The accolade, "leading edge of Detroit technology," is not given lightly to production cars. Happily, some renowned automotive experts have seen fit to so honor a car with the Buick nameplate.

The Riviera

This accolade has not gone unnoticed in the marketplace. Many people, who could afford almost any car now drive Rivieras. And we’re pleased. It’s that kind of car.

It is a classic design, in the best sense of the word. It makes use of interesting weight saving materials and engineering approaches, they are combined in a way that’s synergistic: the sum becomes greater than its parts.

As you might expect, we have brought refinements to the 1981 Riviera. Its grille and gray bumper protective strips distinguish a 1981 Riviera from its predecessors. It will ride on new, low-rolling resistance radial tires, standard except on T-type, which has 17-inch tires. And, new self-sealing tires will be available except on the T-type. They, too, are of low-rolling-resistance design.

Riviera’s basic strengths continue: its front-wheel drive gives impressive traction in foul weather or flat, and the four-wheel independent suspension gives a smooth, luxurious ride.

There are many detail improvements, but one that bears mentioning is the new windshield washer system that we call “Buick.” It has no moving parts, and sprays droplets of wash fluid in a fan pattern on the windshield.

But it is the balance of design, the careful use of special materials, and creative execution that makes Riviera the success that it is. "Leading edge." An accolade that must be earned and re-earned. As in the 1981 Riviera.
Note, please, that we now refer to this sportier Riviera as the T Type. It's the worthy successor to the S Type. Its new grille, familiar amber turn signals, sporty black accents and black side mirrors only hint at what's new underneath.

What's new is aptly named Grand Touring, the key to the renamed Riviera T Type. Grand Touring refers to the suspension and the thinking that went into it. The object was to endow the T Type with ride and handling characteristics worthy of the new name, T Type. So, engineers rethought the T Type's underpinnings right down to its wheels and tires. The result: we boldly assert, remarkable. The Grand Touring suspension gives quicker steering feel and increased road feedback compared to Riviera. Ride is superbly controlled, without the harshness and tautness jolts that often accompany sporty suspensions. To be sure, the Grand Touring suspension rides more firmly than the regular Riviera suspension, it's a reassuring firmness. Combined with Riviera's already sophisticated, fully independent suspension, we think you'll agree that the Grand Touring concept has been well executed.

Riviera T Type continues to offer the 3.8 liter turbocharged V6 standard, the engine that introduced turbocharging to American production cars (not available in California).

You can, if you desire, choose a 4.1 liter V6 (the Riviera's standard engine) or a 5.0 liter gasoline V8 from the available list. (The Riviera also offers, for the first time, an available diesel V6.)

The Riviera T Type is more than cosmetics. It goes beyond basic engineering specifications to capture a feeling, a mood. And in so doing, it just might redefine the meaning of road machines.
Riviera

The refinements continue. For example, a new 40% seating arrangement in the rear offers a convenient fold-down center armrest on the driver's side. In the TYP, comfortable cloth buckets and a storage console are standard. If you order the available electric, outside, scuffless mirrors, you'll find that they both are now controlled by a single lever.

Scan the instrument panel. In the TYP, it's now a handsome simulated woodgrain. Should you select the available Trip Monitor, you'll have the most sophisticated tripometer/odometer/time-engine condition system available in a Buick.

Perhaps, your musical enjoyment demands outstanding equipment. The Riviera fulfills, with a new, available Concord Sound six-speaker system that can be combined with the available Delco Full Feature or FM radio.

There are other Tender or Range speakers available for Riviera, but this one bears special interest.

If you are contemplating a Riviera, please understand that a considerable amount of equipment is already standard. Automatic transmission, six-way power seat for the driver, digital quartz-controlled clock, air conditioning, electric door locks, a Delco AM/FM stereo radio which may be deleted for credit, and power antennas are.

It remains your choice. Riviera or Riviera TYP. All cloth or available leather seats in seats and seatbacks, and the special equipment. And, we couldn't think of a more pleasant dilemma.

Riviera instrument panel. Some equipment available at extra cost.
- Power door locks, windows, six-way power seat, all standard. Power mirrors, available.
- Available bucket seats. Two-speed windshield wipers with delay.
- Twilight Sentinel, both available.
- Available electric control mirrors.
- Available electric fuel pump.
You may be among the many people to whom the name Buick Electra symbolizes one of the highest embodiments of automotive luxury. You could pick from any number of competing nameplates, but you keep coming back to Buick Electra.

And for good reason. Electra represents, to many, a luxury car that rewards their personal achievements.

For example, our 1981 Electra Park Avenue continues the process of thoughtful luxury car development. A new grille blends with the downward sloping hood, setting off Park Avenue’s brushed-finish, body side molding.

A generously padded halo top, that reveals a more silver of body color above the windows, is standard. Four newly-styled available aluminum wheels, in addition to their outstanding looks, save nearly 13 pounds per car compared to the standard wheels.

In every Electra Coupe and Sedan, the standard 4.1 liter V6 has been teamed with a new automatic transmission with overdrive. The new fourth gear engages automatically around 45 mph, and reduces engine speed by one-third, permitting added efficiency in the important highway cruising speed range. This remarkable transmission is standard with the available 5.0 liter V8, as well. You may even select a 5.7 liter diesel V8 and conventional automatic. Even the brakes receive high technology “lowing” design improvements. Insums are often connect.

