A Word About This Brochure

We have tried to make this brochure as comprehensive and factual as possible and we hope you find it helpful. However, since the time of printing, some of the information you will find here may have been updated. Also, some of the equipment shown or described throughout this brochure is available at extra cost. Your dealer has details and, before ordering, you should ask them 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. Check with your Buick dealer for complete information.

Classic design, whether traditional or contemporary, whether in buildings or bridges, has an inherent rightness about it. It is an enduring quality that stems both from form and the ingenuity of materials. In short, it brings beauty to function. We submit that, in the automotive world, our 1981 Buicks possess these very same elements. We think, as you become better acquainted with them on the following pages, you'll agree.
The accolade, "leading edge of Detroit technology," is not given lightly to production cars. Happily, some renowned automotive experts have fitted the luxurious Buick nameplate to the Riviera T-Type, a worthy successor to the S-Type. The object was to endow the T-Type with ride and handling characteristics worthy of the name. The key is the new, agility-aimed, Gran Touring suspension. The results are, we modestly submit, remarkable. The Gran Touring suspension gives quicker steering feel and increased road feedback compared to Riviera. Ride is superbly controlled. Combined with Riviera's already sophisticated, fully independent suspension, we think you'll agree that the Gran Touring concept has been well executed.

As for engines, the Riviera T-Type continues to offer the 3.8 liter turbocharged V-6 standard (not available in California). Or choose a 4.1 liter V-6 (the standard engine), or a 5.0 liter V-8 from the available list. The luxury Riviera also offers, for the first time, an available 5.7 liter diesel V-8.

You expect refinements to continue inside, and they do. New 45/45 front seating features a convenient fold-down center armrest on the driver's side. In the T-Type, comfortable cloth buckets and a storage console are standard.

Select the available Trip Monitor, and get a trip/miles/elapsed time/engine condition system with digital readouts. Perhaps you demand outstanding sound. The Riviera fulfills with a new, available Delco Conert Sound stereo system that can be combined with available Delco Full-featured or 135 radios.

"Leading edge" an accolade. As in the 1981 Riviera...
The new fourth gear engages automatically at approximately 45 mph, and reduces engine speed by one-third.

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. Electric, remote-control, outside, rearview mirrors, also available, can be adjusted by a single control thoughtfully located on the driver's armrest. And electro-luminescent coach lamps, a hallmark of the Electra Park Avenue, are now available to the Electra Limited buyer.

An Electra interior, with its new fabrics and all-new sew patterns, gives you an initial luxury impression. Add the sense of touch and you understand something of what some call the Electra mystique. And if you select available leather inserts in the seats and seatbacks, separated by armrests, the impression feeling is reinforced even more.

And be sure to drive an Electra with the available, sensational, six-speaker Delco Concert Sound system, pioneered on last year's Electra Park Avenue Sedan. Now it can be ordered with either the available Delco Pull- feature or 139 units, in all Electra Coupes and Sedans. You'll hardly believe your ears.

The 1981 Buick Electra. It is a car that reflects your own certainty in life, your personal success.

And the lifestyle you have chosen.

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

Plainly, and simply, value is full six passenger room. Thickly cushioned seats. A roomy trunk. The comfort of a long wheelbase and all coil spring suspension. All of this, and more, connotes merit that outweighs its asking price. That's value.

Last year, we gave LeSabre a reshaping. This year, we concentrated on details.

For example, the 1981 LeSabre coupe sports a new option package we call "T Type." With the new Gran Touring suspension, it clearly reflects Buick's new philosophy, a true machine worthy of the designation T Type.

Standard: 3.8 liter V-6 with automatic transmission. If you pick the available 4.1 liter V-6, or the 5.0 liter V-8, you get the new automatic transmission with overdrive as well. A diesel V-8 continues to be available with conventional automatic transmission.

All LeSabres can be ordered with an available illuminated entry system, a genuine nighttime convenience.

Once you get 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.

We've made convenient 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/tape units are available for the first time.

However, it's important to note how much comfort is standard. With any LeSabre, the notchback front seat with fold-down armrest is standard. The carpeting is thick and plush. The rear seat is equally comfortable.

LeSabre or LeSabre Limited. Cars that richly reflect value, cars that are very much a necessity for many people. Perhaps for you.

LeSabre Limited Sedan, LeSabre Limited Coupe, LeSabre Limited available 10/40 interior, LeSabre T Type Option Package.
We think you'll agree with our prediction that the 1981 Regal will be just as successful as ever.

A fresh new grille and downsized sloping hood meet the passenger area in a most aerodynamic and pleasing way.

Notice the wide rocker molding that runs the full length of the Regal Limited, and bumpers that are set flush with the sides to give Regal a smooth, aerodynamic appearance from every angle.

