

Buick 1969



**1969 Buick
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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 catalog is available at extra cost. See page 72 for more information and check with your Buick dealer for complete information.

Riviera



Riviera

Electra 225



Electra 225 Custom Sport Coupe



Electra 225 Sport Coupe



Electra 225 4-dr. Hardtop



Electra 225 Custom 4-dr. Hardtop



Electra 225 Custom 4-dr. Sedan



Electra 225 4-dr. Sedan



Electra 225 Custom Convertible

Wildcat



Wildcat Custom Sport Coupe



Wildcat Sport Coupe



Wildcat Custom 4-dr. Hardtop



Wildcat 4-dr. Hardtop



Wildcat 4-dr. Sedan



Wildcat Custom Convertible

LeSabre



LeSabre Custom Sport Coupe



LeSabre Sport Coupe



LeSabre Custom 4-dr. Hardtop



LeSabre 4-dr. Hardtop



LeSabre Custom 4-dr. Sedan



LeSabre 4-dr. Sedan



LeSabre Custom Convertible

Sportwagon



Custom Sportwagon 2-seat



Custom Sportwagon 3-seat

GS 400, GS 350 and California GS



GS 400 Sport Coupe



GS 400 Convertible



GS 350 Sport Coupe



California GS

Skylark



Skylark Custom 2-dr. Sport Coupe



Skylark Sport Coupe



Skylark Custom 4-dr. Hardtop



Skylark Custom 4-dr. Sedan



Skylark 4-dr. Sedan



Skylark Custom Convertible

Special Deluxe



Special Deluxe 2-dr. Sedan



Special Deluxe 4-dr. Sedan



Special Deluxe Wagon



Some of the equipment shown on the Buick Riviera is available at extra cost. See page 8 for specifications on the Riviera.

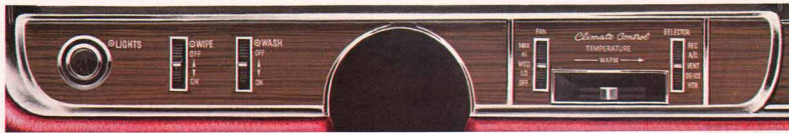
1969 Buick Riviera.

No wonder Buick owners keep selling Buicks for us.

Riviera GS.



Some of the equipment shown on the Buick Riviera GS is available at extra cost. See page 8 for specifications on the Riviera.



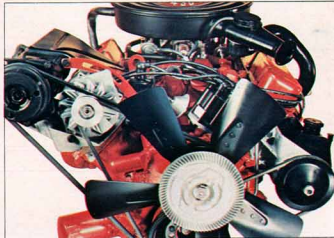
Here are just two more thoughtful touches from Buick for 1969. Selecting the right climate and temperature for your Riviera becomes easier than ever this year. The addition of new slide-operated controls for both heating and air conditioning units provides quicker, easier adjustment.

1969 Buick Riviera Regular Equipment:

Power Train and Handling Equipment: 360 hp 430-4 V8 engine; TH-400 transmission; variable ratio power steering; self-adjusting power brakes with finned aluminum front drums and cast iron liners; dual exhausts; Full-Flow oil filter; Buick's new suspension system; 6,000 mile lubed front suspension; Delcotron generator; 15-inch wheels.

Safety Equipment: energy absorbing steering column; 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; two front seat head restraints; passenger guard door locks—with forward mounted lock buttons; four-way hazard warning flasher; dual master cylinder brake system with warning light and corrosion resistant brake lines; folding seat back latches; dual speed windshield wipers and washers; dual action safety hood latches; outside rear view mirror; backup lights; side marker lights and parking lamps that illuminate with headlights; energy absorbing instrument panel, padded sun visors; reduced glare instrument panel top, inside windshield moldings, horn button, steering wheel hub, and windshield wiper arms and blades; wide inside day-night mirror with deflecting base; lane change feature in direction signal control; safety arm rest; thick laminate windshield; soft, low-profile window control knobs, coat hooks, interior light; padded front and intermediate seat back tops; smooth contoured door and window regulator handles; anti-theft ignition key warning buzzer; anti-theft ignition, steering and transmission control lock; starter safety switch on all transmissions; safety door latches and hinges; uniform shift quadrant; headlamp aiming access provision; faulstae concealed headlamps.

Styling and Convenience Features: recessed windshield wiper blades; custom padded seat cushions; carpeting; electric clock; trunk light; smoking set; rear seat ash trays; upper level ventilating system.



The Riviera 430-4 V8. The smoothest and biggest engine that Buick makes combines a 4-barrel quadjet carburetor and dual exhausts with 430 cubic inches to add 360 horsepower and 475 pounds/feet of torque to Riviera's luxury. A chrome-plated air cleaner cover is an extra touch that's standard on the Riviera GS and available as a dealer-installed option on the Riviera.

Once in every generation an automobile has all that it takes to capture the imagination of its time. Today that automobile is the 1969 Riviera. Riviera is the perfect expression of automotive excellence for people in tune with their times.

Riviera is the automobile built for people who set their own standards of good living and good taste. Riviera is built for people who demand the fresh, the unique and the vital. Riviera is the one personal car that more than meets the highest standards and demands of our times.

Riviera actually introduced the concept of a personal car to our times. Riviera introduced the look of the long hood, the trim rear deck and the fast-backed

roof that has become synonymous with the term, personal car. The 1969 Riviera bears the ultimate refinement of that oft-imitated but never equaled styling.

From the beginning, Riviera reacquainted people with superb craftsmanship and engineering excellence. The painstaking care of the craftsman and the skill of the engineer have never been more in evidence than in the 1969 Riviera. The 1969 Riviera is the complete personal car, a car that's expressly designed for people who demand a truly fine automobile. Doesn't that make Riviera the car for a person just like yourself?

The 1969 Riviera. Once in a generation a car like this comes along.

THE STANDARD ENGINE: 430-4					
Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel
360 @ 5000	475 @ 3200	10.25	430	4-barrel	Premium

THE TRANSMISSIONS:	
Regular Equipment: TH-400 (Column Shift)	Available: TH-400 (Console Mounted)

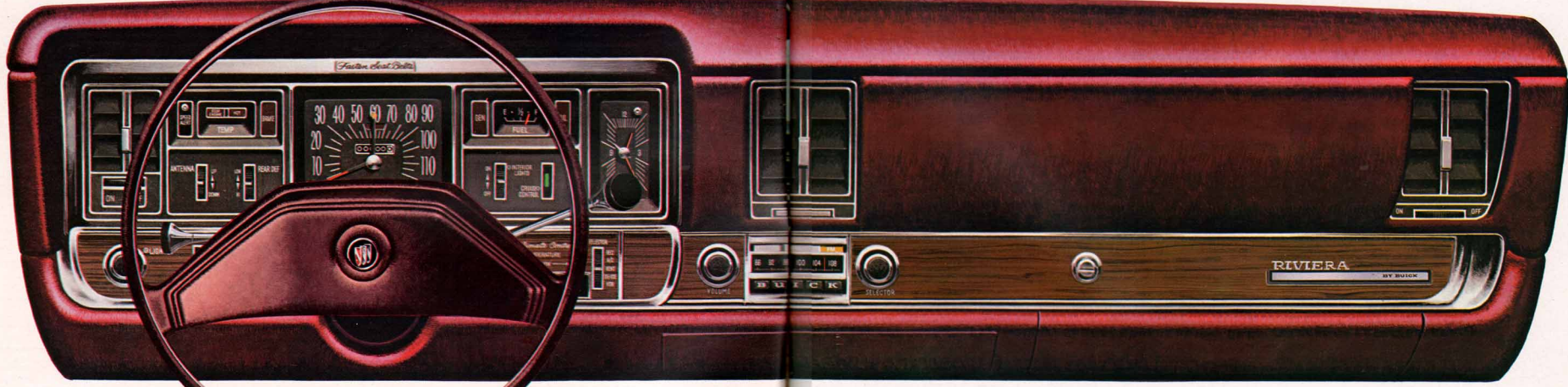
REAR AXLE RATIOS:					
Riviera: 3.07 Riviera GS: 3.42					
Consult your Buick dealer for information on available ratios.					
EXTERIOR DIMENSIONS: (Approximations in inches.)					
Length	Width	Height	Wheelbase	Tread-front	Tread-rear
215.2	79.2	53.2	119.0	63.4	63.0

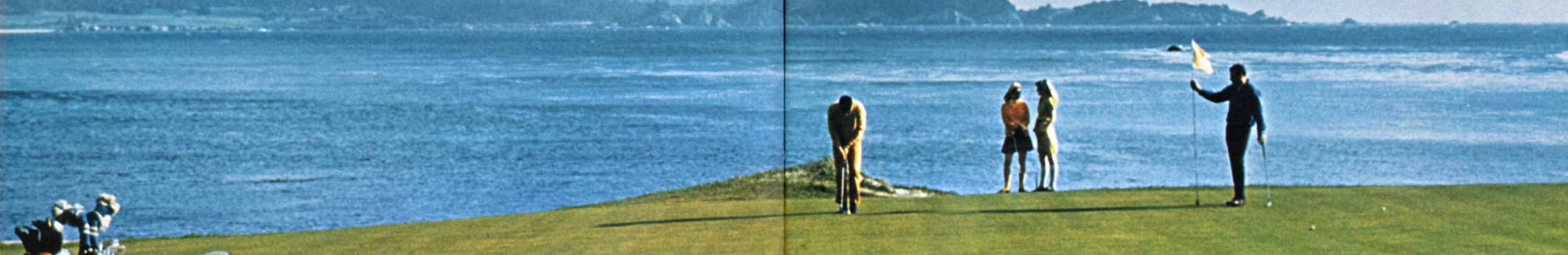
INTERIOR DIMENSIONS: (Approximations in inches.)					
Head Room		Leg Room		Shoulder Room	
Front	Rear	Front	Rear	Front	Rear
37.8	37.5	41.1	36.6	58.6	56.1

THE AVAILABLE RIVIERA GRAN SPORT. Suspension, both front and rear, is heavy-duty. Positive traction differential 6.42 axle ratio standard. Monogram—front fender "GS"; Monogram—instrument panel "Riviera GS"; 8.55 x 15 white sidewall tires standard. H10-15 wide oval tires are available.

MORE 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. Electric fuel pump. Plated paper gasoline filter at carburetor with fine mesh filter in fuel tank. Exhaust-type intake manifold heat control valve. Fuel Tank Capacity: approximately 21 gallons. **Engine Cooling:** Pressure system. Choke-type circulation thermostat. Centrifugal water pump. Capacity: 16.7 quarts. **Exhaust System:** Dual mufflers constructed of a combination of aluminum and stainless steels to promote longer life. **Electrical:** Twelve-volt electrical system. Five-position starter-ignition switch. **Automatic Transmission:** Turbo Hydramatic is of a torque converter type. Total oil capacity: 23 pints. **Propeller Shaft:** 2 sections 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 upper and lower control arms connected to frame. **Frame:** Cruciform. **Suspension:** Independent ball-joint front suspension with link-type stabilizer bar. Coil springs front and rear. Direct acting hydraulic shock absorbers front and rear. **Brakes:** Gross lining area 193.3 sq. in. Slip-on parking brake operating through rear service brake shoes. Power brakes standard. **Tires:** 8.55 x 15. **Steering:** Variable ratio power steering standard. Flexible coupling in power gear screens out road irregularities.

Many of the options and accessories available on the 1969 Buicks are shown on pages 72 and 73 of this catalog. Some of the equipment shown or described above is available at extra cost.





Some of the equipment shown on the Electra 225 Sport Coupe is available at extra cost. See page 16 for specifications on the Electra 225 Sport Coupe.

1969 Buick Electra 225 Custom Sport Coupe.
No wonder Buick owners keep selling Buicks for us.

Electra 225 Custom Convertible and Electra 225 Custom 4-dr. Hardtop.



1969

Some of the equipment shown on

the Electra 225 Custom Convertible and Electra 225 Custom 4-Door Hardtop is available at extra cost. See page 16 for specifications on the Electra 225 Custom Convertible and Electra 225 Custom 4-Door Hardtop.



**1969 Buick
Electra 225
Interiors:**

Picture yourself approaching your own 1969 Electra 225 for the first time. You're about to experience your first rush-hour trip home in it.

You open the door. Rich Cloth and Madrid-Grain Vinyl invite you inside. You relax in luxury.

You turn the ignition key and feel the gentle awakening of Electra's 430 cubic inch powerplant. But you barely feel it. And you barely hear it.

You ease into traffic with the able assistance of your Electra's variable ratio power steering, which is standard equipment. Other cars and trucks clamor by . . . seen but not heard. Inside your Electra 225 all is quiet. Now and again, you notice people turn and look your way admiringly.

It's hot and sticky outside. It's cool and clean inside your Electra 225. Automatic Climate Control has anticipated your complete comfort.

You're alone with your thoughts. Your power windows are up. You

reach over to the padded armrest and press forward on your Electra's six-way Power Seat Control. It puts you in an even better position and an even better frame of mind. Your AM/FM stereo radio fills your Electra 225 with soft music. Nothing can bother you now.

Welcome to the clean, quiet world of your Electra 225.

Presenting the 1969 elegant Electra 225 interiors. Ladies and gentlemen, select your environment.

Sport Coupe, Hardtop Sedan, Sedan. Kelair Cloth-and-Vinyl Bench Seats in blue, black or bucskin are standard. Or you can select Vinyl Bench Seats in parchment or black at no extra cost.

Custom Sport Coupe. Expanded-Vinyl Notch-Back Seats are standard on the Buick Custom Sport Coupe in blue, bucskin, green or black. **Custom Sedan and Custom Hardtop Sedan.** Choose Kilmer Cloth-and-

Vinyl Bench Seats available in sandalwood, blue, black or green. Or select Expanded-Vinyl Notch-Back Seats in blue, bucskin or black. Expanded-Vinyl 60/40 Notch-Back Bench Seats are available in blue, black or bucskin at extra cost.

"Limited" Hardtop Sedan. Order the "Limited" trim option and you'll get your choice of black Expanded-Vinyl 60/40 Notch-Back Bench Seat or Keswick Cloth and Expanded-Vinyl 60/40 Notch-Back Bench Seats in sandalwood, black or blue.

"Limited" Sport Coupe. Keswick Cloth and Expanded-Vinyl 60/40 Notch-Back Bench Seats are available in sandalwood, black or blue. **Custom Convertible.** Expanded-Vinyl Notch-Back Seats in blue, bucskin, red or black are standard. Power windows and two-way power seats are standard in this model.

Some of the equipment shown or described above is available at extra cost.

