A eternal flame signals the beginning of sport's greatest celebration and with the lighting of the torch, a dream comes true for the world's finest amateur athletes.

A record 16,000 young men and women will travel from 199 countries to participate in the ultimate test of their talent. To engage in friendly competition with their worthy opponents. To challenge their skill and endurance on land, in the air and water, on foot, horseback, bicycle and boat.

The place is Los Angeles. The dates are July 20 through August 12, 1984. The spectacle is the Summer Games of the XXIIIrd Olympiad.

If you don't plan on attending, you and 2.1 billion others—or more than half the people living on earth—are expected to share in the excitement and drama on television.

It may not be obvious, but these games are distinctly different. In fact, they make Olympic history for the first time since they began, the Olympics are being staged solely by private enterprise with no financial support from either government or taxpayer.

As Official Car of the 1984 Olympics, Buick is furnishing the Olympic Committee with 500 vehicles for official use. And there's more: As an official sponsor of the 1984 Olympics, Buick is also one of 50 top businesses in the world providing funding. We take great pride in helping to shape the dreams of so many. And in keeping the flame of peace, fair play and honest competition burning brightly.

Buick salutes the spirit of the Olympics and the accomplishments of the men and women who will compete in them.

Important: A word 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 will find here may have been updated. Also, some of the equipment shown or described throughout this catalog is available at extra cost. Your dealer has details and, before ordering, you should be sure to bring 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.
The original Riviera was designed to be a personal luxury car. In the intervening two decades, that singular concept has remained unchanged. The car makes a forceful statement about you. The looks are classic, elegant. Inside, the Riviera maintains its panache in the grand Buick tradition. Comfort abounds, providing luxury in exceptional amounts. The Riviera truly is a great car in the most classic sense. Three great cars, in fact. The Riviera Coupe puts the emphasis on personal luxury. Riviera Convertible epitomizes the excitement of elegance, open-air motoring. And Riviera T-Type offers the thrill of turbocharged performance and responsive handling. The technology used to accomplish each Riviera's classic mission has undergone some dramatic changes.

Buick has seen to it that Riviera stays up to date—in fact, it's at the leading edge of automotive science with front-wheel drive, fully independent four-wheel suspension, and available turbocharging. The sequential port fuel-injected, 3.8 liter turbocharged powerplant available for 1984 incorporates a multitude of major technological advancements pioneered by Buick.

Riviera's standard interior features include: power steering, air conditioning, electric door locks, Electronic Cruise Control, six-way power driver's seat, and a Deluxe ETR AM/FM stereo radio that comes complete with a clock. (Radio may be deleted for credit.)

Of course, the Riviera has always been a special car. A timeless car in the classic tradition. But one of the best things about it is that it keeps getting better.
Century Limited Sedan, right
Century 4 Door Sedan, above
Century Custom Coupe, below
Limited interiors with available Limited "Wedge" vinyl upholstery. Some of the appointments shown is unavailable as extra cost.

The electronic digital instrument cluster, an electronically tuned radio, Electronic Cruise Control, automatic level control, and a theft deterrent system... Century's engine compartment receives its share of advanced technology. The standard 3.8-liter engine features Electronic Fuel Injection. The optional 5.0-liter V8 includes an electric choke, electronic idle speed control, electronic spark control, and a sophisticated computer-modulated exhaust gas recirculation system. And after February 1984, you'll be able to order the Century T-Type with an optional 5.0-liter V8, which features multi-port fuel injection.

Even if you're not impressed with all the high-tech hardware of the 1984 Buick Century, you'll certainly be impressed with the results once you drive it.

1984 BUICK CENTURY, ADVANCE THE STATE OF THE AUTOMOTIVE ART FORM.
Regal's sumptuous interiors encourage you to settle in and relax. They were designed for comfort and luxury, and judging by appearances, they're monumentally successful. Sit down inside it and you'll feel as good as the seat looks.

