From the beginning, more than 20 years ago, the Riviera has lived in that special class reserved for extraordinary automobiles. The 1986 Riviera maintains that tradition. Not only is it the most technologically advanced Riviera ever offered, it is one of the most technologically advanced production cars available anywhere. Period.

Several years ago designers and engineers were handed a blank piece of paper and this assignment: create a car that is every bit as elegant and luxurious as the famous Riviera name demands. But, at the same time, light and quick and responsive to the driver in every way, a car that has remote control handling capabilities. A car for today. And tomorrow.

This new car would take advantage of the very latest developments in high-performance, fuel-efficient engines* and front-wheel-drive technology. It would be equipped with all the comfort and convenience features the owner of the finest personal luxury car expects. And to make what is exceptional even more so, there would be an electronic communications link between this remarkable new car and its driver that had never before been possible.

The 1986 Riviera and Riviera T Type show just how thoroughly that assignment has been carried out. It is all those things and, as you will learn, much more.

Wouldn't you really rather have a Buick?
Riviera
BY BUICK
The temperature outside is 56°C inside. It's 72°F.

The Electronic Climate Control system is in Auto, or at least the controls tell you it is. Touch CLIMATE and the climate control panel shows current temperature, fan speed, defroster, or the automatic mode (if handle in auto mode) menu for you to simply touch the screen.

You have 156 miles to go before you reach your destination. Touch TRIP COMPUTER. Tell me how far this is to Poughkeepsie and if it can tell you exactly how much farther you have to drive at your present speed to reach the trip. This, and how long it will take, are great on your current speed, how much fuel you've used, how much for the next gas stop before you need to fill gas stations, your average fuel economy, distance and time to travel, average speed and more.

Traffic on the freeway is... Touch LIGHTS. It's the edge of the screen. A display of road controls comes up. Then simple touch the control you want. Anything from ON/OFF to Time. This system will respond accordingly.

The condition of your electrical system is...

DASH GRAPHIC CONTROL CENTER

EIGHT ON/OFF SYSTEM

The Graphic Control Center (GCC) creates that relationship. Its touch-sensitive cathode ray tube provides the driver with more important information and control over more functions than any single instrument or group of instruments ever installed in a truck. In fact, it would take nearly 100 switches to do the work of this one screen. And because of this unique interaction with the graphic control center, a truck driver will find himself in an intimate harmony with his automobile.

Touching the edge of the screen calls up major functions displayed in illustrations. Touching images on the screen controls the air conditioning, an eight-function trip monitor and the AM/FM sound system which can include an available graphic equalizer. Your touch calls up diagnostics information, a gauge display or a summary of several key functions.

Headlamps, cruise control, windshield wipers, washers, rear defog and other frequently used functions are controlled by soft-touch switches in pods on either side of the electronic digital instrument cluster. By all the traditional criteria, the Riviera is definitely a driver's car. A few moments behind the wheel will confirm that. And with the Graphic Control Center the term "driver's car" takes on new meaning.

Your temperature and voltage are normal, now is it?

Touch GAGES and vital functions are monitored. Touch a curved bar to see bar graph for battery voltage, and a vertical temperature gauge. They are displayed numerically as well as graphically.
THE POWER COMFORT SEAT

Nothing is more important than the seat in establishing the desired relationship between a car and its driver, and the bucket seats in the Riviera have been carefully designed with that relationship in mind. They are comfortable, richly appointed, and yet firm enough to offer orthopedic support. The Riviera T-Type, with its more aggressive approach to the road, takes that philosophy even farther.

Three years ago a design team, assisted by two professors from a major university, began work on a unique seat. With almost infinite adjustments and a newly developed "membrane" suspension system, this seat gives the Riviera T-Type driver and front passenger orthopedically correct support not found in a conventional bucket seat.

Slide behind the T-Type's leather-covered steering wheel and nestle into the bucket. The center section of the seat is reversible cloth on one side, leather trimmed with suede on the other. Switches on the door armrest control back-and-forth and up-and-down adjustments. And, in a pad on the side of the seat cushion, are more controls. The cushion supporting your thighs moves forward and backward at a touch. The "wings" on the seat cushion can be tilted snugly against your upper thighs, to hold you firmly in place. There's more: an inflatable lumbar support, an electronically adjustable headrest, and a unique double pivoting system that keeps the lower portion of the seatback from protruding into the occupant's back as it is reclined.

