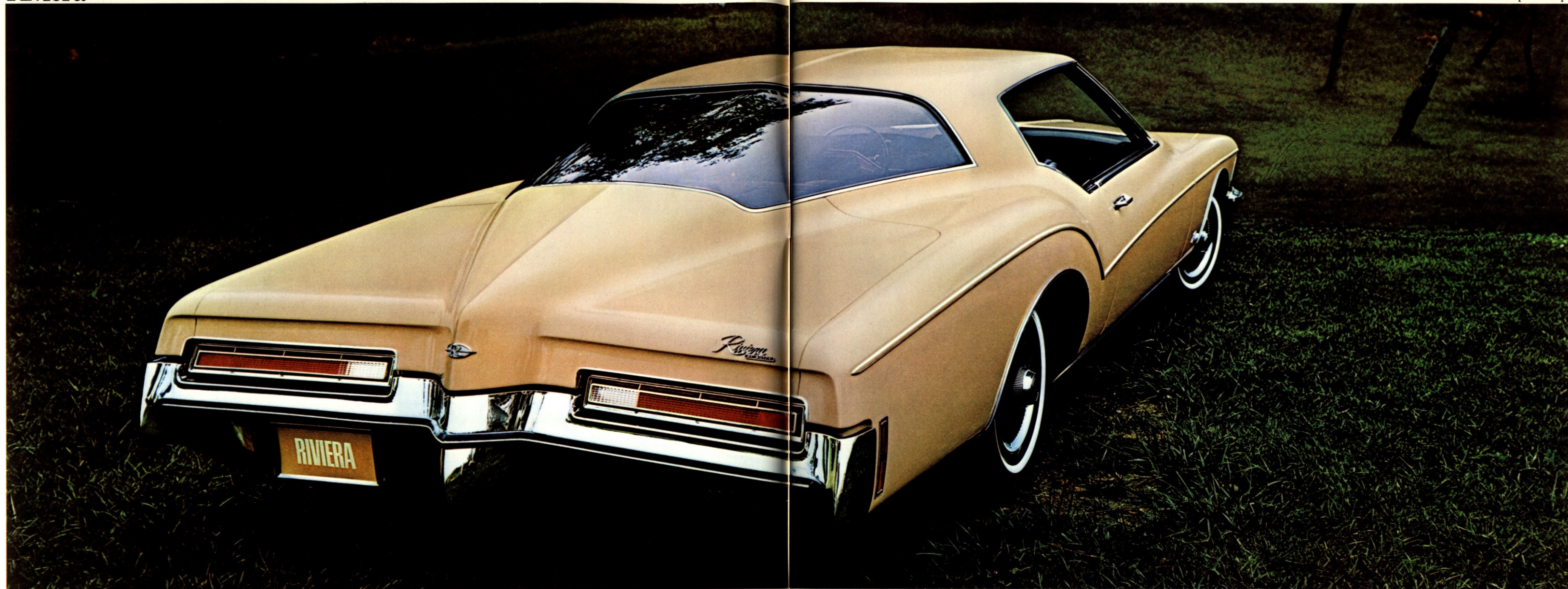


Your Buick. 1972.



Some of the equipment illustrated or described is optional at extra cost.

You appreciate a talent for originality so what could be more natural than making Riviera your next automobile?

The original personal car.

Your idea of luxury with value. Of quiet, assured performance, impeccable road manners and distinctive styling.

Your kind of car.

You relish new ways of doing things? So do Buick engineers.

And Riviera, often as not, is their choice when it comes to proving new ways of doing things better.

And doing them first.

For instance: MaxTrac.

MaxTrac was invented for Riviera. A miniature computer controls the power fed to the rear wheels. MaxTrac will help give your Buick improved traction on ice, snow and in the rain.

Available at extra cost.

You've heard about Buick's AccuDrive, and what it means in achieving smooth stability?

It's been refined still further.

You get improved ride control and handling with Riviera's new, *stiffer* front stabilizer bar and lower-rate front springs. An appreciable difference in your driving.

You'll also appreciate your Riviera's other standard features. All personally yours.

Your 1972 Riviera has all this and more as standard equipment: Your choice of All-Vinyl Bench or High Back Bucket Seats. 455-4 V8 Engine. Turbo Hydra-Matic Transmission. Variable-Ratio Power Steering. Power Front Disc Brakes with composite cast iron rear drum brakes. Tilt Steering Wheel. Electric Clock. Side-guard Beam Construction for added protection.

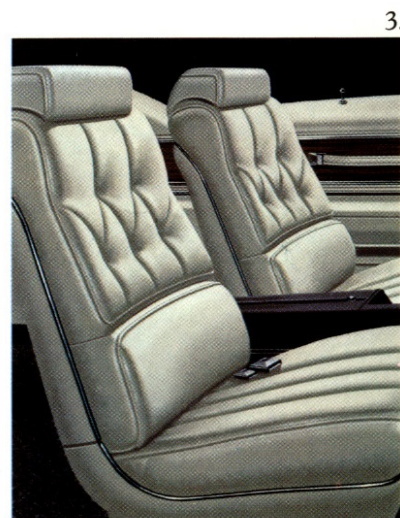
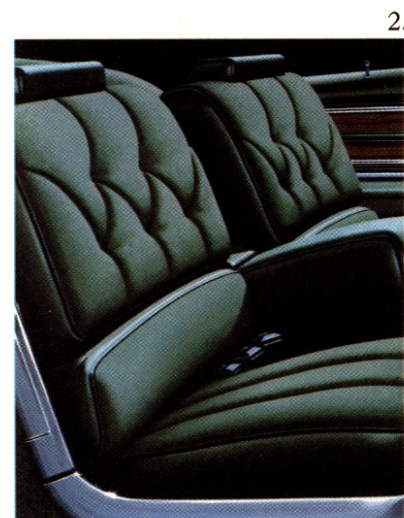
Riviera Gran Sport: High Performance 455 V8 with Chrome-Plated Air Cleaner. Ride and Handling Suspension, Performance Positive Traction Axle.

Your Buick Riviera: Something to believe in.

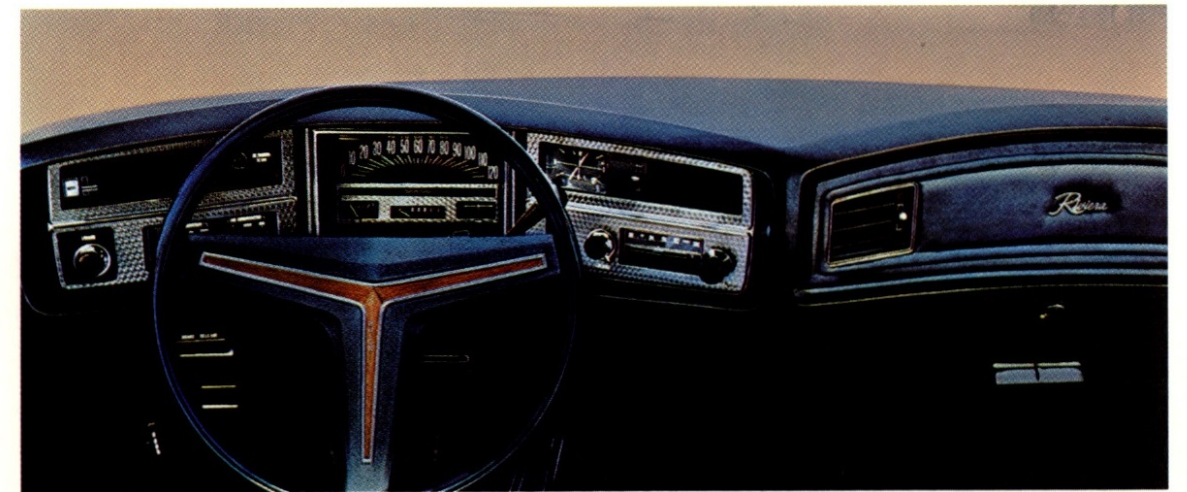




Some of the equipment illustrated or described is optional at extra cost.



