

# BUICK

Here are  
the ways  
Buick  
talks your  
language  
for 1968.

# '68

# Electra 225



Electra 225 Custom 4-dr. Sedan



Electra 225 Sport Coupe



Electra 225 Custom Convertible



Electra 225 "Limited" 4-dr. Hardtop (trim option)

**SOME IMPORTANT INFORMATION ABOUT THE ELECTRA 225:** Engine Lubricating System: Main bearings, connecting rods and camshaft bearings pressure lubricated. Cylinder walls splash and nozzle lubricated. Normal oil pressure 40 @ 2400. Full-Flow oil filter. Crankcase capacity (refill less filter) 4 quarts. Fuel System: Automatic choke. Mechanical fuel pump. Pleated paper gasoline filter with fine filter in fuel tank. Oiled paper element air cleaner. Exhaust-type intake manifold heat control. Fuel Tank Capacity: approximately 25 gallons. Engine Cooling: Pressure system. Choke-type circulation thermostat. Centrifugal water pump. Capacity: 16.7 quarts with heater. Exhaust System: Muffler constructed of corrosion resistant aluminized steel to promote longer life. Dual exhaust available as optional equipment. Electrical: Twelve-volt electrical system. Four-position starter-ignition switch. Automatic Transmission: SuperTurbine is of a torque converter type. Total oil capacity refill 23 pints. Propeller Shaft: Drive shaft is slightly angled to reduce tunnel height in rear seat. Angled sections are connected by a special

constant-velocity universal joint that minimizes vibration during transfer of power to rear axle. Shaft is connected to transmission and rear axle by needle-bearing universal joints. Rear Axle: Hypoid gears, semi-floating. Transfer of driving forces through rubber-mounted arms connected to frame. Frame: Perimeter type. Suspension: Independent ball-joint front suspension with link-type stabilizer bar. Four-link-type rear suspension. Coil springs front and rear. Direct acting hydraulic shock absorbers front and rear. Brakes: Hydraulic, self-energizing. Air-cooled finned aluminum front brake drums with cast-iron liners; finned drums rear. Total gross lining area 193.3 sq. in. Step-on parking brake operating through rear service brake shoes. Power brakes standard. Tires: 8.85 x 15. Steering: Easy power steering standard. Overall ratio: 18.9 to 1. Flexible coupling in power gear screens out road irregularities.

## THE STANDARD ELECTRA 225 ENGINE: 430-4 V8

Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel
360 @ 5000	475 @ 3200	10.25 to 1	430	4-barrel	Premium

## THE TRANSMISSION:

Regular Equipment  
Automatic SuperTurbine (Column Shift)

## REAR AXLE RATIOS:

SuperTurbine  
2.78

Consult your Buick dealer for information on optional ratios.

## EXTERIOR DIMENSIONS: (Approximations in inches.)

	Length	Width	Height	Wheel-base	Tread-front	Tread-rear
Sport Coupe	224.9	80.0	54.8	126.0	63.44	63.0
4-Door Hardtop	224.9	80.0	54.8	126.0	63.44	63.0
4-Door Sedan	224.9	80.0	56.3	126.0	63.44	63.0
Convertible	224.9	80.0	54.8	126.0	63.44	63.0

## INTERIOR DIMENSIONS: (Approximations in inches.)

	Head Room		Leg Room		Shoulder Room	
	Front	Rear	Front	Rear	Front	Rear
Sport Coupe	38.4	37.8	42.1	38.3	62.3	60.7
4-Door Hardtop	38.4	37.8	42.1	38.9	62.2	61.2
4-Door Sedan	39.5	38.2	42.1	42.1	62.2	61.0
Convertible	38.7	37.7	42.1	38.3	62.2	62.5

NOTE: All Buick models feature the standard GM safety equipment shown on the reverse side of this folder.

**BUICK ELECTRA 225 REGULAR EQUIPMENT**—SuperTurbine transmission, 360-hp, 430-4 V8 engine, power steering; self-adjusting power brakes; dual master cylinder brake system with warning light and corrosion resistant brake lines; custom padded seat cushions; heater and defroster; finned aluminum front brake drums with cast-iron liners; custom front seat belts with retractors; seat belts with pushbutton buckles for all passenger positions; custom shoulder belts with pushbutton buckles and special storage convenience provision for driver and right front passenger (except convertibles); electric clock; step-on parking brake; parking brake signal light; energy absorbing steering column; deluxe steering wheel; directional signals; lane change feature in direction signal control; trunk light; smoking set; rear seat ash trays; inside day-night mirror with deflecting base; Magic-Mirror finish; safety arm rests—front and rear; 15-inch wheels; deluxe wheel covers; dual horns; license plate frame, crank-operated vent windows; soft, low-profile window control knobs and coat hooks; 6,000-mile lubed front suspension; Delcotron generator; backup lights, new side marker lights and parking lamps that illuminate with headlamps; carpeting on floors and doors; dual-key locking system; Full-Flow oil filter; passenger guard door locks with deflecting lock buttons—all doors; custom interior trims (Electra 225 Custom models); cross-flow radiator; padded instrument panel, sun visors, windshield corner posts, steering wheel instrument panel top, inside windshield moldings, horn control, steering wheel hub, and windshield wiper arms and blades; outside rear view mirror; thick laminate windshield; dual speed windshield wiper and windshield washer; folding seat back latches; padded front and intermediate seat back tops and lower structure; yielding smooth contoured door and window regulator handles.

Some of the equipment shown on the cars illustrated is optional at extra cost.

# Wildcat



Wildcat Custom Convertible



Wildcat Custom Sport Coupe



Wildcat 4-dr. Sedan



Wildcat Custom 4-dr. Hardtop

**SOME IMPORTANT INFORMATION ABOUT THE WILDCAT:** **Engine Lubricating System:** Main bearings, connecting rods and camshaft bearings pressure lubricated. Cylinder walls splash and nozzle lubricated. Normal oil pressure 40 @ 2400. Full-Flow oil filter. Crankcase capacity (refill less filter) 4 quarts. **Fuel System:** Automatic choke. Mechanical fuel pump. Pleated paper gasoline filter with fine filter in fuel tank. Oiled paper element air cleaner. Exhaust-type intake manifold heat control. Fuel tank capacity: approximately 25 gallons. **Engine Cooling:** Pressure system. Choke-type circulation thermostat. Centrifugal water pump. Capacity: 16.7 quarts with heater. **Exhaust System:** Muffler constructed of corrosion resistant aluminized steel to promote longer life. Dual exhaust available as optional equipment with automatic transmission. **Electrical:** Twelve-volt electrical system. Four position starter-ignition switch. **Automatic Transmission:** SuperTurbine is of a torque converter type. Total oil capacity 23 pints. **Propeller Shaft:** Drive shaft is slightly angled to reduce tunnel height in rear seat. Angled sections are

connected by a special constant-velocity universal joint that minimizes vibration during transfer of power to rear axle. Shaft is connected to transmission and rear axle by needle-bearing universal joints. **Rear Axle:** Hypoid gears, semi-floating. Transfer of driving forces through rubber-mounted arms connected to frame. **Frame:** Perimeter type. **Suspension:** Independent ball joint front suspension with link-type stabilizer bar. Four-link type rear suspension. Coil springs front and rear. Direct acting hydraulic shock absorbers front and rear. **Brakes:** Hydraulic, self-energizing. Air-cooled finned aluminum front brake drums with cast-iron liners; finned drums rear. Total gross lining area 193.3 sq. in. Step-on parking brake operating through rear service brake shoes. Power brakes optional. **Tires:** 8.45 x 15. Optional tires available for other than normal driving conditions. Consult your Buick dealer. **Steering:** Manual recirculating ball, standard. Easy power steering, optional. Overall ratio: 18.9 to 1. Flexible coupling in power gear screens out road irregularities.