Custom Limited Cloth-and-Vinyl 60/40 Notch-Back Bench seat available as a "Limited" trim option on the 4-dr. Hardtop.

Cloth-and-Vinyl Bench Seat.



Vinyl Bench Seat.



Custom Cloth-and-Vinyl Bench Seat.



Custom Expanded-Vinyl Notch-Back Seat.



Custom Expanded-Vinyl 60/40 Notch-Back Seat.



Custom Limited Expanded-Vinyl 60/40 Bench Seat.





Here are just two more thoughtful touches from Buick for 1969. Selecting the right climate and temperature for your Electra 225 becomes easier than ever this year. The addition of new slide-operated controls for both heating and air conditioning units provides quicker, easier adjustment.

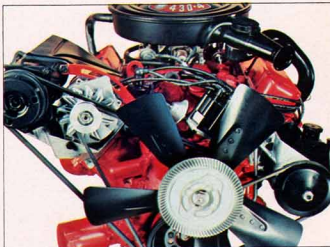
1969 Buick Electra 225 Regular Equipment:

Power Train Features: 360 hp 430-4 V8 engine; TH-400 transmission; Full-Flow oil filter; cross-flow radiator.

Handling and Braking Features: power steering; self-adjusting power brakes; finned aluminum front brake drums with cast iron liners; 15-inch wheels; 6,000 mile lubed front suspension; Buick's new suspension system.

Safety Equipment: energy absorbing steering column; seat belts with pushbutton buckles and custom shoulder belts with pushbutton buckles and special overhead storage convenience provision for driver and right front passenger (except convertible); two front seat head restraints; passenger guard door locks—with forward mounted lock buttons; four-way hazard warning flasher; dual master cylinder brake system with warning light and corrosion resistant brake lines; folding seat back latches; outside rear view mirror; backup lights; side marker lights and parking lamps illuminate with headlamps; energy absorbing instrument panel; padded sun visors; reduced glare instrument panel top; inside windshield moldings, horn buttons, steering wheel hub, and windshield wiper arms and blades; wide inside day-night mirror with deflecting base; lane change feature in direction signal control; safety arm rests; thick laminate windshield; soft, low-profile window control knobs; coat hooks; interior light; padded front and intermediate seat back tops; smooth contoured door and window regulator handles; anti-theft ignition key warning buzzer; anti-theft ignition, steering and transmission control lock; starter safety switch; safety door latches and hinges; uniform shift quadrant; headlamp aiming access provision.

Comfort and Convenience Equipment: upper level ventilating system; custom padded seat cushions; heater and defroster; electric clock; Deluxe steering wheel; trunk light; smoking set; rear seat ash trays; Magic-Mirror finish; arm rests—front and rear; carpeting on floors and lower doors; custom interior trims (Electra 225 Custom models); side coat hooks; door-operated interior lights.



Tap the accelerator of your 1969 Electra 225 and let the response of a 430-4 V8 quicken your pulse a bit. The standard Electra 225 power plant delivers 360 thoroughbred horses and 475 pounds/feet of torque to keep Electra's performance in step with its good looks.

You came looking for a fresh approach to luxury motoring. You saw just that with your first look at the new Buick Electra 225. But one look at this thoroughly exceptional automobile isn't enough, is it?

The 1969 Electra 225 is an innovation in luxury motoring that compels you to take a longer, closer look. So, do look. Look to your heart's content.

Look for, and find a clean, fresh approach to luxury car styling with the 1969 Electra 225. Discover that a luxury car can look fresh, vital and vibrant. Keep that in mind as you review the 1969 Electra's flowing profile, its distinctive contoured grille and the unique rear deck design.

Come inside. Discover a new dimension in luxury car comfort and appointments. Settle down on rich, beautifully-woven fabrics, elegant vinyls and deep foam padding. Run your hand along the tastefully upholstered, full-length arm-

rest. Look upon a luxury motorcar that contains every luxury convenience you could desire, many of them standard.

Inside and out, the 1969 Electra 225 offers all that the ultimate luxury automobile should offer.

Drive an Electra 225. Experience the effortless response and superb handling that more than complement Electra's styling and interior elegance. Notice the way Buick's new suspension system keeps your Electra on a straight accurate track and makes steering and handling even more effortless.

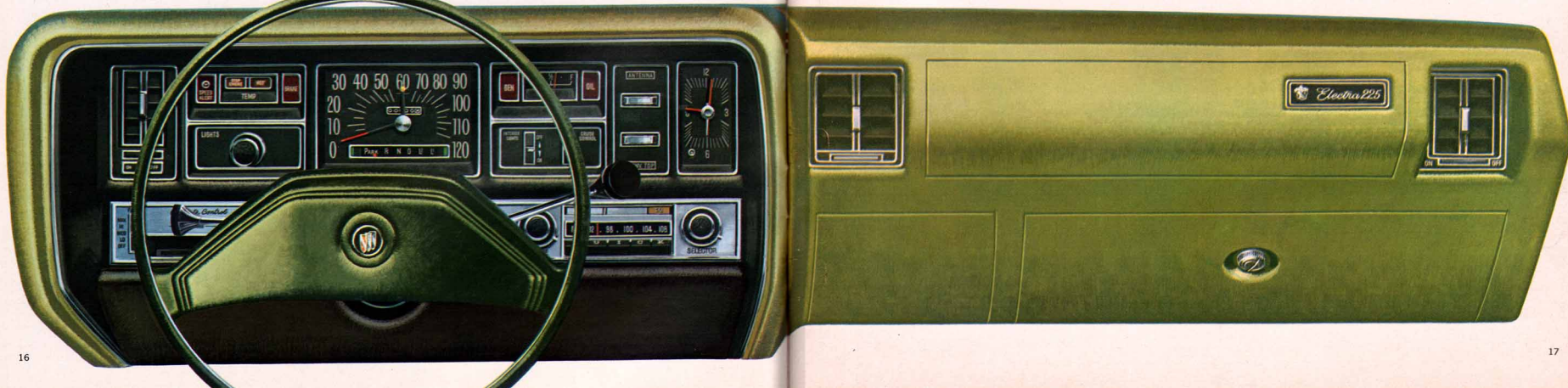
Sum up all the things you've seen and experienced, the fresh vibrant styling, the rich tasteful appointments, the solid responsive performance and ride. You'll end up talking a fresh approach to luxury motoring.

You'll end up with a 1969 Electra 225 of your own.

THE STANDARD ENGINE: 430-4						
Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel	
360 @ 5000	475 @ 3200	10.25 to 1	430	4-barrel	Premium	
THE TRANSMISSION:						
Regular Equipment: 3-Speed Automatic TH-400						
REAR AXLE RATIO:						
2.19 Consult your Buick dealer for information on available ratios.						
EXTERIOR DIMENSIONS: (Approximations in inches.)						
	Length	Width	Height	Wheelbase	Tread-front	Tread-rear
Sport Coupe	224.8	80.0	54.9	126.2	63.5	63.0
4-Door Hardtop	224.8	80.0	54.9	126.2	63.5	63.0
4-Door Sedan	224.8	80.0	55.9	126.2	63.5	63.0
Convertible	224.8	80.0	54.6	126.2	63.5	63.0
INTERIOR DIMENSIONS: (Approximations in inches.)						
	Head Room		Leg Room		Shoulder Room	
	Front	Rear	Front	Rear	Front	Rear
Sport Coupe	38.5	38.0	42.2	37.1	62.3	60.6
4-Door Hardtop	38.5	38.0	42.2	37.8	62.2	61.4
4-Door Sedan	39.4	38.3	42.2	40.9	62.2	61.3
Convertible	38.6	37.7	42.2	37.1	61.6	52.4

MORE 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 at carburetor with fine mesh filter in fuel tank. Exhaust: type intake manifold heat control valve. Fuel tank capacity: approximately 25 gallons. **Engine Cooling:** Pressure system. Choke-type circulation thermostat. Centrifugal water pump. Capacity: 16.7 quarts. **Exhaust System:** Muffler: constructed of corrosion resistant aluminum steel to promote longer life. Dual exhaust available as optional equipment. **Electrical:** Twelve-volt electrical system. Five-position starter-ignition switch. **Automatic Transmission:** Turbo Hydra-Matic is of a torque converter type. Total oil capacity refill 23 pints. **Propeller Shaft:** 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 192.3 sq. in. Stop-on-parking brake operating through rear service brake shoes. Power brakes standard. **Tires:** 8.56 x 15. **Steering:** Power steering with variable ratio is standard. Flexible coupling in power gear screens out road irregularities.

Many of the options and accessories available on the 1969 Buicks are shown on pages 72 and 73 of this catalog. Some of the equipment shown or described above is available at extra cost.



1969 Buick Wildcat Custom Sport Coupe.

No wonder Buick owners keep selling Buicks for us.



Some of the equipment shown on the Wildcat Custom Sport Coupe is available at extra cost. See page 24 for specifications on the Wildcat Custom Sport Coupe.



Wildcat Custom 4-dr. Hardtop and Wildcat Custom Convertible.



Some 64cse equipment shown on the Wildcat Custom Convertible and Wildcat Custom 4-Door Hardtop is available at extra cost. See page 24 for specifications on the Wildcat Custom Convertible and Wildcat Custom 4-Door Hardtop.



Custom Vinyl Notch-Back Seat.

Cloth-and-Vinyl Bench Seat.



Vinyl Bench Seat.



Vinyl Bucket Seats.



Custom Cloth-and-Vinyl Notch-Back Seat.



Custom Vinyl Bucket Seats.



1969 Buick Wildcat Interiors:

Sunday morning! What a day for that drive you've been promising the family. And now you're going to do it in style. 1969 Wildcat style. A day like this makes you glad you chose a Wildcat, doesn't it? Especially now that you're relaxing on rugged Vinyl seats, almost ready to start the wheels turning.

You press forward on the six-way Power Seat Control you ordered for your Wildcat and bring yourself closer to the action. You adjust the tilt steering wheel just a notch. You flick on your Wildcat's AM/FM stereo radio. Something on the upbeat side comes on crystal clear. What a Sunday this is going to be!

Remember when you were choosing between the Wildcat Custom Sport Coupe, the Hardtop Sedan and the Custom Convertible? Between

the bucket seats and full-length console, the Automatic Climate Control and all the other Wildcat options and accessories? Looks like you made the right moves when you chose your brand of Wildcat, doesn't it?

Of course, any of the 1969 Wildcats would have made this a great Sunday to go Wildcatting. But this is your special one.

Everybody set? Come on, Wildcat! Make tracks!

You say you haven't cornered your Wildcat yet? Let's get started then. Here's the colorful inside story on the 1969 Wildcats with a wide choice of highly acceptable alternatives.

Sport Coupe. Select Kimberly Cloth-and-Vinyl Bench Seats in blue, blue or buckskin. Or select Vinyl Bench Seats in blue, black, buckskin

or pearl white. Black Vinyl-Bucket Seats are available at extra cost. **Hardtop Sedan and Sedan.** Select standard Kimberly Cloth-and-Vinyl Bench Seats in blue, green, or buckskin. Or specify Vinyl Bench Seats in blue, black, buckskin or pearl white.

Custom Sport Coupe. Vinyl Notch-Back Seats are available in pearl white, buckskin, blue or black. Or select black Vinyl Bucket Seats.

Custom Hardtop Sedan. Kilmer Cloth-and-Vinyl Notch-Back Seats in sandalwood or black. Or Vinyl Notch-Back Bench Seats in blue, buckskin, pearl white or black are standard.

Custom Convertible. Vinyl Notch-Back Seats, in pearl white or black are standard.

Some of the equipment shown or described above is available at extra cost.



Here are just two more thoughtful touches from Buick for 1969. Selecting the right climate and temperature for your Wildcat becomes easier than ever this year. The addition of new side-operated controls for both heating and air conditioning units provides quicker, easier adjustment.

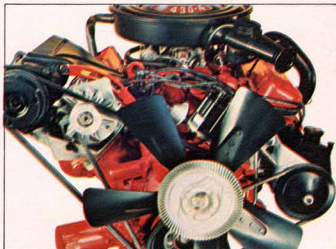
1969 Buick Wildcat Regular Equipment:

Power Train: 360 hp 430-4 V8 engine; three-speed manual transmission (synchronized in all forward gears); Delcotron generator; Full-Flow oil filter; cross-flow radiator.

Handling and Braking Features: self-adjusting brakes; lined aluminum front brake drums with cast iron liners; 15-inch wheels; 6,000-mile lubed front suspension; independent ball-joint front suspension with link-type stabilizer bar; Buick's new suspension system.

Safety Equipment: energy absorbing steering column; 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); two front seat head restraints; passenger guard door locks—with forward mounted lock buttons; four-way hazard warning flasher; dual master cylinder brake system with warning light and corrosion resistant brake lines; folding seat back latches; dual speed windshield wipers and washers; dual action safety hood latches; outside rear view mirror; backup lights; side marker lights and parking lamps that illuminate with headlamps; energy absorbing instrument panel, padded sun visors; reduced glare instrument panel top, inside windshield moldings, horn buttons, steering wheel hub, and windshield wiper arms and blades; wide inside day-right mirror with deflecting base; lane change feature in direction signal control; safety arm rests; thick laminate windshield; soft, low-profile window control knobs, coat hooks, interior light; padded front and intermediate seat back tops; smooth contoured door and window regulator handles; anti-theft ignition key warning buzzer; anti-theft ignition, steering and transmission control lock; starter safety switch on all transmissions; safety door latches and hinges; uniform shift quadrant and headlamp aiming access provision.

Comfort and Convenience Equipment: upper level ventilating system; heater and defroster; front door-operated interior light; glove compartment light; smoking set; rear seat ash trays; Magic-Mirror finish; arm rests—front and rear; carpeting; custom interior trims (Wildcat Custom models); Deluxe steering wheel; custom headlining (Wildcat Custom models—except Convertible).



The Wildcat engine at rest. A flick of the key, a touch of the pedal puts you in command of 360 horses worth of thoroughbred V8!

Our Buick buffs will tell you that Wildcat really earns its name and reputation. Oh, Wildcat has more than its share of Buick luxury, all right. But this Buick is sporting a great deal more than just luxury. Much, much more.

Wildcat is the youngest, the sportiest of all the big Buicks. A lot of people think that Wildcat is the poshest performance machine on the road. You'll probably think so yourself after your first ride in this great new Buick.

The Wildcat look? Just take a good long look. Wildcat's a bit more spirited, more rakish than anything else in its class, wouldn't you say?

Wildcat performance? Just take a Wildcat out on the road. Discover all the effortless response you can ask for from Wildcat's big 430-4 V8.