1. Madrid-grain expanded vinyl custom notchback 60/40 seat shown in Black. Available in the Riviera Custom in Green, Sandalwood, Saddle or Black.
2. Kassel cloth and Madrid-grain vinyl custom notchback 60/40 seat. Available in the Riviera Custom in Green, Blue, or Saddle. Sandalwood is available in Kenway cloth.
3. Madrid-grain expanded vinyl custom bucket seats. Available in the Riviera Custom in White, Saddle or Black.
4. & 5. Roulet-grain expanded vinyl and Madrid-grain vinyl bench seat (5) and bucket seats (4). Available in the Riviera in Sandalwood or Black.





Some of the equipment illustrated or described is optional at extra cost.

"When better cars are built, Buick will build them."

You remember? Still true.

Look again at your Electra.

You see the newest reasons why so many people who value quality, keep coming to Buick.

You see that luxury means far more than ornamentation.

You're looking at a better car. A better Buick.

Electra 225. And it's yours.

Vital. Elegant. Sumptuous. Tasteful. Quite exceptional.

But, above all, a Buick.

So your Electra 225 has something extra even for a fine car.

You can see it.

You can feel it.

And you're confident that all who ride with you in this extraordinary lap of luxury will share in your pride. It comes with a Buick.

Your pride of *ownership*.

You get smoother engine operation and longer valve life because we put in nickle-plated engine exhaust valves as standard equipment.

And your Electra engine is a 455-cubic-inch V8.

The importance of being Buick.

You can count on quicker warm-up and a more consistent fuel mixture, helped by Buick's refined time-modulated carburetor choke control. Buick value.

Have you driven your Electra 225? It's a most impressive experience. Superb handling. Effortless response. And very comfortable.

A very sophisticated Buick.

The foam you sit on is half a foot thick! And four and a half feet wide!

And that handsome, curved door beside you has steel Side-guard beams in it to help protect you.

Your comfort is reassured.

As it should be.





Some of the equipment illustrated or described is optional at extra cost.



Wide seats and curved doors offer unexpected benefits.

You get in and out easily.

Because your seat is closer to the edge and your door glass curves smoothly into the roof.

At the sill is an open rocker panel that helps ward off corrosion by refusing to collect rust-causing dirt and moisture.

And that helps to prolong the beauty of your Buick's finish.

You're ordering a radio and tape player with our 4-speaker stereo system? Now hear this.

Your 8-track stereo cartridge player and the radio are now combined into a single unit—for a neater appearance and also to deter theft.

Typical Buick value.

Meaningful value, in your extra-cost options, and in all the features you get standard.

Your 1972 Electra 225 has all this and much more as standard equipment: AccuDrive. Variable-Ratio Power Steering. Power Front Disc Brakes with composite cast iron rear drum brakes. J78 x 15 Bias-Belted Tires. Delcotron Alternator. Full-Flow Oil Filter. Remote-Controlled Outside Rearview Mirror. Semi-Closed Cooling System. Instrument Panel designed for easier reading and serviceability.

Electra 225 Custom: Bench Seat with Centre Armrest on Sedan, Notch Back Front Seat on Two-Door Models.

Your Buick Electra 225: Something to believe in.





1.



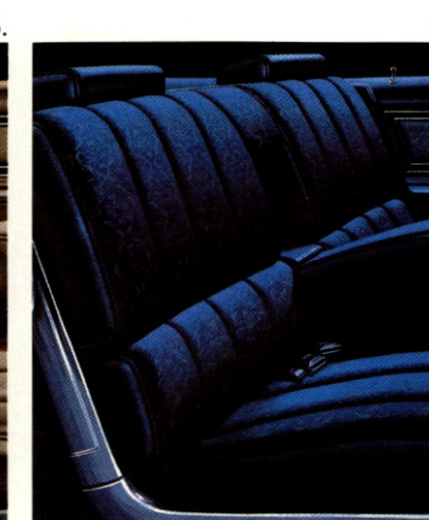
Some of the equipment illustrated or described is optional at extra cost.



2.



3.



4.



5.

1. Kismet cloth and Madrid-grain vinyl Custom Limited seat shown in Blue. This seat design with fold-down center armrest is available in the 4-Door Hardtop in Green, Blue, Sandalwood, or Black. A Limited 60/40 notchback seat design is also available in the Electra 225 Custom 4-Door Hardtop and Sport Coupe in Green, Blue, or Sandalwood.

2. Kilton cloth and Madrid-grain vinyl bench seat. Available in the Electra 225 Sport Coupe and 4-Door Hardtop in Green, Blue or

Sandalwood. A vinyl version of this trim is also available in Sandalwood or Black in both models.

3. Elk-grain expanded vinyl notchback seat. Available in the Custom Sport Coupe and Custom 4-Door Hardtop in Green, Sandalwood, Saddle, or Black.

4. Kenway cloth and Madrid-grain vinyl bench seat. Available in the Custom 4-Door Hardtop in Green, Blue, Sandalwood or Black. A notchback seat is available in the

Custom Sport Coupe in Green, Blue, or Sandalwood.

5. Elk-grain expanded vinyl and Madrid-grain vinyl 60/40 notchback Custom Limited seat. Available in the Custom Sport Coupe and Custom 4-Door Hardtop in Saddle. A Limited-trim bench seat design with fold-down center armrest is also available in the Electra 225 Custom 4-Door Hardtop in Saddle expanded vinyl.

Estate Wagon



If you're a wagon-fancier, you're probably rather demanding.

You want big helpings.

"Big" performance, because chances are you ask more from your engine, transmission and suspension. And you tend to push your wagon harder and go farther off the beaten track.

And you want "big" room. Can you ever have enough room?

We've a question for you.

Wouldn't you really rather have a Buick? A big, powerful, specially-engineered-for-wagon-people 1972 Buick?

With Buick dependability.
And Buick-size room.

Meet your Buick Estate Wagon.

Performance? You've got a regular gas, 4-barrel, 455 CID V8 and a 3-speed Turbo Hydra-Matic.

Very big on performance.

You get full-coils in front where your Buick's a car, leaf springs in the rear where it's a wagon.

