

**Riviera  
1980.**





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**Riviera  
1980.**



Riviera Coupe. Some equipment extra cost.

## 1980 Riviera.

There are basically two ways of doing things. On someone else's terms. Or on yours.

Obviously, the 1980 Buick Riviera was designed for people of the latter persuasion.

The moment you see it, you know that it is exactly what it appears to be: unconventional. Defiantly different. And, at once, elegant, formal, supremely luxurious.

Riviera has helped redefine what a personal luxury car can be: impeccable interior appointments. A suspension system, independent at each wheel. Front wheel drive. Lavish use of power assists, standard. And a choice of available equipment, including Trip Monitor and Designers' Accent paint treatment, that enables you to custom fit a Riviera to your taste.

Because, after all, it is a Buick. One of those rare automobiles which causes people to stop and ask, "Whose is it?"

We think you'll take a great deal of pleasure in answering, "Mine".



## 1980 Riviera S TYPE.

Perhaps you remember, with fondness, such road machines as the early Corvette Stingray. The fabled Buick Skylark GS-400. Or the original Riviera. To you, we proudly dedicate the 1980 Buick Riviera S TYPE.

We think it a special honor that *Motor Trend* chose to bestow its "Car of the Year" award on our 1979 S TYPE. In 1980, this rather awesome Riviera is built to keep the luxury level high and the adrenaline level even higher.

There is, for example, the fact that the Riviera S TYPE is equipped with a turbocharged V-6 engine, standard. To go with it, a suspension system with firmer characteristics that is designed for coming to grips with difficult road surfaces. And the appearance that backs up this rather sophisticated engineering. Flat black trimmed moldings, mirrors and grille. Cosmetics, but part of the character. We believe that the S TYPE is one of those rare, happy blends of human endeavor that translate the vision of an impressive road machine into reality.

Of course, we haven't neglected the personal side of the S TYPE. On page 18 is a collection of availables for your consideration, so that you can develop this road car's personality to your liking.

The 1980 Riviera S TYPE. Honored its introductory year. Destined to pile accolade on top of accolade. And, designed to please the spirited driver in you.



Riviera S TYPE.





**If you're attuned to uncompromised luxury, this Riviera can strike a responsive chord.**

This 1980 Riviera was designed to satisfy the desire for pure luxury in a personal car. This is evident in its bold styling, from the dapper, raked-back front end to the squared-off, smartly formal roof line. There can be no doubt that this is a luxury car that performs with authority.

This Riviera moves smartly and with great confidence, due in large part to its front wheel drive and fully independent suspension. Extensive use of sound deadening materials throughout hush the interior to further reinforce the luxury feeling.

This Riviera is equipped, in standard fashion, with virtually every power assist available. Power seats. Power windows. Air conditioning. Delco AM-FM stereo radio (a delete radio option is available). Automatic level control. Power front disc brakes. Power steering. Power antenna. Digital quartz-controlled clock. Cornering lights. Remote-controlled, outside, rearview mirrors. And it is powered by

a 5.7 liter V-8. Standard. Of course, if you wish, you may order the available 3.8 liter turbocharged V-6. Naturally, automatic transmission is standard.

We've added some subtle touches, too. Notice, for example, the new, outside, rearview mirrors. They seem to flow from the door in one unbroken sweep.

From grille to tail lamps, the 1980 Riviera is a literal tour de force in contemporary automotive design. Highly acclaimed just a year ago, in its first year, the 1980 Riviera continues the new tradition.

You can order a Riviera with the available Trip Monitor, an electronic marvel that communicates, via telemetry, a programmed range of trip and engine information.

And, new this year, you can order the available Twilight Sentinel that turns your headlights on and off automatically. You can also order a Theft Deterrent system with a starter interrupt feature. An indicator light that warns when your windshield washer fluid is low is also new. Perhaps you would like to order the available illuminated door lock and interior light control. These, and other available items, are discussed in detail later.

Since 1963, Riviera has represented the essence of Buick imagination, distilled. And seventeen years later, it still does.







Standard 45/55 notchback interior.

**Consider, if you will,  
the standard  
accouterments.  
First cabin.**

Swing open a Riviera door, and you'll be greeted by one of the most comfortable interiors available in a personal luxury car. What you see is an excellent example, a handsome 45/55 front seat, trimmed with new velour-look cloth. Seat styling and sew patterns enhance the plush appearance, and there are enough colors to satisfy just about everyone. Over on the opposite page is the luxury leather trim, in the seating area, that you may specify. But right now, let's look at the standard arrangement.

It comes with a convenient fold-down center armrest. And, the driver has 6-way power control over his part of the front seat. The passenger has a manual fore-and-aft comfort control. A power control is available.

The velour-look upholstery color choices are brown, blue, black, tan, burgundy, or gray. All keyed to body color, naturally.

