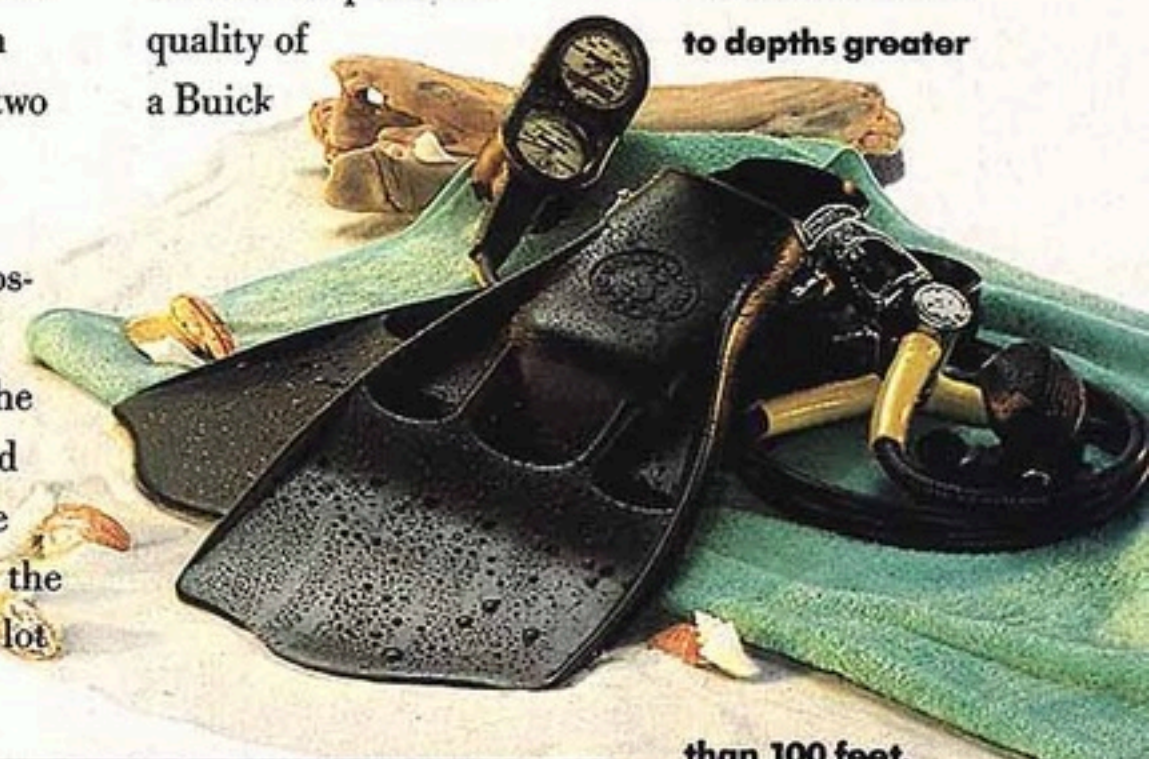
To arrive at a secure position in life, you often have to forego some pleasures along the way. The Reatta® and the places it can now take its owner are an appro-

priate reward for the years of diligence. A very luxurious reward.

The Reatta serves its owner equally well, both in and out of the city. Reatta's trunk, accessible from inside as well as outside, holds the complete complement of scuba gear. (Or, when the occasion warrants, two full sets of golf clubs.)

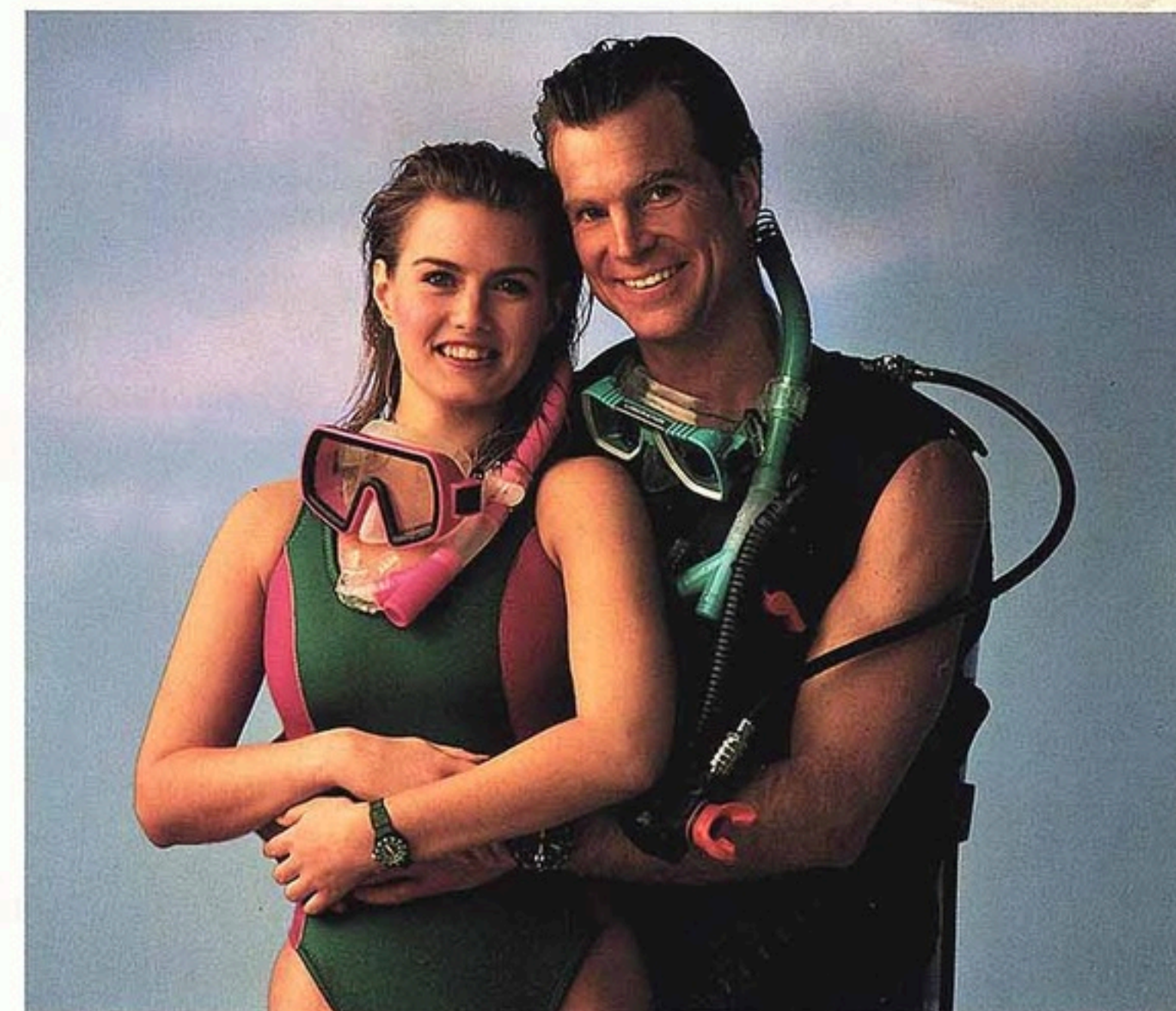
Later, amid the more cosmopolitan pleasures of nearby Key Biscayne, the stunning good looks and sporting elegance of the Reatta fit perfectly into the surroundings and say a lot about the owner.

Reatta is available as a Coupe or, starting in spring, as a Convertible. Powered by a 3800 V-6 with SFI and riding on a 4-wheel independent suspension, it is a world-class limited-production 2-seater that offers the exhilaration of a sports car and the premium quality of a Buick



Biscayne National Park is an unspoiled underwater wonder. Much of the water is shallow enough to snorkel in, but in the east side of the bay, beyond the edge of the shelf, the water falls off to depths greater

than 100 feet. Accommodations nearby are plentiful and Everglades National Park is just 30 minutes to the west.





Reatta

BUICK

BUICK



REATA. EXCLUSIVITY FOR TWO.

Reatta belongs to a very exclusive, very special class of automobiles, the luxury 2-seater. Within this class, there are certain high standards an owner may expect the car to meet. It should be genuinely sporting in its performance. It should be uncompromisingly luxurious in its appointments. And it should stand distinctively out from the crowd.

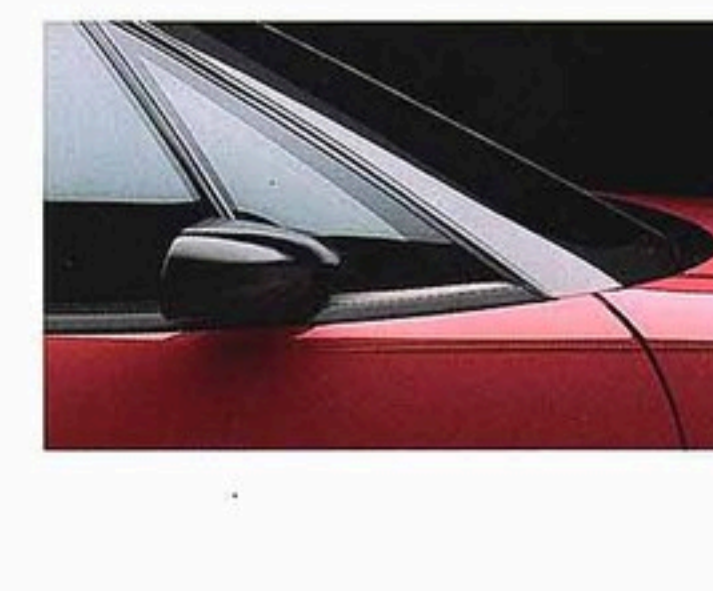
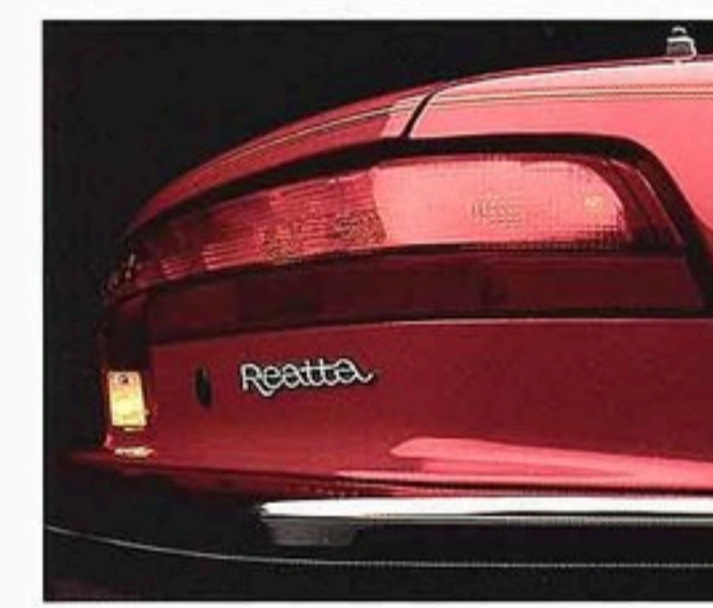
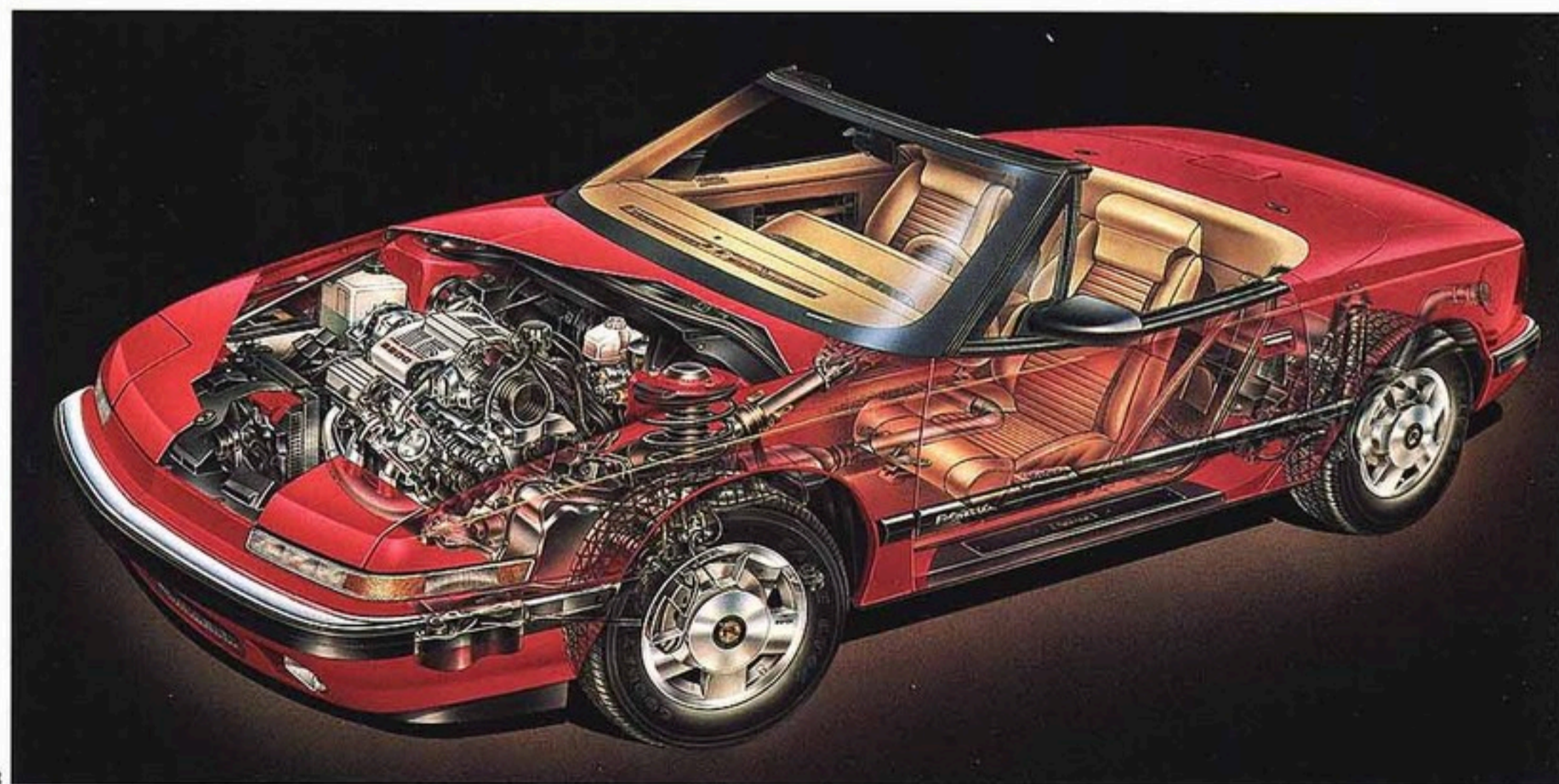
By all of these measures, Reatta is outstanding in its class. Performance, for example: The 3800 V-6 with SFI is the culmination of Buick's decades of pioneering in the development of smooth, powerful V-6 engines used in Buicks. The technological advances include an ignition and injection system that provide start times measured in milliseconds. The 3800

fires a charge of fuel and air directly into each individual cylinder at precisely the moment it is needed for combustion.

The 4-wheel independent Gran Touring suspension provides control and smoothness. Anti-lock braking, with discs at all four wheels, gives enhanced stopping power even in panic stops and adverse conditions while

retaining steering control.

As for good looks, they speak for themselves with every admiring glance they win. Reatta luxury starts on the outside with a unique, hand-prepared clear-coat finish of astonishing depth and lustre, and ends inside with some of the most pleasing appointments and features on the Great American Road.



1. Reatta Coupe and 2. Reatta Convertible: world-class limited production 2-seaters that offer exhilaration and luxury for two. 3. Meticulous engineering gives the Reatta performance and luxury that make it the premium American 2-seater. 4 & 5. The Reatta Convertible, available in spring, with power-release hard tonneau and easy-to-raise top in vinyl or cloth. The glass backlight includes a defogger.



SHEER LUXURY FOR TWO.

Nearly every convenience and luxury you can think of is already there in the Reatta. A completely new instrument panel with a digital speedometer (the press of a button changes it from mph to km/h) and full analog instrumentation includes controls for the standard Electronic Touch Climate Control air conditioning. You'll find Electronic Cruise Control waiting on the turn-signal lever, which also controls windshield wipers and washers.

There's an incredible sound system, of course: an ETR® AM stereo°-FM stereo radio with graphic equalizer, seek and scan, cassette tape with auto reverse, search/repeat and, oh, yes... a clock. The music plays through a tuned system of six Concert Sound speakers.

For all its sporting approach to the Great American Road, Reatta takes comfort very seriously. There are generous amounts of room—head-

room, legroom, shoulder room, hip room. The sporting bucket seats are 6-way adjustable, and if that's not enough, one of the few options is a 16-way adjustable driver's seat. The cockpit has leather in the seating area, naturally. The doors open wide so you don't risk bumping a knee in your eagerness to get in and get going.

The trunk of the Reatta Coupe, with room for two complete sets of golf clubs, has a lockable door that provides access from inside the passenger compartment. That door also permits carrying extremely long items like water skis or your favorite fly rod. There are two lockable storage compartments behind the seats to conceal cameras and other valuable traveling necessities when you leave your Reatta unattended.

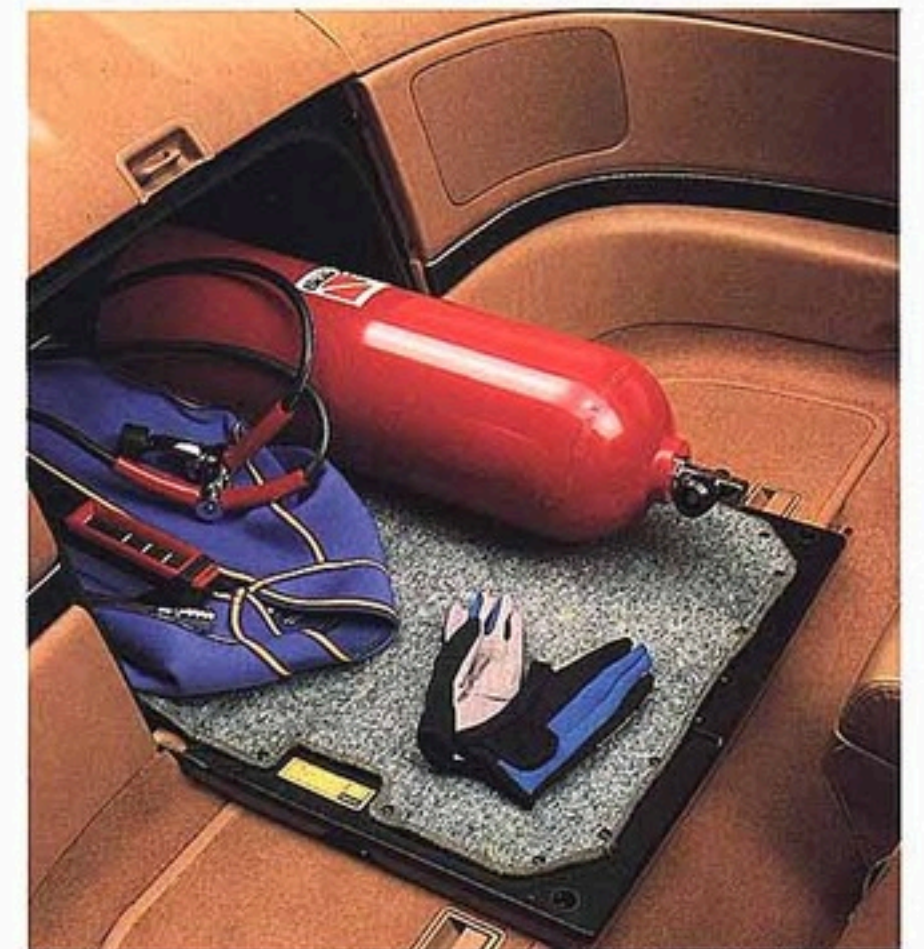
Speaking of security, Reatta also has the Pass-Key® personalized anti-theft system, which does an electronic

identity check before permitting the key to start the engine.

Reatta can stand proudly at the head of its class of high-quality limited-production luxury 2-seaters, not just in luxury and performance, but in value.

*Receives C-Quam® AM stereo broadcasts. Most AM stations across the country broadcast in C-Quam, but some do not. Check with your local stations for compatibility in your area.

1. The Reatta interior is sporting as well as luxurious with room, leather upholstery in seating areas and electrically adjustable bucket seats. 2. A locking door provides access to the trunk and room to carry long objects in the coupe. 3. The new instrument panel has an electronic digital speedometer plus analog instrumentation for quick, accurate information.



2



3



R I V I E R A



Going-to-the-Sun Road in Glacier National Park may be the world's most aptly named highway. It is 50 miles of climbs and switchbacks with vistas of mountains, lakes, glaciers and waterfalls. Driving it, you really do think you must be headed for the sun. And, in a way, you're right. About midway, the highway crosses the Continental Divide at such a high altitude that the springtime alpine flowers stay in peak bloom there in August.

All around is an endless

variety of mountain scenery. There is so much to tug at your attention that it can be easy to forget you came here for exhilarating cross-country skiing. There are miles and miles of skiing in high-country scenery along 14 trails rated beginner, intermediate and advanced. Just outside the park, at Essex, Montana, is another groomed cross-country trail.

