

1971
Buick Riviera
Something to believe in

Now Buick introduces
a new set of values . . .
the all-new 1971 Riviera.



You're looking at a new set of values for automotive design. Classic lines and ideas that will be here for years to come. That's the whole idea behind Riviera. Eminent satisfaction! With subtle, yet significant annual styling refinements. With pace-setting engineering achievements. And with a continuity of quality that has made Riviera the brightest and most popular of America's personal cars. Riviera is adventure. If you haven't been moved by adventure in the past, this may be just the nudge you've needed.

Inside Riviera,
the focal point is elegance.

Riviera is elegance turned on. A total piece of automotive art. Beyond Riviera's mechanical artistry is motion-sculptured steel and glass that slices off a whole new world for itself. Not one line or surface is shared with any other car. Inside is another world of quiet lines, muted with good taste. For seating comfort, take your choice of a luxurious foam-padded vinyl bench seat or the you-shaped vinyl buckets with contours that considerably relate to the relaxed human form. In the Riviera Custom, you have a choice of three custom trims in cloth or vinyl notchback with its unique high back... and vinyl buckets. All very luxurious.



Riviera's standard features.

Slip in behind the Riviera control center and snap the tilt wheel in place. You're ready to commute with adventure. Your instinct is to head for the open road. That's where Riviera looks best . . . couched low and lively in a suspension that likes your kind of action: AccuDrive.

Combined with a new forward steering arrangement and 4-link rear suspension, you've got the underpinnings to track white lines like you were painting them! You ride on special fiberglass belted Riviera tires that have been tuned and trued to help assure a smoother, vibration-free ride. Wheelbase is a full three inches longer: 122 inches.

Standard equipment includes a long list of GM safety features, plus power front disc brakes, the rugged Turbo Hydra-matic transmission, variable ratio power steering and the responsive 455-cubic-inch V-8 which runs efficiently and with less exhaust emissions on the new no-lead, low-lead fuels*. And ladies: notice how much easier Riviera is this year on exits and entries. The seat sits closer to the curb with less floor to step over.

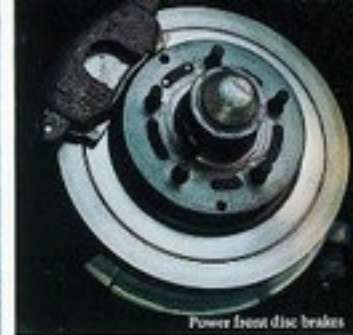
*In addition to the lower exhaust emissions attainable with this engine/fuel combination, there are benefits in longer life for your spark plugs, exhaust system and other engine components. If these no-lead, low-lead gasolines are not available, any leaded regular grade gasoline with a research octane number of 91 or higher may be used.



Turbo Hydra-matic



AccuDrive tracking



Power front disc brakes



Riviera control center



Regular fuel engine



Ease of entry/exit

Riviera options...
personalize America's No. 1
personal car.

Here are some Riviera options and accessories you may wish to consider. The GS option—for the ultimate in Riviera performance—includes special ride and handling items, a higher output 455-4 V-8 engine and a performance axle. With Riviera's sporty bucket seats, consider the new and unique full length console.

It leans your way for excellent visibility. Order the AM-FM stereophonic radio and stereo tape player with front and rear dual speakers: Buick builds it in beautifully. Would you like a distinctive vinyl roof in your choice of 7 colors, rear window defogger, automatic climate control air conditioning, chrome-plated wheels and a new fingertip windshield washer control? If you're going to be with it, you might as well be with it all the way!



Stereophonic radio with tape player

Automatic Climate Control

Chrome-plated wheels

New windshield washer control

MaxTrac.
Computer-controlled power.

Riviera commands respect. You can sense it, feel it. Try MaxTrac, for instance: Riviera's new power control system you can order. It's designed to prevent excessive rear wheel spin during acceleration on snow, ice or wet pavement. In situations like these shown at right, MaxTrac keeps the rear wheels under control. With the system turned on, a miniature computer compares the speeds of front and rear wheels. At the moment a rear wheel spin is detected, the computer modulates the engine to provide controlled power to the rear wheels. MaxTrac allows the car to take maximum advantage of all of the available traction of the road surface. This exclusive Buick option is also available on all LeSabres with 455 engine option, Centurion, Estate Wagon and Electra 225 models.



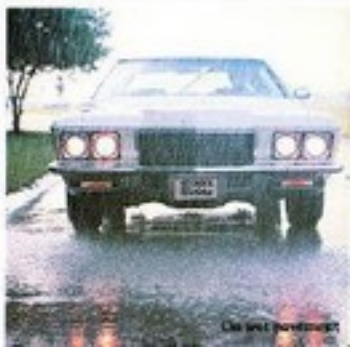
With MaxTrac



On ice



On snow



On wet pavement

This is your moment.

Come in and drive a Riviera. Come face to face with this singularly beautiful automobile on your own terms, on your own roads. Experience personally the comfort, the quietness and the superlative performance of America's No. 1 personal car. See how AccuDrive, MaxTrac and the 455 cu. in. Wildcat engine take on your total environment with total confidence. From then on, Riviera will be your car! A car that has been acclaimed by the experts as ahead of its field, ahead of its time. And you can own one today. Riviera is for people who can't wait for tomorrow. So why wait? See your nearby Buick dealer today.

Claim it in a Riviera!