How about Wildcat's handling and braking? You'll find nothing short of the best in handling and braking equipment to complement Wildcat's total performance. Big front and rear coil springs, direct acting shock absorbers, Buick's new suspension system and optional power disc brakes are just a few of the suspension and braking features that make Wildcat one of the straightest trackers and safest stoppers in the industry.

Still with us? Then you're obviously the type who can't resist a go at a car like the 1969 Wildcat. So see your Buick dealer. Take a 1969 Wildcat and put it to the road. See for yourself how well soft luxury mates with superb performance. In a 1969 Buick Wildcat.

THE STANDARD ENGINE: 430-4 V8:						
Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel	
360 @ 5000	475 @ 3200	10:25	430	4-barrel	Premium	

THE TRANSMISSIONS:	
Regular Equipment: 3-Speed Manual (Column Mounted)	Available: 3-Speed TH-400 (Column or Console Mounted)

REAR AXLE RATIOS:	
3-Speed Manual Transmission: 3.07	Automatic: 3.07

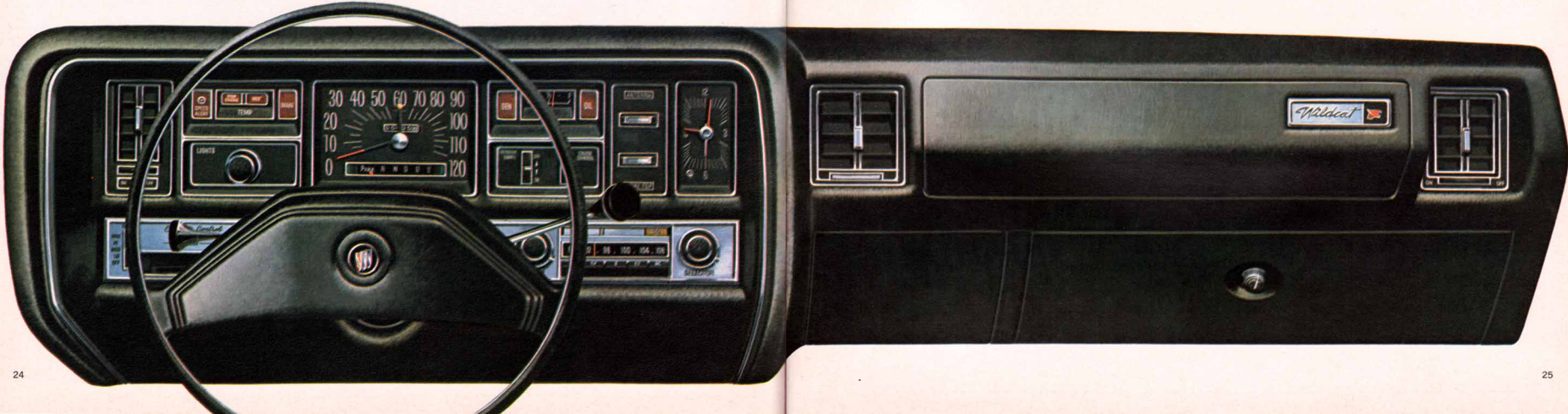
Consult your Buick dealer for information on available ratios.

	EXTERIOR DIMENSIONS: (Approximations in inches.)					
	Length	Width	Height	Wheelbase	Tread-front	Tread-rear
Sport Coupe	218.2	80.0	54.6	123.2	63.5	63.0
4-Door Hardtop	218.2	80.0	54.3	123.2	63.5	63.0
4-Door Sedan	218.2	80.0	55.3	123.2	63.5	63.0
Convertible	218.2	80.0	54.9	123.2	63.5	63.0

	INTERIOR DIMENSIONS: (Approximations in inches.)					
	Head Room		Leg Room		Shoulder Room	
	Front	Rear	Front	Rear	Front	Rear
Sport Coupe	38.4	37.7	42.2	33.9	61.7	60.3
4-Door Hardtop	38.1	37.4	42.2	37.5	61.6	60.8
4-Door Sedan	38.9	37.7	42.2	37.9	61.6	60.7
Convertible	38.9	37.9	42.2	33.9	62.2	52.3

MORE 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 to 2400. Full-Flow oil filter. Crankcase capacity (refill less filter) 4 quarts. **Fuel System:** Automatic choke. Mechanical fuel pump. Pleated paper gasoline filter at carburetor with fine mesh filter in fuel tank. 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. **Exhaust System:** Single exhaust with crossover standard. Duals available. **Electrical:** Twelve-volt electrical system. Five-position starter-ignition switch. **Automatic Transmission:** Turbo Hydra-Matic is of a torque converter type. Total oil capacity 29 pints. **Propeller Shaft:** 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. Coil springs front and rear. Direct acting hydraulic shock absorbers front and rear. **Brakes:** Hydraulic. Air-cooled lined aluminum front brake drums with cast iron liners; lined drums rear. Total gross lining area 193.3 sq. in. Step-on parking brake operating through rear service brake shoes. Power brakes available. **Tires:** 8.50 x 15, Special tires available for other than normal driving conditions. Consult your Buick dealer. **Steering:** Manual recirculating ball, overall ratio: 24:3 standard. Power steering available. Flexible coupling in power gear screens out road irregularities.

Many of the options and accessories available on the 1969 Buicks are shown on pages 72 and 73 of this catalog. Some of the equipment shown or described above is available at extra cost.



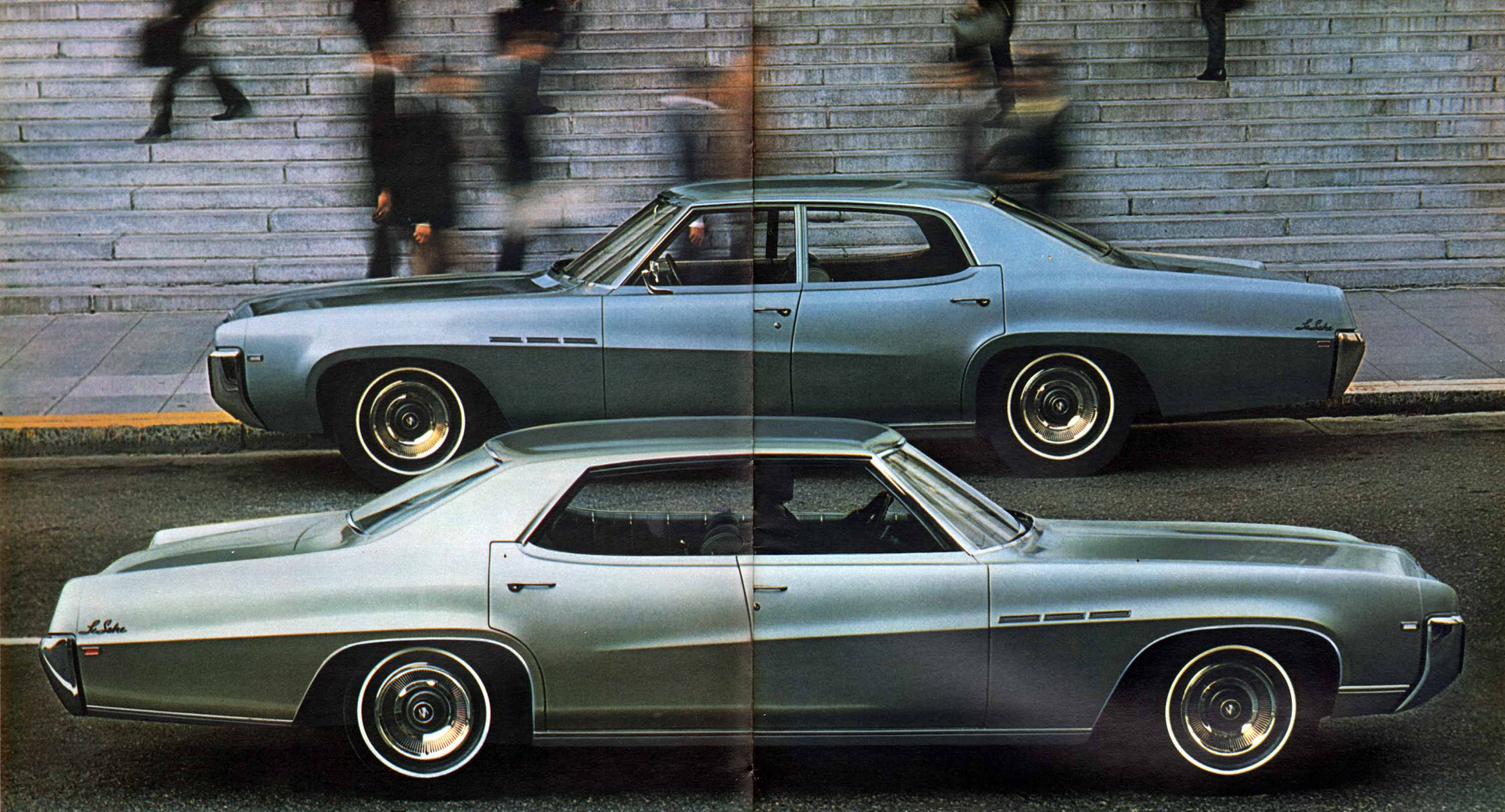
1969 Buick LeSabre Custom Sport Coupe.

No wonder Buick owners keep selling Buicks for us.



Some of the equipment shown on the LeSabre Custom Sport Coupe is available at extra cost. See page 34 for specifications on the LeSabre Custom Sport Coupe.

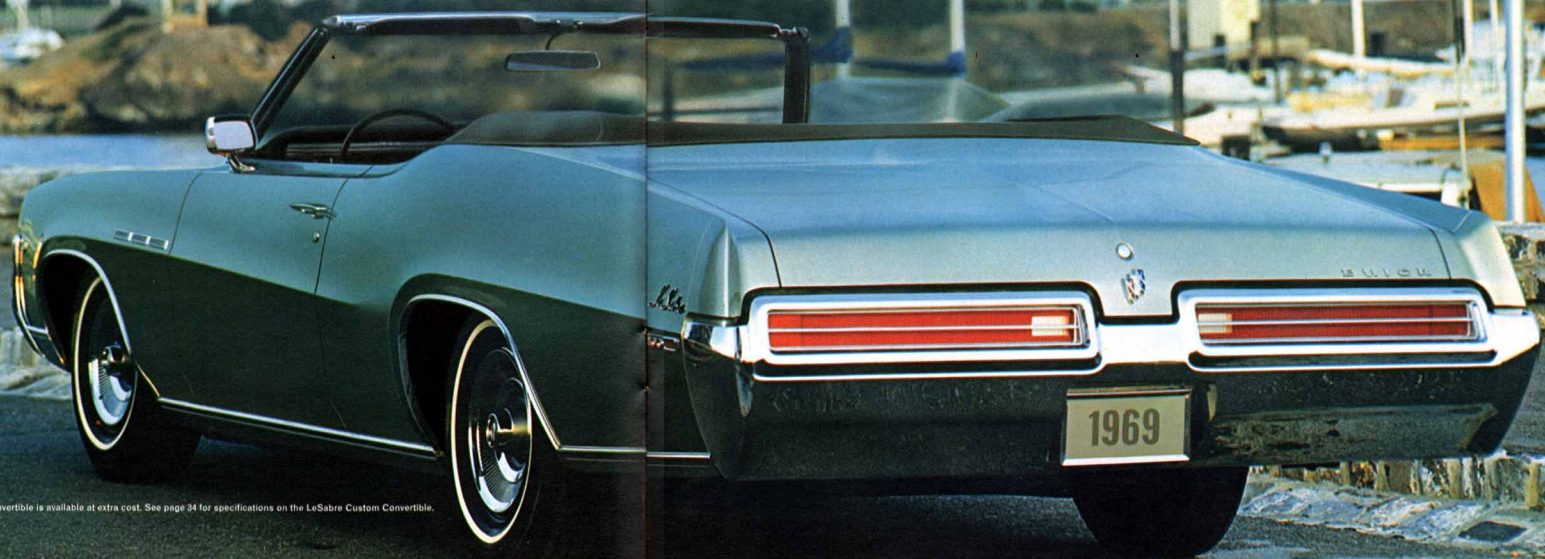




LeSabre Custom 4-dr. Hardtop and LeSabre 4-dr. Sedan.

Some of the equipment shown on the LeSabre Custom 4-Door Hardtop and LeSabre Custom 4-Door Sedan is available at extra cost. See page 34 for specifications on the LeSabre Custom 4-Door Hardtop and LeSabre Custom 4-Door Sedan.

LeSabre Custom Convertible.



Some of the equipment shown on the LeSabre Custom Convertible is available at extra cost. See page 34 for specifications on the LeSabre Custom Convertible.



1969 Buick LeSabre Interiors:

What does it take to set one car apart from anything else in its class? Just ask any Buick LeSabre owner. He'll tell you that it takes about four or five minutes inside a 1969 Buick LeSabre.

Inside you'll discover a perfect reflection of the 1969 LeSabre's exterior good looks. You'll sit back on deep comfortable seats backed by thick foam cushioning. You'll scan a rich easy-to-read instrument panel that keeps you in complete touch with LeSabre's mechanical functioning.

You'll discover how easy it is to custom-equip your LeSabre with tilt steering wheel, power windows, AM/FM stereo radio and a host of other luxury options. You'll see how comfortable you can make your

LeSabre with Automatic Climate Control, a power seat, an all-vinyl interior and many, many other comfort and convenience items.

Suddenly, you'll realize what LeSabre owners are forever boasting about. Suddenly you'll realize that this 1969 Buick LeSabre has more to offer you than any other car in its class.

Suddenly you'll want to get out of the 1969 LeSabre you're enjoying and start discussing *your own* 1969 LeSabre with your Buick dealer.

Step one. Choose the interior for your LeSabre. Just look at the superb alternatives open to you.

Sport Coupe, Hardtop Sedan and Sedan. Kirkwood Cloth-and-Vinyl

Seats are standard in green, buckskin, blue, burgundy or black.

Custom Sport Coupe. You may order Kimberly Cloth-and-Vinyl Bench Seats in green, blue or buckskin, or All-Vinyl Bench Seats in blue, black, buckskin or pearl white. Vinyl Bucket Seats are available in black at extra cost.

Custom Sedan and Custom Hardtop Sedan. Select Kimberly Cloth-and-Vinyl Bench Seats in blue, green or buckskin, or order All-Vinyl Bench Seats in pearl white, blue, black or buckskin. Custom Convertible. Vinyl Bench Seats are standard in blue, red, black or buckskin.

Some of the equipment shown or described above is available at extra cost.

Custom Expanded-Vinyl Bench Seat.