Designed by a computer.

The specially-designed suspension system includes AccuDrive for smooth riding and handling with sure-footed stability.

And it means you can have a forward-facing third seat.

And a 4-foot wide load floor.



Some of the equipment illustrated or described is optional at extra cost.

You want big room? How does 106 cubic feet sound to you?

Plus another 8.7 cubic feet in a hidden storage area.

Your Estate Wagon is the roomiest, biggest Buick ever built, featuring a long 127-inch wheelbase.

Big helpings of everything.

Even 5,690 square inches of total glass area for safer, maximum visibility all 'round.



Estate Wagon with optional woodgrain panelling.

Estate Wagon



The feature you may like best is the one that disappears.

Your Glide-Away Tailgate.

Your tailgate window is power-operated and slides up into the roof out of the way.

The hand-operated tailgate slides completely under the floor for obstruction-free access to the cavernous loading area.

You can order your tailgate with power at extra cost.

Your 1972 Estate Wagon has all this and more as standard equipment: Variable-Ratio Power Steering. L78 x 15 Bias-Belted Tires. Direct-Acting Hydraulic Shock Absorbers—front and rear. Power Tailgate Window. Side-guard Beam Construction for added protection. Self-Adjusting Power Front Disc Brakes. Accu-Drive. Delcotron Alternator. Full-Flow Oil Filter. Left and Right Outside Rearview Mirrors. Semi-Closed Cooling System. Time-Modulated Choke Control for easier starts in any weather.

Your Buick Estate Wagon: Something to believe in.

1. Elk-grain expanded vinyl and Madrid-grain vinyl notchback seat shown in Saddle. This seat design is available in the 3-Seat Estate Wagon in Green, Sandalwood or Saddle and in Green or Saddle in the 2-Seat Estate Wagon.

2. Elk-grain vinyl and Madrid-grain vinyl bench seat. Available in Green, Blue, Sandalwood or Saddle in the 2- or 3-Seat Estate Wagon.



1.

2.

Some of the equipment illustrated or described is optional at extra cost.





Some of the equipment illustrated or described is optional at extra cost.

You want some major excitement?

Pick a road, A rough road.

And head down it in your new Centurion. Big car driving has come a long, long way.

To drive it is to know it.

Buick offers you both the sheer fun of driving and an environment of coddled luxury.

On a big scale.

Your Buick Centurion will take just minutes to show you how.

Would you believe your Centurion

455-4 Wildcat V8 delivers high-spirited performance on regular, low-lead and no-lead fuels?

Believe it.

And Centurion's engine/fuel combination offers extra benefits. It should mean longer life for your spark plugs, exhaust system and other engine parts.

And it means lower exhaust emissions going into the air.



What else accounts for your Centurion's sprightly behavior?

All that's best from Buick.

Nimble variable-ratio power steering. You sense its positive quickness through your Custom Steering Wheel.

AccuDrive. A steering control design pioneered by Buick.

Trued tires and concentric wheels. *Rounder* tires ride smoother and last longer.

Your Centurion is just as satisfying in city driving.

Green light? Expect instant response partly due to a new, faster-opening throttle linkage.

For '72, idle qualities and low-speed response and driveability have all been improved.

Road Car. Town Car.

And, country or town, you'll appreciate the silky smoothness of your 3-speed automatic.





Some of the equipment illustrated or described is optional at extra cost.

Your Centurion's stopping power is also impressive.

You have power brakes all 'round with big, fade-resistant disc brakes up front.

And a balanced braking system with a special valve that automatically proportions braking force front to rear as needed.

Centurion is a real stopper.

It even has a variable-ratio parking brake for extra holding power.

What about some options?

Optional extras? Why not?

Consider the high powered version of your 455-4 V8 with free-breathing air cleaner, dual exhausts and such.

And automatic air conditioning! Your Centurion has a semi-closed cooling system that should never, ever overheat.

Your Buick salesman has plenty of other ideas. Just ask.

If you choose our Sport Coupe, you'll notice its vinyl top has a rich sheen. A new, glossier, very stylish look for 1972.

If you go for our Convertible, your passengers will notice lots of hip and shoulder room in the back. And your top folds down smoothly.

Centurion always gets noticed.

And all three models have standard features worth attention. Ask your dealer for the full list.

Your 1972 Centurion has all this and more as standard equipment: Formal Roofline with Vinyl Top on Sport Coupe. Notch Back Front Seat with distinctive trim. Power Front Disc Brakes with composite cast iron rear drum brakes. Variable-Ratio Power Steering. Delcotron Alternator. Semi-Closed Cooling System. Time-Modulated Carburetor Choke Control. Evaporative Emission System. H78 x 15 Bias-Belted Tires. AccuDrive. An Instrument Panel designed for easier reading and serviceability. Side-guard Door Beams.

Your Buick Centurion: Something to believe in.



Centurion Convertible.



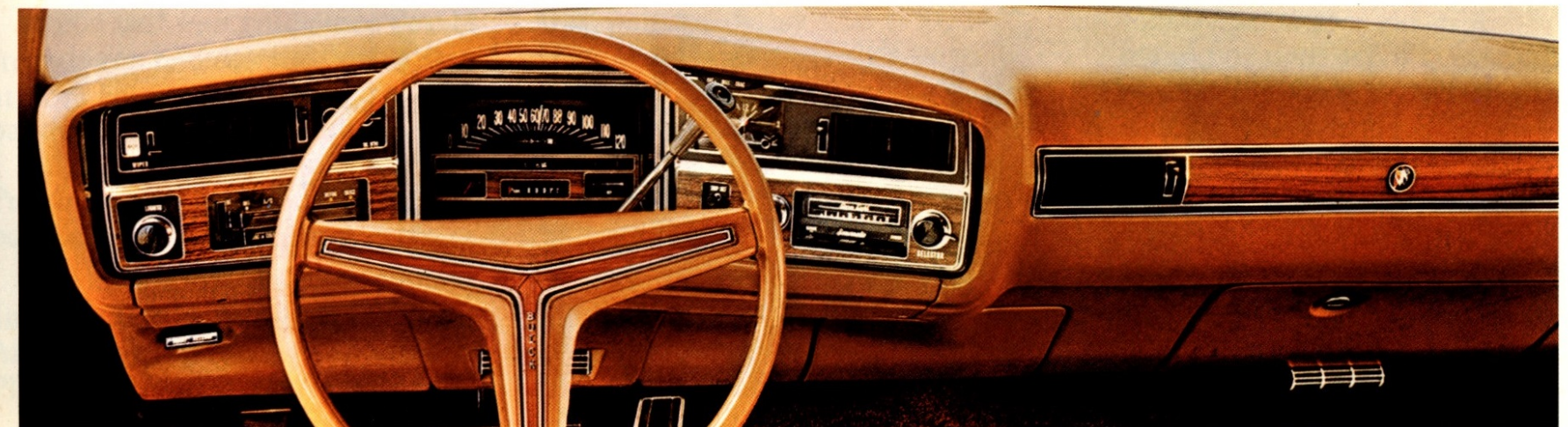
1.