Thoughtfully, power windows, air conditioning, a digital clock, a Delco AM-FM stereo radio, (a delete radio option is available), power antenna, Soft-Ray tinted glass, side window defroster outlets, and electric door locks are all standard. And, there is a vast range of available options to suit your particular taste in automobiles.

We believe that the standard Riviera interior is anything but ordinary. First cabin would be more appropriate. A very comfortable environment to spend your miles in.

**Or, you may like  
the sumptuous feel  
of real leather.  
Read on.**

What can be said about real leather that, perhaps, hasn't been said? Namely this: If you've never experienced the look, the aroma, and the sumptuous feel of genuine leather trim in the seating area, then you're in for a real treat. Especially in a 1980 Riviera.

First of all, it's cut from selected hides, so that the grain patterns match. A quality touch, and one we hope you'll appreciate. Second, the leather is carefully fit for the seating areas, where it can be felt and enjoyed to its fullest extent. And third, the leather inserts are carefully, painstakingly, dyed to match the leather-grained vinyl seat sides, bolsters, and backs.

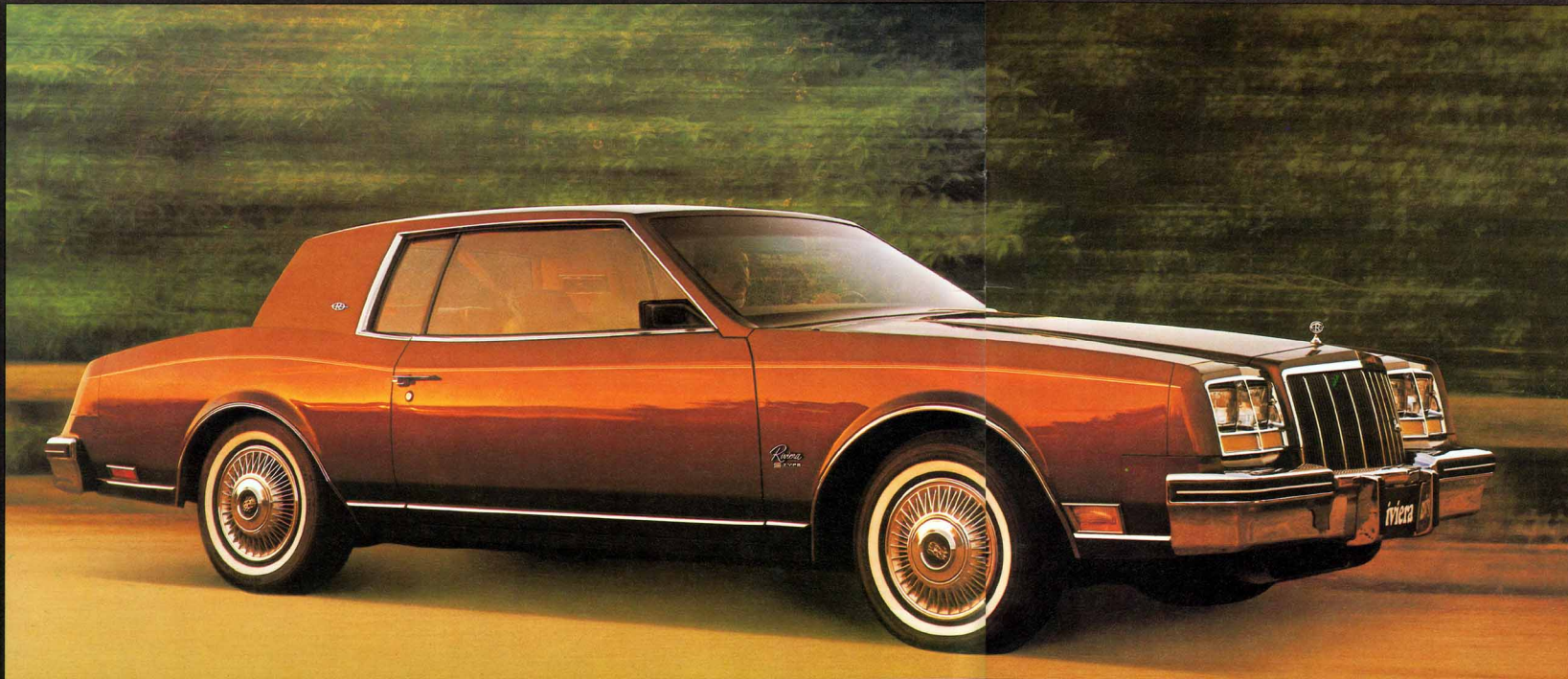
You can select available genuine leather for the seating areas in tan, burgundy, or oyster white.

Or, if you prefer, you can enjoy all of the comforts of our cloth seats, with the fold down center armrest and six-way power driver's seat, standard.



Available leather-trimmed 45/55 notchback interior.





## Imagine this Riviera responding to your command. Incredible.

If your pulse quickens at the sound of a throaty exhaust; if you appreciate the excellence of today's great road machines; or if you genuinely like to drive a car that goes beyond the ordinary, you've turned to the right page. And the right car.

