

Riviera
Electra 225
Estate Wagon
Centurion
LeSabre
GS
Sport Wagon
Skylark

Buick 1971

Introducing a new set of values.



Riviera





Riviera GS.

Inside the Riviera

Discover new. Get inside: sit down, sink in. Relaxation is yours. The 1971 Riviera. A unique experience in unmatched comfort. Totally new dimensions in driving pleasure. Front head room: 37.7 inches; Front leg room: 42.7 inches; Rear leg room: 35.6 inches; Front shoulder room: 64.3 inches; Rear shoulder room: 59.3 inches. (Note: Riviera interior and exterior dimensions are approximations in inches.)

Outside the Riviera

Aerodynamic styling. Longer. Wider. Daring new design. The 1971 Riviera is motion-sculptured giving an image of movement even when standing still. In a word: excitement. Length: 217.4 inches; Width: 79.9 inches; Height: 54.0 inches; Wheelbase: 122.0 inches.

Riviera Performance

Something to believe in. Unexcelled craftsmanship. Engineering excellence.

Standard engine: 455-4 V8; Compression Ratio: 8.5:1; Displacement: 455 C.I.D.; Carburetion: 4-barrel.

Transmission: 3-speed Turbo Hydra-matic 400 automatic transmission.

Rear Axle Ratio: Riviera: 2.93; Riviera GS: 3.42 with positive traction. Please consult your Buick dealer on available ratios.

Riviera Comfort

Luxurious. Convenient. Features you'd expect to find only in Riviera.

Yours to enjoy: New Full-Flow ventilation system; heater and

defroster; recessed windshield wiper blades; new full-foam contoured seats; semi-suspended accelerator pedal for more comfortable operation; deep pile carpeting, front and rear; front door-operated interior light, electric clock; inside trunk light; smoking set; front and rear ash trays; new, more convenient seat belt assembly; cushioned head restraints; luxurious new interior appointments; newly designed instrument cluster for easier reading and serviceability; increased visibility, front and rear; inside hood lock release;

increased trunk capacity; outside rear view mirror; arm rests; front folding seat back latches; anti-theft key warning buzzer; anti-theft steering column lock, plus many more comfort and convenience features your Buick dealer will be pleased to discuss with you.

Riviera Special Features

Features to make your motoring more pleasurable: Buick's AccuDrive with forward mounted steering gear and linkage; 3-speed Turbo Hydra-matic 400 Automatic Transmission; variable ratio power steering; self-adjusting power front

disc brakes with composite cast iron rear drum brakes; dual exhausts with stainless steel wrapped mufflers; Full-Flow oil filter; semi-closed cooling system; 6,000 mile lubricated front suspension; Delcotron generator with integral voltage regulator; rear view mirror mounted on inside of windshield; time-modulated carburetor choke control; side guard beam construction for added protection; new evaporative emission control system; four jet windshield washers.

The available Riviera Gran Sport

A high performance 455-4 V8 engine that runs on low lead gas. Includes a specially calibrated 3-speed Turbo Hydra-matic 400 Automatic Transmission. Heavy-duty suspension. Positive traction differential (3.42 axle ratio standard). "Riviera GS" monogram on front fender. H78 x 15 bias-belted white wall tires are standard.

Some of the equipment shown is available at extra cost. For information on MaxTrac, Buick's exclusive traction control system, please refer to Page 5.

Riviera.



Riviera Interior Seating Appointments.

The look...the feel...the touch of luxury.

1. Madrid-Grain Expanded Vinyl Bucket Seats are available in Pearl White, Rosewood or Black. They're one of three Custom Trim options available in Riviera for 1971.

2. Expanded Roulet-Grain Vinyl and Madrid-Grain Vinyl Bench Seats are available on the Riviera in Sandalwood or Black.
3. Expanded Roulet-Grain Vinyl or Madrid-Grain Vinyl Bucket Seats are also available

in Black or Sandalwood.
4. Another option you can order is the Expanded Madrid-Grain Vinyl Strato Notch-Back Seats, available in Green, Sandalwood, Saddle or Black.
5. Kingsford Cloth-and-Madrid-Grain Vinyl Strato Notch-Back

Bench seat is available in Blue, Green, Sandalwood, or Black. This is one of several Custom Trim options you can order. Your Buick dealer or salesman will be pleased to acquaint you with the full selection of available interior options.

The Riviera instrument panel design is based upon the control center concept. The curving line of the panel surrounds the driver making all instruments visible at a glance. Riviera's unique console option, that you can order, is slanted

toward the driver for ease of operation and maximum instrument visibility.

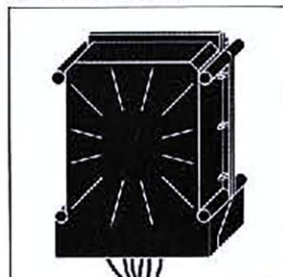
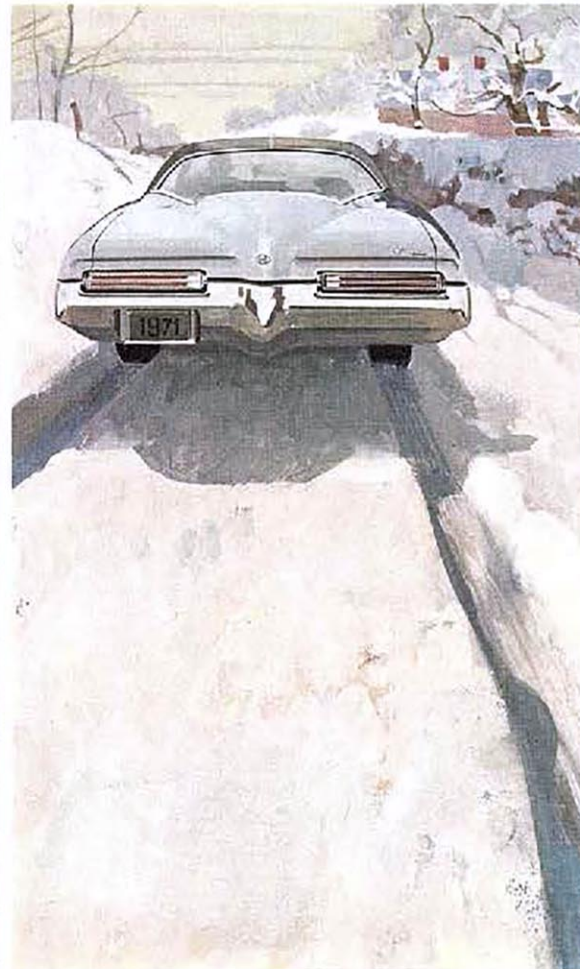
Some of the equipment shown or described is available at extra cost.



MaxTrac.

Buick's all-weather traction control system. Now Buick introduces MaxTrac. Another Buick exclusive for 1971 available on the all-new Buick Riviera. MaxTrac is a revolutionary power control system designed to greatly assist directional control on slick surfaces. MaxTrac takes full advantage of all of the available traction on the road surface, reducing the tendency for rear end swerve. MaxTrac is composed of two speed sensors, located at the front wheel hub to gauge front wheel speed, and in the transmission to monitor rear wheel speed. A miniature transistorized computer actually compares the speeds of the front and rear wheels. When rear wheel spin is detected, the computer modulates the engine ignition to provide controlled power to the rear wheels.