Your instincts, for example, guide you to the 1981 Buick Electra. And for good reason. It embodies many qualities in its devotion to luxury. It is a car that reflects your own century in life, your personal success. And the lifestyle you have chosen.

Electra Limited Coupe
Electra

This may be your very first Electra. Or it may be your most recent. In any case, we welcome you to the serene 1981 Electra environment. The Electra Limited offers a choice of Coupe or Sedan, each with new color-coordinated, protective body-side moldings, standard.

In addition to its standard, low-rolling resistance white sidewall tires, new self-sealing tires are available. Electra's remote-controlled, outside, rearview mirrors, also available, can be adjusted by a single control thoughtfully located on the driver's armrest. And electroluminescent coach lamps, a hallmark of the Electra Park Avenue, are now available to the Electra Limited buyer.

Whether this is your first Electra or your latest, we think you'll find that virtually no area of your comfort and convenience has been overlooked.
A Electra interior, with its new fabrics and new sewn patterns, gives you an initial luxurious impression. Add the sense of touch and you understand the significance of what some call the Electra mystique. And if you select available leather inserts in the seats and headrests, separated by the armrests, the luxurious feeling is reinforced even more.

Seated, your eyes regard the instrument panel, with black background dials and, the standard quartz-crystal-controlled digital clock.

On the road, try the available Cruise-Master speed control with its new resume-speed feature. That’s real Electra convenience.

And be sure to drive an Electra with the available six-speaker Delco Concert Sound system, pioneered on last year’s Electra Park Avenue Sedan. Now it can be ordered with either the optional Full Feature or Brief-wear in all Electra Coupes and Sedans. You’ll hardly believe your ears. You can order available Electronic Touch Climate Control air conditioning; a system that represents the use of electronics in a new form.

There is, of course, much more. But, then, that’s what you expect. After all, this is a Buick. A Buick Electra.

- Park Avenue instrument panel
- Some equipment available at extra cost: Two-speed windshield wiper with delay, Twilight Sentinel, both available; Sportsman halogen, high-beam headlamps, cornering lights, both available; Power windows, sixty-seat, mirror control, door locks, all available; Cruise-Master speed control with resume-speed feature, available; Automatic transmission with overdrive; Electronic Touch Climate Control air conditioning; Full Feature AM/FM stereo radio and Concert Sound speaker system, available; Rear-seat air conditioning and heater; Available 5.7 liter diesel V8, available; Electrically controlled outside mirror.

### Electra

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### Electra Park Avenue

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Now we come to a buck that has become synonymous with room, the sense of above-average comfort, and yes, luxury: LeSabre.

Just what is it that so many find of particular value in LeSabre? It’s just that value. Plainly and simply, full-size passenger room. Thickly cushioned seats. Ample trunk. The comfort of a long wheelbase and all-steel spring suspension. All of this, and more, combine to mean that it outweighs its asking price. That’s value.

For example, the 1981 LeSabre Coupe sports a new option package we call "T Type," and it clearly reveals our intentions. Inside, the console, spacious seats, and center console are fitted with wood trim. Outside, sport mirrors and a black accent pillar. It’s all new. The new Touring suspension reflects Buick’s new philosophy, a tour machine worthy of the new designation: T Type.

Every powerplant offered in LeSabre Coupe and Sedan will be offered with the T Type coupe option. Standard: 3.8-liter V6 with automatic transmission. If you pick the available 4.1-liter V6, or the 5.0-liter V8, you get the new automatic transmission with overdrive, as well. A 4-speed V8 is available with conventional automatic transmission.

Sedan, coupes, or T Type, you’ll find much more to like about 1981 LeSabre. All of it adds up to impressive value.
This year, we gave LeSabre a reshaping. This year, we concentrated on details. Such as the retractable, rectangular grille shown here on the LeSabre Limited L. And on this LeSabre, or its Coupe counterpart, the color-coordinated, protective, body-side molding you see is standard.

For more dress-up, order four available new-styled aluminium wheels with handsome exposed chrome lug nuts. Not only are they sporty, they save more than 13 pounds when compared to standard wheels.

All LeSabres can be ordered with an available illuminated entry system, a genuine nighttime convenience. You’ll also enjoy white, more brilliant lighting supplied by available tungsten-halogen, high-beam headlamps.

The LeSabre, in its all forms, is a stylish, full-value automobile, with a generous measure of comforts and considerations.
Once you're acquainted with LeSabre's interior, you'll know what genuine comfort is all about. Run your hand over the woven velour fabrics to appreciate what we mean. From behind the wheel, you see an instrument panel with black dial faces set off by rich woodgrain vinyl trim. One feature you're sure to like: We've made automatic electric door locks available. And for extended highway driving, there's a new resume-speed feature on Cruise-Master speed control that's available. One more new feature of note: Our exciting Delco® Full-Feature radio/sound systems are available for the first time in LeSabre. Try one of them coupled to an available four-speaker system with Extended Range speakers for a real sonic delight.

It's important we think to know how much comfort is standard. With any LeSabre, the backseat bench seat with fold-down armrest is standard. The carpeting is thick and plush. The rear seat is equally comfortable, with deep, thick cushioning.

LeSabre or LeSabre Limited Carts that richly reflect value beyond their price. Full-sized cars that are very much a necessity for many people. Perhaps for you.