Like the T-Type itself, the Power Comfort seat is a new driving experience.
The T Type is truly a special Riviera for a special kind of driver. A driver who seeks the kind of handling only a specially tuned suspension system can provide. A driver who knows the value of a bucket seat that grips and supports. A driver who appreciates subtle color schemes and less the feel of real leather wrapped around a steering wheel and shift lever. A driver who makes demands and expects his car to comply.

It's no secret that some of the finest cars of Europe, whose kings of the Autobahn and masters of the Alpine passes, were very much in mind when the Riviera T Type was being formulated. The engineers studied those cars, admired them and then turned to the Riviera.

The dramatic results are evident after a few miles behind that leather-wrapped wheel. The T Type is taught, firm, precise-- it is instantly responsive to driver inputs, eager to please. It is to borrow an expression from the computer world, user-friendly. Very friendly.

Credit for the impeccable road manners goes to the T Type's responsive rack-and-pinion steering, the standard four-wheel disc brakes and the special Gran Touring suspension that includes stiffer springs and shock rates and larger anti-roll bars. Riding on standard 12.5x14-inch blackwall radials and wide, 15-inch aluminum wheels, the T Type has recorded remarkable cornering performance figures at the GM Proving Ground.

And, to complete the package, there's a gray-accented paint treatment and Power Comfort seats. The Riviera T Type isn't for everyone. But if you're ready to explore a new world of driving experiences that challenge as well as excite, it's definitely for you.

The T Type: A special Riviera for a special kind of driver. Braked and braced, gray-painted lower front bumper, power windows, power steering, special suspension tuned for performance needs, engine upsized to 350 for maximum comfort and control.

The concept of a high-performance Grand Touring luxury car is redefined with the Riviera T Type, the definitive T Type.
RIVIERA INTERIOR

Contemporary influence is apparent the moment you open this door. The interior of the new Riviera is a study in tailored elegance. A sensory experience. Muted tones, an absence of brightwork, handsome, and functional bucket seats. Feel how the bucket seats surround you gently but firmly, and how the seat height and steering wheel angle have been carefully matched for comfort and control. And notice how the most-used switches, the door handles, the power window controls and, of course, the Graphic Control Center have been positioned. Engineers carefully studied even the most minute driver requirements to create an environment of comfort and efficiency.

The standard buckets in the Riviera Coupe are cloth-covered, with leather and suede available. The Power Comfort seats in the 1 Type trim are upholstered in leather and suede with leather and cloth center sections in the seating area that reverse as your tastes dictate. The floor is covered with a new two-layer carpet—insulation separates from carpeting—which ensures a tailored fit and a reduction in road noise.

We keep looking for another word to describe the available Delco G.M. Bose Music System, but keep coming back to "remarkable." This system is acoustically matched to the Riviera interior. The sound, whether from the electronically burned AM-FM stereo radio or the cassette tape player, is rich and true.

The Riviera's interior is many things. It is a delight to the driver who appreciates understated luxury. It is comfortable, and it is quiet. But most importantly, it is a perfectly designed driver's workplace.
THE RIVIERA COUPE

This is the new Riviera. Clearly something quite different from what has gone before. Different and exactly right for today.

Buick has redesigned and redefined the personal luxury car. The new Riviera has a smooth, candy-named wedge shape that lets it slip through the air with remarkable facility. And although the shape is entirely new, there is still a subtle echo of traditional Riviera styling in the elegantly flowing lines, the distinctive taillights and the gracefully swept-back grille.

The new Riviera is almost 20 inches shorter than its predecessor, and yet headroom and legroom are similar to 1968. Shoulder and hip room are increased, it is 500 pounds lighter and rides on a completely new, all-independent suspension system that features modified MacPherson struts in front and coil-spring, reinforced fiberglass, transverse-leaf-spring at the rear. Working in tandem with four high-performance steel-belted radial tires, the new suspension gives Riviera a sure-footed grip on the road.