MaxTrac, a Buick exclusive, is available on the 1971 Riviera. It will be available at a somewhat later date on all Buick upper series models.



Electra 225



Electra 225 Custom Limited 4-Door Hardtops.

Inside the Electra

Space to spare. Luxurious comfort. Experience Electra. The 1971 Electra 225 Custom Limited and Electra 225 4-Door Hardtops are the same in spacious interior specifications. Front head room: 39.3 inches; Rear head room: 38.2 inches; Front leg room: 42.6 inches; Rear leg room: 40.3 inches; Front shoulder room: 64.3 inches; Rear shoulder room: 63.4 inches. (Note: Electra 225 4-Door Hardtop interior and exterior dimensions are approximations in inches).

Outside the Electra

Sculptured beauty. Styling to excite even the most discriminating taste. The 1971 Electra 225 4-Door Hardtops create an aura of lasting beauty wherever they are seen. Length: 226.2 inches; Width: 79.7 inches; Height: 54.9 inches; Wheelbase: 127.0 inches.

Electra Performance
Something to believe in. Totally dependable. Totally reliable. Command Electra.

Standard engine: 455-4 V8. Compression ratio: 8.5:1; Displacement: 455 C.I.D.; Carburetion: 4-barrel.

Transmission: 3-speed Turbo Hydra-matic 400 Automatic Transmission.

Rear Axle Ratio: 2.73. Consult your Buick dealer for information on available ratios.

Electra Comfort
Convenience is Electra. Comfort is Electra. Command both for more enjoyable motoring: New Full-Flo ventilation system; custom full-foam seats;

heater and defroster; deluxe steering wheel; electric clock; interior trunk light; smoking set; rear compartment ash trays; front and rear arm rests; Magic-Mirror exterior finish; side coat hooks; door-operated interior light; plush pile carpeting on floors and lower doors. An exploratory tour of the interior of the Electra will convince you that this is the finest luxury car in its class.

Electra Special Features

Luxury. Appointments. The custom things you've become accustomed to in Electra: 3-speed Turbo Hydra-matic 400 Automatic Transmission; variable ratio power steering; self-adjusting power front disc brakes with composite cast iron rear drum brakes; 6,000 mile lubed front suspension; Buick's AccuDrive with forward mounted steering gear and linkage; direct-acting hydraulic shock absorbers; J78 x 15 bias-belted tires; Delcotron gener-

ator; Full-Flow oil filter; remote controlled outside rear view mirror; four-way hazard warning flasher; radio antenna concealed in the windshield; side guard beam construction for added protection; safety door latches and hinges; padded, energy absorbing instrument panel; four jet windshield washers; newly designed instrument panel for easier reading

and serviceability; semi-closed cooling system that should never overheat even with air-conditioning; foam padded head restraints; anti-theft key warning buzzer; anti-theft steering column lock; time-modulated carburetor choke control for faster starts in any weather; new evaporative emission control system.

Some of the equipment shown or described is available at extra cost.

Electra 225 4-Door Hardtops.



Inside the Electra

Discover luxury. Spacious elegance. Yours to enjoy. The 1971 Electra 225 Custom Limited and Electra 225 Sport Coupes share the same spacious interior dimensions.

Front head room: 38.8 inches; Rear head room: 38.1 inches; Front leg room: 42.6 inches; Rear leg room: 39.3 inches; Front shoulder room: 64.3 inches; Rear shoulder room: 61.5 inches. (Note: Electra 225 Sport Coupes interior and exterior dimensions are approximations in inches.)

(The 1971 Electra 225 Sport Coupe is not shown in this catalog. Your Buick dealer will be pleased to review its availability with you.)

Outside the Electra
Classic styling. Distinctive. Electra in every exciting inch. The 1971 Electra 225 Sport Coupes are an expression of truly sophisticated luxury automobiles. Length: 226.2 inches; Width: 79.7 inches; Height: 54.4 inches; Wheelbase: 127.0 inches.

Electra Performance
Magnificence in motion. Performance to believe in. Yours to command.

Standard engine: 455-4 V8; Compression Ratio: 8.5:1; Displacement: 455 C.I.D.; Carburetion: 4-barrel.

Transmission: 3-speed Turbo Hydra-matic 400 Automatic Transmission.

Rear Axle Ratio: 2.73. Consult your Buick dealer for information on available ratios.

Electra Comfort

Convenience. Unlimited luxury. Comfort is yours in Electra: New Full-Flo ventilation system; custom full-foam seats; heater and defroster; deluxe steering wheel, electric clock; interior trunk light; smoking set; rear compartment ash trays; front and rear arm rests; Magic-Mirror exterior finish; side coat hooks; door-operated interior light; plus all the interior appointments you've come to expect from Electra.

Electra Special Features

Consider the features you would like to enjoy in a luxury automobile. Electra has them all: 3-speed Turbo Hydra-matic 400 Transmission; variable ratio power steering; self-adjusting power front disc brakes with composite cast iron rear drum brakes; 6,000 mile lubed front suspension; Buick's Accu-Drive with forward mounted steering gear and linkage; direct-acting hydraulic shock absorbers; J78 x 15 bias-belted

tires; DelcoTron generator; Full-Flow oil filter; remote control outside rear view mirror; four-way hazard warning flasher; radio antenna concealed in the windshield; side guard beam construction for added protection; safety door latches and hinges; padded, energy absorbing instrument panel; newly designed instrument cluster for easier serviceability; semi-closed

coolingsystem that should never overheat, even with air-conditioning; foam padded front head restraints; anti-theft key warning buzzer; anti-theft steering column lock; time modulated carburetor choke control for faster starts in any weather; new evaporative emission control system; four jet windshield washers.

Some of the equipment shown or described is available at extra cost.

Electra 225 Custom Sport Coupe.



Electra 225 Interior Seating Appointments.

Elegant...deep...rich and comfortable.

1. Keswick Cloth and Madrid-Grain-Vinyl Bench Seats are available on the Electra 225 Custom Limited Hardtop Sedan in Green, Blue, Sandalwood or Black.

2. Kimmel Cloth-and-Madrid-Grain Vinyl Bench Seats are available in Green, Blue or Sandalwood on the Electra 225 Sport Coupe and Hardtop Sedan.

3. Beautiful Elk-and-Madrid-Grain-Vinyl Bench Seat is available

on the Electra 225 Sport Coupe and Hardtop Sedan in Sandalwood or Black.

