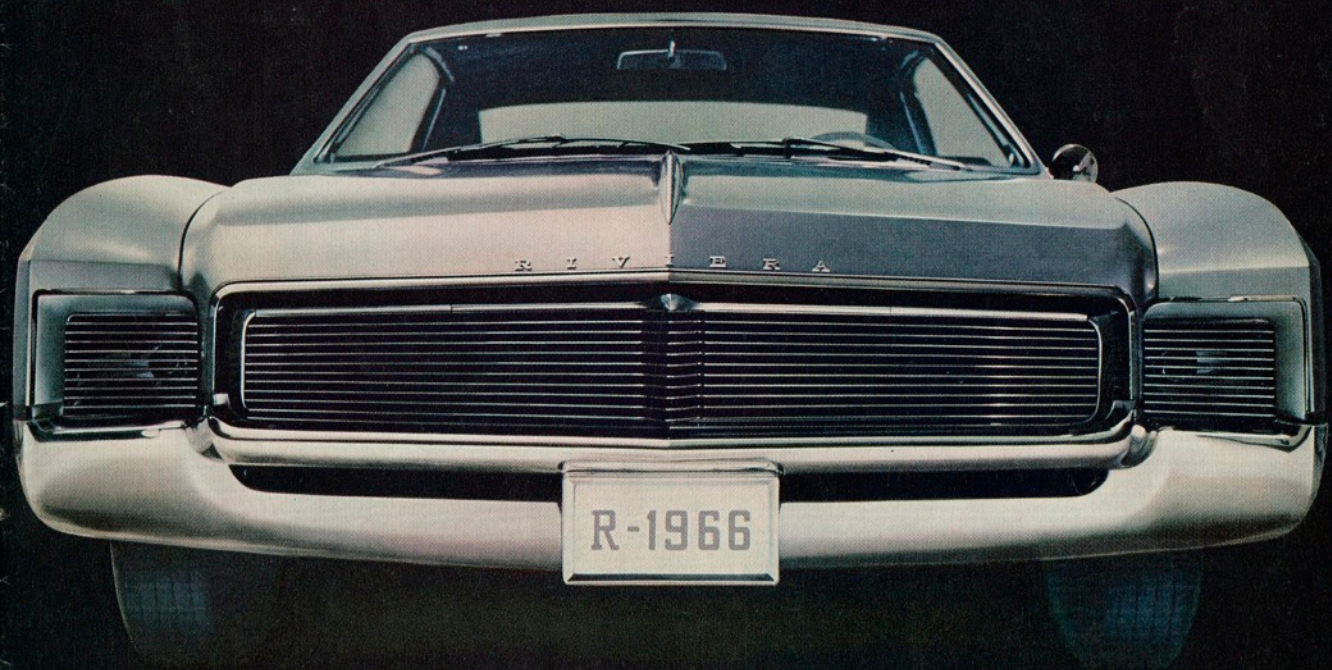


**Introducing the tuned car.
1966 Buick.**



This is the tuned car.

"A car is performance, styling, ride and handling. When all those elements are tuned together, the car is a Buick. The tuned car."

The tuned car is an idea. The Buick idea. It sums up how Buicks are made—and what is different and better about them.

The heart of the matter is simply this: we don't tune just the engine. We tune the entire car from the ground up. From bumper to bumper, wheel to wheel, top to bottom. Is tuning a mania with us? In a word, yes. As you'll see.

To Buick engineers, a car is a combination of four distinct elements. 1) Performance. 2) Styling. 3) Ride. 4) Handling.

Performance is the way the car moves—its engine ability, acceleration, etc. Styling is the way it looks. Ride is the way you feel in the car. Handling is the means whereby you control and maneuver the car.

And here the essential difference in the tuned car

becomes apparent. To a Buick engineer, no one of these four elements is less important than another. No one can be slighted. All four must be matched, integrated, balanced—endlessly. The result (after a lot of work and sleepless nights): the tuned car.

How do we go about putting together a lot of metal and making a tuned car? We start with ideas and blueprints. Naturally. But then we do the putting-together a little more carefully. And we test the results a little more thoroughly.

Examples? We test Buick engines for leaks with oil under pressure heated to 150°. We don't have to do that, but we do because it approximates actual driving conditions.

Buick pistons are fitted to Buick cylinders individually—because, come what may, pistons and cylinders may vary by 3/10,000ths of an inch. (We use machines that measure by air to make one fit the other.)

On the subject of engines, you might like to know that we have three master engines to balance-test the machines that test-balance our regular, production engines. (There's no end to it.)

But remember, this is just the beginning of Buick tuning. (And remember that the same care and precision go into the production of every part of the car.)

As to testing, consider that the engineering of any new Buick model is out on the road being tested two years before it ever sees you or a showroom.

The last six months of those two years are devoted exclusively to tuning the car on the road.

And that brings us to a basic difference in Buick tuning. We tune Buicks on actual roads—roads just like the ones you meet in your travels. (You don't drive on test tracks, so we aren't content with test-track tuning alone.)

Where do we do all our roadwork? Well, on the mountains of West Virginia. On Pikes Peak. (Com-

ing down.) We test in the summer humidity of New Orleans. We have a full-time test crew in Los Angeles. We have a man testing startability in Bemidji, Minnesota, in the dead of winter. (Dead of winter in Bemidji can be 30° below.)

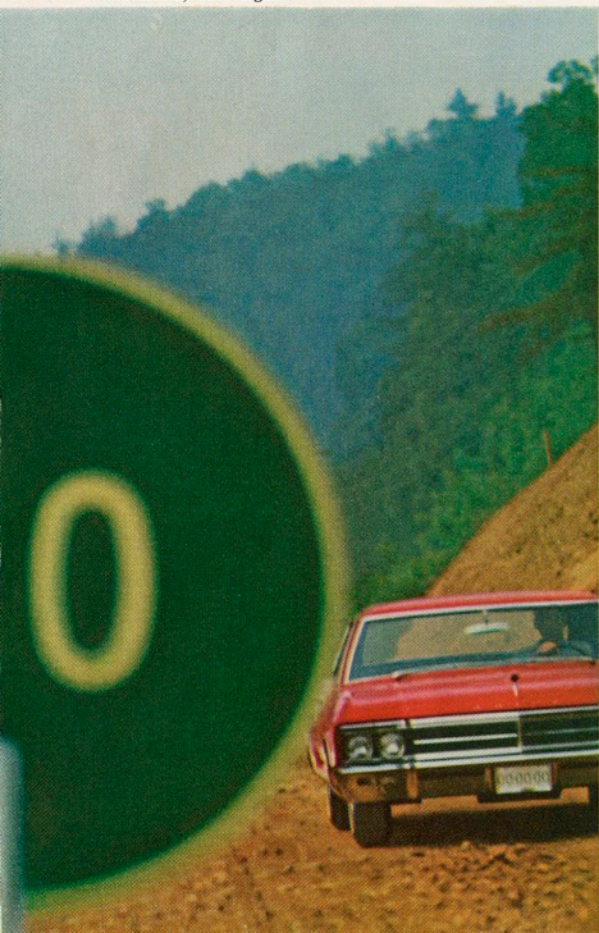
We do use proving grounds—in Phoenix, Arizona, for a start. But we drive there, testing all the way. And while we're at it, we test Buicks in Pittsburgh. We test Buick tuning up and down the hills in San Francisco. (Are you getting bored with testing? We aren't.) And, for the last word in realistic traffic testing, we go to New York City.