A new 3.8-liter V-6 engine with sequential port fuel injection produces 142 horsepower and drives the front wheels through a computer-controlled four-speed automatic transmission with overdrive. Send a message with your right foot and the Riviera responds immediately.

It has another side to Riviera personality. This is a high-performance grand touring machine, yes. But Riviera accomplishes that mission without sacrificing luxury or comfort. The appointments are exquisite, the ride smooth, silent, unobtrusive. Characteristics which are typically not found in a car with this kind of serious performance potential and this kind of license-free road-holding ability.

And of course there are comfort and convenience features that reflect Riviera's status as a personal luxury car. Electronic digital instruments, including the aforementioned Graphite Color Display, power driver seat, Electronic Cruise Control with switch, new electric power windows, power and electric window lockout, power steering and electric disc brakes, and extendable tinted sunshades in the sunroof. Automatic level control that keeps the Riviera at the proper ride height, regardless of load: Electronic Touch Climate Control System; available electronically controlled Delco-GM Bose stereo Music System; optional Keyless Entry System; available after January, 1986. And more.

The 1986 Riviera is the steel and glass and leather reality of a new philosophy about personal luxury cars. A new look, a new level of elegance and attention to detail, to the point that you know when you try it, it's new and offering a driving experience.
THE SCIENCE OF RIVIERA

With CAD/CAM, Riviera's designers and engineers were able to design, test, and build components not only more quickly, but with much greater precision than ever before.

The Riviera's new aerodynamic shape began as sketches on a drawing board. With the help of CAD, they were converted into electronic drawings and refined in the computer. Then, using CAM, fractional-scale models and eventually full-size prototypes were built for testing and refinement in the General Motors wind tunnel. CAD/CAM was also used to develop the Riviera's special single-transverse-leaf-spring rear suspension, a design responsible for much of the Riviera's remarkable road-holding capability.

The creation of the proper driver's environment in the new Riviera called for a specialized science. It goes by various names—ergonomics, bioengineering, human engineering—and has to do with the relationship between human and machine. When carefully applied to the Riviera, it resulted in the location of instruments and controls where they can be seen, reached, and used in a most efficient way.

The new Riviera is powered by a 3.8-liter V-6 engine that drives through a four-speed automatic transmission with overheads. The engine is controlled by an on-board computer called the Electronic Control Module (ECM) which allows for the proper air-fuel mixture, ignition timing, and idle speed. Fuel is delivered by a sequential-port fuel-injection system that, on command from the ECM, injects a precisely measured amount of fuel directly into each intake port at exactly the right instant.

The familiar distributor has been replaced by a computer-controlled coil ignition (C-11), a rugged, solid-state device that receives signals from the camshaft and crankshaft and sends a precisely timed high-voltage charge to each cylinder.

And, thanks to the development of a new double-side galvanizing treatment for body sheet metal, the new Riviera is highly corrosion resistant.
With the Power Comfort seat (standard on Riviera Type), a multitude of seat adjustments, including the electronic seat back, are controlled electrically with switches located on the dash. It’s the kind of luxury you would expect to find in the direction for the Riviera legend.

The full-length operating console is an integral part of the Riviera’s comfort and efficient interior, it accommodates, among other things, a storage compartment, power window switches, recesses for the glove box, fuel filler door and trunk, the available cassette tape player.

The Riviera Comfort and Convenience.

The Riviera Comfort seat (standard on Riviera Types) provides outstanding support for the driver and passenger.

Riviera Comfort and Convenience.

It too often a car leaves a feeling of “almost, but not quite,” where reality doesn’t live up to expectation.

We know just how high expectations can be when a car carries the Riviera name, and we considered those expectations a challenge that had to be met. It was the 1965 Riviera everything it is expected to be. And considerably more. Take, for instance, comfort and convenience. The new Riviera is the very definition of the term. The level of comfort provided by the Riviera is the result of a carefully thought-out combination of things. The passenger compartment is shielded from road noise by new two-layer carpet and sound barriers placed in strategic locations. Soft Ray-Field glass helps reduce eye strain and the sun visors have tinted side-out extensions. Cigarette controls take the strain out of long stretches of Interstate. The standard driver’s seat has six-way power adjustment, and both passenger and driver seats recline. The T Type comes with the revolutionary Power Comfort seats explained in detail on page 8. A seat adjustable in six or more ways and the standard tilt steering wheel provide a wide range of comfortable driving positions.