The roller coaster roads can be a true test of driver and automobile, the sort you'd better be sure your car is up to.

Riviera™ owners can welcome the test. The handling of the Riviera's 4-wheel independent DynaRide suspension with automatic level control, its 4-wheel disc brakes and 3800 V-6

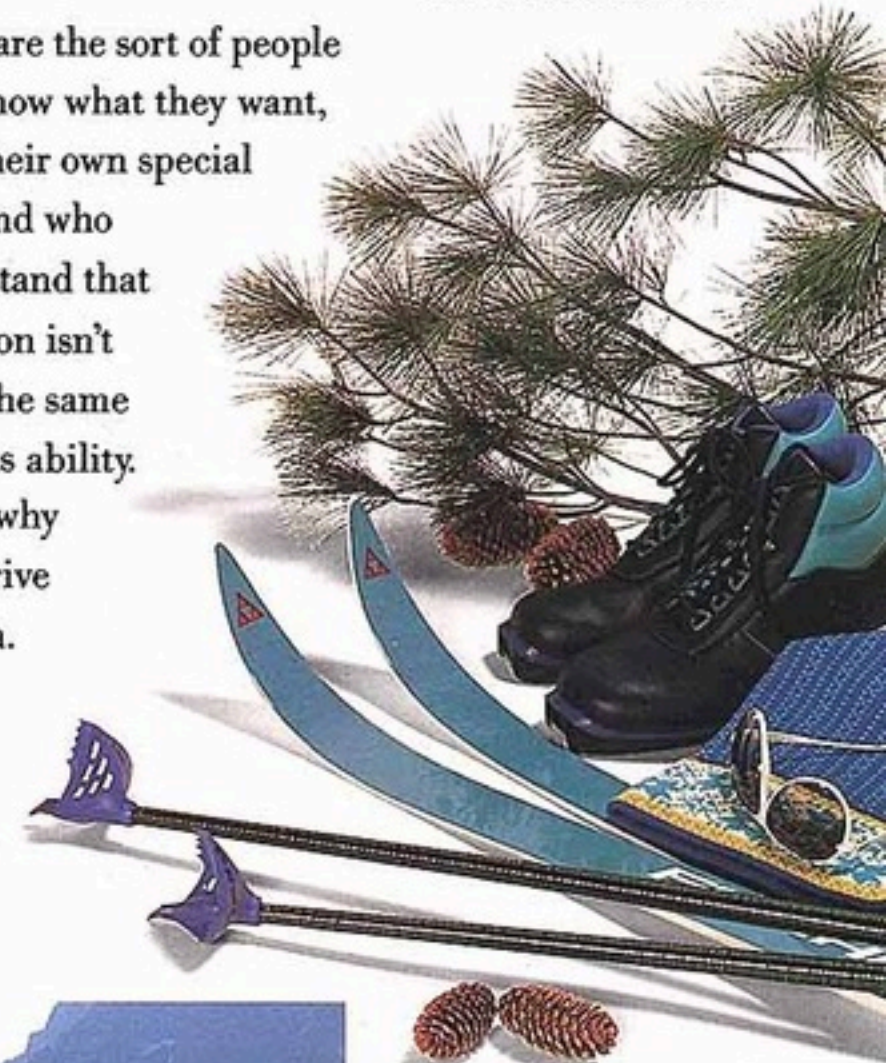


make this automobile clearly equal to the task at hand.

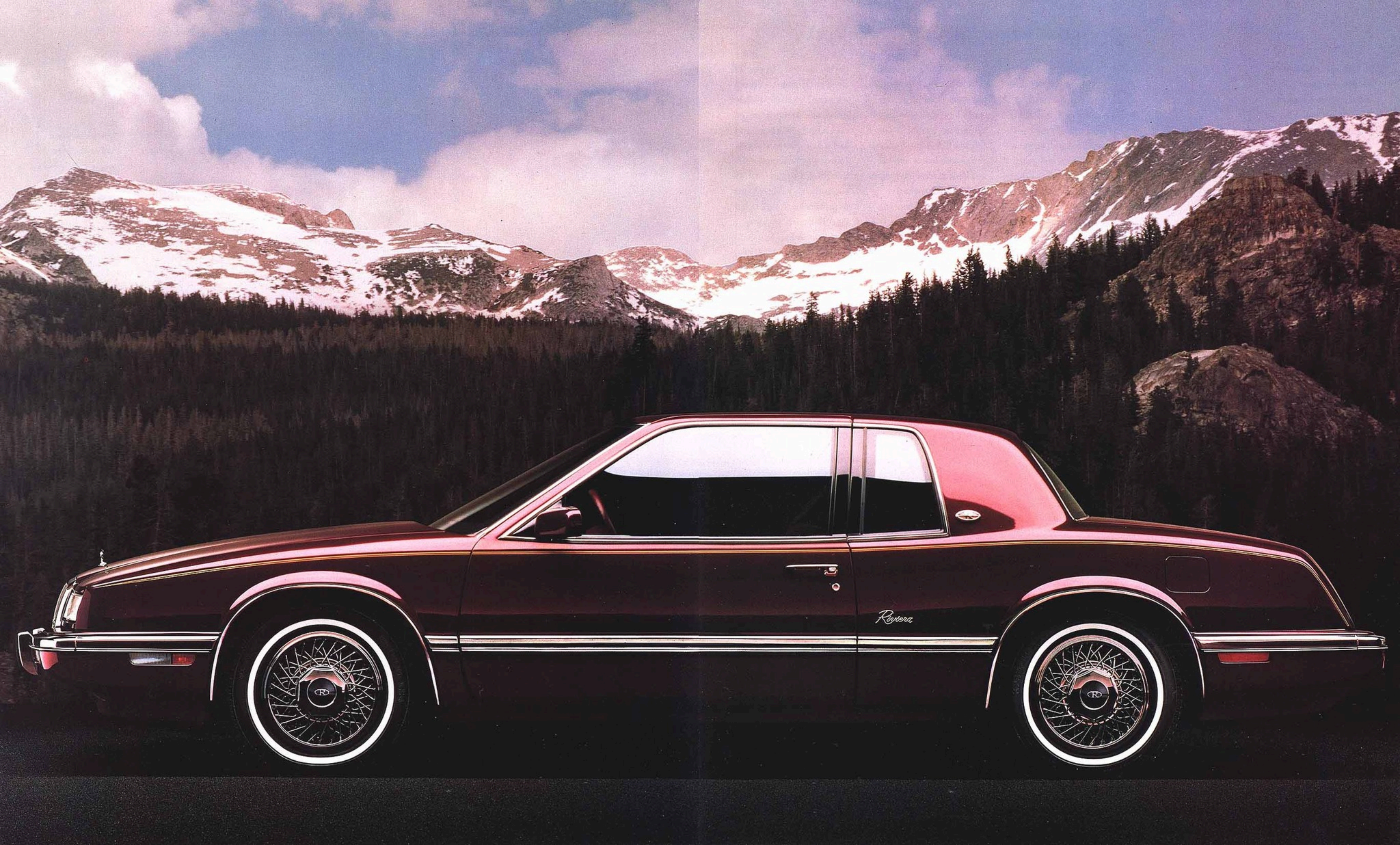
And there's Riviera's classic style. In sport as in life, it eventually comes down to a matter of capability with style. It should be no surprise that the person who knows exactly what works and what doesn't on the trail also knows Riviera is the premium personal luxury coupe that says all the right things about you.

These are the sort of people who know what they want, have their own special style and who understand that ambition isn't quite the same thing as ability. That's why they drive Riviera.

Glacier National Park is America's only international National Park. It stretches to the Montana border where it adjoins a sister park in Alberta, Waterton Lakes National Park, one of Canada's great scenic attractions. Together, the two parks are also known as Waterton-



Glacier International Peace Park. For cross-country skiing information, Glacier National History Association publishes a Ski Trails brochure with locations of trails and other useful information.



RIVIERA. A PREMIUM POSSESSION.

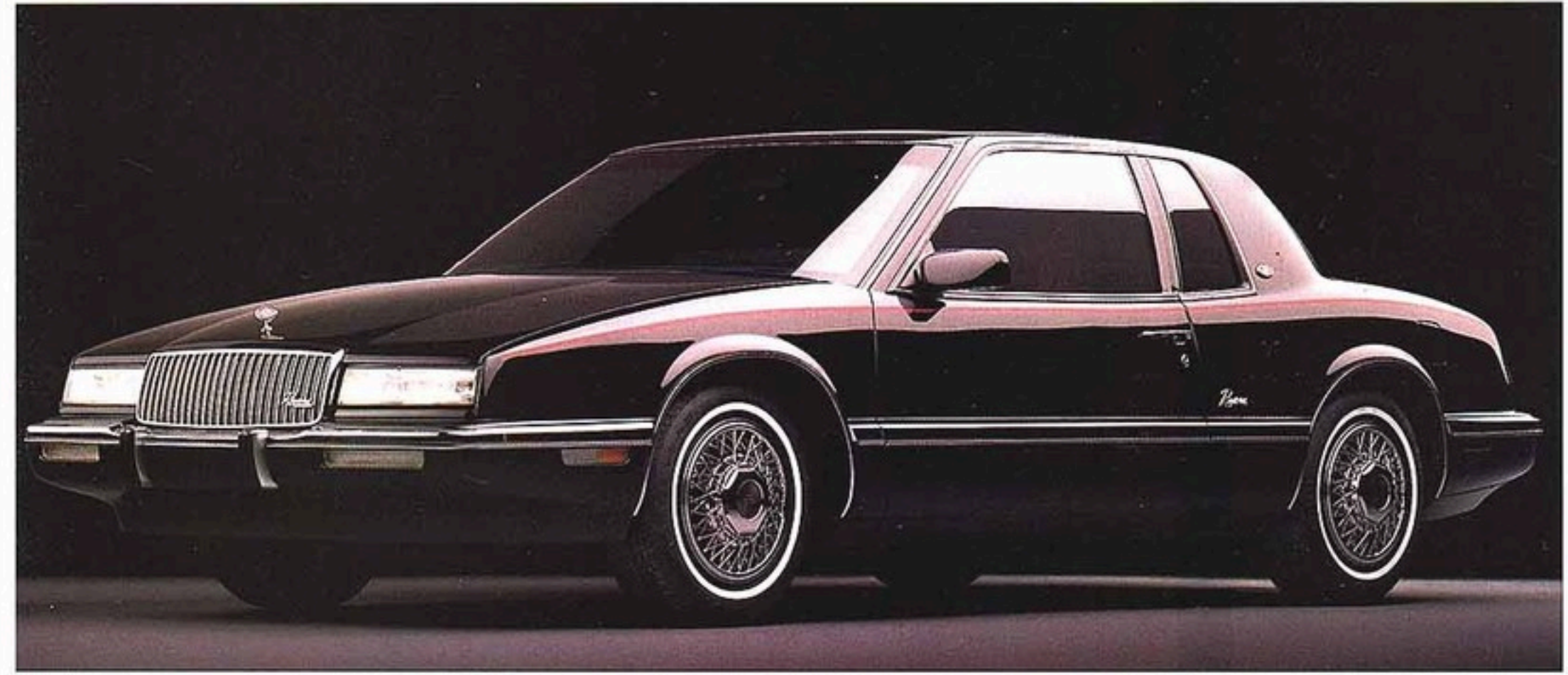
1. Riviera's available Landau roof sets off a mature but exciting style. 2. Even at a distance, you will not mistake the Riviera for another automobile. The look is unique. 3 & 4. A true classic design like the Riviera's shows even in the attention to details that set it apart.

Few automobiles find their way to the ranks of the classics. But from the very first, Riviera has been one of them, with a distinctive style, outstanding capabilities and pure luxury. Now, Riviera is a modern classic with the looks, the power, the handling and the appointments that make it a premium personal luxury coupe among its peers.

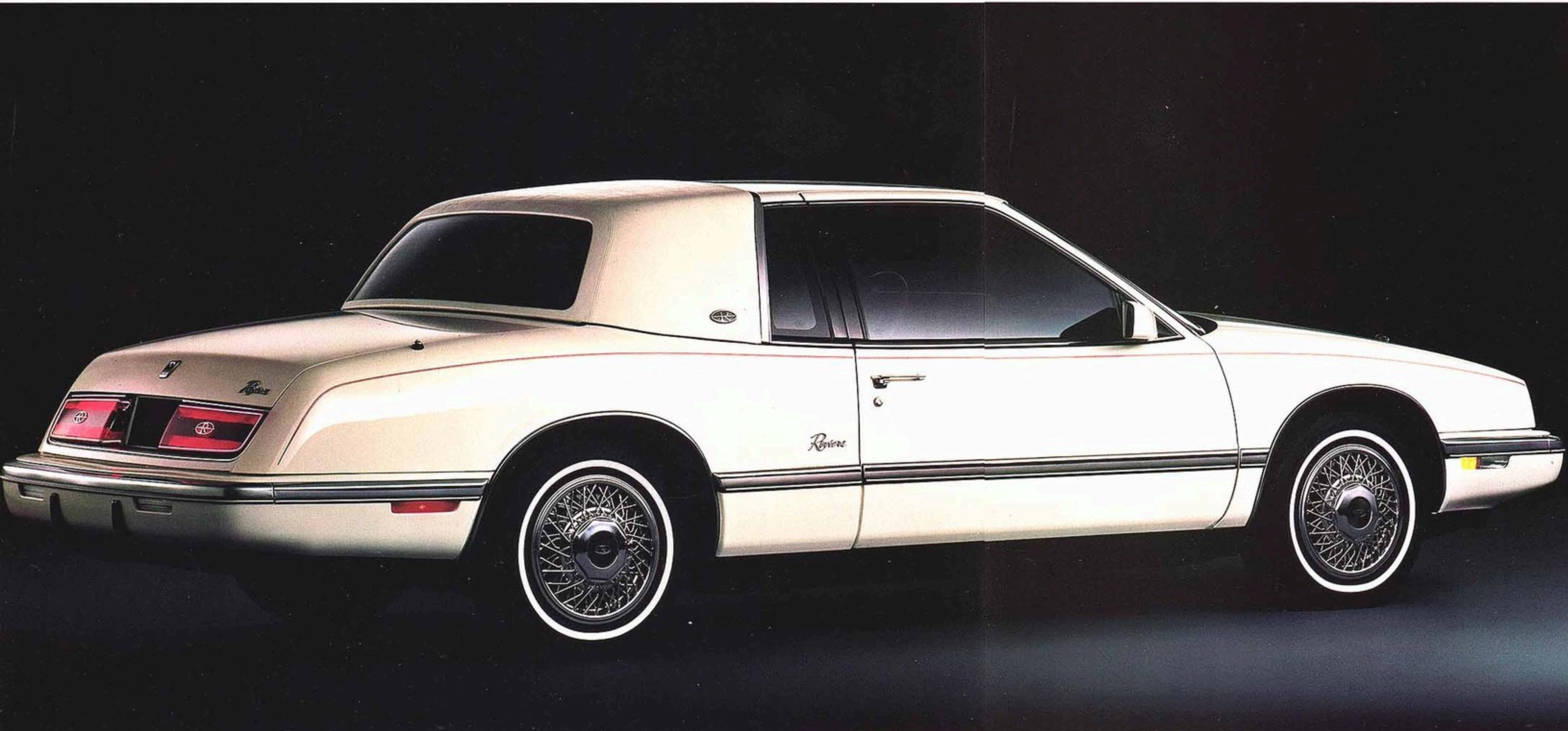
Long, low and graceful, the Riviera certainly looks like a classic. From the sculptured lines that give it such an exciting profile, to the touches like electroluminescent coach lamps and the available landau top option, the Riviera has a style that's unmistakable, even from a distance.

Underneath the style, there's substance. Looks tell only

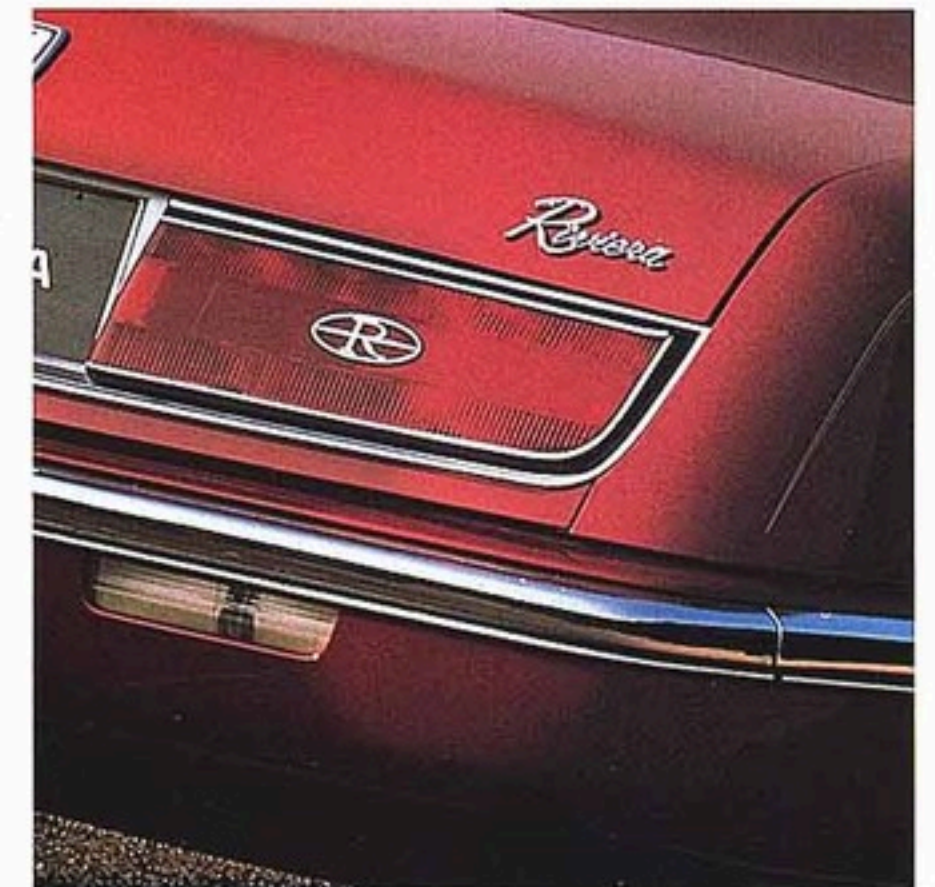
part of the story. Under the sleek sheet metal, working with the DynaRide 4-wheel independent suspension, are revised suspension mounts and a new direct-acting stabilizer bar for remarkable handling. The structure of the body has been stiffened to provide a solid platform for all this very sporting handling and control without giving up a bit of the smooth, roadhugging ride.



2



3



4



INFORMATION AT A GLANCE.

The new instrument panel features a digital speedometer (the press of a button changes it from mph to km/h) and analog instrumentation, including tachometer, voltage, oil pressure, coolant temperature and fuel gage

that tell you what you need to know quickly and concisely. There are also indicators for low oil level and low fuel level.

A new console includes an armrest, deep cassette storage and a leather-wrapped

shifter. Switches to control the remote rearview mirrors, power windows and power seats are door-mounted with theater lighting. The multifunction turn-signal lever also controls windshield wipers and washers plus cruise control. The head-

lamp switch on the instrument panel is a "push-push" design.

It's all carefully thought out to give you quick information and easy control of comfort and operational functions of the Riviera.

THE LUXURY SHOWS.

Inside the Riviera, there's plenty of news, and it's all about luxury and comfort. The Electronic Touch Climate Control air conditioning has push-button controls and a display panel to show the

current settings. The sound system is an ETR® AM-FM stereo and cassette with seek and scan, auto reverse and search/repeat functions and clock. The new Delco Bose Gold Series AM-FM stereo with CD player, cas-

sette and all the trimmings for remarkable sound is also available.

For the driver, there's a 6-way adjustable power seat standard, with a 14-way adjustable power seat avail-

able. The passenger seat reclines. A Supplemental Inflatable Restraint System (SIRS) is built into the hub of the leather-wrapped steering wheel for driver protection in addition to the lap and shoulder safety belts.



2



3

With all this luxury, backed by Riviera's outstanding performance and style, it's easy to see how the Riviera owner might regard it as a prized possession. A classic possession. One that reflects a premium lifestyle.

1. Grace, comfort and luxury mark the interior of the Buick Riviera, with its ambience of available leather. 2. What's new includes an available Bose stereo system with CD player and complete sound control. 3. The leather-wrapped steering wheel houses the Supplemental Inflatable Restraint System (SIRS) that adds to the safety of the driver's lap and shoulder belts.





E L E C T R A P A R K A V E N U E U L T R A

The graceful gulls and diving cormorants greet you as you cross the causeway into Acadia National Park. Here, on Mount Desert Island, Maine, where great, granite cliffs rise high above the thunder of breaking seas, is a glimpse of an America our forefathers would recognize.

A drive around this island leads you through a continually changing scene of rocky headlands and of coves where working schooners and fishing ships once were built by Yankee craftsmen (and Southwest Harbor, where some of today's most graceful yachts still are built by their descendants). It gives tantalizing



glances of great old estates and retreats at Bar Harbor. There's a tonic in the pure, salt-tinged air here that the Buick Electra™ owner can appreciate. The relentless pace that has led to a com-



At hand is a time-honored form of relaxation: the simple pleasure of "messin' around with boats" and the exhilarating sport of sailing them through the cuts and around the ledges and islets of this craggy Maine coast.

fortable place in life can now be rewarded with a taste of well-earned relaxation.