The 1980 Riviera S TYPE.

Right away, its special paint treatment on the outside signals that this is no ordinary Riviera. You're right. Flat black appears around the windows, and down below on the rocker panels, to match the newly-styled flat black outside rearview mirrors. Up front, you'll find S TYPE amber turn signal lenses make their unmistakable mark next to the one insignia on the black-and-chrome grille that sets this Riviera off: "Turbocharged" — standard.

Unless you specify otherwise, the S TYPE Riviera comes equipped with a standard 3.8 liter (2.3 l CID), 4-barrel turbocharged V-6. And while we could wax enthusiastically about this one facet of the S TYPE's

personality, we've saved the full explanation of turbocharging for page 17.

The S TYPE is more than an engine, special emblem and paint. It's an impressive road car.

Like our regular Riviera, springing is handled by torsion bars up front and coil springs in the rear. The suspension is a four-wheel independent design. A full-perimeter frame along with Pliacell® shock absorbers help soak up road noise and vibrations.

The taut, lean, purposeful feeling of the S TYPE is reinforced where it counts. You get features like stiffer suspension with stiffer shock absorbers to match. Larger-diameter (i.e., stiffer) front and rear stabilizer bars. Hefty GR70-15 steel-belted radials. What all this does is effect a rather amazing transformation of the boulevard Riviera into an impressive, no-holds-barred road car.

Make no mistake. This is a driving person's automobile. With an authority all its own. A personality that, if you've ever wished for a civilized road car, comes through clearly. For while the Riviera S TYPE was created for serious motoring, its basic creature comforts and amenities are still provided in generous measure.







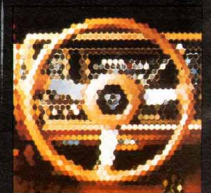
S TYPE cloth bucket seat interior.

**The S TYPE interior.**  
**More of a good thing.**

You don't have to look any further than the S TYPE's interior to realize that it was created by people who are enthusiastic about fine automobiles. Not to mention unstinting comfort. Just slip into one of these standard bucket seats and you know you're in an S TYPE interior. They're available in five handsome colors of velour trim with ribbed inserts. They're very comfortable.

Now that you're behind the wheel, look around you. S TYPE features abound: a center storage console nests between the front bucket seats. Your hands rest easily on a Sport steering wheel with a padded rim and T-shaped center section. The instrument panel has brushed black trim. There is a quiet purposefulness in this design and finish. It serves to carefully combine the elements of sport and verve with the Riviera's basic tenet — luxury.

The luxury side of the S TYPE is well served. At your disposal, we've placed such thoughtful comforts as a six-way power control for the driver's bucket seat. Soft-Ray



tinged glass with air conditioning, Delco AM-FM stereo radio with power antenna (a delete radio option is available), trip odometer, and electric door locks, only begin to indicate the range of standard equipment. As you can see, we firmly believe that an owner of a Riviera S TYPE deserves luxurious accommodations.

But to fully appreciate the true ambience of an S TYPE, you have to get inside. Only then will you experience the full effect the car can have on you.

We offer available leather trim in the seating areas of our S TYPE buckets for a number of very good reasons. One of them is that many discerning owners like the feel that leather offers. Another is appearance. But, perhaps, the most important reason is comfort.

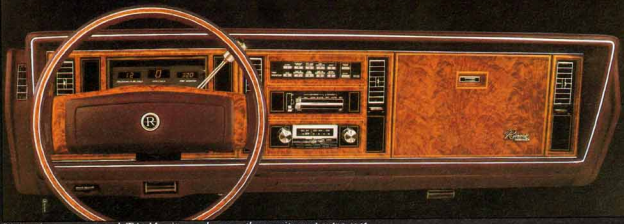
Like the leather trimmed seating areas offered in the luxury model, each S TYPE bucket seating area is carefully fashioned from selected hides of real leather, dyed to match the supple vinyl bolsters, sides and back. The effect, you'll see, is extremely elegant. And the aroma that only genuine leather exudes just might be worth the price of admission.

One of the nicest things about owning any Riviera is the way it can be personally tailored to your idea of what a Riviera ought to be. So now might be a good time to turn the page and begin thinking about your own special Riviera.



S TYPE available leather-trimmed bucket seat interior.





Riviera instrument panel. Trip Monitor and some other equipment extra cost.



Riviera S TYPE instrument panel. Some equipment extra cost.



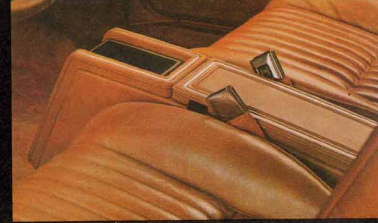
Riviera wheel cover. Available wire wheel cover. Designers' Sport wheel cover.



