The new 1980 Buicks.

Frankly, we're very proud of our new Buicks. And we hope this catalog makes it easy for you to get acquainted with them.

In it, of course, you'll find out about what's new and different in our new cars. And you'll also learn of the things we didn't change, because you wouldn't want us to.

We've pictured our new 1980 Buicks in a typical American town, some of whose citizens are pretty representative of Buick owners everywhere. People who choose our cars because, over the years, we've given them what they want and need: comfort, room, prestige and contemporary styling.

If you're among the Buick loyalists, may we say it's nice to see you again. And if you're new to all of this, welcome. It's our sincere belief that we'll be enjoying each other's company for a long, long time.

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 Buicks are equipped with GM-built engines produced by various divisions. See your dealer for details.

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There are basically two ways of doing things. On someone else's terms. Or on your own. Obviously, the 1980 Riviera was designed for people of the latter persuasion. It is a car that is exactly what it appears to be: exciting, unconventional, defyingly different.

Since its introduction a year ago, Riviera has helped redefine what a personal luxury car can be. With impeccable interior fittings. A suspension system independent at each wheel. Front wheel drive. Placid® shock absorbers. Lavish use of power assists, standard. And a choice of available equipment that enables you to customize a 1980 Riviera to your style.

We'll allow the picture, below, to make its statement about Riviera's smart, advanced styling. Everything is beautifully proportioned, carefully worked out for interior space efficiency. We've added some subtle touches. Notice, for example, the new outside, rearview mirrors. They seem to flow from the door in one unbroken sweep. Another subtle touch that only you'll know about is the new available theft-deterrent system, complete with a starter interrupt system. Not a lot to look at, but you'll feel better about your car.

From grille to tail lamps, the 1980 Riviera is literally a tour de force of contemporary automotive design. Depending on the model you choose, your Riviera can be powered by a 3.8 liter (231 CID) turbocharged V-6, or a 5.7 liter (350 CID) V-8.

Underhood delights are only the beginning of Riviera's special attractions. You'll discover a host of interior high-technology advances, including an available digital, computerized Trip Monitor. A remarkable bit of technology which, at the touch of a button, can display a prodigious volume of information. In addition, an automatic headlight control we call Twilight Sentinel is available.

The 1980 Riviera. One of those rare automobiles which causes people to stop, and stare and ask, "Whose is it?"

"We think you'll take a great deal of pride in answering, "Mine."
Perhaps you’re the sort of person who remembers, with fondness, the early Corvette Stingray, the fabled Skylark GS 400, or the original Riviera.

To you we dedicate the 1980 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. This inspiring Riviera is built to keep the luxury level high, and the adrenalin level even higher.

The fast, lean, powerful feeling of the car is reinforced everywhere it counts. You get a suspension with firmer rate front torsion bars and rear coil springs. To go with them, firmer rate shock absorbers. Plus larger diameter stabilizer bars, front and rear.

You’ll see that its flat black trim around the windows, rocker panels, and grille are complemented by new, flat black, styled outside mirrors. Cosmetics, perhaps, but all part of the S TYPE’s character.

But the true heart of the S TYPE is its standard 3.8-liter (231 CID) 4-barrel turbocharged V-6 engine. Under normal driving conditions the engine behaves like our popular V-6 engine. However, when you demand, Rivieras turbo charger speeds up, causing the engine to increase its power output beyond that of the conventional V-6.

The 1980 Riviera S TYPE.

For many, it truly represents an American luxury car with impressive road manners.
Swing open a Riviera door, and you might be greeted by the pure luxury of the available leather trim in the seating area, shown below. Or, as also pictured on these pages, you might be right at home in the standard 45/55 seating with its velour look.

If you check the box for our S TYPE, you'll slip into one of the most comfortable bucket seats in custom velour with a handsome, ribbed-velour insert. The range of interior colors includes a handsome new brown, which is exclusive to Riviera. . . . truly striking. Then again, you might prefer the seating area trimmed in available leather.

And considering what's standard on either Riviera: automatic transmission, power front-disc brakes, exterior lights, six-way power seating for the driver, digital quartz-controlled clock, power steering, automatic level control, air conditioning, electric door locks, and a Delco AM-FM stereo radio (which you may delete for credit) with power antenna, remote-controlled outside mirrors—it's more akin to a command module than a car interior. But that again is quite in keeping with its nature.

Elsewhere, the S TYPE differs from our luxury Riviera in subtle, but definite ways. The instrument panel is trimmed with black accents. Plus, a Sport steering wheel with a T-shaped center section and padded rim.

Happily, the choice between our luxury Riviera and the S TYPE is yours. And once you've decided, you can pick from some of the options we've shown below. Or turn to pages 58 and 59 for a longer list. A course of action we suggest you consider soon.
Electra

Success, recognition, reward. As you well know, it doesn't happen all at once. You earn it ... by learning, improving, refining ... a little at a time.

That process is, by no small coincidence, one that precisely describes the evolution of the 1980 Electra, in both its Limited and Park Avenue configurations.

The lines are clean. Sharply defined. A slight downward rake of hood and fenders improve aerodynamics.

The addition of electroluminescent lighting on the Park Avenue Coupe and Sedan instrument panel and coach lamps signals further refinement of the car's technology.

Air conditioning, and a new, halo-effect, padded vinyl roof are standard on both Park Avenue models.

But perhaps the most important change is the one that has taken place beneath the hood. To attune the Electra more closely to the needs of the day, we have installed a 4.1 liter (252 CID) V-6 engine (not available in California) as standard equipment for the first time. It moves Electra with aplomb and, we believe, it will be quite at home:

A 5.7 liter L530 CID/5 diesel V-8 is also available for the first time.

It is as we said. In Electra, the idea of a quiet, serene, luxury car remains constant. But the execution evolves. It is a car that has earned its place, its acclaim, its success. It is at home with people who have done the same. People like you.
For many, the Electra Limited will be the choice. This popular series is available as a luxurious Coupe, or as an elegant, formal Sedan. In standard form, Electra Limited is luxuriously equipped, with the standard amenities that you expect, from automatic transmission to air conditioning.

It shares, with the Park Avenue, new, higher pressure, steel-belted, radial ply tires that offer less rolling resistance than last year's tires. Placed® shock absorbers contribute to a smooth ride. And a new, compact, fully inflated spare tire conserves space in a way that increases trunk room over our 1979 models.

While details are important to any motor car, it is perhaps the basic idea behind an Electra Limited that is more important. First, we bring a luxury car within the reach of many buyers. A car with all of the quiet, serene and truly comfortable characteristics that have, for years, been the Buick Electra hallmark.

Next, we equip the Electra Limited in proper fashion. With thoughtful touches inside to aid and comfort the driver and passengers. Power assists for many functions are standard. Luxury touches, too, with special courtesy lights, standard. And available option packages put such items as a trip odometer, low fuel warning indicator and an electric outside mirror/thermometer at the driver's disposal. New tungsten-halogen, high-beam headlamps can be ordered to help penetrate the night with whiter, more intense high beams than conventional high-beam headlights.

So it is with Electra Limited. Posh, elegantly Buick.
Perhaps it's the interior that leads many to call Electra "the ultimate Buick." For example, inside a Park Avenue, the seating is the 50/50 variety, divided by individual armrests. The upholstery fabric in the Park Avenue is a knit velour fabric with a luxurious nap. And the fit and finish of the draped, shored look has to be seen to be fully appreciated. You can, at your pleasure, select the available leather in seating areas.