Both Regal and Regal Limited are powered by the 3.8 liter V-6 and automatic transmission with converter clutch, standard.

The Regal Sport Coupe is more than a name. It's a concept, realized in part by sport mirrors, fast ratio power steering, tungsten-halogens, high-beam headlights, authoritative 15×7/14×4 tires, and the standard turbocharged V-6.

The concept really comes together with the new standard Grand Touring suspension. It brings the ride-and-handling concept tested on the LeSabre and Riviera T-types to Regal Sport Coupe.

A new available Sport Coupe option is a Decor Package, in a choice of four paint colors with silver lower segments, plus special black grille accents, four turbine-styled wheels, a Sport steering wheel.

At its entry-level price, our Regal Coupe is the least expensive way to enjoy Regal benefits.

Our stylists didn't stop outside. Seating, depending on model, often delights such as a notchback front seat with a fold-down center armrest or a plush 15/45 notchback. And we're offering a new available 45/45 seat arrangement. Either the 55/45 or 45/45 styles can be ordered in cloth or available leather trim.

You can order an available Delco FSK radio, complete with Delco Extended Range speakers. Consider, too, available Cruise-Master speed control with its resume-speed feature, automatic electric door locks, and self-sealing tires.

The 1981 Regal. The magic continues.
You want a Buick, and you prefer it in a trim mid size, with Buick’s traditional comfort and elegance, formal, styling. Then we think you’re a prime prospect for the 1981 Century, our little limousine.

The Century formal notchback roofline signals the room you’d expect from a Buick. Its full coil suspension gives you the ride you expect. And as for styling, with its new grille, it speaks for itself.

The 3.8 liter V-6, power steering and brakes are standard on every Century. In Century Limited, the automatic transmission, which features a converter clutch, is standard.

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.

You can order a Century Limited with available electroluminescent coach lamps, those little marvels of high technology. Low-rolling-resistance tires are standard. A new self-sealing tire, also a low-rolling-resistance design, is available.

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

Century’s seating has been arranged for stretch-out room. An impressive amount, really, that balances the car’s compact exterior. And what comfort! Rich, new, soft vinyl velour cloth done in 55/45 fashion. In Century Limited, a different new cloth in a notchback arrangement for our regular Century; with the credit option of a bench 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 personalizing. Suffice it to say that your 1981 Century can be as elegant, and convenient as you want.

Which is one reason why it’s so popular.
When we introduced the new Skylark, Buick's version of the "X" car, we were more than pleased by your acceptance. Skylarks quickly became the car Americans couldn't get enough of.

The 1981 Skylark promises more of a good thing. You're going to like the impressive traction of front-wheel drive, its compact exterior (the engine is turned sideways to conserve space), its very roomy interior, the spacious 14.3-cubic-foot trunk.

Electroluminescent coach lamps are available to add a luxury touch to Limited models. The Skylark Sport has a new sport steering wheel to complement its black-accented interior and exterior. And on Skylark or Skylark Limited, new self-sealing tires are available.

Skylark Sport is the driving buff Skylark. Either Coupe or Sedan gives the visual impression of a genuine road machine. Its special accents convey an unmistakable message. And to firmly establish the line of communication between driver and road, a Rallye ride-and-handling suspension with P205/70R steel-belted radial tires is standard.

Express your individuality by ordering available lower body-side stripes with Haskel decal.

Now there's for Skylark. Both Coupe and Sedan are trimmed with a new, very handsome cloth. With standard front-notchback seats, you get room for two plus a front storage console complete with storage bin. A sporty operating console is available. Available bucket seats can be ordered with regular trim, Limited trim, or with all-new leather inserts in side window seats and seatbacks, depending on the Skylark you order.

A four-function steering column lever (turn signal, headlamp dimmer, windshield wiper, windshield washer) becomes a function lever if you specify the available reframe-speed, Cruise-Master speed control.

All Skylarks have a 2.5 liter 4-cylinder engine standard, and a 2.8 liter V6 available. Four-speed standard, automatic available.

America, are you ready? Skylark is.

Skylark Sport Coupe • Skylark Coupe • Skylark Limited/Sport available buckets • Skylark Limited Sedan.
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. 87.9 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. Five all-cloth 55/45 notchback front seat colors are available. Alternately, there are two all-vinyl trim choices, as well as two cloth front, vinyl rear trim choices.

Of course, you’d expect that an Electra has considerable luxuries standard. And they are. Automatic transmission with overdrive with the standard 5.0 liter gasoline V8 engine. Power steering, power brakes, white sidewall steel-belted radial tires for starters. Add these standards: Air conditioning, power windows, electric door locks, tilt steering column, load floor carpet, two-way tailgate and a handsome roof rack with an air deflector. All of these are but a beginning.