The powertrains available in the Buick Regal show that it remains on the cutting-edge of technology and performance. This year, the T-Type's turbocharged 3.8-liter V6 features sequential port-fuel injection and a host of other major advancements, reaffirming Buick as a leader in turbocharged engine technology. Other available Regal engines include a normally aspirated 3.8-liter V6, a 4.1-liter fuel-injected V6, and a 4.3-liter diesel V6. They run the gamut from performance to practicality.

Settle into a Buick Regal. You'll find out how well it lives up to its name.

1984 Buick Regal. Regal it is.
The sporty, aerodynamic lines of the new Skyhawks are evident in all its configurations: coupe, sedan, and wagon versions, available in both Custom and Limited trim. Whatever you choose, you'll enjoy a pleasant ride, plenty of room thanks to front-wheel drive, and a responsive, fun-to-drive engine and suspension.

Standard equipment in the Custom and Limited models includes rack-and-pinion steering, power brakes, and an independent MacPherson strut front suspension.

Spartan, these Skyhawks are not. There's plenty of standard features and conveniences in both models.

Sizable exterior revisions distinguish 1984's fleet of Skyhawks, but the biggest news is underhood: the sporty T-type's available.
We call Skylark our Little Limousine. For good reason. The Skylark Limited Sedan shown here illustrates that on behalf of all Skylarks—Custom and Limited Coupes and Sedans and the T-Type Coupe. But there's much more to Skylark than good looks.

Luxury lies behind these doors. You can see for yourself that Skylark is outfitted with comfort in mind. Rich fabrics, a high level of standard equipment and the space efficiency of front-wheel drive form the kind of contemporary package today's buyer demands.

Of course, you can outfit Skylark with all the incentives you expect in a Buick—from full instrumentation to advanced sound systems and just about everything in between. All of this creates such a splendid environment, it's hard to remember that Skylark is really a practical car.

Skylark's dependability and performance may be cleverly disguised, but they are present in abundance. A range of impressive powerplants—from an electronically fuel-injected 3.5 litre four-cylinder to an optional high-output 2.8 litre V-6—are built in Buick. Skylark is most suited to you. An automatic transmission is available as an option, while a four-speed manual transmission, rack and pinion power steering, MacPherson strut front suspension, and trailing-axle coil spring rear suspension join low-drag power front disc brakes as standard features in all Skylarks.

Skylark offers you the benefits of a practical car, but that's not the start. Skylark also gives you all the creature comforts you traditionally expect from a Buick.
The Buick LeSabre makes a lot of sense to a lot of people. The reason for that may lie in its combination of family car and luxury car attributes.

First of all, LeSabre is sensible, offering generous room for six passengers and its cubic feet of trunk space for luggage or groceries. Yet, the LeSabre really doesn't look like a family car. It does, however, look like a Buick. And that means a generous helping of graceful lines, elegant touches, and thoughtful accents. Its classy new face front and back, its color-keyed body-side moldings, front and rear protective bumper strips and bumper guards. All standard.

Inside, of course, the LeSabre offers comfort and luxury in uncommon amounts. There's a wide array of standard features to practically guarantee your driving pleasure. Now standard equipment includes remote-control lck and manual control right door mirrors on all LeSabre models and a redesigned steering wheel, instrument panel highlighting and electrically operated windows on the LeSabre Limited. Details like these illustrate the LeSabre's continuing commitment to value. The Limited and Custom offer different levels of trim. Whether you choose a LeSabre Custom Coupe, a LeSabre Custom Sedan, a LeSabre Limited Coupe, or a LeSabre Limited Sedan, you're always sure of the same: that's a Buick tradition.

A traditional yet contemporary, full-size car is what you want, and you're not willing to sacrifice anything in the pursuit of comfort, the 1984 Buick LeSabre is exactly the car you're looking for.
To many people, the Electra is not merely a Buick. It is the Buick, pure and simple. For it is the kind of car that is easy to recognize by the way it glides through traffic. And yet, it is not only beautiful but also practical, with its spacious interior and powerful V8 engine. Its design is timeless, and it continues to set the standard for luxury in its class.

