



BUICK MOTOR DIVISION

**Superbird.**

**The Skylark Gran Sport.  
400 cu. in. / 325 bhp.**

**Bucket seats.**

**Floor-shift, all-synchro 3 speed.**

**Heavy-duty suspension.**

**Oversized, 7.75 x 14 tires.**

**Performance axle ratios.**

**Zow!**

**The Buick Skylark**

**Gran Sport**



Buick Motor Division

**Son of Gun.  
The Skylark Gran Sport.  
400 cu. in./325 bhp.**

Ever prodded a throttle with 445 lb-ft of torque coiled tightly at the end of it?

Do that with one of these and you can start billing yourself as The Human Cannonball.

A floor-shift, all-synchro 3-

speed; heavy-duty suspension; low-restriction dual exhausts; oversize, 7.75 x 14 tires; and a high-performance spread of axle ratios—from 2.78 to 3.73:1.

From the makers of the big-bore, 360-bhp Riviera Gran Sport.

The slightly smaller caliber Skylark GS.

Something between a regular Skylark and the Loch Ness Monster.

**The Buick Skylark  
Gran Sport**

How did the new Buick Gran Sports  
win Cars Magazine's "Performance Cars of the Year" Award?

Handsomely. Very handsomely.



You don't win an award like that with wishy-washy cars. You don't win it with cars that are nothing more than handsome, comfortable and luxurious, either. Which is why Buick's Gran Sports—Riviera and Skylark—have a secret weapon under their hoods: Wildcat V-8 performance. Very sudden performance hooked to the sweetest handling, smoothest riding cars that ever came off a Buick line. And that's going some. *Cars Magazine's* award-givers saw it the first time they turned a GS on. Give a Riviera GS or a Skylark GS a try yourself, sometime soon. You may be inventing an award of your own.

**The new Gran Sports from Buick**

You don't need rally numbers on the side to impress people.

BUICK MOTOR DIVISION





**A howitzer with windshield wipers.  
The new Buick Skylark Gran Sport.  
400 cu. in./325 bhp.**

There is mounting evidence that our engineers have turned into a bunch of performance enthusiasts.

First they stuff the Wildcat full of engine. Then the Riviera Gran Sport. And now this, the Skylark GS, which is almost like having your own, personal-type nuclear deterrent. We've just turned it loose on our dealers. (See the Buick dealers run.)

Aside from all those cubic inches and horses and 445 lb-ft of torque, just what is this thing

that our engineers have unleashed?

It's a pretty sophisticated suspension package, for one thing: Heavy-duty springs and shocks, plus a stabilizer bar that's about twice as stiff as the normal Skylark's. Axle wind-up is snubbed by heavy-duty upper control arm bushings.

It's also a floor-shift 3-speed, with all forward gears synchronized. Dual exhausts. A reinforced convertible frame to handle all that extra torque. 7.75x14 tires. All standard equipment.

Want to go the 4-speed route? There's a close-ratio unit available. Axle ratios? They read like this—2.78, 3.08, 3.23, 3.36, 3.55, and 3.73:1.

Well, there's some of the evidence. Performance enthusiasts, that's what they are.

More power to them.

**The Buick Skylark  
Gran Sport**

**You don't tuck a Wildcat V-8 into just any cage.  
New Skylark Gran Sport.**

Stuffing a hulking engine onto a set of wheels is a long way from making a Skylark Gran Sport. Oh, we have a big-bore engine, all right; 400-cu. in. of Wildcat V-8, to be exact. And it does come on like gangbusters. But you get a lot more for your Gran Sport money. A heavy-duty frame, with suspension to match, for instance. The kind of tough, reliable brakes Buick's been building for years. Steering and handling that keep the reins in your hands. And a ride that makes you think you're driving a big limousine, instead of an eager Skylark. Obviously, Skylark GS is a car designed for fun—and the sort of safety that lets you enjoy it. So wouldn't you really rather have a Buick?

**One of the new Gran Sports from Buick**



**There's more to the new Buick Skylark Gran Sport than meets the right foot.**

Some people might think a whacking-big 400-cu. in., 325-hp Wildcat V-8 alone is worth the price of admission to a Skylark Gran Sport. Not us Buick people. We had to go and lock that engine to a heavy-duty suspension, a floor-shift 3-speed that's synchronized in all forward gears, and the kind of steering and handling that'll make you want to leave home at the first hint of an open road. Tell you what. Go visit your Buick dealer and ask for a test drive. And then see if the whole car doesn't match that accelerator pedal.



**Wouldn't you really rather have a Buick?**

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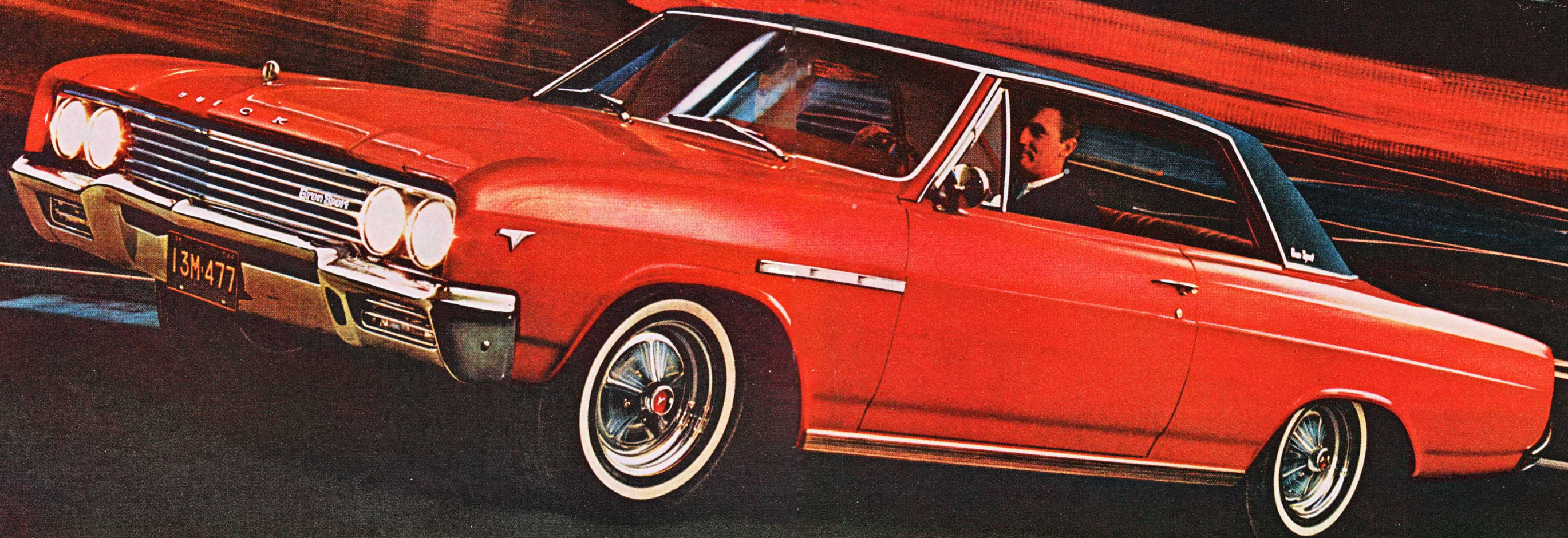
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