A powerful and responsive engine, precise handling and a high level of comfort are obvious contributors to this unique driving experience offered by the 1965 Riviera. Less obvious, but just as important, it is the convenience built into every Riviera. Like comfort, convenience is a combination of many factors.

The Graphic Control Center has a new meaning to the word convenience, and almost overshadow some of the Rivieras other convenience features, such as the Keyless Entry System available other January, 1965. Punching a code on a five-button key pad on the side of the steering wheel or the driver’s or, both doors, or the trunk.

The center door is convenience central. It incorporates an armrest, a storage compartment, the power window switches, available cassette tape player and removable tape storage tray, lighter and ashtray, controls for the electric- controlled outside mirrors, radio and window switches for the glove box, fuel filler door and trunk. Switches for the cruise control are on the steering wheel. An electronic tone warns when the headlamps have been left on. The list of delights goes on and on.

The 1965 Riviera is as comfortable and convenient to operate as today’s technology can make it.
RIVIERA ENGINEERING AND ELECTRONICS

The new Riviera was possible in part because of the advanced engineering techniques that were employed from concept to construction. Techniques available through the latest developments in electronic technology.

Things have changed.

A designer now moves a flashing cursor of light around the display screen of a computer terminal. Robotic do they computerized bollard on the assembly line, welding and painting with precision and quality never before possible. Computers do in minutes what used to take months to complete.

The process of building cars has been revolutionized by electronics. But what has the revolution meant to the most important person of all, the person who sits behind the wheel?

Start with the Riviera's new skin. Computers analyzed data from the wind tunnel to develop that distinctive aerodynamic shape and, although you know that slipping efficiently through the air is less "fun" you may not be aware that wind noise is reduced in the bagian. It's quiet inside a new Riviera.

The advanced technology under the Riviera’s hood—the Electronic Control Module, mass air flow sensors, computer controlled coil ignition (CC), fuel injection system—not only helps provide good fuel economy* and minimizes emissions, it also helps provide an engine that starts under all weather conditions, idles smoothly, doesn't stumble and produces maximum power. Definitely advantages.

Each Riviera is equipped with automatic level control that automatically adjusts the rear suspension to the load for a level, comfortable ride. The Riviera's computer controlled four-speed automatic transmission has a converter clutch that engages in third and fourth gear on command from the ECM to prevent performance robbing slippage.

Retained accessory power maintains a flow of power so that certain electronic components such as the Graphic Control Center radio, power windows, and fuel access door can be operated 10 minutes after the ignition is shut off—or until the door is opened.

And of course the electronic digital display instrumentation and the Graphic Control Center provide an unequaled amount of information and control.

Thanks to electronics and the engineering sophistication it allows, we can now offer the kind of car you used to dream about.

...the fully independent front suspension uses MacPherson struts with coil springs; the springs have a special tapered design which modulates the ride while permitting a lower hood line. A dampened shock absorber has been used to provide a tight, controlled, smooth ride.

...the very color in electronic controls operable and computer connected sequenced port fuel injection heads assure the proven rating of the 3.8 litre V-6 with lift to 142 hp. A rugged computer controlled coil ignition system (CC) has replaced the conventional distributor and a mass air-flow sensor feeds the on-board computer information necessary to maintain proper air-fuel mixture and ignition timing.

...the suspension and superb weight savings without compromising driveability. Even such minor elements as the angle of the steering column relative to the seat have been precisely planned to maximum comfort, efficiency and derrier control.

*See EPA mileage estimates on page 22.
As the car bodies glide overhead, a worker stationed on walkways in the area sprays paint, applying every color to all the sections in the belted wells and around the red light guides.

Although it seems rather bizarre looking, this is called the perfect car. It's perfectly in tolerances, in dimensions, in the welds, and standard against which all other cars are set. Every Riviera must conform to the dimensions of the perfect car—the measurements known as the environmental cube—within its limit tolerance.

Shipping is a snap for the painter who does the Rivieras. A car comes on the line, and it comes to this station. A computer program and machine data the correct height and the precise forms the stripping tape and runs right along the top of the back, to apply beautifully positioned strips in the proper color.