The room, comfort, and style are obviously abundant. The Electra Limited and Park Avenue are every bit as luxurious as their elegant predecessors. There's plenty of richly carpeted, velour-covered, woodgrained wood or leather for six passengers. The 1984 Park Avenue looks and feels more like a limousine, yet is purely intentional. The theme continues outside: classic, formal styling, a padded vinyl roof, wide rocker panel moldings, wide body-side moldings with the traditional Buick 75, chrome steel belted radial-ply whitewall tires perform their respective missions exceedingly well.

We could go on, but you probably get the idea. The Electra Limited and Park Avenue are everything the name implies, or was ever implied. It's our top-of-the-line luxury car, and it's also a tribute to our traditionally good taste.

1984 BUICK ELECTRA LIMITED AND PARK AVENUE. TRADITIONAL FULL-SIZE LUXURY IS ALIVE AND VERY WELL, THANK YOU.
At Buick, we don't believe that passenger-car luxury should be sacrificed to accommodate cargo capacity. Case in point: the Electra Estate Wagon.

Inside and out, this is one luxuriously appointed wagon. The handsome, cloth-covered front seat features a standard no-slip, no-chuckle design with two-way power control for the driver's side. At the rear seat upholstery you may choose the same rich cloth that's standard up front or a plush, easy-to-clean vinyl that's ideal for the added repairs of cargo or kid carrying.

Other standard equipment includes a 10-spoke steering column, a quartz crystal digital clock, electric door locks and power windows, and a remote-control tailgate lock. There's air conditioning and both rain-deflected glass and special exterior details like door edge guards, light oak woodgrain vinyl applique, and a luggage rack that sets it apart from other wagons and make it truly deserving of its Electra nameplate.

The Electra Estate Wagon offers 79 cu ft of cargo space with the second seat folded down. With that loading potential in mind, we matched the Estate Wagon with a standard 3.0 liter V6 to provide the power you need for passing or when properly equipped, for trailer towing. Or order the optional 3.7 liter diesel V6 and place your distance between fill-ups in the "remarkable" range. Both engines feature the automatic transmission with overdrive.

The 1984 Electra Estate Wagon. The successful combination of Electra luxury and style with the space of a wagon proves that good things come in large packages, too.
1984 BUICK SKYHAWK WAGON: PRACTICALITY MIXED WITH PLEASURE.

The Century line-up includes a new body for 1984: the Century Wagon. It is available in two trim levels, and offers space-saving front-wheel-drive layout and up-to-date components like the rest of the Century line-up. The Wagons offer more than easy-to-get-to, easy-to-load cargo hauling talents and space-saving space. Access to the rear 7.4 cubic feet of cargo space is through the full rear liftgate or easy-opening rear window. The Century Wagons offer load-floor carpeting, and a rear compartment light as standard equipment. The Century Wagon version is equipped with a three-passenger notouchback seat. The Estate Wagon features standard 50/50 notouchback split seats. All Wagons have split-back second seats. This ingenious design allows you to leave half of the seat up to permit a back seat passenger, as well as cargo.

Optional equipment available on the Century Wagons includes simulated woodgrain applique, a rear window of removable tempered air deflector, a roof rack, a rearward facing third seat, power rear windows, and lockable storage compartments.

Both Century Custom and Estate Wagons also offer you the opportunity to select cloth from seating with durable, easy-to-clean twist covering the rear seat. Century Wagon has available a full line of advanced powertrains, including a 2.3 litre engine with Electronic Fuel Injection, a 3.0 litre V6, a 4.1 litre diesel V6. The Century Wagon is an attractive, spacious, comfortable, and useful car.

Century Custom Wagon, lower right.
Cushion notouchback seating, left.
Some of the equipment shown is available at extra cost.