As a special touch, the Park Avenue insignia on the instrument panel glows by electroluminescent means. When you're driving your Park Avenue, you can adjust the driver's seat electrically. And to adjust the outside rearview mirror, the control you touch operates a tiny electric motor inside the mirror. That's new, and it's standard.

Now you'll want to enjoy your favorite music on radio or tape. To do that, there are 14 available choices that combine Delco AM-FM stereo radio with either 8-track or cassette tape players and with CB radios.

But the pièce de résistance available for Park Avenue Sedans is the Concert Sound System. Its source is a Delco "full feature" AM-FM stereo radio and tape player, connected to six speakers (instead of four). It's not only unique to Buick, it's unique to Park Avenue.

Also unique: Electronic Touch Climate Control automatic air conditioning. It's available on any Electra. The 1980 Buick Electra, it's the kind of car worth working very hard to own. And now that you're where you want to be, why wait any longer?
for a great many people, the Buick LeSabre is a full-size, comfortable Buick at less than top price.

The way LeSabre deals with space at least partly accounts for its wide appeal. To begin with, it's a full six-passenger proposition. Then, LeSabre's commodious trunk swallows up an enormous amount of the paraphernalia that accompanies people from place to place. Two very good reasons why families have made LeSabre their car.

You'll appreciate the details, outside and inside. Wheel covers are standard. Ditto a new side-frame jack. Inside, elegant seat trim and cloth choices. For some people, driving a car is a personal reward as well as a daily necessity. To them, we firmly dedicate and recommend the LeSabre Sport Coupe.

The blacked-out grille, window and side moldings, as well as the striking chrome wheels, are clear signals of the driving capabilty that the LeSabre Sport Coupe was designed to deliver.

And deliver it does. A special ride-and-handling package with large stabilizer bars, firm springs and shock valving and fast-ratio power steering help give a full measure of roadability. A 3.8 liter 4 bbl. turbocharged V-6 propels the whole package. So if the Sport Coupe appeals to you, we respectfully suggest that you get together with one on your favorite road.

LeSabre. A most attractive choice for people who feel that a full-size car is something they need—and deserve.
To say that the 1980 LeSabre has been completely restyled simply wouldn't be saying enough. Reshaped would be more accurate. The result is not only aesthetically pleasing, but aerodynamically very practical. The LeSabre is dedicated to the proposition that the buyer of a full-size car should get a comfortable, substantial, well-equipped automobile.

The 1980 LeSabre and LeSabre Limited are again powered by the 3.8 liter V-6 engine. A new and larger 4.1 liter (252 CID) V-6 engine is available except in California. If you're in the need of still more power, there's an available 5.7 liter (350 CID) V-8.

As for comfort, we direct your attention to LeSabre's generous headroom, and the room it offers hips and shoulders. There's even more rear-seat knee room this year in Coupes. Seats are deeply cushioned and covered in your choice of stylish vinyls or very fine fabrics. Settle back and enjoy.

For luxury, LeSabre outdoes itself with the LeSabre Limited. What helps make the Limited especially attractive are the elegant interior fabrics and appointments. In combination, they impart a truly distinctive appearance to the LeSabre Limited, along with a feeling of luxury.

Of course, you can equip your LeSabre to please your own taste from a most generous list of options. From six Delco radios and sound systems to air conditioning, a theft deterrent system with starter interrupt, Touch Climate Control, and electric door locks, your LeSabre can be pretty much whatever you want it to be.
Here, inside, is where you really get to know what the Buick LeSabre Limited is all about. And what it's all about is gracious living extended to the realm of motoring.

Slide behind the wheel. Here is space, organized and utilized to give you a rare degree of convenience and comfort.

LeSabre interiors are deeply cushioned notchback seats, trimmed with new, crushed and uncrushed velours. They're carefully designed to cradle you in the lap of luxury, while giving your back and legs support you will appreciate.

There is a front-seat center armrest, of course, and thick, cut-pile carpet, naturally. A 55-45 front seating arrangement, preferred by some, is readily available.

As you sit behind the wheel you face a beautifully logical instrument panel. Instruments are easily visible. Controls are eminently reachable. A blacked-out panel contains indicator lights to relay vital information: high/low headlight beam, engine temperature, oil pressure, brake warning and a reminder to buckle your seat belt.

The LeSabre offers much the same Buick ambiance as the LeSabre Limited. For example, the front seat's a luxurious notchback; and it's trimmed in plush, ribbed and crushed velours. And LeSabre is every bit the Limited's equal in roominess and ride. What you're buying in the Limited is a little more polish here, a bit more pampering there.

But, for both cars, their closest competition is each other.

So, how can you go wrong?
The mid-size personal luxury car. The genre seems to have captivated America the way convertibles and two-door hardtops once did.

This year, there are not three, but four distinct Regals to choose from. The Regal Coupe, the prestigious, uptown Regal Limited, the turbocharged Regal Sport Coupe, and a new, Limited Edition, Regal Somerset (shown on page 29). Only a limited number of Somertons will be built. So having one will indeed afford a rare treat.

The Regal Limited, like all the other Regals, comes equipped with automatic transmission, power steering, power brakes, and an entirely fresh exterior appearance. Beginning with its restyled grille that sets of a new, four headlamp system. The crisp feeling extends all the way back to its equally fresh taillight and rear deck treatment. Special, wide, chrome, rocker panel moldings are standard on Regal Limited and the Limited interior distinguishes this most luxurious of Regals from its brethren.

Of course, maybe you want the sophistication of Regal styling without all of the fanfare.

Well, that's where our Regal Coupe comes in, and quite nicely, too. Look it over on page 26. Oh, a few less bright accents here, maybe a touch less ornamentation there. But you get all of the charm and warmth of the Regal design, inside and out, plus the joyfully famous Buick ride.
In addition to our Regal Coupe we offer a turbocharged Regal—it's called the Regal Sport Coupe, a deceptively simple name for some very exciting motoring, and the dash and verve that goes with it.

The verve begins outside, with an available Designer's Accent paint treatment, a blacked-out grille, and headlamp trim. It's rakishly set off with available sport mirrors, sport steering wheel and a set of four turbine wheels. (chrome-plated wheels are available).

Of course, you know what sets the performance of the Sport Coupe apart from other Regals—the standard turbocharged 3.8 liter (231 CID) 4-barrel V-6 engine.

We've also given the Regal Sport Coupe another distinctive standard feature: New tungsten halogen high beams. Once you've switched them on and experienced the intensely whiter light they produce, you'll really appreciate them. Of course, you can order the halogen high beams on any Regal, but they come standard with the Sport Coupe.
Stretched out on these two pages, just may be the most luxurious seating ever offered in Buick's personal mid-size Regal. For example, does this seat below look inviting? It's trimmed in crushed velour cloth and it's standard on our Regal Limited Coupe and available in the Regal Sport Coupe.

Standard seating in the Regal Coupe and Sport Coupe is a comfly notchback, but you should see what's available: vinyl or cloth buckets, or a 55/45 notchback seat.

Every Regal seat is crafted with full-foam construction, to give you comfort and support.

Additionally, Regals are trimmed with tasteful, simulated wood grain accents on the steering wheel, glove compartment, radio area, doors and instrument panel (brushed chrome on Somerset). Available manual front passenger seatback recliners let the passenger enjoy even more comfort.

Our Limited Edition Regal Somerset will be offered in one very special dark blue and tan color scheme. Setting off the paint scheme are wire wheel covers and sleek sport mirrors.