Some of the equipment illustrated or described is optional at extra cost.

2.



1. Elk-grain expanded vinyl and Madrid-grain vinyl notchback seat shown in Saddle. This seat design is available in the Centurion Formal Coupe and 4-Door Hardtop in Green, Sandalwood, Saddle or Black and in the Convertible in Green, White, Saddle or Black.
2. Kenway cloth and Madrid-grain vinyl notchback seat. Available in the Centurion 4-Door Hardtop in Sandalwood or Black and in the Formal Coupe in Sandalwood.





Some of the equipment illustrated or described is optional at extra cost.

You probably look at cars somewhat differently today than you might have a few years back.

You look for refinement. And simple, uncluttered beauty.

You want substance. Value.

Something to believe in.

We contend you can believe in your new Buick. Our objective is and has always been to give every Buick owner full value.

Full value: your '72 LeSabre.

You get it with variable-ratio power steering and power front disc brakes and a powered ventilation system that works continuously after the engine reaches operating temperature.

It's all Buick value.

It's all standard equipment.

Like your smooth 3-speed Turbo Hydra-Matic transmission.

And a 350-2 V8 that uses regular, low-lead and no-lead fuels.

Here's something new that comes with your "full value" LeSabre.

"Bumpable" bumpers.

Our front bumper is stronger.

A full-width, bolt-in steel reinforcement has been added. It gives your LeSabre almost 35 pounds more structural steel up front. Thirty-five pounds more structural steel to greatly increase your LeSabre front bumper's strength.

And there's more. Rubber impact strips, front and rear, are available at extra cost to guard against parking lot nicks and scratches.

And they add a deft styling touch. Proof that Buick is committed to building stronger and safer cars.

And it shows.

In practical bumper protection. And throughout your LeSabre. Please refer to page 39.



LeSabre Custom Convertible.



Some of the equipment illustrated or described is optional at extra cost.

We've mentioned a few of the many features you get at no extra cost. Here's one you can order.

MaxTrac.

This is our computerized control system designed to prevent excessive rear wheel spin during acceleration on snow, ice or wet pavement.

It will even aid you in backing out of your driveway.

MaxTrac. Worth considering.

You'll like your LeSabre for having "big Buick" room and comfort in every direction. And having interior appointments that are as durable and practical as they are beautiful.

And for having your battery's terminals on the side to help eliminate corrosion. And improve serviceability.

You'll like your new LeSabre.
You'll like it in a big way.

Your 1972 LeSabre has all this and more as standard equipment: Buick's AccuDrive. Power Front Disc Brakes with composite cast iron rear drum brakes. Variable-Ratio Power Steering. Delcotron Alternator. Inside Rearview Mirror mounted on the windshield. Full-Flow Oil Filter. Semi-Closed Cooling System. Side-guard Beam Construction for added protection. Time-Modulated Carburetor Choke Control for faster starts in any weather. Evaporative Emission Control System.

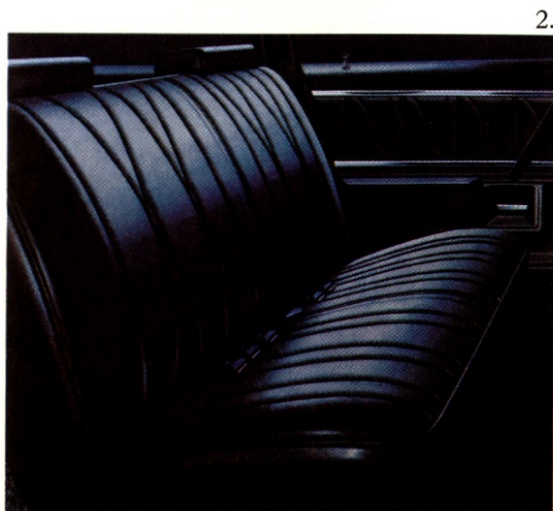
Your Buick LeSabre: Something to believe in.



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Some of the equipment illustrated or described is optional at extra cost.



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4.

1. Kasmar cloth and Madrid-grain vinyl bench seat shown in Blue. This seat design is available in the LeSabre Custom Sport Coupe, 4-Door Sedan and 4-Door Hardtop in Green, Blue or Sandalwood.

2. Elk-grain vinyl and Madrid-grain vinyl bench seat. Available in Green, Sandalwood, Saddle or Black in the LeSabre Custom 4-Door Hardtop, Sport Coupe and 4-Door Sedan. White, Saddle or Black in the LeSabre Custom Convertible.

3. Madrid-grain vinyl bench seat. Available in Saddle or Black in the LeSabre Sport Coupe, 4-Door Hardtop and 4-Door Sedan.

4. Kalmara cloth and Madrid-grain vinyl bench seat. Available in Green, Blue, Sandalwood or Black in the LeSabre Sport Coupe, 4-Door Hardtop and 4-Door Sedan.



Some of the equipment illustrated or described is optional at extra cost.

Your Skylark will look after you in style. After all, Skylark is a Buick. So you know, right off, what to expect from it.

Comfort. Spacious comfort.

Eager performance.

And Buick craftsmanship, qualities and values. They're yours.

At a modest Buick price.

What price Buick dependability, reliability and spirit? Your Skylark's is most modest.

But modesty is not a virtue of your Skylark's standard V8.

Enthusiasm is. Which is hardly surprising from a 350 CID V8!

You go in true Buick style.

Meaning you have nickel-plated engine exhaust valves that make for smoother engine operation and longer valve life.

And a time-modulated carburetor choke for quick starts and efficient use of fuel.



Your Buick Skylark will perform beautifully on no-lead or low-lead fuels—and with lower exhaust emissions.

Or you can use regular fuels.

And your Skylark has a side-terminal energizer battery that not only improves serviceability but cuts down corrosion buildup on the terminals.

Your '72 Skylark: Buick value.
A lot of Buick for less money.

If you have an urge to splurge a little, Skylark is your Buick.

Skylark 350 and Skylark Custom offer even fancier trim arrangements and such things as hidden windshield wipers.

You want hood scoops that work and dual exhausts that command respect? You want our GS.

Medium size. Wide choice.

Your Buick intermediate is just what you want it to be.





Some of the equipment illustrated or described is optional at extra cost.

Some special standard features.

Skylark: 350-2 V8 Engine. Full-Flow Oil Filter. Semi-Closed Cooling System. Side-Terminal Energizer. Windshield-Embedded Antenna. Comfort-Flo Ventilation on Sport Coupe. Side-guard Beam construction.

Skylark 350: Your Choice of Notch Back Bench or Bucket Seats in Sport Coupe. Front and Rear Ash Trays, Arm Rests in Sedan. Deluxe Steering Wheel. Front Door Operated Interior Lights. Depressed Park Windshield Wipers. Wheel Opening Moldings. Dual Horns. Special "350" Plaques.



Skylark 350 4-door Sedan.