The stylists and engineers approached the 1981 Regal mindful that our present Regal has been one of the most popular Buicks in history. They were asked to make it even more appealing. What you see here is the handsome result of their handwork. We think you’ll agree with our prediction that the 1981 Regal will be as successful as ever.

A fresh new grille and downswept-sloping hood meet the windshield in a way that draws through the air more clearly. Our engineers talk about ‘reducing coefficient of drag by 25% compared to the 1980 Regal, and that’s rare, since less drag means more efficiency (Refer to the EPA estimate chart included with this catalog). Next, look over the new rear deck treatment, topped by an aerodynamically correct spoiler lip. Here is new styling based on a wedge, which is a most aerodynamic and pleasing shape.

Note the wide rocker molding that runs the full length of the Regal Limited, giving it a smooth, unbroken line. Even the front and rear bumpers are set flush with the sides to give Regal a smooth, aerodynamic appearance from every angle. You can order your Regal Limited in a solid color, or select from a range of Divinycell Accent schemes. There’s also a smart new Decor Package available, in four colors, all with lower sections in Silver. Outside sport mirrors, turf wheels, and a Sport steering wheel are included.

Both Regal and Regal Limited are powered by the 3.8 liter V-6 and automatic transmission with converter clutch, standard. As we’ve said, our previous Regal was a tough act to follow. We confidently predict more success for our 1981. We think you’ll agree.
The Regal Sport Coupe, shown here, is more than a name. It's a concept, realized in part by such features as high-revving power steering and an authoritative 250/90/18 tires, all standard. The Sport Coupe concept is realized further with the standard hood feature: a grille with "Turbo 3.8 Lime" in chromium. Underneath, the turbocharged V6 that has become justly famous for its power on demand. It's now available with a dual-exhaust system for an extra measure of excitement.

The concept really comes together with the new standard Gran Touring suspension. It brings the ride and handling concept realized with the standard suspension. A new available Sport Coupe option is a Decor Package, shown here, in a choice of four paints with silver lower segments. You also get a black rearview mirror, headlamps, and taillamps, all set off by a white bright center rocker molding. Plus, turbo-styled wheels set off the wheel wells, and you hold onto a Sport steering wheel.

Behind our Regal Coupe, trimmed with some available equipment, that provides Regal benefits for many. But, even at its entry-level price, everything that makes a Regal a Regal is there.
The styles didn't stop inside. They worked their particular miracles inside, as well. Our Regal Limited interior lets you luxuriate in a new, soft velour, even on the upper part of the door. And underneath, a new fur-like carpet extends to the lower section of the door. The regular Regal Limited seat is a 50/50 notchback with a fold-down center armrest. And we're offering a new available 40/60 seat arrangement, as well. Either seating choice can be ordered in cloth or available leather trim.

Inside Regal and Regal Sport Coupe, a plush notchback front seat is standard, with either buckets or the 50/50 arrangement available.

We haven't overlooked entertainment needs, either. For the first time, you can order an available Delco ETR radio, complete with Extended Range speakers. Or add Extended Range speakers and a fixed-mount antenna to any radio. Consider, too, available Cruise Master speed control with its resume feature, automatic electric door locks, and self-sealing tires.

When you open the windshield washer, you will enjoy the new Baltic system. There is even a theft-deterrent system with keyless ignition available. The 1983 Regal. The magic continues.

You want a Buick, and you prefer it in a trim mid size. But you won't give up Buick's traditional comfort. And you want elegant, even formal, styling. Then we think you're a prime prospect for the 1981 Century, our little luxury car.

The Century Limited's formalNotchback roofline signals the room you'd expect from a Buick. Its full coil suspension gives you the ride you expect. And as for styling, we let it speak for itself. 1981 styling refinements are just that, a restyled grille, and an available wraparound molding that runs around the car, from headlight to headlight. You will be able to order Design/Power Accessory packages, as well. The body is an integrated package concept -- room, comfort, convenience — continues.

The Century's standard powerplant is the 3.8 L V6. In Century Limited, the automatic transmission, which features a converter clutch, is standard. Power steering and power brakes are standard on every Century. You can order a Century Limited with available electronic automatic coach lamps, those little marauders of high technology. Low-rolling-resistance tires are standard. A new self-sealing tire, also a low-rolling-resistance design, is available.

We think the styling and room of the Century fills the gap between our compact Skylark and the full-size LeSabre very nicely. And apparently many people agree with us, because as we said, Century has been extremely popular. By now you know some of the reasons.
Century

Even this, our lowest priced Century, has all of the room and luggage space of our Century Limited. The engine choices are identical.

It shares the new Buick windshield washer system with other Buicks. That’s the system that sprays two fans of washer fluid on the windshield from tiny orifices that have no moving parts.

In city traffic, Century’s lithe 108.1” wheelbase and trim overall length make it easy to maneuver. Its standard power steering makes it easy to park. Its trunk will swallow more than 36 cubic feet of your loadables. Bumper protective strips help to reduce the effects of life’s little parking lot bumps.

Century, like most 1981 Buicks, has Computer Command Control, which provides good fuel economy while meeting stringent government emissions regulations. (Refer to the 1981 estimate chart included with this catalog.) A full explanation of Computer Command Control can be found in our Buyer’s Guide section.

