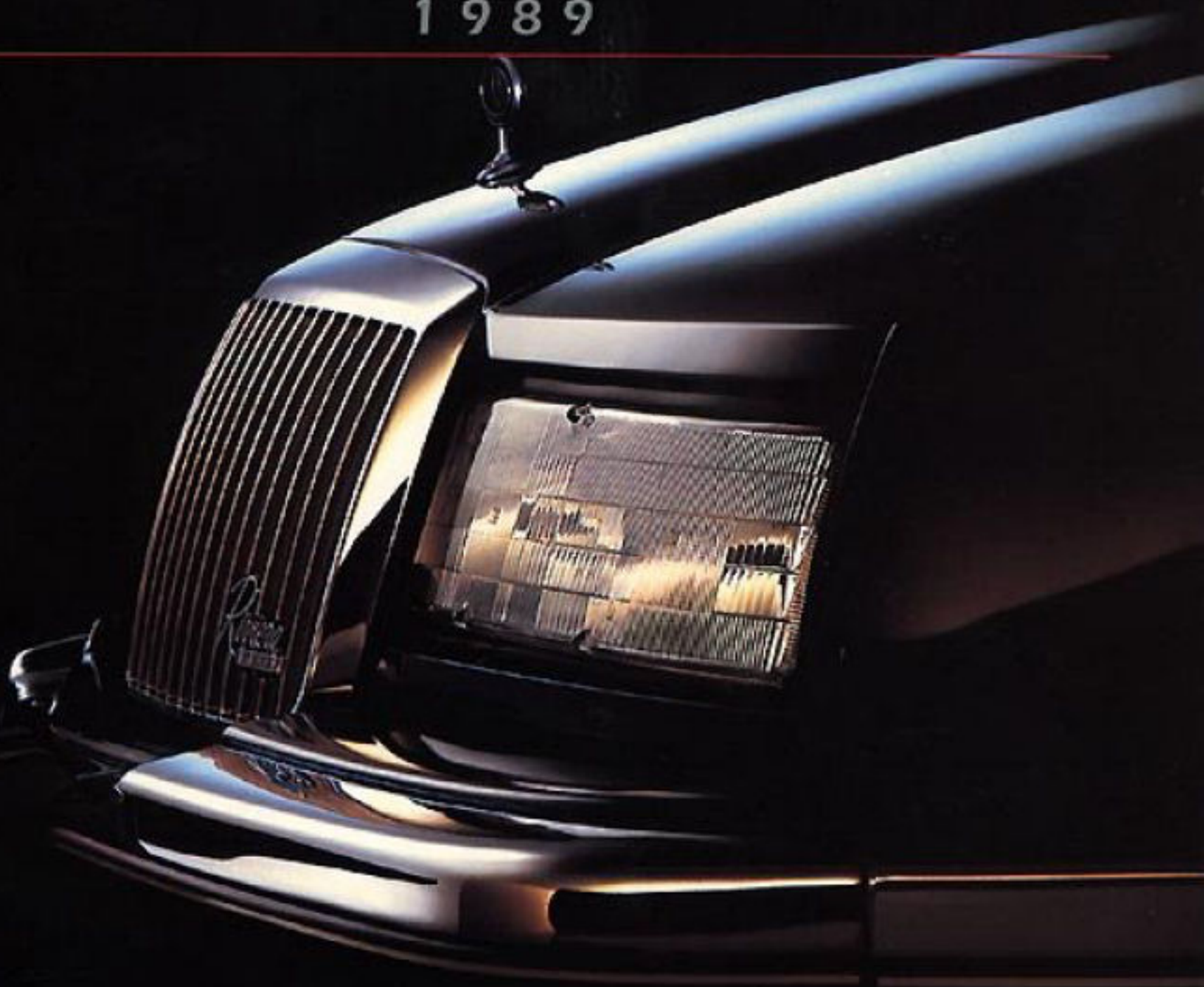


B U I C K

D I M E N S I O N S

1989





Buick

The day everything changed.

The horse was more than sleek flanks, flaring nostrils and sinewy beauty. It represented a way of life. It was the status quo.

Ah, but the car. It was simply a machine trying to shoulder its way into a lifestyle that was still not completely at ease with machines.

There had to be a confrontation. The machine had to be put in its place. And so in some unremembered pasture,

on some unremembered day, the people lined up to watch some unremembered horse defend their way of life.

What they saw was history. It didn't matter that the car had won. The mere fact that it was there was a victory.

The automobile had arrived. And the technology and tempo of an entire country—indeed, the entire world—had changed forever.