These days, when new materials are often wedded to ancient craftsmanship, yachting can be practiced with a fine mixture of tradition and technology. That's a blending the Electra owner can relate to.

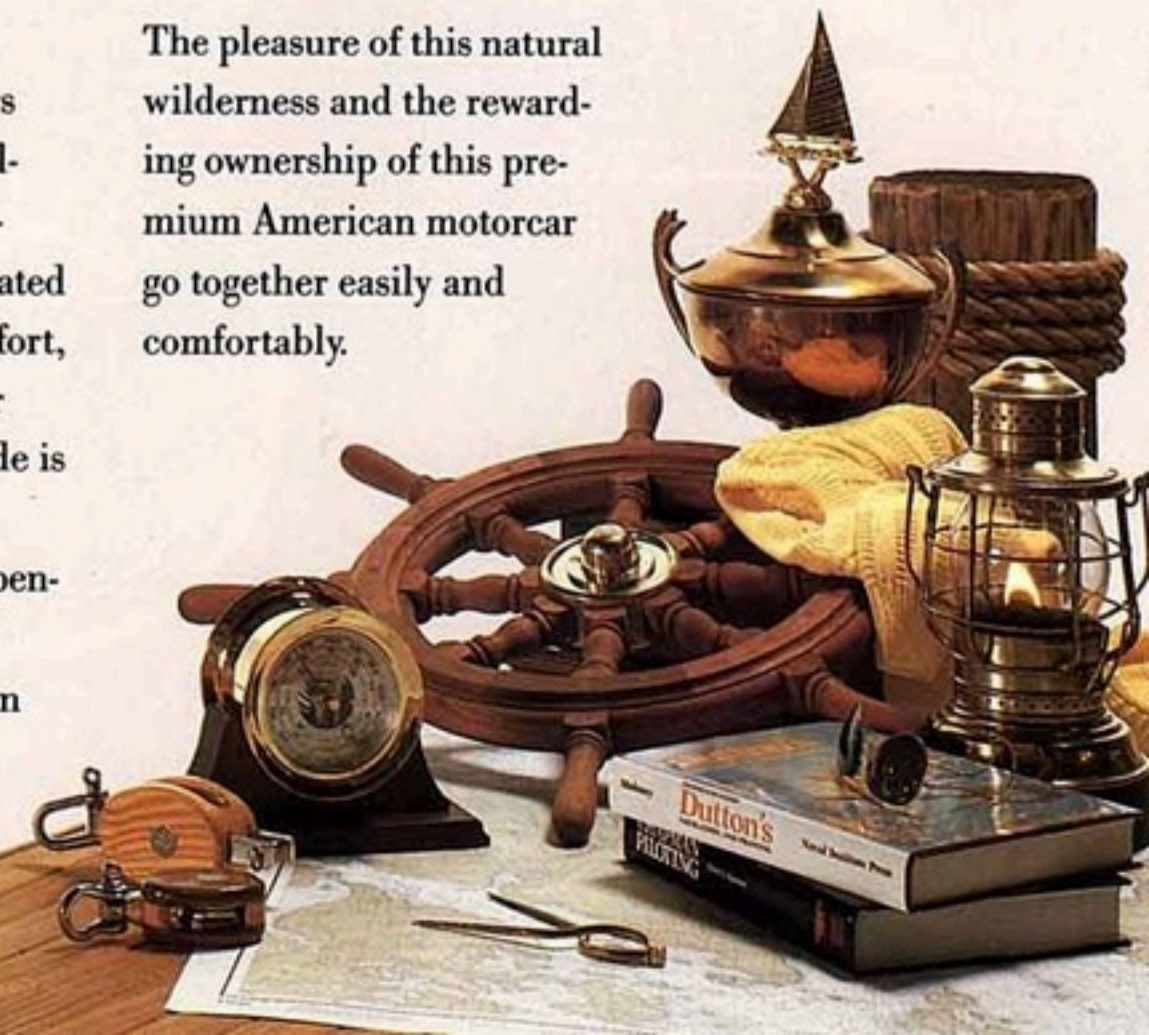
The Buick Electra offers that same pleasing amalgam, with Buick's traditional virtues of understated elegance, generous comfort, and a sense of muscular grace in motion. The ride is smooth and solid with DynaRide 4-wheel independent suspension (or the Gran Touring suspension standard on Electra T Type®). Stop-

is equally impressive, with an anti-lock brake system that's standard on Park Avenue® Ultra and Electra T Type and available on other Buick Electra models.

The pleasure of this natural wilderness and the rewarding ownership of this premium American motorcar go together easily and comfortably.

And in Canada's Bay of Fundy, an overnight sail away, tides of up to 50 feet are spectacular.

Acadia National Park lies north on the coast of Maine near the entrance to the Bay of Fundy. It has three parts, with the bulk of the area on Mount Desert Island, a portion on the mainland in the Schoodic Peninsula, and the remainder on tiny Isle au Haut. Some of the finest sailing grounds in America lie along this part of Maine.





fuel injection

park
avenue



THE REWARDS OF OWNING A PREMIUM AMERICAN MOTORCAR.™

Some of the finest automobiles reward you with value, some with outstanding performance and comfort. Buick Electra does both. Whether you choose the Electra, the Park Avenue, the Park Avenue Ultra or the exhilarating T Type you will find yourself at the wheel of a premium American motorcar.

The Ultra, for example, with its lavish leather seating, silver lower-body paint, smooth DynaRide suspension with automatic level control, anti-lock brakes and 3800 engine, sets a new standard for American luxury sedans.

The Park Avenue makes its own unique style statement while sharing many luxury appointments with the Ultra, including electroluminescent coach lamps and electric trunk lock release.

For the driver who demands

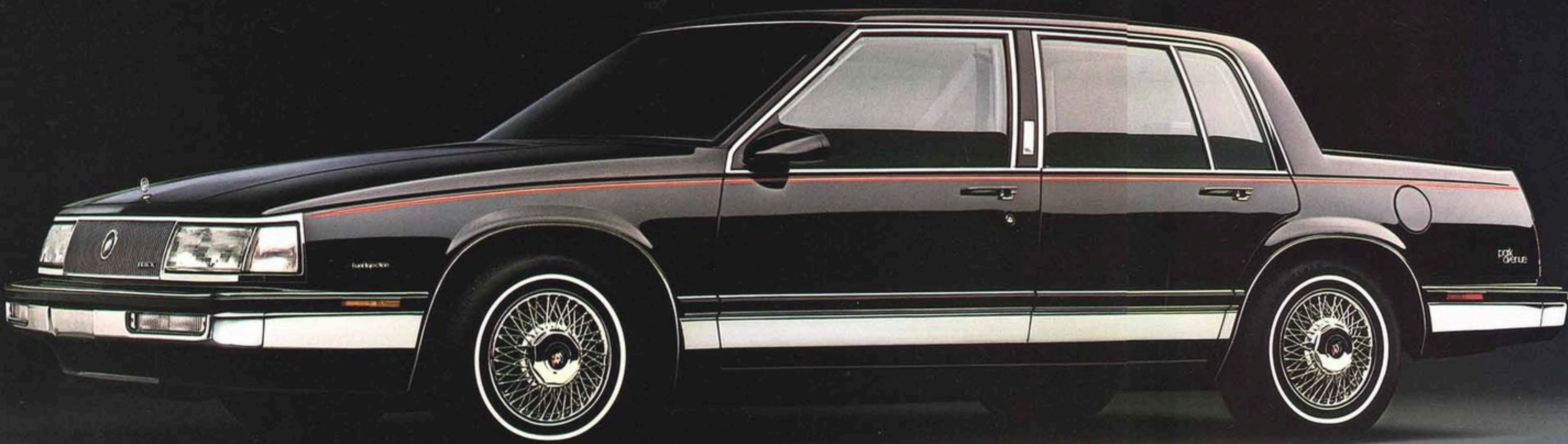
precision in his automobile's rapport with the road, Electra T Type equipment includes an anti-lock brake system and Gran Touring suspension. The driver's compartment is special, too, with an overhead console and 45/45 front seats.

Premium engineering to go with its sleek looks and comfortable appointments sets the Electra Limited apart from the crowd. Its 4-wheel independent DynaRide suspension offers a new level of control to go with its smooth, solid ride.

Electra Limited appointments include air conditioning, cruise control, electric door locks, power windows, electric rear-window defogger, tinted glass and tilt steering column.

All Electras demonstrate just how rewarding the ownership of a premium American motorcar can be.

Premium looks, engineering and style mark the 1. Buick Park Avenue 2. Buick Electra and 3. Buick Electra T Type. 4. Power is smooth, confident and effortless with the 3800 engine that powers the Electra, Park Avenue and Ultra. 5. Attention to detail is evident.





Rich detail and a distinctive style distinguish the prestigious Park Avenue Ultra interior with its leather seating and comfortable room for six.

CONCERT SOUND II

ACCOMMODATIONS FOR SIX WITH COMFORT AND STYLE.

Everything about the Electra whispers quality and substance, including the interior design and appointments of the Park Avenue shown here.

The luxury of the rich knit velour upholstery and the

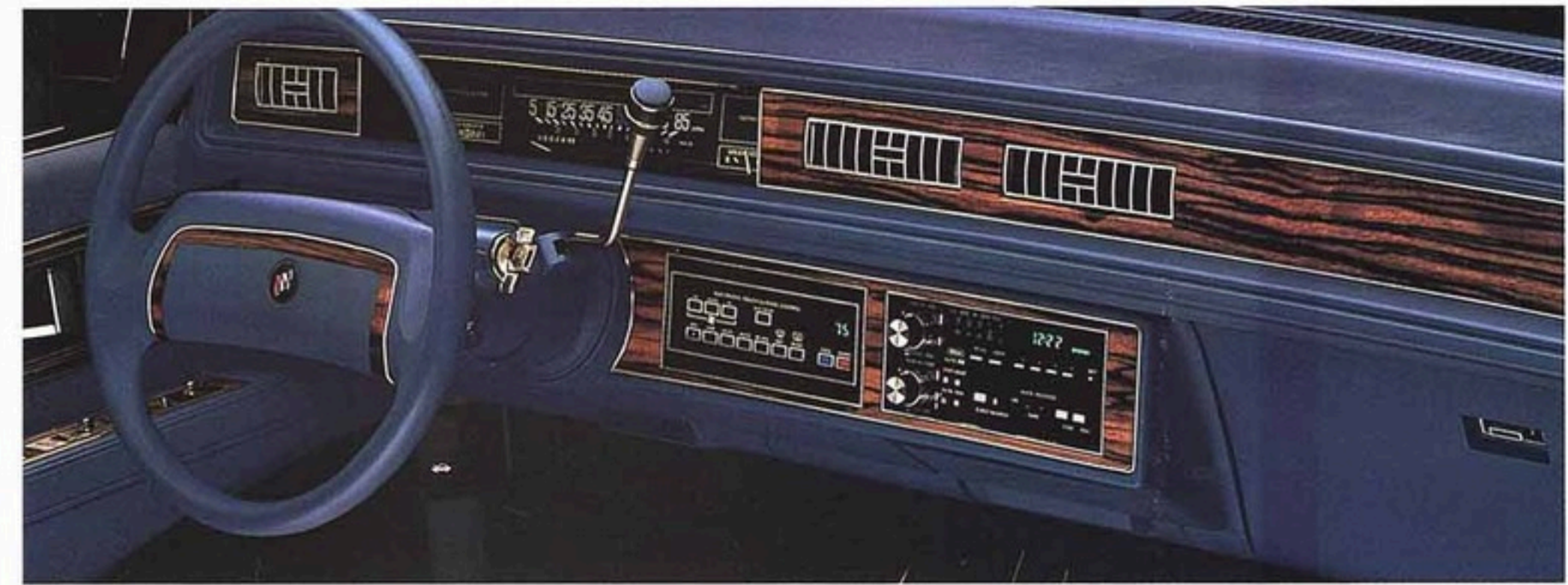
deep plush carpeting, the understated touches of Macassar ebony woodgrain trim provide a high level of elegance. Underneath it all is a high degree of acoustic insulation, with high-density buffers to isolate engine and suspension components from the body, and sound-

protection mats under the carpets and at strategic points throughout the passenger compartment. The Electra is roomy, handsome and quiet.

It is also extremely well endowed with conveniences, including automatic safety

belts for driver and right front passenger that move into place every time you enter, 6-way power driver's seat, and power window controls that are theater-lit for easy use at night.

The instrument cluster combines the best of quartz



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electronic technology and analog clarity to provide instant, accurate information at a glance. This is truly an automobile designed and executed for the individual who insists on distinctive style and genuine substance in an automobile.



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1. Comfort and luxury are yours in the Buick Park Avenue, with knit velour, Macassar ebony vinyl woodgrain trim and generous room. 2. Fine sounds, temperate breezes, instant information and firm control are yours on the Park Avenue instrument panel. 3. Comfort is at hand in the understandable graphics of the 20-way adjustable seat control panel that's standard on the Ultra.



LESABRE



wrapped in a design of elegant simplicity.

A fresh, new look sets the Buick LeSabre apart, with aerodynamic lines and understated trim. And under the good looks there is substance, including the quiet, dependable power of its 3800 V-6 engine with SFI. The 4-wheel independent DynaRide suspension provides a smooth ride with remarkable control. Best of all, this quality and

In many ways, Yosemite is the crown jewel of the National Park system. In 1864, President Lincoln signed an order deeding the valley and the Mariposa Grove to California to be held "inalienable for all time" as the earliest preserved wilderness in America. By 1890, it had

Driving through the valley of Yosemite, with its magnificent views of Half Dome, towering waterfalls and the river beside you, it is easy to think of this as the whole park. In fact, it's not. Although these 7 square miles attract the vast majority of the park's visitors each year, they are only a tiny fraction of the 1,190 square miles of stunning beauty that climb from the valley of the Merced high into the Sierra Nevada.

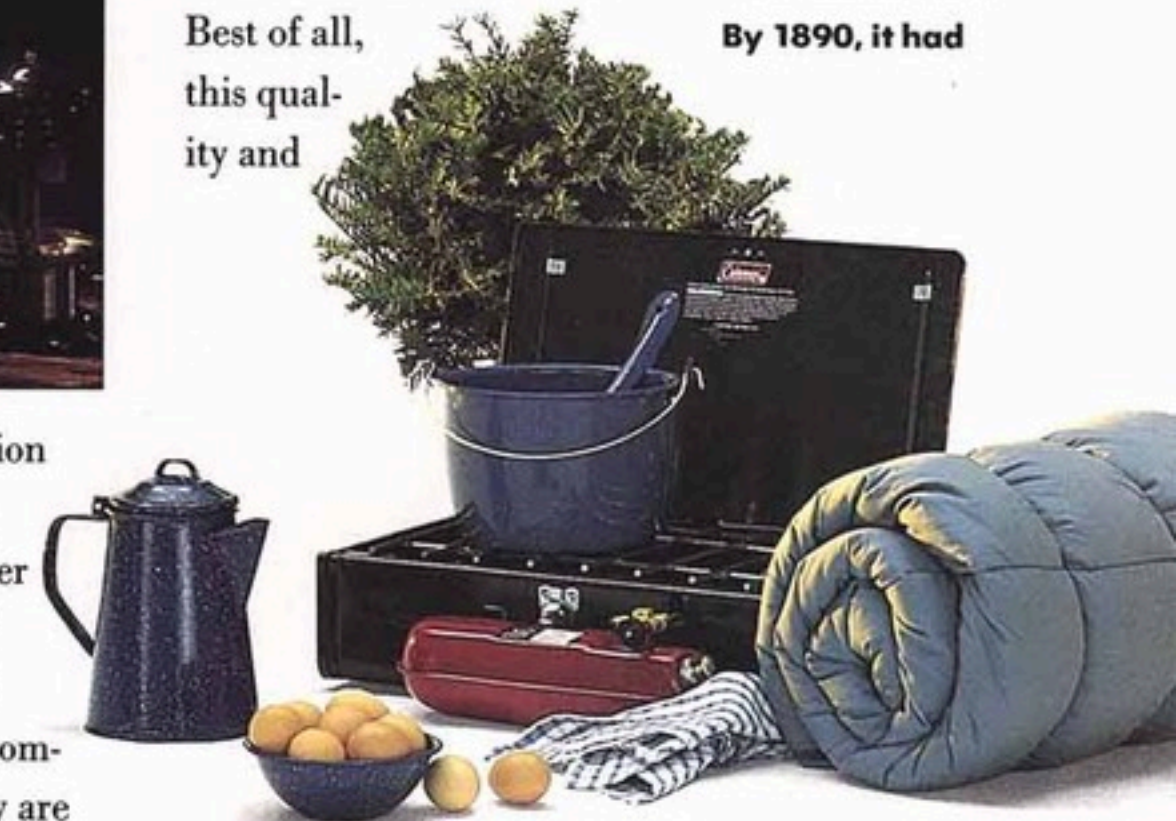
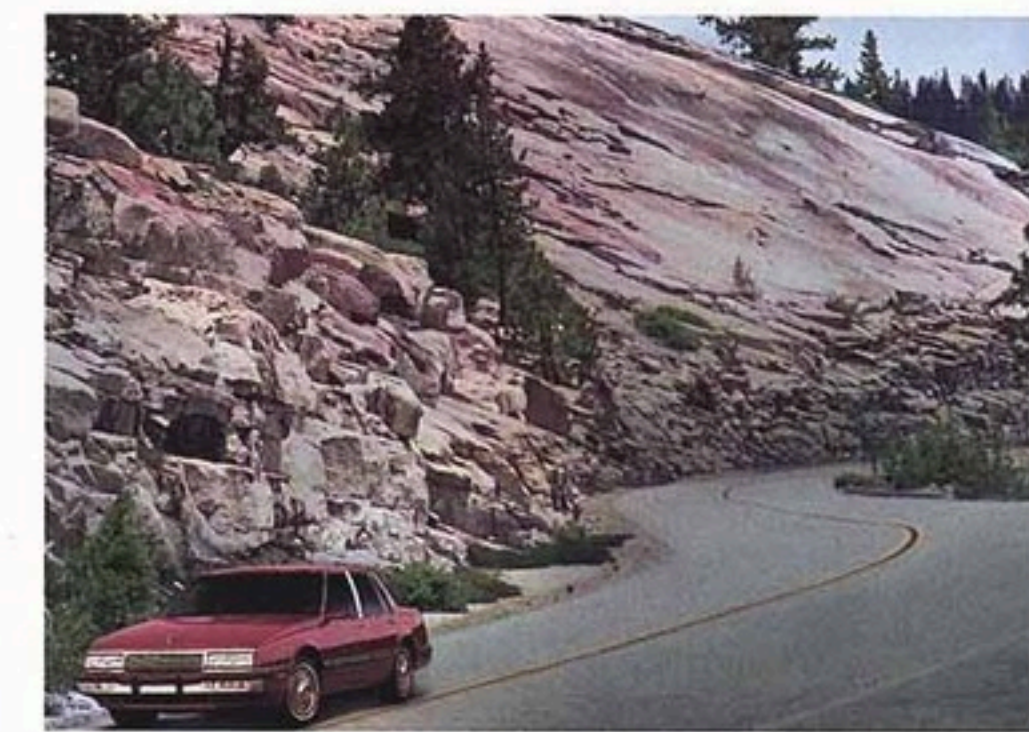
Of all the activities Yosemite offers, perhaps the one that cuts closest to its spirit is camping. Going to sleep in the soft silence of the

Sierra wilderness, waking to a dawn breeze rustling through meadows of wildflowers can bring you close to the soul of this vast national treasure.

More than a dozen campsites are scattered down in the valley, along the mountainous Tioga Road and high up in the breathtaking Tuolumne (too-AW-lu-mee) Meadows.

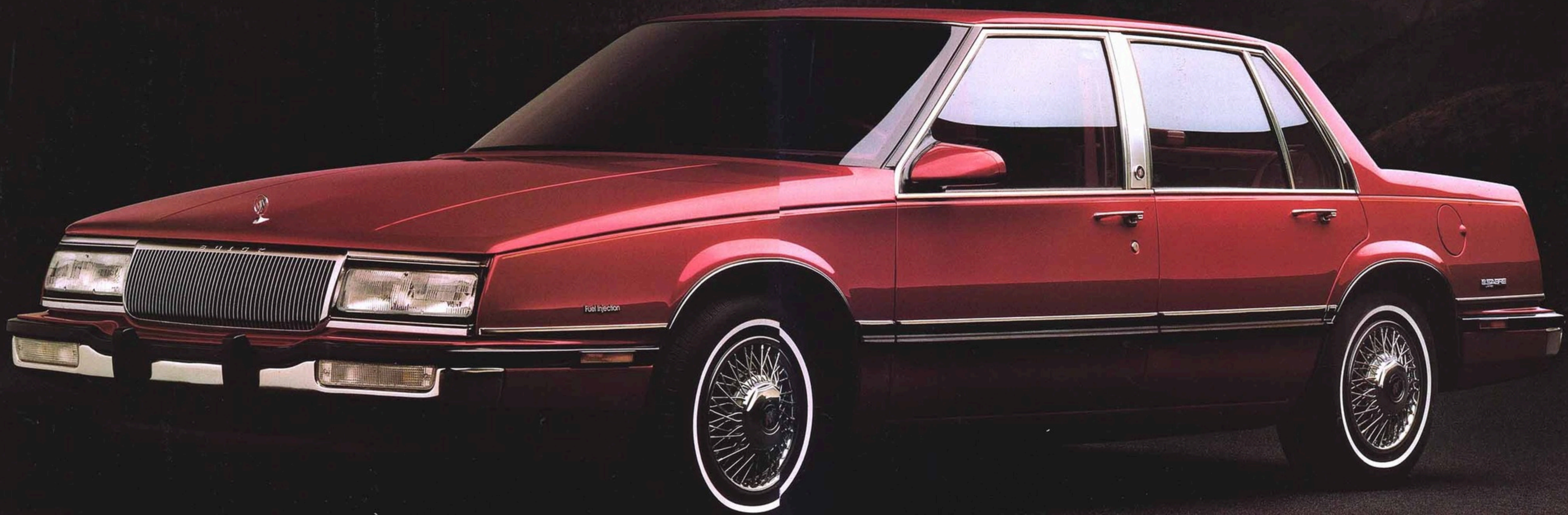
The drive along the valley floor or up on Tioga to the campsites and trailheads reveals vast expanses of irreplaceable wilderness carefully preserved for us by farsighted Americans of the past.