Perhaps you should consider ordering your new Century with the available theft-deterrent system with starter interrupt. This system automatically sounds the horn and flashes the lights when triggered. Then, should someone attempt to start the car without a key, the system interrupts the starter circuit.

Our basic Century is so simple, yet quite up-to-date. It has the room, the comfort, and the carrying capacity many of today’s families want and need. And if the 1981 Century appeals to you, then welcome to Century’s world.
Century’s seating has been arranged for lots of stretch room. An impressive amount, really, that belies the car’s compact exterior. And what comfort! Four-inch new, softest velour cloth done in 100% fashion in Century Limited, a different new cloth in a notchback arrangement for our regular Century, with the credit option of either seat interior that brings the cost of owning a Century down even lower.

Once the interior has been chosen, Century’s available equipment list offers much creative personalization. Select either manual or automatic air conditioning. From the Delco radio/tape unit list, select one of these new 151s (Electronically Tuned Receivers), or other radio/tape units. Specify available Extended Range speakers for remarkable sound. And a new, available fixed-mast antenna improves fringe area reception.

Enhance your convenience with automatic door locks. Help cure right-foot cramps on trips with available Cruise-Master speed control, now with a resume-speed feature. Both are new and available for Century. You’ll find a list of options in the Buyer’s Guide, under “Century.” Suffice it to say that your 1980 Century can be as posh, elegant, and convenient as you want it to be. Which is one reason why it’s so popular.

Century’s instrument panel. Some equipment available at extra cost.
- Power door locks, power windows, remote mirror, available
- Available xenon-halogen high-beam headlamps
- Available remote-control sport mirrors
- Available rear-door power vent windows
- Available six-way power seat
- Available Cruise-Master speed control
- Automatic Climate Control-air conditioner, Delco cassette tape player with AM/FM stereo radio, both available

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When we introduced the new Skylark, Buick's version of the "X" car, last year, we were more than pleased by your acceptance. Frankly, we were overwhelmed. Skylark quickly became the car Americans couldn't get enough of.

The 1981 Skylark promises more of a good thing. To the point, good things. Skylark, Skylark Sport and Skylark Limited. You're going to like what Skylark offers. The impressive traction of four-wheel drive, its compact exterior (the engine is under the rear to conserve space), and the nimble, responsive, fuel-efficient 4-cylinder engine, make it a great value for the price.

1981 Skylark and Skylark Limited have a new grille and revised tail lamps. Electro-luminiscent coach lamps are available to add a luxurious touch to limited models. The Skylark Sport has a new grille and revised tail lamps to complement its black-accented interior and exterior. And, yes, if you select either of our other Skylarks, a new Sport steering wheel is available. And on Skylark or Skylark Limited, new self-sealing tires are also available. Skylark represents one of a new breed of American-made cars. It just might be right for you.
Here is the driving bulb’s Skylark—the Skylark Sport. Either Coupe or Sedan gives the visual impression of a genuine road machine.

Its black-accented special grille, headlamps, smoked taillight lenses, plus amber front park and fan lamps, and bumper steps convey an unmistakable message. And to finally establish the line of communication between driver and road, a Rallye ride-and-handling suspension, with P205/70R14 steel-belted radial tires, is standard.

Express your individuality by ordering optional lower body-side stripes with Hawk decor. Now then, for Skylark. Both coupe and sedan are trimmed with a new, very handsome cloth. And, both offer the comfort, toughness and front-wheel drive you’d expect.

All Skylarks have a 2.5 liter 4-cylinder engine standard, and a 2.8 liter V-6 available. Four-speed manual transmission standard, automatic available.
More of a good thing inside. In 1981, with standard notchback seats, you get room for two plus a front storage console completely with storage bins. A more luxurious operating console is available. An assortment of new fabrics and colors are available for the choosing. Limited models, in particular, offer a new woven velour drift.

Bucket seats can be ordered with regular trim, limited trim, or with all new leather inserts in side window seats and saucers, depending on the Skylark you order. Check the Buyers Guide, Skylark section, for specifics.

The instrument panel, with its black gauge faces, is easy to read. A four-function steering column lever from signal headlamp dimmer, windshield washer, windshield wiper, and defrost, can be hooked up to a four-function lever if you specify the available resume speed Cruise-Master speed control.

The standard Delco AM radio (which may be dealer installed on credits) is complete with a new band-antenna system that improves fringe area reception.

Consider the array of radio accessories available — Extended Range speakers, plus a stereo graphic equalizer/hookup that offers tone control in the ranges and extra power.

America, are you ready? Skylark is.

- Skylark instrument panel. Some equipment available at extra cost.
Here, for your careful consideration, we present Buick's most prestigious Estate Wagon. It proudly wears the name Electra. First of all, it's a genuinely spacious accommodation. 8779 cubic feet spacious, to be exact, with the rear seats folded down. Or, it can have the extra convenience of a third seat. The Electra Estate Wagon's interior has the appearance and feeling that some call the Electra mystique.

You have a choice of extremely comfortable seating. Fine, all-leather; 95.40 mooseback. Front seat colors are available. Alternately, there are two all-leather trim choices, as well as two cloth front, vinyl rear trim choices.

Of course, you'd expect that an Electra has considerable luxury standard. And it does. Automatic transmission, overdrive with the standard 5.0 liter gasoline V6 engine. Power steering, power brakes. A white walled radial ply tires for starters. Add these standards: Air conditioning, power windows, electric door locks, tilt steering column, load floor carpet, two-way tailgate and roof rack with air deflector.