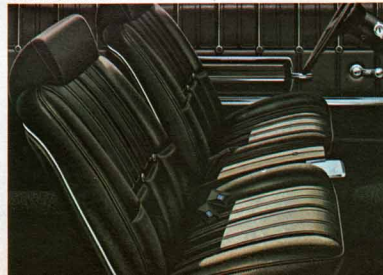
Cloth-and-Vinyl Bench Seat.



Custom Cloth-and-Vinyl Bench Seat.



Custom Vinyl Bucket Seats.





Here are just two more thoughtful touches from Buick for 1969. Selecting the right climate and temperature for your LeSabre becomes easier than ever this year. The addition of new slide-operated controls for both heating and air conditioning units provides quicker, easier adjustment.

1969 Buick LeSabre Regular Equipment:

Power Train: 230 hp 350-2 V8 engine; three-speed manual transmission (synchronized in all forward gears); heater and defroster; Delcotron generator; Full-Flow oil filter; cross-flow radiator.

Handling and Braking Features: flined alloy brake drums; 15-inch wheels; 6,000 mile lubed front suspension; self-adjusting brakes; Buick's new suspension system; direct-acting hydraulic shock absorbers front and rear.

Safety Equipment: energy absorbing steering column; 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); two front seat head restraints; passenger guard door locks—with forward mounted lock buttons; four-way hazard warning flasher; dual master cylinder brake system with warning light and corrosion resistant brake lines; folding seat back latches; dual speed windshield wipers and washers; dual action safety hood latches; outside rear view mirror; backup lights; side marker lights and parking lamps that illuminate with headlamps; energy absorbing instrument panel; padded sun visors; reduced glare instrument panel top, inside windshield moldings, horn buttons, steering wheel hub, and windshield wiper arms and blades; wide inside day-night mirror with deflecting base; lane change feature in direction signal control; safety arm rests; thick laminate windshield; soft, low-profile window control knobs, coat hooks, interior light; padded front and intermediate seat back tops; smooth contoured door and window regulator handles; anti-theft ignition key warning buzzer, anti-theft ignition, steering and transmission control lock; neutral safety start switch on all transmissions; safety door latches and hinges; uniform shift quadrant and headlamps aiming access provision.

Comfort and Convenience Equipment: upper level ventilating system; front door-operated interior light; glove compartment light; smoking set; rear seat ash trays; Magic-Mirror finish; arm rests—front and rear; carpeting; custom interior trim (LeSabre Custom models); Deluxe steering wheel.

On the business end of the 1969 LeSabre: a 350-2 V8. Proof that regular gas can deliver 230 smooth horses and 350 pounds/feet of torque from 350 cubic inches of well-tuned Buick engine. Want more? Then order the LeSabre 400 option package, a 350-4 V8 with TH automatic transmission. You'll get a full 290 horsepower and 375 pounds/feet of torque in the bargain.



Start with a favorite nameplate of our most verbal group of Buick devotees. Add a distinctive new profile, a trim new rear deck, new colors, new features and a unique new suspension system. What do you have?

You have Buick's way of making a going thing even greater. You have the 1969 Buick LeSabre.

Just one look at a 1969 LeSabre will show you what we mean. One good long look at LeSabre's sculptured profile, massive grille and distinctive new horizontal taillights will show you a car that's years ahead in styling. That's right . . . years.

Look inside a 1969 LeSabre. Get inside. Sink back on tastefully upholstered, foam-cushioned seats. Imagine how LeSabre features you can order like 4-way

power seats, power windows, power steering and power brakes will serve you hand and foot. Sit back and imagine what an experience it would be to drive a car like this.

Do drive a 1969 LeSabre. Feel the effortless response that can only come from LeSabre's superbly balanced power team that includes a 350-2 V8 and the smooth, two-speed Super Turbine automatic transmission. Feel the control and security afforded by LeSabre's revolutionary new suspension system. In short, get the feel of one of the smoothest handling cars on the road, any road.

By now, you're getting the feeling that the 1969 LeSabre is a car that just begs to be driven, aren't you? All right. Start getting verbal like the rest of our LeSabre buffs. Start talking up *your own* Buick LeSabre with your Buick dealer.

THE STANDARD ENGINE: 350-2 V8.						
Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel	
230 @ 4400	350 @ 2400	9.0	350	2-barrel	Regular	

THE AVAILABLE ENGINE: 350-4 V8.						
Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel	
290 @ 4000	375 @ 3200	10.25	350	4-barrel	Premium	

THE TRANSMISSIONS:		
Regular Equipment:	3-Speed Manual (Column Shift)	Available:
		2-Speed ST-300 (Column Shift)
		3-Speed Automatic TH-400 (included with LeSabre 400 option)

REAR AXLE RATIOS:	
3-Speed Manual: 3.23	Automatic: 2.93

Consult your Buick dealer for information on available ratios.

EXTERIOR DIMENSIONS: (Approximations in inches.)

	Length		Width	Height	Wheelbase	Tread-front	Tread-rear
	Front	Rear					
Sport Coupe	218.2	79.5	54.6	123.2	63.0	63.0	63.0
4-Door Hardtop	218.2	79.5	54.3	123.2	63.0	63.0	63.0
4-Door Sedan	218.2	79.5	55.3	123.2	63.0	63.0	63.0
Convertible	218.2	79.5	54.9	123.2	63.0	63.0	63.0

INTERIOR DIMENSIONS: (Approximations in inches.)

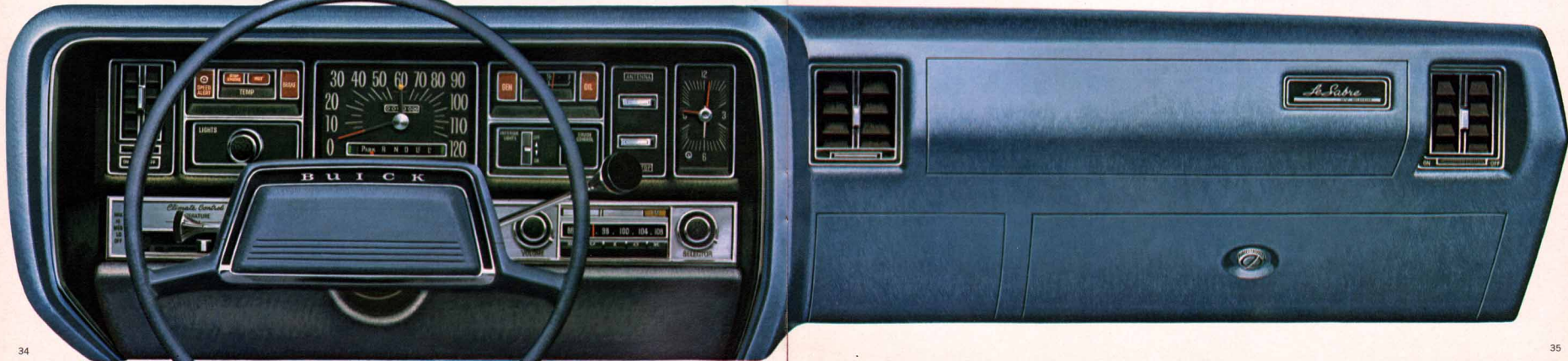
	Head Room		Leg Room		Shoulder Room	
	Front	Rear	Front	Rear	Front	Rear
Sport Coupe	38.6	37.7	42.3	33.9	62.2	60.8
4-Door Hardtop	38.3	37.4	42.3	37.5	62.2	61.3
4-Door Sedan	39.1	37.7	42.3	37.9	62.2	61.3
Convertible	39.1	37.9	42.3	33.9	61.7	52.3

MORE 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 (with less filter) 4 quarts. **Fuel System:** Automatic choke. Mechanical fuel pump. Pleated paper gasoline filter at carburetor with fine mesh filter in fuel tank. Increased-capacity oiler paper element air cleaner. Exhaust-type intake manifold heat control. Capacity: approximately 25 gallons. **Engine Cooling:** Pressure system. Choke-type circulation thermostat. Centrifugal water pump. Capacity: 13.2 quarts.

Exhaust System: Single exhaust with crossover. **Electrical:** Twelve-volt electrical system. Five-position starter-ignition switch. **Automatic Transmission:** Super Turbine is of a torque converter type. Total oil capacity: refill 19 pints. **Propeller Shaft:** 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 axles connected to frame. **Frame:** Perimeter type. **Suspension:** Independent ball-joint front suspension with link-type stabilizer bar. Coil springs front and rear. Direct acting hydraulic shock absorbers front and rear. **Brakes:** Hydraulic. Air-cooled finned brake drums front and rear. Total gross lining area 183.3 sq. in. Slip-on parking brake operating through rear service brake shoes. Power brakes available. **Tires:** 8.50 x 15. Special tires available for other than normal driving conditions. Consult your Buick dealer. **Steering:** Manual recirculating ball steering standard. Power steering available. Flexible coupling in power gear screens out road irregularities.

Many of the options and accessories available on the 1969 Buicks are shown on pages 72 and 73 of this catalog. Some of the equipment shown or described above is available at extra cost.



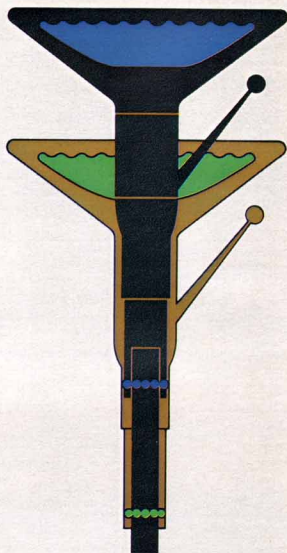
Here are the things that Buick owners will be talking about most this year.

Like to hear someone talk confidently about his automobile? Then have a talk with any Buick owner. When you do, you'll hear about an impressive list of safety features that place Buick owners among the most confident drivers on the road.

The conversation might start with the thoughtful way that Buick blends convenience with security in the 1969 Buicks. You'll hear about the pushbutton operated seat and shoulder belts provided for both driver and passenger positions. You'll find out that folding front seat back latches, front seat head restraints, passenger guard door locks and safety door latches and hinges are all standard fare on every 1969 Buick. Buick owners will also tell you about the starter safety switch that makes it impossible to start a Buick when the transmission has been accidentally left in gear. In short, you'll find out why Buick drivers and passengers enjoy an optimum amount of security in a 1969 Buick, and enjoy complete convenience in the process.



A Buick owner will tell you that he can leave his 1969 Buick with the same degree of confidence as he approached it. Every 1969 Buick is equipped with an anti-theft ignition key warning buzzer as well as an ignition, steering and transmission control lock mounted conveniently on the steering column.



Ask any 1969 Buick owner about the confidence he has in his automobile. Then get ready to listen for awhile, because you're going to hear a lot of confident, appreciative talk about Buick's long list of safety features for 1969.

Features like Buick's Energy Absorbing Steering Column that can compress a full eight inches upon severe impact.

After that, a Buick owner will point to the foam-padded instrument panel, sun visors, arm rests or the front and intermediate seat back tops as prime examples of the special Buick brand of confidence. You'll also hear about the thick, laminate windshield that you get on every 1969 Buick.

You'll hear about soft, low-profile window control knobs, coat hooks, interior lights and smooth contoured door and window handles to help keep Buick interiors free of sharp protruding objects.

In all, it adds up to a lot of confident talk by 1969 Buick owners this year. Just listen.

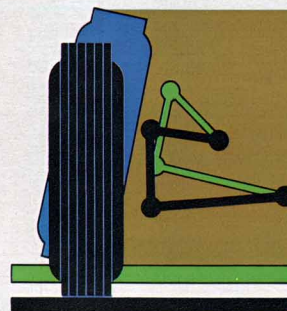
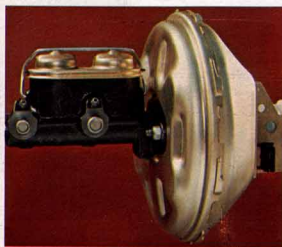
What inspires so much confidence in the 1969 Buicks? A good many Buick owners will respond by telling you about Buick's impressive array of visibility and anti-glare assists for 1969.

Out front, every Buick is equipped with dual-speed windshield wipers and washers. The windshield wiper arms and blades are made of reduced glare material as are the inside windshield moldings, horn buttons, steering wheel hub and instrument panel top. These features help keep glare to a minimum.

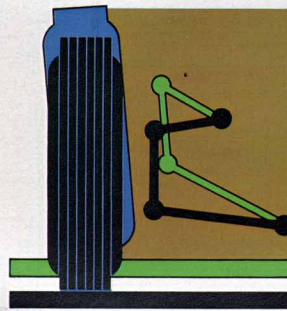
Each and every Buick also features a dual-action safety hood latch that helps keep the hood securely in place, even when it's slightly ajar. Every Buick is equipped with a wide inside day-night mirror and an outside rear view mirror.



Here's one of the biggest reasons why Buick owners are among the most confident drivers on the road: the dual master cylinder brake system. This system enables the front and rear wheel braking systems to operate independently of one another. In other words, a pressure loss in one system does not affect the other. There's also a warning light on the instrument panel to alert the driver of a pressure loss in either system.



Conventional



Buick's New Suspension System

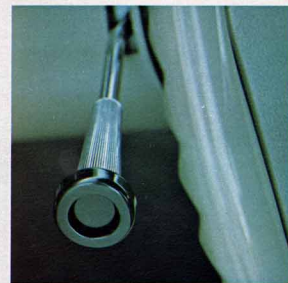
Here's a revolutionary new feature from Buick that you'll be hearing a lot of confident talk about in the months to come. It's Buick's new suspension system, standard on all 1969 Riviera, Electra 225, Wildcat and LeSabre models.

The illustrations above, exaggerated for better understanding, should give you an excellent idea of what Buick's new front suspension system does to improve the stability of the car.

This system represents a dramatic advance in suspension design. It reduces the amount of corrective steering required to the lowest level yet. Directional stability and handling are significantly

improved by this new suspension geometry—based on reverse-camber principle—which uses the tilt of the wheel as it moves up and down over road irregularities to produce a stabilizing side thrust.

Tilting of the wheel as it moves up and down also occurs in conventional systems, but with Buick's new design, the direction of that tilt is changed. This reverse-camber principle is combined with a new lower center of gravity and a major re-tuning of the rear suspension to provide complete suspension improvement—stability that results in a straighter-running, easier-handling Buick ride . . . the best Buick ride yet.