4. Kipling Cloth and Madrid-Grain-Vinyl Bench Seats are available in the Electra 225 Custom Hardtop Sedan in Green, Blue, Sandalwood or

Black. Kipling Cloth and Madrid-Grain-Vinyl Notch Back Seats are available on the Electra 225 Custom Sport Coupe in Green, Blue or Sandalwood. Elk-Grain Expanded Vinyl and Madrid-Grain-Vinyl Notch Back Seats

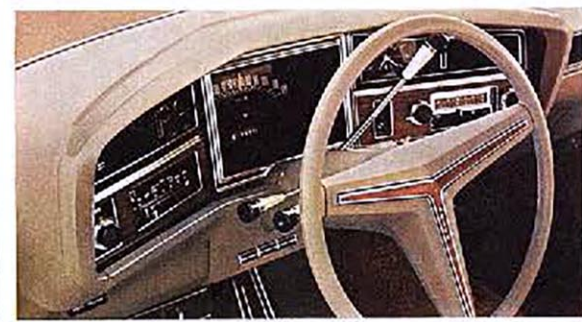
are available in Green, Sandalwood, Rosewood or Black in the Electra 225 Custom Sport Coupe and Hardtop Sedan. 5. Elk-Grain-Expanded-Vinyl and Madrid-Grain-Vinyl 60/40 Notch Back Seat is available on the Electra 225 Custom

Limited Sport Coupe and Hardtop Sedan in Black.

6. Keswick Cloth and Madrid-Grain-Vinyl 60/40 Notch Back Seats are available in the Electra 225 Custom Limited Sport Coupe and Hardtop Sedan in Green, Blue or Sandalwood. Elk-Grain Expanded-Vinyl and Madrid-Grain-Vinyl Bench Seat is available in Black on the Electra 225 Custom Limited Hardtop Sedan.

The new 1971 Electra 225 control center enables the driver to almost instantly operate controls and see instruments and gauges at a glance.

Some of the equipment shown or described is available at extra cost.



Estate Wagon



Inside the Estate Wagons
Wider, more spacious. Increased load area. Stretch-out comfort surrounds you. The luxurious 1971 Buick 4-Door, Two and Three Seat Estate Wagons are truly something to believe in.

Two-Seat Model
Front head room: 39.6 inches;
Rear head room: 39.3 inches;
Front leg room: 42.6 inches;
Rear leg room: 39.9 inches;
Front shoulder room: 64.3 inches;
Rear shoulder room: 63.3 inches.

Three-Seat Model
Front head room: 39.6 inches;
Rear head room: 39.4 inches;
Front leg room: 42.6 inches;
Rear leg room: 37.9 inches;
Front shoulder room: 64.3 inches;
Rear shoulder room: 63.3 inches.

Outside the Estate Wagon
A longer, lower silhouette. Distinctive new grill. Sculpted beauty in every graceful line. The 1971 Buick 4-Door, Two and Three Seat Estate Wagons

share the same exterior dimensions: Length: 226.8 inches; Width: 79.7 inches; Height: 57.3 inches; Wheelbase: 127.0 inches.

(Note: Estate Wagon interior and exterior dimensions are approximations in inches.)

Estate Wagon Performance
Responsive. Eager. Performance to believe in.

Standard engine: 455-4 V8; Compression ratio: 8.5:1; Displacement: 455 C.I.D.; Carburetion: 4-barrel.

Transmission: Standard: 3-speed manual (column shift mounted). Available: 3-speed Turbo Hydra-matic 400 Automatic Transmission.

Rear Axle Ratio: 3-speed manual: 3.42; automatic: 2.93. Consult your Buick dealer for information on available ratios.

Estate Wagon Comfort
Gracious convenience where it counts. New innovations where they matter. Estate Wagon is a state of comfort. New Full-Flow ventilation system; heater and

defroster; front door-operated interior light; glove compartment light; smoking set; front and rear seat ash trays; Magic-Mirror exterior finish; arm rests; front and rear deep pile carpeting; custom interior trims; full-foam seats in addition to many other comfort features your Buick dealer will be pleased to discuss with you.

Estate Wagon Special Features

Special in every respect. Special with Estate Wagon for your very special enjoyment: variable ratio power steering; 6,000 mile lubed front suspension; L78 x 15 bias

belted tires; direct-acting hydraulic shock absorbers, front and rear; self-adjusting power front disc brakes with composite cast iron rear drum brakes; Buick's AccuDrive with forward mounted steering gear and linkage; Delcotron generator. Full-Flow oil filter; right and left outside rear view mirrors; four-way hazard warning flasher; radio antenna concealed in the windshield; side guard beam construction for added protection; safety door latches and hinges; padded energy absorbing in-

strument panel; newly designed instrument cluster for easier serviceability; semi-closed cooling system that should never overheat, even with air-conditioning; foam padded front head restraints; anti-theft key warning buzzer; anti-theft steering column lock; time modulated carburetor choke control for faster starts in any weather; four jet windshield washers; new evaporative emission control system.

Some of the equipment shown or described is available at extra cost.

The Buick Estate Wagon.



**Estate Wagon
Interior Seating
Appointments.**

Beautiful...luxurious...and totally comfortable.
1. Elk-Grain-Expanded-Vinyl and Madrid-Grain Vinyl Notch Back Seats are available on the Two and Three Seat Estate Wagon in Green or Saddle. Sandalwood is available on

the Three Seat Estate Wagon model only.
2. Elegant Elk-Grain and Madrid-Grain Vinyl Bench Seats are available on the Two and Three Seat Estate Wagon in Blue, Green, Sandalwood or Black. The new 1971 Estate Wagon

control center enables the driver to almost instantly operate controls and see instruments and gauges at a glance. A comfortable fold-away forward facing rear bench seat is also available on some 1971 Estate Wagon models. Simply

specify your interior trim selection when ordering from your Buick dealer.

Some of the equipment shown or described is available at extra cost.



The 1971 Buick Estate Wagon Glide-Away Tailgate.

Now you see it. Now you don't. The 1971 Buick Estate Wagon features the most advanced tailgate design ever incorporated into station wagon engineering. Imagine this: a tailgate that actually disappears into the roof and underbody of the car. It's real. And it's here.

In the 1971 Estate Wagon. As standard equipment. The tailgate glass is power-operated on all models and retracts completely into the roof. The tailgate disappears into the underbody. Presto. A unique tailgate assembly that

leaves the loading area of the Estate Wagon completely free of obstruction. Operation is quick, efficient and easy. The manually operated Glide-Away Tailgate is standard on the Estate Wagon. The Glide-Away Tailgate is also available

as a power-actuated option, if you so desire. Your Buick dealer will be pleased to acquaint you with the Glide-Away Tailgate should you have any questions. Another part of Buick's new set of values.



Centurion



Inside Centurion

Look. Feel. Touch. Everything is new. The 1971 Centurion Formal Coupe is unique in every exciting innovation and appointment. Comfortable interior dimensions await your pleasure.

Front head room: 38.1 inches;
Rear head room: 37.1 inches;
Front leg room: 42.6 inches;
Rear leg room: 35.5 inches;
Front shoulder room: 64.3 inches;
Rear shoulder room: 62.2 inches.

Outside Centurion

Distinctive vinyl top and formal roofline. New textured wide angle grill. Beauty in a word is Centurion. The following exterior dimensions are proof of its totally new design and styling. Length: 220.7 inches; Width: 79.7 inches; Height: 53.6 inches; Wheelbase 124.0 inches. (Note: Centurion exterior and interior specifications are approximations in inches.)

Centurion Performance

Sure-footed dependability, reliability. Something to believe in. Yours to command.