That act of preservation speaks to values the Buick LeSabre® owner understands: a sense of purpose, of maturity, a respect for uncomplicated quality. They are reflected in the choice of this automobile, with its pure functional excellence



substance is available at a price that will not offend your sense of proportion.

become a U.S. National Park, and one of the most beautiful. Camping permits are required for campgrounds and it is important to make reservations well in advance.





FULL-SIZE QUALITY AND STYLE.

In an era of shrinking cars, room is one of the greatest automotive luxuries there is. And when you find full-size room combined with real quality and style, you've truly found something of lasting value.

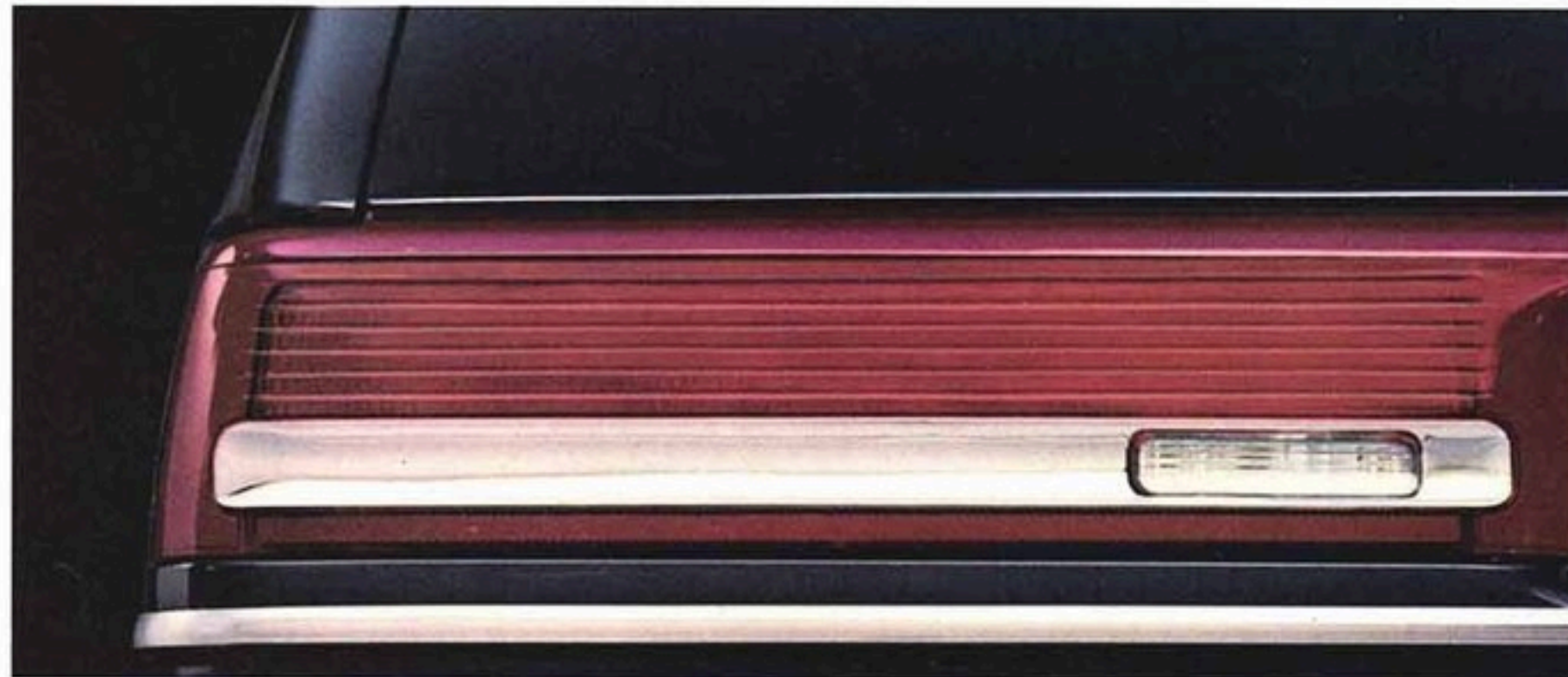
The Buick LeSabre provides that luxury—and other important luxuries besides—in abundance. It's a full-size automobile that can take the entire family on an adventure of discovery, or just around the block, in comfort and luxury. The power comes on smoothly and reliably from the technically advanced 3800 engine that's standard. The body and chassis deliver a beautiful ride and deft handling with the 4-wheel independent DynaRide suspension. (If you select the available Gran Touring sus-

pension for even firmer command, automatic level control is included.) And all around you are elegant, understated touches of style and comfort.

The list of standard equipment may be a pleasant surprise, if you haven't owned a Buick before. It includes air conditioning, a selection of standard and available seating arrangements, power brakes with discs in front, beautiful clearcoat exterior paint finish and automatic overdrive transmission, among other amenities.

If your automotive priorities include room, comfort, style and quality at a price that makes sense, Buick LeSabre belongs at the top of your shopping list.

1. The Buick LeSabre Custom: full-size comfort with sophisticated, luxurious looks. 2. The new rear styling includes integrated tail lamps, back-up lamps and slide-in license plate pocket. 3. Composite tungsten-halogen headlamps are stylish and practical. 4. The Coupe is available in both LeSabre (shown here) and LeSabre Limited trim levels.



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THE INSIDE STORY ON COMFORT AND CONVENIENCE.

Slide into the driver's seat of a Buick LeSabre and you quickly begin to get the idea. Comfort is what it's all about. This is an automobile designed to turn the Great American Road into a premium driving experience.

The analog instruments, including an available

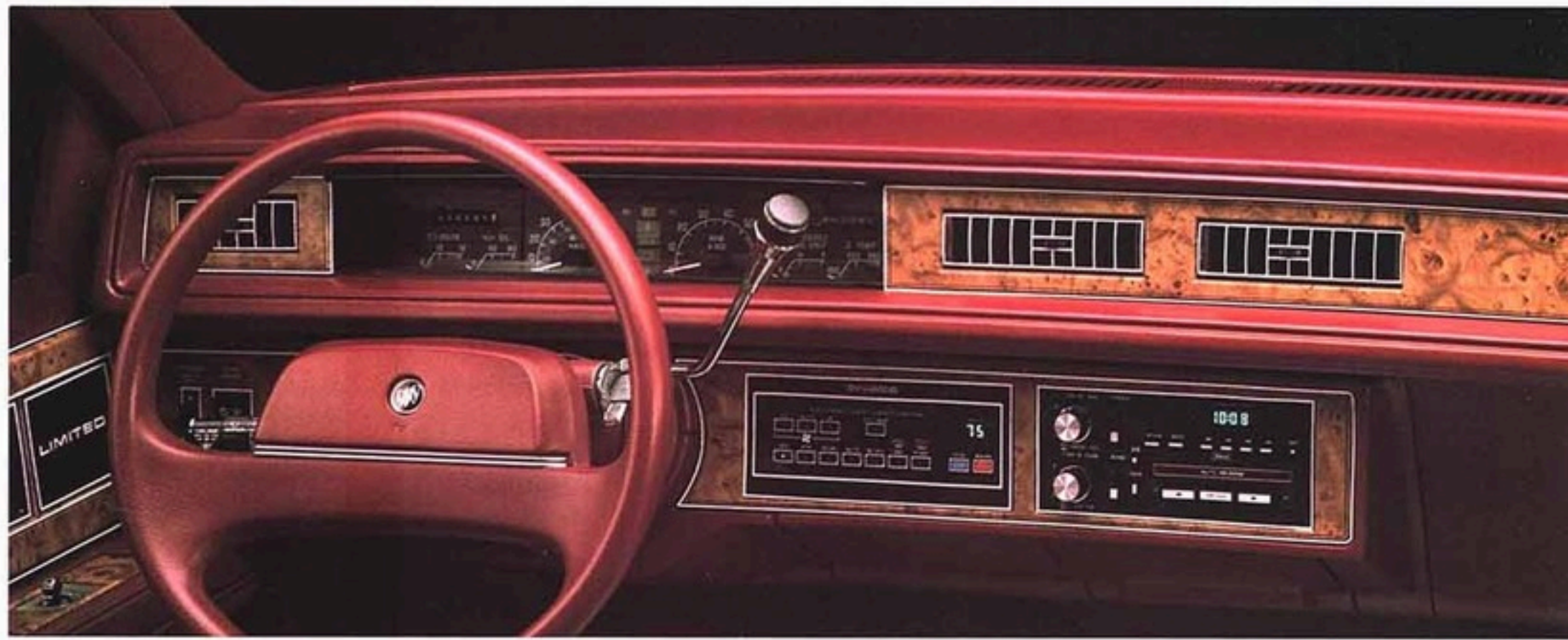
option that includes a tachometer and gauges for oil pressure and coolant temperature, tell their story clearly and concisely at a glance. The controls, including the multi-function control lever that operates turn signal, headlamp high/low beam and windshield wipers and washers, are exactly where you want them for easy access. Even

the automatic front safety belt system contributes to your ease, sliding into position whenever you enter.

Among the standard features, whether you select Custom or Limited trim level, are tinted glass, full interior lighting package including trunk and engine compartment, dual outside mirrors with remote con-

trol on the driver's side, and rich upholstery. The standard sound system is a Delco ETR® AM-FM stereo with seek and scan, dual front and rear extended-range speakers and clock.

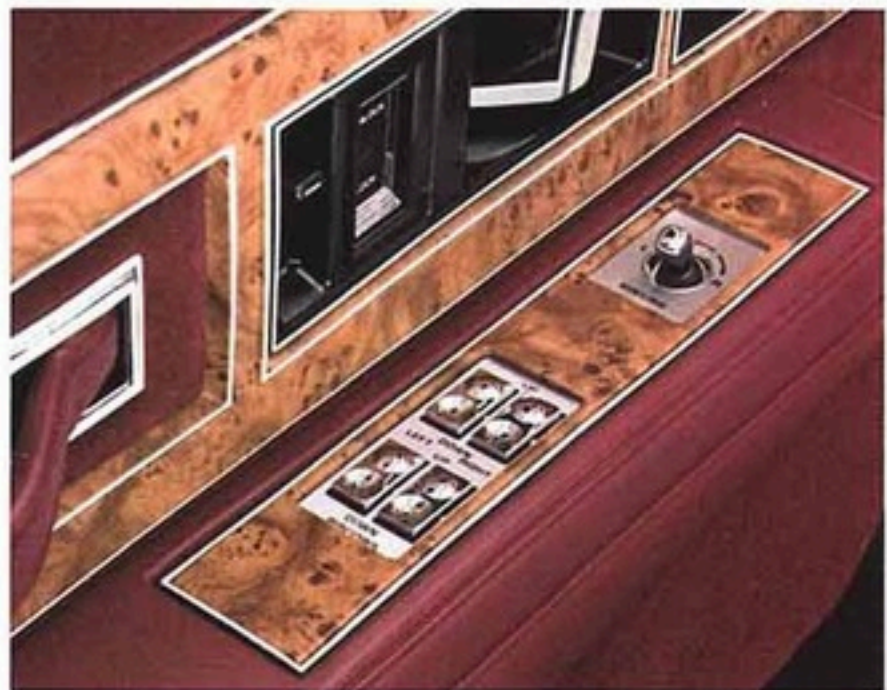
Set your sights high and put your family in more than just a full-sized car. Put them in a full-sized Buick; the new Buick LeSabre.



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4



1. Buick style, comfort and luxury set the LeSabre Limited apart. 2. The best things in life are simple, functional and beautiful, like the LeSabre instrument panel. Available luxuries include 3. a lighted vanity mirror for your passenger, and 4. power windows. Standard is a left remote control outside rearview mirror and theater lighting for convenience.



R E G A L

No matter what the season in Great Smoky Mountains National Park, you're struck by the vibrant colors. Spring meadows and hollows are spectacular with dogwood, azalea and rhododendron in blossom. In fall, when the mists that give this place its name begin to chill, sharp reds and oranges of turning leaves paint the hills. And all through the year, great stands of virgin timber provide a range of earthy tone and rough texture.

For one who appreciates enduring, simple beauty,



this is a place of wonders. Toys with fanciful names like the "whimmydiddle"; graceful mountain dulcimers; woven baskets that recall when the Cherokee Nation extended from Virginia to Georgia and Alabama; handmade arts and

crafts that reflect a sturdy way of life that never quite left these smoky hills.

The unpretentious beauty of these arts and crafts has a strong appeal to the kind of person who drives a Buick Regal.® There's no

pretense. Fads and fashions have come and gone for more than 200 years without touching the essence of this pure folk art.

This place suits the Regal, too. The uncluttered beauty plays perfectly against the Regal's tasteful, stylish looks. Steep dips and sweeping curves of the roads test the substance of Regal's design. And the luxurious interior plays counterpoint to the rugged hills.

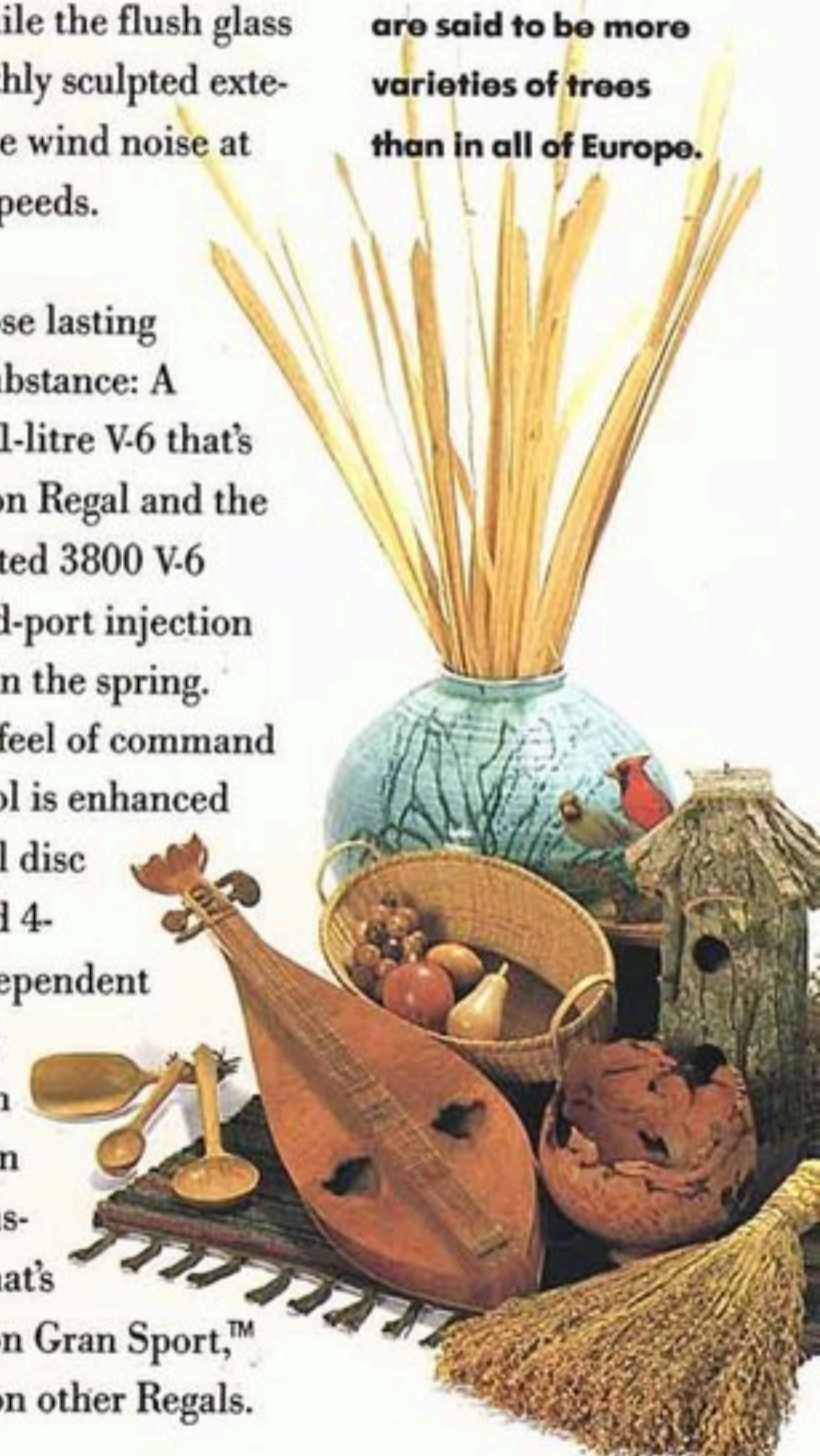
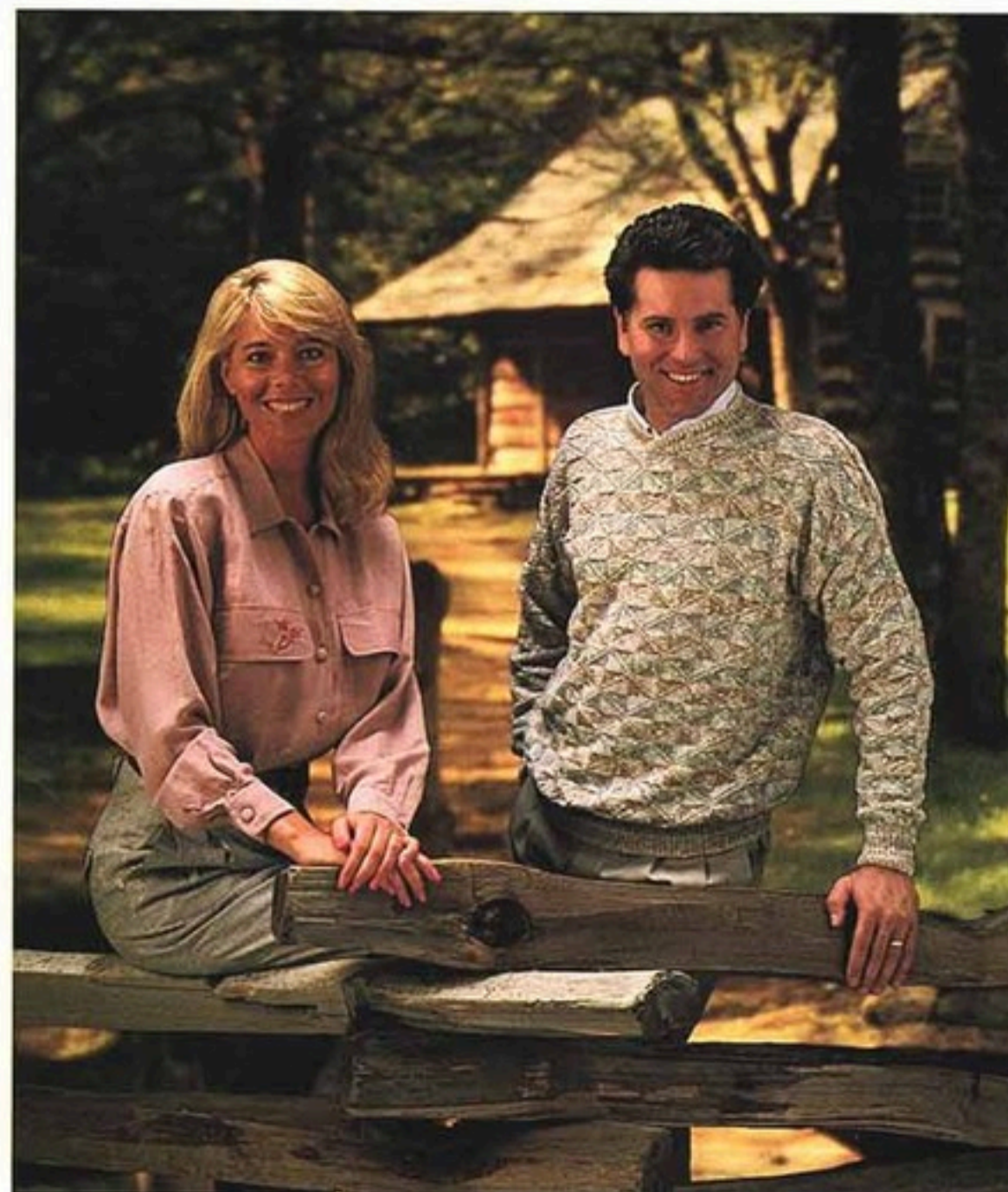
Here, you're in for some great driving and some good times. Whether you're at the wheel of a Regal Coupe—a luxurious American automobile—or one of three new sedans available around midyear, you've chosen the right automobile for a premium American driving experience.

