SKYLARK IS A CAR TO DELIGHT THE DRIVER IN YOU!

A few words in general seem appropriate about the 1978 Skylark because it is, in many ways, so Unlike any Buick ever built before. It is a front-wheel drive automobile. It has a new transverse-mounted engine. Its interior trim and appointments are distinctly of Buick caliber. It's been designed to deliver a comfortable ride. And it's been engineered with keen attention to noise isolation for a satisfied that is in the Buick tradition.

Further, although the new Skylark is over 10 inches shorter overall than its predecessor, its interior roominess is remarkably similar. You'll be reading about these qualities of the 1978 Buick Skylark as we will the rest of the Buick automobile line as a result.

It has plenty of Buickness about it, this new Skylark. But its appearance also carries the unmistakable stamp of Skylark's own character.

Skylark's crispily tailored appearance moves a clear statement about its capability as a piece of driving machinery. Its lines are crisp, sure and hand-crafted. There's more than an echo of the genuine road car here. An uncompromised look of competence.

When you step inside this new Skylark, you instantly experience some of its design wizardry. Amazingly generous leg room, hip room and head room. For that matter. For instance, while this new Skylark is over a foot and a half shorter overall than last year's front- and rear-seat leg room. front and rear hip room and rear head room have actually been improved. And with the roominess, comes a distinctive Buick atmosphere.

Before you turn the key and put the 1978 Skylark in motion, a word of advice. If you've never driven a front-wheel drive car before, get ready for an extremely satisfying experience. You'll get the sense of an automobile that's firmly and confidently in command of its environment.

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

Skylark's discretionary maneuvering manners are further aided and abetted by a rack-and-pinion steering arrangement and its new front and rear suspension.

As for power, there's a standard 25 liter, four-cylinder engine and a 3.8 liter V-6 is available. Buick Skylarks are equipped with G.M. built engines produced by various divisions. See the Skylark powertrain chart on the back page of this catalog or your dealer for details.

All in all, Skylark is a car that will hold your very special appeal for the driver in you, while it treats your passengers with the utmost consideration.
A QUIET WORD ABOUT SKYLARK'S RIDE.

The 1980 Skylark is dedicated to the proposition that a car should provide its passengers with an environment of ease and comfort. Take the ride; Skylark's ride is in the Buick tradition of smoothness. The chassis is completely new. Its principal features are a MacPherson strut front suspension and a rear suspension of twisting-beam design, with track bar and stabilizer bar.

If you're a car enthusiast, the suspension design alone speaks eloquently of Skylark's inherent roadworthiness. Skylark's ride is remarkably comfortable, the car handles irregular road surfaces with aplomb you might expect in larger and heavier models. For those who have special requirements, rigidly ride-and-handling and firm ride-and-handling suspension packages are available. And special attention has been paid to making the environment of the passenger compartment relaxing and inviting. The united bodystyle by Fisher contributes to Skylark's feeling of solidity. And the powertrain is completely cushioned by rubber mounts.

As if all this weren't enough, a special occasional insulator package is included as standard equipment on Skylark Limited and available on Skylark and Skylark Sport models. It provides a pleasingly quiet environment. Skylark passengers not only enjoy the ambience, but also the comfort Buick owners expect. The 3 passenger seating arrangement (two in front, three in rear) adds to the car's feeling of spaciousness. There's nothing cramped about it, even with a full complement of five passengers.

Simplicity of seating, a reclining front passenger seatback and/or driver's seatback are thoughtful options you may want to consider.

Skylark's interior elegance is particularly pronounced with the Limited's accouterments. But more about that later.

Unquestionably, the 1980 Skylark is a car that can wear its years, on long or short trips, with ease and comfort. A ride might well convince you that this should be your Buick.
SKYLARK CAN BE JUST ABOUT ANYTHING YOU WANT IT TO BE.

You can choose a downright sumptuous coupe or sedan, the Skylark Limited. Or choose the Skylark Coupé or Sedan that is merely luxurious.

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

And the sporty Skylark is certainly anything but a basic transportation package. Scores of creature luxuries are standard, including a Delco AM radio with dual front speakers.

Then we come to the Skylarks that might give some well-known road machines we could mention a few sleepless nights. We're talking about the new Skylark Sport Coupé and Sport Sedan.