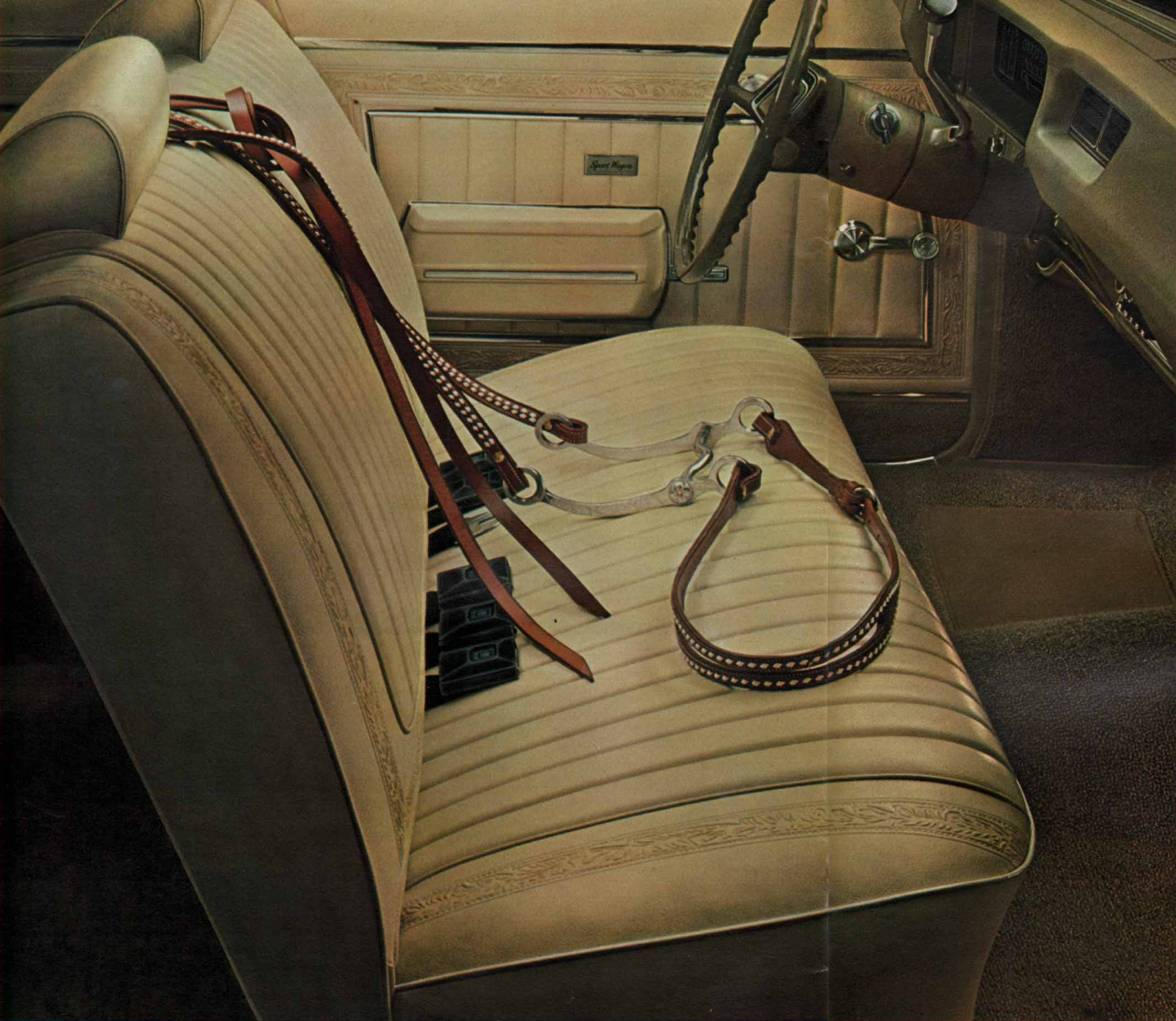
Mention illumination equipment to any Buick owner. Then get ready for another confidence-inspiring conversation. Discover that every Buick is equipped with a four-way hazard warning flasher, backup lights, and side marker lights that illuminate when you turn on the headlamps. Find out about the lane change feature that's incorporated into the Buick Directional Signal System. To indicate your intention to change lanes on the freeway, you simply depress or raise the directional signal lever slightly; it shuts off the instant you remove your finger. A complete complement of illumination equipment is yet another way that Buick inspires confidence and security in 1969.

We've covered the major reasons why Buick owners will be talking confidently about their automobiles this year. But there are more, many more. Your Buick dealer will be glad to give you a complete review of Buick's long, long list of confidence equipment for 1969. Pay him a visit. See for yourself how completely and how thoughtfully Buick engineers have blended complete confidence with Buick beauty and luxury this year. No wonder Buick owners keep selling Buicks for us.



Some of the equipment shown on the Custom Sportwagon is available at extra cost. See page 42 for specifications on the Custom Sportwagon.

1969 Buick Sportwagon.
No wonder Buick owners keep selling Buicks for us.



Expanded-Vinyl Bench Seat.

1969 Buick Sportwagon Interiors:

You've given the 1969 Buick Custom Sportwagon a visual once-over. Now you reflect on what you've seen. Could Buick have chosen a better name than "Sportwagon" for a car that looks like this one? No other name would give a more accurate indication of this glamor wagon's dual personality. Agreed? Thank you.

Now, step inside a 1969 Sportwagon. It's big, roomy and rugged. Yet Sportwagon is also packing loads of Buick luxury. It's equipped with features that you'd never expect to find in any station wagon, even one bearing the name "Sportwagon".

Start with that rugged-looking, Expanded-Vinyl interior. Those seats are tough and durable, all right. But feel. They're soft, aren't they? Soft and comfortable. The thick foam padding sees to that.

And look. Notice the deep-pile carpeting front and rear, and optional carpeting right back to the dual-action tailgate.

Now check the Sportwagon's instrument panel. It's vinyl and foam padded for good looks as well as added safety. Those integral ports ... air conditioning! And that's an AM/FM radio in the dash. Still more ... power windows, four-way power seat, power steering and power brakes. Even the window in the dual-action tailgate is power-operated.

Now you see the dual personality that Buick's given the 1969 Custom Sportwagon. It's a wagon that's more than just a wagon. It's a wagon that's sporting all the good looks of a custom sedan. In short, Sportwagon doesn't ask the sacrifices most other wagons ask.

This is the 1969 Sportwagon. This is a Buick all the way.

Some of the equipment shown or described above is available at extra cost.

That's 100 square feet of carpeted load area you're looking at. And you're looking past Sportwagon's new dual-action tailgate. Start thinking about all the cargo you can pack inside and whether you're going to color it in your choice of blue, green, red, pearl white or buckskin all-vinyl interior trim.





Here are just two more thoughtful touches from Buick for 1969. Selecting the right climate and temperature for your Sportwagon becomes easier than ever this year. The addition of new slide-operated controls for both heating and air conditioning units provides quicker, easier adjustment.

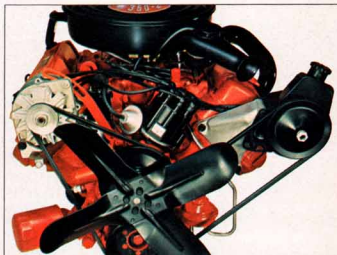
1969 Buick Sportwagon Regular Equipment:

Power Train: 230 hp 350-2 V8 engine; three-speed manual transmission (synchronized in all forward gears); Full-Flow oil filter; Delcotron generator; cross-flow radiator.

Handling and Braking Features: 6,000 mile lubed front suspension; 14-inch wheels; direct-acting hydraulic shock absorbers front and rear; finned aluminum front brake drums.

Safety Equipment: energy absorbing steering column; 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; two front seat head restraints; passenger guard door locks—with forward mounted lock buttons; four-way hazard warning flasher; dual master cylinder brake system with warning light and corrosion resistant brake lines; folding seat back latches; dual speed windshield wipers and washers; dual action safety hood latches; outside rear view mirror; backup lights; side marker lights and parking lamps that illuminate with headlamps; energy absorbing instrument panel, padded sun visors; reduced glare instrument panel top, inside windshield moldings, horn buttons, steering wheel hub, and windshield wiper arms and blades; wide inside day-night mirror with deflecting base; lane change feature in direction signal control; safety arm rests; thick laminate windshield; soft, low-profile window control knobs, coat hooks, interior light; padded front and intermediate seat back tops; smooth contoured door and window regulator handles; anti-theft ignition key warning buzzer; anti-theft ignition, steering and transmission control lock; starter safety switch on all transmissions; safety door latches and hinges; uniform shift quadrant; headlamp aiming access provision.

Comfort and Convenience Equipment: heater and defroster; cigar lighter; front door-operated interior light; ash trays—front and rear; ash tray and glove compartment light; new dual-action tailgate; Magic Mirror finish; crank-operated vent windows; Deluxe steering wheel; carpeting in passenger area; custom interior trim; tailgate lamp; custom padded seat cushions.



Where do they get the "sport" in Sportwagon? A lot of it comes from Sportwagon's standard 350-2 V8. It adds 230 horsepower and 350 pounds/feet of torque to Sportwagon's flair and load-hauling capabilities. Fill with regular gas at infrequent intervals.

Does a station wagon have to be dull? You know our answer to that one. Take a look. Meet the exciting, beautiful Buick Custom Sportwagon.

Take a look at Sportwagon's wide stance and the distinctive skyroof. Can you possibly color a wagon like Sportwagon dull? Not on your life!

Get inside. Feel that tough Expanded-Vinyl! Seat give in to you a little, just enough.

Check out the padded instrument panel. Get the feel of the Deluxe steering wheel and that deep-pile nylon carpeting that runs all the way back to the dual-action tailgate. Nothing dull about this Sportwagon, agreed?

And how about roominess? Invite the wife and kids inside. Put two weeks

worth of family vacation gear (including all the wife's new summer outfits) in the rear. It's easier with the new dual-action tailgate. Notice there's still plenty of room for your golf and fishing gear. And still some room to spare.

How do you get the Sportwagon show on the road? Just take your choice of three big V8's that'll haul you, the family and just about anything else you'd care to take along, round the turnpike with ease. Then select either the new TH-350 or TH-400 automatic transmission. Power brakes are available on all Sportwagons at extra cost.

So if you've had just about enough of the dull wagons, have a talk with your Buick dealer. He'll send you packing in a 1969 Custom Sportwagon.

THE STANDARD ENGINE: 350-2 V8.					
Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel
230 @ 4400	350 @ 2400	9.0	350	2-barrel	Regular
THE AVAILABLE ENGINES: 350-4 V6; 400-4 V8.					
Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel
280 @ 4600	375 @ 3200	10.25	350	4-barrel	Premium
340 @ 5000	440 @ 3500	10.25	400	4-barrel	Premium

THE TRANSMISSIONS:
 Regular Equipment: 3-Speed Manual (Column Shift) Available: 3-Speed TH-350 3-Speed TH-400 Available with Sportwagon 400 option

REAR AXLE RATIOS:
 3-Speed Manual: 3.23 Automatic: 3.23 Consult your Buick dealer for information on available ratios.

EXTERIOR DIMENSIONS: (Approximations in inches.)

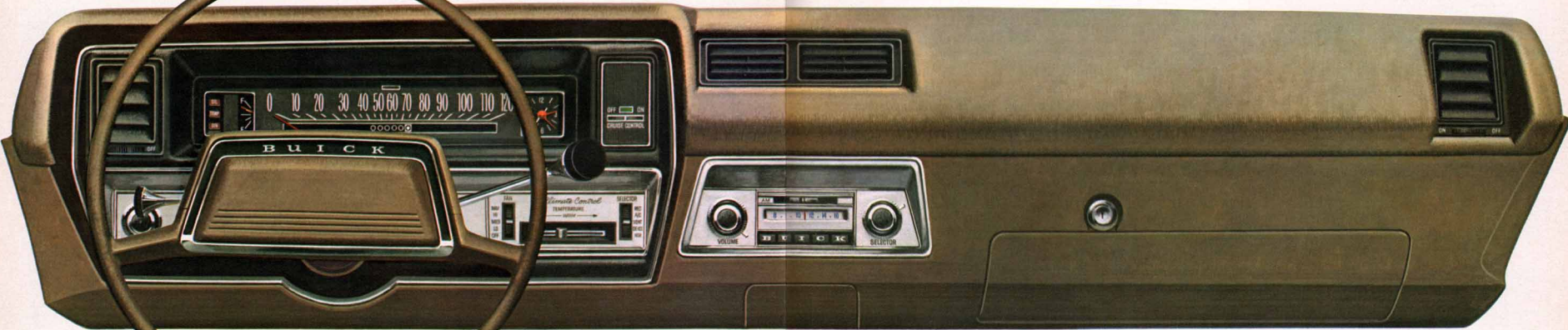
	Length	Width	Height	Wheelbase	Tread-front	Tread-rear
	214.1	75.6	58.9	121.0	59.4	59.0

INTERIOR DIMENSIONS: (Approximations in inches.)

	Head Room		Leg Room		Shoulder Room	
	Front	Rear	Front	Rear	Front	Rear
2-Seat Wagon	38.0	39.0	41.6	37.8	58.2	57.5
3-Seat Wagon	38.0	39.4	41.6	36.4	58.2	57.5

MORE IMPORTANT INFORMATION ABOUT THE 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 at carburetor with fine mesh filter in fuel tank, increased capacity oiled paper element air cleaner, Exhaust-type intake manifold heat control. Approximately twenty-two gallon fuel capacity. **Engine Cooling:** Pressure system. Choke-type thermostat. Centrifugal water pump. **Exhaust System:** Single mufflers. Constructed of corrosion resistant aluminized steel to promote longer life. **Electrical:** Twelve-volt electrical system. Five-position starter-ignition switch. **Automatic Transmission:** Turbo Hydra-Matic is of the torque converter type. Total oil capacity 20 pints. **Rear Axle:** Hypoid gears, semi-floating. Rear wheel bearings permanently lubricated. **Suspension:** Independent ball-joint front 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. **Steering:** Manual recirculating ball steering standard. Overall ratio 28.6. Power steering available. Overall ratio 20.8. **Tires:** 8.55 x 14. Special tires are available for other than normal driving conditions. Consult your Buick dealer.