The blue and tan motif carries through to the special, Somerset design seat upholstery. We've included an umbrella pouch for the front seatback, and in it, a matching umbrella. Then, there are three ways to brighten any Regal with our available silver-tinted Astroroof, or our electric metal sunroof, or the Regal Hatchroof. (Hatchroom is slightly reduced with these options.) Regal. It's what all the rest of the mid-size personal luxury cars are trying to be – a Buick.
Skylark

The new 1980 Skylark was designed to appeal to a great many people. We invite you to examine Skylark and when you discover what kind of car the new Skylark is and what it offers, you just might find it’s perfect for you.

Consider these facts: It is a front-wheel-drive automobile with a transverse-mounted engine. It’s fully 19 inches shorter, overall, than its 1979 predecessor, yet it nicely accommodates five passengers.

Skylark’s crisply tailored appearance makes a clear statement about its driving capability. Its lines are sure and honest. There’s more than an echo of a genuine road car here—a serene, uncomplicated look of competence.

If you’ve never driven a front-wheel-drive car before, get ready for an extremely satisfying experience—the sense of an automobile that’s in command of its environment.

With front-wheel-drive, the wheels that do the steering also do the driving. In addition, the engine weight is over the driving wheels. This combination of qualities results in a car that has impressive traction capability in snow or wet conditions.

As for power, choose the standard 2.5 liter, four-cylinder engine or an available 2.8 liter V-6.

All in all, Skylark is a car that will hold a special appeal for the driver in you, while it treats your passengers with utmost consideration.
When you step inside this new Skylark, you instantly experience some of its design ingenuity. Surprisingly generous leg room, hip room and head room, too, for that matter. For instance: While this new Skylark is over a foot and a half shorter overall than last year's, front- and rear-seat leg room, front and rear hip room and rear head room have actually been increased. And with the roominess, comes a decidedly Buick ambiance.

Now we come to the Skylarks that just might appeal to your sporting instincts. We're talking about the new Skylark Sport Coupe and Sport Sedan. Perhaps the best way to describe these two formidable automobiles is to tick off their quite special equipment: Specially styled grille and front-end appearance, black moldings, wheel opening moldings, front and rear bumper strips, smoked lenses on tail lamps, Sport steering wheel, Designers' Sport wheels (4), amber front park and turn lamps, Rallye ride and handling suspension, larger rear stabilizer bar, black instrument panel treatment, voltmeter, temperature gage and trip odometer and P205/70R-13 steel-belted, radial ply blackwall tires. In addition, lower body stripes with Hawk decal are available as an exclusive offering on Skylark Sport Coupe and Sedan.

Get the picture? Both the Skylark Sport Coupe and Sedan are wholly contemporary extensions of a venerable tradition—the capable, comfortable and vastly satisfying road car. And, one just might be perfect for you.
With a transverse-mounted engine, less of the car's overall length is occupied by the power plant, leaving more room for the passengers. Buick's Skylark makes the most of this engineering axiom by offering an interior that's light, spacious and most inviting.

Below is a good example—the front compartment of the Skylark Coupe. The standard notchback-style seat has a pull-down center armrest, which is a comforting arrangement for driver and passenger alike.

Or, how about the Limited interior, shown on page 35? The tan upholstery is a luxurious, brushed woven fabric, which is a Skylark Limited hallmark. Limited interiors are also enriched by such niceties as carpeted floor panels and generous deployment of simulated wood-grain panels and under-dash courtesy lamps.

The Limited models possess the kind of thoughtful elegance that has made this nameplate highly prized by Buick owners for decades. There's beautiful evidence here of luxuries being treated as necessities, with delightfully welcome emphasis on acoustics, seating comfort and courtesy features.

And the basic Skylark is certainly anything but a basic transportation package. Many creature luxuries are standard, including a Delco AM radio (which you may delete for credit).

Of course, you can fully indulge your own personal notions of what a car should be like inside with Skylark's more than generous list of available options. Air conditioning, for openers. Also, perhaps, a flip-open glass sunroof.
Every model year has its "sleepy"—a car that quietly comes on the scene and quickly proceeds to achieve a widespread celebrity status. We submit that this is precisely the kind of car both new Century Sedans are destined to be. A glance at the picture below shows you why. You can readily see the wholly dramatic new notchback styling, represented here in the form of the Century Limited Sedan. (The luxuriously padded roof you see is just one of the many options you can order.)

This refreshingly new sedan bears a most favorable resemblance to both the Buick Regal and the Skylark. For, like those two esteemed automobiles, its lines are crisp, assured and definitely on the sophisticated side. One of the many pleasures of owning the new Century Sedan is, quite frankly, being seen driving it. Without question, this latest edition of Buick's popular mid-size series is going to turn plenty of heads.

On the more practical side, this Century is a surprisingly roomy, extremely comfortable automobile.

We'd be remiss if we didn't mention the pleasure of handling a machine with Century's sensible dimensions—especially in traffic. You'll enjoy the handy maneuverability that stems from its 108.7" wheelbase and an overall length of less than 200".

Among the things that make the 1980 Century Coupes and Sedans even more desirable than their predecessors is a larger standard engine—a 3.8 liter V-6. In addition, you can specify the new 4.3 liter V-6 or the 4.9 liter V-8 (except in California, where the only available V-8 is 5.0 liters). And for the growing number of turbo-enthusiasts, there's the available 3.0 liter turbo-charged V-6.

To make drivers even happier, power-assisted brakes (full, front, drum rear) have been made standard. A new, available engine compartment light can assist you in an under-hood peek at night, no matter which engine you order.

While we're on the subject of lights, consider the standard lighting in Century Limited: front ashtray, under dash courtesy, front and rear door-operated roof, glove compartment, and trunk. That's a lot of convenience. But, then, that's Century Limited for you. And for even more convenience, not to mention comfort, order the available power seat, automatic air conditioning, electric door locks, power windows and electric trunk release. Everything considered—roominess, looks, performance, ride—this could well be the year of the Century.
Our lowest priced Century models may not have quite the same degree of plushness that our Century Limiteds have, but they set their own high standards of comfort and style. Wards like workmanship and value come readily to mind when you inspect the Century Sedan and the Century Coupe.

As you can see, the Century Sedan has the same dramatic notchback styling and formal roofline as the Century Limited Sedan. It also has the same generous trunk space and interior roominess. In pleasing contrast, the Century Coupe has its own handsome fastback styling. Just the veneer and dash you may be looking for.

Happily, the Century models shown here are available with the same engine choices as the Century Limited.

 Truly, Century wraps up a lot of car in an extremely attractive and practical package.

If you're looking for or thinking about a mid-size car, and want the qualities Buick stands for at a budget-pleasing figure; you may have come to the right place.
We take great pride and pleasure in introducing the Century Sport Coupe and its turbocharged version, the Century Turbo Coupe.

We call your attention to the special black grille, headlamp bezels, windshield wiper arms, pillar, moldings, deck lid panel, and instrument panel trim. Note, also, dual sport mirrors and functional rear spoiler. Plus, a Hawk decal on the front fender.

How's that for car charisma? But the Century Sport Coupe is more than just cosmetics. A Rallye ride-and-handling package puts firmer coil springs and stiffer shocks at each wheel, plus larger-diameter stabilizer bars front and rear. If you order power steering, you get it with a fast ratio as part of the Sport Coupe's equipment.

Next we come to the Century Turbo Coupe. The name derives, of course, from the rather famous 3.8 liter turbocharged V-6 engine. This turbocharged powerplant is a dohc, unassuming V-6, until you call on it to deliver extra power. The result can be surprising. Think of it as a touch of Buick magic.