Skylark Custom: Ash Tray and Glove Compartment Lamps. Wide Rocker Panel Moldings. Roof Drip Moldings. Bright Side Window Reveal Moldings on Sedan. Courtesy Lamps. Power-Operated Convertible Top. **GS:** 350-4 V8 Engine. Dual Exhausts. Twin Functional Hood Air Scoops. Heavy-Duty Springs, Shock Absorbers and Stabilizer Bar. Stainless Steel Mufflers. Front Air-Cooled Finned Cast Iron Brake Drums. "GS" Medallion.

Your Buick Skylark: Something to believe in.



Skylark 2-door Sedan.



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1. Available in the Skylark, Skylark 350, Skylark Custom and GS Sport Coupes in Sandalwood (with green accessories), White, Saddle, or Black. Available in the Skylark Custom 4-Door Hardtop in Green, Saddle or Black. Also available in the GS and Skylark Custom Convertibles in Green, White or Saddle.
2. Roulet-grain expanded vinyl and Madrid-grain vinyl bench seat. Available in Saddle or Black in the Skylark, and Skylark 350 4-Door Sedans. Standard on the Skylark Custom 4-Door Sedan. Also standard in Black in the GS and Skylark Custom Convertibles.
3. Kasmar cloth and Madrid-grain vinyl bench seat. Available in Green, Blue or Sandalwood in the

Some of the equipment illustrated or described is optional at extra cost.

- Skylark Custom Sport Coupe, 4-Door Hardtop and 4-Door Sedan.
4. Madrid-grain vinyl bench seat. Available in Green, Saddle or Black in the Skylark 2-Door Coupe, Sport Coupe, 4-Door Sedan and the GS Sport Coupe.
5. Kalmara cloth and vinyl bench seat. Available in Green, Blue or Sandalwood in the Skylark 2-Door Coupe, Skylark Sport Coupe and Skylark 4-Door Sedan. Standard on Skylark 350.
6. Roulet-grain expanded vinyl and Madrid-grain vinyl bucket seats with Black accessories. Available in White, Tan (with black accessories) or Black in the Skylark, Skylark 350, Skylark Custom and GS Sport Coupes.

SportWagon



Some of the equipment illustrated or described is optional at extra cost.

Your Buick SportWagon is everything we said about Skylark.

It, too, has a 350 V8 engine.

But it also has self-adjusting power front disc brakes.

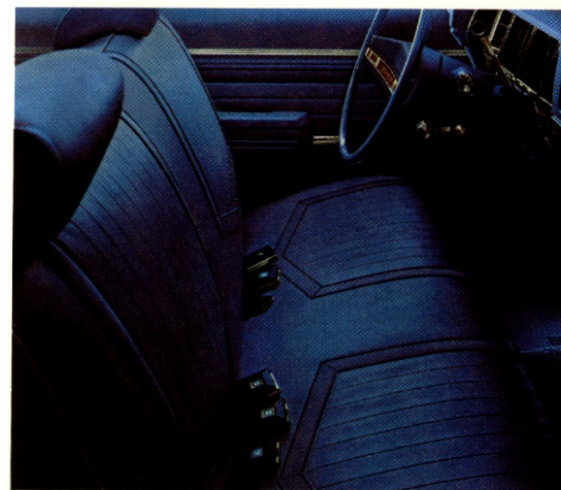
And a Dual-Action Tailgate that's a door *and* a tailgate.

Value to believe in.

Wouldn't you really rather have a Buick that's also a trim, slim, sporty-looking wagon?

You've come to the right page.

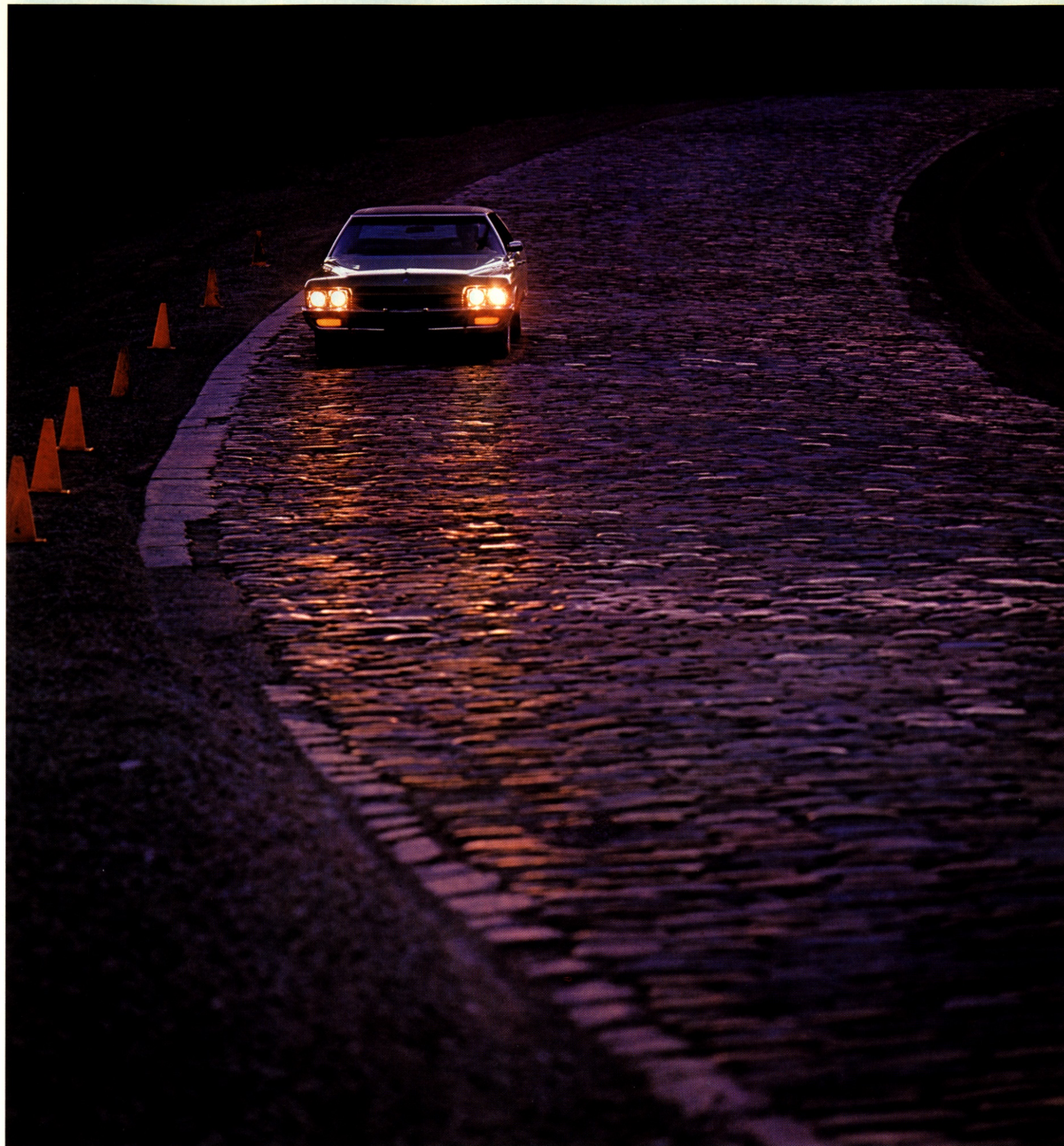
Madrid-grain vinyl bench seat. Available in Green, Blue, Sandalwood or Saddle in the SportWagon.