In other words, we tune Buicks in every conceivable driving circumstance, on every kind of road.

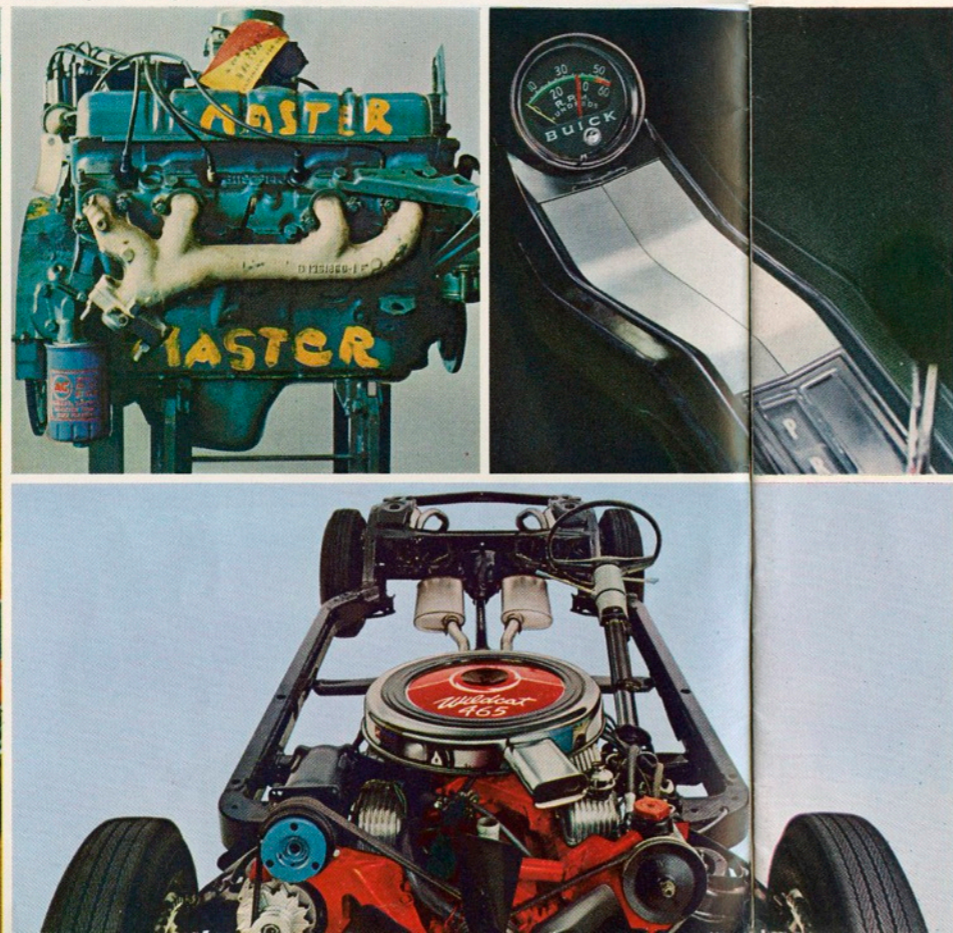
We do it to create a car that represents the very best balance of all the essentials in a car. A versatile car. A durable car. The nearest approximation of the perfect car that we can manage.

In short: the tuned car.

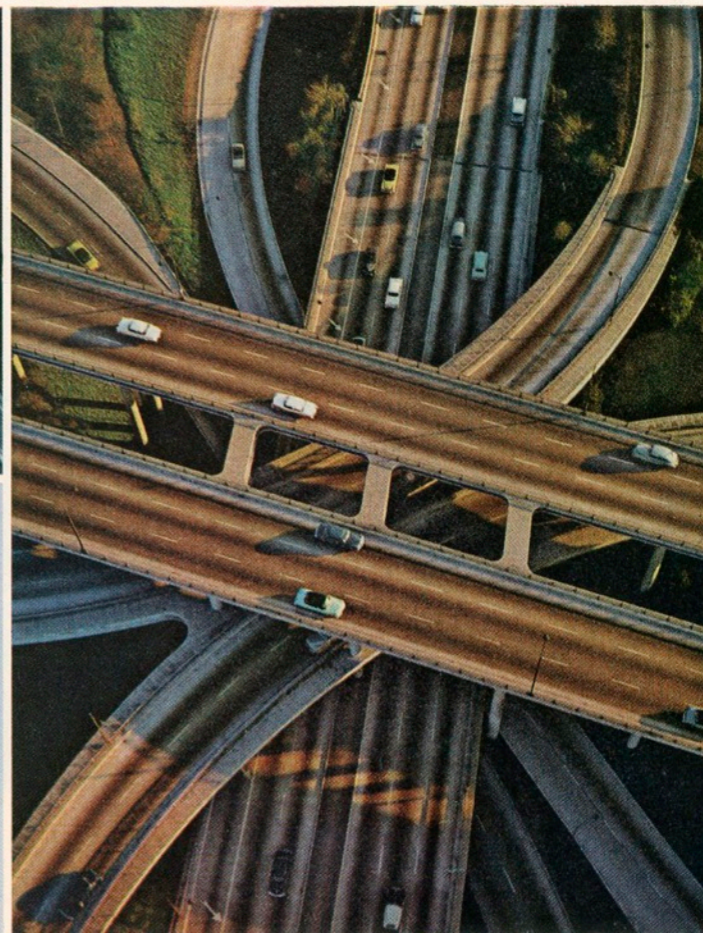
Pott's Mountain, West Virginia.



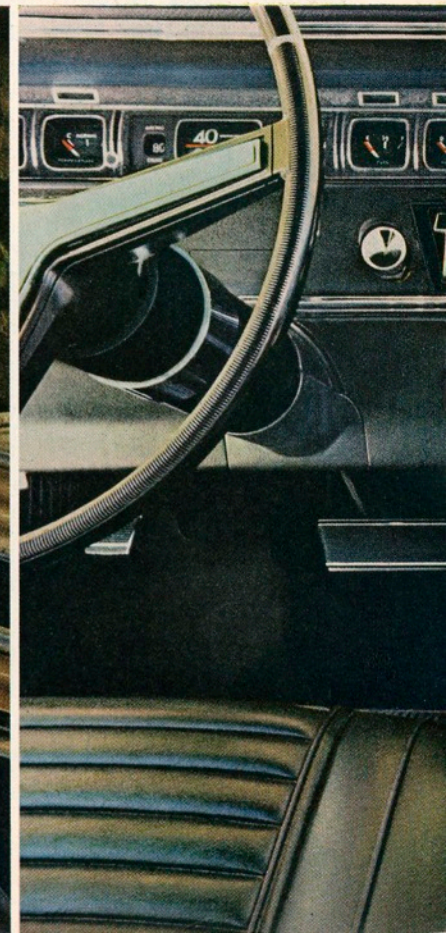
Master Engine. (Testing the testers.) Tuned from the ground up. "A car is a combination . . .



Road work on the freeway. Los Angeles, Calif.



Everything tuned for the driver.