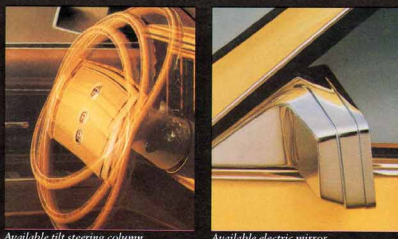
Available heavily padded Landau top with electroluminescent coach lamps.



Available window defogger. Available Cruise-Master speed control.



S TYPE storage console.



Available tilt steering column. Available electric mirror.



Available reclining passenger seat back.



Available ETR AM-FM stereo radio with digital readout and clock.

### Add the special touches that make your Riviera special. Personalize it.

Here, before you, are pictured some of the options many Riviera owners have chosen. You may want to include some (or many) of them on your Riviera.

For example, we proudly present the available Trip Monitor. It is our electronic masterpiece. In one instrument, programmed to accept your inputs, you can get, at the touch of a button, information such as: the miles to your destination, estimated time of arrival, and other trip-related information. The Trip Monitor will read out engine temperature, time, average speed, and more. All that's required is a touch of the appropriate button. Even the readout is special: digital, replacing regular needles and dials. Naturally, the Trip Monitor is a bit exotic. However, it represents the kind of forward thinking we're doing at Buick.

Whether you begin with a luxury Riviera, and its standard 5.7 liter V-8, or the S TYPE, with its standard 3.8 liter turbocharged V-6, you may want to make the top a little dressier. Choose the long vinyl top with its electroluminescent coach lamps. Or, on luxury Rivieras only, a heavily-padded Landau vinyl roof with the electroluminescent coach lamps. While you're about it, how about either an electric sunroof or the glass Astrorooft? (Please bear in mind that those options do reduce headroom slightly.)

You might want to specify the tungsten-halogen, high-beam lights on your luxury Riviera; they're standard, remember, on S TYPE. A Designers' Accent paint scheme just

might be the finishing touch on your luxury Riviera's exterior. And those great-looking chrome-plated road wheels or custom wire wheel covers with locks might be just what you're looking for, on either Riviera.

On the inside, you might want to consider another new item: our Twilight Sentinel. It turns your headlights on, when darkness comes; turns them off again when light returns. Automatically.

It will keep your headlights on after the engine is stopped, for a programed length of time to conveniently light your way, and then turn them off.

Entertainment: Look over three new Full-feature Delco AM-FM stereo radios and radio/tape combinations (one is 8-track; the other cassette). "Full-feature" means the radios have separate bass and treble controls. Separate front-to-rear, side-to-side balance controls. Twice as much audio power as our other radios. Plus the regular features: 10 pre-selected AM and



FM stations and linear dial. There are, of course, a selection of other Delco radio/tape units, including some with CB. It's a veritable audio feast.

Moving on, how about fully automatic air conditioning for set-and-forget convenience? Or a recliner for you and your front passenger's seat? And for yourself, consider a tilt or a tilt-and-telescoping steering column.

You may like the idea of an electric trunk lock or a trunk lock release. Or an electric fuel cap lock. And automatic door locks that are activated by movement of the transmission selector lever to or from the park position.

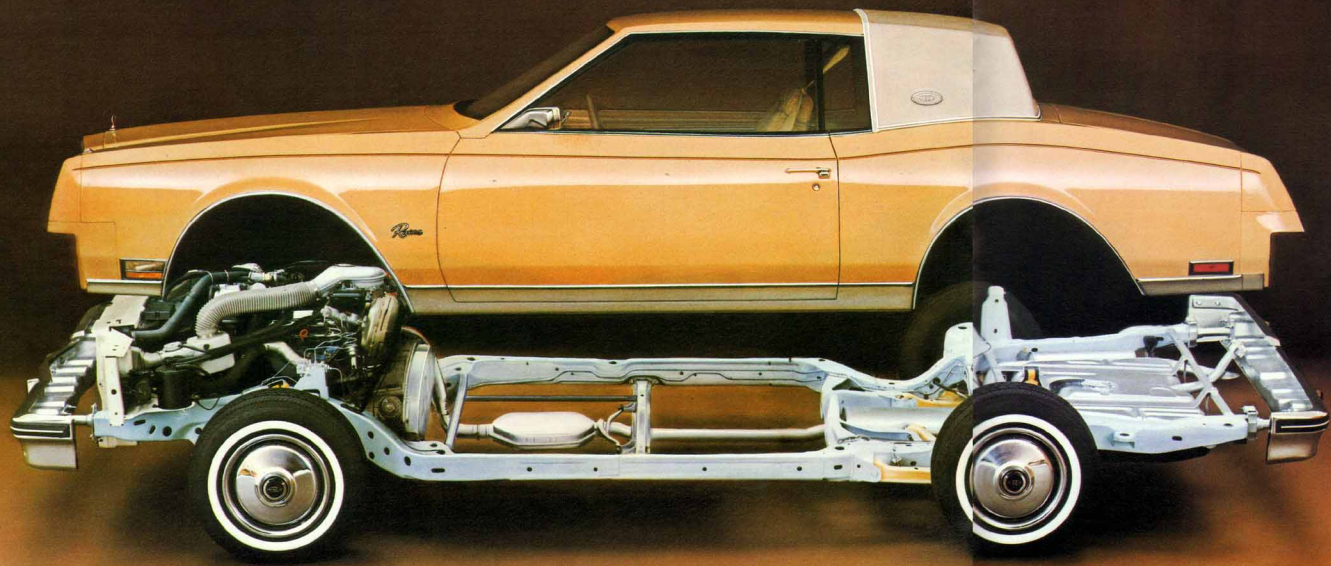
How about the convenience of an electric rear window defogger, front and rear light monitors or electric control mirrors?