Perhaps the best way to describe these two formidable automobiles is to list off their quite special equipment: specialty styled grille and front end appearance; billboards; wheels; opening moldings; front and rear bumper strips; smoked lenses on tail lamps; Sport mirrors; Sport steering wheel. Designers' sport wheels (4), amber front park and turn lamps; Polysyn rigid and handling suspension; large rear stabilizer bar; Instrument panel tinted; voltmeter; temperature gage and trip odometer and P205/700R-13 steel belted, radially ply wide-base tires. In addition, lower body sport strips with Hawk decal are available as an exclusive offering on Skylark Sport models. Get the picture?

Available four-speed power steering, front bucket seats, operating feasible with standard 4-speed floor shift are combinations you might well wish to investigate.

Both the Skylark Sport Coupe and Sedan are wholly contemporary extensions of a venerable tradition, the capable, comfortable and practical Buick road car.

So, all you really have to do to select your Skylark is decide what kind of car you want it to be.
1980 SKYLARK INTERIOR FEATURES.

1. A Limited instrument panel showing the driver control center along with an available dial clock.
2. Skylark and Skylark Sport standard bench seat is vinyl or houndstooth cloth fabric.
3. A notchback vinyl or houndstooth cloth interior is available on Skylark and Skylark Sport models.
4. Bucket seats are a sporty Skylark Coupe and Skylark Sport Coupe option, shown here in Oyster White vinyl.
5. Skylark Sport Coupe and Sport Sedan instrument panel has a black finish.
6. Skylark luggage compartment is the same size or larger than last year. A new design improves its usable space.
By positioning the powerplant sideways (transverse mounting), we have been able to reduce the overall length of Skylark, yet provide a roomy passenger compartment. An interior that is light, spacious and most inviting.

Below is a good example—the front compartment of the Limited Sedan. The notchback-style seat has a pull-down center armrest, which is a comforting arrangement for driver and passenger alike. The fabric, shown here in tan, is a luxurious brushed, woven cloth which is a Skylark Limited hallmark. Limited interiors are also enriched by such niceties as carpeted lower door panels, rear-window filler panel and passenger assist straps above the front doors. There is also a generous deployment of simulated wood-grain panels and door courtesy and warning lamps.

For your convenience, a new seat belt system in the 1980 Skylark Coupes eliminates guides, loops and catches on seatbacks. Another nice touch: a new, inside, door-lock lever which is tucked away beneath the recessed door handle providing a stylish appearance and more convenience for you.

Of course, you can fully indulge your own personal notions of what a car should be like inside with Skylark's more-than-generous list of options. Air conditioning, for openers. Also, perhaps, a flip-open glass sunroof. Then you can decide what kind of Delco sound system you like to drive with—from standard AM to available FM, CB, stereo radios and remote tape players.

Other attractive options: storage console (with automatic transmission and bucket seats), electric rear-window defogger, rooftop carrier, 6-way power seat, trunk trim carpet, dome reading light, sunshade map light. But we'll leave all these wonderfully satisfying choices to you. Your Buick dealer will be happy to help.

However you choose to appoint and equip your new Skylark, you'll have a car you'll enjoy driving immensely, and take special pride in owning.

After all, life is to enjoy.
1980 SKYLARK
AN INSPECTION.

When you look at the illustration below, you can begin to appreciate some of Skylark's inner qualities. Qualities that come from thoughtful design and engineering. And attention to detail.

Everywhere you look, good ideas are obvious. In the front-wheel drive, and the transverse-mounted engine configuration, for instance. It features a semi-enclosed cooling system. A remote, electrically-operated cooling fan. A DeLorean vacuum booster and High Energy Ignition system. Now-construction, radial-ply tires with low rolling resistance are standard. Other major standard features include fiberglass-reinforced plastic inner front wheelhouse panels, the use of galvanized and zinc iron alloy sheet. Zincormetal® and aluminum. In addition, destructive corrosion measures are employed utilizing zinc primer, wax coating, and Plastidip in strategic locations.

Skylark's quality Body by Fisher text is full-flow ventilation, all-steel exterior frame, front seatback locks on the Cougars, and roll-down rear door windows on Sedans.

Skylark innovations for 1980 include a wet-arm windshield wiper system for positive dispersion of washer fluid. And soft, variable intensity floodlighting helps illuminate the instrument panel outer area.