This Buick is sleek, with a low drag coefficient that rivals the wind resistance of all-out racing cars. The Regal Coupe slips through the air while the flush glass and smoothly sculpted exterior reduce wind noise at highway speeds.

Under those lasting looks is substance: A smooth 3.1-litre V-6 that's standard on Regal and the sophisticated 3800 V-6 with tuned-port injection available in the spring. The solid feel of command and control is enhanced by 4-wheel disc brakes and 4-wheel independent DynaRide suspension or the Gran Touring suspension that's standard on Gran Sport,™ available on other Regals.

Surrounded by simple beauty, the Regal is at home in these hills.

Great Smoky Mountains National Park is high in the Appalachians, blending into the Blue Ridge Mountains to the northeast and covered by some of the last remaining virgin hardwood timberland in the United States. It's a naturalist's dream, with animals and plant life in a profusion found nowhere else. In these hills are said to be more varieties of trees than in all of Europe.





BUICK

REGAL





SLEEK, SUBSTANTIAL REGAL COUPES AND SEDANS.

- 1. The Regal GS Sedan brings 4-door convenience to excitement.
- 2. The Regal GS Coupe makes a bold statement with a personality all its own.
- 3. The Regal Custom

Here is all the dashing flair of the Regal Coupe, with a 4-door style all its own. The Regal Sedans (Custom, Limited and Gran Sport), available around midyear, bring a new dimension to the Regal lineup of Coupes.

Conveniences surround you, including an automatic front safety belt system, illuminated switches, and a system that turns on the instrument panel and other lights until you've had time to place the key in the ignition.

One look tells you the Gran Sport Coupe is all business. With an air dam and fog lamps in front, Gran Touring suspension, big, 16-inch wheels and black-wall touring tires all around, and reclining bucket seats and special

trim inside, the Regal Gran Sport makes an unmistakable statement.

The tasteful good looks you want and the comfort you expect in a Buick are reflected beautifully in the understated lines and handsome appointments of the Regal Custom and Limited Coupes and Sedans.

Inside, the rich upholstery and cut-pile carpeting, and the tasteful good looks of Macassar ebony trim provide you and your passengers with genuine luxury.

1990 Regal. A new statement of Buick's classic virtues.



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- Sedan puts you at ease in comfort and luxury.
- 4. Buick's heritage of smooth power is at your service in the 3.1-litre V-6 with MFI, standard on the Regal.
- 5. The Regal Custom Coupe is pure luxury, expressed elegantly.

Shown on the preceding foldout—the Regal Limited Sedan, available in spring.



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INTERIORS THAT ARE REGAL INDEED.

1. Elegance and comfort with style set the Regal Limited apart.
2. The available steering-wheel-mounted radio controls let you find your favorite sounds without lifting a hand.
3. Control and complete information are a fingertip away in the Regal's instrument panel.
4. The standard ETR® AM-FM stereo sound system includes backlit graphics.
5. Leather in the seating area is available for an extra luxurious statement.

The watchwords here are comfort and style. The elegant good looks begin with rich fabric upholstery and deep cut-pile carpeting (plush Thaxton carpeting in the Limited Coupe and Sedan) that are every bit as comfortable and luxurious as they look.

Technology with a purpose has been emphasized to enhance driving convenience. A digital speedometer is standard. And those controls which are not electronic are low-travel push buttons.

Air conditioning, an AM-FM stereo radio with seek and

scan and clock, and tilt steering wheel are all standard. So are the useful touches of extendable sunshades and an automatic front safety belt system that buckles you up every time you get in.

A 55/45 front seat is standard (except in the Gran Sport), including a fold-down armrest with storage. Sporting bucket seats with reclining seatbacks and full-length operating console are standard on the Gran Sport and available on other models. Optional leather upholstery in the seating areas is available in Limited and Gran Sport models.



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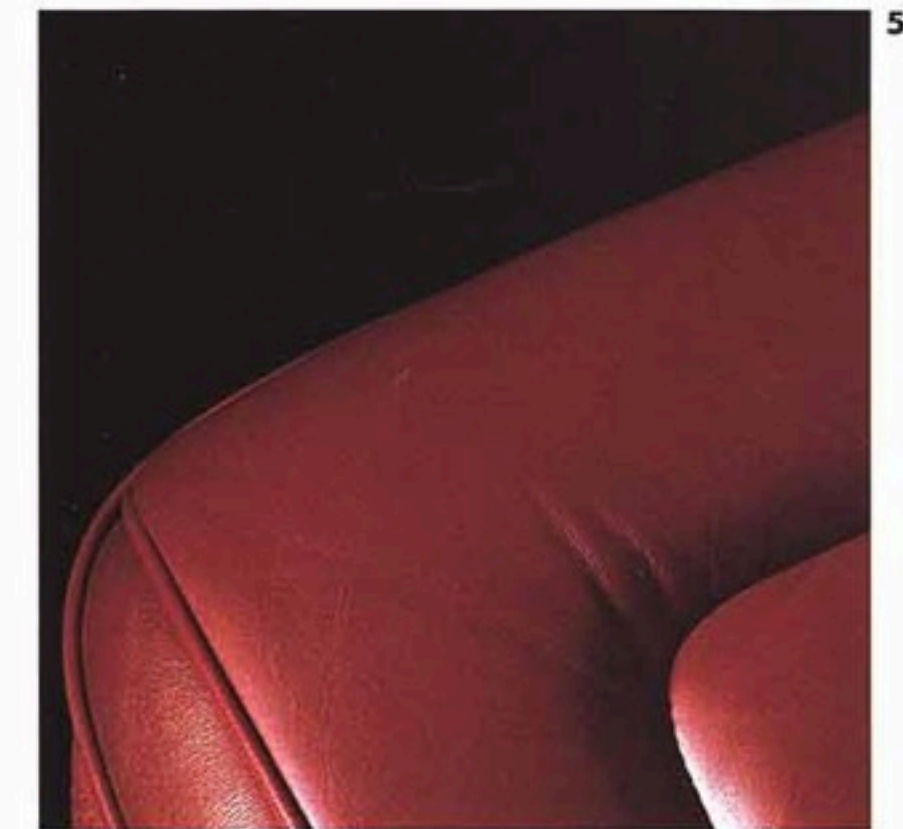
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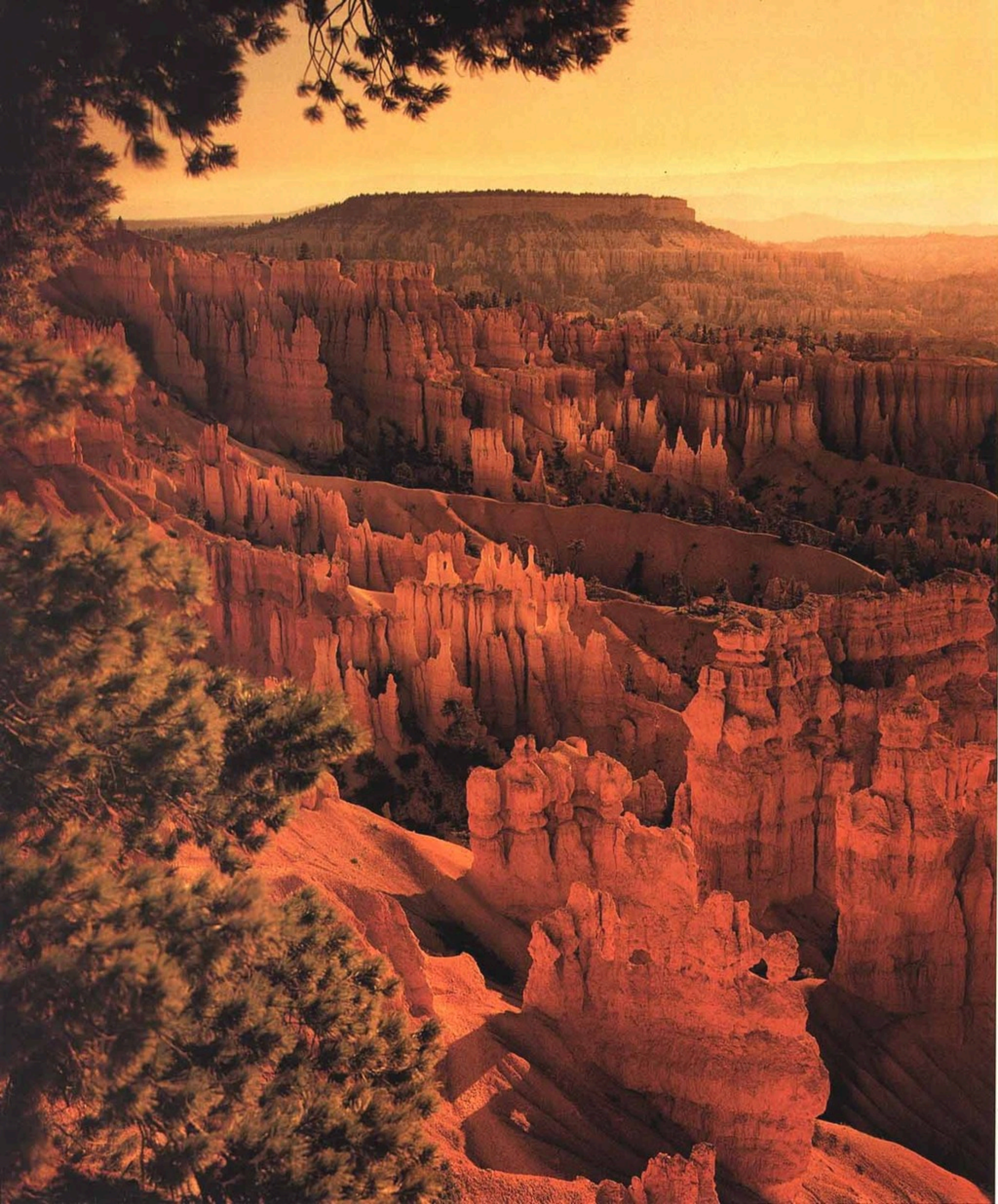
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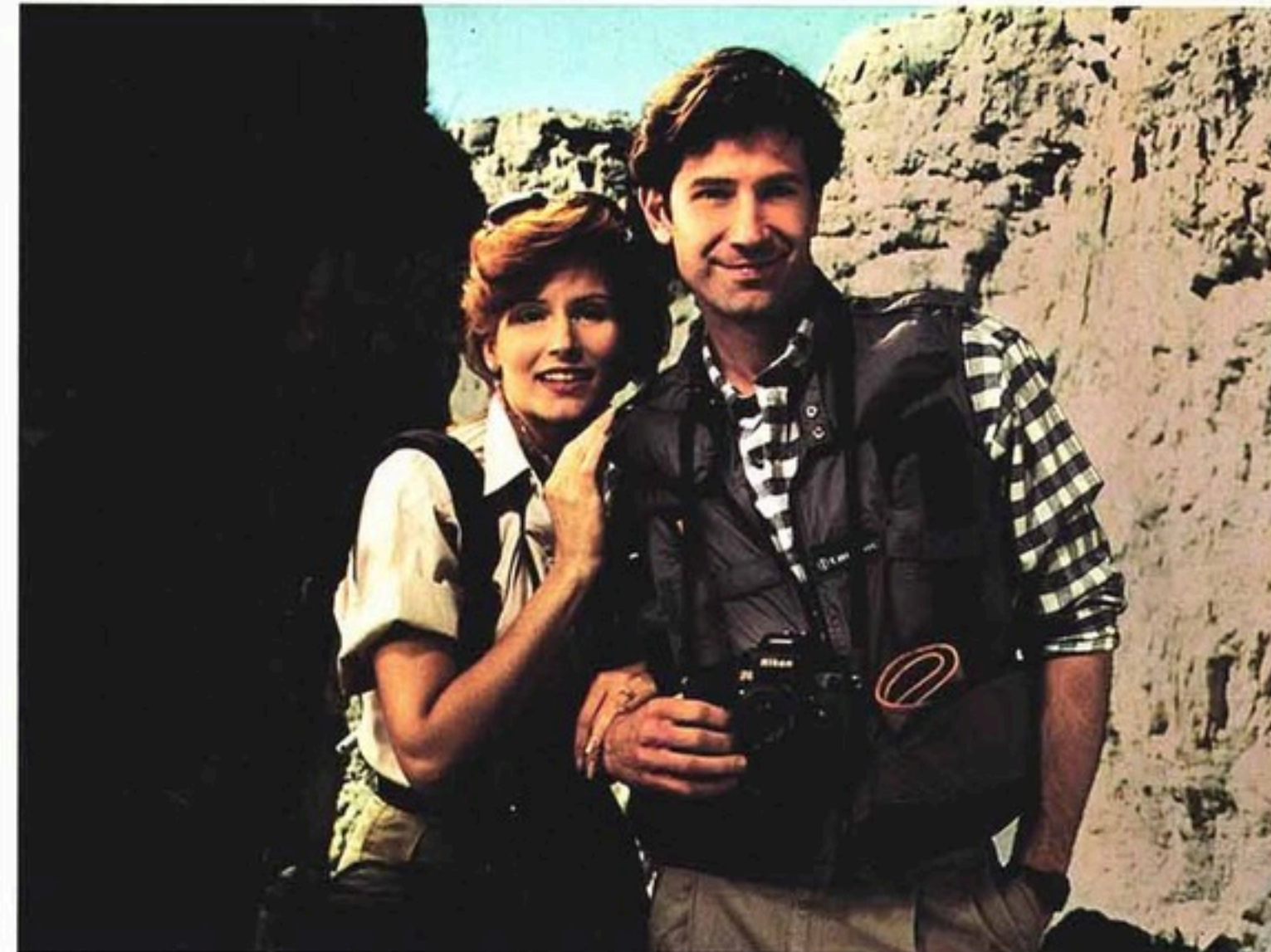
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C E N T U R Y



It has taken more than 15 million years to turn a prehistoric seabed into Bryce Canyon National Park. Countless water droplets collecting in cracks and going through cycles of freezing, expansion, thaw and runoff have sculpted siltstone into the strange shapes the Paiute Indians called "Red rocks standing like men in a bowl-shaped recess."

Ebenezer Bryce, the early settler after whom it was named, took an unpoetic view after farming there a few years. He called it "a hell of a place to lose a cow." Today's visitors are moved to more lyrical descriptions as they drive the 24 miles of park roads to scenic vistas

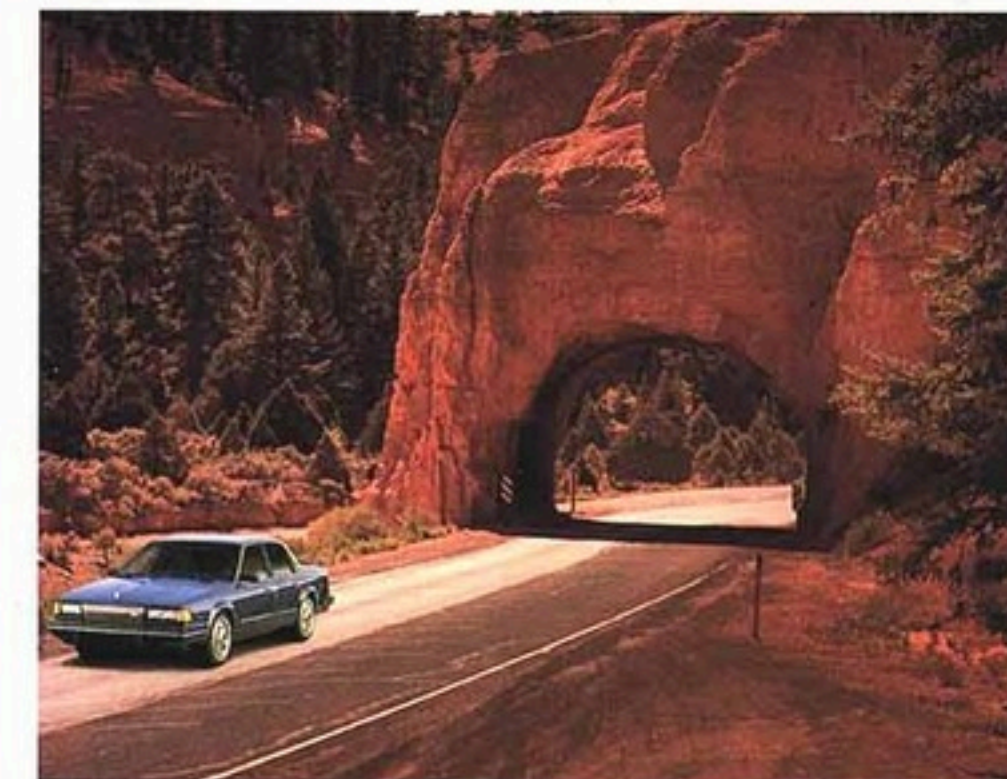
of rock formations with colorful names like Gulliver's Castle, Hindu Temples and Thor's Hammer.

The clever visitors are the ones who bring back pictures, because nobody will believe such farfetched tales without some evidence. And the evidence you can bring back on video tape or film is enough to stun doubters into awed silence.

Buick Century® owners are likely to bring their memories home with them. After all, people who insist on the premium value of the Buick Century are the kind of thoughtful people who won't just take the trip

once, but will bring it back to enjoy again and again.

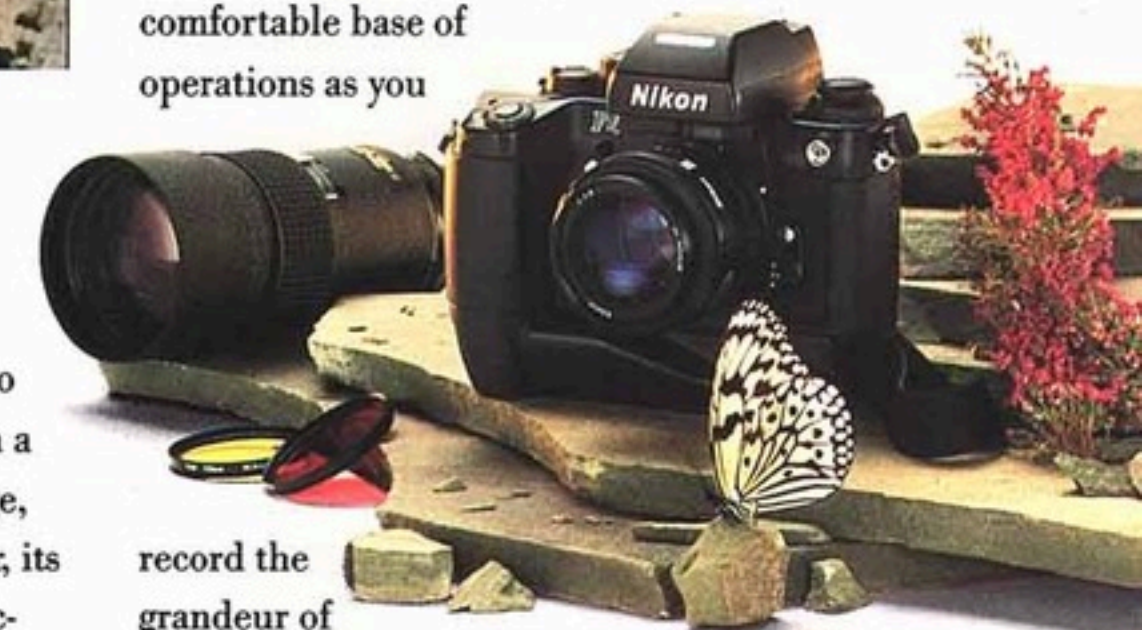
The Buick Century is no ordinary automobile. In a world of constant change, not always for the better, its mature style and distinctive looks stand out. The quality is evident, not only



in the appointments and the generous passenger room, but even in the way it is equipped.

From the smooth, controlled DynaRide suspension to the choice of engines, the Buick Century is built to provide a premium driving experience.

Inside, standard features like air conditioning, a superb AM-FM stereo system and handsomely upholstered seating make the Buick Century a very comfortable base of operations as you



record the grandeur of the scenery Ebenezer Bryce didn't want his cows to see.

With 35,835 acres, Bryce Canyon is hardly the largest in the National Park system. But it more than makes up for its size with the fascinating diversity and beauty of its scenery. As the angle of the sun changes and shadows creep across the rock surfaces through the course of the day, the same scene can look very different,

providing a photographic challenge and a visual reward for the visitor.



COMFORT AND LUXURY YOU CAN DEPEND ON.

- 1. The Century Custom Coupe is sleek and luxurious, as you'd expect of a premium American motorcar.
- 2. The Century Limited Wagon proves versatility can be elegant.
- 3. Buick's heritage of smooth, powerful V-6 engines shows in the 3300 V-6 with MFI that is available in the Century.

A choice of five Buick Century models offers you the rewards of Century ownership, whatever your needs, tastes and aspirations. Whether you choose Custom Coupe, Sedan or Wagon, or the Limited Sedan or Wagon, those rewards are substantial.

This is a solid car in the Buick tradition. The ride is quiet and sure with DynaRide suspension. The proven dependability of the 2.5-litre Tech IV™ engine

or the quiet passing power of the available 3300 engine provides a comforting level of confidence.