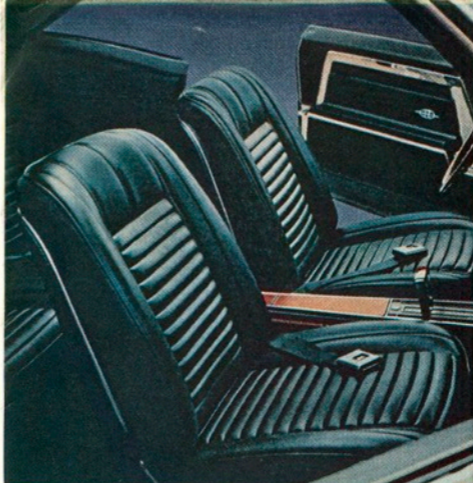
'66 Riviera lights: off (and out of sight), above; on, below.



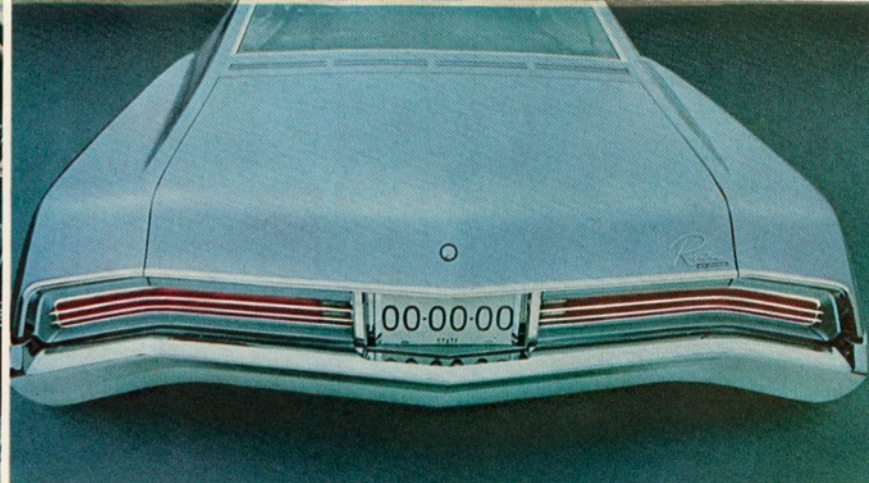
'66 Riviera driving console.



'66 Riviera bench seats.



'66 Riviera custom bucket seats available.



'66 Riviera from the rear. (Note the vents beneath the windows.)

**Tuned car: the 1966
Buick Riviera Gran Sport.
This is it—the new silhouette,
the new international
classic. The new Riviera.**

We regret to destroy (again) the old theory that great road machines always come from Europe. But this one comes from exotic, far away Flint, Michigan—home of Buick, home of the tuned car.

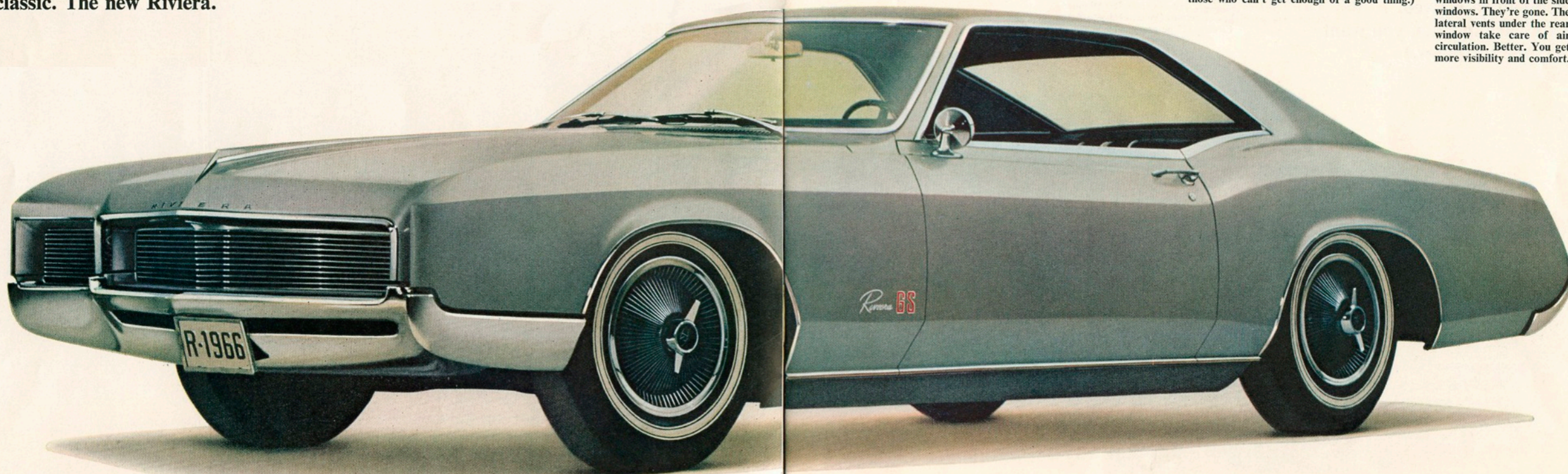
The '66 Riviera (good news for families and all-around sociability) comes with bench seats, front and back. Or front buckets. Custom buckets or our Strato-bench notch-back seats are available.

Our notch-back seats convert from bench to semi-bucket at the drop of an armrest. For a little more, the lucky right-front passenger gets to recline. (In our bucket seats, too.)

The '66 Riviera comes in two flavors: the Riviera and the Riviera Gran Sport—both with a 425-cu. in., 340 hp Wildcat V-8 engine.

Being the car it is, the Riviera also comes fully equipped. Power steering and brakes, SuperTurbine Transmission, finned aluminum front brake drums, etc.—all standard. Plus all the comforts of Buick. The Gran Sport has high-performance springs and shocks, and Positraction rear axle. (The Gran Sport is for those who can't get enough of a good thing.)

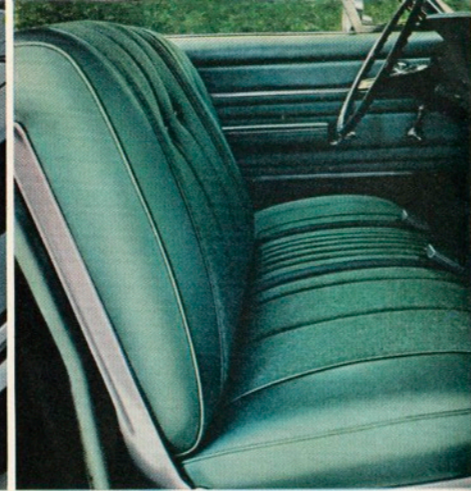
Two interesting Riviera details. Pull a knob and the headlamps roll down. Mysteriously. When not in use, no headlamps at all, just grille. Nice? And don't look for those little triangular windows in front of the side windows. They're gone. The lateral vents under the rear window take care of air circulation. Better. You get more visibility and comfort.



SOME OF THE EQUIPMENT SHOWN ON THE CAR ILLUSTRATED IS OPTIONAL AT EXTRA COST. CONSULT YOUR DEALER FOR DETAILS.



Electra 225. From the front.



Electra 225 interior.



Electra 225. Custom notch-back seat.



Electra 225. From the rear.

Tuned car: the 1966 Buick Electra 225. It's the car to arrive in when you've arrived. (And leave in when you want everyone to follow.)

Everyone should have a standard of excellence to reach for, so we present the Electra 225. With all the luxury anyone could want—and a Wildcat engine to cure that stodginess some people think is part of elegance. (We say it isn't.) All tuned to perfection. (What else would an Electra 225 be tuned to?)