Along with the turbocharged engine, you get a few additional items, purely to let the world in general know what's under your hood: a special hood with distinctive bulge and Turbo 3.8 Litre nameplate. Turbo Coupe identification sides and rear, a set of four turbine wheels and a special exhaust system with a rather authoritative voice.

You can add to the sporty look by ordering a set of four styled aluminum wheels that we're offering for the first time. They're especially handsome, and make a welcome addition to the sporty wheel choices available to you.

We certainly don't want to overlook the entertainment aspects of a new Century, either. As for available Delco radio or radio/tape units, there are six to choose from. The range extends from the old standby AM only through the AM/FM stereo radio, tape and CB (complete with a power Triband antenna), that can turn your Century into a personal communications center.

With all of this attention to charisma, rest assured that we've done our homework on the practical side. For example, we've provided extensive corrosion resisting treatments to help protect your Century.

The Century Sport Coupe and Century Turbo Coupe.

Both are quite extraordinary motor cars, designed and built for drivers who are a bit more demanding, possibly a bit more appreciative of their machines than the average person.

If you're one of them, you should really get better acquainted with one of these.
One thing that will instantly impress you upon entering any of the new Century models is the high level of interior trim. The 1980 Century is, in fact, even more impressive than last year's. Materials are a bit nicer. A touch more luxurious.

The standard Century seat for 1980 is a superbly comfortable notchback arrangement. And the seats are upholstered either in supple vinyl or a plush, crushed knit cloth. (There's no point in trying to describe this cloth. You simply have to run your hand over it.)

In the Limited Sedan, you can order the standard 55-45 notchback seats in elegant, crushed velour cloth or stylish, yet sturdy, vinyl. A thoughtful feature is the individual adjustment of driver and passenger seats. Also, you can equip the front passenger position with an available reclining seatback for even more comfort.

You'll no doubt want to think through the options list before you make up your mind about exactly how you want to personalize your Century. But we might get you started with a few suggestions: You really ought to consider the Sport steering wheel. Or the handy tilt steering column. Power windows and electric trunk release are handy notions. Also, you can choose between air conditioning that's manual or fully automatic. Of course, you have an array of Delco radios and sound systems to pick from.

Finally, get in touch with the outdoors either of these two ways: with a silver-tinted, sliding glass Astroroof or an electric metal sunroof. (Headroom is slightly reduced with these options.)
Skyhawk

Almost any day can be something special when you see it through the windshield of a new Skyhawk. Because every Skyhawk is built with the idea of packing in lots of fun. You can share a feeling of oneness with the open road. An open invitation to enjoy driving. This is Skyhawk.


If you get the idea that Skyhawk was designed by enthusiasts for enthusiasts, you're absolutely right. The 1980 Skyhawk is built on a trim 97" wheelbase, and given a carefully thought-out, coil-spring suspension, aided and abetted by front and rear stabilizer bars. What it does is in almost pure delight.

Take it into tight turns or down a freeway, marvel at its road manners. Tweak the standard 3.8 liter (231 CID) V-6. You'll like the response.

How you match up the V-6 is your choice. Standard gearing is a slick, smooth-as-silk four-speed. Available is a three-speed automatic. What's neat is that the shifter grows out of a standard, full-length console between the front buckets. If that isn't a clue to Skyhawk's sporting nature, what is?

What if you were to want a Skyhawk but in simpler form? Skyhawk S. It's not as luxuriously trimmed, but still a Skyhawk through and through.
Now you want to get inside. And when you sit back in the standard bucket seat, you'll see that every control is at close reach. Instruments are laid out to match the sporting nature of Skyhawk.

Feel the full foam seat construction. It's covered with rattan-patterned vinyl in the Skyhawk S's vinyl or nylon Hudson Knit wicker in our other model. A clock and tachometer may suit your idea of a sporty car. Both are available. And your feet have been carefully considered too, in a sporty car like Skyhawk. You just may want to run your toes through the thick, cut-pile carpeting.

In its basic form, Skyhawk is a well-trimmed vehicle. Inside and out. However, given the free-thinking nature of Skyhawk buyers, we offer a unique available Road Hawk option package. When you check the box for the Road Hawk, interesting things happen. The inside gets Oyster White bucket seats with special Hawk accents. Outside: Flat black paint is applied to windshield wipers, grille, headlamp trim and moldings. There's a rear spoiler too. And it receives a special suspension. It all sits on BR70-13 radial ply tires. Ah, yes, one more special touch—silver and gray accent paint and striping: The Road Hawk.

Then there's the Designers Accent Edition. You get a rear spoiler, Hawk decal, and special paint.

The nature of Skyhawk is, basically, free-wheeling, sporting a bit on the brash side. For Skyhawk is certainly to enjoy—even on the drive to work, driving can be fun.
One of life's pleasures is getting something you really want, with something you really need. Like Buick Wagons.

Let's begin with Century, our combination of mid-size practicality and luxury. Clean, crisp, exterior appearance set off by a new grille. Some Century Wagon buyers (and you might be one of them) want the look and feel of more sporting machinery. That would be our Sport Wagon. It's tasty visual display, made even more delicious in the driving.

As for the Century Wagon on the left, you can see that it's a touch more fancy. That's the Century Estate Wagon, and with it, we reestablish the tradition of Estate Wagons.

No matter which Century Wagon suits your fancy, you'll find a lot to like in the way of comfort and utility. With 71.8 cubic feet of load space with the second seat folded down. Or comfortable seating for six. A 3.8-liter V-6, automatic transmission and power-assisted brakes. All standard. All on a trim, 108.1” wheelbase.

Inside, this new Century Wagon can be ordered with all-vinyl front and rear seats. Or, if you prefer, you can order a cloth front, vinyl rear seat combination. And that's standard.

In the popular mid-size wagon category, there probably aren't any wagons with more style, practicality, and luxury than our Century models. Their crisp styling underscores their utility; their plush interiors belie their Buick heritage.

Yes, the Century Wagons are one of life's pleasures.
While like to think that our LeSabre Estate Wagon is to a wagon buyer what our LeSabre Sedans are to sedan buyers: namely, a full-size Buick Estate Wagon at less than top-of-the-line prices.

With the room and comfort full-size wagons buyers want: room for six adults, and their things, in full-size comfort. A third seat is available. Fold the seats down for workhorse duty and you can carry 80.8 cubic feet of necessities. Now that's full size.

This year, a 4.9 liter (301 CID) gasoline V8 is standard (not available in California). If you want more engine, it's available in the form of a 5.7 liter (350 CID) gasoline V8. And for the long haul, we now offer an available 5.7 liter (350 CID) diesel V8.

Inside, a notchback front seat is standard and can be trimmed in either cloth or vinyl. A cloth front/vinyl rear seat combination is also available.

We believe that the buyer of a luxurious, full-size station wagon expects more than the basics. We feel that our LeSabre Estate Wagon more than meets his expectations.

Electra Estate Wagon. The name says what we've accomplished. The poshest, most elegant station wagon that Buick offers. Quite frankly, it's designed for the person who wants a vehicle that expresses zest for life. The Buick Electra Estate Wagon, we feel, fulfills this want. Electra Estate Wagons come equipped with generous seating for six. The plush front seat is a 55-45 affair, with a two-way power adjustment for the driver standard.

Power is by a new, 4.9 liter (301 CID) 4-bbl. gasoline V8 (not available in California). Of course, if you have more stringent needs, there is an available 5.7 liter (350 CID) gasoline V8. Or you may elect an available 5.7 liter diesel engine.