Standard engine: 455-4 V8;
Compression ratio: 8.5:1;
Displacement: 455 C.I.D.;
Carburetion: 4-barrel.

Available engine: 455-4 (High Performance); dual exhausts.

Transmission: Standard: 3-speed manual (column shift mounted). Available: 3-speed Turbo Hydra-matic 400 Automatic Transmission.

Rear Axle Ratio: 3-speed manual: 3.42; 3-speed Automatic Transmission: 2.93. Consult your Buick dealer for information on available ratios.

Centurion Comfort

Experience convenience. Comfort. Centurion has an abundance of both: Full-Flo ventilation system; heater and defroster; front door-operated interior light; glove compartment light; smoking set; rear seat ash

trays; Magic-Mirror exterior finish; front and rear carpeting; arm rests; deluxe steering wheel; custom interior trims; new more convenient seat belt assembly; new full-foam seats; padded head restraints; newly designed instrument panel for easier reading and serviceability; anti-theft key warning buzzer; anti-theft steering column lock and many more comfort and convenience features your Buick dealer will be pleased to discuss with you.

Centurion Special Features

The features you would expect to find in the Buick Centurion. Enjoy; Buick's AccuDrive with forward mounted steering gear and linkage; 6,000 mile lubricated front suspension; self-adjusting power front disc brakes with composite cast iron rear drum brakes; H78 x 15 bias belted tires; direct acting hydraulic shock absorbers; Delcotron generator; Full-Flow oil filter; semi-closed cooling system; inside rear view mirror mounted on windshield; time-modulated carburetor

choke control; new evaporative emission control system; four-way hazard warning flasher; radio antenna concealed in the windshield; newly designed instrument panel for easier reading and serviceability. For additional information on other features available, please consult your Buick dealer.

Some of the equipment shown or described is available at extra cost.

Centurion Formal Coupe.



Inside Centurion

Formal luxury. Comfort. Relaxation and convenience await your pleasure in the 1971 Centurion 4-Door Hardtop Sedan.

Front head room: 38.4 inches; Rear head room: 37.4 inches; Front leg room: 42.6 inches; Rear leg room: 38.5 inches; Front shoulder room: 62.2 inches; Rear shoulder room: 63.3 inches.

Outside Centurion

Sleek new profile. Exciting styling. Beautiful from any

angle, the Centurion 4-Door Hardtop Sedan boasts the following exterior dimensions: Length: 220.7 inches; Width: 79.7 inches; Height: 53.6 inches; Wheelbase: 124.0 inches. (Note: Centurion interior and exterior dimensions are approximations in inches.)

Centurion Performance

Responsive. Dependable and reliable. Something to believe in. Yours to command.

Standard engine: 455-4 V8; Compression ratio: 8.5:1; Displacement: 455 C.I.D.; Carburetion: 4-barrel.

Available engine: 455-5 (High Performance) V8; dual exhausts.

Transmission: Standard: 3-speed Manual (column shift mounted). Available: 3-speed Turbo Hydra-matic 400 Automatic Transmission.

Rear Axle Ratio: 3-speed Manual: 3.42; 3-speed Automatic Transmission: 2.93. Consult

your Buick dealer for information on available ratios.

Centurion Comfort

Consider the comfort and convenience you would enjoy in your new automobile. Centurion has them all: Full-Flo ventilation system; heater and defroster; front door-operated interior light; glove compartment light; smoking set; rear seat ash trays; Magic-Mirror exterior finish; front and rear carpeting; arm rests; deluxe

steering wheel; custom interior trims; new, more convenient seat belt assembly; new full-foam seats; padded head restraints; newly designed instrument panel for easier reading and serviceability; anti-theft key warning buzzer; anti-theft steering column lock and many more comfort and convenience features your Buick dealer will be pleased to discuss in detail with you.

Centurion Special Features

The features you would expect to find in the Buick Centurion. Enjoy: Buick's AccuDrive with forward mounted steering gear and linkage; 6,000 mile lubricated front suspension; self-adjusting power front disc brakes with composite cast iron rear drum brakes; H78 x 15 bias belted tires; direct acting hydraulic shock absorbers; Delcorron generator; Full-Flow oil filter; semi-closed cooling system; inside rear view mirror mounted on windshield; time-modulated carburetor

choke control; new evaporative emission control system; four-way hazard warning flasher; radio antenna concealed in the windshield; newly designed instrument panel for easier reading and serviceability. For additional information on other features available, please consult your Buick dealer.

Some of the equipment shown or described is available at extra cost.

Centurion 4-Door Hardtop Sedan.



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Inside Centurion

Wide open and wonderful. Sit in; stretch out. Spacious comfort is yours in the all new 1971 Centurion Convertible as the following interior dimensions illustrate.

Front head room: 38.9 inches; Rear head room: 38.1 inches; Front leg room: 42.6 inches; Rear leg room: 35.5 inches; Front shoulder room: 62.2 inches; Rear shoulder room: 61.7 inches.

Outside Centurion

Scene-stealing design. Sleek and slim. Toss your cares to the wind. The 1971 Centurion Convertible is an experience you'll want to own. The following exterior dimensions should help to make your decision an easy one. Length: 220.7 inches; Width: 79.7 inches; Height: 53.9 inches; Wheelbase: 124.0 inches.

(Note: Centurion interior and exterior dimensions are approximations in inches.)

Centurion Performance

Swift. Sure and secure. Buick dependability. Buick reliability. Something to believe in. Yours to command.

Standard engine: 455-4 V8; Compression ratio: 8.5:1; Displacement: 455 C.I.D.; Carburetion: 4-barrel.

Available engine: 455-4 (High Performance) V8; dual exhausts.

Transmission: Standard: 3-speed Manual (column shift mounted). Available: 3-speed Turbo Hydra-matic 400 Automatic Transmission.

Rear Axle Ratio: 3-speed Manual: 3.42; 3-speed Automatic Transmission: 2.93. Consult your Buick dealer for information on available ratios.

Centurion Comfort

Convenience. Comfort as you like it. Enjoy: Full-Flo ventilation system; heater and defroster; front door-operated interior light; glove compartment light; smoking set; rear seat ash

trays; new inward folding convertible top for improved appearance and more rear seating room; Magic-Mirror exterior finish; front and rear carpeting; arm rests; deluxe steering wheel; custom interior trims; new, more convenient seat belt assembly; new full-foam seats; padded head restraints; newly designed instrument panel for easier reading and serviceability; anti-theft key warning buzzer; anti-theft steering column lock and many more comfort and convenience features your Buick dealer will be pleased to discuss with you.

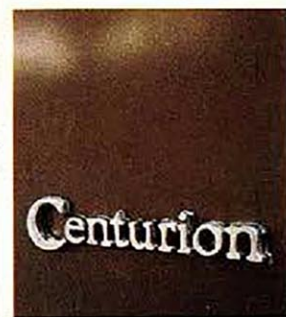
Centurion Special Features

The features you want. Centurion has them as standard equipment: Buick's AccuDrive with forward mounted steering gear and linkage; 6,000 mile lubricated front suspension system; self-adjusting power front disc brakes with composite cast iron rear drum brakes; H78 x 15 bias belted tires; direct acting hydraulic shock absorbers; Delcorron generator; Full-Flow oil filter; semi-closed cooling system; inside rear view mirror mounted on windshield; time-modulated

carburetor choke control; new evaporative emission control system; four-way hazard warning flasher; radio antenna concealed in the windshield; newly designed instrument panel for easier reading and serviceability. For additional information on other features available, please consult your Buick dealer.