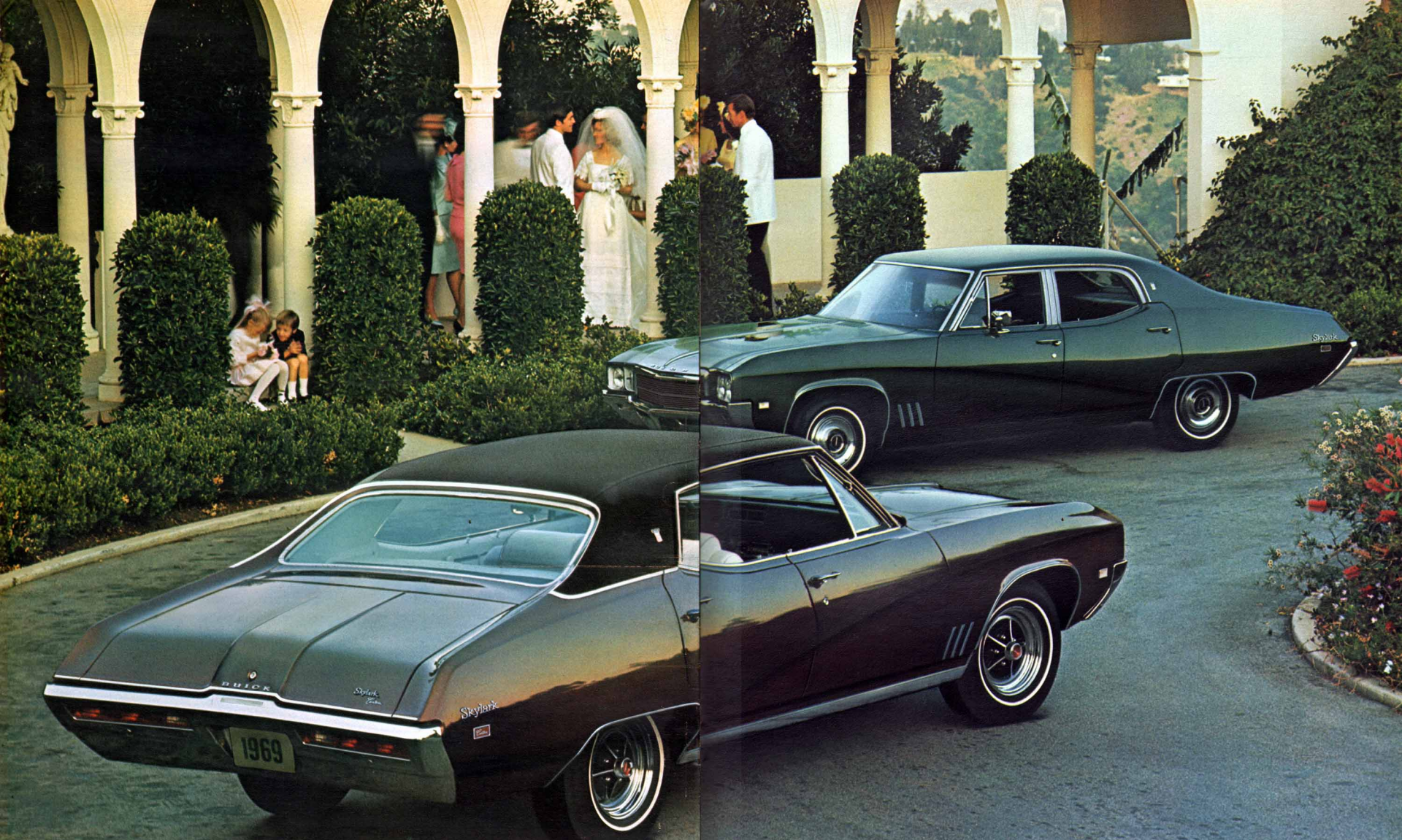
Many of the options and accessories available on the 1969 Buicks are shown on pages 72 and 73 of this catalog. Some of the equipment shown or described above is available at extra cost.





Some of the equipment shown on the Skylark Custom 2-Door Sport Coupe is available at extra cost. See page 52 for specifications on the Skylark Custom 2-Door Sport Coupe.

1969 Buick Skylark Custom 2-dr. Sport Coupe.
No wonder Buick owners keep selling Buicks for us.



Skylark Custom 4-dr. Hardtop and Skylark 4-dr. Sedan.

Some of the equipment shown on the Skylark 4-Door Sedan and the Custom 4-Door Hardtop is available at extra cost. See page 52 for specifications on the Skylark 4-Door Sedan and the Custom 4-Door Hardtop.

Skylark Custom Convertible.



Some of the equipment shown on the Skylark Custom Convertible is available at extra cost. See page 52 for specifications on the Skylark Custom Convertible.



1969 Buick Skylark Interiors:

Skylark 1969. The beautiful beginning to a beautiful relationship for you. You've shopped around a bit. Checked the field. But something about the 1969 Skylark's lines, its demeanor and its just-right size turned your head.

Now you get a chance to take a closer look at the Skylark you've been admiring. You step inside. You've been hooked!

The beautiful face that the instrument cluster presents strikes you first. You grasp the Deluxe steering wheel. The seats are even more comfortable than you expected, aren't they? The rich Kilmer trim and foam padding see to that. You press your foot down into deep-pile carpeting that covers the entire floor.

But so much for the standard fare. Can this Skylark be dolled up a little? Checkmate! You discover AM/FM stereo radio, tilt steering wheel and a host of other extra-cost options.

It hits you. This Skylark is a car you can live with! Your dull driving days are gone forever. You've fallen for a 1969 Buick Skylark.

You and your 1969 Skylark. Think about it. A match like this could only have been made by your Buick dealer.

Now choose your Skylark and pick an interior to match.

Sport Coupe. Choose standard Vinyl Bench Seats in blue, parchment or black. All Expanded-Vinyl Notch-Back Seats in blue, green, pearl white, black and buckskin are also available at extra cost.

Sedan. Kinross Cloth-and-Vinyl Bench Seats are available in green, blue, black or buckskin. Vinyl Bench Seats can be selected in blue, parchment or black.

Custom Sport Coupe. Three choices. Kilmer Cloth-and-Vinyl Bench Seats are standard in blue, buckskin or black. Expanded-Vinyl Notch-

Back Seats in green, pearl white, blue, black or buckskin are available at extra cost, as are Expanded-Vinyl Bucket Seats in buckskin, black, blue or pearl white.

Custom Hardtop Sedan. Select standard Kilmer Cloth-and-Vinyl Notch-Back Seats in green, blue, buckskin or burgundy or Expanded-Vinyl Notch-Back Seats in pearl white, black or buckskin.

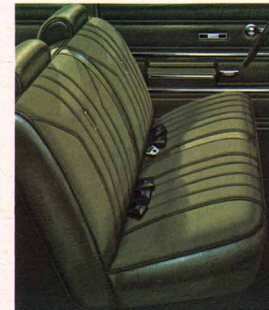
Custom Convertible. Expanded-Vinyl Bench Seats are standard in parchment or black. Expanded-Vinyl Notch-Back Seats, in blue, black or buckskin and Expanded-Vinyl Bucket Seats in red, black or pearl white are also available at extra cost.

Custom Sedan. Choose standard Kilmer Cloth-and-Vinyl Bench Seats in green, blue, buckskin or burgundy, or select buckskin or black Expanded-Vinyl Bench Seats are also available.

Some of the equipment shown or described above is available at extra cost.

Custom Cloth-and-Vinyl Notch-Back Bench Seat.

Cloth-and-Vinyl Bench Seat.



Vinyl Bench Seat.



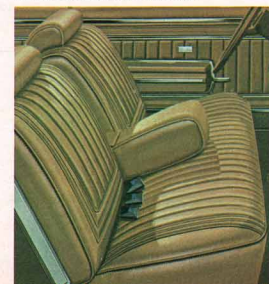
Custom Cloth-and-Vinyl Seat.



Custom Expanded-Vinyl Bench Seat.



Custom Expanded-Vinyl Notch-Back Seat.



Custom Expanded-Vinyl Bucket Seats.





Here are just two more thoughtful touches from Buick for 1969. Selecting the right climate and temperature for your Skylark becomes easier than ever this year. The addition of new slide-operated controls for both heating and air conditioning units provides quicker, easier adjustment.

1969 Buick Skylark Regular Equipment:

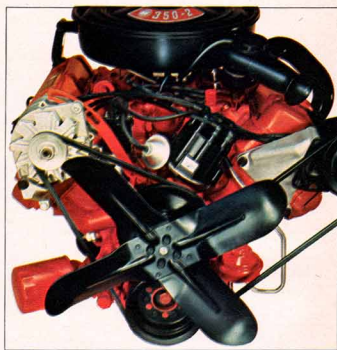
Power Train: 155 hp 6-cylinder engine on Skylark Sport Coupe and Sedan; three-speed manual transmission (synchronized in all forward gears); Delcotron generator; cross-flow radiator.

Handling and Braking Features: self-adjusting brakes; 6,000 mile lubed front suspension; 14-inch wheels; direct acting hydraulic shock absorbers.

Safety Equipment: energy absorbing steering column; 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); two front seat head restraints; passenger guard door locks—with forward mounted lock buttons; four-way hazard warning flasher; dual master cylinder brake system with warning light and corrosion resistant brake lines; folding seat back latches; dual speed windshield wipers and washers; dual action safety hood latches; outside rear view mirror; backup lights; side marker lights and parking lamps that illuminate with headlights; energy absorbing instrument panel, padded sun visors; reduced glare instrument panel top, inside windshield moldings, horn buttons, steering wheel hub, and windshield wiper arms and blades; wide inside day-night mirror with deflecting base; lane change feature in direction signal control; safety arm rests; thick laminate windshield; soft, low-profile window control windows, coat hooks, interior light; padded front and intermediate seat back tops; smooth contoured door and window regulator handles; anti-theft ignition key warning buzzer; anti-theft ignition; steering and transmission control locks; starter safety switch on all transmissions; safety door latches and hinges; uniform shift quadrant; headlamp aiming access provision.

Comfort and Convenience Equipment: Magic Mirror finish; upper level ventilating system (on Sport Coupe and Convertible); heater and defroster; custom padded seat cushions (on Custom models); Deluxe steering wheel; cigar lighter; ash tray—front and rear; ash tray and glove compartment lights; arm rests—front and rear; carpeting; crank-operated vent windows (on 4-Door Hardtop and 4-Door Sedan); front door-operated interior light.

Decisions, decisions! You get to choose between Skylark's thrifty 155 horsepower, 250 cubic inch 6-cylinder engine, the optional 350 2 V8 pictured at right, or the 380 4. The Six thrives on regular gas and turns out 235 pounds/feet of torque in the process. The 350 2 delivers 220 horses and 360 pounds/feet of torque, also on regular gas; while the 380 4 turns out 280 horsepower and 375 pounds/feet of torque.



Put a 1969 Buick Skylark to the supreme test. Pick the toughest, twistingest road you can find. And feel our beautiful bird take the knots and the bumps out of it.

On top of its youthful appearance and spirited performance, this year's Skylark is just as tough and agile as ever.

The agility and control comes from Skylark's just-right stance and length, its tight steering and taut suspension. Now throw in that extra measure of Buick luxury. You know. The kind of luxury that comes from Expanded Vinyl Seats, power windows, power steering, power brakes and a host of other luxury options that are there for the ordering on the 1969 Skylarks.

Couple that kind of luxury with Skylark's all round good handling and

responsiveness. Now you have the kind of a car that makes any trip an adventure. And that's exactly what Skylark owners go for.

They color Skylark young and equip it the same way with AM/FM stereo radios, four-speed transmissions, bucket seats and the like.

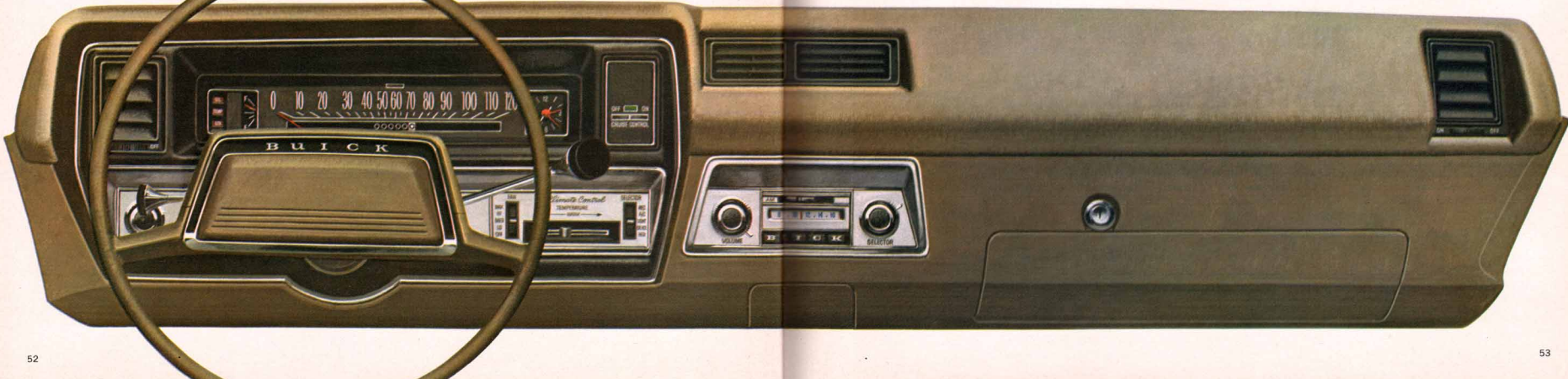
Then they take their Skylarks on some mighty adventuresome treks, lots of them. That's easy. Because, as any Skylark owner will tell you, any trip in a 1969 Skylark comes on like pure adventure.

Doesn't Skylark sound like the kind of car you're looking for, a car that puts a bit of fun and adventure back into driving? All right, then. Take a trip to your Buick dealer. And move out with a 1969 Buick Skylark.

THE STANDARD ENGINES:						
Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel	
155 @ 4200	235 @ 1600	8.5	250	1-barrel	Regular	
230 @ 4400	350 @ 2400	9.0	350	2-barrel	Regular	
THE AVAILABLE ENGINES:						
Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel	
230 @ 4400	350 @ 2400	9.0	350	2-barrel	Regular	
280 @ 4600	375 @ 3200	10.25	350	4-barrel	Premium	
THE TRANSMISSIONS:						
Regular Equipment 3-Speed Manual (Column Shift)			Available: 2-Speed ST-300 3-Speed TH-350 (Skylark Custom only) (Column and Console/Console Mounted)			
REAR AXLE RATIOS:						
3-Speed Manual Transmission			Automatic: 2.30 (250 1-6-cyl.)			
3.52 (350 1-6-cyl.)			2.56 (350 2-8-cyl.)			
2.93 (350 2-8-cyl.)			2.73 (380 4-8-cyl.)			
Consult your Buick dealer for information on available ratios.						
EXTERIOR DIMENSIONS: (Approximations in inches.)						
	Length	Width	Height	Wheelbase	Tread-front	Tread-rear
Sport Coupe	200.7	75.6	53.4	112.0	59.0	59.0
4-Door Hardtop	204.7	75.6	54.1	116.0	59.0	59.0
4-Door Sedan	204.7	75.6	54.1	116.0	59.0	59.0
Convertible	200.7	75.6	53.7	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	37.9	36.3	41.6	32.2	58.3	57.1
4-Door Hardtop	38.3	37.3	41.7	34.8	58.3	57.3
4-Door Sedan	38.6	37.3	41.7	34.8	58.3	57.3
Convertible	38.3	37.0	41.7	32.2	58.3	47.9

MORE 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 mesh filter in fuel tank. Oilied 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. Five-position starter-ignition switch. **Automatic Transmission** (available): ST-300 2-speed is of the torque converter type, as is the TH-350. Total oil capacity 19 pints. **Propeller Shaft:** Drive shaft is slightly angled to reduce tunnel height. **Rear Axle:** Hypoid gears, semi-floating. Rear wheel bearings permanently lubricated. **Suspension:** Independent ball-joint suspension with link-type stabilizer bar. 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. **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 available. **Steering:** Manual recirculating ball steering standard. Overall ratio 28.6. Power steering available. Overall ratio 20.9. **Tires:** 7.75 x 14. Special tires available for other than normal driving conditions. Consult your Buick dealer.