You can surround yourself with the accouterments of luxury, with available Electronic Touch Climate Control air conditioning, or Twilight Sentinel. Electra Estate Wagon, a most uncommon vehicle. It gives you the sense of comfort matched only by our other Electra models. And that, we believe, is a very good match.
Undoubtedly, if you're reading this Buyer's Guide, you have more than a passing interest in one (or more) of our 1980 Buicks. And we're glad. Because on the next 21 pages, we've compiled just about every piece of information you could want to know about our 1980 Buicks.

Specifications. Dimensions. Powertrains. Options. What's standard on each car. And what's available. So that you can make an informed decision about the kind of Buick you want. And how you would like it equipped.

The Buick Buyer's Guide is a five-year tradition with us, and we think that it's helped hundreds of thousands of buyers select the right Buick for them. More than ever, 1980 promises to be an exciting year for Buick customers. We have one of the most advanced cars in our history, in Skylark. Its front-wheel drive, innovative package engineering, comfort and room are making history. It just might be the perfect car for you.

Our Century appeals to a broad segment of people who like the trim, mid-size feel. With two distinct new, modern looks: the notchback four-doors, the sleek, rakish styling of our popular coupes, plus three of the neatest mid-size wagons extant.

Full-size comfort and room help make LeSabre a popular family car. And for good reason. You'll be able to select the one that's right for you (including an exceedingly posh LeSabre Limited, if you desire). And for wagon lovers, we offer the full-size LeSabre Estate Wagon. An Estate Wagon you can outfit the way you'd prefer.

As for luxury and the trimness of a mid-size car, we proudly present our 1980 Regal. Among them our exciting new Somerset Limited Edition.

Then there's the Riviera, with its impressive front-wheel drive, fully independent suspension, and almost all of the Buick luxury we know how to lavish, standard.

Or consider the Riviera S TYPE, with its special sporting suspension and turbocharged V-6 engine. Motor Trend called it, "Car of the Year," in 1979. The excitement continues.

For the person who measures success in careful increments, and enjoys the rewards that go with this success, we proudly offer our Electra models in both Limited and Park Avenue configurations. Each with a new, standard 4.1 liter (252 CID), even-firing V-6 (not available in California), an engine admirably suited to the times.

If you were to step into our Electra Limited, you would find it full of the creature comforts and conveniences you expect. Or, if you were to select our Park Avenue, you would have, at your beck and call, the most luxurious Electra we offer. And if it's luxury you want in a full-size wagon, consider our Electra Estate Wagon.

Many people feel they want a personal communication with the road. They will find our Skyhawk appealing, especially in its special forms, including the Road Hawk.

This year, we've included a special section devoted entirely to station wagons, because we feel that, as a wagon prospect, you ought to be able to get all of the information about wagons in one place. So, we've put it all on pages 72 through 75.

If you know about automotive innovation, then you already know about Buick. And in 1980, we respectfully submit that Buick's innovative approaches to size, comfort, sport, performance and value are in tune with the times.
Some very good thinking that went into our 1980 Buicks.

THE INEXTINGUISHABLE DESIRE TO EXCEL

These three pages show some of the engineering achievements you'll find in selected Buick models. Large achievements, not like front-wheel drive. A brand-new 4.1 liter (252 CID) V-6. Turbocharging. And, now, a diesel V-6. Achievements like restyled LeSabre and ElectraS, with improved aerodynamics. Smaller, but no less important achievements, like new, higher pressure radial tires that offer less rolling resistance. And superb electronic achievements, such as electroemissive lighting, The Concert Sound System. The remarkable Twilight Sentinel. And Electronic Touch Climate Control automatic air conditioning.

Achievements like these are part of Buick's desire and quest for excellence. Some of them may be standard on the Buick you buy. Others, you may wish to order. And some, even though they may not be on your Buick, reinforce the inextinguishable quest for excellence shown at every level of Buick.

FRONT-WHEEL DRIVE.

We offer front-wheel drive in our Riviera and LeSabre models. And while those cars differ somewhat in their design philosophy, both of them benefit from front-wheel drive advantages.

Also, the concentration of mass (weight) over the front-wheels results in a considerable improvement in the handling characteristics of the car. This allows for more precise steering and quicker acceleration.

TOUCH CLIMATE CONTROL AIR CONDITIONING.

Electronic Touch Climate Control automatic air conditioning, available exclusively on Electra and LeSabre, offers a unique system of controls. In place of conventional knobs, turns, switches and thumbwheels, Touch Climate Control offers, instead, a row of touch sensitive pads. It is started for function; air conditioning, or heating, defrost, high blower, regular blower and more. The touch surface also has temperature designations from 65 to 80 degrees F, set in 5-degree increments. Operation couldn't be easier.

The blue area, for example. A tiny LED (Light Emitting Diode) confirms your choice, and the system responds with conditioned air at the temperature you touch. Even the fan controls are up to speed. When the temperature you've chosen has been satisfied, the fan automatically slows (unless you've chosen "High Fan", in which case the fan keeps up its work unabated).

Clearly, Touch Climate Control represents use of electronics in a high form.

TWILIGHT SENTINEL. IT MEANS AUTOMATIC HEADLIGHT CONTROL.

The Twilight Sentinel, available on Electra and Riviera, will turn your headlights on when it's dark, off again when it's light. And that's all. But when you turn your engine off, with the headlights on, they will light a path ahead of the car for up to three minutes. You can set the length of time for the delay, as well. Twilight Sentinel – light up the night was never more convenient.

And while we're on the subject of headlights, you really ought to go for a test drive in one of our cars, equipped with our new, tungsten-halogen, high-beam headlights. At night, watch them to high beam, and watch the night light up. Tungsten-halogen lights produce a much more intense white light than conventional high beams. They're standard on Regal Sport Coupe, LeSabre Sport Coupe, Riviera 5 TYPE, and available on all other 1980 Buick models.

AVAILABLE SOUND SYSTEMS – LET TALK ABOUT NOISY TIRE TREAD?

Two significant Delco radio/tape player options are available for the first time in selected Buick models this year. One is The "full-feature" system, the other is an exclusive offering for the Electra Park Avenue Sedan, called "Concert Sound System.”

There is a "full-feature" AM/FM tape player in a compact radio assembly, with a cassette tape player with AM/FM stereo, and an audio cassette tape player with AM/FM stereo. All are offered in our Electra and Riviera models.

"Full-feature" means electronic tuning, multiple, or amplified, and radio controls. An AM comparison might be made with home stereo components. Like them, the "full-feature" units contain separate bass and treble tone controls. They permit you to emphasize low notes (bass) and high notes (treble) individually, just as on many home components. Separate controls for front- and side-to-side balance, permit you to move the stereo image to your taste for maximum listening pleasure.

The other controls are volume, tuning up to 10 preset AM and FM stations on pushbutton, and AM-FM selector switch.

ELECTROEMISSIVE LIGHTING. NOT JUST ANOTHER LIGHT.

Electroemissive lighting uses a special sandwich of phosphor-coated, and an on-board electronic supply to generate a soft glow.

AND MORE...

The piece of resistance: ELECTRA PARK AVENUE SEDAN'S CONCERT SOUND SYSTEM.

We've reserved the best audio news for last. It's the Electra Park Avenue Sedan's new Concert Sound System. It surpasses all that has gone before, and makes Buick and Delco audio leaders. Special speakers fit in all four doors. Plus a set of 6" x 9" High-Response speakers in the rear window filler panel. Total six speakers.

ELECTROEMISSIVE LIGHTING. NOT JUST ANOTHER LIGHT.