THE STANDARD WILDCAT ENGINE: 430-4 V8.						EXTERIOR DIMENSIONS: (Approximations in inches.)																																									
Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel	Length	Width	Height	Wheel-base	Tread-front	Tread-rear																																				
380 @ 5000	475 @ 3200	10.25 to 1	430	4-barrel	Premium																																										
<b>THE TRANSMISSIONS:</b>						<b>Sport Coupe</b> 220.46 80.0 54.8 126.0 63.44 63.0 <b>4-Door Hardtop</b> 220.46 80.0 54.5 126.0 63.44 63.0 <b>4-Door Sedan</b> 220.46 80.0 55.3 126.0 63.44 63.0 <b>Convertible</b> 220.46 80.0 55.0 126.0 63.44 63.0																																									
<i>Regular Equipment</i>						<b>EXTERIOR DIMENSIONS: (Approximations in inches.)</b>																																									
3-Speed Manual (Column Mounted)						<table border="1"> <thead> <tr> <th colspan="2">Head Room</th> <th colspan="2">Leg Room</th> <th colspan="2">Shoulder Room</th> </tr> <tr> <th>Front</th> <th>Rear</th> <th>Front</th> <th>Rear</th> <th>Front</th> <th>Rear</th> </tr> </thead> <tbody> <tr> <td>38.4</td> <td>37.3</td> <td>42.2</td> <td>34.9</td> <td>62.2</td> <td>61.0</td> </tr> <tr> <td>38.4</td> <td>37.8</td> <td>42.2</td> <td>38.5</td> <td>62.3</td> <td>61.4</td> </tr> <tr> <td>39.1</td> <td>37.7</td> <td>42.2</td> <td>39.0</td> <td>62.3</td> <td>61.4</td> </tr> <tr> <td>38.8</td> <td>37.9</td> <td>42.1</td> <td>34.9</td> <td>62.2</td> <td>53.1</td> </tr> </tbody> </table>						Head Room		Leg Room		Shoulder Room		Front	Rear	Front	Rear	Front	Rear	38.4	37.3	42.2	34.9	62.2	61.0	38.4	37.8	42.2	38.5	62.3	61.4	39.1	37.7	42.2	39.0	62.3	61.4	38.8	37.9	42.1	34.9	62.2	53.1
Head Room		Leg Room		Shoulder Room																																											
Front	Rear	Front	Rear	Front	Rear																																										
38.4	37.3	42.2	34.9	62.2	61.0																																										
38.4	37.8	42.2	38.5	62.3	61.4																																										
39.1	37.7	42.2	39.0	62.3	61.4																																										
38.8	37.9	42.1	34.9	62.2	53.1																																										
Automatic SuperTurbine (Column or Console Mounted)																																															
<b>REAR AXLE RATIOS:</b>																																															
3-Speed Manual Transmission						Automatic SuperTurbine																																									
3.07						3.07																																									
Consult your Buick dealer for information on optional ratios.																																															

NOTE: All Buick models feature the standard GM safety equipment shown on the reverse side of this folder.

**BUICK WILDCAT REGULAR EQUIPMENT:** 360-hp, 430-4 V8 engine; 3-speed manual transmission (synchronized in all forward gears); heater and defroster; self-adjusting brakes; finned aluminum front brake drums with cast-iron liners; dual master cylinder brake system with warning light and corrosion resistant brake lines; seat belts with pushbutton buckles for all passenger positions; shoulder belts with pushbutton buckles and special storage convenience provision for driver and right front passenger (except convertibles); step-on parking brake; four-way hazard warning flasher; directional signals; lane change feature in direction signal control; front door-operated interior light; glove compartment light; smoking set; rear seat ash trays; Magic-Mirror finish; safety arm rests—front and rear; 15-inch wheels; dual horns; crank-operated vent windows; soft, low-profile window control knobs and coat hooks; 6,000-mile lubed front suspension; Delcotron generator; carpeting; dual-key locking system; Full-Flow oil filter; passenger guard door locks with deflecting lock buttons—all doors; folding seat back latches; custom interior trims (Wildcat Custom models); deluxe steering wheel; energy absorbing steering column; paddle-type arm rest (Wildcat Custom models); custom headlining (Wildcat Custom models—except Convertible); cross-flow radiator; padded instrument panel, sun visors, windshield corner posts; reduced glare instrument panel top, inside windshield moldings, horn control, steering wheel hub, and windshield wiper arms and blades; thick laminate windshield; padded front and intermediate seat back tops and lower structure; recessed dual-speed windshield wipers; windshield washers; backup lights; new side marker lights and parking lamps that illuminate with headlamps; inside day-night mirror with deflecting base; outside rear view mirror; yielding smooth contoured door and window regulator handles.

Some of the equipment shown on the cars illustrated is optional at extra cost.

# Skylark



Skylark Sport Coupe



Skylark 4-dr. Sedan



Skylark Custom 4-dr. Hardtop



Skylark Custom Convertible

**SOME IMPORTANT INFORMATION ABOUT THE SKYLARK:** Engine Lubricating System: Main bearings, connecting rods and camshaft bearings pressure lubricated. Cylinder walls, connecting rod bearing throw-off. Normal oil pressure 30-45 @ 1500. Full-Flow oil filter. Crankcase capacity (refill less filter) 4 quarts. Fuel System: Automatic choke. Mechanical fuel pump. Pleated paper gasoline filter with fine filter in fuel tank. Oiled paper element air cleaner. Exhaust-type intake manifold heat control. Approximately twenty gallon fuel capacity. Engine Cooling: Pressure system. Choke-type thermostat. Centrifugal water pump. Exhaust System: Single reverse flow. Constructed of corrosion resistant steel to promote longer life. Electrical: Twelve-volt electrical system. Four-position starter-ignition switch. Automatic Transmission (optional). SuperTurbine is of the torque converter type. Total oil capacity 19 pints. Propeller Shaft: Drive shaft is slightly angled to reduce tunnel height.

Shaft is connected to transmission and rear axle by needle-bearing universal joints. Rear Axle: Hypoid gears, semi-floating. Rear wheel bearings permanently lubricated. Suspension: Independent ball-joint suspension. Four-link rear suspension. Coil springs front and rear. Direct-acting hydraulic shock absorbers front and rear. Driving forces from axle to frame are through rubber-bushed rear links. Frame: Perimeter type. Brakes: Self-adjusting. Air-cooled finned alloy iron brake drums front and rear. Total gross lining area 158.1 sq. in. Parking brake operating through rear service brake shoes. Power brakes optional at extra cost. Steering: Manual recirculating ball steering standard. Overall ratio 28.6 to 1. Power steering optional. Overall ratio 20.9 to 1. Tires: 7.75 x 14. Optional tires available for other than normal driving conditions. Consult your Buick dealer.

THE STANDARD SKYLARK ENGINES: 250-1 6-cylinder; 350-2 8-cylinder.							
Horsepower	Torque	Compression Ratio		Displacement	Carburetion	Fuel	
		250-1	350-2			1-barrel	Regular
155 @ 4200	235 @ 1600	8.5 to 1		250		1-barrel	Regular
230 @ 4400	350 @ 2400	9.0 to 1		350		2-barrel	Regular
THE OPTIONAL ENGINES: 350-2 8-cylinder; 350-4 8-cylinder.							
Horsepower	Torque	Compression Ratio		Displacement	Carburetion	Fuel	
		350-2	350-4			2-barrel	Regular
230 @ 4400	350 @ 2400	9.0 to 1		350		2-barrel <td>Regular</td>	Regular
280 @ 4600	375 @ 3200	10.25 to 1		350		4-barrel <td>Premium</td>	Premium

**THE TRANSMISSIONS:**  
Regular Equipment 3-Speed Manual (Column Shift)      Option: Automatic SuperTurbine 300 (Column and Console Shift)

REAR AXLE RATIOS:		SuperTurbine	
3-Speed Manual Transmissions		2.83 (250-1 6 cyl.)	
3.23 (250-1 6 cyl.)		2.58 (350-2 8 cyl.)	
2.93 (350-2 8 cyl.)		2.73 (350-4 8 cyl.)	

Consult your Buick dealer for information on optional ratios.

## EXTERIOR DIMENSIONS: (Approximations in inches.)

	Length	Width	Height	Wheel-base	Tread-front	Tread-rear
Sport Coupe	200.7	75.5	53.5	112.0	59.0	59.0
4-Door Hardtop	204.7	75.5	54.2	116.0	59.0	59.0
4-Door Sedan	204.7	75.5	54.2	116.0	59.0	59.0
Convertible	200.7	75.5	53.8	112.0	59.0	59.0

## INTERIOR DIMENSIONS: (Approximations in inches.)

	Head Room		Leg Room		Shoulder Room	
	Front	Rear	Front	Rear	Front	Rear
Sport Coupe	37.4	36.3	41.5	32.2	58.3	57.1
4-Door Hardtop	38.3	37.3	41.6	34.8	58.3	57.0
4-Door Sedan	38.7	37.3	41.5	34.8	58.3	57.0
Convertible	38.3	36.9	41.6	32.2	58.3	47.9

NOTE: All Buick models feature the standard GM safety equipment shown on the reverse side of this folder.