Many of the options and accessories available on the 1969 Buicks are shown on pages 72 and 73 of this catalog. Some of the equipment shown or described above is available at extra cost.





Some of the equipment shown on the Special Deluxe Coupe is available as extra cost. See page 60 for specifications on the Special Deluxe Coupe.

1969 Buick Special Deluxe 2-dr. Sedan.
No wonder Buick owners keep selling Buicks for us.



Special Deluxe 4-dr. Sedan and Special Deluxe Wagon.

Some of the equipment shown on the Special Deluxe 4-Door Sedan and Wagon is available at extra cost. See page 60 for specifications on the Special Deluxe 4-Door Sedan and Wagon.



**1969 Buick
Special
Deluxe
Interiors:**

Here's the inside story on the 1969 Special Deluxe. Consider it kind of a cram course in basic Buick. All of the features that make a Buick a Buick. All of the things that make Buick owners a very talkative lot. They're all part of the Special Deluxe curriculum. Get in a 1969 Special Deluxe. Go on. Try the good-looking all-Vinyl seats. Try them and find a generous measure of that special Buick brand of comfort.

Now check the instrument panel and the glovebox. Every Special Deluxe sports a distinctive, readable instrument cluster and a big, spacious glove compartment. Just like all of the other Buicks.

Get the message? The Special Deluxe is basic Buick all right. But it's Buick all the way. Special Deluxe offers you all the optional equipment you'll need to make this Buick your own special Buick. Power steering, power brakes, four-way power seat, AM/FM stereo radio, air conditioning, to name only a few items, are all available at extra cost on your Special Deluxe. Just ask for them and you've got them.

Class dismissed. Now examine the 1969 Special Deluxe for yourself.

You, too, can be an interior decorator. Start by selecting the just-right interior for the 1969 Special Deluxe of your choice. Simply choose from

this selection of highly acceptable and extremely colorful alternatives. We'll guarantee your choice will look great.

Coupe. Kerry Cloth-and-Vinyl Bench Seats are standard in buckskin or black. Or choose Vinyl-Bench Seats in blue, parchment or black.

Sedan. Kerry Cloth-and-Vinyl Bench Seats in blue, buckskin or black are standard. Vinyl Bench Seats are available in blue, parchment or black at extra cost.

2-Seat Wagon. Vinyl Bench Seats in blue, pearl white or buckskin are standard.

Some of the equipment shown or described above is available at extra cost.

Vinyl Bench Seat.



Cloth-and-Vinyl Bench Seat.



Vinyl Bench Seat.



Here are just two more thoughtful touches from Buick for 1969. Selecting the right climate and temperature for your Special Deluxe becomes easier than ever this year. The addition of new slide-operated controls for both heating and air conditioning units provides quicker, easier adjustment.

1969 Buick Special Deluxe Regular Equipment:

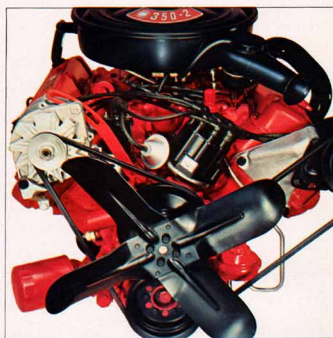
Power Train: 155 hp 6-cylinder engine on Coupe and Sedan; 230 hp V8 on Wagon; three-speed manual transmission (synchronized in all forward gears); Delcotron generator; Full-Flow oil filter; cross-flow radiator.

Handling and Braking Features: self-adjusting brakes; 6,000 mile lubed front suspension; dual-key locking system; 14-inch wheels; independent ball-joint front suspension.

Safety Equipment: energy absorbing steering column; seat belts with pushbutton buckles for all passenger positions; shoulder belts with pushbutton buckles and special storage for all passenger positions; dual master cylinder brake system with pushbutton brakes for all passenger locations; dual speed windshield wipers and washers; dual action safety hood latches; outside rear view mirror; backup lights; side marker lights and parking lamps that illuminate with headlamps; energy absorbing instrument panel, padded sun visors; reduced glare instrument panel top, inside windshield moldings, horn buttons, steering wheel hub, and windshield wiper arms and blades; wide inside day-night mirror with deflecting base; lane change feature in direction signal control; safety arm rests; thick laminate windshield; soft, low-profile window control knobs; coat hooks, dome lamp; padded front and intermediate seat back tops; smooth contoured door and window regulator handles; anti-theft ignition key warning buzzer; anti-theft ignition; steering and transmission control lock; starter safety switch on all transmissions; safety door latches and hinges; uniform shift quadrant; headlamp aiming access provision.

Comfort and Convenience Equipment: front-door operated interior light; heater and defroster; cigar lighter; ash tray—front; arm rests—front; Magic-Mirror finish; step-on parking brake; crank-operated vent windows.

The available Special Deluxe 350-2 V8. Lots of motion and a lot of economy comes from 350 cubic inches of Buick engine and surprisingly small amounts of regular gas. The 350-2 V8 delivers 230 horsepower and 150 pounds/feet of torque to your Special Deluxe. If you want even more economy, select the standard 250-1 6-cylinder engine. The 350-4 V8 is also available for added performance.



What do you call a Buick that's sporting its fair share of Buick luxury, performance and good looks? A Buick that gives you more than its share of Buick value and economy? The most economical Buick built?

You call that a special brand of Buick. We call it the 1969 Buick Special Deluxe. The Special Deluxe really is a special brand of Buick. It's the lowest-priced Buick of all. But it's all Buick, inside and out.

Inside, you'll find durable, good-looking Kerry Cloth-and-Madrid-Grain Vinyl trim. You'll find generous measures of Buick comfort and roominess. You'll scan a rich, easy-to-read instrument panel. In short, you'll find everything you've ever wanted in an automobile, inside a 1969 Special Deluxe.

Run your eye down the Special Deluxe's option list. You'll find everything you need to make your Special Deluxe as luxurious and as spirited as you like.

Take a Special Deluxe out on the road, any road. Discover that this Buick is just as responsive and maneuverable as any Buick built. Discover a special brand of right handling and cornering that comes from Special Deluxe's just right width and wheelbase. Discover a Buick that looks, rides and acts like a big car but passes up gasoline pumps like an import.

So you say you're after Buick comfort, performance and good looks by the carful? And you want it sporting a low price tag? Then you're after a special brand of Buick. You're after a 1969 Buick Special Deluxe.

THE STANDARD ENGINES: 250-1 6-cylinder; 350-2 8-cylinder. (Wagon only)						
Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel	
155 @ 4200	235 @ 1600	8.5	250	1-barrel	Regular	
230 @ 4400	350 @ 2400	9.0	350	2-barrel	Regular	

THE AVAILABLE ENGINES: 350-2 8-cylinder; 350-4 8-cylinder.						
Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel	
230 @ 4400	350 @ 2400	9.0	350	2-barrel	Regular	
290 @ 4600	375 @ 3000	10.25	350	4-barrel	Premium	

THE TRANSMISSIONS:	
Regular Equipment 3-Speed Manual (Column Shift)	Available: 2-Speed ST-300 and 3-Speed Automatic TH-350 (Column and Console/Console Mounted)

REAR AXLE RATIOS:		
3-Speed Manual Transmission	Automatic: 2.03 (250-1 6-cyl.)	
3.23 (250-1 6-cyl.) 2.93 (350-2 8-cyl.)	2.56 (250-2 8-cyl.)	
Consult your Buick dealer for information on available ratios.	2.73 (350-4 8-cyl.)	

EXTERIOR DIMENSIONS: (Approximations in inches.)						
	Length	Width	Height	Wheelbase	Tread-front	Tread-rear
Thin-Pillar Coupe	200.7	75.6	53.4	112.0	59.0	59.0
4-Door Sedan	204.7	75.6	54.1	116.0	59.0	59.0
2-Seat Wagon	209.1	75.6	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	37.9	36.3	41.3	32.4	50.3	57.1
4-Door Sedan	38.6	37.3	41.3	35.0	58.3	57.3
2-Seat Wagon	38.4	38.3	41.5	34.8	58.3	57.4

MORE 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 at carburetor with fine mesh 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. Five-position starter-ignition switch. **Automatic Transmission:** (available): Both Super Turbine and Turbo Hydra-Matic are of the torque converter type. Total oil capacity 19 pints. **Propeller Shaft:** Drive shaft is slightly angled to reduce tunnel height. **Rear Axle:** Hypoid gears, semi-floating. Rear wheel bearings permanently lubricated. **Suspension:** Independent ball-joint front 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 in fiks. **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 available. **Steering:** Manual recirculating ball steering standard. Overall ratio 28.6. Power steering available. Overall ratio 20.9. Tires: 7.75 x 14. Special tires available for other than normal driving conditions. Consult your Buick dealer.

Many of the options and accessories available on the 1969 Buicks are shown on pages 72 and 73 of this catalog. Some of the equipment shown or described above is available at extra cost.



1969 Buick GS 400.

No wonder Buick owners keep selling Buicks for us.



Some of the equipment shown on the GS 400 is available at extra cost. See page 30 for specifications on the GS 400.



GS 350 and GS 400 Convertible.



Some of the equipment shown on the GS 400 Convertible and GS 350 is available at extra cost. See page 70 for specifications on the GS 400 Convertible and GS 350.

California GS.



Some of the equipment shown on the California GS is available at extra cost. See page 70 for specifications on the California GS.



Expanded-Vinyl Bucket Seats.



California GS Cloth-and-Vinyl Bench Seat.



California GS Vinyl Bench Seat.



GS 350 Vinyl Bench Seat.



GS 400 Expanded-Vinyl Bench Seat.

**1969 Buick
GS 400,
GS 350 and
California GS
Interiors:**

You mentioned "Buick GS". And our Buick buffs told you that there's something exciting going on underneath that insignia. So you expected something quite apart from the ordinary, right? You've got it! Inside a Buick GS, you got everything you expected and more.

You've got the feel of a thoroughbred sportster. Expanded-Vinyl Bucket Seats that comfort you as though they were built just for you. A four-speed shift that you just have to put through the gates once or twice. You've got everything you wanted, right down to the console and Rallye-readable tachometer.

These Buicks don't just grow on you. A Buick GS changes your whole way of thinking immediately.

Now, more to think about. A Deluxe steering wheel is standard with your GS 400. You can get a tilt steering wheel, power windows, power steering and power brakes. Still more, a full-length center console is

available when you specify a TH automatic transmission. Then there's the sound of an AM/FM stereo radio to blend with the throb of dual exhausts and the deep-breathing of a 4-barrel carb.

For convenience, you can order four-way power seats, power windows, power steering and power brakes. To complete your comfort, you can equip your GS with air conditioning.

The 1969 Buick GS's. Extraordinary cars, aren't they? You get an extra measure of Buick luxury and comfort. Yet you get a premium performance machine in the bargain with a Buick GS.

Step into a 1969 Buick GS. Discover a perfect blend of the best of both luxury automobile and high-performance machine. Discover a distinct departure from anything you've ever driven before.

Here's your first pleasant step in custom tailoring your GS. Choosing

the GS interior trim combination that suits you best. Take your pick. GS 350. Select standard Vinyl Bench Seats in blue, parchment or black. Expanded-Vinyl Bucket Seats in black, blue, buckskin or pearl white are also available at extra cost.

GS 400 Sport Coupe. Expanded-Vinyl Bench Seats are standard in parchment or black. Or select extra-cost Expanded-Vinyl Bucket Seats in blue, black, buckskin or pearl white.

GS 400 Convertible. Expanded-Vinyl Bench Seats are standard in parchment or black. Or choose extra-cost Expanded-Vinyl Bucket Seats in red, black or pearl white.

California GS. Kerry Cloth-and-Vinyl Bench Seats are available in buckskin or black. Or Vinyl Bench Seats are available in black, blue, or parchment. Both are standard.

Some of the equipment shown or described above is available at extra cost.



Here are just two more thoughtful touches from Buick for 1969. Selecting the right climate and temperature for your GS 400, GS 350 or California GS becomes easier than ever this year. The addition of new slide-operated controls for both heating and air conditioning units provides quicker, easier adjustment the year round.

1969 Buick GS 400, GS 350 and California GS Regular Equipment:

GS 400 Power Train: 340 hp 400-4 V8; dual exhaust; three-speed floor-mounted manual transmission; Delcotron generator; Full-Flow oil filter.

GS 350 and California GS Power Train: 280 hp 350-4 V8 engine; dual exhausts; three-speed column-mounted transmission (synchronized in all forward gears); TH automatic transmission with California GS; Full-Flow oil filter; functional hood scoops; cross-flow radiator; Delcotron generator.

GS 400 Comfort and Convenience Equipment: all-vinyl seating with foam-padded seat cushions; heater and defroster; cigar lighter; ash tray—front and rear; ash tray and glove compartment light; Deluxe steering wheel; arm rests, front and rear; carpeting; upper interior light.

GS 350 and California GS Comfort and Convenience Equipment: all-vinyl seats; carpeting; Deluxe steering wheel (California GS only); heater and defroster; cigar lighter; arm rests front and rear; door-operated interior light; upper level ventilation (on GS 350).

GS 400 Braking and Handling Equipment: 6,000 mile lubed front suspension; 14-inch wheels (with 6-inch rims); coil springs front and rear; front air-cooled finned aluminum brake drums.

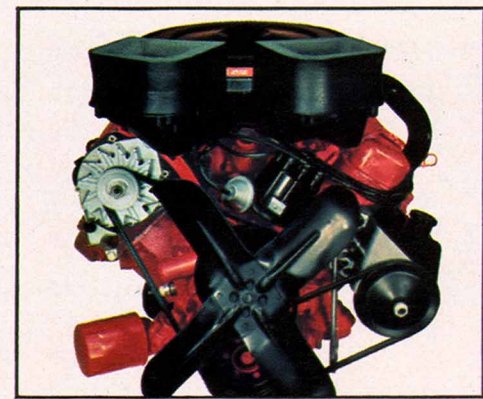
GS 350 and California GS Braking and Handling Equipment: 14-inch wheels; heavy duty springs, shock absorbers and stabilizer bar; 6,000 mile lubed front suspension.