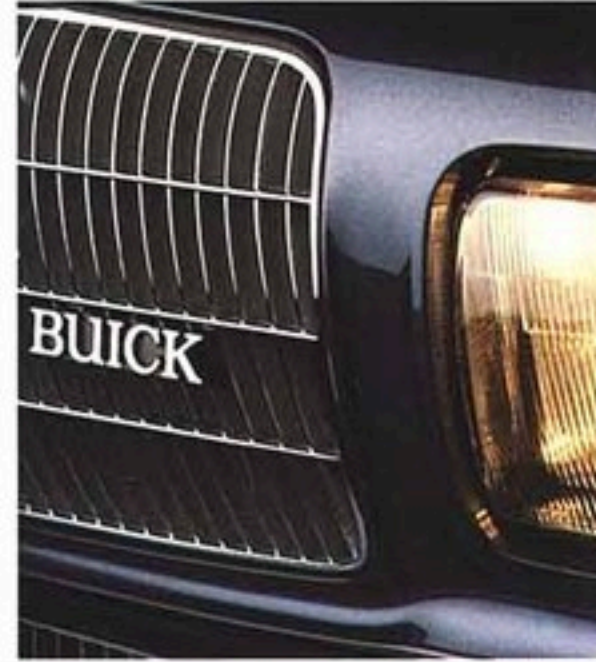
From the understated grille to the wraparound tail lamps, the lines are smooth and sleek and bring an air of energy and excitement.

Inside, the Century is generous with comfort and luxury, including the most important luxury of all: room. Rich upholstery, deep carpeting and the large trunk bring a sense of

substance to the Century.

The Century Wagon includes the convenience of a split, folding second seatback and available third seat to accommodate varied combinations of cargo and passengers. Locking hidden storage compartments provide added security for your valuables.

More than 74 cubic feet of cargo room when the seats are folded down make this wagon very practical.



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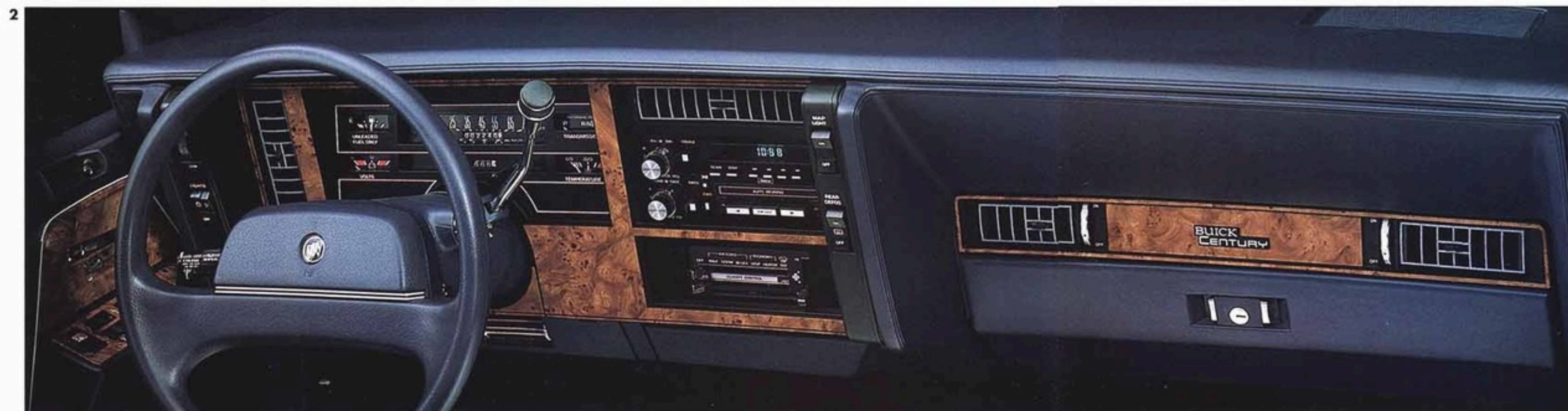


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INSIDE CENTURY: COMFORTABLE ACCOMMODATIONS.

The rich detail that sets the Buick Century apart begins with the carefully tailored seats. Their handsome velour upholstery covers a seating structure designed for maximum comfort and excellent support. In the front, automatic safety belts move into position whenever you enter the Century.

Around you are tasteful touches of woodgrain vinyl trim, carefully coordinated colors and textures and a distinctive tone of substance that is pure, unadulterated Buick.

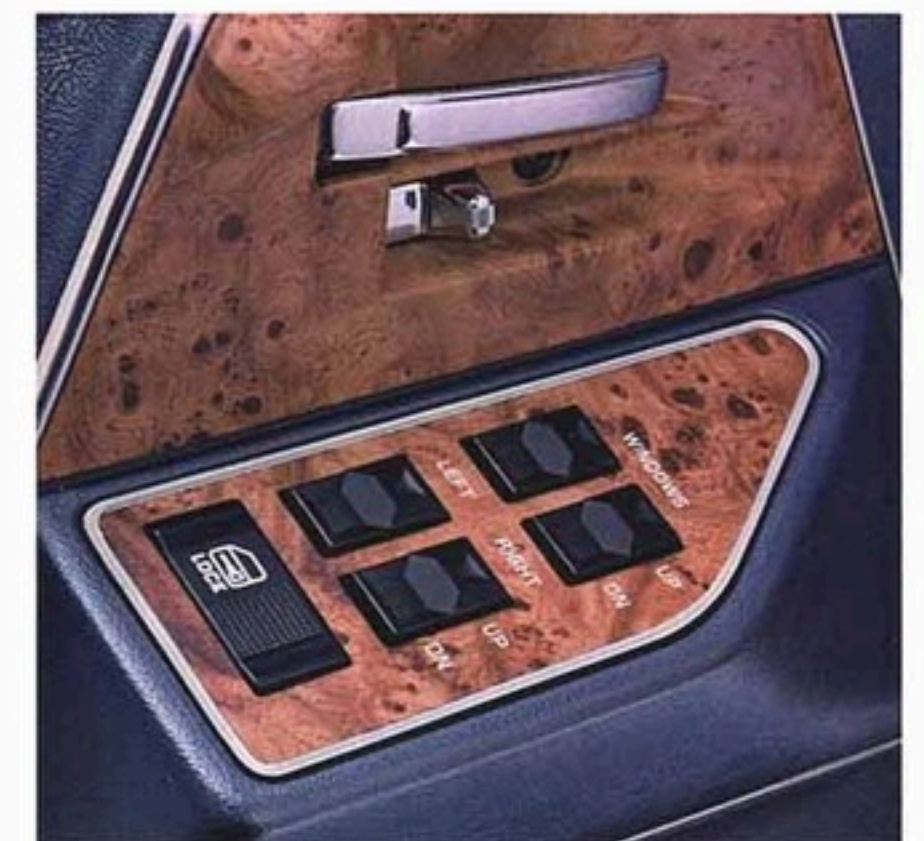
Amenities like Soft-Ray tinted glass, air conditioning and power rack-and-pinion steering are standard, of course. Elegant 55/45 front notchback seats with storage armrest are standard on Limited and available on Custom models. Unexpectedly, perhaps, an outstanding Delco ETR® AM-FM stereo radio with seek and scan, clock and dual front and rear extended-range speakers is also standard.

Instruments and controls are placed for convenience. Clarity is the greatest virtue when it comes to providing information, and the Century instrument panel is very virtuous in that respect. In Limited

models, voltage and coolant temperature gages and a trip odometer are added to the speedometer, fuel gage, other instruments and warning lights. They are placed in plain view and designed for instantaneous reading. A backlighted indicator window shows the position of the column-mounted automatic transmission shift lever.

Controls, too, are placed exactly where you'd want

1. Carefully tailored, beautifully finished, the Century Limited interior bespeaks premium tastes. 2. Control, comfort and ease of use are the guiding principles behind the design of the Century instrument panel, with standard air conditioning. 3. Available power window and power door lock controls are in a convenient door panel.



3

them, including the multi-function lever which controls turn signal, headlamp high/low beam and windshield wiper/washer settings. A new door panel design makes door-mounted controls such as power-window switches easy to find and use. The Buick Century provides a setting of comfort, confident control and very pleasing luxury for you and your passengers.



S K Y L A R K



Yellowstone rewards patience. It requires a pace that gives you leisure to wait for a bald eagle to swoop in, pivot on a wingtip in the breeze and settle into its high nest. It asks for an unhurried mood that can be patient until a geyser shoots its spray over a hundred feet in the air and blossoms into a rainbow.

It all becomes apparent as you drive through Yellowstone. Magnificent vistas, waterfalls, beautiful meadows, unearthly geysers and mineral formations reveal themselves from your car. But if you rush past them, they're gone in an instant. Make time for them and

they're yours to keep in your memory forever.

One of the ways to find the more leisurely pace Yellowstone asks of you is to see it from horseback. Trail riding through this park of so many scenic vistas and nat-

ural wonders gives you the time to absorb them. Peaceful time. Quality time.

The Buick Skylark® owner has earned this quality time. It's a rare pause in a schedule that has little room for relaxation and none at all



for waste. The bracing vistas of untouched wilderness, the way nature continually renews itself fulfill a certain sense of worth and order in life. The same instinct leads this person to the Buick Skylark, with its obvious quality and style. The keys to understanding the Skylark are its reliability, its effective use of space, its lines that are clean, stylish and pure.

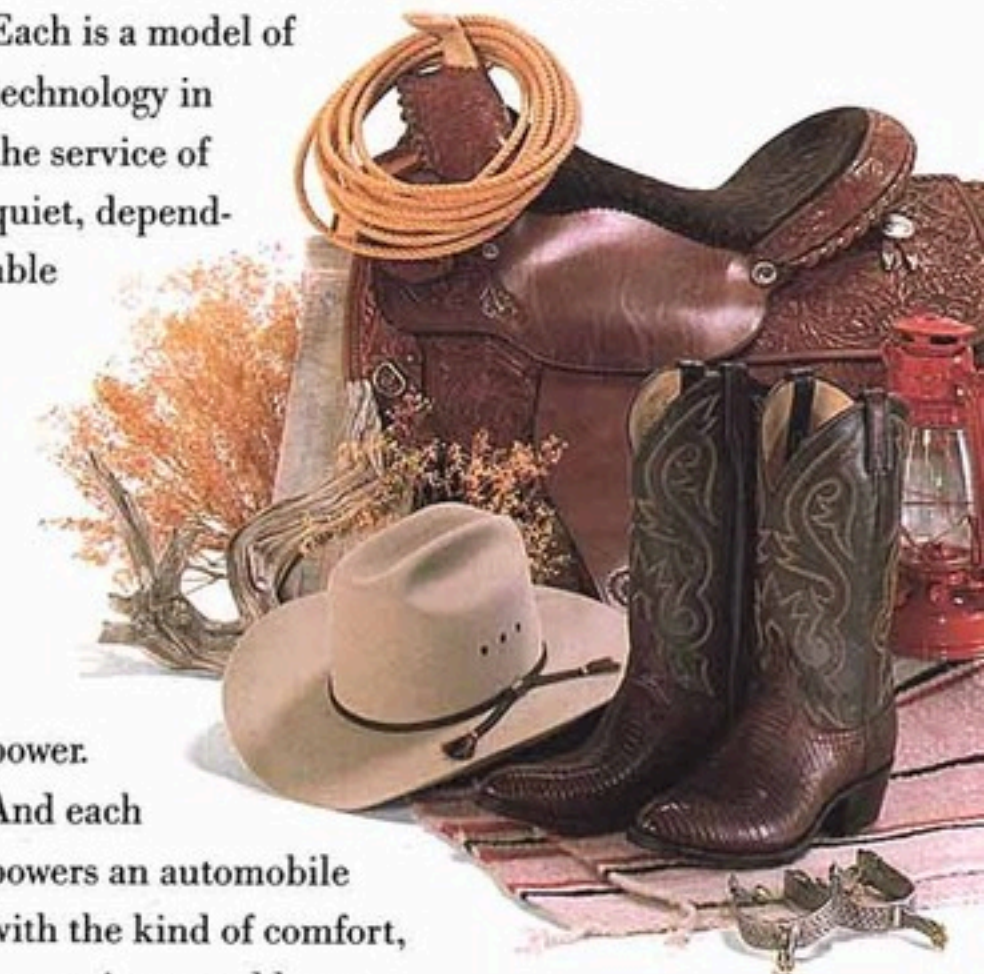
There are three engines (depending on model): the 2.5-litre standard Tech IV,™ and the optional 2.3-litre Quad 4® or a smooth 3300 V-6 with MFI, all with automatic transmission.

Each is a model of technology in the service of quiet, dependable

power. And each powers an automobile with the kind of comfort, convenience and luxury you have come to expect in a Buick.

Skylark, a very distinctive expression of maturity and substance with style.

The National Park system was born in Yellowstone in 1870 as the leaders of a survey expedition were trying to put some perspective on what they had seen. The consensus was that such a wonder should be held forever as a national park for the use of the people—America's first national parkland. And so today, as you see Yellowstone, you are looking at the birthplace of a great idea.







1

THERE'S A SKYLARK TO MATCH YOUR PERSONALITY.

Simple but elegant looks and dependability are among the things owners comment on about the Buick Skylark. Add the luxury of the way this car is appointed and you have an automobile that deserves your serious attention.

You have a wide choice of personalities from which to select. There are three coupes—including the sporty Skylark Gran Sport™—and three sedans—including the distinctive Luxury Edition Sedan.

The Custom and Luxury Edition Sedans offer a pleasing list of standard features, including remote fuel filler door release, while all models feature tinted glass.

Outside, the Luxury Edition Sedan makes a distinctive statement with custom locking wire wheelcovers, whitewall tires, full formal vinyl roof and 2-tone paint.

There's effortless power from a choice of three engines (depending on model), while DynaRide suspension (Gran

Gran Sport Coupe) provides Buick's traditional smooth ride with superb control.

And the features in the Skylark Coupe and Skylark Custom Coupe are everything you'd expect, including power rack-and-pinion steering, rich carpeting and upholstery and the Delco ETR® AM-FM stereo with seek and scan.

The Skylark Gran Sport carries on a Buick tradition of providing serious performance and the looks to go with it. Special Gran

Touring suspension provides extra-firm control. Altogether, it spells the kind of looks and performance that will be noticed wherever it goes along the Great American Road.



2

1. The Skylark Custom Coupe adds sporting excitement to comfort and luxury. 2. Simple elegance is a virtue of the Skylark Sedan. 3. The Skylark Luxury Edition Sedan is what Buick is all about: understated, stylish and sophisticated.



3

COMFORTS BEFITTING THE SKYLARK.

A premium automobile should include premium appointments, and Buick Skylarks are abundant with comfort, convenience and luxury.

In Custom models, the upholstery is a rich knit velour in the Sedan and a woven velour in the Coupe. There are fold-down armrests, front and rear. Either

a 4-way adjustable or 6-way power adjustable driver's seat is available in all models.

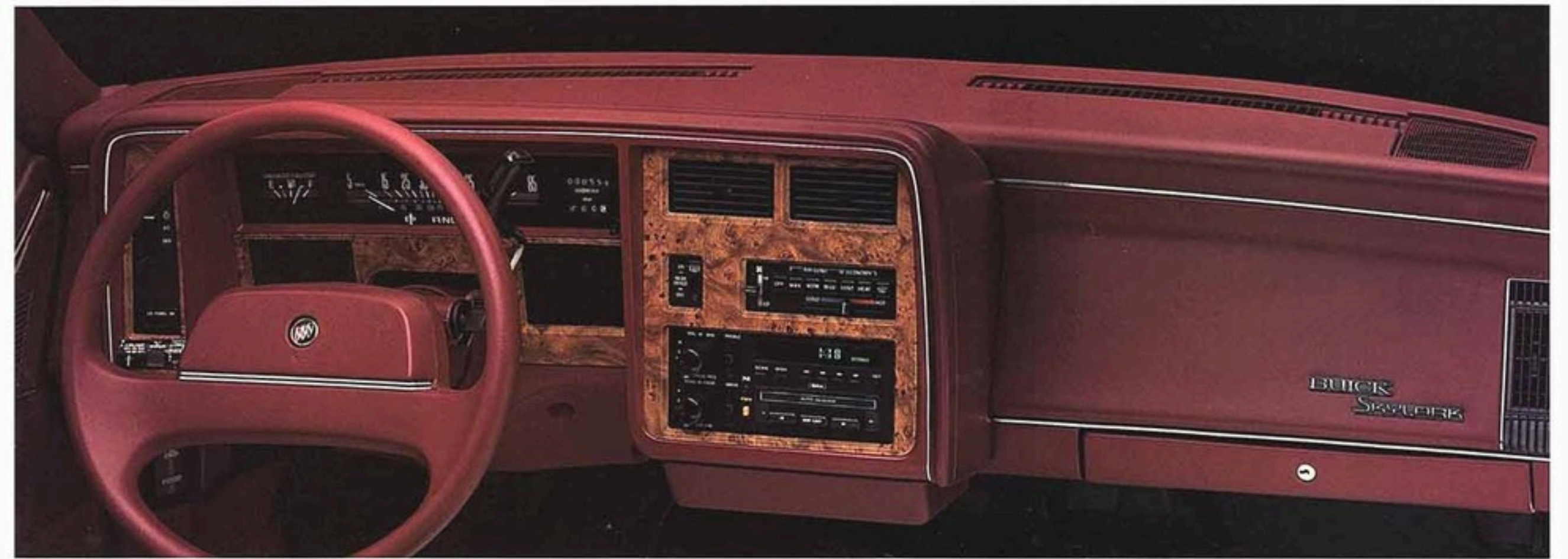
The list of comforts and conveniences in the Skylark Custom, Gran Sport and Luxury Edition Sedan includes full carpeting, deluxe trunk trim and a split fold-down rear seat with inertia lock that provides a carrying platform

for bulky objects plus access to the trunk from inside.

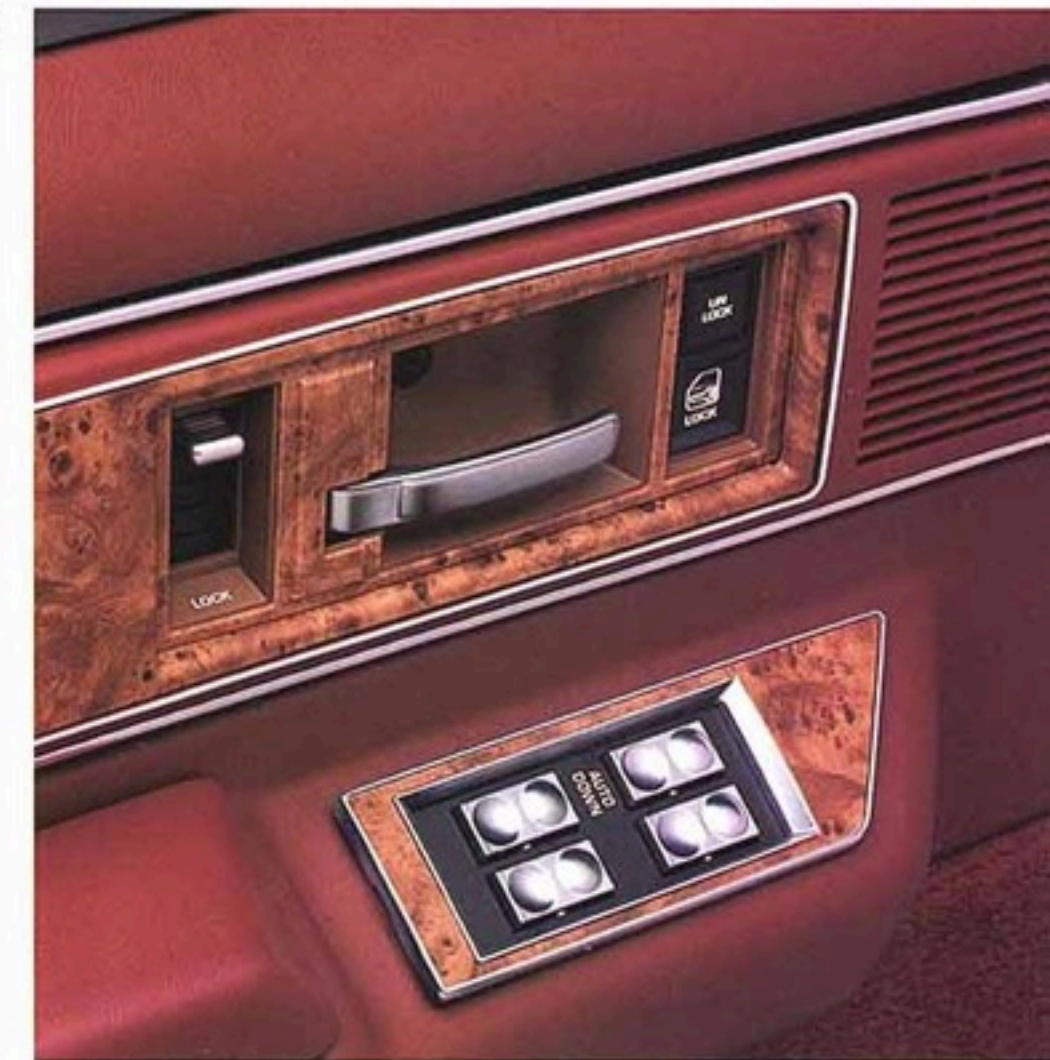
The instrument panel is completely new, featuring a column shift and analog instrumentation placed in a new pod, which also houses the pushbutton ventilation controls and ETR® AM-FM stereo radio with seek and scan and clock. Tilt steering column is standard on Custom and Gran

Sport models and the Luxury Edition Sedan. Everything is carefully thought out to place information and controls right where you want them. And for ease of operation, all controls that are not electronic are low-travel switches.