Electroemissive lighting uses a special sandwich of phosphor-coated, and an on-board electronic supply to generate a soft glow.

AND MORE...

Discourage theft:

Our Theft Deterrent System is a unique electronic device that can be used as a start stop unit. If your car is tampered with, the alarm is triggered in the form of the horn blowing and headlights, tailights, parking lights, etc. pulsating. The starter is also disabled. Something to discourage anyone who has other plans for your car.

You can stop the alarm, stop the activation of the theft deterrent system, and return the car to normal operation.

And, just in passing...

Remember, any 1980 Buick can be equipped with a convex rearview mirror on the driver's side, with integrated turn signals, which allow you to see more, but makes other drivers see you more, also. Is your car equipped with such an accessory? If not, you're missing out.

More available to you...

1980 options galore. 50-70 or so options available depending on your engine choice, which gives almost double the current available list. More available to you, with an option for every taste and price range.

Just in case you're considering a repeat trip driving at slower speeds in winter.
1980 Riviera Buyer’s Guide.

**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
  - Full-perimeter frame
  - Four-wheel independent suspension
  - Automatic level control
  - Rallye ride-and-handling suspension (S TYPE)
  - Steel belted, radial-ply white-wall P205/75R-15 tires (wide-oval narrow white stripe)

- **Comfort and Convenience**
  - Cloth 45/55 notchback seats (Riviera)
  - Cloth bucket seats with center console (S TYPE)
  - Automatic transmission
  - 6-way power seat – driver’s side
  - Door courtesy and warning lights
  - Custom color-coordinated seat and shoulder belts with dual retractors
  - Retractable 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
  - Delco AM/FM stereo radio
  - (delete radio option available)
  - Automatic power antenna
  - Electric door locks
  - Front air conditioner
  - Trip odometer
  - Remote-control, outside, chrome-left and right-hand side exterior mirrors (S TYPE)
  - Remote-control, outside, black-left and right-hand side exterior mirrors (Riviera)
  - Tungsten-balanced, high-beam headlights (S TYPE)

**AVAILABLE EQUIPMENT**

- **Engine**
  - Heavy-duty battery
  - Heavy-duty engine and transmission cooling
  - California assembly line emission equipment, C-4 System and testing (required in California)
  - 70-amp Delco-Gator generator

- **Appearance and Protection**
  - Deluxe steering wheel (Riviera)
  - Sport steering wheel (S TYPE)
  - Bumper protective strips – front and rear
  - Deluxe wheel covers (Riviera)
  - Designers’ Sport wheel covers (S TYPE)

- **Interior**
  - Leather with vinyl 45/55 notchback seats (Riviera)
  - Leather with vinyl bucket seats (S TYPE)
  - 6-way power seat – passenger side
  - Front driver and/or passenger seatback recliner (power on Riviera, manual on S TYPE)
  - Carpet savers and hand-mats with carpet inserts
  - Trunk trim covering

- **Comfort and Convenience**
  - Twilight Sentinel automatic headlamp control
  - Automatic air conditioner
  - Cruise-Master speed control

- **Dimensions**
  - Length: 2927 (95.6)
  - Width: 796 (31.3)
  - Height: 1379 (53.4)
  - Wheelbase: 2809 (110.6)
  - Tread, front: 1468 (57.8)
  - Tread, rear: 1468 (57.8)
  - Head room: 992 (39.0)
  - Leg room: 1160 (45.6)
  - Hip room: 1303 (51.2)
  - Door edge guards
  - Electroluminescent coach lamps (included with vinyl tops)

- **Ordering Guide**
  - Model selected:
    - Engine choice:
      - Be sure to consider:
        - Twilight Sentinel automatic headlamp control
        - Electric door locks
        - Delco Freedom AM/FM stereo radio
        - Theft-deterrent system with starter interrupter
      - Additional selections:
        - Chrome-plated wheels (4)
        - Custom wire wheelcovers with locks
        - Trunk floor mat
        - Electric fuel cap lock

*Head room is reduced slightly with this option. N.A. – not available*

### STANDARD EQUIPMENT

- **Engine**
  - High-Pressure Ignition
  - Swirl-Closed Cooling System
  - Catalytic Converter
- **Chassis**
  - Automatic Transmission
  - Power Steering
  - Front-Wing Drum Rear Disc Brakes
  - Higher-Pressure Steel-Belted, Radial Ply P215/75R15 Tires
  - Coil-Spring Suspension - Front and Rear
  - Computer-Selected Chassis Springs
  - Full-Perimeter Frame
  - Forward-Mounted Steering Gear and Linkage
  - Side Frame Jack
  - Compact Spare Tire
  - Placed® Clock Absorbers
- **Comfort and Convenience**
  - Manual Air Conditioning
  - Delco AM-FM Stereo Radio (Park Avenue) Delete Radio
  - Electric, Outside, Rearview Mirror (Delta-Side)
  - Cloth or Vinyl 55/45 Back Seats (Electra Limited)
  - Cloth 50/50 Seats (Park Avenue)
- **Available Equipment**
  - 2-way power seat - driver's side
  - Deluxe wheel covers (Electra Limited)
  - Custom color-coordinated seat and shoulder belts (with dual retractors on Park Avenue)
  - Full-bench seat construction
  - Deluxe front seatback locks (Coupes)
  - Windshield wiper system with single-wipe feature for misty conditions
  - Anti-corrosion protection
  - Delco AM-FM stereo radio
  - Tint and telescoping steering column

### AVAILABLE EQUIPMENT

- **Engine**
  - Heavy-duty battery
  - Engine block heater
  - California assembly line emission equipment
  - C-4 System - except on Diesel - and testing (required in California)
  - 70- or 90-amp Delco alternator
- **Chassis**
  - Automatic level control
  - Steel-belted radial-ply white-wall P215/75R15 Tires
  - Steel-belted radial-ply white-wall whitewall P215/75R15 Tires
- **Interior**
  - 6-way power seat
  - Carpet savers and hand grips with carpet inserts
  - Trunk trim carpeting
  - Leather with vinyl interior (Park Avenue)
  - Center pillar applique with opera lamp window (Park Avenue)
- **Comfort and Convenience**
  - Twilight Sentinel automatic headlamp control
  - Electronic Touch Climate Control automatic air conditioner
  - Automatic air conditioner
  - Cruise-Master speed control
  - Reclining leather seats

### DIMENSIONS

**Coupes**
- Length: 5,912 (230.3)
- Width: 1,967 (77.4)
- Height: 1,356 (53.4)

**Sedans**
- Length: 5,912 (230.3)
- Width: 1,967 (77.4)
- Height: 1,356 (53.4)

### ORDERING GUIDE

- **Model Selection**
  - Basic engine choice:
    - Standard engine
    - Standard transmission

### Additional Selections

- **Appearance and Protection**
  - Protective body-side moldings - available in nine colors (Electra Limited)
  - Door-edge guards (Electra Limited)
  - Custom wire wheel covers (Park Avenue)
  - Chrome-plated road wheels (4)
  - Custom wheel covers (N/A on Park Avenue)
  - Long, braced pressed vinyl top (Electra Limited Sedan)
  - Whisper pressed Landau top (Electra Limited Sedan)
  - Delco 6-speaker Concert Sound system with Full-featured AM-FM stereo radio and tape player (Park Avenue Sedan)
  - Delco cassette tape player and AM-FM stereo radio (Electra Limited)
  - Automatic Delco AM-FM stereo radio (Electra Limited)