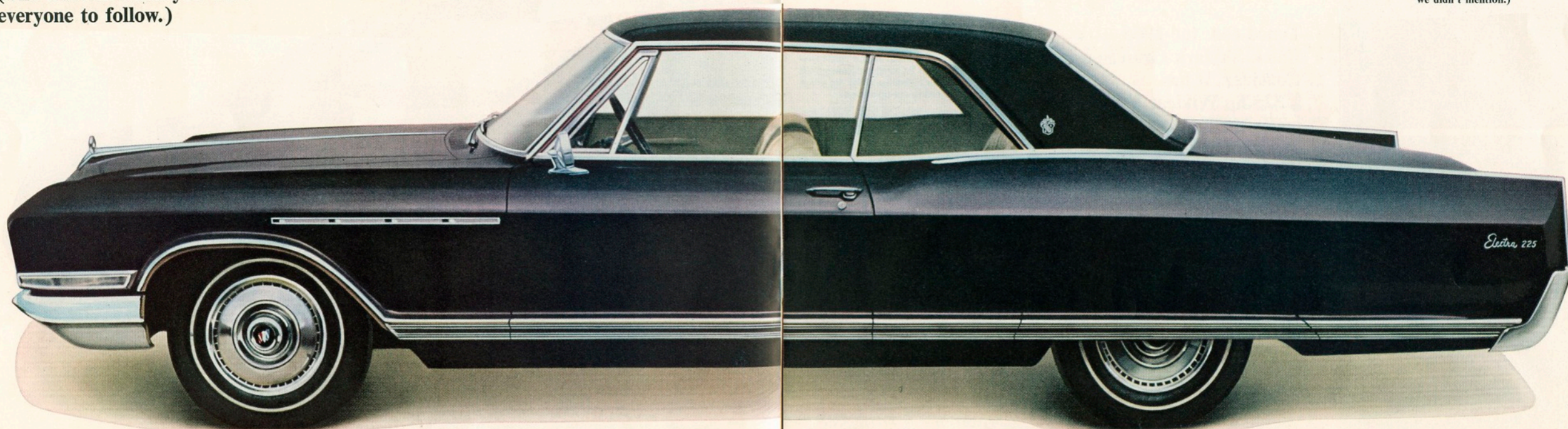
The Electra 225 in all its splendor comes in Sport Coupe (below), 4-door Hardtop, 4-door Sedan and Convertible models. If you have big ideas, try one on for size.

Engines? The 325 hp Wildcat is standard on the Electra 225; the 340 hp Wildcat is an option. At slight extra cost. Naturally.

You can choose either the Electra 225, or the Electra 225 Custom with its notch-back bench seat. Headrests are an extra cost option—if you can stand that much comfort.

Another nicety: the '66 Electra 225 has a vinyl roof cover available. Either white or black. Very distinguished. See below. Other options? There aren't too many because just about everything comes with the car. But cornering lights, an AM/FM stereo radio or air-conditioning are available.

The Electra 225 gets the Super Turbine transmission. And power brakes, steering, etc., etc. Now one final note: the Electra 225 is something to reach for, but not way out of reach. It's not inexpensive, mind you, but not an extravagance. (That's part of tuning we didn't mention.)



Tuned car: the 1966 Buick Wildcat Gran Sport. It's the full-sized family car that purrs quietly. (A wonderful pet to have around.)

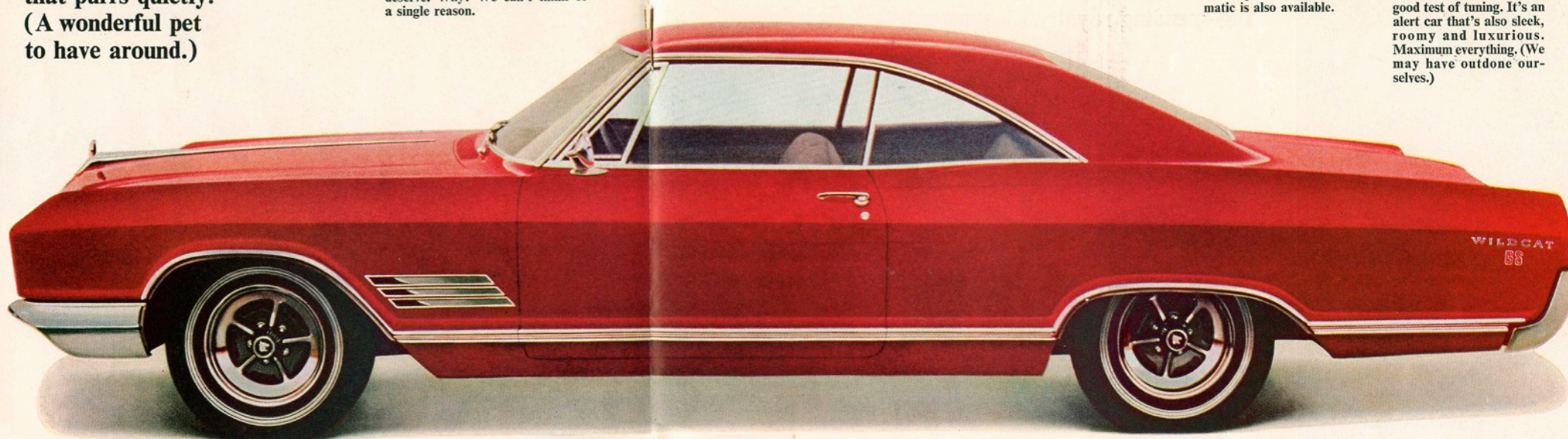
Why squeeze yourself into a small, lively car, when you can take the entire family and climb into a big, lively car like the 1966 Buick Wildcat? And get all the action you want. And all the comfort you deserve. Why? We can't think of a single reason.

We start with the regular Wildcat. 219.9 gleaming inches of car. And since handsome is as handsome does, we add a 325 hp V-8; a 340 hp V-8 is available, too.

But then there is the Wildcat Gran Sport. (One of three Gran Sports by Buick this year.) It gets the 340 hp engine, a Posi-traction rear axle, a heavy duty suspension. (And becomes a car that's all heart.)

The Wildcat comes in four handsome disguises: Sport Coupe, 4-door Hardtop, Convertible and 4-door Sedan. With a 3-speed manual transmission. Or the Super Turbine automatic is also available.

Seating? Try the Wildcat bench seats or order vinyl buckets. In the Wildcat Custom choose the new vinyl notch-back or vinyl buckets. And one parting word: the Wildcat is a good test of tuning. It's an alert car that's also sleek, roomy and luxurious. Maximum everything. (We may have outdone ourselves.)



SOME OF THE EQUIPMENT SHOWN ON THE CARS ILLUSTRATED IS OPTIONAL AT EXTRA COST. CONSULT YOUR DEALER FOR DETAILS.

Tuned car: the 1966 Buick Skylark Gran Sport. Consider. It has a 325 hp Wildcat V-8 under the hood. (And a few other things.)