The entertainments available to you reflect the Electra attention to your pleasure—a number of Delco radio/superto/CD combinations, including Full-feature and 1717 units.

You can even select available Electronically Touch Climate Control air conditioning. It makes use of electronics to control all comfort functions.

A diesel V6 with conventional automatic is available.

Plus a full measure of wagon-oriented available equipment to add utility to Electra’s luxury.

The plush seating, the new colored cab interior vinyl trim, the severe atmosphere. It’s all here in the 1981 Electra 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 Wagons offer a full 879 cubic feet of total space, with the rear seats folded down, a new standard rear compartment light, and a carpeted load floor area. Plus, you can select from a satisfying list of available options exquisitely suited to the wagon buyer.

First, though, you probably would like to know about some of LeSabre Estate Wagons’ standard features. Begin on the inside, with the wide range of seating. The standard notchback front seat is available in four colors of cloth. Or choose from two all-vinyl or two cloth front with vinyl rear trim combinations.

More luxurious seating is available. A 56/45 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 seat construction makes lavish use of thick foam for settle-back comfort.

Then consider the vast range of standard comforts. From power steering, power front disc brakes, white sidewall tires to power tachometer window and a lockable, hidden storage compartment, you’ll find that LeSabre Estate Wagon deals with your wagon 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.

The LeSabre Estate Wagon. It brings the full-size comfort you want together with the full-size carrying capacity you need. And quite beautifully, too, we think.
The two vehicles presented here are for people who want the luxury of a Century and the convenience of a station wagon. 71.8 cubic foot cargo capacity, with the rear seat folded down.

The Century Wagon is the answer to both needs. And the Century Estate Wagon offers higher luxury.

Both Century Wagons offer most of the equipment, features, and options found on Century Sedans. Among the standard items: a 3.8 liter V-6, automatic transmission, power steering and brakes.

The Century Estate Wagon's stretch-out room just has to be seen and felt. And rear seatback seat in cloth or vinyl brings elegance to the interior. Or, you can order the Century Wagon with an all-steel or cloth bench seat. And bring the cost of owning Century even lower.

Hardly anyone buys a Century Wagon without looking at the wagon options available. And they include, among other things, an available trailer-towing package rated for 4,000-lb. trailers using the standard 3.8 liter V-6 engine.

Of course, for pure creature comforts, order either manual or automatic air conditioning. Choose one of three new available Delco ETR (Electronically Tuned Radios) radio/tape units.

Then, too, look over the available lockable storage compartments, air deflector, roof rack, and automatic level control.

And don't overlook new available Cruise-Master speed control with its resume-speed feature, tilt steering wheel, reclining passenger seatback, and 5-way driver's seat.

The Century Wagons embody fundamentally sound, Buick ideas about station wagons.
Buick's 1981 Engine Family

There's an impressive array of engines available for 1981 Buicks, including a four-cylinder, four different V-6s, and several V-8s, including one that doesn't run on gasoline at all. We're referring, of course, to the available 5.7 liter diesel V-8, introduced last year on LeSabre and Electra. Now, the 1981 Riviera is available with the diesel V-8.

Some good reason why diesels are popular.

Impressive fuel economy makes diesel power a very viable alternative. But there's another benefit that makes good sense: No tune-ups are required, because there are no conventional spark plugs, no carburetor, or distributor.

To deal with starting in cold weather, a diesel V-8 is supplied with two batteries and special glow plugs.

Wider use for the 4.1 liter V-6.

Last year, we introduced the 4.1 liter V-6 as the standard engine for Electra Coupes and Sedans. It was also available in similar LeSabre models. This year, it is the standard powerplant in the Electra and Riviera. It is available for the first time in the Riviera T-Type, and continues to be available in LeSabre Sedans and Coupes.

The turbocharged V-6.

Buick Division is known as "The Home of the Turbocharged V-6," because this engine first appeared in selected 1978 Buicks. It continues to be the standard offering in the Riviera T-Type and Regal Sport Coupe, and available in the Riviera. It is not available in California in either Riviera.

Outwardly, the turbocharged engine appears different because of the compressor and intake and exhaust piping surrounding it. Driving one gives you the feeling that you're driving two different engines. Under normal conditions, it behaves much like a normal 3.8 liter V-6. When the situation demands more power, pressing the accelerator causes the exhaust-driven turbocharger to speed up and the engine to increase its power. Lift your foot, the turbocharger slows down, and the engine returns to its normal mode.

The turbocharged engine is equipped with an electronic "Turbo Control Center" to control spark, compensate for fuel octane, atmospheric conditions, load, altitude, and other driving conditions. Clearly, this technology has made turbocharging practical, judging by the way other manufacturers are following suit. But you can drive an original, now.