### Not available

- Head rest is reduced slightly with this option. NA — not available

**Engine choice:**

- Be sure to consider:
  - Tungsten-balancers, high-beam headlights
  - Electronic Touch Climate Control automatic air conditioner
  - Illuminated door locks with interior light control
  - Delco 6-speaker Concert Sound System
  - Electric fuel cap lock
  - Painted gray, brown or dark brown exterior paint

*Model shown on page 74-95*

**SAFETY EQUIPMENT**
--standard engine: 3.8 liter (231 CID) V-6
-optional engine: 4.6 liter (280 CID) V-6

**AVAILABLE MODELS**
- LeSabre Coupe: N37
- LeSabre Sedan: N37
- LeSabre Sport Coupe: P37
- LeSabre Limited Coupe: P37
- LeSabre Limited Sedan: P37

**SPECIAL MODEL**
LeSabre Sport Coupe equipment includes: 3.8-liter (231 CID) 4.6-liter engine, Turbocharged V-6, vacuum boost, air conditioning, rear defroster, power steering, power brakes, power windows, power locks, AM/FM stereo, leather seats, alloy wheels, body-color spoilers, chrome bumpers, and a limited warranty. Standard equipment includes: automatic transmission, cruise control, AM/FM stereo, and power windows. Options include: leather seats, power steering, power brakes, and power windows. Additional selections include: power steering, power brakes, and power windows. Overall, the LeSabre is a well-honed, well-rounded luxury car that offers a lot of bang for the buck. It's a great choice for anyone looking for a comfortable, well-equipped luxury car at a reasonable price.
## AVAILABLE MODELS

<table>
<thead>
<tr>
<th>Model</th>
<th>Engine Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regal Coupe</td>
<td>247</td>
</tr>
<tr>
<td>Regal Sport Coupe</td>
<td>847</td>
</tr>
<tr>
<td>Regal Limited</td>
<td>206/226</td>
</tr>
<tr>
<td>Regal Somerset</td>
<td>744 option on Model 447</td>
</tr>
</tbody>
</table>

## SPECIAL MODELS OR PACKAGES

**Regal Sport Coupe** equipment includes: 3.8 liter (231 CID) 4-bbl. turbocharged V-6, automatic transmission, fast-raise power steering, power brakes, temperature gauge and vacuum pressure lights, tachometer, high beam headlights, steel-belted, radial ply P205/70R14 tires and Rallye ride-and-handling suspension.

**Somerset Package** - Option Y45 available on Regal Limited Coupe includes: special blue and tan interior trim, umbrella pouch in the front seatback, console, roof mounted sunvisor, passenger seat, strap, custom color coordinated seat and shoulder belts, special Decore Package Dark Blue and Somerset Tan paint colors, brushed aluminum trimmed instrument panel, sport mirrors, wire wheel covers and specific exterior trim.

## POWERTRAIN

<table>
<thead>
<tr>
<th>Model</th>
<th>Engine Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regal and Limited</td>
<td>5.7 liter (350 CID) 650 V-8</td>
</tr>
</tbody>
</table>

| Standard transmission | Automatic |

## DIMENSIONS

<table>
<thead>
<tr>
<th>Item</th>
<th>Measurement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wheelbase</td>
<td>115.2</td>
</tr>
<tr>
<td>Tyre, front</td>
<td>14.006</td>
</tr>
<tr>
<td>Tyre, rear</td>
<td>14.006</td>
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<tr>
<td>Length</td>
<td>190.0</td>
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<tr>
<td>Width</td>
<td>73.2</td>
</tr>
<tr>
<td>Height</td>
<td>54.0</td>
</tr>
</tbody>
</table>

## STANDARD EQUIPMENT

- **Engine:**
  - High-energy ignition (Regal, Regal Limited).
  - Turbo boost lights and temperature gauges (Sport Coupe).
  - Delco Freedom Battery (Regal Limited).
- **Chassis:**
  - Power steering (Regal, Regal Limited).
  - Power brakes (Sport Coupe).
  - Automatic transmission (Regal Limited).
  - Steel belted, radial-ply P205/70R14 tires (Regal, Regal Limited).
  - Steel belted, radial-ply P205/70R14 tires (Regal Limited).
  - Coil spring suspension front and rear.
- **Computer-selected chassis springs:**
  - Full p-p-s-s suspension (Regal, Regal Limited).
  - Compact spare tire (Regal, Regal Limited).
- **Comfort and Convenience:**
  - Cloth or vinyl notchback seats (Regal, Sport Coupe).
  - Limited cloth or vinyl 55/45 notchback seat (Regal Limited).
  - Full-basin seat construction (Regal Limited).
  - Biscuit front seatback covers (Regal Limited).
  - Wide-view, inside and outside mirrors (Regal Limited).
  - Rear-view mirror (Regal Limited).
  - Right- and left-hand chrome, outside rearview mirrors.
  - Bin-type glove box with coin holder (Regal Limited).
  - Windshield wiper system with single-wipe feature for misty conditions (Regal Limited).
  - Lights: front assembly, underdash courtesy, door operated, roof, glove compartment (Regal Limited).
  - Combination turn signal and high/low headlight beam control (Regal Limited).
  - Engine compartment light (Regal Limited).
  - Tungsten halogen high beam headlights (Sport Coupe).
- **Appearance and Protection:**
  - Bumper protector strips - front and rear (Regal Limited).
  - Inside hood lock release (Regal Limited).
  - Deluxe wheel covers (Regal Limited).
  - Four headlamp system (Regal Limited).

## AVAILABLE EQUIPMENT

- **Engines:**
  - Heavy-duty battery (Regal, Regal Limited).
  - California assembly line emission equipment, C-4 System, and testing required in California (Regal, Regal Limited).
  - 70-amp Delco-rotor generator (Regal Limited).
- **Chassis:**
  - Limited-slip differential (includes low gear and reverse gear inserts (Regal Limited).
  - Steel belt, radial-ply wide-oval, white wall Thunder L-75/205 (Regal Limited).
  - Steel belt, radial-ply wide-oval, white wall Thunder L-75/205 (Regal Limited).
  - Rallye ride-and-handling package (Regal Limited).
- **Comfort and Convenience:**
  - Air conditioner (Regal Limited).
  - Cruise-Master speed control (Regal Limited).
  - Tilt steering column (Regal Limited).
  - Electric dual clock (Regal Limited).
  - Quartz-crystal-controlled digital clock (Regal Limited).
  - Rear view mirrors (Regal Limited).
  - Reclining passenger seatbacks (Regal Limited).
  - Electric door locks (Regal Limited).
  - Power windows (Regal Limited).
  - Electric trunk lock release (Regal Limited).
  - Built-in lighted vanity mirror (Regal Limited).
  - Lighted vanity mirror (Regal Limited).
  - Dome reading light (Regal Limited).
  - Convenience group "Head lamps on" indicator, trunk light and sunshade map light (Regal Limited).
  - Cornering lights (Regal Limited).
  - Remote-control, outside, rearview chrome mirror (Regal Limited).
  - Outside, rearview sport mirrors (Regal Limited).
  - Delco AM or AM/FM radio (Regal Limited).
  - Delco AM/FM stereo radio (Regal Limited).
  - Delco 8-track tape player with AM/FM stereo radio (Regal Limited).
  - Delco CD radio with AM/FM stereo radio (Regal Limited).
- **Appearance and Protection:**
  - Two versions of Designers Accents paint treatments (Regal Limited).
  - Decor package (Regal Limited).
  - Somerset package (Regal Limited).
  - Color-coordinated custom front and rear seat belts and front shoulder belts.