When you select Buick Skylark, you're investing in lasting pleasure and a premium driving experience.



2



3

1. Your expectations are met by the Skylark Limited stylish, comfortable interior. 2. Luxury is standard, including tinted glass and ETR®AM-FM stereo. 3. A new door panel provides for easy use of the available power window and door lock controls.



E S T A T E W A G O N



There's a mystical feeling that comes over you when you're in Big Bend National Park. A sense of awesome distances, beyond ordinary imagining. A feeling that this may be the last untouched place on earth.

There's some truth to that. It has been known since the time of the Conquistadors as "El Despoblado," the uninhabited place. Big Bend is, in fact, a mysterious and wonderful piece of the earth that has almost nothing to attract the corrupting touch of civilization and everything to attract the few who seek the genuine, unadulterated experience of wilderness.

It's the kind of place a Buick Estate Wagon owner can appreciate. Time spent here is truly special time. For this person, quality of experience is important. It's why he or she chooses a Buick and takes it to this magical place.

And there *is* magic, here. Backpacking can put you high in the Chisos Mountains, passing Boot Spring on your way to the South Rim where sunrise over the desert can give you something to remember for the rest of your life. It can have you hiking up an arroyo, flushing a pack of javelinas that explode from a clump of brush and clatter and snort away from you.

Whatever you do in this park, you'll be wise to have the best equipment, including your automobile. In Big Bend, you're going to cover a lot of miles. Steep mountain miles. Hard desert miles. Miles that place a premium on reliability and



comfort. It would be hard to imagine a better choice than the Buick Estate Wagon.

Its 5.0-litre V-8 and 4-speed automatic overdrive transmission are proven examples of smoothness and dependability, all under the control of Buick's smooth, sure ride. The appointments are everything you'd expect in a Buick, of course, including air conditioning, tinted glass and ETR® AM-FM stereo with seek and scan and clock. Automatic front safety belts glide into place whenever you enter the Estate Wagon.

It's an ideal place to come home to after a night or so in some of the wildest, emptiest country in America.

More than three quarters of a million acres of mountains, desert and river canyons in the Big Bend of the Rio Grande in South-west Texas make up Big Bend National Park. The most extensive backpacking trails are in the High Chisos Complex, with the trail-



head at The Basin, about 10 miles from Park Headquarters at Panther Junction. There are many other hiking trails in various parts of the park. Park Headquarters can issue the required free backpacking permits.



ESTATE WAGON



ROOM FOR EVERYTHING, INCLUDING LUXURY.

The ideal wagon is one that makes you forget it's a wagon. The Buick Estate Wagon fits that definition, with the kind of solid comfort and smooth performance that make it a Buick, plus a degree of practicality that belies its luxury.

The practicality starts with a long 115.9-inch wheelbase that makes possible the impressive cargo capacity of 87.9 cubic feet with the third seat folded down. The counterbalanced rear door is four feet wide and swings open like a door or down like a tailgate for versatility and easy access. The third seat that folds away into the bottom of the cargo floor is standard.

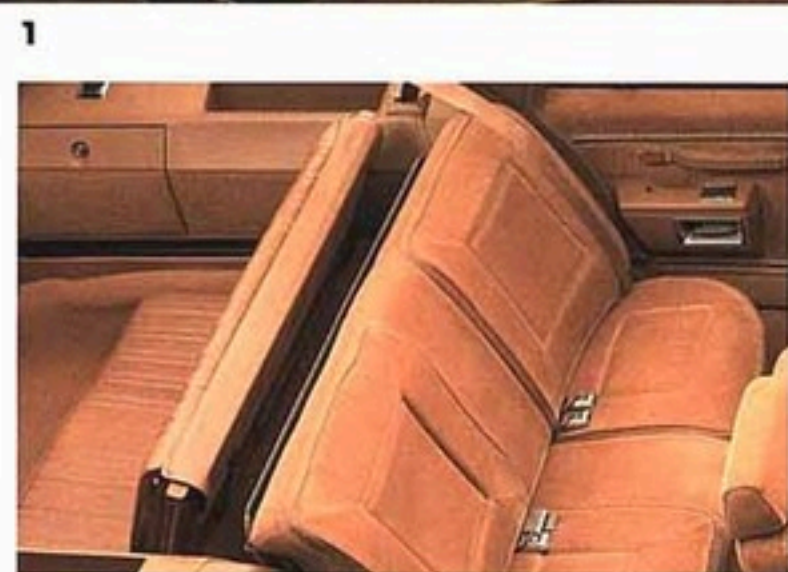
The comfort, convenience and luxury features are impressive, including rich woven velour upholstery, full carpeting throughout, automatic transmission with

overdrive, tilt steering column, power steering, power brakes with discs in front and, of course, the greatest luxury of all: room.

Naturally, because everyone's needs are different, there's a sumptuous menu of optional items, including leather upholstery in seating areas, that you can choose to make your Estate Wagon distinctively yours.

In a world of compromises, the uncompromising Buick Estate Wagon stands as something out of the ordinary. It's the premium American wagon.

1. Comfort, convenience and style mark the full-size Buick Estate Wagon interior. 2. The standard third seat brings passenger capacity up to 8, or folds with the second seat out of the way for cargo room. 3. Instruments and controls are plain, elegant and understandable. 4. Power controls are right where you want them, and the way they feel tells you what they are. 5. Storage compartments are a handy touch.





IN THE FAST LANE OF THE GREAT AMERICAN ROAD.

An important part of what makes a Buick a Buick doesn't happen in a design studio or on a test track. It happens in the fast lane of the Great American Road.

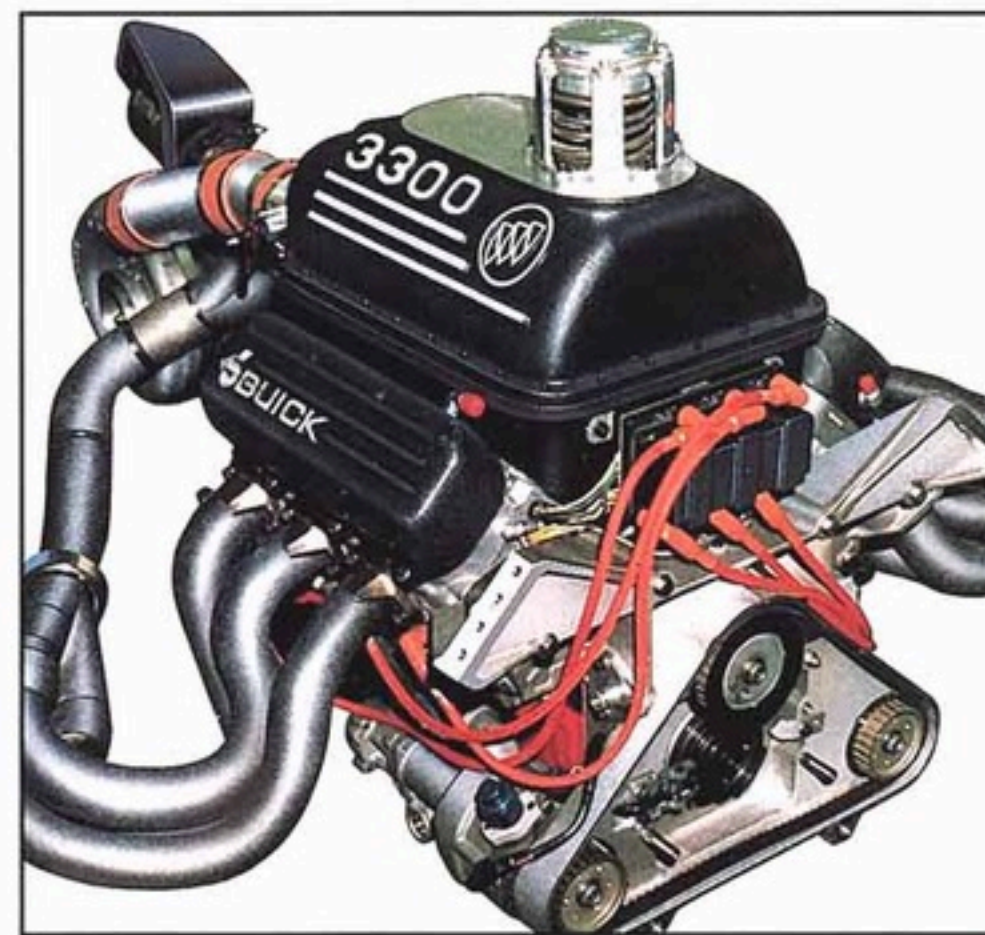
It happens on the high-banked ovals of the NASCAR Winston Cup and Busch Grand National circuits; at the Indy 500 and all the demanding events of the CART/Indy Car and American Racing



2

series schedules; on twisting road courses from Sebring to Watkins Glen in the IMSA Camel GT series; and along the sudden quarter mile of NHRA dragstrips. It's where we put Buick technology and inspiration to the toughest test of all. Going head-to-head with the leading cars and finest drivers in the world will make a car, or it will break it. And in the process, it improves the performance that has always been a part of Buick's heritage.

Buick has a proud and



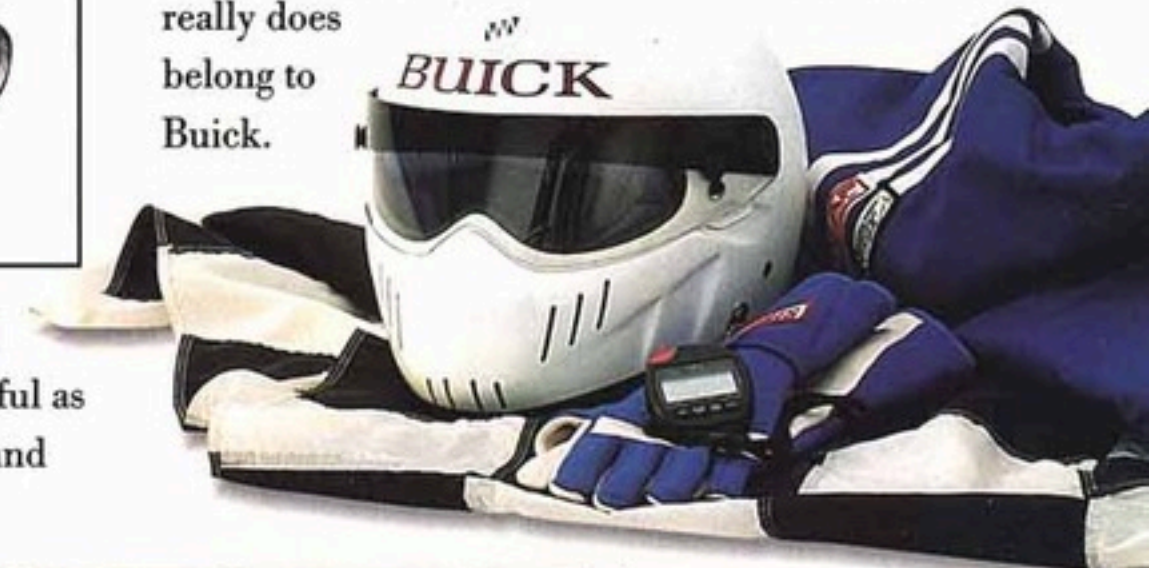
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Racing is where we test technological advances in V-6 engine design, suspension refinements, aerodynamics, electronics and more. Because we race—and win—Buicks are smooth, powerful and substantial. It's one of the reasons the Great American Road really does belong to Buick.

1. Buick Indy engine. A racing derivative of the 3300 engine that is available in some 1990 Buicks.

2. A Winston Cup car driven by Ricky Rudd. **3. IMSCA Camel Lights V6-powered car driven by Tom Hessert.**

as smooth, substantial and confidently powerful as they are comfortable and luxurious.



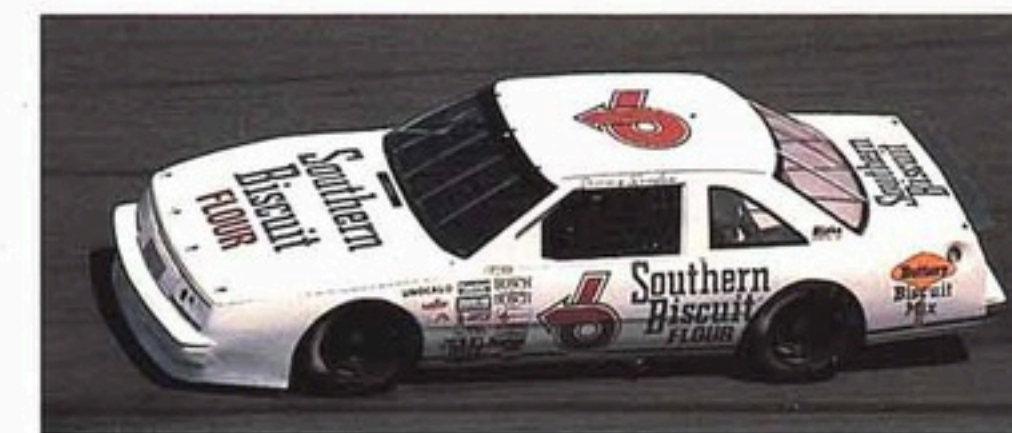
3

4. Jim Crawford in his Buick-powered Indy race car.



4

5. Tommy Houston competing in his Buick Grand National car.



5

long-standing involvement in motorsports. There were 2 Buicks on the starting grid for the first Indy 500 ever, more than 75 years ago. Buicks were running at Daytona when the races were held on the beach in the rutted sand. And there will be Buicks in this year's important races.

Today, as in the past, Buick has a firm purpose for remaining at the forefront of racing: to design automobiles that perform well on every Great American Road. Automobiles that are



Reatta

The premium American 2-seater by Buick, Reatta offers the exhilaration of a sports car and the luxury of a Buick.



Riviera

Reminiscent of the classic Rivieras, this new Riviera continues to offer individual style in a personal luxury car.



Electra/Park Avenue

With the Park Avenue Ultra, these premium American motorcars remain Buick's ultimate in 6-passenger sedans.



LeSabre

Full-size room and numerous standard features make LeSabre the great American family car for the Great American Road.



Regal

The first of a new generation of Buicks, Regal is a unique blend of contemporary style, performance and luxury. Now a Coupe and Sedan.



Century

Mature style and distinctive looks give Century appeal to those who view luxury from the practical side.



Skylark

The quality is obvious in the practical and fun-to-drive Skylark. And the personality is very Buick.



Estate Wagon

Offering exceptional luxury with comfort and practicality, it is, quite simply, Buick's ultimate full-size wagon.



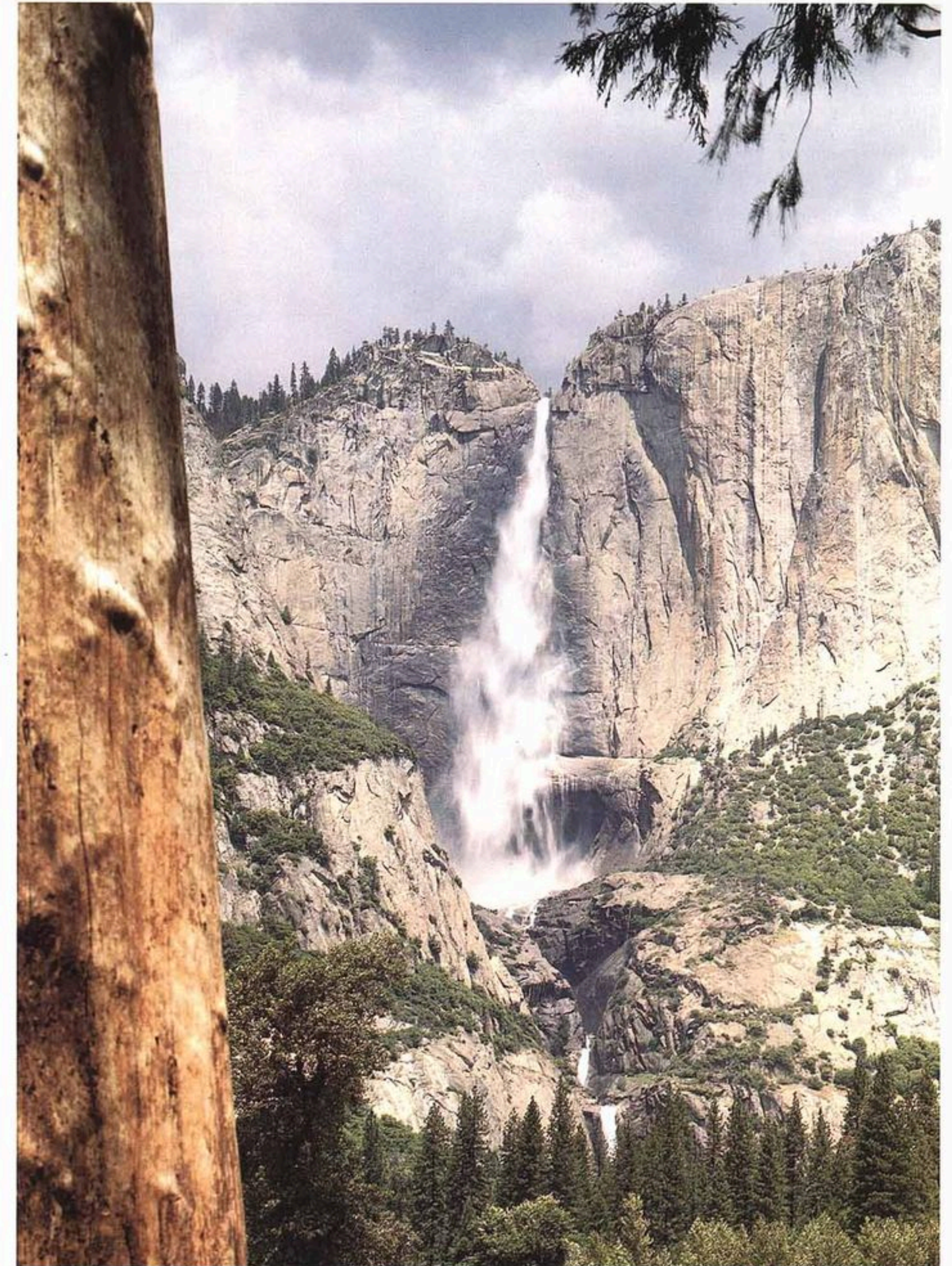
Century Wagon

With its front-wheel drive and large capacity, Century Wagon is a practical solution to the challenge of cargo-carrying.

Now that you've had time to learn about the entire 1990 Buick lineup, take a little more time to think about which Buick you might like to own, and how you would like to equip it.

This Buyer's Guide is a convenient way to do that. It offers you a partial listing of standard and available comfort, convenience and performance features. Consider them and make note of the ones you'd like. Also consider and make note of tire, suspension and engine upgrades that you might want, as well as the interior trim level of your choice.

After noting your preferences, take the Buyer's Guide Personal Order List to your Buick dealer. Learn how easy it can be for you to own a premium American motorcar. Test-drive the Buick of your choice. When you do, you'll be rewarded with ample evidence of why the Great American Road belongs to Buick.



REATA

Models available:

- Reatta Coupe
- Reatta Convertible—midyear

Standard equipment:

This is a partial list.
See your dealer for details.

Every Reatta features:

- 3800 V-6 engine
- Stainless steel exhaust system with dual outlets
- Automatic transmission with overdrive
- Anti-lock 4-wheel power disc brake system
- Fast-ratio power steering
- Independent 4-wheel Gran Touring suspension
- Electronic Touch Climate Control air conditioning
- Electronic Instrumentation including speedometer, tachometer, volt, oil, coolant and fuel gages, low-fuel and low-oil indicators and trip odometer
- Tilt steering column
- Leather-wrapped steering wheel with Supplemental Inflatable Restraint System (SIRS)
- Operating console with armrest
- Electronic Cruise Control
- Retained accessory power
- Electric rear-window defogger
- Power windows
- Soft-Ray tinted glass
- ETR® AM stereo-FM stereo radio with seek and scan, graphic equalizer, cassette tape player with auto reverse, search/repeat, clock, 6-speaker Concert Sound system and automatic power antenna. (This unit receives C-Quam® AM broadcasts. Most AM stereo stations across the country broadcast in C-Quam but some do not. Check with your local stations for compatibility in your area.)