Some of the equipment shown or described is available at extra cost.

Centurion Convertible.



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**Centurion
Interior Seating
Appointments.**



Fabulous fabrics...durable vinyl...rich and comfortable.
1. Elk-Grain Expanded Vinyl and Madrid-Grain Vinyl Notch Back Seats on the Centurion Hardtop Sedan and Formal Coupe are available in Green, Sandalwood, Saddle or Black.

Elk-Grain Expanded Vinyl and Madrid-Grain Vinyl Notch Back Seats are available on the Centurion Convertible in Blue, Pearl White, Saddle or Black.
2. Kipling Cloth and Madrid-Grain Vinyl Notch Back Seat is available on the Centurion Hardtop Sedan in Sandalwood or Black.



The new 1971 Centurion control center enables the driver to almost instantly operate controls and see instruments and gauges at a glance.

Some of the equipment shown or described is available at extra cost.



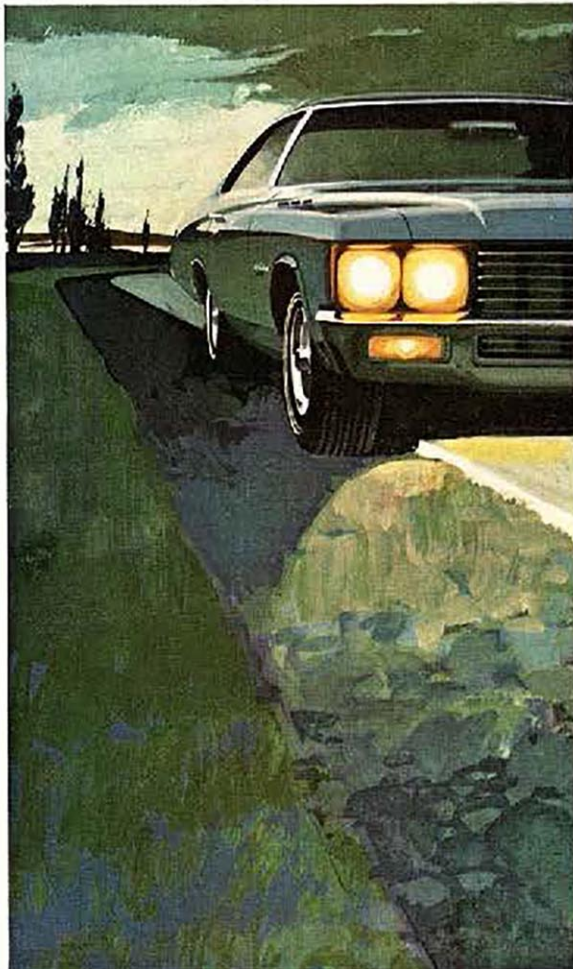
AccuDrive.

An improved version of Buick's exclusive all-road condition directional stability system. Buick introduced AccuDrive in 1969. It afforded Buick drivers an unheard of degree of handling ease and responsiveness.

Now, Buick engineers have developed a major new refinement in AccuDrive suspension that gives an almost unbelievable degree of new handling ease and responsiveness for 1971. An all new chassis has been designed to accommodate the completely new styling concepts of Riviera, LeSabre, Centurion, Electra 225 and the Estate Wagon.

The major improvement in 1971 on these models is that the steering gear and linkage have been moved ahead of the front wheels. This arrangement greatly improves directional stability and provides unsurpassed handling ease and response.

Buick's AccuDrive. Another part of Buick's new set of values. Something to believe in.



Inside LeSabre

Top up. Top down. Comfort and convenience is yours with LeSabre's wide open interior specifications. Sink in. You'll see.

Front head room: 38.9 inches; Rear head room: 38.1 inches; Front leg room: 42.6 inches; Rear leg room: 35.5 inches; Front shoulder room: 64.3 inches; Rear shoulder room: 61.7 inches. (Note: The LeSabre Custom Convertible interior and exterior specifications are approximations in inches.)

Outside LeSabre

You can't help but be noticed. LeSabre Custom Convertible styling is like a knife cutting into the wind. Seeing is believing. Length: 220.7 inches; Width: 79.7 inches; Height: 53.9 inches; Wheelbase: 124.0 inches.

LeSabre Performance
Performance to believe in. Dependability. Reliability.

Standard engine: 350-2 V8; Compression: 8.5:1; Displacement: 350 C.I.D.; Carburetion: 2-barrel.

Available engines: (a) 350-4 V8; (b) 455-4 V8. Compression ratio: (a) 8.5:1; (b) 8.5:1; Displacement: (a) 350 C.I.D.; (b) 455 C.I.D.; Carburetion: (a) 4-barrel; (b) 4-barrel.

Transmissions: Standard: 3-speed manual (column shift mounted). Available: 3-speed Turbo Hydra-matic 350 Automatic; Turbo Hydra-matic 400

Automatic (with 455 engine option only).

Rear Axle Ratio: 3-speed manual: 3.42; Turbo Hydra-matic 350 Automatic: 3.08; Turbo Hydra-matic 400 Automatic: 2.93. Consult your Buick dealer for information on available ratios.

LeSabre Custom
Relaxation. Enjoyment. Yours to command.

LeSabre Comfort Features:

Full-Flo ventilating system; heater and defroster; front door-operated interior light; glove compartment light; smoking set; rear seat ash trays; arm rests; front and rear carpeting; new inward folding convertible top for improved appearance and more rear seating room; Magic-Mirror exterior finish for less owner maintenance; new ease of exit and entry; seat belts; luxurious new interior appointments; newly designed instrument panel cluster for easier servicing and, like all Buick 1971 models, probably just about the most comfortable and convenient car you've

had the opportunity to experience. Add this, increased visibility, both front and rear; inside hood lock release, and Full-foam seats... and you've got an automobile you cannot only live with but in. As it should be.

LeSabre Special Features:
The features you want: power front disc brakes with composite cast iron rear drum brakes; variable ratio power steering; Buick's AccuDrive with forward steering gear and linkage; direct-acting hydraulic shock absorbers; H78 x 15 bias belted tires; Delcotron generator; Full-Flow oil filter; semi-closed cool-

ing system; 6,000 mile lubed front suspension and variable-ratio parking brakes; side guard beam construction for added protection; stainless steel wrapped mufflers; inside rear view mirror mounted on the windshield; time-modulated carburetor choke control for faster starts in any weather; new evaporative emission control system; four jet windshield washers.

Some of the equipment shown or described is available at extra cost.

LeSabre Custom Convertible.