STANDARD EQUIPMENT

- Engine: Semi-closed cooling system
- High-Energy ignition
- Delco Freedom Battery
- Chassis: Rear wheel drive with transversely-mounted engine and transmission
- Manual steering
- Manual brakes with front disc, rear drum
- Manual 4-speed transmission, floor-mounted shift
- MacPherson strut front suspension
- Wheeling-arr. rear suspension with track bar
- Solid spring suspension
- Rallye ride-and-handling suspension (Sport Models)
- Compact spare tire
- Fiberglass belted, radial-ply P165/880-13 tires (Skylark, Limited)
- Steel belted, radial-ply P205/70R-13 tires (Sport Models)
- Back-and-pinion steering
- Plastic inner front wheelhouses
- Step-on parking brake
- Extensive anti-corrosion measures
- Choice of cloth or vinyl
- Notchback seat (Skylark, Skylark Sport)
- Choice of Limited level cloth or vinyl notchback seat (Limited)
- Locking glove compartment
- Turn signal and high/low beam headlamp, windshield wiper control
- Singe: Air conditioning (Skylark, Limited)
- Delco AM radio with dual front speakers (delete radio option available)
- Inertia front seatback locks (Coupes)
- Cigarette lighter
- Voltmeter, temperature gauge and trip odometer (Sport Models)
- Stand-up hood ornament and windshield wiper control (Limited)
- Rearview mirrors (Skylark, Limited)
- Delco steering wheel (Skylark Limited)
- Sport steering wheel (Skylark Models)
- Carpeted rear-window filler panel (Limited)
- Black instrument panel
- Deluxe steering wheel (Skylark Limited)
- Acoustic insulation package (Skylark Models)
- Front and rear wheel opening moldings (Limited, Sport Models)
- Roof drip moldings
- Bright windshield rear wiper frame moldings (black on Sport Models)
- Bright door and window frame moldings (black on California)
- Wide rocker, front fender lower and rear quarter lower moldings (Limited)
- Narrow rocker molding (Skylark, Sport Models)
- Front and rear wheel opening moldings (Limited, Sport Models)
- Exhaust system equipped with CB radio receivers produced by various
- Depend on your decision. See your dealer for details.

AVAILABLE EQUIPMENT

- Engine: Heavy-duty battery
- Heavy-duty engine and transmission cooling
- 70 amp Delco generator
- Air conditioning
- Cruise-Master speed control
- Tilt steering column
- Automatic transmission (columns-mounted shift)
- Power steering
- Electric rear-window defogger
- Electric door locks
- Electric trunk lock release
- Door courtesy and warning lights (Skylark, Skylark Sport)
- Power windows
- Headlights with headlamp halogen high beams
- Exhaust system equipped with CB radio receivers produced by various
- Depend on your decision. See your dealer for details.

ORDERING GUIDE

Model selected:
- Automatic transmission
- Power steering
- Power brakes
- Cruise-Master speed control
- Tilt steering column
- Electric door locks
- Electric trunk lock release
- Power locks
- Electric rear-window defogger
- Electric door locks
- Electric trunk lock release
- Power windows
- Cruise-Master speed control
- Tilt steering column
- Electric door locks
- Electric trunk lock release

Additional selections:
- Delco CRS 8-track tape player and AM/FM stereo radio with Delco stereo radio
- Flip-open, VistaVent, glass sunroof
- Landau top (coupe)
- Long vinyl top
- Body-side stripes
- Front and rear bumper strips (standard, Sport Models)
- Bumper guards
- Protective body-side moldings

AVAILABLE MODELS

<table>
<thead>
<tr>
<th>Model</th>
<th>Coupe</th>
<th>Sedan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skylark Coupe</td>
<td>B27</td>
<td></td>
</tr>
<tr>
<td>Skylark Sedan</td>
<td>B69</td>
<td></td>
</tr>
<tr>
<td>Skylark Sport Coupe</td>
<td>D29</td>
<td></td>
</tr>
<tr>
<td>Skylark Sport Sedan</td>
<td>D69</td>
<td></td>
</tr>
<tr>
<td>Skylark Limited Coupe</td>
<td>C10</td>
<td></td>
</tr>
<tr>
<td>Skylark Limited Sedan</td>
<td>C69</td>
<td></td>
</tr>
</tbody>
</table>

SPECIAL MODELS

Sport Coupe and Sport Sedan includes: Special styled grille and front end appearance, black moldings, wheel opening moldings, front and rear bumper strips, smoked lenses on tail lamps, Sport steering wheel, sport mirrors, amber front park and turn lamps, Rallye ride-and-handling suspension, larger rear turn bar, black instrument panel and treatment, volumetric, tailgate gage and trip odometer, and P205/70R-13 steel-belted, radical-ply blackwall tires.

POWERTeams

Dimentions

<table>
<thead>
<tr>
<th>Item</th>
<th>Coupe</th>
<th>Sedan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wheelbase</td>
<td>2,064 (103.9)</td>
<td>2,064 (103.9)</td>
</tr>
<tr>
<td>Track, front</td>
<td>4,147 (163.2)</td>
<td>4,147 (163.2)</td>
</tr>
<tr>
<td>Track, rear</td>
<td>4,590 (181.1)</td>
<td>4,590 (181.1)</td>
</tr>
<tr>
<td>Wheelbase</td>
<td>1,712 (67.4)</td>
<td>1,712 (67.4)</td>
</tr>
<tr>
<td>Wheelbase</td>
<td>1,559 (61.2)</td>
<td>1,559 (61.2)</td>
</tr>
<tr>
<td>Front interior</td>
<td>970 (38.1)</td>
<td>970 (38.1)</td>
</tr>
<tr>
<td>Head room</td>
<td>1,073 (42.2)</td>
<td>1,073 (42.2)</td>
</tr>
<tr>
<td>Leg room</td>
<td>1,073 (42.2)</td>
<td>1,073 (42.2)</td>
</tr>
<tr>
<td>Shoulder room</td>
<td>1,411 (55.5)</td>
<td>1,411 (55.5)</td>
</tr>
<tr>
<td>Hip room</td>
<td>1,559 (61.2)</td>
<td>1,559 (61.2)</td>
</tr>
<tr>
<td>Trunk capacity, Steve (cu. ft.)</td>
<td>14 (0.4)</td>
<td>14 (0.4)</td>
</tr>
</tbody>
</table>
1980 Buick 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 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
Glove box and console door latch impact security
Smooth contoured door and window regulator handles
Automatic locking rear outboard seat belt retractors
Pressure-lock radiator cap

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, trunk, and tailgate)
Visible vehicle identification number

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
Windshield defrosters, washer and dual-speed wipers
Wide-view inside mirror (vinyl-edged, shatter-resistant glass and deflecting support)
Outside rearview mirror
Dual master cylinder brake system with warning light
Starter safety switch
Dual-action safety hood latches (front-opening hoods)
Headlamp aiming access provision
Low-glare instrument panel top, inside windshield moldings, wiper arms and blades, and steering wheel metallic surfaces
Safety wheel rims
Uniform shift quadrant
No winged wheel nuts, discs, and caps
Front disc brakes with audible wear indicators
Self-adjusting brakes
Pressure-relief gas cap

BUY OR LEASE A Buick
Many Buick dealers offer you the opportunity to buy or lease a Buick. Ask 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 is available only in U.S.A. and Canada for the 1980 model year. Ask your Buick dealer about it.

BUICK

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

The Buicks described in this brochure are assembled at facilities of General Motors Corporation operated by Buick or 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.