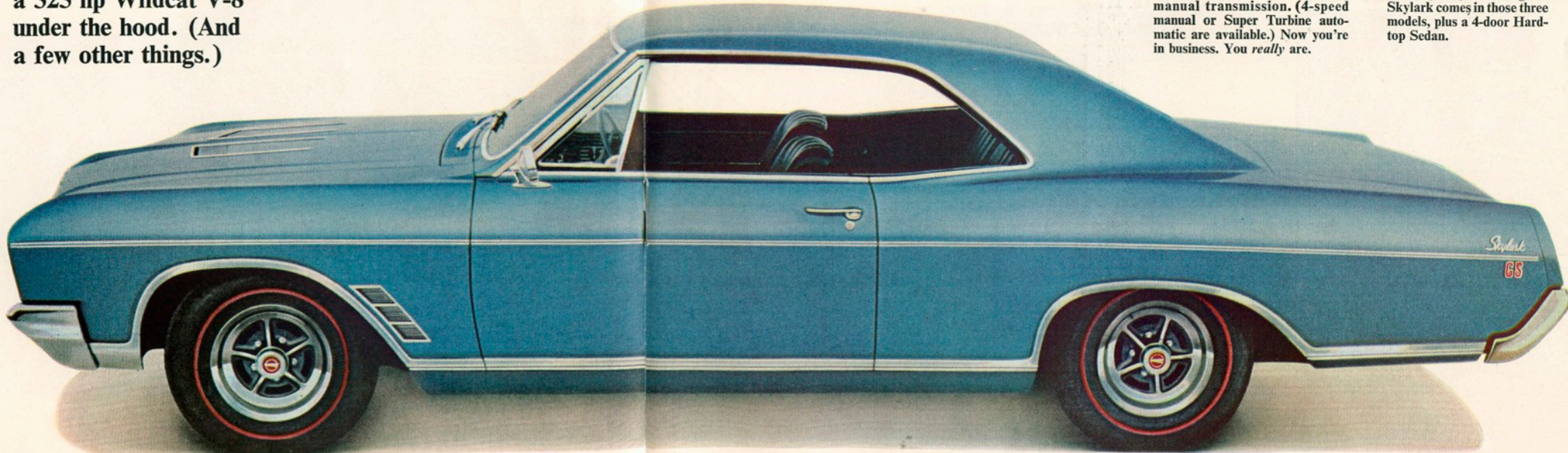
What's happened to the Buick Skylark? It's become the most versatile car on the road. You choose. It can be anything from an economical family affair to the last word in get-up-and-go.

The Skylark begins with a 160 hp V-6 that doesn't like gas much. Another Skylark series is equipped with a 210 hp V-8, or a 260 hp V-8 is available.

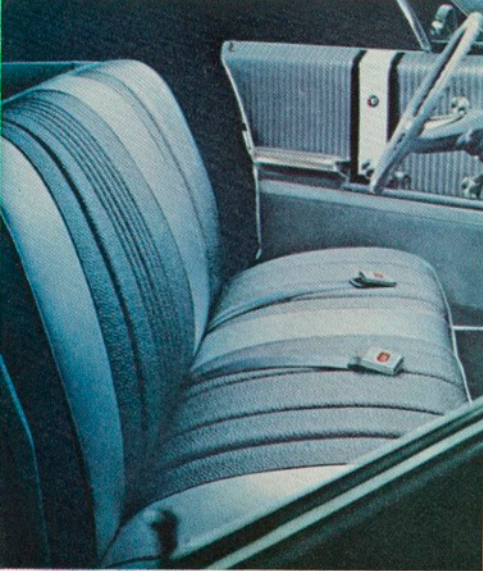
But then comes the Gran Sport version, with a 325 hp Wildcat V-8. It sings a song you'll enjoy hearing.

Now, the Skylark Gran Sport has a lot of other things. (It's a tuned car. Remember?) So it gets a heavy duty suspension and stabilizer bar, 7.75 x 14 tires, notch-back seats, a floor shift—3-speed manual transmission. (4-speed manual or Super Turbine automatic are available.) Now you're in business. You really are.

The Skylark Gran Sport is only available in the 2-door Coupe (that's with pillar), Sport Coupe (that's without) and Convertible (that's without, too). The regular Skylark comes in those three models, plus a 4-door Hardtop Sedan.



Illustrations from the top: Bucket interior. '66 Wildcat Custom./ Bench interior. '66 Wildcat./Bench interior. '66 Skylark.



**Tuned car: the 1966
Buick LeSabre.
Our sly fox—a miser
disguised as
big-spending royalty.**

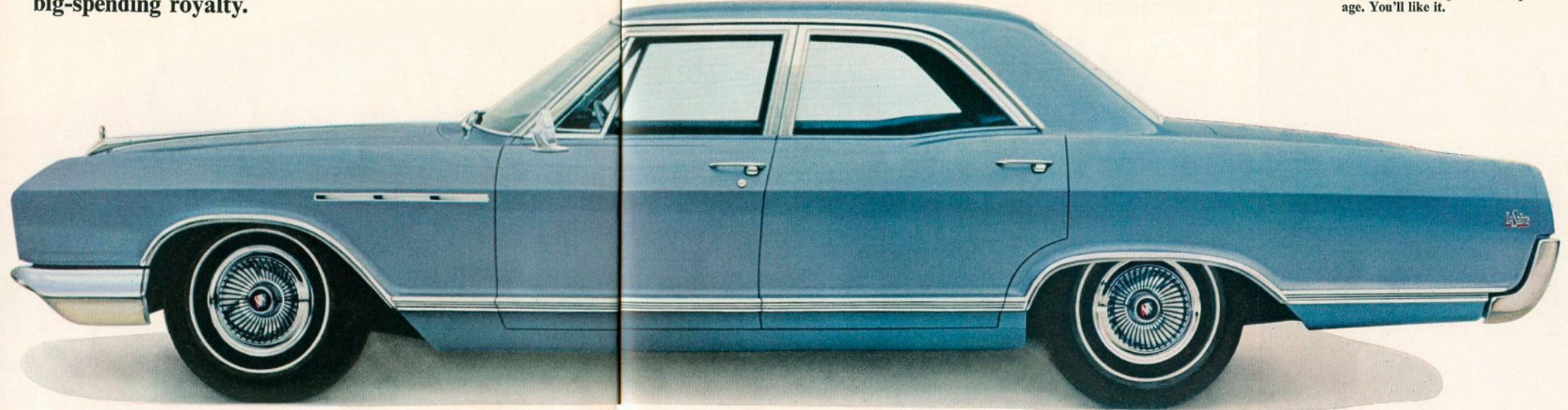
Buick engineers have developed an entirely new engine configuration for the 1966 LeSabre. That might strike you as a lot of work just to tune an engine to a car. But our engineers didn't think so. That's tuning for you.

Thus, we present the new Wildcat 340-cu. in., 220 hp V-8. (You'll find we've also arranged to give it more lbs.-ft. of torque to handle stop-and-go traffic.)

The '66 LeSabre's secret is that it's a large car with a small car's appetite for fuel. And it's a regal car that looks like it costs a princely sum. (Nay, not so. It doesn't.)

LeSabre comes in two series: LeSabre and Custom LeSabre. In the LeSabre: 2-door Sport Coupe, 4-door Hardtop and 4-door Sedan. In the Custom LeSabre, all those plus a 2-door Convertible. Each one, every inch a Buick.

As to transmissions, the '66 LeSabre takes the standard 3-speed manual or (optional at extra cost) Super Turbine automatic. Or, if you have higher aspirations, you can order a Super Turbine transmission with a 260 hp Wildcat V-8 that comes in the LeSabre 400 option. It's a package. You'll like it.



SOME OF THE EQUIPMENT SHOWN ON THE CARS ILLUSTRATED IS OPTIONAL AT EXTRA COST. CONSULT YOUR DEALER FOR DETAILS.

