

THE MACHINES.

BUICK GS-340.

BUICK GS-400.

A phenomenon is arising in this country, and in this time: the new American sporting machines. They're not like the European sports cars. Not at all. America's machines are bred to American driving: they're big and comfortable and roomy and muscular—and at the same time they're amazingly responsive. The epitome of this kind of automobile is Buick's GS-400. A husky, 3,500-pound machine equipped with a 400-cubic-inch, 340-horsepower V-8 and a sporting feel. It's all the car anyone could want.

the GS-340



Buick's GS-340 is a brand-new offering that puts performance within the range of budget car buyers. It's a lot of car for any car buff. The baby that makes it "GS" is the 340-cubic-inch V-8. It tops out with 260 horses at 4200 rpm-torque, 365 lbs. ft. @ 2800. Features include a Carter four-barrel carb, five main bearings, deeper breathing manifolds and hydraulic lifters. It's all hooked up to a 3-speed fully synchronized in all forward gears manual transmission that puts you "In" the performance picture. The GS-340 has a unique appearance, too. Color, trim and ornamentation are different from anything else on the road. Broad rally side stripes and hood scoops are red, as is the lower rear deck molding. This is set off by a choice of two body colors, white or platinum mist. Custom bright moldings along the drip gutter and vertical lower front ventipoints complete the picture.



Handling is another story. Curves flatten out with new specific front and rear shocks, springs and large diameter stabilizer bar. For greater road control an optional Sport Pac consisting of heavy-duty rear stabilizer bar, springs, shock absorbers and 15:1 steering ratio is available at extra cost. Standard steering is the same as that of the GS-400: 5.56 turns lock-to-lock. Standard brakes are duo-servo-dual system, and power disc front brakes are

also available at extra cost. Fourteen-inch wheels with a special red paint job are standard, as are the 7.75-14 rayon cord tires.

SPECIFICATIONS: Wheelbase: 115.0 inches, Tread—front: 58.0 inches, rear: 59.0 inches, Length: 205.0 inches, Width: 75.4 inches, Height: 53.2 inches, Gross curb weight: 3,420 lbs., Battery: 12 volts—61 amp. hr., Alternator: 42 amp., Fuel capacity: 20 gal.(approx.), Oil(engine): 4 qts., Cooling: 12.7 qts.

GS-340.

DRIVE TRAIN RATIOS:	1st	2nd	3rd	Rev.
3-speed manual	2.54	1.50	1.00	2.63
Super Turbine auto Dr.	1.765	1.000		1.765
Low	1.765			

Note: Automatic transmission ratios are multiplied by variable pitch stator in torque converter.

Special note: GS-340 engine is not equipped with the chrome air cleaner in California, which requires special anti-smog equipment in its place.

REAR AXLE RATIOS:	Standard	Special Order
3-speed manual	3.23*	3.36, 3.90
2-speed automatic	3.23*	3.36, 3.90

* Also available with Positive Traction. All special order axle ratios available only with Positive Traction.

The GS-340 maintains the grand tradition of distinctive quality. The 2-Door Sport Coupe takes a continental approach to the interior. All-vinyl black bench seats are crafted to the specific needs of the machine. As a contrast the exterior colors are limited to white or platinum mist. These colors with the racing stripes and other styling accents in red develop a total picture that really stands out. Here are two for the Gran Sport, GS-400 & GS-340 by Buick. Now you have the tough job: choosing.

GS-340, 2-Door Sport Coupe with black Madrid grain vinyl bench seats. Some of the equipment shown is optional.



GS-400, 2-Door Convertible interior with dove Madrid grain vinyl bench seats. Some of the equipment shown is optional.



The GS-400 is distinctive in appearance. Inside the GS-400 you have a choice of dove or black in the beautiful standard Madrid grain vinyl bench seats. For a little extra cost you may pick dove, black, blue, yellow or aqua in all-vinyl bucket seats for the Coupe and Sport Coupe. All-vinyl bucket seats for the GS-400 Convertible are available in black, blue, red or yellow. Any of these will complement the wide range of exterior colors available. Just as the way a GS-400 handles will complement your driving.

GS-400, 2-Door Sport Coupe interior with blue all-vinyl Strato bucket seats. Some of the equipment shown is optional.