- Front-, side-window defogger outlets
- Door courtesy and warning lights
- Manual reclining bucket seat with leather in the seating areas
- 6-way power driver and passenger seats
- Electric trunk lock release
- 2-speed windshield wipers with low-speed delay feature
- 15" aluminum wheels (4)
- P215/65R15 steel-belted, radial-ply Eagle GT + 4 blackwall tires
- Retractable dual headlamps
- Anti-slip front carpet savers
- Electric fuel filler door release
- Illuminated driver door lock and interior light control
- Cornering lamps
- Front fog lamps
- Rearview mirror with front-seat reading lights
- Deluxe black, electric, outside rearview mirrors (left and right remote) left heated
- Clearcoat paint with chip-resistant primer
- Lockable rear floor storage compartments (2) (Coupe)
- Extendible slide-out sunshades
- Pass Key® theft-deterrent system
- Interior, lockable trunk access door (Coupe)
- Remote Keyless Entry System with automatic door locks

Selected available equipment:

- Electric sliding steel Astrorooftop
- 16-way adjustable driver's seat
- Compact disc player

Engine:

■ 3800 Engine	
Type	V-6 with SFI
Horsepower	165@4800
Torque	210@2000

Dimensions:

Inches unless otherwise noted		Coupe	Convertible
Overall	Length	183.5	183.5
	Width	73.0	73.0
	Height	51.2	51.2
	Wheelbase	98.5	98.5
	Front Tread	60.3	60.3
	Rear Tread	60.3	60.3
Interior	Legroom	43.1	43.1
	Headroom	36.9	36.9
	Shoulder Room	57.0	57.0
	Hip Room	53.9	53.9
Trunk capacity	10.5 cu ft	10.5 cu ft	
Fuel tank capacity	18.2 gallons	18.2 gallons	

RIVIERA

Model available:

- Riviera Coupe

Standard equipment:

This is a partial list.
See your dealer for details.

Every Riviera features:

- 3800 V-6 engine
- Automatic transmission with overdrive
- 4-wheel power disc brakes
- Power steering
- DynaRide 4-wheel independent suspension
- Electronic Touch Climate Control air conditioning
- Electronic Instrumentation including speedometer, tachometer, volt, oil, coolant and fuel gages, low-fuel and low-oil indicators and trip odometer
- Automatic level control
- Tilt steering column
- Operating console with armrest
- Electronic Cruise Control
- Retained accessory power
- Electric rear-window defogger
- Electric door locks
- Power windows
- Soft-Ray tinted glass
- ETR® AM-FM stereo radio with seek and scan and clock, cassette tape player with auto reverse, search and repeat, Concert Sound speakers
- Reclining front bucket seats
- Electric trunk lock release
- 2-speed windshield wipers with low-speed delay
- Body-color door edge guards
- 15-inch wheels and whitewall tires
- Leather-wrapped steering wheel with Supplemental Inflatable Restraint System (SIRS)

Dimensions:

Inches unless otherwise noted		Coupe
Overall	Length	198.3
	Width	71.7
	Height	53.6
	Wheelbase	108.0
	Front Tread	59.9
	Rear Tread	59.9
Interior front	Legroom	42.7
	Headroom	37.8
	Shoulder Room	57.9
	Hip Room	55.9
Interior rear	Legroom	35.6
	Headroom	37.8
	Shoulder Room	57.4
	Hip Room	55.4
Trunk capacity	14.4 cu ft	
Fuel tank capacity	18.2 gallons	

- Pass Key® theft-deterrent system
- Front- and rear-seat lap/shoulder belt system
- Coach lamps
- Custom locking wire wheelcovers

Selected available equipment:

- This is a partial list. See your dealer for details.
- ETR® AM stereo-FM stereo radio with compact disc player, cassette tape player and graphic equalizer. (Receives C-Quam® AM stereo broadcasts. Most AM stations across the country broadcast in C-Quam but some do not. Check your local stations for compatibility in your area.)
- Delco Bose Gold Series music system with ETR® AM stereo-FM stereo radio (receives C-Quam) cassette, and compact disc player
- 14-way adjustable driver bucket seat
- 6-way power front passenger seat with recliner
- Electric trunk pull down
- Remote Keyless Entry System with automatic door locks
- Twilight Sentinel headlamp control
- Automatic day/night inside rearview mirror
- Anti-lock brake system
- Gran Touring Package
- Astrorooftop
- Landau top

Engine:

■ 3800 Engine	
Type	V-6 with SFI
Horsepower	165@4800
Torque	210@2000

ELECTRA/PARK AVENUE

Models available:

- Electra Limited Sedan
- Electra T Type Sedan
- Park Avenue Sedan
- Park Avenue Ultra Sedan

Standard equipment:

This is a partial list.
See your dealer for details.

Every Electra features:

- 3800 V-6 engine
- Automatic transmission with overdrive
- Power front disc/rear drum brakes
- Power steering
- DynaRide 4-wheel independent suspension
- Electric rear-window defogger
- Electric door locks
- Electronic Cruise Control
- 2-speed windshield wipers with low-speed delay
- Automatic level control
- Air conditioning
- Soft-Ray tinted glass
- Power windows
- Custom locking wire wheelcovers
- 55/45 front seats
- 6-way power driver's seat
- ETR® AM-FM stereo radio with seek and scan, clock and cassette player
- Automatic front safety belt system for driver and right front passenger
- Rear-seat lap/shoulder belt system
- Tilt steering column

Additional T Type features:

- 2.97 drive ratio
- Anti-lock brake system
- Overhead console
- 45/45 front seats with storage console and armrest
- Quartz analog gage cluster
- Gran Touring suspension
- Power antenna

Dimensions:

Inches unless otherwise noted		Sedans
Overall	Length	196.9
	Width	72.4
	Height	54.3
	Wheelbase	110.8
	Front Tread	60.3
	Rear Tread	59.8
Interior front	Legroom	42.4
	Headroom	39.3
	Shoulder Room	58.9
	Hip Room	55.5
Interior rear	Legroom	41.5
	Headroom	38.1
	Shoulder Room	58.8
	Hip Room	54.8
Trunk capacity	16.0 cu ft	
Fuel tank capacity	18.0 gallons	

- P215/65R15 Eagle GT + 4 blackwall tires and aluminum wheels
- Electric trunk lock release

Additional Park Avenue features:

- Park Avenue interior trim
- Front and rear reading lights
- Front-, rear-door warning lights
- Electric trunk lock release
- Bright lower body-side moldings
- Coach lamps

Additional Park Avenue Ultra features:

- Ultra leather interior trim
- 2-tone exterior paint
- Aluminum wheels (4)
- Anti-lock brake system
- 20-way power front seats

Selected available equipment:

- This is a partial list. See your dealer for details.
- Compact disc player
- Delco Bose Music System with ETR® AM-FM stereo radio and cassette
- Full padded vinyl Cabriolet top (Ultra)
- Lighted visor vanity mirror—driver side
- Electronic Touch Climate Control air conditioning
- Automatic day/night inside rearview mirror
- Cornering lamps
- Twilight Sentinel headlamp control
- Remote Keyless Entry System
- 2-position memory driver's seat

Engine:

■ 3800 Engine	
Type	V-6 with SFI
Horsepower	165@4800
Torque	210@2000

LESABRE

Models available:

- LeSabre Coupe
- LeSabre Custom Sedan
- LeSabre Limited Coupe and Sedan

Standard equipment:

This is a partial list.
See your dealer for details.

Every LeSabre features:

- 3800 V-6 engine
- Automatic transmission with overdrive
- Power front disc/rear drum brakes
- Power steering
- Tilt steering column
- DynaRide 4-wheel independent suspension
- Air conditioning
- Soft-Ray tinted glass
- Automatic safety belt system for driver and right front passenger
- ETR® AM-FM stereo radio with seek and scan, clock and extended-range speakers
- Rear-seat lap/shoulder belt system
- Bumper guards—front and rear
- Bumper protective strips
- Deluxe body-color mirrors (left remote, right manual)
- Lower body-side moldings
- Clearcoat paint with Plastisol protection
- Front-seat armrest

Engine:

■ 3800 Engine	
Type	V-6 with SFI
Horsepower	165@4800
Torque	210@2000

Dimensions:

Inches unless otherwise noted		Coupes	Sedans
Overall	Length	196.5	196.5
	Width	72.4	72.4
	Height	54.2	54.9
	Wheelbase	110.8	110.8
	Front Tread	60.3	60.3
	Rear Tread	59.8	59.8
Interior front	Legroom	42.4	42.4
	Headroom	38.1	38.9
	Shoulder Room	59.0	59.5
	Hip Room	53.0	53.0
Interior rear	Legroom	37.4	38.7
	Headroom	37.6	38.3
	Shoulder Room	57.8	59.5
	Hip Room	54.5	56.0
Trunk capacity	15.7 cu ft	16.4 cu ft	
Fuel tank capacity	18.0 gallons	18.0 gallons	

Additional Limited features:

- Manual front seatback recliners
- 55/45 front seats with storage armrest
- LeSabre Limited interior trim

Selected available equipment:

- This is a partial list. See your dealer for details.
- Electronic Cruise Control
- Electric door locks
- Electric rear-window defogger
- 2-speed windshield wipers with low-speed delay
- ETR® AM-FM stereo radio with cassette tape player
- ETR® AM stereo-FM stereo radio with cassette and graphic equalizer. (Receives C-Quam® AM stereo broadcasts. Most AM stations across the country broadcast in C-Quam but some do not. Check your local stations for compatibility in your area.)
- Power windows
- Electric trunk lock release
- Electronic Touch Climate Control air conditioning
- Anti-lock brake system
- Quartz analog gage cluster
- Gran Touring suspension
- Aluminum wheels (4)
- Wire wheelcovers

REGAL

Models available:

- Regal Custom Coupe
- Regal Custom Sedan—midyear
- Regal Limited Coupe
- Regal Limited Sedan—midyear
- Regal Gran Sport Coupe
- Regal Gran Sport Sedan—midyear

Standard equipment:

This is a partial list.
See your dealer for details.

Every Regal features:

- 3.1-litre V-6 with MFI
- Automatic transmission with overdrive
- 4-wheel power disc brakes
- Power steering
- DynaRide 4-wheel independent suspension
- Soft-Ray tinted glass
- Tilt steering column
- ETR® AM-FM stereo radio
- Air conditioning
- Reclining 55/45 seats
- Stainless steel exhaust system
- Clearcoat paint with Plastisol protection
- Sun visors with slide-out extensions

Additional Limited features:

- Special reclining 55/45 front seats
- Plush carpeting
- Wide bright body-side moldings

Additional Gran Sport features:

- Cloth reclining bucket seats and operating console with armrest
- Black wide body-side moldings (Coupe)
- Gran Touring suspension

- Front air dam and aero rocker panels (Coupe)
- 16-inch aluminum wheels (4)
- P215/60R16 blackwall touring tires*
- Fog lamps (Coupe)
- 2-tone paint (Sedan)
- Leather-wrapped steering wheel

- P215/60R16 blackwall touring tires*
- Fog lamps (Coupe)
- 2-tone paint (Sedan)
- Leather-wrapped steering wheel

*Use of tire chains with this tire may cause damage to your car.

Selected available equipment:

- This is a partial list.
See your dealer for details.
- 3800 V-6 (midyear)
 - Electronic Cruise Control
 - Dual temperature controls
 - Power windows
 - Electric door locks
 - Electric trunk lock release
 - Rear-window defogger
 - Aluminum wheels (4)
 - Custom locking wire wheelcovers and 15" wheels
 - Steering wheel with radio controls
 - Electronic digital/graphic instrumentation
 - Anti-lock brake system
 - Compact disc player
 - Remote Keyless Entry System

Engines:

Type	V-6 with MFI
Horsepower	135@4400
Torque	180@3600
Type	3800 Engine (midyear)
Type	V-6 with SFI and tuned-port injection
Horsepower	170@4800
Torque	220@2200

Dimensions:

Inches unless otherwise noted		Coupes	Sedans
Overall	Length	192.2	194.6
	Width	72.5	70.9
	Height	53.0	54.5
	Wheelbase	107.5	107.5
	Front Tread	59.5	59.5
	Rear Tread	58.0	58.0
Interior front	Legroom	42.3	42.4
	Headroom	37.8	38.8
	Shoulder Room	57.6	57.8
	Hip Room	52.0	52.7
Interior rear	Legroom	34.8	36.2
	Headroom	37.1	37.8
	Shoulder Room	56.8	57.8
	Hip Room	53.1	53.2
Trunk capacity	15.6 cu ft	15.8 cu ft	
Fuel tank capacity	16.5 gallons	16.5 gallons	

CENTURY

Models available:

- Century Custom Coupe
- Century Custom Sedan
- Century Custom Wagon
- Century Limited Sedan
- Century Limited Wagon

Standard equipment:

This is a partial list.
See your dealer for details.

Every Century features:

- 2.5-litre Tech IV with EFI
- Automatic transmission
- Power front disc/rear drum brakes
- Power steering
- Air conditioning
- Soft-Ray tinted glass
- ETR® AM-FM stereo radio with seek and scan and clock
- Deluxe, black, outside mirrors (left remote, right manual)
- Notchback bench front seat with armrest
- Steel-belted, radial-ply, all-season whitewall tires
- Automatic safety belt system for driver and right front passenger
- Rear-seat lap/shoulder belt system
- Clearcoat paint with Plastisol protection
- DynaRide suspension (Coupes/Sedans)

Additional Limited features:

- Front-door courtesy and warning lights
- Black, lower body-side moldings
- 55/45 notchback seats with storage armrest
- Instrument panel gages

Dimensions:

Inches unless otherwise noted		Coupes	Sedans	Wagons
Overall	Length	189.1	189.1	190.9
	Width	69.4	69.4	69.4
	Height	53.7	54.2	54.2
	Wheelbase	104.8	104.8	104.8
	Front Tread	58.7	58.7	58.7
	Rear Tread	56.7	56.7	56.7
Interior front	Legroom	42.1	42.1	42.1
	Headroom	38.6	38.6	38.6
	Shoulder Room	56.1	56.2	56.2
	Hip Room	52.3	52.4	52.4
Interior rear	Legroom	36.1	35.9	34.8
	Headroom	37.9	38.0	38.9
	Shoulder Room	57.0	56.2	56.2
	Hip Room	53.6	52.7	52.7
Trunk capacity	16.2 cu ft	16.2 cu ft	—	
Fuel tank capacity	15.7 gallons	15.7 gallons	15.7 gallons	
Cargo capacity	74.4 cu ft			
Rear tailgate opening	42.6 width 28.7 height			
Maximum cargo length at floor	75.4			

Additional Wagon features:

- Carpeted load floor area
- Split folding rear seatback
- Lockable load-area storage compartments

Selected available equipment:

- This is a partial list.
See your dealer for details.
- 3300 V-6 with MFI
 - Automatic transmission with overdrive
 - Roof rack (Wagons)
 - Tilt steering column
 - Deluxe, electric, outside mirrors (left and right remote)
 - 2-speed windshield wipers with low-speed delay
 - ETR® AM-FM stereo radio with cassette tape player
 - Electric door locks
 - Power windows
 - Electric rear-window defogger
 - Electric trunk lock release
 - Electric tailgate lock release
 - Electronic Cruise Control
 - Vinyl third seat (Wagons)
 - Air deflector (Wagons)
 - Woodgrain vinyl applique (Wagons)
 - Tailgate window washer and wiper (Wagons)

Engines:

Type	2.5-litre Tech IV Engine
Type	L-4 with EFI
Horsepower	110@5200
Torque	135@3200
Type	3300 Engine
Type	V-6 with MFI
Horsepower	160@5200
Torque	185@2000

SKYLARK

Models available:

- Skylark Coupe and Sedan
- Skylark Custom Coupe and Sedan
- Skylark Gran Sport Coupe
- Skylark Luxury Edition Sedan

Standard equipment:

This is a partial list.
See your dealer for details.

Every Skylark features:

- 2.5-litre Tech IV with EFI
- Automatic transmission
- Power front disc/rear drum brakes
- Power steering
- Soft-Ray tinted glass
- Clearcoat paint with Plastisol protection
- ETR® AM-FM stereo radio
- Split bench front seat
- DynaRide suspension

Additional Custom features:

- Split folding rear seatback
- Reclining split bench seat with armrest
- 14" wheels and tires
- Remote fuel filler door release
- Passenger visor vanity mirror
- Reclining driver/passenger seatback

Additional Luxury Edition features:

- Front and rear center armrests
- Wide lower body-side moldings
- Wheel opening and wide rocker panel moldings
- Whitewall tires and wire wheelcovers
- Full formal vinyl top
- Lower body accent paint

Additional Gran Sport features:

- Front air dam
- Reclining cloth bucket seats
- Operating console
- Black grille and trim
- ETR® AM-FM stereo radio with seek and scan, clock and cassette
- Leather-wrapped steering wheel
- Gran Touring suspension
- Shelby aluminum wheels and Eagle GT + 4 blackwall tires

Selected available equipment:

- This is a partial list.
See your dealer for details.
- 2.3-litre DOHC Quad 4
 - 3300 V-6 with MFI
 - Air conditioning
 - Tilt steering column
 - Electronic Cruise Control
 - ETR® AM-FM stereo radio with cassette tape player
 - Electric door locks
 - Power windows
 - Trunk lock release
 - Gran Touring Package

Engines:

Type	2.5-litre Tech IV Engine	L-4 with EFI
Horsepower	110@5200	
Torque	135@2000	
Type	2.3-litre DOHC Quad 4 Engine	DOHC Quad 4
Horsepower	160@6200	
Torque	155@5200	
Type	3300 Engine	V-6 with MFI
Horsepower	160@5200	
Torque	185@2000	

Dimensions:

Inches unless otherwise noted		Coupes	Sedans
Overall	Length	180.0	180.0
	Width	66.6	66.6
	Height	52.1	52.1
	Wheelbase	103.4	103.4
	Front Tread	55.6	55.6
	Rear Tread	55.2	55.2
Interior front	Legroom	42.9	42.9
	Headroom	37.7	37.7
	Shoulder Room	54.6	54.3
	Hip Room	48.8	48.3
Interior rear	Legroom	34.3	34.3
	Headroom	37.1	37.1
	Shoulder Room	55.2	54.1
	Hip Room	50.4	50.3
Trunk capacity	13.4 cu ft	13.4 cu ft	
Fuel tank capacity	13.6 gallons	13.6 gallons	

BUICK BUYER'S GUIDE PERSONAL ORDER LIST

BUICK SAFETY FEATURES.

Occupant Protection.

Automatic safety belt system for driver and right front passenger except Riviera and Reatta or Supplemental Inflatable Restraint System, driver only, with manual lap/shoulder safety belts for the driver and right front passenger (Riviera and Reatta).

Manual lap/shoulder safety belts, outdoor rear-seat positions.

Manual lap safety belts, center front/rear-seat positions, where applicable.

Energy-absorbing steering column.

Energy-absorbing instrument panel.

Energy-absorbing seatback tops, front.

Interlocking door latches.

Side-guard door beam.

Passenger-guard, inside door lock handles.

Safety armrests.

Inertia-locking, folding front seat-backs, two-door models.

Head restraints, driver and right front passenger (adjustable).

Break-away inside rearview mirror.

Security door locks and door retention components.

Seat and seat attachments.

Vehicle body construction which helps to protect occupants during a crash.

Safety belts and anchorages.

Windshield retention provisions during a crash.

High-integrity fuel system.

Flammability protection for interior materials.

Tempered safety glass, side windows; also rear windows.

Pressure-lock radiator cap.

Dual sun visors.

Power window systems.

Accident Avoidance.

Side marker lights and reflectors.

Parking lamps that illuminate with headlamps.

Four-way hazard warning flasher.

Back-up lights.

Center high-mounted stop lamp.

Directional signal control with lane-change feature.

Windshield defroster, washer and multi-speed wipers.

Inside rearview mirror.

Outside left rearview mirror (right mirror where applicable).

Brake system with dual master cylinder and warning light.

Starter safety switch.

Dual-action hood latch (front-opening-hood vehicles).

Low-glare finish on inside windshield moldings, wiper arms, blades, metallic steering wheel surfaces.

Illuminated heater and defroster controls.

Illuminated windshield wiper and washer controls (if on instrument panel).

Tires with built-in tread-wear indicators.

Safety road wheel rims.

Audible brake-lining-wear indicators, disc brakes.

Pressure-relief fuel cap.

Theft Deterrence.

Audible reminder for ignition key removal.

Theft-deterrent steering column lock.

Visible vehicle identification number.

Marked body parts (where applicable).

Remote inside hood release.

Theft-deterrent key system (separate ignition key).

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 suppliers to GM worldwide.

A word about assembly of Buicks.

Buicks are assembled by different operating units of General Motors, its subsidiaries or suppliers to GM worldwide. Buicks incorporate thousands of components pro-

duced by different operating units of GM, its subsidiaries or suppliers to GM 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 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 corrosion protection.

Buicks are designed and built to resist corrosion. All body sheet metal components are warranted against rust-through corrosion for 6-years/100,000 miles. Application of additional rust inhibiting materials is not required under the corrosion coverage.

Buy or lease a Buick.

Many Buick dealers offer you the opportunity to buy or lease a Buick. Ask about their leasing arrangement. It may be right for you.


A word about warranty.

The GM 3-year/50,000 mile BUMPER TO BUMPER PLUS 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 50,000 miles, whichever comes first. After the first year or 12,000 miles, there is a \$100 deductible per repair visit. Body sheet metal rust-through from corrosion is covered for 6 years or 100,000 miles, whichever comes first. There is no deductible for rust-through repairs. See your Buick dealer for terms of this limited warranty.

The GM Protection Plan.

It offers service protection in addition to that provided by GM's new-vehicle limited warranty. Coverage is currently available only in the U.S.A. and Canada for the 1990 model year. See your Buick dealer for details.

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"Let's get it together...buckle up!"



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