Even though Skylarks are to embody an enormous piece of automotive progress or a single jump, this is far from being a blue-sky automobile. Each of Skylark's advances is rooted in sound and solid engineering. After all, Skylark springing from a long and proud tradition of innovation and pioneering. The in-frame engine and four-wheel brakes are among the many things Buick claimed which seemed starting in their day.

Our philosophy has always been to keep in touch with—or try to stay a bit ahead of—your changing automotive needs.

We believe we’ve done that with the 1980 Buick Skylark. We believe it’s a car and for its time. A car that will have appeal for a great many people. We hope, including you.

Fastrack power steering included on Sport Coupe and Sport Sedan, when power steering is ordered. Also included on other models when both fastrack ride and handling suspension and power steering are ordered.

Transverse-mounted 2.5 litre (151 CID) 2-bbl.
1.4 engine standard
2.9 litre (178 CID) 2-bbl.
4-bbl engine available.

Manual 4-speed transmission (automatic transmission available).

Good and pinion manual steering for responsive steering (power steering available).

Manual brakes with trans disc/rotor drum.

Front-wheel drive with inherent traction qualities.

Available rooftop carriers can be equipped to carry skis, bikes or other items.

Solbro. All radios with dust and dirt speaker windscreen.
1980 SKYLARK BUYER'S GUIDE.

Available Equipment:

- Power windows
- Electric rear-window defogger
- Electric dial or digital clock
- Instrument gauges
- Trip odometer
- Outside, rearview sport mirrors
- Delco AM-FM stereo radio
- Delco 8-track tape player and AM-FM stereo radio
- Delco CD, 8-track tape player and AM-FM stereo radio
- Delco Cassette tape player and AM-FM stereo radio
- Delco Tridisc power antenna
- Roof rack carrier

Appearance and Protection:

- Designers' Accent paint treatment
- Sport steering wheel
- Chrome-plated road wheels (4)
- Custom wire wheel covers (N.A. on Sport Models)
- Designers' Sport wheels (4) (std. on Sport Models)
- Flip-open, Vista-Vent, glass sunroof
- Landau top
- Long vinyl top
- Body-side stripes
- Front and rear bumper strips (std. on Sport Models)
- Bumper guards
- Protective body side moldings

See your dealer about other available equipment.

SKYLARK, SKYLARK SPORT, SKYLARK LIMITED POWERTEAMS

<table>
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<tr>
<th>Standard or Available</th>
<th>Engine Description</th>
<th>Federal or California or Altitude</th>
<th>4-speed Manual Transmission</th>
<th>Automatic Transmission</th>
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<tr>
<td>Standard</td>
<td>2.5 litre (151 CID)</td>
<td>Federal</td>
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<td></td>
<td>2-bbl. L-4 (A)</td>
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<tr>
<td>Available</td>
<td>2.8 litre (173 CID)</td>
<td>California</td>
<td>Std.</td>
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<tr>
<td></td>
<td>2-bbl. V-6 (B)</td>
<td>California(Altitude*)</td>
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*High-altitude Emission System (NHMS) required, Std. = Standard, E.C. = Available at extra cost.
(A) - Produced by GM-Pontiac Division, (B) - Produced by GM-Chevrolet Division.

BUIK EXECUTIVE

The Buicks described in this brochure are assembled at facilities of General Motors Corporation by a GM Assembly Division. These vehicles incorporate thousands of different components produced by various divisions of General Motors and by various suppliers to General Motors. From time to time during the manufacturing process, it may be necessary, in order to meet public demand for particular vehicles or equipment, or to meet federally mandated emissions, safety and fuel economy requirements, or for other reasons, to produce Buick products with different components or differently sourced components than initially scheduled. All such components have been approved for use in Buick products, and will provide the quality performance associated with the Buick name.

With respect to extra-cost optional equipment, make certain you specify the type of equipment you desire on your vehicle when ordering it from your dealer. Some options may be unavailable when your car is built. Your dealer receives advice regarding current availability of options. You may ask the dealer for this information. GM also requests the dealer to advise you if an option you ordered is unavailable. We suggest you verify that your car includes the optional equipment you ordered or, if there are changes, that they are acceptable to you.