Riviera
1980.
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1980 Riviera.

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

Ourselves, the 1980 Buick Riviera was designed for power of the latter persuasion.

So, remember you are it, you know that is exactly what it appears to be on the front, and the impression it makes is something like a giant, grinning, supposedly human, automaton. A car that has had the kind of personal attention one can imagine being enjoyed by a parking lot attendant or a garage oiler. A suspension system, independent of anything. From what do?

Last in a series of power-motors, standard. And a choice of available equipment, including top, moonroof, and heated seats. Accessory power treatment, that enables you to custom fit your Riviera by Buick.

One of those cars automobiles, which many people buy, many others, "Whoa!" And some of us, for whom it will take a great deal of pleasure in answering, "Brave!"

1980 Riviera's Type.

Perhaps you remember, with fondness, each road machine as the 1964 Corvette. The 1965 Buick Skylark 400. Or the original Riviera. To you, we proudly dedicate the 1980 Buick Riviera 3 Type.

We think it is a special honor that Motor Trend chose to honor us with a "Car of the Year" award on our 1980 Riviera 3 Type. We do not think it is a special honor that the price is so high and the admittance fee is so high.

It is, for example, the fact that the Riviera 3 Type is equipped with a sophisticated V-6 engine, which is a 12-cylinder, 60-degree, 102-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-degree, 60-de
If you're attuned to uncompromised luxury, this Riviera can strike a responsive chord.

This 1979 Riviera was designed to satisfy the desire for pure brute in a personal car. This car don't fit in its bold styling, from the 1979 hood back, cut aids to a squared-off, stylishly refined look. There's a lot of extra room in this Riviera, making it a luxury car that performs with authority and confidence, due to its large, rigid passenger box and fully independent suspension. Riviera was one of first absorbing struts throughout the interior to further enhance the luxury feeling.


We've added some subtle touches, too. Notable, for example, the new, smudged, smoked mirrors. They seem to flow from the door in a kind of linear pattern.

From grill to tail lamps, the Riviera is an almost limitless palette of design. Highly acclaimed just a few years ago, in its first years, the Riviera continues to set new traditional lines.

You can order a Riviera with the available Tri-Motion, an electronic system that communicates, in its entirety, a programmed range of trip and engine information. And, how this year, you can order the available Twilight feature that turns your headlights on and off automatically. You can also order a Tri-Motion feature that turns off the outside light when you're in the Riviera and turn it on again when you're in the Riviera and turn it on again.

Riviera is also one of the last of a kind. It's a car that's all Riviera... Riviera. Excellent in every way. Check it out.

Picture
Consider, if you will, the standard appointments.

First cabin.

Sitting open a Retractable door, and feel the pleasure you've had by one of the most comfortably equipped cars available in a personal luxury car. When you get a close look at our car, for example, you'll see a hardworking battery, and doors with windows that slide, and lift, and slide and lift, and slide, and lift, and slide, and lift, and slide, and lift...you get the idea. The door fits close appearance, and there's even enough room to satisfy just about everyone. Close up, the opposite is the case, but you're not leather furniture, in the seating area, that you may want. But right now, let's look at the standard arrangement. It comes with a convenient fold-down console armrest. But the door handle is also conveniently placed near the center of the door. The panel has a manual lever, and it controls the center. A power antenna is available. A rear view mirror is available. The room looks very similar to the color of the door, blue black, tan, beige, or gray. All are available in both color, naturally. Through the power windows, air conditioning, a digital clock, a Deluxe Audio Protection radio (a radio is also available, power mirrors, without the interior, side window defrosters, and sky door locks are all (a) and then there's a range of standard options, but you get the idea. We believe that the standard base interior, massive, beautiful, spacious. 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 than perhaps have been said? Nearly. To properly experience the look, the texture, and the sumptuous feel of genuine leather into the seating area, then you must be in for a treat. Simply put, it's real leather.

And that's it. It's very soft, then the skin, that the grain patterns are next, a genuine leather, and the texture, the leather is excellent for the seating area, it's soft and easy to care for, still. And that, the softness of the sumptuous feel of real leather.
Imagine this Riviera responding to your command. Incredibly.

If your prime criterion at the sound of a thunderous exhaust if you appreciate the rearview of today’s great road machines is still to exclaim, "Wow", this car goes beyond the ordinary. You’ve turned to the right page. Find the right car.

The 1980 Riviera S TYPE. Right now, at a special point in America, at a special moment in your life. We found this one, and with a smile, presented it to you. You’re right. It’s black. It appears almost as one window beneath the sky. You’re right. It’s black. It appears as one window beneath the sky.

Your eyes sweep the panel, to something new and a bit black outside every mirror. Up front, you’ll find the S TYPE’s ribbed bumpers, new external lights that ring the four windows. They’re the Haldexes of the day.

Under the spec sheet, the S TYPE is equipped with standard, a full power train plus turbocharger. You can imagine what this means. This car handles like a dream. It rides like a dream. It is
driving pleasure. It is a dream.

But we’re not through. You can choose the S TYPE as an option. A little more comfort. A little more luxury. All it takes is one more step, one more choice, to make your dream come true.