And while you're at it, you can order Cruise-Master speed control and a fuel warning light to remind you of low fuel. And to help keep your Riviera home nights, the Theft Deterrent system with a starter interrupt.

You should consider the convenience of rear-quarter courtesy and reading lamps, a lighted visor vanity mirror or illuminated door locks with interior light control.

We've only begun to show you some of the many ways you can put your own mark of personalization on a Riviera. We invite you to look at the Riviera Buyer's Guide on page 18 for a complete list.





**We've taken a Riviera apart to show you how it's put together. With imagination.**

The dramatic view of this seemingly disembodied Riviera has a significant point: We're proud of Riviera's underpinnings. And we want to share them with you.

Perhaps the most interesting place to begin is at the ground, and work our way up.

That chassis you see is the result of years of hard work and sophisticated engineering. In front, you see the engine and front wheels. On a Riviera, they're connected by a transmission. That's the essence of Riviera's front-wheel drive. Which means that the wheels that do the steering also do the driving. Engine weight is over the driving wheels, which in turn gives a Riviera traction that's particularly suited to driving in the snow or wet.

For driver convenience, enjoy the benefits of standard power steering and power front-disc, rear-drum brakes. If you desire, available four-wheel disc brakes can be added. The suspension is handled by torsion bars up front and coil springs in the rear. Together with Placell® shock absorbers and a full perimeter frame, road noise and vibration are effectively soaked up. The resultant ride is, believe us, very smooth.

Power? With either model you order, you can get a 5.7 liter (350 CID) V-8 or a special version of the turbocharged 3.8 liter (231 CID) V-6. This 4-bbl. V-6 is special, not only in its appearance, but in the way it powers the front-wheel-drive Riviera. (We won't go into turbocharging here, because we've devoted pages 16-17 to that subject.) With this engine, you enjoy exclusivity: that of driving the only turbocharged V-6, front-wheel-drive car made in America. No mean accomplishment, if we do say so.

After lavishing much attention to the front of the Riviera, we couldn't let the back merely come along for the ride. Instead, we gave it fully independent four wheel suspension. One wheel can take a bump independent of the other; and not only is the ride very smooth, but also precise. A hefty stabilizer bar aids cornering flatness.

Now, let's look at the body. Every seam and connection has been carefully planned for tight, sturdy construction. Effort has been

made to seal out noise, whether from the road, or from the air. Special body mounts isolate the body from the frame, tuning out and hushing road-induced noise. Special seals around the door glass, door frames, and windows reduce the effects of wind and rain noise. The effect, inside, is virtual serene calm.