A legacy travels, highly sophisticated systems below the surface of machines with this signature feature, winning the "Motor Trend" Gold Award. Measuring 100,000 pieces of equipment, its purpose is to economize on every part of body panels such as doors to make sure they're correct within strict tolerances in the dimensions of the perfect car as shown on a photo on the previous page.

Riviera Technology and Testing

Not only is the new Riviera the most technically sophisticated Buick ever built, it's the product of the most technically sophisticated manufacturing facility ever to build a Buick.

The Riviera is built in Hamtramck, Michigan, in a brand new facility that is a showcase for the latest automotive production techniques. More than 90 percent of all skilled welding on the Riviera is done by computer-controlled robots. These are part of the Riviera's advanced technology that is designed to allow close control of appearance as it is shipped from the Riviera.

The Riviera is also a big part of the Riviera story. It starts inside the computer, at the design stage, with a computer-aided design system. Prototypes spend months in the lab, then on the test track, followed by months out in the real world. And there's another kind of testing that's important. It's the kind that takes place right here in the Riviera. The Riviera tests ride on the Riviera, people who are enough to build it with pride as well as craftsmanship. Each operator on the assembly line is his own quality inspector, and every Riviera reflects that personal concern.

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Riviera Safety Equipment.

Occupant protection.
- Manual lap/shoulder belts for driver and right front passenger (driver's side includes visual and audible warning system).
- Manual lap belts at each rear seat position.
- Energy-absorbing steering column.
- Energy-absorbing instrument panel.
- Energy-absorbing front seat tops.
- Laminated safety windshield glass and tempered safety side and rear-window glass.
- Safety interlocking door latches.
- Passenger-guard inside door latch handles.
- Safety armrests.
- Inertia-locking, folding front seatbacks.
- Head restraints, driver and right front passenger (adjustable/integral).
- Dual sun visors.
- Smooth contoured door handles.
- Pressure-lock radiator cap.

Accident avoidance.
- Side marker lights and reflectors.
- Parking lamps that illuminate with headlamps.
- Four-way hazard warning flasher.
- Backup lights.
- Center high-mounted stop lamp.
- Directional signal control with lane-change feature.
- Windshield defroster, washer and dual-speed wipers.
- Inside rearview mirror with vinyl-bonded glass.
- Outside, left and right, rearview mirrors.
- Brake system with dual master cylinder and warning light.
- Starter safety switch.
- Dual-action hood-latch system.
- Low-glare finish on instrument panel top, inside windshield moldings, wiper arms/blades, metallic steering wheel surfaces.
- Illuminated heater and defroster controls.
- Safety road wheel rims.
- Illuminated windshield wiper and washer controls.
- Tires with built-in tread-wear indicators.
- Audible brake-lining-wear indicators, all disc brakes.
- Self-adjusting brake feature.
- Pressure-relief fuel cap.

Anti-theft.
- Audible reminder for ignition key removal.
- Theft-deterrent steering column lock.
- Visible vehicle identification number.
- Remote inside hood release.
- Theft-deterrent key system (separate ignition key).

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 Protection Plan.
It offers service protection in addition to that provided by GM's new-vehicle limited warranty. Coverage is currently available only in the U.S.A. and Canada for the 1986 model year. See your Buick dealer for details.

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 ask him to bring you up to date.

The right is reserved to make changes at any time, without notice, in prices, colors, materials, equipment, specifications and models. Check with your Buick dealer for complete information.

A word about assembly, components and optional equipment in these Buick products.
The Buicks described in this catalog are assembled at facilities operated by General Motors or GM of Canada. These vehicles incorporate thousands of different components produced by car and truck groups and various component divisions of GM and by various suppliers worldwide 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 a list of current availability of options. If you 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; if there are changes, that they are acceptable to you.

A word about updated service information.
Buick regularly sends its dealers useful service bulletins about Buick products. Buick monitors product performance in the field. We then prepare bulletins for servicing our products better. Now you can get these bulletins too. Ask your dealer. To get ordering information, call toll free 1-800-651-4123.

A word about engines.
Buicks are equipped with engines produced at facilities operated by GM car groups, subsidiaries or affiliated companies worldwide.