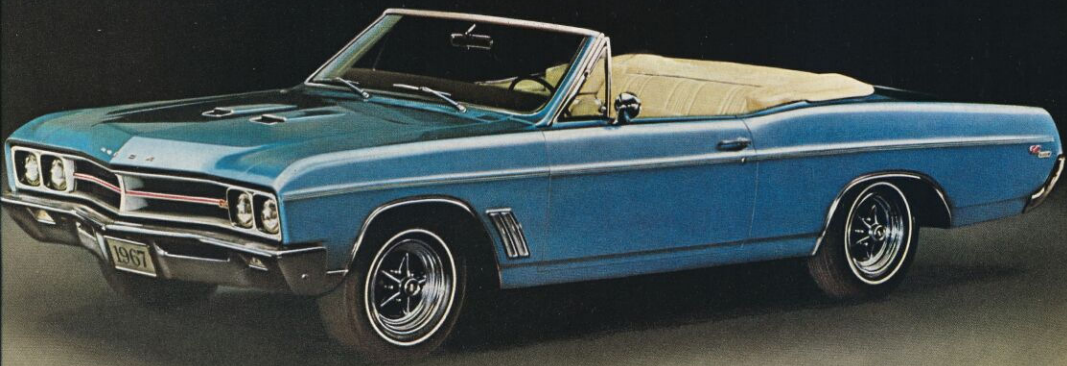


GS-400, 2-Door Sport Coupe interior with blue all-vinyl Strato bucket seats. Some of the equipment shown is optional.



And now the GS-400 has a running mate: the new Buick GS-340. This one is for people who look for a large measure of sporting flavor at a low price. (Until now, it's been a long, hopeless search.) In these pages, you'll learn a lot about the mechanics of these two machines. You can read all the specifications and look at all the pictures. But they won't come to life until you put them into action. And until you do that, you really won't know how pale your own driving has been.

the GS-400



Some of the equipment shown is optional.

The heart of Buick's GS-400 is a 340-horsepower, 400 CID V-8 engine. It's a tuned, ticking machine that's ready to move you into city traffic or pull you through a turnpike curve at the touch of your toe. As a matter of fact, it looks like it acts. Twin hood scoops, rally stripes and a distinctive grille mark the GS-400 as a machine to be reckoned with. The interior, as you'll note in following pages, carries out the theme. Swing it through the three-speed box, or move up to speed with a four-on-the-floor. Both of these transmissions are fully synchronized in all forward speeds. (If you're not a purist, the GS-400 is available with Super Turbine automatic.) Browse through the specifications. You'll come away with a feeling that the GS-400 was built for people who love cars by people who love cars. The all-new engine has deeper breathing manifolds, a four-barrel Rochester carb, five main bearings,



hydraulic lifters and plenty of other good things to give it muscle and durability. Horsepower peaks at 340 @ 5000 rpm...torque at 440 @ 3200. If you climbed underneath you'd find a sports car suspension, harder springs, stiffer shocks, heavier stabilizer bar. You'd also see aluminum front brake drums for faster cooling and greater resistance to fade. Steering seems faster, too. The standard ratio of 5.56 turns—lock-to-lock—gives you a feeling of positive control. Wheels are 14 inches with F70-14, whitewall or red stripe wide oval type tires.

SPECIFICATIONS: Wheelbase: 115 inches, Tread—front: 58.0 inches, rear: 59.0 inches, Length: 205.0 inches, Width: 75.4 inches, Height: 53.1 inches, Gross curb weight (approx.): 3590 lbs., Battery: 12 volt-70 amp. hr., Alternator: 42 amp., Fuel tank: 20 gal. (approx.), Oil capacity: 4 qts., Water capacity: 16.6 qts., Driving capacity: unlimited.

GS-400.

DRIVE TRAIN RATIOS:	1st	2nd	3rd	4th	Rev.
3-speed manual	2.42	1.61	1.00		2.33
4-speed manual	2.20	1.64	1.28	1.00	2.27
Super Turbine auto. Dr.	2.48	1.48	1.00		2.08
L ¹	2.48	1.48			
L ²	2.48				

REAR AXLE RATIOS:	Standard	Performance option	Special Order
3- or 4-speed manual	3.36	3.55*	3.90*, 4.30*
3-speed automatic	2.93	3.36	3.55*, 3.90*, 4.30*

*Not available with air-conditioner. Engines shown have extra-cost power steering option.

“When better automobiles are built, Buick will build them.” Still true

GM

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THE QUALITY CONNECTION