**BUICK SKYLARK REGULAR EQUIPMENT:** 155-hp. 6-cylinder engine on Skylark Sport Coupe and Sedan; 230-hp. V8 on all Skylark Custom models; 3-speed manual transmission (synchronized in all forward gears); heater and defroster; custom padded seat cushions on Custom models; folding seat back latches; deluxe steering wheel; energy absorbing steering column; cigar lighter; ash tray—front and rear; ash tray and glove compartment lights; safety arm rests—front and rear; carpeting; four-way hazard warning flasher; directional signals; lane change feature in direction signal control; crank-operated vent windows; recessed dual-speed windshield wipers; windshield washers; self-adjusting brakes; dual master cylinder brake system with warning light and corrosion resistant brake lines; Magic-Mirror finish; 6,000-mile lubed front suspension; DelcoTron generator; dual-key locking system; passenger guard door locks with deflecting lock buttons—all doors; step-on parking brake; 14-inch wheels; seat belts with pushbutton buckles for all passenger positions; shoulder belts with pushbutton buckles and special storage convenience provision for driver and right front passenger (except convertibles); Full-Flow oil filter; door-operated interior light; dual horns; dome light, cross-flow radiator; padded instrument panel, sun visors, windshield corner posts; padded front and intermediate seat back tops and lower structure; recessed door latches; outside rear view mirror; inside day-night mirror with deflecting base; reduced glare instrument panel top, inside windshield moldings, horn control, steering wheel hub, and windshield wiper arms and blades; backup lights, new side marker lights and parking lamps that illuminate with headlamps; thick laminate windshield; soft, low-profile window control knobs and coat hooks; yielding smooth contoured door and window regulator handles.

Some of the equipment shown on the cars illustrated is optional at extra cost.

# LeSabre



Le Sabre Custom 4-dr. Sedan



Le Sabre Custom Sport Coupe



Le Sabre Custom 4-dr. Hardtop



Le Sabre Custom Convertible

**SOME IMPORTANT INFORMATION ABOUT THE BUICK LeSABRE:** Engine Lubricating System: Main bearings, connecting rods and camshaft bearings pressure lubricated. Cylinder walls splash and nozzle lubricated. Normal oil pressure 37 @ 2400. Full-Flow oil filter. Crankcase capacity (refill less filter) 4 quarts. Fuel System: Automatic choke. Mechanical fuel pump. Pleated paper gasoline filter with fine filter in fuel tank. Oiled paper element air cleaner. Exhaust-type intake manifold heat control. Capacity: approximately 25 gallons fuel capacity. Engine Cooling: Pressure system. Choke-type circulation thermostat. Centrifugal water pump. Capacity: 13.2 quarts with heater. Exhaust System: Muffler constructed of corrosion resistant aluminumized steel to promote longer life. Electrical: Twelve-volt electrical system. Four-position starter-ignition switch. Automatic Transmission (optional): SuperTurbine is of a torque converter type. Total oil capacity refill 19 pints. Propeller Shaft: Drive shaft is slightly angled to reduce tunnel height in rear seat. Angled sections are connected by a special constant-velocity universal joint

that minimizes vibration during transfer of power to rear axle. Shaft is connected to transmission and rear axle by needle-bearing universal joints. Rear Axle: Hypoid gears, semi-floating. Transfer of driving forces through rubber-mounted arms connected to frame. Frame: Perimeter type. Suspension: Independent ball-joint front suspension with link-type stabilizer bar. Four-link-type rear suspension. Coil springs front and rear. Direct acting hydraulic shock absorbers front and rear. Brakes: Hydraulic, self-energizing. Air-cooled finned brake drums front and rear. Total gross lining area 193.3 sq. in. Step-on parking brake operating through rear service brake shoes. Power brakes optional. Tires: 8-46 x 15. Optional tires available for other than normal driving conditions. Consult your Buick dealer. Steering: Manual recirculating ball steering standard. Overall ratio: 33.0 to 1. Easy power steering optional. Overall ratio: 20.5 to 1. Flexible coupling in power gear screens out road irregularities.

THE STANDARD LeSABRE ENGINE: 350-2 V8.							REAR AXLE RATIOS:						
Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel		3-Speed Manual	SuperTurbine					
230 @ 4400	350 @ 2400	9.0 to 1	350	2-barrel	Regular		3.23	2.93					
							Consult your Buick dealer for information on optional ratios.						
THE OPTIONAL ENGINE: 350-4 V8.							EXTERIOR DIMENSIONS: (Approximations in inches.)						
Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel		Length	Width	Height	Wheel-base	Tread-front	Tread-rear	
280 @ 4600	375 @ 3200	10.25 to 1	350	4-barrel	Premium		Sport Coupe	217.5	80.0	54.4	123.0	63.0	63.0
							4-Door Hardtop	217.5	80.0	54.4	123.0	63.0	63.0
							4-Door Sedan	217.5	80.0	55.3	123.0	63.0	63.0
							Convertible	217.5	80.0	54.9	123.0	63.0	63.0
THE TRANSMISSIONS:							INTERIOR DIMENSIONS: (Approximations in inches.)						
Regular Equipment							Head Room						
		Option					Front	Rear	Leg Room		Shoulder	Room	
		Automatic SuperTurbine (2-Speed Column Shift)					Front <td>Rear <td>Front <td>Rear <td>Front <td>Rear </td></td></td></td></td>	Rear <td>Front <td>Rear <td>Front <td>Rear </td></td></td></td>	Front <td>Rear <td>Front <td>Rear </td></td></td>	Rear <td>Front <td>Rear </td></td>	Front <td>Rear </td>	Rear	
		(3-Speed available with LeSabre 400 option)					Sport Coupe	38.4	37.3	42.2	34.9	62.2	61.0
							4-Door Hardtop	38.4	37.8	42.2	38.5	62.3	61.4
							4-Door Sedan	39.1	37.7	42.2	39.0	62.3	61.4
							Convertible	39.0	37.9	42.2	34.9	62.2	53.1

**BUICK LeSABRE REGULAR EQUIPMENT:** 230-hp, 350-2 V8 engine; 3-speed manual transmission (synchronized in all forward gears); heater and defroster; finned alloy brake drums; seat belts with pushbutton buckles for all passenger positions; shoulder belts with pushbutton buckles and special storage convenience provision for driver and right front passenger (except convertibles); step-on parking brake; backup lights, new side marker lights and parking lamps that illuminate with headlamps; four-way hazard warning flasher; directional signals; lane change feature in direction signal control; front door-operated interior light; glove compartment light; smoking set; rear seat ash trays; Magic-Mirror finish; safety arm rests—front and rear; 15-inch wheels; dual horns; crank-operated vent windows; 6,000-mile lubed front suspension; Delcotron generator; self-adjusting brakes; dual master cylinder brake system with warning light and corrosion resistant brake lines; carpeting; dual-key locking system; Full-Flow oil filter; passenger guard door locks with deflecting lock buttons—all doors; custom interior trims (LeSabre Custom models); folding seat back latches; deluxe steering wheel; energy absorbing steering column; cross-flow radiator; padded instrument panel, sun visors, windshield corner posts; padded front and intermediate seat back tops and lower structure; inside day-night mirror with deflecting base; outside rear view mirror; thick laminate windshield; recessed dual-speed windshield wipers; windshield washers; reduced glare instrument panel top, inside windshield moldings, horn control, steering wheel hub, and windshield wiper arms and blades; deluxe wheel covers (Custom models only); soft, low-profile window control knobs and coat hooks; yielding smooth contoured door and window regulator handles.

NOTE: All Buick models feature the standard GM safety equipment shown on the reverse side of this folder.

Some of the equipment shown on the cars illustrated is optional at extra cost.