1984 BUICK CENTURY WAGON: A NEW ADDITION TO THE CENTURY FAMILY.
Turbo tech for non-turbo.
You don't have to order a turbo to receive some of the benefits of turbo technology. That's because some of the advanced design features used in the turbo engines developed by Buick have been applied to some of the non-turbo offerings as well. The carbureted 3.8 litre engine is standard on the turbocharged 3.8 litre engine. Each version works differently. Here are the details.

Fuel Injection

Another feature which the turbo engine offers is direct filtration. The fuel injection allows for a precise metering of fuel than does the traditional carburetor system.

A refined Electronic Fuel Injection system (EFI) is standard on the 3.8 litre overhead cam engine as well as the 3.8 litre and 3.1 litre four cylinder engines. Another recent addition electronic fuel system called Multiport Fuel Injection (MPI) is standard on the 1.6 litre turbocharged engine and available on one version of the 3.8 litre engine.

One of the world's most advanced electronic fuel systems, sequential port fuel injection, is standard on the turbocharged 3.8 litre engine. Each version works differently. Here are the details.

Electronic Fuel Injection replaces the carburetor and complex carburetor metering system with a centralized injector on the intake manifold. This injectors receives instructions for fuel delivery from the Electronic Control Module (ECM) which processes inputs from a variety of sensors located in the engine. EFI offers smooth performance and reduces the possibility of engine malfunction after the ignition has been turned off.

With the addition of EFI, fuel injection is now standard on all Buick engines. This means greater control of the fuel mixture, improved driveability, and reduced emissions.

Turbocharged technology, like all Buick advanced technology features, is designed to bring maximum performance and flexibility to the customer. Turbochargers are used in combination with conventional carburetors, fuel injection, and other advanced features to enhance engine performance and fuel economy.
Occupant Protection
Manual lap/shoulder belts with push-button buckles for driver and right front passenger (driver side includes visual and audible warning system). Manual lap belt at center position when applicable.
Manual lap belts with push-button buckles at rear passenger positions including center, when applicable.
Energy-absorbing steering column.
Passenger-guard inside door locks and handles.
Safety interlocking door latches.
Inertia-type folding front seatback latches.
Energy-absorbing instrument panel and front seatback tops.
Laminated safety glass windshield/tempered safety glass side and rear windows.
Safety armrests.
Smooth contoured door and window regulator handles.
Front seat head restraints for driver and right front passenger (adjustable).
Glove box door latch and, when applicable, console cover latch impact security.
Pressure lock radiator cap.
Accident Avoidance
Side marker lights and reflectors.
Parking lamps that illuminate with headlamps.
Backup lights.
Four-way hazard warning flasher.
Lane change feature in direction signal control.
Windshield defrosters, wiper and dual speed wipers.
Vinyl-bonded inside rearview mirror glass.
Outside, left, rearview mirror (Right also standard where applicable.)
Starter safety switch.
Dual master cylinder brake system with warning light.
Dual action safety hood latch.
Low glare finish on instrument panel top, inside windshield moldings, wiper arms and blades, and steering wheel metallic surfaces.
Safety road wheel rims.
Front disc brakes with audible wear indicators.
Self-adjusting brakes.
Illumination of heater and defroster controls on instrument panel.
Pressure relief fuel cap.
Anti-Theft
Audible anti-theft ignition key reminder.
Anti-theft steering column lock.
Inside hood release.
Anti-theft key system (one key for ignition only, second key for doors, trunk/tailgate, and glove compartment).
Visible vehicle identification number.

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 1984 model year. See your Buick dealer for details.

A word about engines
Some Buicks are equipped with engines produced by other GM divisions, subsidiaries or affiliated companies worldwide. See your dealer for details or please refer to the Buick powerteam engine chart on the insert provided to your dealer with this brochure.

"Let's Get it Together... Buckle Up"

1984 BUICK SAFETY FEATURES.

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 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.