The entertainment available to you reflects the Electra attention to your pleasure — a total of 12 Delco radio combinations, including Full Feature and AM/FM units. You can even select available Electronic Touch Climate Control air conditioning, Electronic control all comfort functions. The plush seating, the new colonial oak exterior, the wood grain trim, the serene atmosphere — it's all here in the 1984 Electra Estate Wagon.

Electra Estate Wagon

Swing-open tailgate showing available vinyl third seat. Electronic Touch Climate Control air conditioning. Delco AM/FM stereo Full Feature radio, both available.

LeSabre Estate Wagon

For years, station wagon buyers who wanted a full-size wagon with a high degree of comfort have, naturally, bought Buick LeSabre Estate Wagons. In that respect, 1981 ought to be no different. LeSabre Estate Wagon offers a full 879 cubic feet of total space with the rear seat folded down, a standard rear compartment light, and a carpeted load floor area. Plus, you can select from a satisfying list of available options — one suited to the wagon buyer's needs.

First, though, you probably would like to know about some of LeSabre Estate Wagon's standard features. Begin with the inside, with the wide range of seating. The standard notchback front seat is available in four colors of vinyl. Or, consider two all-vinyl or two cloth with vinyl trim choices. More luxurious seating is available. A 10/14 notchback front seat is available in the same number of cloth, cloth-with-vinyl, or all-vinyl trim combinations.

Next, please turn your attention to just how luxuriously the LeSabre Estate Wagon is trimmed. The cloth is a rich, woven velour. Carpeting is thick, and plush. Even the seats make lavish use of thick foam for set-back comfort. Then consider the seat range of standard comforts. From power steering, power front disc brakes to power tailgate window and a lockable, hidden storage compartment, you'll find that LeSabre Estate Wagon deals with your requirements the way you like.

Full-size wagons require muscle. Standard power is a 5.0 liter gasoline V-8, coupled to a new automatic transmission with overdrive. A 5.7 liter diesel V-8 with conventional automatic transmission is available.

LeSabre Estate Wagon. It brings the full-size comfort you want, the full-size carrying capacity you need.

LeSabre Estate Wagon

- Available two-speed windshield wiper with delay
- Available load-equilizing trailer hitch
- Available rear-way power seat

LeSabre Estate Wagon

E - standard
A - air conditioning
H - automatic transmission
O - overdrive
W - vinyl
C - cloth
V - vinyl
M - all-vinyl

The two vehicles presented here are for people who want the luxury of a Century and the convenience of a station wagon. 71.6 cubic feet of convenience, to be exact, with the rear seat folded down.

Thoughtfully, the Century Station Wagon is the answer to both needs. And the Century Estate Wagon is even more so, with a higher level of luxury.

Both Century Wagons offer most of the equipment, features, and options found on Century Sedans. Among the standard items is a 3.8 liter V6, automatic transmission, power steering and brakes.

The Century Wagon's stretch-out room just has to be seen and tried. The Century Estate Wagon's noteworthy front seat is in a new, different cloth brings more elegance to the interior. Or, you can order a Century Wagon with an all-vinyl bench front seat and bring the cost of owning Century even lower.

Hardly anyone buys either Century Wagon without looking at the wagon options available. And they include, among other things, an available trailer-towing package rated for 4,000 lbs. loads using the standard 3.8 liter V6 engine.

Of course, if pure creature comforts, order either manual or automatic air conditioning. Choose one of these new available Delco E9 radio/tape units, and specify a new band mast antenna for improved fringe-area reception.

The Century Wagons embody fundamentally sound, Buick ideas about station wagons. They've been popular choices for years. We think 1981 models will continue to be as popular.

Century Wagon Features

- Side frame jack
- Available Cruise-Master speed control with resume-speed feature
- Automatic Climate Control air conditioning. Delco cassette tape player with AM/FM stereo radio, both

Century Wagons

- Station Wagon
- Estate Wagon
- Golden Wagon

+ standard
- available
- - cloth front, cloth rear carpeting
The 1981 Buick Buyer's Guide

The next four pages are devoted to some of the things we think are pretty impressive about our 1981 Buicks. You'll be able to explore them in some detail. We've taken apart one particularly interesting feature—the new Buick standard feature. We think you'll find a washer system that uses no moving parts intriguing...we did. And, you'll see some of our high-technology advances, as well. Some are standard, like the Computer Command Control system (except on available diesel engines). Others are available, like Electronic Transmission Control and Cruise-Master speed control that resets your preset speed.

All of them represent Buick's continuing desire to bring you the latest in comfort, convenience, and peace of mind. Consider the entire series. It's the Buick customer.

Front-wheel drive.

Judging by the size and shape of your Buick, you're a little bit into front-wheel drive, as well. We've been on to a pretty good thing for some time now. Both Riviera and Skylark are front-wheel drive vehicles. Both offer improved traction in foul weather or bad roads for good reason. First, the mass that represents the engine and transmission is concentrated directly over the driving wheels. Second, the wheels that do the driving also do the steering. Both facts result in a firm feeling behind the wheel.

Another benefit, not to be overlooked in this design, is generous interior room, one result of engine placement. Even with short, compact exteriors, interior leg room remains impressive.

The new automatic transmission with overdrive.