# Riviera



Riviera

**SOME IMPORTANT INFORMATION ABOUT THE RIVIERA:** Engine Lubricating System: Main bearings, connecting rods and camshaft bearings pressure lubricated. Cylinder walls splash and nozzle lubricated. Normal oil pressure 40 @ 2400. Full-Flow oil filter. Crankcase capacity (refill less filter) 4 quarts. Fuel System: Automatic choke. Pleated paper gasoline filter with fine filter in fuel tank. Oiled paper element air cleaner. Exhaust-type manifold heat control. Fuel Tank Capacity: approximately 21 gallons. Engine Cooling: Pressure system. Choke-type circulation thermostat. Centrifugal water pump. Capacity: 16.7 quarts with heater. Exhaust System: Dual mufflers constructed of a combination of aluminized and stainless steels to promote longer life. Electrical: Twelve-volt electrical system. Four position starter-ignition switch. Automatic Transmission: SuperTurbine is of a torque converter type. Total oil capacity: 23 pints. Propeller Shaft: Drive shaft is slightly angled to reduce tunnel height in rear

seat. Angled sections are connected by a special constant-velocity universal joint that minimizes vibration during transfer of power to rear axle. Shaft is connected to transmission and rear axle by needle-bearing universal joints. Rear axle: Hypoid gears, semi-floating. Transfer of driving forces through rubber-mounted arms connected to frame. Frame: Cruciform. Suspension: Independent ball-joint front suspension with link-type stabilizer bar. Three link-type rear suspension. Coil springs front and rear. Direct acting hydraulic shock absorbers front and rear. Brakes: Gross lining area 193.3 sq. in. Step-on parking brake operating through rear service brake shoes. Power brakes standard. Tires: 8.45 x 15. Steering: Easy power steering standard. Overall ratio: 19.0 to 1. Flexible coupling in power gear screens out road irregularities.

THE STANDARD RIVIERA ENGINE: 430-4 V8							EXTERIOR DIMENSIONS: (Approximations in inches.)					
Horsepower	Torque	Compression Ratio		Displacement	Carburetion	Fuel	Length	Width	Height	Wheel-base	Tread-front	Tread-rear
360 @ 5000	475 @ 3200	10.25 to 1		430	4-barrel	Premium	215.22	78.8	53.2	119.0	63.47	63.0
THE TRANSMISSIONS:							INTERIOR DIMENSIONS: (Approximations in inches.)					
Regular Equipment				Option			Head Room		Leg Room		Shoulder Room	
Automatic SuperTurbine (Column Shift)				Automatic SuperTurbine (Console Shift)			Front	Rear	Front	Rear	Front	Rear
							38.0	37.4	41.1	36.6	58.7	56.4
REAR AXLE RATIOS:							THE OPTIONAL RIVIERA GRAN SPORT. Suspension, both front and rear, is heavy-duty. Positive traction differential (3.42 axle ratio standard). Monogram—front fender "GS". Monogram—instrument panel "Riviera GS". 8.85-15 whitewall tires are standard.					
Riviera		3.07										
Riviera GS		3.42										
Consult your Buick dealer for information on optional ratios.												

**BUICK RIVIERA REGULAR EQUIPMENT**—SuperTurbine transmission; 360-hp, 430-4 V8 engine; power steering; self-adjusting power brakes; tilt steering wheel; energy absorbing steering column; dual exhaust; heater and defroster; finned aluminum front brake drums with cast-iron liners; dual master cylinder brake system with warning light and corrosion resistant brake lines; custom padded seat cushions; folding seat back latches; custom front seat belts with retractors; seat belts with pushbutton buckles for all passenger positions; padded front and intermediate seat back tops and lower structure; electric clock; step-on parking brake; parking brake signal light; four-way hazard warning flasher; directional signals; lane change feature in direction signal control; trunk light; door-operated interior light; glove compartment light; inside day-night mirror with deflecting base; smoking set; rear seat ash trays; Magic-Mirror finish; dual safety arm rests—front and rear; 15-inch wheels; wheel covers; dual horns; license plate frame; 6,000-mile lubed front suspension; Delcotron generator; carpeting; dual-key locking system; Full-Flow oil filter; passenger guard door locks with deflecting lock buttons—both doors, padded instrument panel, sun visors, windshield corner posts; outside rear view mirror; dual speed windshield wiper and windshield washer; reduced glare instrument panel top, inside windshield mouldings, horn control, steering wheel hub, and windshield wiper arms and blades; backup lights, new side marker lights and parking lamps that illuminate with headlamps; hidden headlamps; thick laminate windshield; soft, low-profile window control knobs and coat hooks; yielding smooth contoured door and window regulator handles.

NOTE: All Buick models feature the standard GM safety equipment shown on the reverse side of this folder.

Some of the equipment shown on the cars illustrated is optional at extra cost.

# Special Deluxe



Special Deluxe 4-dr. Sedan



Special Deluxe Wagon



Special Deluxe Thin-Pillar Coupe

**SOME IMPORTANT INFORMATION ABOUT THE SPECIAL DELUXE:** Engine Lubricating System: Main bearings, connecting rods and camshaft bearings pressure lubricated. Cylinder walls, connecting rod bearing throw-off. Normal oil pressure 30-45 @ 1500. Full-Flow oil filter. Crankcase capacity (refill less filter) 4 quarts. Fuel System: Automatic choke. Mechanical fuel pump. Pleated paper gasoline filter with fine filter in fuel tank. Oiled paper element air cleaner. Exhaust-type intake manifold heat control. Approximately twenty gallon fuel capacity. Engine Cooling: Pressure system. Choke-type thermostat. Centrifugal water pump. Exhaust System: Single reverse flow. Constructed of corrosion resistant steel to promote longer life. Electrical: Twelve-volt electrical system. Four-position starter-ignition switch. Automatic Transmission (optional). SuperTurbine is of the torque converter type. Total oil capacity 19 pints. Propeller Shaft: Drive shaft is slightly angled to reduce tunnel height.

Shaft is connected to transmission and rear axle by needle-bearing universal joints. Rear Axle: Hypoid gears, semi-floating. Rear wheel bearings permanently lubricated. Suspension: Independent ball-joint front suspension. Four-link rear suspension. Coil springs front and rear. Direct-acting hydraulic shock absorbers front and rear. Driving forces from axle to frame are through rubber-bushed rear links. Frame: Perimeter type. Brakes: Self-adjusting. Air-cooled finned alloy iron brake drums front and rear. Total gross lining area 158.1 sq. in. Parking brake operating through rear service brake shoes. Power brakes optional at extra cost. Steering: Manual recirculating ball steering stand. Overall ratio 28.6 to 1. Power steering optional. Overall ratio 20.9 to 1. Tires: 7.75 x 14 (8.25-14 wagon only). Optional tires available for other than normal driving conditions. Consult your Buick dealer.

THE STANDARD SPECIAL DELUXE ENGINES:						
250-1 6-cylinder; 350-2 8-cylinder.						
Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel	
155 @ 4200	235 @ 1600	8.5 to 1	250	1-barrel	Regular	
230 @ 4400	350 @ 2400	9.0 to 1	350	2-barrel	Regular	
THE OPTIONAL ENGINES: 350-2 8-cylinder; 350-4 8-cylinder.						
Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel	
230 @ 4400	350 @ 2400	9.0 to 1	350	2-barrel	Regular	
280 @ 4600	375 @ 3200	10.25 to 1	350	4-barrel	Premium	
THE TRANSMISSIONS:						
Regular Equipment 3-Speed Manual (Column Shift)		Option Automatic (Column Shift)		SuperTurbine	300	

REAR AXLE RATIOS:						
3-Speed Manual Transmission						
3.23 (250-1 6 cyl.)		2.93 (350-2 8 cyl.)		SuperTurbine		
2.93 (250-1 6 cyl.)		2.56 (350-2 8 cyl.)		2.73 (350-4 8 cyl.)		
Consult your Buick dealer for information on optional ratios.						
EXTERIOR DIMENSIONS: (Approximations in inches.)						
	Length	Width	Height	Wheel-base	Tread-front	Tread-rear
Thin-Pillar Coupe	200.7	75.5	53.5	112.0	59.0	59.0
4-Door Sedan	204.7	75.5	54.2	116.0	59.0	59.0
2-Seat Wagon	209.1	75.5	54.5	116.0	59.0	59.0
INTERIOR DIMENSIONS: (Approximations in inches.)						
	Head Room		Leg Room		Shoulder Room	
	Front	Rear	Front	Rear	Front	Rear
Thin-Pillar Coupe	37.8	36.3	41.3	32.4	58.3	57.0
4-Door Sedan	38.7	37.3	41.3	34.8	58.3	57.0
2-Seat Wagon	38.4	38.3	41.5	34.8	58.3	57.4