Inside LeSabre

Comfort. Roominess. LeSabre is luxury in every spacious inch. The 1971 LeSabre 4-Door Sedan boasts the following spacious and comfortable interior dimensions:

Front head room: 38.9 inches; Rear head room: 38.0 inches; Front leg room: 42.6 inches; Rear leg room: 38.5 inches; Front shoulder room: 64.4 inches; Rear shoulder room: 63.5 inches. (Note: LeSabre 4-Door Sedan exterior and interior dimensions are approximations in inches.)

(The 1971 LeSabre Custom 4-Door Sedan is not shown in this catalog. Your Buick dealer will be pleased to review its availability with you.)

Outside LeSabre

Beauty from any angle. Leaner. Lower. Longer. The 1971 LeSabre 4-Door Sedan's exterior dimensions are as follows: Length: 220.7 inches; Width: 79.7 inches; Height: 54.4 inches; Wheelbase: 124.0 inches.

LeSabre Performance
Performance to believe in. Dependability. Reliability.

Standard engine: 350-2 V8; Compression: 8.5:1; Displacement: 350 C.I.D.; Carburetion: 2-barrel.

Available engines: (a) 350-4 V8; (b) 455-4 V8; Compression ratio: (a) 8.5:1; (b) 8.5:1; Displacement: (a) 350 C.I.D.; (b) 455 C.I.D.; Carburetion: (a) 4-barrel; (b) 4-barrel.

Transmissions: Standard: 3-speed manual (column shift mounted). Available: 3-speed Turbo Hydra-matic 350 Automatic; 3-speed Turbo Hydra-matic 400 Automatic (with 455 engine option only).

Rear Axle Ratio: 3-speed manual: 3.42; Turbo Hydra-matic 350 Automatic: 3.08; Turbo Hydra-matic 400 Automatic: 2.93. Consult your Buick dealer for information on available ratios.

LeSabre Comfort
Relaxation. Enjoyment. Yours to command. LeSabre comfort

features: Full-Flo ventilation system; heater and defroster; front door-operated interior light; glove compartment light; smoking set; rear seat ash trays; arm rests; front and rear carpeting; Magic-Mirror exterior finish for less owner maintenance; new ease of exit and entry; seat belts; luxurious new interior appointments; newly designed instrument panel cluster for easier servicing and, like all Buick 1971 models, probably just about the most comfort-

able and convenient car you've had the opportunity to experience. Add this, increased visibility, both front and rear; inside hood lock release, larger trunk capacity and full-foam seats... and you've got an automobile you can not only live with, but in. As it should be.

LeSabre Special Features
The features you want: power front disc brakes with composite cast iron rear drum brakes; variable ratio power steering; Buick's AccuDrive with forward steering gear and linkage; direct-acting hydraulic shock absorbers; H78 x 15 bias belted

tires; Delcotron generator; Full-Flow oil filter; semi-closed cooling system; 6,000 mile lubricated front suspension system and variable-ratio parking brake; side guard beam construction for added protection; inside rear view mirror mounted on the windshield; time-modulated carburetor choke control for faster starts in any weather; new evaporative emission control system; four jet windshield washer.

Some of the equipment shown or described is available at extra cost.

LeSabre 4-Door Sedan.



Inside LeSabre

Luxury as you like it. Room to relax. The LeSabre 4-Door Hardtop Sedans are an expression of spacious comfort as the following dimensions illustrate: Front head room: 38.4 inches; Rear head room: 37.4 inches; Front leg room: 42.6 inches; Rear leg room: 38.5 inches; Front shoulder room: 64.3 inches; Rear shoulder room: 63.3 inches. (Note: The LeSabre and LeSabre Custom 4-Door Hardtop Sedan exterior and interior dimensions are approximations in inches.)

Outside LeSabre

Unmatched beauty. Exciting styling. Formal elegance. The 4-Door Hardtop Sedan is, as you can see, lithe, lean and beautifully styled as the following dimensions prove: Length: 220.7 inches; Width: 79.7 inches; Height: 53.8 inches; Wheelbase: 124.0 inches.

LeSabre Performance
Performance to believe in. Dependability. Reliability.

Standard engine: 350-2 V8; Compression: 8.5:1; Displacement: 350 C.I.D.; Carburetion: 2-barrel.

Available Engines: (a) 350-4 V8; (b) 455-4 V8; Compression ratio: (a) 8.5:1; (b) 8.5:1; Displacement: (a) 350 C.I.D.; (b) 455 C.I.D.; Carburetion: (a) 4-barrel; (b) 4-barrel.

Transmissions: Standard 3-speed manual (column shift mounted); Available: 3-speed

Turbo Hydra-matic 350 Automatic; with 350 engine option only. 3-speed Turbo Hydra-matic 400 Automatic with 455 engine option only.

Rear Axle Ratio: 3-speed manual: 3.42; Turbo Hydra-matic 350 Automatic: 3.08; Turbo Hydra-matic 400 Automatic: 2.93. Consult your Buick dealer for information on available ratios.

LeSabre Comfort
Relaxation. Enjoyment. Yours to command. LeSabre comfort features: Full-Flow ventilation system; heater and defroster;

front door-operated interior light; glove compartment light; smoking set; rear seat ash trays; arm rests; front and rear carpeting; Magic-Mirror finish for less owner maintenance; new ease of exit and entry; seat belts; luxurious new interior appointments; newly designed instrument panel cluster for easier servicing and, like all Buick 1971 models, probably just about the most comfortable and convenient car you've had the opportunity to experience.

Add this, increased visibility, both front and rear; inside hood lock release; larger trunk capacity and full-foam seats... and you've got an automobile you can not only live with, but in. As it should be.

LeSabre Special Features
The features you want: power front disc brakes with composite cast iron rear drum brakes; variable ratio power steering; Buick's AccuDrive with forward steering gear and linkage; direct-acting hydraulic shock absorbers; H78 x 15 bias belted tires; Delcotron gener-

ator; Full-Flow oil filter; semi-closed cooling system; 6,000 mile lubricated front suspension system and variable-ratio parking brake; side guard beam construction for added protection; inside rear view mirror mounted on the windshield; time-modulated carburetor choke control for faster starts in any weather; new evaporative emission control system; four jet windshield washers.

Some of the equipment shown or described is available at extra cost.

LeSabre Custom 4-Door Hardtop Sedan.



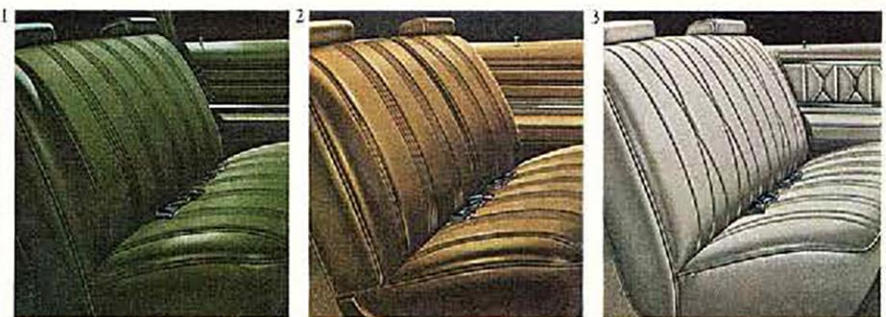
LeSabre Interior Seating Appointments.