**Tuned car: the 1966
Buick Sportwagon.
Pack up the gang; see
the world. See it better;
see more of it.
(See us first, of course.)**

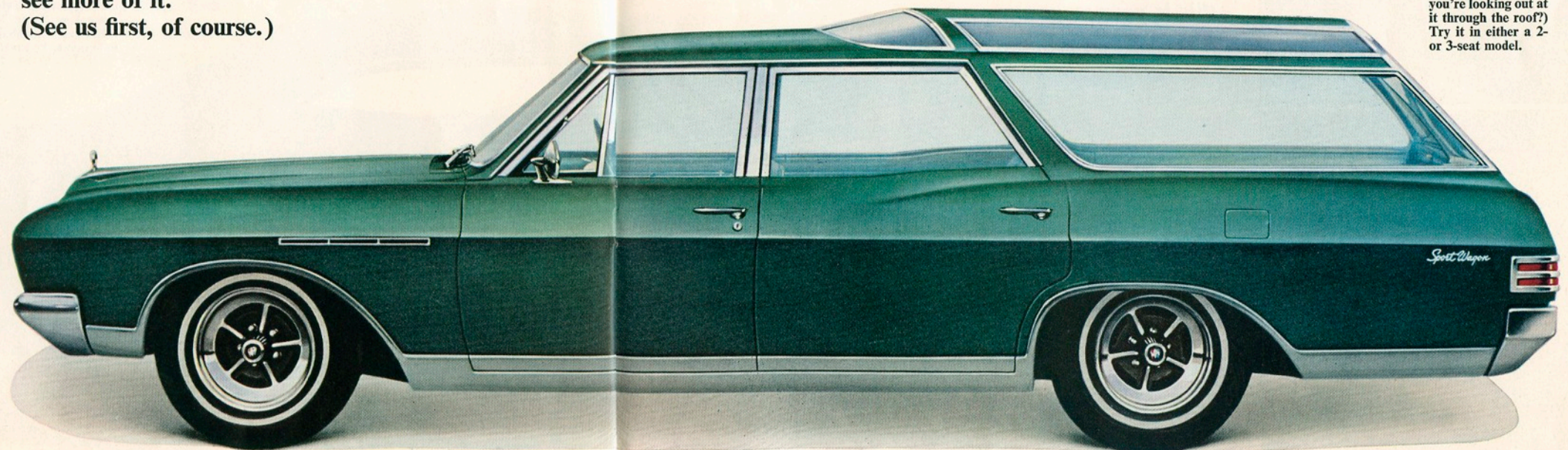
We say a wagon should be designed for people—just like any other car. So, we present the 1966 peoplewagon—the Buick Sportwagon. (For sporty people.) Big and roomy, with 97.9 cubic feet of handsome space in back.

The Buick Sportwagon gives the passengers in back a little more headroom. And while they're up, they get to see more, through the skylight windows. (And the third seat faces forward. Why make people look where you've been?)

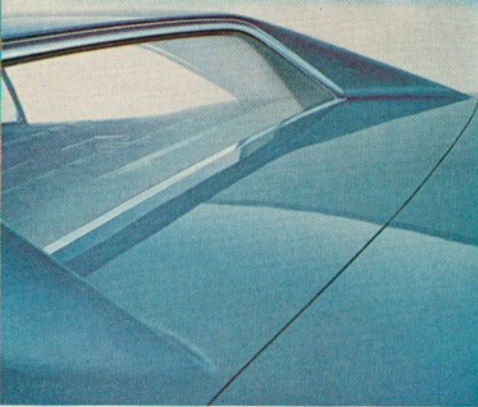
The glass in the Sportwagon's skylight windows is specially treated to reduce glare and heat.

The Sportwagon gets that new LeSabre 220 hp Wildcat engine we mentioned, above, with a 3-speed manual transmission. Or the Super Turbine automatic transmission is available. The 260 hp Wildcat V-8 is also available. (That makes it a slightly sportier wagon.)

Here comes tuning again. Sportwagon's ride is tuned to people, not just things. It's a ride that makes you feel on top of the world. (Why not, since you're looking out at it through the roof?) Try it in either a 2- or 3-seat model.



Illustrations from the top: '66 LeSabre: cloth and vinyl bench seats./'66 LeSabre Custom: cloth & vinyl interior./'66 Sportwagon Custom: vinyl interior.



Tuned car: the 1966 Buick Special.
It's the most car for the least money. Fair enough?

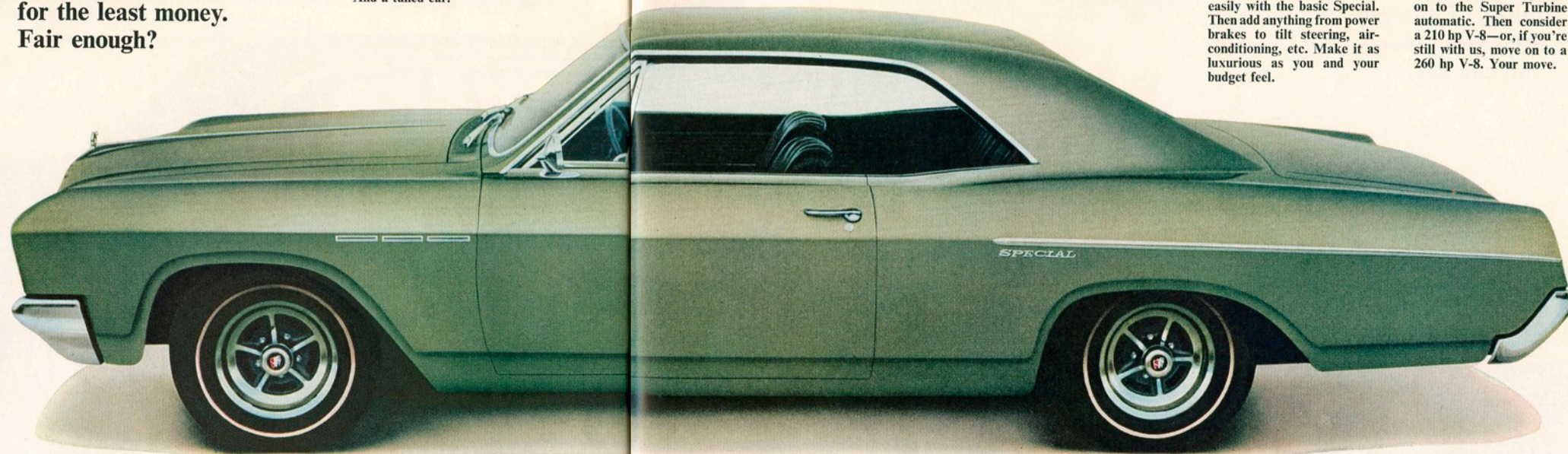
While thinking about the '66 Special, remember there are no neglected children in the Buick family. The Special is less expensive than other Buicks (and a lot of other cars) but it's still a Buick. And a tuned car.

As you can see, the Special has a new look this year. Trim and graceful—a car that won't hide your light under a bushel.