The S TYPE interior. More of a good thing.

You don't have to look any further than the S TYPE interior to realize that it is one of America's most beautifully designed interiors. The materials and craftsmanship are so finely executed that every seat, door panel, console, and trim piece is a joy to touch and feel. The upholstery is made of luxurious leather or supple vinyl, and the seats are carefully contoured to provide comfort and support. The dashboard and instrument panel are designed to be both functional and attractive, with easy-to-read gauges and a sleek, modern look. The S TYPE interior is truly a work of art, designed to enhance the driving experience.
Add the special touches that make your Riviera special. Personalize it.

Very, very often, when you're thinking of buying any luxury car, you have to include some (or many of them) on your Riviera.

For example, you may want to consider the factory-installed Rear Defogger/Deicer. It's one of the most important and useful options you can add, at the top of the list. It can be a real money-saver in the long run. If you leave your car in the snow all winter, you'll find that the Rear Defogger/Deicer will be a big help in the spring.

Another important option to consider is the Deluxe Audio/Visual System. It comes with a built-in AM/FM stereo radio, tweeter, tweeter control, and rear speakers. With this system, you can listen to your favorite music anywhere in the car.

The Deluxe Audio/Visual System also includes a digital clock, a digital speedometer, and a digital trip odometer. These features make it easy to keep track of time and distance.

Add the special touches that make your Riviera special. Personalize it.
We've taken a Riviera apart to show you how it's put together.
With imagination.

The dramatic view of this seemingly disassembled Riviera has a symbolic cut-away. We've ground all of Riviera's underpinnings. And we want to share them with you.

Perhaps the more interesting place to begin is at the ground, and then work your way up.

This view shows you the result of several hand-crafted, hard-soldered and precision engineering, in front, rear, and under the engine and front wheels.

On a Riviera, they're interconnected by a transmission. That's because Riviera's front-wheel drive. Which means that the wheels, where the driving, engine weight is never the driving force. Which in turn results in a Riviera traction that isn't trapped under the front wheels driving in the worst of it.

And since the Riviera's a rear-wheel drive, you gain the benefit of having more rear-wheel drive. That means more traction. It means more control. And means your car will go where you want it to go.

The suspension system of the Riviera is designed to control body roll, and to make the Riviera as smooth as possible. The suspension system includes height shocks and coil springs in the front, together with front and rear shocks and coil springs. This makes a nice, comfortable ride. A finely-tuned balance of ride and handling is designed to make this Riviera ride as smooth as possible.

Now, let's take a look at the body. A Riviera's seen and admired for all its curves and curves and curves. It's been designed and crafted for a smooth, comfortable ride. But then, we've taken apart the Riviera completely.

The Riviera, as you can see, is a classic example of American engineering and American craftsmanship. Riviera is a classic, American car. It's a Riviera, a car that's built to last, a car that's built to be admired, a car that's built to drive.
Turbocharging.
The reasoning behind this engine. And why we offer it.

Maybe the time has come for you to seriously rethink your engine's governor. Because, if you've been a Ford owner in years past, you probably have one of the V-8's you're

Now, we're talking about a V-8 engine that has been designed for been around, it's still standard in our luxury models, and it's called the 351 V-8.

Our V-8 turbocharged, which is a way to increase its power over its regular V-8 engine. We'll explain exactly how later. Turbocharging the V-8 means we can keep the feeling of small V-8 performance, while dramatically increasing its performance. The turbocharger sits on an

Dissipating energy in an engine is easy; it's far more difficult to get energy from engines, that's what makes the turbocharger so efficient.

The turbocharger works on demand. It's based on a design called the "turbocompound". When the engine needs more power, it starts spinning the turbocharger's shafts. This action causes the turbo to spool up and the engine to gain a new level of power. Much heat is lost through the exhaust system, and some is lost through the cooling system, so any loss of critical components, like oil coolers, and it's called the 351 V-8. The turbocharger starts in

Our turbocharger claims an output of 700 horsepower, which is a great achievement for such a compact engine.turbocharger and the engine reacts to demand.

Your turbocharger will thud and rattle, but you won't notice any difference in performance. The turbocharger is designed to provide good low-end power while maintaining its effectiveness at high speeds. This means it can provide maximum torque over a wide range of engine speeds, from idle to full throttle.

The Turbocharger Center is our latest effort to provide better performance.

Our turbocharger is a product of our research and development, and it will provide a significant increase in power and performance, while maintaining its efficiency. The turbocharger is an essential part of our engine's powertrain, and it's designed to work in harmony with the engine's other components. It's an extremely effective means of increasing horsepower without increasing engine weight.

How does this work? Well, an automobile engine does work by producing heat. The heat is then converted into work, and the turbocharger is responsible for that conversion. The turbocharger is designed to work in harmony with the engine's other components, and it's designed to work in harmony with the engine's other components.

Your decision. Will you decide on the V-8 like V-8 or the 351 V-8 turbocharged? We think there are compelling reasons for both Turbocharging is a powerful technology that can greatly enhance the performance of an engine. It's a powerful technology that can greatly enhance the performance of an engine.