**BUICK SPECIAL DELUXE REGULAR EQUIPMENT:** 155-hp, 6-cylinder engine on Coupe and Sedan; 230-hp, V8 on Wagon; 3-speed manual transmission (synchronized in all forward gears); heater and defroster; cigar lighter; ash tray front and rear; energy absorbing steering column; four-way hazard warning flasher; directional signals; lane change feature in direction signal control; Magic-Mirror finish; self-adjusting brakes; dual master cylinder brake system with warning light and corrosion resistant brake lines; 6,000-mile lubed front suspension; Delcotron generator; dual-key locking system; passenger guard door locks with deflecting lock buttons—all doors; step-on parking brake; 14-inch wheels; seat belts with pushbutton buckles for all passenger positions; thick laminate windshield; crank-operated vent windows; dual-speed windshield wipers; windshield washers; Full-Flow oil filter; front-door operated interior light; cross-flow radiator; padded instrument panel, sun visors, windshield corner posts; reduced glare instrument panel top, inside windshield moldings, horn control, steering wheel hub, and windshield wiper arms and blades; recessed door latches; folding seat back latches; outside rear view mirror; inside day-night mirror with deflecting base; backup lights, new side marker lights and parking lamps that illuminate with headlamps; soft, low-profile window control knobs and coat hooks; padded front and intermediate seat back tops and lower structure; yielding smooth contoured door and window regulator handles.

NOTE: All Buick models feature the standard GM safety equipment shown on the reverse side of this folder.  
Some of the equipment shown on the cars illustrated is optional at extra cost.

# Custom Sportwagon



Custom Sportwagon 3-seat



Custom Sportwagon 2-seat

## SOME IMPORTANT INFORMATION ABOUT THE CUSTOM SPORTWAGON:

**Engine Lubricating System:** Main bearings, connecting rods and camshaft bearings pressure lubricated. Cylinder walls splash and nozzle lubricated. Normal oil pressure 37 @ 2400. Full-Flow oil filter. Crankcase capacity (refill less filter) 4 quarts. **Fuel System:** Automatic choke. Mechanical fuel pump. Pleated paper gasoline filter with fine filter in fuel tank. Oiled paper element air cleaner. Exhaust-type intake manifold heat control. Approximately twenty gallon fuel capacity. **Engine Cooling:** Pressure system. Choke-type thermostat. Centrifugal water pump. **Exhaust System:** Single muffler. Constructed of corrosion resistant aluminized steel to promote longer life. **Electrical:** Twelve-volt electrical system. Four-position starter-ignition switch. **Automatic Transmission (optional):** Super Turbine is of the torque converter type. Total oil capacity 19 pints. **Propeller Shaft:** Drive shaft is slightly angled to reduce tunnel height. Shaft is connected to transmission and rear axle by needle-bearing universal joints. **Rear Axle:** Hypoid gears, semi-floating. Rear wheel bearings permanently lubricated. **Suspension:** Independent ball-joint front suspension. Four-link rear suspension. Coil springs front and rear. Direct-acting hydraulic shock absorbers front and rear. Driving forces from axle to frame are through rubber-bushed rear links. **Frame:** Perimeter type. **Brakes:** Self-adjusting. Air-cooled finned aluminum front drums with cast iron liners; alloy iron brake drums rear. Total gross lining area 175.6 sq. in. Parking brake operating through rear service brake shoes. Power brakes optional at extra cost. **Steering:** Manual recirculating ball steering standard. Overall ratio 28.6 to 1. Power steering optional. Overall ratio 20.9 to 1. **Tires:** 8.25 x 14 on 2-seat Wagon. 8.55 x 14 on 3-Seat Wagon. Optional tires are available for other than normal driving conditions. Consult your Buick dealer.

THE STANDARD CUSTOM SPORTWAGON ENGINE: 350-2 V8.						
Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel	
230 @ 4400	350 @ 2400	9.0 to 1	350	2-barrel	Regular	
THE OPTIONAL ENGINES: 350-4 V8; 400-4 V8.						
Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel	
280 @ 4600	375 @ 3200	10.25 to 1	350	4-barrel	Premium	
340 @ 5000	440 @ 3200	10.25 to 1	400	4-barrel	Premium	
THE TRANSMISSIONS:						
<i>Regular Equipment</i> 3-speed Manual			<i>Optional</i> SuperTurbine Automatic			
			(Column Shift)			
REAR AXLE RATIOS:						
3-Speed Manual 3.23			SuperTurbine 3.23			
Consult your Buick dealer for information on optional ratios.						
EXTERIOR DIMENSIONS: (Approximations in inches.)						
	Length	Width	Height	Wheel-base	Tread-front	Tread-rear
	214.1	75.6	58.8	121.0	59.35	59.0

NOTE: All Buick models feature the standard GM safety equipment shown on the reverse side of this folder.

**BUICK CUSTOM SPORTWAGON REGULAR EQUIPMENT:** 230-hp. 350-2 V8 engine; 3-speed manual transmission (synchronized in all forward gears); heater and defroster; seat belts with pushbutton buckles for all passenger positions; shoulder belts with pushbutton buckles and special storage convenience provision for driver and right front passenger; four-way hazard warning flasher; directional signals; lane change feature in direction signal control; cigar lighter; front door-operated interior light; ash trays—front and rear; ash tray and glove compartment light; safety arm rests—front and rear; dual-key locking system, passenger guard door locks with deflecting lock buttons—all doors; step-on parking brake; Magic-Mirror finish; deluxe wheel covers; Full-Flow oil filter; dual horns; 6,000-mile lubed front suspension; Delcotron generator; 14-inch wheels; self-adjusting brakes; dual master cylinder brake system with warning light and corrosion resistant brake lines; cross-flow radiator; padded instrument panel, sun visors, windshield corner posts; inside day-night mirror with deflecting base; outside rear view mirror; thick laminate windshield; crank-operated vent windows; recessed dual-speed windshield wipers; windshield washers; reduced glare instrument panel top, inside windshield mouldings, horn control, steering wheel hub, and windshield wiper arms and blades; backup lights, new side marker lights and parking lamps that illuminate with headlamps; deluxe steering wheel; energy absorbing steering column; carpeting in passenger area; custom interior trim; tailgate lamp; custom padded seat cushions; padded front and intermediate seat back tops and lower structure; folding seat back latches; soft, low-profile window control knobs and coat hooks; yielding smooth contoured door and window regulator handles.

Some of the equipment shown on the cars illustrated is optional at extra cost.



# GS 400



GS 400 Sport Coupe



GS 400 Convertible

**SOME IMPORTANT INFORMATION ABOUT THE GS 400:** Engine Lubricating System: Main bearings, connecting rods and camshaft bearings pressure lubricated. Cylinder walls splash and nozzle lubricated. Normal oil pressure 40 @ 2400. Full-Flow oil filter. Crankcase capacity (with less filter). 4 quarts. Fuel System: Automatic choke. Mechanical fuel pump. Pleated paper gasoline filter with fine filter in fuel tank. Olded paper element air cleaner. Exhaust-type intake manifold heat control. Approximately twenty gallon fuel capacity. Engine Cooling: Pressure system. Choke-type thermostat. Centrifugal water pump. Exhaust System: Standard dual exhausts. Muffler constructed of a combination of aluminum and stainless steels to promote longer life. Electrical: Twelve-volt electrical system. Four-position starter-ignition switch. Automatic Transmission (optional). SuperTurbine is of the torque converter type. Total oil capacity 19 pints. Propeller Shaft: Drive shaft is slightly angled to reduce tunnel height. Shaft is connected to transmission and rear axle by needle-bearing universal joints. Rear Axle: Hypoid gears, semi-floating. Rear wheel bearings permanently lubricated. Suspension: Independent ball-joint front suspension. Four-link rear suspension. Coil springs front and rear. Direct-acting hydraulic shock absorbers front and rear. Driving forces from axle to frame are through rubber-bushed rear links. Frame: Reinforced perimeter type. Brakes: Self-adjusting. Air-cooled finned aluminum drums with cast iron liners; front suspension. Total gross lining area 158.1 sq. in. Parking brake operating through rear service brake shoes. Power brakes optional at extra cost. Steering: Manual recirculating ball steering standard. Overall ratio 28.6 to 1. Power steering optional. Overall ratio 20.8 to 1. Tires: 7.75 x 14 whitewall (F70-14 wide oval optional).