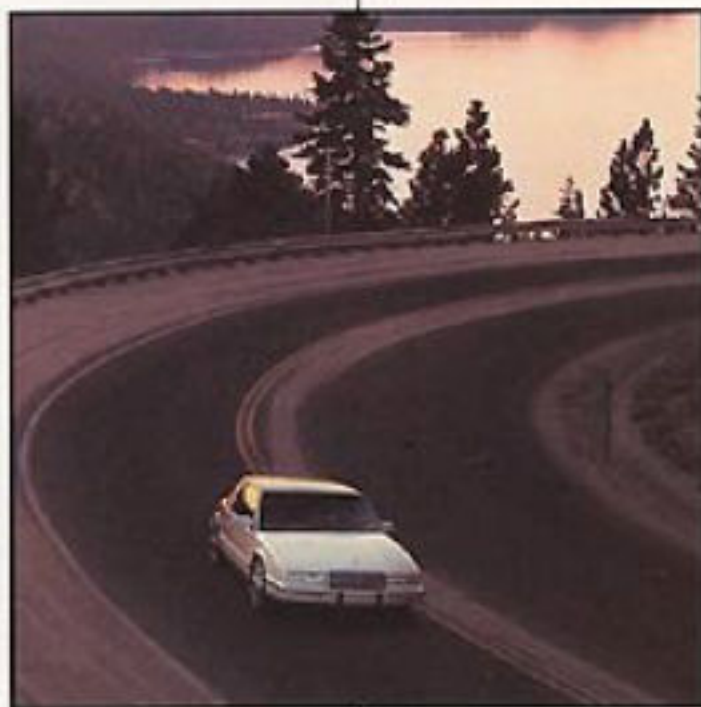
Today, it takes a special breed of car to command the Great American Road. This year, Buick celebrates its 86th anniversary by offering automobiles that are designed for exhilarating driving, luxury without ostentation, and to fulfill the proud assertion: The Great American Road belongs to Buick.

Out on the Great American Road it takes a singular breed of automobile to smooth the rough edges off a less than perfect world. Buick, the Premium American Motorcar, is specifically created, and uniquely qualified, to master the challenges of today's most demanding driving conditions. Buicks are powerful, substantial, distinctively styled, mature, and perhaps most important of all—comfortable.

Today, the Great American Road, indeed, belongs to Buick!

Smooth control.

DynaRide suspension. Buicks have always been famous for their smooth ride. Now, Buick's exclusive DynaRide suspension is engineered to comfort you on any road surface, yet provide crisp cornering and precise handling control as well. Through the use of deflected-disc valving in the shock absorbers, DynaRide is calibrated so it actually adjusts itself to



changing driving conditions as you encounter them.

Reatta. Buick's premium American 2-seater. It's a unique fusion of sports-car exhilaration and sumptuous surroundings. As might be expected, Reatta is fully equipped: ■ 165-horsepower 3800 V-6 engine with sequential-port fuel injection ■ 6-way power leather bucket seats ■ 4-speed automatic transmission with overdrive ■ 4-wheel anti-lock brake system (ABS) ■ 4-wheel independent suspension ■ Electronic Control Center with full automatic instrumentation ■ Crafted to exacting standards at the specially created Reatta Craft Centre.

Riviera. It's a classic all over again. Its styling is totally new, yet you recognize it immediately. It could only be the Riviera. It is noticeably longer and very well equipped: ■ 165-horsepower 3800 V-6 engine with sequential-port fuel injection ■ 4-speed automatic transmission with overdrive ■ 4-wheel independent DynaRide suspension ■ 4-wheel power disc brakes ■ Air conditioning ■ Electronic Control Center ■ 6-way power driver's seat. A new remote radio Keyless Entry System and an integral cellular telephone are available.

Reatta



Riviera



Powerful. The 3800 V-6 Engine. Powerful and smooth are good words to describe the 3800 V-6 engine found in Reatta, Riviera, Electra, Park Avenue and LeSabre. This engine has a counter-rotating balance shaft, designed to eliminate vibrations. The 3800 V-6 delivers responsive, reassuring performance.

This silky smooth V-6 delivers a powerful 165 horsepower. That is more than some larger-displacement V-8 engines can muster. Its 210 ft-lbs of torque allow you to take prompt advantage of opportunities for expressway merging or passing on a two-lane road.