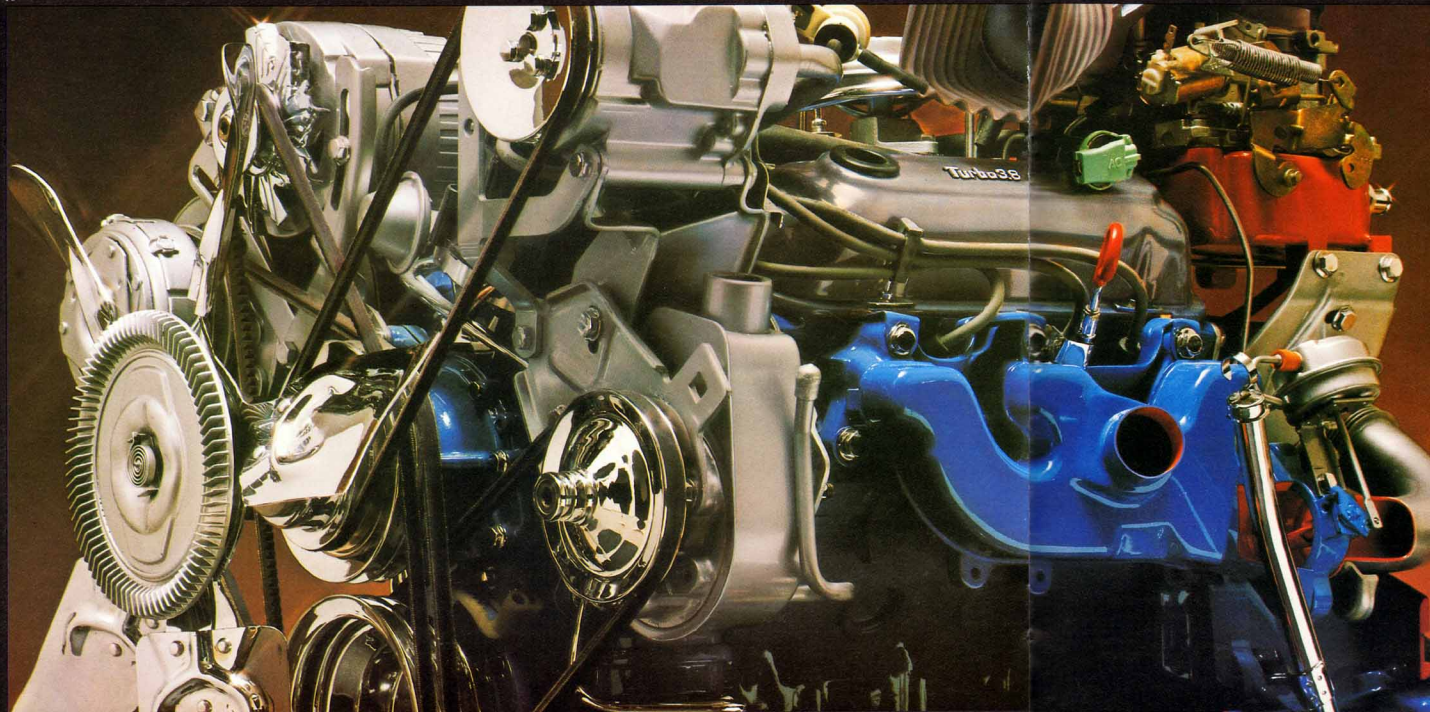
The body is given anti-corrosion protection before painting, and then carefully given many coats of high-gloss, acrylic lacquer which are baked to a bright finish. Again, with careful attention to detail, the bright ornamentation and trim is applied to the finished exterior. Hundreds of on-line inspections are made before body and frame are joined.

We believe you'll appreciate the quality design of the Riviera chassis, from its innovative front-wheel-drive to its independent rear suspension. And the advanced body design, with all of the quality control that is lavished on it.

The Buick Riviera. An automobile so incredible that people who could seriously think about buying almost any car in the world, are driving Rivieras.







Custom-built display version of the turbocharged V-6. Certain chrome-plated, specially-painted, and cutaway parts are not regular production.

## Turbocharging. The reasoning behind this engine. And why we offer it.

Maybe the time has come for you to seriously rethink your engine priorities. Because, if you've been a Buick owner in years past, you probably chose one of the V-8 engines.

Now, we're offering a V-6 engine in the Riviera. And quite possibly, a V-6 hadn't entered your mind. No, we haven't abandoned the V-8. It's still standard in our luxury Riviera, and available in the S TYPE.

Our V-6 is turbocharged, which is a way to increase its power over regular V-6 engines. We'll explain exactly how later on. Turbocharging the V-6 engine offers a way to keep the feeling of small V-8 performance while enjoying a V-6.

A turbocharger works on demand. During normal driving, a normal fuel/air mixture reaches the cylinders. However, when you need extra power to pass—a press on the accelerator causes the turbo to speed up, and the turbocharged 3.8 liter (231 CID) V-6 engine increases its power.

It's an extremely effective means for increasing horsepower, without increasing engine displacement.

How does it work? Well, an automobile engine does work by producing heat. Converting the heat to usable power is the trick. The more heat converted to power, the higher the engine's efficiency. Conventional engines convert only a limited amount of heat into usable

power. Much heat is lost through the exhaust system, and some is lost through the cooling system. Regaining some of the normally lost heat, and turning it into power, is the job given the turbocharger.

A turbocharger, quite simply, is a pump. Exhaust gases power it, and turn a compressor that forces a fuel and air charge, under pressure, into the engine's combustion chambers. When this pressure is applied, the engine responds with more horsepower. The effect is additive; as more exhaust pressure increases inlet pressure, the engine produces even more exhaust pressure to build up even more inlet pressure. So the effect is progressively more lively, and very smooth.

The turbocharger works on demand. While you're driving under normal conditions, the turbocharger loafs. The V-6 engine operates with the normal air/fuel mixture reaching the cylinders. When the time comes for more power, such as when you need to pass, quickly pressing the accel-

erator causes the turbo to speed up and the engine increases its power. Simply lifting your foot slows the turbocharger, and the engine returns to its normal mode.

Our turbocharger includes an electronic "Turbo Control Center." It works to control spark and helps provide good driveability. It compensates, automatically, for fuel octane, atmospheric conditions, load, altitude, and other driving conditions. The "Turbo Control Center" is the key to the system offered by Buick. Because, while turbocharging has existed for years, it wasn't until recently that electronic technology could develop a control center that would provide for an on-going combination of fuel economy and performance. In its present form, it's practical.