The V-8s and Buicks.

We offer a range of available V-8 engines for people who want and need V-8 power. The 5.0 liter engine is standard in LeSabre and Electra Estate Wagons. This engine, or a 4.3 liter V-8, is offered in most other models except Skylark.

Little needs to be said for the V-8 engine, millions of them are in use. If your driving requires the extra power of a V-8, then by all means, specify one.

Some Additional Specifics

Computer Command Control. It means impressive economy and emission control.

Computer Command Control is the result of a lot of serious thinking about how to meet gasoline engine emissions standards and keep driving pleasant.

The heart of Computer Command Control is a microprocessor that contains solid-state components. They can be given instructions when they're built to respond to operating conditions in special ways. Information comes from sensors placed at strategic locations on the engine and in the exhaust system. These sensors give information that the microprocessor acts on several times every second. The result is programmed control of emissions and an air/fuel ratio favorable to real world requirements.

The electronics in Computer Command Control even control converter clutch engagement in the automatic transmission on rear-wheel-drive models.

All turbocharged Buicks, and all Electra models with the 4.1 liter V-6 and automatic transmission with overdrive will use a second electronics module with instructions to adjust spark timing.

So Computer Command Control represents a triumph by the engineers over real-world demands for emission control, good economy and drivability, particularly in cold weather. Making this system work is not fiction; it took some creative thinking. Making it practical for production cars represented a quantum leap in technology and its application ... and you benefit.

A noteworthy achievement. A 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) in all Electras and LeSabre Wagons, available in LeSabre Coupes and Sedans. It functions in the same manner as other automatics, with one important exception: At approximately 45 mph, the transmission automatically shifts into an overdrive fourth gear. Regular automatics have a direct drive, or 1.0 ratio in high; this transmission's fourth gear ratio is 0.71. Hence, engine speed is reduced by approximately one-third at speeds over 45 mph. Example: Say the engine turns 2000 rpm at 45 mph. With fourth gear engaged, it will turn at a much more leisurely 1340 rpm. And with reduced engine speed, comes reduced fuel consumption.

There is no special technique necessary to drive this transmission; just put it in "D" and go.

A Converter Clutch for our other rear-wheel-drive automatics.

Actually, this unit was introduced during 1980 on selected models. This year, it's in every rear-wheel drive automatic, and it engages on third and fourth gears of our new automatic transmission with overdrive. A special damper in the clutch assembly enhances drivability and performance.
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-guard 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 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
Identification symbols for controls and displays
Available Equipment
Infant Love Seat
Child Love Seat
Manual rear lap/shoulder belts
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
Vinyl-edged inside mirror
Outside, rearview mirror
Dual master cylinder brake system with warning light
Starter safety switch
Dual-action safety hood latches
Low-glace finish on instrument panel top, inside windshield moldings, wiper arms and blades, and steering wheel metallic surfaces
Safety wheel rims
Front disc brakes with audible wear indicators
Self-adjusting brakes
Illumination of windshield wiper and washer (except Skylark) heater and defroster controls on instrument panel
Pressure-relief gas 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

A Word About Engines
Buicks are equipped with GM-built engines produced by various divisions. See your dealer for details or refer to the Buick powertrain engine chart on the insert provided to your dealer with this brochure.

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 that you verify that your car includes the optional equipment you ordered or if there are changes, that they are acceptable to you.

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 1981 model year. Ask your Buick dealer about it.

For more information about 1981 Buick models, please visit your nearest Buick dealer.
## Chassis

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<th>LeSabre</th>
<th>Electra</th>
<th>Riviera</th>
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## Comfort & Convenience

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## Appearance & Protection

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<th>Skylark</th>
<th>Century</th>
<th>Regal</th>
<th>LeSabre</th>
<th>Electra</th>
<th>Riviera</th>
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1. — Coupe only  
2. — Standard on Regal Sport Coupe, LeSabre T-Type and Riviera T-Type, not available on Wagons.  
3. — Sport Coupe only  
4. — Standard on Electra Estate Wagon  
5. — Not available on T-Type  
6. — Not available on Wagon  
7. — Not available on Sport Wagon  
8. — Limited only  
9. — Standard on Park Avenue  
10. — Standard on Regal Sport Coupe and Riviera T-Type  
11. — Standard on Limited  
12. — Standard on T-Type  
13. — Driver's side only  
14. — 2-way driver's side standard  
15. — Standard on Sport Models or Sport Coupe  
16. — Standard on Riviera  
17. — Delete radio option available  
18. — Standard on Park Avenue

BUICK

Ident. No. 81-BA-002 4.5mm Printed in U.S.A.