Electra, Park Avenue and Ultra. The ultimate expression of the 6-passenger luxury sedan. Whether taming the urban tangle or cruising to your favorite mountain retreat, the Electra exudes elegance, comfort and confidence—a sense of serenity. The

standard for luxurious, smooth-riding American sedans has been set by the newest member of the Electra family, the Park Avenue Ultra. Featuring: ■ 165-horsepower 3800 V-6 engine with sequential-port fuel injection ■ 4-wheel independent DynaRide suspension ■ All-leather seats ■ 20-way power front seats ■ Burlled-elm trim on doors and instrument panel ■ And more.

LeSabre. Full size room, comfort and convenience. Offering a time-honored reputation for comfort, spaciousness, distinctive styling, and power, LeSabre is a great value for today's Great American family car buyers. It's everything you would expect in a prestigious full-size Buick, including a long list of standard features: ■ 165-horsepower 3800 V-6 engine with sequential-port fuel injection ■ 4-wheel independent DynaRide suspension ■ Automatic transmission with overdrive ■ Air conditioning ■ AM-FM stereo

PARK AVENUE
ULTRA



LE SABRE



radio ▪ Tilt steering column ▪ 16.4 cubic feet of trunk space.

Regal. In every way. Contemporary and stylish on the outside, spacious on the inside, Regal lives up to Buick's reputation for providing premium levels of style, comfort and value.

In just one short year, Regal has become one of the fastest-selling Buicks

on the American road. And with good reason, when it's put together like this:

- 2.8-litre V-6 engine with multi-port fuel injection
- 4-wheel independent suspension
- 4-wheel power disc brakes
- Front-wheel drive
- Air conditioning
- Automatic transmission with overdrive
- Power steering with tilt steering column
- Reclining cloth-covered seats.

REGAL



Welcome to the next Century.

The Century Sedan is more aerodynamic on the outside, more comfortable on the inside and smoother on the road. All Century models are powered by engines that respond briskly to the driver's command. The standard 2.5-litre Tech IV engine is a strong but quiet 4-cylinder engine with electronic fuel injection and balance shaft. An Electronic Control

Module monitors road and engine conditions and helps meter the proper air/fuel mixture for any driving situation.

In every detail, the new Century is tasteful and refined: ■ New optional 160-horsepower 3300 V-6 engine ■ DynaRide suspension ■ Automatic transmission ■ Power steering ■ Front disc brakes ■ 6-passenger roominess and 16.2-cubic-foot trunk ■ AM-FM stereo radio.



Skylark. A little limousine for the price of a little car. Skylark is as distinctive in look as it is generous in appointment. And for all the technology of its front-wheel drive and fuel-injected engine, there is a maturity of style that says this is first and foremost a Buick. And a very powerful Buick at that. Power options include the 150-horsepower Quad 4 and the 160-horsepower

3300 V-6.

Because it's a Buick, Skylark offers room and comfort for five, a smooth, quiet ride and a long list of standard equipment:

- Buick's DynaRide suspension
- Automatic transmission
- Analog instrument cluster
- Reclining split-bench front seat
- Power front disc/rear drum brakes
- Power steering
- AM-FM stereo radio
- And more.

SKYLARK



Skyhawk. Stylish value. Buick's Skyhawk offers you a practical, well-equipped fun-to-drive compact that is a cut above others in its class. As befits a Buick, each Skyhawk carries a generous amount of standard equipment and each enjoys the benefits of technology that

make driving a pleasure. Skyhawks feature: ■ 2.0 litre L-4 engine with electronic fuel injection ■ 5-speed manual transmission ■ DynaRide suspension ■ A new upgraded acoustical insulation package ■ Power front disc/rear drum brakes ■ Power steering ■ And more.

SKYHAWK



Wagons. What an American wagon should be. Buick wagons offer discerning owners all the comfort, quietness and substance of a premium Buick motorcar combined with the spaciousness and utility of a wagon. ■ The Electra Estate Wagon offers exceptional luxury, and is, quite simply, the industry's ultimate full-size wagon ■ LeSabre Estate Wagon is the Great American full-size wagon with a generous combination of luxury, comfort and practicality ■ Century Wagon, with its front-wheel drive and large capacity, is a practical solution to the challenge of cargo-carrying ■ The Skyhawk Wagon



has comfortable seating for five people, and offers more than 60 cubic feet of useful cargo space. Buick's full line of wagons are as at home in the busiest shopping center as they are on America's picturesque back roads.

You are invited to The Great American Road Show. Check out today's Buicks in the comfort of your home or office with the enclosed Buick Dimensions program. We then invite you to visit your Buick dealer for a test drive and put a new 1989 Buick on the Great American Road for yourself.

ESTATE WAGON





The Great American Road belongs to

BUICK



Riviera

Instructions under flap.

The Great American Road belongs to

BUICK



Reatta