That's right, an automatic with overdrive. It's a brand-new fully automatic transmission that is standard (depending on engine selection) on all Electras and the LeSabre Estate Wagon. It's LeSabreCoupe and Sedans. It functions in the same way as other automatics, with one important exception. At about 45 mph, the transmission automatically shifts into an overdrive fourth gear. Regular automatics have a direct drive, of course.

A converter clutch for our other, non-wheel-drive automatics.

Actually, this unit was introduced during 1980 on selected models. This year, it's in every rear-wheel-drive automatic. It's on third and fourth gears of our new automatic transmission with overdrive. A special damper in the clutch assembly enhances durability and performance. Even the clutch plates in the automatics benefit from advanced development. They're called, "low-drag" clutch plates. They groove on the plates to allow transmission fluid to flow between the plates, reducing friction. It's a small improvement, to be sure. But we think it's one that you'll appreciate.

A coil we call "low-drag".

A special piston seal in the front disc brake caliper acts as a return spring and pulls the brake pads away from the rotor, helping to eliminate "drag". They're standard on our Skylark, LeSabre, and Electra.

Here's a new automatic tire that stands up to nails. Nails up to 3/4" thick, which is by any measurement a hefty spike. A special purchase-seling material lies inside the tire tread and fills most holes in the tread before they're removed. In most cases, there's no unsightly flat. These tires, like the standard tires, are of low-sagging resistance design.

Self-sealing tires are available on all 1981 Buick models except Skylark Sport models, Regal Sport Coupe, and Riviera T-Type, which feature special sizes of tires.

A windshield washer with no moving parts.

None of them, as far as the washer pump. If you've ever seen a garden hose flipped around when water is pouring out of it, that gives you a good idea of the way the new Buick windshield washer system works. Each actual washer unit is about half an inch wide and an inch long. Inside are specially constructed chambers. As water is pumped in, the chamber design causes the fluid to change direction very rapidly (much like that garden hose). Fluid is forced out, then right, then left again, at the rate of about 100 strokes per second. To the eye, the spray appears as a fine mist of fluid on the windshield.

You'll find the new flush system on Century, Regal, and Riviera.
Give Skyhawk's sound a real boost.

If you are deeply involved in home stereo, you probably know about graphic equalizers, and their power. Now you can own one of these stereo units in a Skyhawk, and get an added power boost, as well.

Notice, that in place of ordinary tone control switches, there are these tone control sliders. They give 12dB control over the segments of the audio spectrum, ranging from 31.5 Hz to 16 kHz. By arranging the sliders so that suits your listening preferences, the sliders give a pictorial representation of what you're listening to, hence the term, graphic. You can make deep bass boost, or treble boost, or any combination of the two.

The Trip Monitor: A little bit of electronic brain.

The Trip Monitor, available in Riviera, is an electronic brain programmed to accept your data inputs, and give you the information you need to make the best possible driving decisions. It displays, in a digital format, all of the information you need to know about your driving conditions. In addition, it provides a series of warning signals that let you know when you are approaching your speed limit, or when you need to change your driving habits.

Resume speed at the flick of a switch.

Cruise-Master speed control, long a favorite with Buick owners, is offered with a new feature, a resume speed switch. With it, you set your desired speed, drive at your desired speed, and then set the switch to OFF. Whenever you stop, the system will resume your original speed simply by engaging the cruise control switch again.

Serious highway stereo.

In many metropolitan areas, more and more added to the stereo market. Now, however, there is one more added to the list, the Skyhawk. Our Skyhawk stereo, introduced on the last, is an all-electronic system, and it is designed to give you the very best in sound quality. It features a built-in equalizer, and a built-in speaker system, which provides excellent sound quality.

Fixed-mast antenna.

By using the sunroof, you can bring your favorite radio station in, and enjoy the music without having to worry about the weather.

Our Riviera Sound system features a 4.4 x 4.4 in. color touch screen monitor, and it is equipped with a built-in, electronic, tunable receiver, and it is designed to give you the very best in sound quality.

A manual Electronic Touch Climate Control air conditioning.

Electronic Touch Climate Control air conditioning is available in all Skyhawk and Electra models.

Cruise-Master speed control, long a favorite with Buick owners, is offered with a new feature, a resume speed switch. With it, you set your desired speed, drive at your desired speed, and then set the switch to OFF. Whenever you stop, the system will resume your original speed simply by engaging the cruise control switch again.

The electronic system is designed to give you the very best in sound quality. It features a built-in equalizer, and a built-in speaker system, which provides excellent sound quality. It is also equipped with a built-in, electronic, tunable receiver, and it is designed to give you the very best in sound quality.