Turbocharging gives you an exciting powerplant to drive. It feels like a normal V-6, until called upon. Then on demand, it will provide additional power during boost conditions. If ever there were an innovation that captured a desirable combination of both worlds, turbocharging is it.

Your decision. Will you decide on the 5.7 liter V-8 or the 3.8 liter turbocharged V-6? We think there are compelling reasons for the turbo. And, in the three years we've offered turbocharged engines in Buick automobiles, many people have made the decision away from the V-8, and for the turbo.





## 1980 Riviera Buyer's Guide:

### We want you to know what's standard and available on every Riviera.

#### STANDARD EQUIPMENT

##### Engine

- High-Energy Ignition
  - Delco Freedom Battery
  - Semi-closed cooling system
- ##### Chassis
- Power steering
  - Power front disc/rear drum brakes
  - Front torsion bars, rear coil springs
  - Front-wheel drive
  - Four-wheel independent suspension
  - Full-perimeter frame
  - Automatic level control
  - Rallye ride-and-handling suspension (S TYPE)
  - Steel-belted, radial-ply whitewall P205/75R-15 tires (wide-oval, narrow white stripe GR70-15\* on S TYPE)
  - Compact spare tire
  - Front and rear stabilizer bars
- ##### Comfort and Convenience
- Cloth or vinyl 45/55 notchback seats (N.A. on S TYPE)
  - Cloth or vinyl bucket seats (S TYPE)
  - 6-way power seat — driver's side
  - Door courtesy and warning lights
  - Inertia front seatback locks
  - Storage console (S TYPE)
  - Side-window defroster outlets
  - Quartz-crystal-controlled digital clock (not offered when electronically tuned radio is ordered)
  - Soft-Ray tinted glass
  - Power windows
  - AM-FM stereo radio (a delete radio option is available)

- Automatic power antenna
  - Electric door locks
  - Air conditioner
  - Trip odometer
  - Remote-control, outside, chrome left- and right-hand rearview mirrors (N.A. on S TYPE)
  - Remote-control, outside, black left- and right-hand rearview mirrors (S TYPE)
  - Headlamps on indicator
  - Cornering lights
  - Windshield wiper system with single-wipe feature for misty conditions
  - Litter pocket
  - Combination turn signal and high/low beam control
  - Tungsten-halogen, high-beam headlights (S TYPE)
- ##### Appearance and Protection
- Deluxe steering wheel (N.A. on S TYPE)
  - Sport steering wheel (S TYPE)
  - Bumper protective strips — front and rear
  - Deluxe wheel covers (N.A. on S TYPE)
  - Designer's Sport wheel covers (S TYPE)
  - Extensive anti-corrosion measures (including plastic front inner fenders)
  - Front and rear bumper guards
  - Black moldings and outside trim (S TYPE)
  - Lower body-side moldings (Black on S TYPE)
  - Amber front park and turn signal lenses (S TYPE)
  - Simulated wood-grain trimmed instrument panel (Black trimmed on S TYPE)
  - Inside hood lock release

#### AVAILABLE EQUIPMENT

##### Engine

- Heavy-duty battery
- Heavy-duty engine and transmission cooling
- Engine block heater
- 70-amp Delcotron generator
- California assembly line emission equipment, C-4 system and testing (required in California)

##### Chassis

- Four-wheel disc brakes
  - Firm ride-and-handling package (N.A. on S TYPE)
  - Steel-belted, radial-ply P205/75R-15 tires (Standard on Riviera)
- ##### Interior
- Leather with vinyl 45/55 notchback seats (N.A. on S TYPE)
  - Leather with vinyl bucket seats (S TYPE)
  - 6-way power seat — passenger side
  - Power driver and passenger seat-back recliner (manual passenger only on S TYPE)
  - Carpet savers and handmats with carpet inserts
  - Trunk trim covering

##### Comfort and Convenience

- Automatic air conditioner
- Cruise-Master speed control
- Tilt steering column
- Tilt and telescoping steering column (N.A. on S TYPE)
- Automatic door locks
- Electric trunk lock release
- Electric trunk lock
- Fuel usage light
- Front and rear light monitors
- Lighted visor vanity mirrors

##### AM-FM stereo signal-seeking radio with digital clock and Triband power antenna

- Rear-quarter courtesy and reading lamps
- Electric rear-window defogger
- 3-speed windshield wiper with low-speed delay feature
- Low fuel indicator
- Electric fuel cap lock
- Trip Monitor digital readout information center
- Illuminated door locks with interior light control
- Electric, remote-controlled, outside, chrome (left side only) rearview mirrors (N.A. on S TYPE)
- Full-feature AM-FM stereo radio
- Full-feature AM-FM stereo radio with 8-track tape player
- Full-feature AM-FM stereo radio with cassette tape player
- Cassette tape player and ETR AM-FM stereo radio with digital clock
- CB, cassette tape player, and ETR AM-FM stereo signal-seeking radio with digital clock and Triband power antenna
- ETR AM-FM stereo radio with digital readout and clock
- 8-track tape player with AM-FM stereo radio
- 8-track tape player and ETR AM-FM stereo signal-seeking radio with digital readout and clock
- Cassette tape player and AM-FM stereo radio
- CB and AM-FM stereo radio with Triband power antenna
- CB and ETR AM-FM signal-seeking radio with digital clock and Triband power antenna