THE STANDARD GS 400 ENGINE: 400-4 V8.					
Compression					
Horsepower	Torque	Ratio	Displacement	Carburetion	Fuel
240 @ 2000	440 @ 3200	10.2 to 1	400	4-barrel	Premium

**THE TRANSMISSIONS:**

Regular Equipment 3-Speed Manual (Floor Shift)	Option Automatic SuperTurbine (Column or Console Shift)
4-Speed Manual (Console/steer or Floor Shift)	

REAR AXLE RATIOS:	3-Speed & 4-Speed Manual 3.42		SuperTurbine 2.93			
	Consult your Buick dealer for information on optional ratios.					
EXTERIOR DIMENSIONS: (Approximations in inches.)						
	Length	Width	Height	Wheel- base	Tread- front	Tread- rear
2-Door Coupe	200.7	75.6	53.0	112.0	59.36	59.0
Convertible	200.7	75.6	53.3	112.0	59.36	59.0

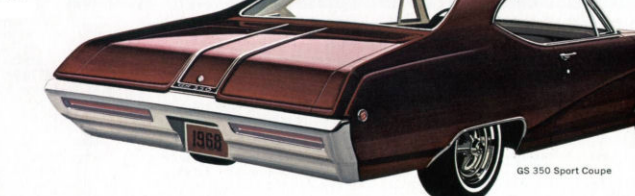
INTERIOR DIMENSIONS: (Approximations in inches.)					
	Head Room		Leg Room		Shoulder Room
	Front	Rear	Front	Rear	Front
2-Door Coupe	37.4	36.3	41.6	32.2	58.3
Convertible	38.3	39.9	42.6	32.2	58.3

NOTE: All Buick models feature the standard GM safety equipment shown on the reverse side of this folder.

**GS 400 REGULAR EQUIPMENT:** 340-hp. 400-4 V8 engine; dual exhaust; chrome-plated air cleaner cover; 3-speed floor-mounted manual transmission; all-vinyl seating with foam-padded seat cushions; folding seat back latches; heater and defroster; cigar lighter; ash tray—front and rear; ash tray and glove compartment light; engine absorbing steering column; deluxe steering wheel; safety arm rest—front and rear; carpeting; four-way hazard warning flasher; directional signals; lane change feature in direction signal control; Magic-Mirror finish; self-adjusting brakes; dual master cylinder brake system with warning light and corrosion resistant brake lines; 6,000-mile lubeed front suspension; cross-flow radiator; Delcotron generator; dual-key locking system; passenger guard door locks with deflecting lock buttons—all doors step-on parking brake; 14-inch wheels (with 6-inch rims); seat belts with pushbutton buckles for all passenger positions; shoulder belts with pushbutton buckles and special storage convenience; provision for driver and right front wheel; interior lighting; door-operated interior light; dual horns; padded instrument panel, sun visors, windshield corner posts; reduced glare instrument panel top; inside windshield moldings; horn control; steering wheel hub, and windshield wiper arms and blades; inside day-night mirror with deflecting base; outside rear view mirror; backup lights, new side marker lights and parking lamps that illuminate with headlamps; paint stripe; GS ornamentation on radiator grille, front fender, rear and panel and instrument panel; white-stripe or red-stripe wide oval tires; soft, low-profile window control knobs and coat hooks; padded front and intermediate seat back tops and lower structure; yielding smooth contoured door and window regulator handles.

Some of the equipment shown on the cars illustrated is optional at extra cost.

# GS 350



GS 350 Sport Coupe

**SOME IMPORTANT INFORMATION ABOUT THE GS 350:** Engine Lubricating System: Main bearings, connecting rods and camshaft bearings pressure lubricated. Cylinder walls splash and nozzle lubricated. Normal oil pressure 37 @ 2400. Full-Flow oil filter. Crankcase capacity (with less filter). 4 quarts. Fuel System: Automatic choke. Mechanical fuel pump. Pleated paper gasoline filter with fine filter in fuel tank. Olded paper element air cleaner. Exhaust-type intake manifold heat control. Approximately twenty gallon fuel capacity. Engine Cooling: Pressure system. Choke-type thermostat. Centrifugal water pump. Exhaust System: Standard dual exhaust is constructed of a combination of aluminum and stainless steels to promote longer life. Electrical: Twelve-volt electrical system. Four-position starter-ignition switch. Automatic Transmission (optional). SuperTurbine is of the torque converter type. Total oil capacity 19 pints. Propeller Shaft: Drive shaft is slightly angled to reduce tunnel height. Shaft is connected to transmission and rear axle by needle-bearing universal joints. Rear Axle: Hypoid gears, semi-floating. Rear wheel bearings permanently lubricated. Suspension: Independent ball-joint front suspension. Four-link rear suspension. Coil springs front and rear. Direct-acting hydraulic shock absorbers front and rear. Driving forces from axle to frame are through rubber-bushed rear links. Frame: Reinforced perimeter type. Brakes: Self-adjusting. Air-cooled finned alloy drums. Total gross lining area 158.1 sq. in. Parking brake operating through rear service brake shoes. Power brakes optional at extra cost. Steering: Manual recirculating ball steering standard. Overall ratio 28.6 to 1. Power steering optional. Overall ratio 20.8 to 1. Tires: 7.75 x 14.

THE STANDARD GS 350 ENGINE: 350-4 V8.					
Compression					
Horsepower	Torque	Ratio	Displacement	Carburetion	Fuel
240 @ 4600	376 @ 3200	10.25 to 1	350	4-barrel	Premium

**THE TRANSMISSIONS:**

Regular Equipment 3-Speed Manual (Column Mounted)	Option Automatic SuperTurbine (Column or Console Mounted)
4-Speed Manual (Console/steer or Floor Shift)	3-Speed Manual (Console/steer or Floor Shift)

REAR AXLE RATIOS:	3-Speed & 4-Speed 3.23		SuperTurbine 3.23			
	Consult your Buick dealer for information on optional ratios.					
EXTERIOR DIMENSIONS: (Approximations in inches.)						
	Length	Width	Height	Wheel- base	Tread- front	Tread- rear
Sport Coupe	200.7	75.6	53.5	112.0	59.0	59.0

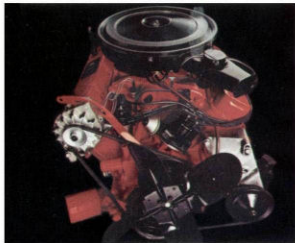
INTERIOR DIMENSIONS: (Approximations in inches.)					
	Head Room		Leg Room		Shoulder Room
	Front	Rear	Front	Rear	Front
Sport Coupe	37.4	36.3	41.5	32.3	58.3

NOTE: All Buick models feature the standard GM safety equipment shown on the reverse side of this folder.

**GS 350 REGULAR EQUIPMENT:** 280-hp. 350-4 V8 engine; dual exhaust; 3-speed column-mounted manual transmission (synchronized in all forward gears); all-vinyl seating with foam-padded cushions; padded front and intermediate seat back tops and lower structure; heater and defroster; cigar lighter; ash tray—front and rear; folding seat back latches; engine absorbing steering column; safety arm rest—front and rear; carpeting; four-way hazard warning flasher; directional signals; lane change feature in direction signal control; Magic-Mirror finish; self-adjusting brakes; dual master cylinder brake system with warning light and corrosion resistant brake lines; 6,000-mile lubeed front suspension; cross-flow radiator; Delcotron generator; dual-key locking system; passenger guard door locks with deflecting lock buttons—all doors step-on parking brake; 14-inch wheels; seat belts with pushbutton buckles for all passenger positions; crank-operated vent windows; recessed dual speed windshield wipers; windshield washers; Full-Flow oil filter; door-operated interior light; dual horns; padded instrument panel, sun visors, windshield corner posts; inside day-night mirror with deflecting base; outside rear view mirror; thick laminate windshield; reduced glare instrument panel top; inside windshield moldings; horn control; steering wheel hub, and windshield wiper arms and blades; backup lights, new side marker lights and parking lamps that illuminate with headlamps; paint stripe marker lights; front fender, rear and panel and instrument panel; soft, low-profile window control knobs and coat hooks; yielding smooth contoured door and window regulator handles.