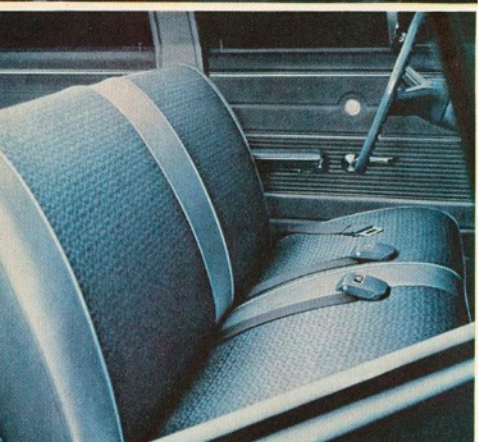
Once again, the Special comes in two complete series: Special (2-door Coupe, Convertible, 4-door Sedan) and Special Deluxe (2-door Coupe, Sport Coupe, 4-door Sedan.) Plus wagons. See below.

The new Special may be new, but it clings to some good old traditions. Regular gas economy, say. And it's a car you can tune to your budget. Start easily with the basic Special. Then add anything from power brakes to tilt steering, air-conditioning, etc. Make it as luxurious as you and your budget feel.

In the same vein, make the Special as agile as you feel. The V-6 is standard, with the 3-speed manual. Or, for a little more, move on to the Super Turbine automatic. Then consider a 210 hp V-8—or, if you're still with us, move on to a 260 hp V-8. Your move.



SOME OF THE EQUIPMENT SHOWN ON THE CARS ILLUSTRATED IS OPTIONAL AT EXTRA COST. CONSULT YOUR DEALER FOR DETAILS.



Tuned car: the 1966 Buick Special Wagon.
If you have high spirits and a lot of other things to carry around, this is your wagon.

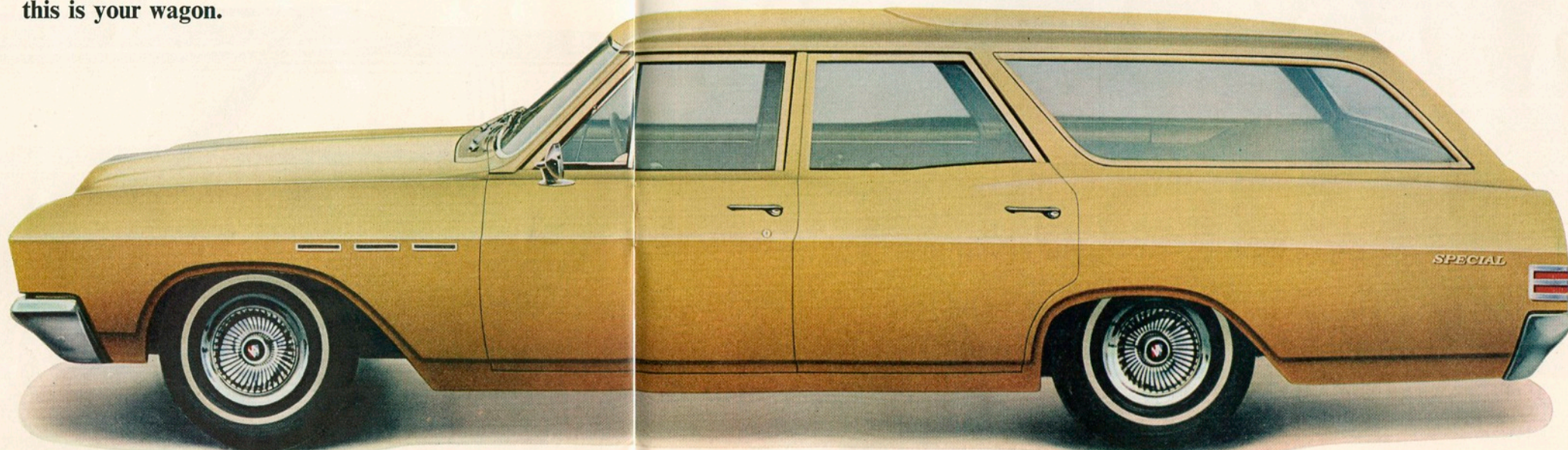
This is the wagon for live ones—those who want to get up and go without being ponderous. (But without actually roughing it, either.) It carries things, people or both with ease, and in style. And carries off a few good-looks prizes on the way.

Two Special Wagons take the work out of carrying things around: the Special Wagon and Special Deluxe Wagon. Both are 4-door, 2-seat jobs.

One nice thing about the Special Wagons. They're concise and maneuverable—but they give you a unanimous 85.6 cu. ft. of space in back.

Special Wagons have the same engine and transmission options as the Special and Special Deluxe: V-6 with a 3-speed manual. Or, for a little more, a 210 hp V-8, a 260 hp V-8—and the Super Turbine automatic transmission. (They have the same disdain for gasoline, too.)

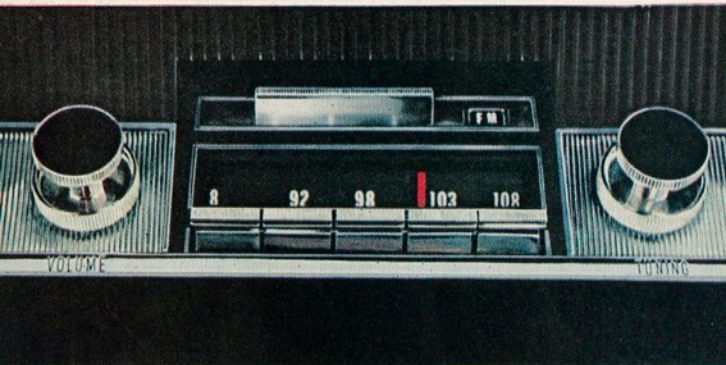
And, like every other Buick, the Special Wagon's performance, styling, ride and handling are all tuned to each other. And to you and whatever you plan to carry. (And to those high spirits of yours.) Consider. Wouldn't you really rather have a Buick?



Illustrations from the top: Window detail. '66 Special. (Skylark, too.) '66 Special: vinyl seats, 2-door. '66 Special: cloth and vinyl seats, 4-door. '66 Special Deluxe: vinyl seats, 2-door and station wagon.

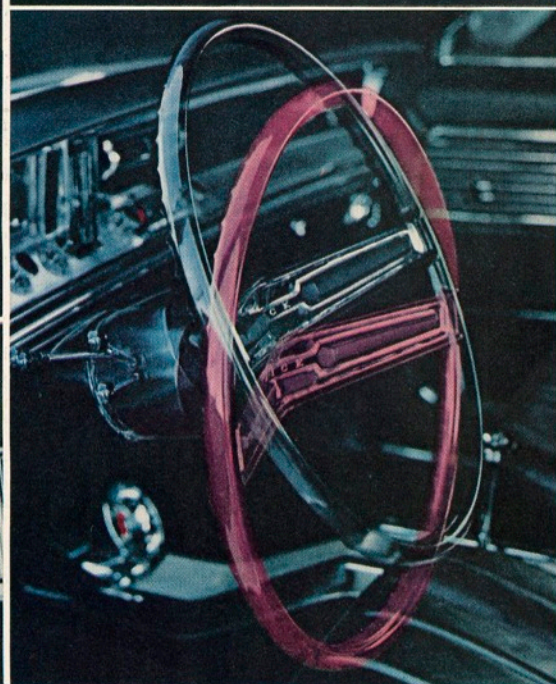
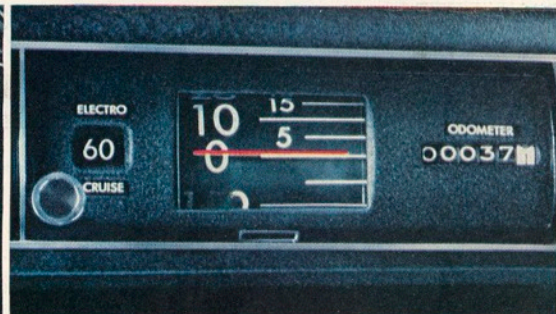
**More about the
1966 tuned Buicks:
things of interest,
interesting things
you can add.**

The new notch-back seats. Consider our luxurious new seating plan. These start as sort-of bench seats—smooth, deep, individualized comfort. Put down the center arm rest, and they become semi-buckets. (The best of both worlds.) Bucket seats are available on all models except wagons, sedans and the Special. Ladies and gentlemen, please be seated.