GS 400 Exterior Trim: GS 400 ornamentation on radiator grille, rear fender, rear deck lid and door trim panel.

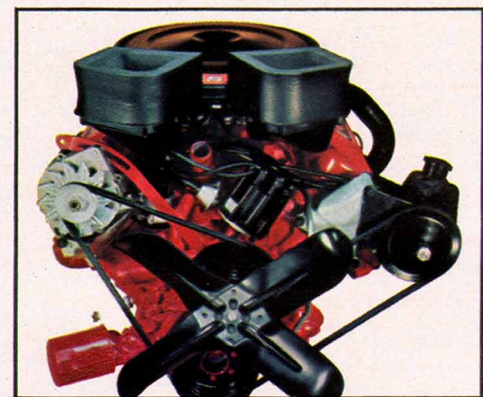
GS 350 Exterior Trim: GS 350 ornamentation on grille, rear fender and rear deck and functional hood scoops; Magic-Mirror finish.

California GS Exterior Trim: custom vinyl top covering; chrome Super Sport wheels; belt reveal and wheel opening moldings; door window, center pillar and rear window scalp moldings; California GS trim on rear fender panel.

Safety Equipment: energy absorbing steering column; 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); two front seat head restraints; passenger guard door locks—with forward mounted lock buttons; four-way hazard warning flasher; dual master cylinder brake system with warning light and corrosion resistant brake lines; folding seat back latches; dual speed windshield wipers and washers; dual action safety hood latches; outside rear view mirror; backup lights; side marker lights and parking lamps that illuminate with headlamps; energy absorbing instrument panel, padded sun visors; reduced glare instrument panel top, inside windshield moldings, horn buttons, steering wheel hub, and windshield wiper arms and blades; wide inside day-night mirror with deflecting base; lane change feature in direction signal control; safety arm rests; thick laminate windshield; soft, low-profile window control knobs, coat hooks, interior light; padded front and intermediate seat back tops; smooth contoured door and window regulator handles; anti-theft ignition key warning buzzer; anti-theft ignition, steering and transmission control lock; starter safety switch on all transmissions; safety door latches and hinges; uniform shift quadrant; headlamp aiming access provision.



The 350-4 delivers 280 horses worth of V8 punch to the rear wheels of your 350 GS, 4-barrel quadrajet carburetion and dual exhausts combine with 350 cubic inches of this big Buick V8 to supply 375 pounds/feet of torque. And you'll be surprised at this big-bore V8 affords.



400 cubic inches of GS excitement ready to turn you on! Standard on the GS 400, the 400-4 V8 comes complete with 4-barrel quadrajet carburetion, dual exhausts and low-restriction air cleaner. The 400-4 V8 adds 340 horsepower and 440 pounds/feet of torque to your GS program.

Just mention the call letters . . . GS. And you'll set our most enthusiastic set of Buick buffs to chattering.

The GS set. This is the group that demands things like a short-throw four-speed Hurst floor shift, a tachometer, tight steering and stiff suspension with their Buick luxury. These are the people who will wax poetic about GS's new "cool dual", a matched set of functional air scoops that let the big-bore GS engines breathe easier and more powerfully. They'll give you the low-down on the new three-speed TH 350 automatic transmission available with the 350-4 V8.

Our GS buffs will cover the fine points of *Stage I* with you. It's a special high-performance package being offered on GS 400 for the first time. *Stage I* adds

a high-lift camshaft, special carburetor and dual exhaust systems and a 3.64 positraction rear axle to the GS 400's already potent performance capabilities.

Before you know it, our GS fans will have you spouting GS compression ratios and rear axle ratios just as readily as your own license number.

Chances are, the youthful good looks and interior design of the Buick GS captured your fancy first, right? Well our GS owners will finish the job. They'll paint such an appealing portrait of GS performance, handling and all-round superiority that you'll have no choice but to try a GS yourself.

Then you'll be talking shift points, suspension geometry and the like. You'll be talking about *your own* Buick GS with your Buick dealer.

THE STANDARD GS 400 ENGINE: 400-4 V8.						
Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel	
340 @ 5000	440 @ 3200	10.25	400	4-barrel	Premium	
THE STANDARD GS 350 AND CALIFORNIA GS ENGINE: 350-4 V-8.						
Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel	
280 @ 4600	375 @ 3200	10.25	350	4-barrel	Premium	
THE GS 400 TRANSMISSIONS:						
Regular Equipment 3-Speed Manual (Floor Shift)			Available: 3-Speed TH-400 (Column Mounted) (Console Mounted with bucket seat option) 4-Speed Manual (Console or Floor Mounted)			
THE GS 350 AND CALIFORNIA GS TRANSMISSIONS:						
Regular Equipment 3-Speed Manual (Column Mounted)			Available: 3-Speed Automatic TH-350 (Column or Console Mounted) 4-Speed Manual (Floor Mounted Shift and Bucket Seats Required) 3-Speed Manual (Floor Mounted Shift and Bucket Seats Required)			

GS 400 REAR AXLE RATIOS:	
3-Speed & 4-Speed Manual: 3.42	TH: 2.93
GS 350 AND CALIFORNIA GS REAR AXLE RATIOS:	
3-Speed & 4-Speed Manual: 3.23	TH: 3.23

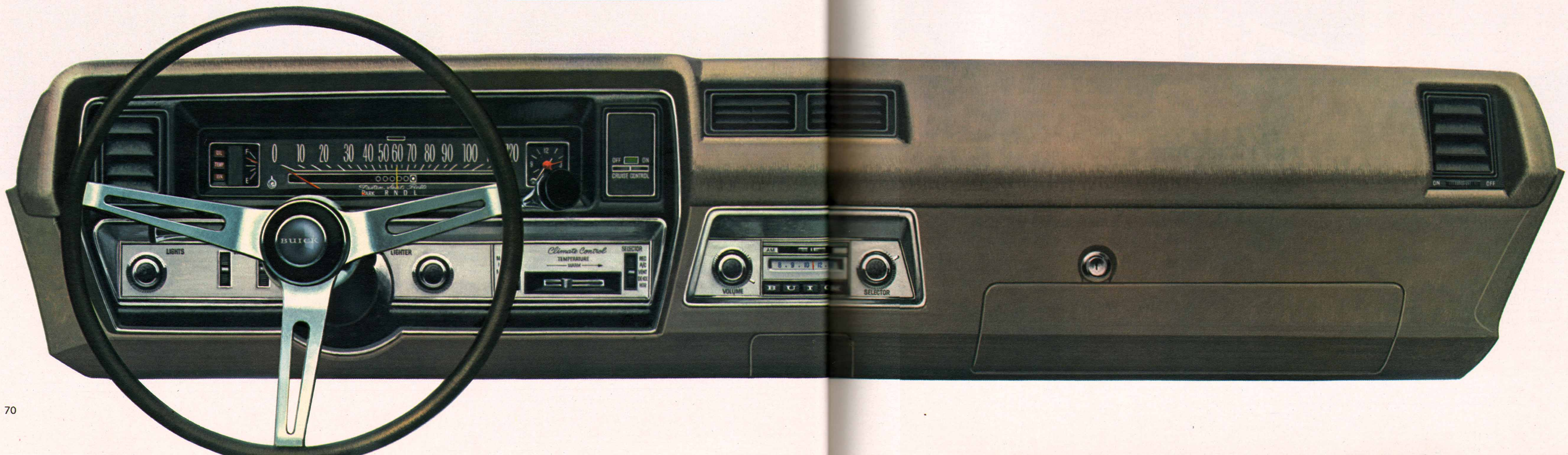
	EXTERIOR DIMENSIONS: (Approximations in inches.)					
	Length	Width	Height	Wheelbase	Tread-front	Tread-rear
GS 400—2-Door Coupe	200.7	75.6	53.4	112.0	59.4	59.0
GS 400—Convertible	200.7	75.6	53.7	112.0	59.4	59.0
California GS	200.7	75.6	53.4	112.0	59.4	59.0
GS 350	200.7	75.6	53.4	112.0	59.4	59.0

	INTERIOR DIMENSIONS: (Approximations in inches.)					
	Head Room		Leg Room		Shoulder Room	
	Front	Rear	Front	Rear	Front	Rear
GS 400—2-Door Coupe	37.5	36.3	41.6	32.2	58.3	57.1
GS 400—Convertible	38.3	37.0	41.7	32.2	58.3	47.9
California GS	37.9	36.3	41.3	32.4	58.3	57.1
GS 350	37.9	36.3	41.6	32.3	58.3	57.1

MORE 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 (refill less filter) 4 quarts. **Fuel System:** Air-induction system with dual inlet through hood. Oiled paper element air cleaner. Automatic choke. Mechanical fuel pump. Pleated paper gasoline filter at carburetor with fine mesh filter in fuel tank. Exhaust-type intake manifold heat control. Approximately twenty gallon fuel capacity. **Engine Cooling:** Pressure system. Choke-type thermostat. Centrifugal water pump. **Exhaust System:** Dual exhausts. **Electrical:** Twelve-volt electrical system. Five-position starter-ignition switch. **Automatic Transmission** (available): Turbo Hydra-Matic is of the torque converter type. Total oil capacity 23 pints. **Rear Axle:** Hypoid gears, semi-floating. Rear wheel bearings permanently lubricated. **Suspension:** Independent ball-joint front 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 front links with cast iron liners; finned drums, rear. Total gross lining area 158.1 sq. in. Parking brake operating through rear-service brake shoes. Power brakes available. **Steering:** Manual recirculating ball steering standard. Overall ratio 28.6. Power steering available. Overall ratio 20.9. **Tires:** 7.75 x 14 white sidewall tires standard. Wide oval F70-14 available.

MORE IMPORTANT INFORMATION ABOUT THE GS 350 AND CALIFORNIA GS: 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:** Air-induction system with dual inlet through hood and oiled paper element air cleaner. Automatic choke. Mechanical fuel pump. Pleated paper gasoline filter at carburetor with fine mesh filter in fuel tank. 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. **Electrical:** Twelve-volt electrical system. Five-position starter-ignition switch. **Automatic Transmission:** Turbo Hydra-Matic is of the torque converter type. Total oil capacity 20 pints. **Rear Axle:** Hypoid gears, semi-floating. Rear wheel bearings permanently lubricated. **Suspension:** Independent ball-joint front 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 drums. Total gross lining area 158.1 sq. in. Parking brake operating through rear service brake shoes. Power brakes available. **Steering:** Manual recirculating ball steering standard. Overall ratio 28.6. Power steering available. Overall ratio 20.9. **Tires:** 7.75 x 14.

Many of the options and accessories available on the 1969 Buicks are shown on pages 72 and 73 of this catalog. Some of the equipment shown or described above is available at extra cost.





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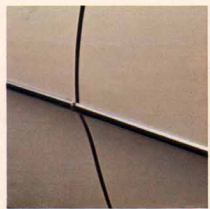
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Welcome additions to your most-wanted list.

1. New on Sportwagon and the Special Deluxe Wagon for 1969, the new dual-action tailgate swings either down or out for easier cargo loading.
 2. On order for 1969, a brand new TH-350 three-speed automatic transmission. It adds economy, versatility and better performance when matched with the smaller V6's in the 1969 Buick engine lineup. It's available on Skylark Custom, Sportwagon, GS 350 and the California GS.
 3. Another thoughtful new touch from Buick for 1969. It's a map light that's conveniently mounted in the lower edge of the rear view mirror. It's available on all 1969 Buicks.

4. The highly individualistic 60/40 seat is available for the first time on the Electra 225. Driver's section and passenger's section are separate. The driver selects the position that's best for him; his passengers can adjust their portion of the seat to their liking.
 5. The 1969 Riviera features the new electric rear window defogger. It helps clear the rear window of ice and frost quickly and efficiently.
 6. Chromed protective side moldings protect the Acrylic lacquer finish of the 1969 Electra 225, Wildcat and LeSabre.
 7. The convenience as well as the security of vacuum-operated door locks are available on all Buicks for 1969.

Buick has a beautiful way of getting personal with you.

1. Get sharp clear AM or FM reception from front or rear seat speakers with Buick's AM/FM radio. This superb acoustical instrument is available on all 1969 Buicks.
 2. Power brakes make safe sure stops easier than ever. Both power brakes and power disc brakes are available on all 1969 Buicks. You get power brakes as standard equipment on the Electra 225 and Riviera.
 3. Pick the climate you desire, set it, then forget it. It's just that easy if you order Automatic Climate Control for any 1969 Riviera, Electra 225, Wildcat or LeSabre.
 4. It's blistering outside. But you ride in comfort in any 1969 Buick you order with Four-Season Air Conditioning.



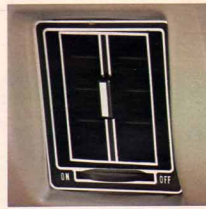
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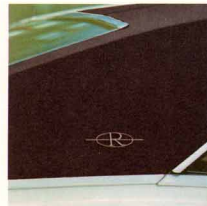
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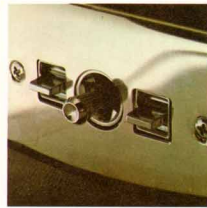
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5. You've ordered sporty bucket seats with your Wildcat, Skylark Custom, GS 350 or GS 400? Then add to the flair with a full-length center console that's available on all the above models when you specify the TH-350 or 400 automatic transmission.
 6. You can get the distinctive look and feel of a vinyl roof cover on nearly all 1969 Buick models with the exception of convertibles and wagons. Your Buick dealer will be glad to give you further particulars.

7. Perfect positioning is just a flick of the finger away when you order a six-way power seat on a LeSabre, Wildcat or Electra 225 equipped with bench seats. Four-way power seats are available on all Buicks for 1969.
 8. The ease and convenience of power windows are available on all 1969 Buicks except the Special Deluxe Coupe and Sedan.
 9. Your Buick Dealer knows of your interest in trailering, and is well-equipped to assist you in every way possible. He has a number of trailering accessories designed especially for your 1969 Buick. Get the full story in the 1969 trailer towing handbook.
 10. Take your favorite brand of music anywhere with a Stereo Tape Player in your 1969 Buick.

1969 Buick Exterior Colors



Exclusive Riviera Colors



All 1969 Buick paints are Acrylic lacquer, specially compounded to increase resistance to water spotting. *Not available on Riviera.

Now, wouldn't you really rather have a 1969 Buick?