Some of the equipment shown on the cars illustrated is optional at extra cost.

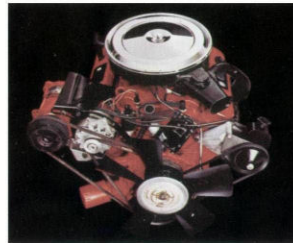
# Confidence is part of the standard equipment you get with every '68 Buick.



The 430-4 V8 engine. Standard on the Wildcat and Electra 225. 430 cubic inches, 4-barrel carburetion, 475 pounds feet of torque, 360 horsepower. An engine that runs as smoothly as any you've ever driven. Also standard on the Riviera with dual exhausts. A chrome-plated air cleaner cover is standard on the Riviera GS and available as a dealer installed option on the Riviera.



The 350-2 V8 engine. Another Buick powerplant that's new for '68. 350 cubic inches, 230 horsepower, 350 pounds feet of torque. Power, Economy, Dependability. Standard on the Special Deluxe 2-Seat Wagon, all Skylark Custom models, Custom Sportwagon and LeSabre. Available on Special Deluxe Coupe and Sedans, Skylark Sport Coupe and Sedan.



The 400-4 V8 engine. Try this for perfection. 400 cubic inches, 4-barrel Quadrajet carburetion. All to provide your Buick with 340 horsepower, 440 pounds feet of torque. Standard on GS 400. Available on Custom Sportwagons. The chrome-plated air cleaner cover is standard on the GS 400 and not available on Custom Sportwagons.



The 350-4 V8 engine. An entirely new engine for entirely new automobiles. Standard equipment on the GS 350. Available with SuperTurbine automatic transmission as part of the special LeSabre 400 package. 350 cubic inches, 4-barrel Quadrajet carburetion. Delivering 280 horsepower, 375 pounds feet of torque. The power you want. The dependable performance you want. And more economy than you'll believe. (The chrome-plated air cleaner cover illustrated above is standard on the GS 350 and available as a dealer installed option on other Buick models. Consult your Buick dealer.)



This is the new 6-cylinder engine. Standard on the Special Deluxe Coupe and Sedan as well as the Skylark Sport Coupe and Sedan. Its 250 cubic inches deliver 235 pounds feet of torque, 155 horsepower. It's something special this year for drivers who prefer economical 6-cylinder engines. You get extra power. A smoother idle. And you don't sacrifice one ounce of gasoline.

## Brakes.

Dual master cylinders operate front and rear wheel brakes independently. A warning light on the instrument panel alerts you if either system has a loss of pressure. Brake lines are specially treated to be corrosion resistant.

## Windshield.

Thick. Laminated. Its width gives you excellent visibility. Dual speed windshield wipers. Windshield washers are standard too, of course.

## Rear view mirror.

A wide inside day-night mirror with deflecting base is standard equipment. What it can't show you, you'll see in the outside rear view mirror mounted on the driver's door.

## Visors.

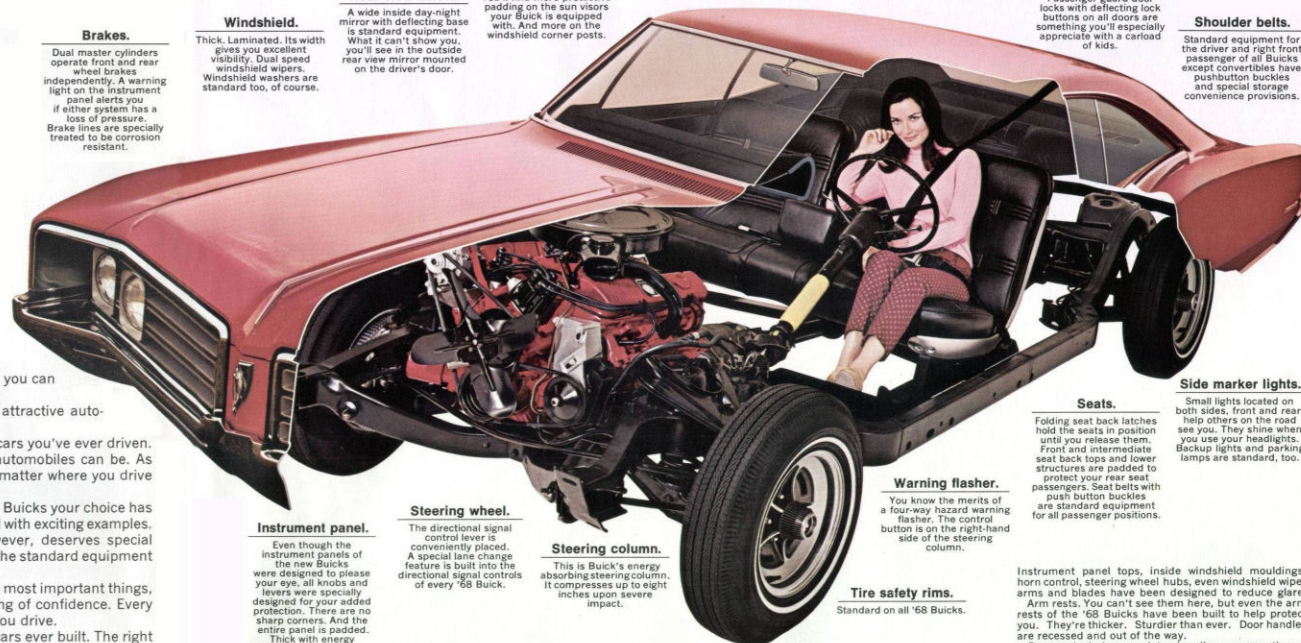
You'll find more protective padding on the sun visors your Buick is equipped with. And more on the windshield corner posts.

## Door locks.

Passenger guard door locks with deflecting lock buttons on all doors are something you'll especially appreciate with a carload of kids.

## Shoulder belts.

Standard equipment for the driver and right front passenger of all Buicks except convertibles have pushbutton buckles and special storage convenience provisions.



You want your new car to be the best car you can buy. It's what we want, too.

We think the '68 Buicks are the best cars you can buy. Because we built them to be just that.

We built the '68 Buicks to be the most attractive automobiles ever offered you.

We built them to be the best performing cars you've ever driven. We built them to be as comfortable as automobiles can be. As dependable as automobiles should be. No matter where you drive them. No matter when you drive them.

Much of what we've done to make the '68 Buicks your choice has already become obvious. This catalog is filled with exciting examples.

One feature of all the new Buicks, however, deserves special emphasis. We call it confidence. It's part of the standard equipment on the '68 Buicks.

These are some of the things, some of the most important things, built into every Buick to give you that feeling of confidence. Every time you turn the ignition key. Every time you drive.

We wanted the '68 Buicks to be the best cars ever built. The right cars for you in every possible way. We think they are.

Read this and we think you'll agree.

## Instrument panel.

Even though the instrument panels of the new Buicks were designed to please your eye, all knobs and levers were specially designed for your added protection. There are no sharp corners. And the entire panel is padded. Thick with energy absorbing material.

## Steering wheel.

The directional signal control lever is conveniently placed. A special lane change feature is built into the directional signal controls of every '68 Buick.

## Steering column.

This is Buick's energy absorbing steering column. It compresses up to eight inches upon severe impact.

## Warning flasher.

You know the merits of a four-way hazard warning flasher. The control button is on the right-hand side of the steering column.

## Tire safety rims.

Standard on all '68 Buicks.

## Side marker lights.

Small lights located on both sides, front and rear, help others on the road see you. They shine when you use your headlights. Backup lights and parking lamps are standard, too.

## Seats.

Folding seat back latches hold the seats in position until you release them. Front and intermediate seat back tops and lower structures are padded to protect your rear seat passengers. Seat belts with push button buckles are standard equipment for all passenger positions.

Instrument panel tops, inside windshield moldings, horn control, steering wheel hubs, even windshield wiper arms and blades have been designed to reduce glare.