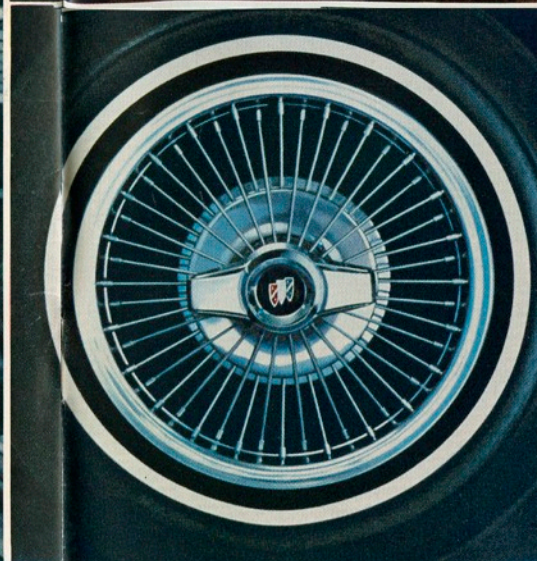
AM/FM Radio. Now hear this: the AM/FM radio will be available on all 1966 Buicks. What's more, you can get a Stereo AM/FM Radio on the LeSabre, Wildcat, Electra 225 and Riviera. (One other radio—not quite so spectacular—is also available, as are rear speakers.)

Electro-cruise. For the long trip down the long highway. Set the Electro-cruise at the speed you desire; the car maintains it automatically. Brake when necessary; then press the button again, and the car resumes the desired speed. (Easy? That's our business—making driving easy.) Available on Riviera, Electra 225, Wildcat and LeSabre.



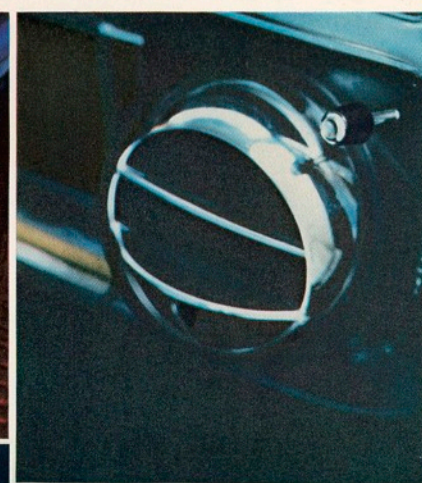
Tilt Steering Wheel. You may like the wheel at one level; another member of the family may like it at another. On a long trip, you may prefer still another position. The solution to all this is a tilt steering wheel with a choice of 7 different positions. Available on all '66 Buicks. Standard on the Riviera.

Cornering Lights. You have headlights and back up lights. Now you can have cornering lights, and see what's on either side when you turn at night. Available on the LeSabre, Wildcat, Electra 225 and Riviera only.

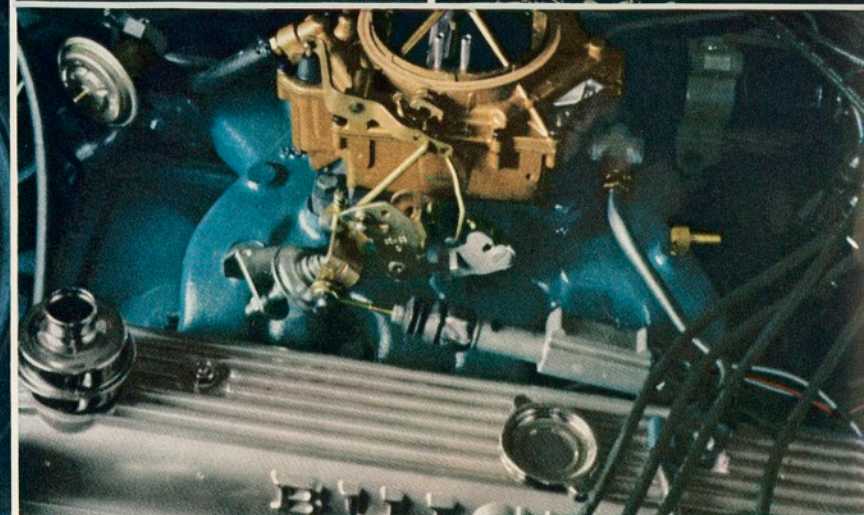
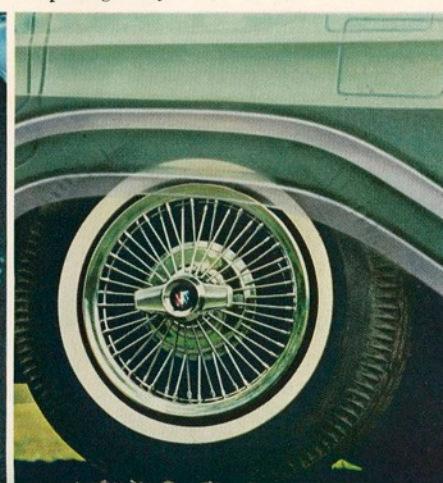


Wheel Covers. Handsome covers are available for each series. In the case of the Wildcat, Electra 225 and Riviera, they have been designed specifically for those models. They add that sporting, dressed-up touch.

Air-conditioning. You can do something about the weather. Just move a lever, and you need never be too hot or cold again—as long as you stay in your Buick. (Which is a good idea, anyway.) Air-conditioning is available on all '66 Buicks.



Automatic Level Control. An interesting option for the Sportwagon. Fill the car up with whatever you have in mind, up to a maximum of 500 lbs. over the rear axle, and a valve on the rear shock absorbers automatically levels the car. Like magic. On the magical Sportwagon only.



Engines & transmissions. Buick tuning starts (but doesn't end) with Buick engines and transmissions. And that's a good place to start anything. In engines, that's why we have such a range—a specific engine for every specific job, tuned carefully to the weight of the car. With the new 220 hp engine for the LeSabre, they number seven in all: from the 225-cu. in., 160 hp V-6 to the 425-cu. in. 340 hp V-8. (They're all called Wildcat engines.) Connect them to Buick's 3- or 4-speed manual transmissions, or the highly efficient Buick Super Turbine automatic transmissions, and the world is yours. Certainly the paved part of it is. Now that you've come this far, think it over again. Wouldn't you really rather have a Buick?

**Add all the separate series,
the models and colors together,
and you'll find the tuned car
gives you hundreds of choices.
Is that too much of a good thing?
Of course not.
See your Buick Dealer.
Meanwhile, admit it.
Wouldn't you really rather have a Buick?
The tuned car?**

Buick Motor Division, General Motors Corporation, Flint, Michigan

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