##### Appearance and Protection

- Designers' Accent paint treatment (N.A. on S TYPE)
- Protective body-side moldings (available in seven colors)
- Door-edge guards
- Electroluminescent coach lamps (included with vinyl tops)
- Theft Deterrent system with starter interrupt
- Long vinyl top with coach lamps
- Heavily padded Landau top with coach lamps (N.A. on S TYPE)
- Sunroof — electric\*\*
- Silver, gold, shadow-light, green or rose Astrorooft — electric operation\*\*
- White, black, blue, gold or red body-side stripes
- Custom wire wheel covers with locks
- Chrome-plated road wheels (4)

\*\*Head room is reduced slightly with this option.

\*Difficulty may be encountered using tire chains on the front wheels with this tire. See your Buick Dealer. N.A. — Not Available

## 1980 Riviera safety features.

#### OCCUPANT PROTECTION

Seat belts with push-button buckles for all passenger positions.

Two front combination seat and inertia reel shoulder belts for driver (with reminder light and audible warning) and right-hand front passenger.

Energy-absorbing steering column.

Passenger-guard door locks.

Safety door latches and stamped-steel hinges.

Folding seatback latches.

Energy-absorbing padded instrument panel and front seatback tops.

Laminated windshield.

Safety armrests.

#### ACCIDENT AVOIDANCE

Side marker lights and reflectors.

Parking lamps that illuminate with headlamps.

Four-way hazard warning flasher.

Backup lights.

Lane change feature in direction signal control.

Outside rearview mirror.

Windshield defrosters, washer, and dual-speed wipers.

Wide-view, inside mirror (vinyl-edged, shatter-resistant glass and deflecting support).

Dual master cylinder brake system with warning light.

Starter safety switch.

Dual-action safety hood latches.

#### ANTI-THEFT

Anti-theft ignition key reminder buzzer.

Anti-theft steering column lock.

Anti-theft key system (one key for ignition only, other key for glove compartment, doors and trunk).

Visible vehicle identification number.

#### BUY OR LEASE A RIVIERA

Many Buick dealers offer you the opportunity to buy or lease a Riviera. Ask them about their leasing arrangement. It may be right for you.

#### THE GM CONTINUOUS PROTECTION PLAN.

It offers service protection in addition to that provided by GM's new vehicle limited warranty. Coverage available only in U.S.A. and Canada for the 1980 model year. Ask your Buick dealer about it.

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BA 1-9-79  
150M Printed in USA

#### ABOUT THIS CATALOG:

We have tried to make this catalog as comprehensive and factual as possible. And, we hope you find it helpful. However, since the time of printing, some of the information you'll find here may have been updated. Your dealer has details and before ordering, you should ask him to bring you up-to-date.

The right is reserved to make changes at any time, without notice, in prices, colors, materials, equipment, specifications and models, and to discontinue models.

#### A WORD ABOUT OPTIONS:

Some of the equipment shown or described throughout this catalog is available at extra cost. Check

with your Buick dealer for complete information.

#### A WORD ABOUT ENGINES:

These Rivieras are equipped with GM-built engines produced by various divisions. See the chart below or your dealer for details.

Standard and Available Engine Descriptions	
3.8 liter (231 CID) Turbocharged V-6 (LC8) A	Standard on S TYPE. Available on Riviera.
5.7 liter (350 CID) V-8 (L34) B	Standard on Riviera. Available on S TYPE.

A Produced by GM — Buick Division  
B Produced by GM — Oldsmobile Division

#### A WORD ABOUT ASSEMBLY, COMPONENTS AND OPTIONAL EQUIPMENT IN THESE BUICK PRODUCTS:

The Rivieras described in this

brochure are assembled at facilities of General Motors Corporation operated by GM Assembly Division.

These vehicles incorporate thousands of different components produced by various divisions of General Motors and by various suppliers to General Motors. From time to time during the manufacturing process, it may be necessary, in order to meet public demand for particular vehicles or equipment, or to meet federally mandated emissions, safety and fuel economy requirements, or for other reasons, to produce Buick products with different components or differently sourced components than initially scheduled. All such components have been approved for use in Buick products and will provide

the quality performance associated with the Buick name.

With respect to extra cost optional equipment, make certain you specify the type of equipment you desire on your vehicle when ordering it from your dealer. Some options may be unavailable when your car is built. Your dealer receives advice regarding current availability of options. You may ask the dealer for this information. GM also requests the dealer to advise you if an option you ordered is unavailable. We suggest you verify that your car includes the optional equipment you ordered or, if there are changes, that they are acceptable to you.