Arm rests. You can't see them here, but even the arm rests of the '68 Buicks have been built to help protect you. They're thicker. Sturdier than ever. Door handles are recessed and out of the way.

Door and window regulator handles are smooth and yield upon impact. Window control knobs and coat hooks are soft and placed in safe but convenient positions.

\*Chrome-plated wheels shown on the car above are optional at extra cost.

## Skyllark Interiors



Custom All-Vinyl Notch-Back seat.  
Extra cost in some models.

### Your complete selection:

**Sport Coupe.** Choose between All-Vinyl Bench seats in blue, parchment or black and All-Vinyl Notch-Back seats in blue, white, black, platinum or buckskin.

**Sedan.** Cloth-and-Vinyl Bench seats are available in platinum, blue, black or champagne. All-Vinyl, in blue, parchment or black.

**Custom Sport Coupe.** Three choices. Cloth-and-Vinyl Bench seats in blue, champagne or black. All-Vinyl Notch-Back seats in platinum, blue, black, white or buckskin. All-Vinyl Bucket seats in white, buckskin, black or blue.

**Custom Hardtop Sedan.** Select Cloth-and-Vinyl Notch-Back seats in platinum, blue, champagne or maroon. Or All-Vinyl Notch-Back seats in black, white or buckskin.

**Custom Convertible.** All-Vinyl Bench seats are available in white or black. All-Vinyl Notch-Back seats, in platinum, blue, red or buckskin. All-Vinyl Bucket seats in white, black or blue.

**Custom Sedan.** Choose Cloth-and-Vinyl Bench seats in blue, champagne, maroon or black. Or All-Vinyl Bench seats in black or white.

## Special Deluxe Interiors



All-Vinyl Bench seat. (Extra cost in Sedan.)

### Your complete selection:

**Thin-Pillar Coupe.** Cloth-and-Vinyl Bench seats are available in champagne or black. All-Vinyl Bench seats come in blue, parchment or black.

**Sedan.** Cloth-and-Vinyl Bench seats may be ordered in blue, champagne or black. All-Vinyl Bench seats are optional at extra cost in blue, parchment or black.

**2-Seat Wagon.** All-Vinyl Bench seats are available in either blue, parchment or buckskin.

## GS Interiors



All-Vinyl Bucket seats. Extra cost.

### Your complete selection:

**GS 350.** On the new GS 350 Sport Coupe you can select from All-Vinyl Bench seats in blue, parchment or black, and All-Vinyl Bucket seats in white, black, blue or buckskin.

**GS 400 Sport Coupe.** Choose from All-Vinyl Bench seats in white or black, and All-Vinyl Bucket seats in white, black, blue or buckskin.

**GS 400 Convertible.** All-Vinyl Bench seats are available in white or black. All-Vinyl Bucket seats are available in white, black or blue.

## Custom Sportwagon Interiors



All-Vinyl Bench seat.

### Your complete selection:

All Vinyl Bench seats like those shown above are standard on the 1968 Custom Sportwagons—2-Seat and 3-Seat. They're available in a choice of five colors: platinum, blue, red, buckskin or black.

# Options and Accessories.

## The things that make your '68 Buick your own special car.

**1. AM-FM radio.** The list of Buick acoustical equipment is the longest ever. An AM-FM radio like this. A Sonomatic radio. Rear seat speaker. AM-FM stereo radio. Even a stereo tape player.

**2. Tilt wheel.** You've already selected an automatic transmission for your new Buick? Power steering for your LeSabre or Wildcat? Now select a steering wheel you position to make driving even more comfortable for you. It's standard on the Riviera. Not available with 3-speed manual transmission.

**3. Power brakes.** Standard on Electra 225 and Riviera. Available on all Buick models except LeSabre or Wildcat equipped with 3-speed manual transmissions.

**4. Cornering lights.** Let you see more of the road when you turn. Add them to your LeSabre, Wildcat, Electra 225 or Riviera. (Not available on LeSabre or Wildcat when equipped with 3-speed manual transmission.)

**5. Power tailgate window.** Position your wagon's rear window without leaving your seat.

**6. Full-length floor console.** How to make your new Buick even more exciting than it already is. Choose bucket seats. Order an automatic transmission. Have the control mounted in this unique console. It's available on all Skylark Custom Models, GS 350 and GS 400.

**7. Radial Ply tires.** Tires that can actually increase the gas mileage your new Buick delivers. Tires with extra life built in. Radial Ply tires are available—in whitewalls only—on all Buick models.

**8. Vinyl roof.** A vinyl roof cover is available on nearly all Buick models except convertibles and wagons. Custom vinyl roof covering also is available on most LeSabre and Wildcat models. Your Buick dealer can tell you which.

**9. Super Deluxe wheel covers.** A little more excitement for the most exciting car on the road.

**10. Automatic climate control.** The weather inside your new Buick should always be perfect. Available on LeSabre, Wildcat, Electra 225 and Riviera.

**11. Disc brakes.** Power front disc brakes are available on all '68 Buicks except LeSabre and Wildcat models with 3-speed manual transmissions. Just what the driver with heavy-duty braking requirements should consider.

**12. Automatic door lock.** Press a single door lock button down and all doors lock. Automatically. Available with LeSabre, Wildcat, Electra 225 and Riviera.

**13. Power windows.** Power windows are available on all Buick models except the Special Deluxe Coupe and Special Deluxe Sedan.

**14. Trailer Hitch.** Equipped properly, a Buick will tow your trailer securely and comfortably. Follow these recommendations. **Occasional light towing.** A good trailer hitch is all you'll need to tow a trailer with a gross weight less than 1,000 pounds. **Light-duty towing.** A light-duty trailer hitch is available through your Buick dealer. It's perfect for towing rigs up to 2,000-pounds or with 200 pounds of tongue load. **Heavy-duty towing.** Heavy trailers require a load-equalizing frame-mounted hitch. Do not use axle-type hitches or tow a trailer heavier than your car for anything but very short trips. Never tow a trailer with a vertical tongue load more than 500 pounds. **Braking.** Buick recommends that a separate braking system be used if a trailer's gross weight exceeds 1,000 pounds. **Equipment.** The following factory-approved equipment is available through your Buick dealer: Positive Traction Differential. Rear axle ratio options. Oversize tires. Extra-heavy-duty tires. Front power disc brakes. Heavy-duty shocks and rear springs. Superlift rear shock absorbers. Heavy-duty cooling systems. Automatic level control. Trailer wiring harness. Compass. Karpak luggage carrier. Roof top carrier.

**15. Cruise control.** Accelerate to the speed you want. Activate the switch. Your Buick will maintain speed automatically. Until you touch the brake. Available on all V8's with automatic transmissions.

**16. Chrome-plated wheel.** A unique wheel dressing available on all '68 Buicks except LeSabre and Electra 225.

**17. Rear Window defogger.** Unless you've chosen a convertible or wagon, this is an option you'll undoubtedly want. It's the easiest way to keep inside fog off your rear window.

**18. Riviera console.** You've chosen bucket seats for your Riviera Custom Sport Coupe. Now choose this full-length floor console. What combination could be more natural?

**19. Stereo tape player.** Take the music you like the best with you wherever you go. Whenever you're ready to enjoy it simply insert the stereo tape cartridge and turn up the volume. Stereo tape players are available on all Buick models equipped with a radio and rear speaker.

**20. Air conditioning.** Ah, those wonderful summer days when it's 95° and sticky outside and comfortably cool inside your Buick.

**21. Remote-controlled outside rear view mirror.** With this option, you can adjust your outside rear view mirror from the inside.

**22. Luggage rack.** Racks like these are available for all Buick wagons.

**23. 6-way power seat.** Available with bench seats on LeSabre, Wildcat, Electra 225 and Riviera. 4-way power seats are available on all models.

**24. Speed alert.** Set the speed you don't want to exceed on the Buick Speed Alert. A buzzer warns you when you reach the selected speed.

Buick Motor Division, General Motors Corporation, reserves the right to make changes at any time, without notice, in prices, colors, materials, equipment, specifications, and models and also to discontinue models.

Some of the equipment shown or described throughout this folder is available at modest extra cost. Check with your Buick dealer for complete information.





MARK OF EXCELLENCE

Now wouldn't you really rather have a 1968 Buick?