Your 1972 SportWagon has all this and more as standard equipment: 350-2 V8 Engine. Power Front Disc Brakes with composite cast iron rear drum brakes. Dual-Action Tailgate. Concealed Windshield Antenna when radio is ordered. Side-guard Beam Construction for added protection. Safety Door Latches and Hinges. Anti-Theft Key Warning Buzzer. Anti-Theft Steering Column Lock. Padded Head Restraints. Four-Way Hazard Warning Flasher. Acrylic Lacquer Magic-Mirror Exterior Finish.

Your Buick SportWagon: Something to believe in.





Buick on the things that concern you most.

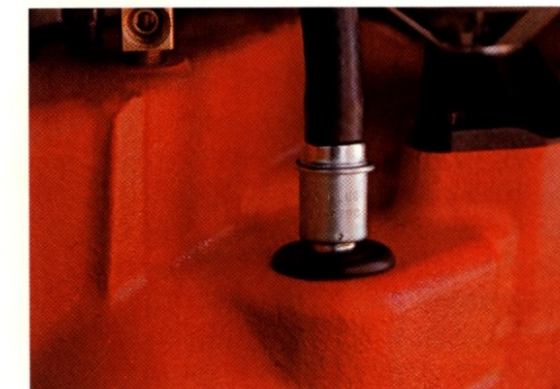
Auto safety and cleaner air are everyone's concerns. But they're also our business. And we take them seriously.

When we say that Buick is something to believe in, we mean it in these vital areas, too.

Our concern shows in our products. And in the care we've taken to help protect the environment in the areas where we manufacture.

The first anti-pollution system was installed at a Buick foundry over thirty years ago. Recently an even more advanced process has been completed called the "Venturi Scrubber." Smoke, travelling at speeds up to 500 miles an hour is drawn through beds of marble pellets and water, until it emerges into the air as almost pure steam. Ash and foundry waste are constructively used as land fill.

As for the community you live in, your 1972 Buick has tested cleaner air features that start working the minute you turn your engine on, and don't stop until you get where you're going. Like a PCV valve.



"PCV" stands for positive crankcase ventilation. It helps reduce the emission of pollutants into the atmosphere by drawing any internal crankcase vapors present into the air charge. These vapors then go into the engine, where they are burned away with the normal combustion process. Without the

PCV valve, these vapors would have been vented out into the atmosphere.



A time-modulated choke control enables the engine to run on as lean a fuel mixture as possible during warm-up, thereby helping to reduce exhaust pollutants.

An evaporative emission control system also helps.

By collecting gas fumes from the carburetor and gas tank, this device helps reduce pollutants on hot days. Fumes are stowed in a charcoal-filled container, and fed back into the carburetor while the engine is running.

Buick quality exposed.

When we call a new car "new", we don't mean just "different". We mean better. We mean that we've spent the past year making significant improvements that'll mean something to the value of your new Buick.

Consider the air monitoring system we use as one of our latest quality control methods.

Foreign matter may accumulate in any new engine during production. But we want that inside immaculate. So first we run your engine backward, cleaning it with compressed air blasts.

Then we run it forward. Testing. Checking. Until it's met the stringent standards we've set for every new engine before it can be called a Buick engine.

But it's not through yet. The last step is the Hot Test where the engine is run under its own power. The engine is connected to a dynamometer and has its performance output checked from top to bottom. Only then can we be satisfied that you'll be satisfied with the power-plant in your new Buick.

Buick's tradition of quality is added to every year. Here are some of 1972's improvements and features that help make your new Buick the most advanced Buick yet:

Engine and throttle linkage.

The exhaust emission control equipment on many of today's automobiles could cause a lag in response and some engine roughness. Buick has done something about it.

The carburetor, choke, throttle linkage, camshaft and timing on Buick engines have been modified to give smooth engine performance in the practical areas of everyday driving...around town and in stop-and-go driving.

Nickel-plated engine exhaust valves.

The hard, nickel-plated valves, standard in Buick engines, provide excellent valve durability with the use of the new low-lead and no-lead fuels.

Solenoid actuated throttle stop.

Buick has installed this device in 1972 models to prevent the engine from

"dieseling". (The engine continues to run after the ignition is turned off.) This might be encountered with lean carburetor mixtures and low octane fuels.

AccuDrive.

AccuDrive is Buick's unique suspension system with forward steering stability. It helps to hold your course in heavy cross winds and on rough roads, adding to your handling of your car.

Unidirectional dual-rate body mounts.

Buick has developed a body mount that serves to isolate the car body from mechanical and road vibrations for a smoother ride, but still permits the driver to "feel the road".

Flush and dry rocker panels.

All 1972 Buicks are equipped with rocker panels designed with a flush and dry feature, permitting water and air to flow freely through the inside of the panels. This means that accumulations of salt, mud and snow are naturally cleaned away, resulting in greatly reduced rust and corrosion.

GM door locking system.

The GM door locking system is one of the many 1972 Buick features that are designed to protect you and your property. Simply push the lock button down and close the door. The door is locked. It's no longer necessary to depress the door handle button while locking the door from the outside. A handy feature when your arms are filled with packages.

True tires and concentric wheels.

The tires and wheels on every 1972 Buick are as close to being perfectly round as current technology permits. This results in a smoother ride at highway speeds.

MaxTrac.

Available on all 1972 LeSabres, Centurions, Estate Wagons, Electras and Rivas. MaxTrac helps stop fishtailing before it starts. A miniature computer controls the power fed to the rear wheels. When it senses the beginning of rear wheel spin

(which precedes skidding and fishtailing), the power is modulated. This exclusive Buick feature offers excellent traction on roads slick with rain, ice, or snow.

Welded piston shock absorbers.

This new construction process permits an improved flow of fluid in the shock absorber, resulting in a smoother operation, a smoother ride, and long lasting shock absorbers.

Customline hard finish boot cover.

Maintains the LeSabre Custom and Centurion convertible smooth styling appearance and is available. Two pieces of body color fiberglass are easily attached over the top boot storage area. When not in use, Customline is stored in a protective bag in the luggage compartment.

Protective impact strips.

Added protection from minor scratches and dings is provided by new protective impact strips. This new feature is available equipment on all 1972 Buick front and rear bumpers.

Windshield radio antenna.

Provides added protection from vandalism, accidental breakage and the elements. Smooth line exterior styling is maintained. Standard on all Buicks when a radio is ordered.

Sun roofs.

Let the "fun shine" in your 1972 Buick. A soft-folding-vinyl version sun roof is available on Skylark, Skylark Custom and GS Sport Coupes and included when the Skylark 350 Sun Coupe is ordered. Features one-hand operation, a heavy-duty track mechanism and weather-tight sealing. A steel sun roof, electrically operated, is available on the Riviera and Electra 225 Sport Coupes. Custom vinyl tops are also available with either type of sun roof.