Beauty... style... comfort.
1. Krefeld Cloth and Madrid-Grain-Vinyl Bench Seats are available on the LeSabre Custom Hardtop Sedan, Sport Coupe and Four-Door Sedan in Green, Blue or Sandalwood.
2. Kahara Cloth and Madrid-

Grain Vinyl Bench Seats are available on the LeSabre Hardtop Sedan, Sport Coupe and Four-Door Sedan in Green, Blue, Sandalwood or Black.
3. Madrid-Grain All-Vinyl Bench Seats are available on the LeSabre Hardtop Sedan,

Sport Coupe and Four-Door Sedan in Saddle or Black.
4. Elk-Grain and Madrid-Grain-Vinyl Bench Seats are available on the LeSabre Custom Hardtop Sedan, Sport Coupe and Four-Door Sedan in Green, Sandalwood, Saddle

or Black. Elk-Grain and Madrid-Grain Vinyl Bench Seat is available on the LeSabre Custom Convertible in Sandalwood, Saddle or Black. Some of the equipment shown or described is available at extra cost.





GS Stage I Sport Coupe.

Inside GS

New isn't just new. New is GS. Get inside. You'll know what we mean by the name GS. It stands for Gran Sport. The GS Sport Coupe interior dimensions are as follows: Front head room: 37.9 inches; Rear head room: 36.3 inches; Front leg room: 41.6 inches; Rear leg room: 32.3 inches; Front shoulder room: 58.5 inches; Rear shoulder room: 57.1 inches.

Outside GS

Sleek. Slim. Sensational. Design to settle the argument about performance car styling once and for all. Look. You'll look again. The GS Sport Coupe exterior dimensions are as follows: Length: 203.2 inches; Width: 77.3 inches; Height: 53.5 inches; Wheelbase: 112.0 inches. (Note: The GS interior and exterior specifications are approximations in inches.)

GS Performance

Accelerate. Power to please or pass. Performance to believe in.

Standard Engine: 350-4 V8; Compression ratio: 8.5:1; Displacement: 350 C.I.D.; Carburetion: 4-barrel.

GS Available Engines: (a) 455-4 V8; (b) 455-4 V8 Stage I; Compression ratio: (a) 8.5:1 (b) 8.5:1; Displacement: (a) 455 C.I.D.; (b) 455 C.I.D.; Carburetion: (a) 4-barrel; (b) 4-barrel.

The GS Transmissions: Standard: 3-speed manual (column

shift mounted); Available: 3-speed Automatic Turbo Hydraulic Automatic Transmission (column or console shift mounted, Bucket seats required with console); 4-speed Manual (floor mounted shift).

GS Rear Axle Ratios: 3-speed and 4-speed Manual Transmissions: 3.08; Automatic: 3.08; 455-4 V8 Engine: Automatic: 3.08; Performance (Automatic): 3.42; Manual: 3.42; 455-4 V8 Stage I Engine: Automatic: 3.42*; Manual: 3.42. Please consult your Buick dealer for available ratios. (*Positive Traction standard.)

GS Comfort

What you would expect. A full complement of convenience and comfort features. Enjoy: Comfort-Flo ventilation system; heater and defroster; front operated door-interior light; smoking set; rear seat ash trays; arm rests; Magic-Mirror exterior finish; luxurious new interior appointments; front and rear carpeting; new, more convenient seat belt assembly; padded head restraints; instrument panel designed for easier

reading and serviceability; anti-theft key warning buzzer; anti-theft steering column lock, plus many more comfort and convenience features your Buick dealer will be pleased to discuss with you in detail.

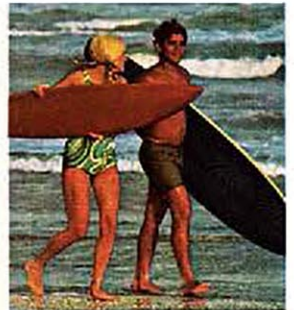
GS Special Features Features to get excited about. All standard in GS.

Get excited: dual exhausts; functional hood air scoops; Full-Flow oil filter; semi-closed cooling system; Delcotron generator; 14 inch wheels; heavy duty springs; shock absorbers

and stabilizer bar; 6,000 mile front lubricated suspension; composite cast iron finned drum brakes. For further information on features, please consult your Buick dealer.

See the Options and Accessories Section for information concerning the GSX performance option. Some of the equipment shown or described is available at extra cost.

GS 455 Sport Coupe.



Inside GS

Stretch-out spaciousness. Comfort. Convenience. The 1971 GS Convertible is everything you could want in a performance car as the following dimensions prove.

Front head room: 38.7 inches;
Rear head room: 37.0 inches;
Front leg room: 41.6 inches;
Rear leg room: 32.3 inches;
Front/shoulder room: 58.5 inches;
Rear/shoulder room: 47.8 inches.

Outside GS

Uncluttered styling. Clean. Trim. Beautiful. The 1971 GS convertible is excitement in every exterior dimension.

Length: 203.2 inches; Width: 77.3 inches; Height: 53.9 inches; Wheelbase: 112.0 inches.

(Note: The GS interior and exterior specifications are approximations in inches.)

GS Performance

Responsive. Reliable. Dependable. Something to believe in.

Standard Engine: 350-4 V8; Compression ratio: 8.5:1; Displacement: 350 C.I.D.; Carburetion: 4-barrel.

GS Available Engines: (a) 455-4 V8; (b) 455-4 V8 Stage I; Compression ratio: (a) 8.5:1; (b) 8.5:1; Displacement: (a) 455 C.I.D.; (b) 455 C.I.D.; Carburetion: (a) 4-barrel; (b) 4-barrel.

The GS Transmissions: Standard 3-speed manual (column shift mounted). Available: 3-speed Automatic Turbo Hydra-matic Transmission (column or console shift mounted). Bucket seats required with console; 4-speed manual (floor mounted shift).

GS Rear Axle Ratios: 3-Speed and 4-Speed Manual Transmissions: 3.08; Automatic: 3.08; 455-4 V8 Engine: Automatic: 3.08; Performance (Automatic): 3.42; Manual: 3.42. 455-4 V8 Stage I Engine: Automatic:

3.42; Manual 3.42. Please consult your Buick dealer for available ratios. (*Positive Traction standard.)

GS Comfort

Fingertip convenience. Comfort. All you'd expect in a GS and more. Enjoy: Comfort-Flo ventilation system; heater and defroster; front operated door-interior lights; smoking set; rear seat ash trays; arm rests; Magic-Mirror exterior finish;

luxurious new interior appointments; front and rear carpeting; new, more convenient seat belt assembly; padded head restraints; anti-theft key warning buzzer; anti-theft steering column lock, plus many more comfort and convenience features your Buick dealer will be happy to tell you about in detail.

GS Special Features

The features you want in GS: dual exhausts; functional hood air scoops; Full-Flow oil filter;

semi-closed cooling system; Delcotron generator; 14 inch wheels, heavy duty springs; shock absorbers and stabilizer bar; 6,000 mile front lubricated suspension; composite cast iron drum brakes. For further information, please consult your Buick dealer.

Some of the equipment shown or described is available at extra cost.

