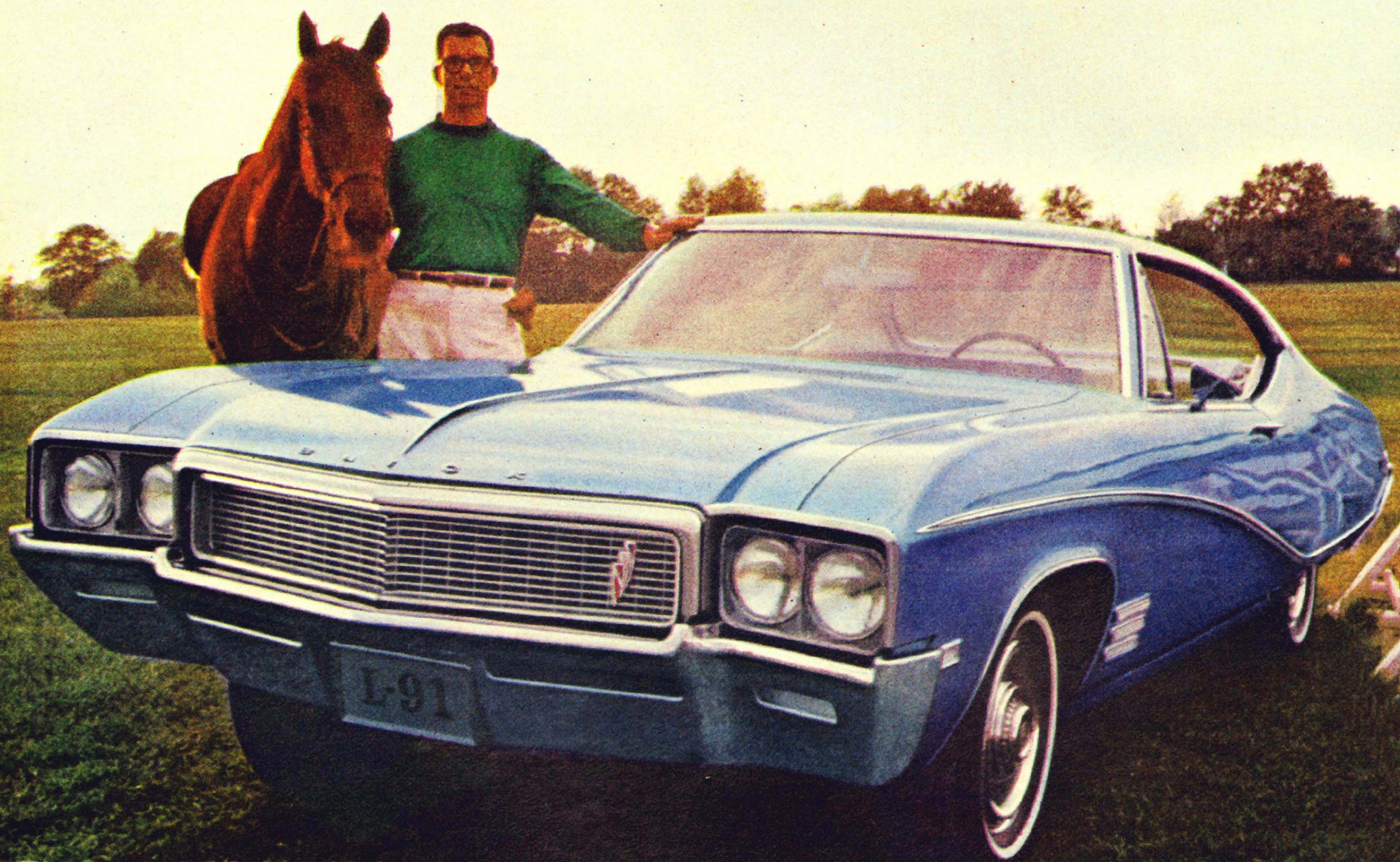


'68 Buick. Now we're talking your language.



The new 230-hp., V-8 engine runs on regular gas. It's standard on all Skylark Custom models.


On the Skylark two-door models, we shortened the wheelbase from 115 to 112 inches. Widened the front track to 59 inches. The result: quicker handling, flatter cornering, better front-end stability. And above all, easier parking.

Wouldn't you really rather have a Buick?

Every Buick comes with a full line of GM safety equipment, including energy absorbing steering column and seat belts with pushbutton buckles for all passenger positions.



BUICK MOTOR DIVISION, MARK OF EXCELLENCE



GS-400 comes with a 400-cubic-inch, 4-barrel, 340-hp., V-8. If you like a responsive car, we're talking your language.

Buick makes all kinds of cars because there are all kinds of people in this world. So we thought we'd cater to the person who truly gets a thrill out of driving. The GS-400 is our contribution to his hobby.

The springs and shocks are heavy-duty jobs. We also put in a stabilizer bar. The way it handles is hard to describe. You have to experience it firsthand.

All '68 Buicks have the full line of General Motors safety features as standard equipment. For example, an energy absorbing steering column and outside rear view mirror. Wouldn't you really rather have a Buick?



BUICK MOTOR DIVISION MARK OF EXCELLENCE

**Buick talks the language of people
who think driving ought to be an adventure.**



BUICK MOTOR DIVISION MARK OF EXCELLENCE

GS 400.
Obviously not a dull, run-of-the-mill automobile.
Obviously an automobile, *the* automobile, for the man
or woman who wants more out of driving than
just moving around.

GS 400. A Buick already equipped with a
3-speed stick that's synchronized in
all forward gears. A Buick you can
specially equip with a 3- or 4-
speed floor mounted stick
with Hurst shifter.
Or a tough, smooth
Super Turbine
Automatic.



GS 400. A car that
looks like it has a lot to say.
A car that *does*. A Buick with a 400 CID V8
that delivers 340 hp. @ 5000 rpm.
440 pounds feet of torque @ 3200 rpm.

GS 400. A Buick
with a 112-inch
wheelbase. A new
wheelbase to give
the sportiest
looking car on the
road the feeling of
a true sports car.

**Wouldn't you really rather have
a car that talks your language? 1968 Buick.**