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### 1981 LeSabre Buyer's Guide

#### Available Equipment

<table>
<thead>
<tr>
<th>LeSabre</th>
<th>Coupe</th>
<th>Sedan</th>
<th>Olympic</th>
<th>Limited Coupe</th>
<th>Limited Sedan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engine</td>
<td>3.0 L</td>
<td>3.4 L</td>
<td>3.9 L</td>
<td>3.9 L</td>
<td>3.9 L</td>
</tr>
<tr>
<td>Transmission</td>
<td>Automatic</td>
<td>Automatic</td>
<td>Automatic</td>
<td>Automatic</td>
<td>Automatic</td>
</tr>
<tr>
<td>Wheelbase</td>
<td>116.0 in</td>
<td>116.0 in</td>
<td>116.0 in</td>
<td>116.0 in</td>
<td>116.0 in</td>
</tr>
<tr>
<td>Track width (front)</td>
<td>56.7 in</td>
<td>56.7 in</td>
<td>56.7 in</td>
<td>56.7 in</td>
<td>56.7 in</td>
</tr>
</tbody>
</table>

#### Standard Equipment

- Engine
  - 3.0 L V6 engine
  - 3.4 L V6 engine
  - 3.9 L V6 engine
- Transmission
  - Automatic
- Wheels
  - 14" steel
d
- Brakes
  - Power brakes
  - Front discs
dn
### Available Equipment

- Engine
  - 3.8 L V6 engine
  - 4.3 L V8 engine
- Transmission
  - Automatic
- Wheels
  - 14" steel
d
### Comfort and Convenience

- Air conditioning
- Electric clock
- Electric rear window defroster
- Electric side view mirrors
- Power window
d
### Ordering Guide

- Model selected:
- Engine type:
- Appearance and Protection:
- Seo sure to consider:
- Additional selections:

---

### Dimensions

- **Coupes**
  - Length: approx. 190 in
  - Height: approx. 1.48 m

- **Sedans**
  - Length: approx. 190 in
  - Height: approx. 1.48 m

---

### Special Package

- **LeSabre T TYPE**
  - Includes: bucket seats, operating console, sport mirrors, sport steering wheel, color-coordinated seat and shoulder belts, black center pillar applique, and Gran Touring suspension.

---

### LeSabre Powertrain

- **Engine**
  - 3.0 L V6
  - 3.4 L V6
  - 3.9 L V6
- **Transmission**
  - Automatic

---

### Additional Information

- All models are equipped with a 3.0 L V6 engine except for the Limited model, which is equipped with a 3.9 L V6 engine.
- The Olympic model is available with a 3.4 L V6 engine.
- Color-coordinated interior and exterior package is optional on all models.
1981 LeSabre and Electra Estate Wagons Buyers' Guide

Available Models

LeSabre
- LeSabre Estate Wagon - 2 seat ES
- LeSabre Estate Wagon - 2 seat ABS option

Electra
- Electra Estate Wagon - 2 seat V8
- Electra Estate Wagon - 2 seat ABS option

LeSabre/Electra Estate Wagon Power teams

Dimensions

<table>
<thead>
<tr>
<th>Feature</th>
<th>Dimension (inches)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Min. width</td>
<td>840</td>
</tr>
<tr>
<td>Min. height</td>
<td>460</td>
</tr>
<tr>
<td>Min. wheelbase</td>
<td>120</td>
</tr>
<tr>
<td>Min. track</td>
<td>150</td>
</tr>
<tr>
<td>Min. gross weight</td>
<td>3,940</td>
</tr>
<tr>
<td>Min. curb weight</td>
<td>3,510</td>
</tr>
<tr>
<td>Min. power rating</td>
<td>200</td>
</tr>
<tr>
<td>RPM</td>
<td>2,200</td>
</tr>
<tr>
<td>Gear ratio</td>
<td>3.73</td>
</tr>
</tbody>
</table>

Standard Equipment

- Engine/Chassis: 4.5L V8
- Computer Command Control
- Automatic transmission w/overdrive (gas engine)
- Automatic transmission (electric)
- Power steering
- Power front disc/rear drum brakes
- Steel-belted, radially-ply whitewall tires
- Lower rolling resistance tires
- Coil-spring suspension - front and rear
- Delco Freedom II Battery
- Forward-mounted steering gear and linkage
- Computer-selected chassis sensitivity
- Side impact airbags

Comfort and Convenience

- Cloth or vinyl or cloth front/vinyl rear 55/45 notchback seats (LeSabre)
- 2 tone leatherette front/rear notchback seats (Electra)
- Full-form seat construction
- Power-adjustable driver's seat
- Power windows and locks (LeSabre)
- Power door locks and windows (Electra)
- Windshield wiper system with single-switch control for misty conditions
- Quiet interior design
- Combination turn signal and high-low beam headlamp control
- Power windows (Electra)
- Power tailgate window, roof rack and air deflector (Electra)
- Remote control (Electra)
- Blue-back indicators (Electra)
- Lockable storage compartment
- Right- and left-hand chrome outlets, outside, rearview mirrors
- Remote control tailgate lock (Electra)
- Electric door locks (Electra)
- Tire sealing system (LeSabre)
- Power door locks (Electra)
- Exterior acoustic insulation (Electra)

Appearance and Protection

- Bumper protective strips - front and rear

Available Equipment

- California assembly line emission equipment and testing (request in California)
- Engine block heater
- Remote entry system
- Front- and rear parking lamps (standard)
- Rear view mirror (optional)
- Torsion damper (optional)
- Automatic power antenna
- Retractable rearview mirror
- Windshield wiper system
- Adjustable rear window (Electra)
- Rear seat belts (standard)
- Rear seat belts (optional)
- Rear seat belts (standard)
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- Rear seat belts (optional)
- Rear seat belts (standard)
- Rear seat belts (optional)
- Rear seat belts (standard)
- Rear seat belts (optional)
- Rear seat belts (standard)

Ordering Guide

Model selected:

- Engine choice

- Be sure to consider:
  - Automatical control
  - Power windows

- Electronic Touch Climate Control
- Cruise-Master speed control with remote feature
- Remote passenger and/or driver seat
- Rear view mirror (standard)
- Torsion damper (optional)
- Remote controlled mirrors
- Electronic power antenna
- Electrically controlled mirrors
- Power rear window defogger
- Electrically controlled mirrors
- Power seat options
- Cruise-Master speed control
- Power rear window defogger
- Electronic power antenna
- Additional options:
  - Custom vinyl roof (LeSabre)
  - Chrome-plated plated wheel (LeSabre)
  - Custom vinyl roof (Electra)
  - Chrome-plated plated wheel (Electra)
  - Custom vinyl roof (Electra)
  - Chrome-plated plated wheel (Electra)
1981 Century Wagons Buyers' Guide

Available Models
- Century Station Wagon: $35
- Century Estate Wagon: $34

Century Station Wagon/Century Estate Wagon Powertrains

| Engine/Transmission | Standard | Option
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>3.8L (232-cid) V6...</td>
<td>2.1L (129-cid) 4-cylinder</td>
<td>1.6L (97-cid) 4-cylinder</td>
</tr>
</tbody>
</table>

Dimensions
- **Engine**
  - **Displacement:** 2,746 (165.1)
  - **Bore x Stroke:** 146.1 (5.75) x 1,867 (72.7)
  - **Length:** 4,860 (191.3)
  - **Width:** 1,889 (74.5)
  - **Height:** 5,904 (192.7)
- **Fuel Tank:** 15.2 (3.9)
- **Total Weight:** 3,770 (835.0)

Chassis
- **Wheelbase:** 111 in (2,819 mm)
- **Front Wheelbase:** 111 in (2,819 mm)
- **Rear Wheelbase:** 111 in (2,819 mm)
- **Overall Length:** 194 in (4,925 mm)
- **Width:** 72 in (1,829 mm)
- **Height:** 56 in (1,422 mm)

Comfort and Convenience
- **Air Conditioning:** Standard
- **FM/AM Radio:** Standard
- **Tachometer:** Standard
- **Tachometer:** Standard

Standard Equipment
- **Engine/Chassis:**
  - Steel-belted radial-ply whitewall tires - P225/75R14
  - Steel-belted radial-ply whitewall tires - P225/75R14
- **Comfort and Convenience:**
  - Remote tilt column
  - Tilt steering
  - AM/FM stereo radio
  - Radio stereo system

Available Equipment
- **Engine:**
  - California assembly line emission equipment and testing required in California
  - Engine block heater
  - 24V 4-wire alternator
  - Heavy-duty battery
- **Chassis:**
  - Limited-slip differential
  - 4-wheel drive
  - Power steering
  - Power brakes
  - Power seat
  - Power door locks
- **Interior:**
  - Front bucket seats
  - Rear seat
  - Carpeted floor
  - Carpeted floor
  - Carpeted floor
  - Carpeted floor

Ordering Guide
- **Model Selection:**
  - Century Station Wagon
  - Century Estate Wagon

Be sure to consider:
- Automatic air conditioning
- Cruise Master speed control
- Tilt steering
- Power windows
- Adjustable rear seat
- Deluxe steering wheel
- Deluxe instrumentation panel
- Tinted glass windows
- Tinted glass windows
- Tinted glass windows
- Tinted glass windows
- Tinted glass windows

Additional selections:
- *Engine options:
- *Transmissions:
- *Suspensions:
- *Brakes:
- *Wheels:
- *Tires:
- *Rearview mirrors:
- *Exterior moldings:
perhaps you're getting close to a buying decision. You may have narrowed down your choice to two Buick series. Now, you'd like to make some quick comparisons of standard and available features in the two series. We've prepared this special standard/available equipment chart for your handy use. You'll find a listing of important equipment for the two series as well as a list of many popular Buick options. This chart can help you recap your thoughts. As you probably know, a well-equipped car not only enhances your driving pleasure, it is often more desirable at trade-in time, with subsequent economic benefits to you. So please read on, and enjoy your 1981 Buick.

1981 Buick Safety Features

Occupant Protection
Manual lap belts with push-button buckles for rear and center front (when applicable) passenger positions
Manual lap/shoulder belts for driver (with reminder light and audible warning) and right front passenger
Energy-absorbing steering column
Passenger door locks
Safety door latches and stamped steel hinges
Folding seatback latches
Energy-absorbing padded instrument panel and front seatback tops
Laminated windshield/tempered side and rear glass
Safety mirrors
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
Identification symbols for controls and displays

Available Equipment
Infant Love Seat
Child Love Seat
Manual rear lap/shoulder belts

A Word About Engines

Buicks are equipped with GM built engines, produced by various divisions. See your dealer for details or please refer to the Buick power-plant engine chart on the insert posted to your dealer with this catalog.

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 Corporation. Only the component sources that are actually used in your car are indicated. 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 want, and on which your dealer will order it from you. Some options may be unavailable when your car is built. Your dealer receives advice regarding current availability. You may ask the dealer for this information. GM also requests the dealer to advise you of any option you ordered that is unavailable. We suggest that you verify that your car includes the optional equipment you ordered or if there are changes that they are acceptable to you.

Many Buick dealers offer you the opportunity to buy or lease a Buick. Ask about their leasing arrangements. 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 the U.S.A. and Canada from the 1981 model year. Ask your Buick dealer about it.