Side terminal energizer.

Corrosion build-up on the terminals is less than conventional batteries with top mounted terminals. Positive bolt attachments provide cable connections. Standard equipment on all Buick models.

Buick options and accessories.

Comfort and convenience.

- AM/FM stereo radio and tape player.
- Centre consoles (for Skylarks, GS's and Rivas equipped with bucket seats).
- Power seats. ■ Climate Control air conditioning (Automatic Climate Control is also available on the LeSabre, Centurion, Estate Wagon, Electra 225 and Riviera).
- Power windows. ■ Electric trunk release. ■ Child safety seat. ■ Remote controlled outside mirror (Standard on Electra 225 and Riviera).
- Custom seat and shoulder belts. ■ Sun Roof (available as a hand operated, soft folding top on the GS, Skylark Custom, Skylark 350, and Skylark Sport Coupes; also available on the Riviera and Electra 225 Sport Coupes as an electrically operated, sliding metal panel. Custom vinyl top also available).
- Soft-ray tinted glass. ■ Rear window defroster. ■ Mirror map light. ■ Electric clock (standard on some models).
- Power tailgate window (standard on the Estate Wagon and available on the SportWagon).
- Tilt steering wheel (standard on Riviera).
- Cornering lights (available on all LeSabres, Centurions, Estate Wagons, Electra 225's and Rivas).
- Speed alert.
- Front lamp monitors—permits monitoring front light operation from driver seat.

Appearance and protection.

- Sun Coupe (Available on Skylark 350 Sport Coupe).
- Luggage rack for wagons.
- Bumper guards and protective side moldings.
- Vinyl tops. ■ Sport wheels.

Performance.

- MaxTrac—Buick's computerized traction control system. Helps prevent excessive rear wheel slip on all slick surfaces.
- Trailer towing packages. ■ Automatic level control. ■ Maintenance free battery (available on the Electra 225 and Riviera).

The equipment listed above is available at extra cost on most Buick models. Consult your dealer for complete information.

Reassurance features.

Safety is also a vital concern to everyone. It is another area in which Buick is very serious. Buick is committed to the advancement of safety through sound product engineering and testing.

Product features such as the energy-absorbing steering column, energy-absorbing instrument panel, thick laminate windshield, padded sun visors, Side-guard beam construction and countless others help protect Buick occupants.

The following driving safety features are included on every 1972 Buick:

Occupant Protection

- Seat belts with pushbutton buckles for all passenger positions
- Shoulder belts with pushbutton buckles—driver and right front passenger (except convertibles)
- Two front seat head restraints
- Energy-absorbing steering column
- Passenger-guard door locks with forward-mounted lock buttons
- Safety door latches and hinges
- Folding seat back latches
- Energy-absorbing padded instrument panel and front and intermediate seat back tops
- Contoured windshield header (except convertibles)
- Thick laminate windshield
- Padded sun visors
- Safety armrests
- Safety steering wheel
- Cargo-Guard
- Side-Guard Beam
- Fuel tank impact security
- Glove box and console door latch impact security
- Yielding windshield pillar moldings
- Smooth contoured door and window regulator handles
- Soft, low-profile window control knobs, coat hooks, dome lamp
- Two front seat belt retractors
- Shoulder belt anchor-

- ages for rear seat outboard occupants
- Pressure-lock radiator cap
- High-strength front seat anchorages and construction
- High-strength rear seat retention
- Stamped steel door hinges
- Contoured full roof inner panel (LeSabre, Centurion, Estate Wagon, Electra 225 and Riviera except convertibles)

Accident Prevention

- Side marker lamps and reflectors (front side marker lamps flash with directional signal)
- Parking lamps that illuminate with headlamps
- Four-way hazard warning flasher
- Backup lamps
- Lane change feature in direction signal control
- Windshield defrosters, washers and dual-speed wipers
- Wide-view inside day/night mirror (vinyl-edged, shatter-resistant glass and deflecting support)
- Outside rear view mirror
- Dual master cylinder brake system with warning lamp
- Starter safety switch
- Dual action safety hood latches
- Headlamp aiming access provision
- Low-glare instrument panel top, inside windshield moldings, wiper arms and blades, and steering wheel metallic surfaces
- Safety wheel rim
- Uniform shift quadrant
- No winged wheel nuts, discs and caps
- Self-adjusting brakes

Anti-theft

- Anti-theft ignition key warning buzzer
- Anti-theft steering column lock
- Multiple key combinations
- Visible vehicle identification
- Tamper-resistant odometer with telltale feature
- Inside hood latch release (LeSabre, Centurion, Estate Wagon, Electra 225 and Riviera)

Specifications

	SKYLARK	SKYLARK CUSTOM	GS	SPORTWAGON	LE SABRE	LE SABRE CUSTOM	CENTURION	ESTATE WAGON	ELECTRA 225 & CUSTOM	RIVIERA
Body Style	Coupe Sport Coupe 4-dr. Sedan —	Sport Coupe Convertible Hardtop Sedan 4-dr. Sedan —	Sport Coupe Convertible — —	2-Seat — —	Sport Coupe Hardtop Sedan 4-dr. Sedan —	Sport Coupe Convertible Hardtop Sedan 4-dr. Sedan —	Formal Coupe Convertible Hardtop Sedan —	2-Seat 3-Seat — —	Sport Coupe Hardtop Sedan — —	Sport Coupe — —
Engines	Standard V8 Optional	350-2 350-4 —	350-2 350-4 —	350-4 455-4 455-4 Stage I	350-2 350-4 —	350-2 350-4 455-4	455-4 455-4 —	455-4 — —	455-4 — —	455-4 455-4 —
Transmissions	Standard Optional	3-spd. manual Hydra-matic —	3-spd. manual Hydra-matic —	3-spd. manual 4-spd. manual Hydra-matic	3-spd. manual Hydra-matic —	Hydra-matic — —	Hydra-matic — —	Hydra-matic — —	Hydra-matic — —	Hydra-matic — —
Brakes (dia.)	Front Rear Power Gross Area	9.5 Drum 9.5 Drum Optional 158.1 sq. in.	9.5 Drum 9.5 Drum Optional 158.1 sq. in.	9.5 Drum 9.5 Drum Optional 158.1 sq. in.	11.0 in. Disc 9.5 Drum Standard 118.1 sq. in.	11.8 in. Disc 11.0 in. Drum Standard 117.0 sq. in.	11.8 in. Disc 11.0 in. Drum Standard 117.0 sq. in.	11.8 in. Disc 12.0 in. Drum Standard 125.1 sq. in.	11.8 in. Disc 11.0 in. Drum Standard 117.0 sq. in.	11.8 in. Disc 11.0 in. Drum Standard 117.0 sq. in.
Steering Ratio	Std. overall Power-variable	33.0:1 18.7:1-16.1:1	33.0:1 18.7:1-16.1:1	33.0:1 18.7:1-16.1:1	33.0:1 18.7:1-16.1:1	— 17.8:1-15.4:1	— 16.5:1-14.5:1	— 17.8:1-15.4:1	— 16.5:1-14.5:1	— 16.5:1-14.5:1
Turning Diameter (ft.)	curb-to-curb	41.7	41.7	41.4	41.7	40.5	40.5	43.5	43.5	43.3
Energizer	Standard 8 cyl. Optional	61 amp. hr. 70 amp. hr.	61 amp. hr. 70 amp. hr.	61 amp. hr. 70 amp. hr.	61 amp. hr. 70 amp. hr.	61 amp. hr. 70 amp. hr.	70 amp. hr. —	70 amp. hr. —	70 amp. hr. —	70 amp. hr. —
Suspension		Full Coil	Full Coil	Full Coil	Full Coil	Full Coil	Full Coil	F.—Coil R.—Leaf	Full Coil	Full Coil
Frame		Perimeter	Perimeter	Perimeter	Perimeter	Perimeter	Perimeter	Perimeter	Perimeter	Perimeter
Wheelbase	2-dr. 4-dr.	112.0 in. 116.0 in.	112.0 in. 116.0 in.	112.0 in. —	— 116.0 in.	124.0 in. 124.0 in.	124.0 in. 124.0 in.	— 127.0 in.	127.0 in. 127.0 in.	122.0 in. —
Length (overall)	2-dr. 4-dr.	203.3 in. 207.3 in.	203.3 in. 207.3 in.	203.3 in. —	— 213.9 in.	221.9 in. 221.9 in.	221.9 in. 221.9 in.	— 228.3 in.	227.9 in. 227.9 in.	218.3 in. —
Height	4-dr.	54.3 in.	54.2 in.	53.5 in.	54.8 in.	54.4 in.	53.8 in.	57.3 in.	54.9 in.	54.0 in.
Width		76.8 in.	76.8 in.	76.8 in.	76.8 in.	80.0 in.	80.0 in.	80.0 in.	80.0 in.	80.0 in.
Weight-lbs.	4-dr.	3595	3636	3591	4123	4353	4373	4560	5115	4669
Tread front		59.3 in.	59.3 in.	59.3 in.	59.3 in.	63.6 in.	63.6 in.	63.6 in.	63.6 in.	63.6 in.
Tread rear		59.3 in.	59.3 in.	59.3 in.	59.3 in.	64.0 in.	64.0 in.	64.0 in.	64.0 in.	64.0 in.
Tires	Standard	G78-14	G78-14	G78-14	H78-14	H78-15	H78-15	L78-15	J78-15	H78-15
Wheel Size		14 x 6	14 x 6	14 x 6	14 x 6	15 x 6	15 x 6	15 x 6	15 x 6	15 x 6
Road Clearance	4-dr.	5.4 in.	5.4 in.	5.4 in.	5.5 in.	5.5 in.	5.5 in.	5.5 in.	5.6 in.	5.5 in.
Headroom	front (4-dr.) rear	38.6 in. 37.3 in.	38.3 in. 37.3 in.	37.9 in. 36.3 in.	38.4 in. 38.3 in.	38.9 in. 38.0 in.	38.9 in. 38.0 in.	38.4 in. 37.4 in.	39.6 in. 39.6 in.	39.3 in. 38.2 in.
Legroom	front rear	41.3 in. 34.8 in.	41.7 in. 34.8 in.	41.6 in. 32.3 in.	42.6 in. 34.6 in.	42.6 in. 38.5 in.	42.6 in. 38.5 in.	42.6 in. 39.9 in.	42.6 in. 40.5 in.	42.7 in. 35.6 in.
Shoulder Room	front rear	58.4 in. 57.3 in.	58.4 in. 57.3 in.	58.5 in. 57.1 in.	58.3 in. 57.4 in.	64.4 in. 63.5 in.	64.3 in. 63.3 in.	64.3 in. 63.3 in.	64.3 in. 63.4 in.	64.3 in. 59.3 in.
Hiproom	front rear	59.8 in. 59.5 in.	59.5 in. 59.2 in.	59.5 in. 52.5 in.	59.7 in. 59.4 in.	62.2 in. 62.1 in.	62.2 in. 62.1 in.	62.2 in. 62.1 in.	62.8 in. 62.8 in.	62.3 in. 56.0 in.
Fuel Tank Capacity (app.)		16.6 imp. gal.	16.6 imp. gal.	16.6 imp. gal.	19.0 imp. gal.	21 imp. gal.	21 imp. gal.	21 imp. gal.	19 imp. gal.	21 imp. gal.
Usable luggage space (cu. ft.)		14.2	14.2	14.2	—	—	—	—	—	—
Cargo Volume (cu. ft.)		—	—	—	83.6	—	—	106.0	—	—

All Buick engines have been designed to operate efficiently on the no-lead or low-lead gasolines. In addition to the lower exhaust emissions attainable with this engine/fuel combination, there are benefits in longer life for your spark plugs, exhaust system and other engine components. If these no-lead, low-lead gasolines are not available, any leaded regular grade gasoline with a research octane number of 91 or higher may be used.

GENERAL MOTORS OF CANADA LIMITED, OSHAWA, ONTARIO

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Engines

	350-2 V8	350-4 V8	455-4 V8	455-4 V8 STAGE 1	455-4 V8
Displacement (cu. in.)	350	350	455	455	455
HP @ rpm (net)	155 @ 3800	180 @ 3800(1)	225 @ 4000(2)	270 @ 4400	260 @ 4400
Torque @ rpm (net)	270 @ 2400	275 @ 2800	360 @ 2600	390 @ 3000	380 @ 2800
Compression Ratio	8.5:1	8.5:1	8.5:1	8.5:1	8.5:1
Carburetion	2 bbl.	4 bbl.	4 bbl.	4 bbl.	4 bbl.
Bore x Stroke	3.80 x 3.85	3.80 x 3.85	4.31 x 3.90	4.31 x 3.90	4.31 x 3.90
Fuel	Regular	Regular	Regular	Regular	Regular
Oil System (less filter) (qts.)	3.3	3.3	3.3	3.3	3.3
Cooling System (qts.)	13.7	13.7	15.6	15.6	15.6
Exhaust System	Single	Single(1)	Single(2)	Dual	Dual
Clutch	10.4 in.	10.4 in.	11.0 in.	11.0 in.	—
Axle Ratio without air conditioning					
3-spd. manual Skylark	3.08:1	3.08:1	—	—	—
GS	—	3.08:1	—	—	—
SportWagon	3.08:1	3.08:1	—	—	—
4-spd. manual GS	—	3.08:1	3.42:1	3.42:1	—
Hydra-matic Skylark	2.56:1	2.73:1	—	—	—
GS	—	3.08:1	3.08:1	3.42:1	—
SportWagon	3.08:1	3.08:1	—	—	—
LeSabre	3.08:1	3.08:1	2.93:1	—	—
Centurion	—	—	2.93:1	—	2.93:1
Estate	—	—	2.93:1	—	—
Electra	—	—	2.93:1	—	—
Riviera	—	—	2.93:1	—	3.42:1

(1) Dual on GS
HP 195 @ 4000

(2) Dual on GS and Riviera
HP 250 @ 4200

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