GS Convertible.



GS Interior Seating Appointments.

Beautiful vinyls...and luxurious comfort.

1. Roulet-Grain Expanded Vinyl and Madrid-Grain Vinyl Bucket Seats in the GS Sport Coupe are available in Pearl White, Saddle or Black.
2. Madrid-Grain All-Vinyl

Bench Seats are available on the GS Sport Coupe in Green, Sandalwood or Black.

3. Roulet-Grain Expanded Vinyl and Madrid-Grain Vinyl Bench Seats are available on the GS Convertible in Sandalwood or Black.

4. Roulet-Grain Expanded Vinyl and Madrid-Grain Vinyl Notch Back Seats are available on the GS Sport Coupe in Green, Sandalwood, Saddle or Black. And on the GS Convertible in Green, Pearl White or Saddle.

Some of the equipment shown or described is available at extra cost.



SportWagon



Inside The SportWagon

Wide open spaces. Roomy comfort. It's there. And it's waiting. The 1971 Buick SportWagon interior dimensions will bear this out after one pleasant excursion inside.

Front head room: 38.4 inches;
Rear head room: 38.3 inches;
Front leg room: 42.6 inches;
Rear leg room: 34.6 inches;
Front shoulder room: 58.3 inches;
Rear shoulder room: 57.4 inches.

Outside The SportWagon

A feast for the eye. Slim. Trim. Beautiful. Distinctively Buick. Obviously SportWagon. The 1971 Buick SportWagon exterior specifications tell you at a glance that here is a wagon waiting for your enjoyment: Length: 212.7 inches; Width: 77.3 inches; Height: 54.8 inches; Wheelbase: 116.0 inches.

(Note: SportWagon interior and exterior dimensions are approximations in inches).

SportWagon Performance
Swift. Sure. Powerful. Uncommon reliability. Dependability. Something to believe in.

Standard Engine: 350-2 V8; Compression ratio: 8.5:1; Displacement: 350 C.I.D.; Carburetion: 2-barrel.

The Available Engine: 350-4 V8; Compression ratio: 8.5:1; Dis-

placement: 350 C.I.D.; Carburetion: 4-barrel.

Transmissions:
Standard: 3-speed manual (Column Shift); Available 3-speed Turbo Hydra-matic 350.

Rear Axle Ratios: 3-speed manual: 3.08; automatic: 3.08. Please consult your Buick dealer for information on available ratios.

SportWagon Comfort

Fingertip convenience. Comfort. Enjoy: heater and defroster; cigarette lighter; front door-operated interior light; front and rear ash trays; Magic-Mirror exterior finish; front arm rests; padded head restraints and dual-action tailgate.

SportWagon Special Features
Features that make the Buick SportWagon something to be-

lieve in: 3-speed manual transmission fully-synchronized in all forward gears; self-adjusting power front disc brakes with composite cast iron finned rear drum brakes; Full-Flow oil filter; Delcotron generator; semi-closed cooling system; outside rear view mirror; four-way hazard warning flasher;

concealed windshield antenna; safety door latches and hinges; anti-theft key warning buzzer; anti-theft steering column lock; side guard beam construction for added protection plus many more features your Buick dealer will be pleased to point out to you.

Some of the equipment shown or described is available at extra cost.

The Buick SportWagon.



**SportWagon
Interior Seating
Appointments.**

Deep...durable vinyl...beautiful
...rich and colorful and com-
fortable. Textured Madrid-
Grain Vinyl Bench Seats are
available in the SportWagon
in Green, Blue or Sandalwood.



**SportWagon
Dual-Action
Tailgate.**

It's a door. It's a gate. Better
yet, it's both. It's Buick's Two-
Way Door-Gate and it's stand-
ard equipment on the new
1971 Buick SportWagon. You'll
see how easy loading anything
can be. Just open... and
swing out. Window rolls up or

down at your convenience. Ask
your Buick dealer for a demon-
stration of this unique feature.

Some of the equipment
shown or described is available
at extra cost.



Nickel-Plated Valves.

**Eliminates corrosion while
cleaning up the air.** Buick
introduces nickel-plated engine
exhaust valves.

They are included at no extra
cost in all standard Buick's that
run on regular low lead fuel.

Why nickel-plated valves?
There are several excellent
reasons.

First, nickel-plated valves help
eliminate corrosion when using
low lead fuel. For 1971, all
Buick engines have been de-
signed to operate efficiently on
the new no-lead or low-lead
gasolines. In addition to the
lower exhaust emissions attain-
able with this engine/fuel com-
bination, 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 avail-
able, any leaded regular grade
gasoline with a research octane
number of 91 or higher may be
used.

Secondly, nickel-plating makes
for smoother engine operation
and longer valve life.

And, thirdly, since the intro-
duction of low lead gasoline,
Buick V8 engines have been
specifically designed to accom-
modate this new kind of fuel,
thus helping to cut down on
engine wear while helping to
clean up the air without sacri-
ficing performance.

Another part of Buick's new
set of values.

Something to believe in.



Skylark



Skylark Custom Sport Coupe.

Inside Skylark Custom and Skylark
Deep seated. Comfortable. Spacious. The 1971 Skylark Custom and Skylark Sport Coupes interior specifications are as follows:
(a) Skylark, (b) Skylark Custom:
Front head room: (a) 37.9 in., (b) 37.5 in.;
Rear head room: (a) 36.3 in., (b) 36.3 in.;
Front leg room: (a) 41.3 in., (b) 41.7 in.;
Rear leg room: (a) 32.4 in., (b) 32.2 in.;
Front shoulder room: (a) 58.5 in., (b) 58.5 in.;

Rear shoulder room: (a) 57.1 in., (b) 57.1 in.

Outside Skylark Custom and Skylark
Styled for second looks, the Skylark Custom and Skylark Sport Coupes exterior dimensions are as follows:
(a) Skylark, (b) Skylark Custom: Length: (a) 203.2 inches, (b) 203.2 inches; Width: (a) 77.3 inches, (b) 77.3 inches; Height: (a) 53.3 inches, (b) 53.5 inches; Wheelbase: (a) 112.0 inches, (b) 112.0 inches.
(Note: Skylark interior and exterior dimensions are approximations in inches.)

Skylark Custom and Skylark Performance
Dependable. Reliable. Performance to believe in.

Standard Engine: (Skylark) 250-1 6 Cylinder. Compression: 8.5:1; Displacement: 250 C.I.D.; Carburetion: 1-barrel. (Skylark Custom) 350-2 V8. Compression: 8.5:1; Displacement: 350 C.I.D.; Carburetion: 2-barrel.

Available Engines: (Skylark) (a) 350-2 V8; (b) 350-4 V8; Compression Ratio: (a) 8.5:1; (b) 8.5:1; Displacement: (a) 350 C.I.D.; (b) 350 C.I.D.; Carburetion: (a) 2-barrel; (b) 4-barrel.

(Skylark Custom) 350-4 V8; Compression Ratio: 8.5:1; Displacement: 350 C.I.D.; Carburetion: 4-barrel.

Transmissions: Standard: (Skylark) 3-speed manual (Column Shift); Available: 3-speed Automatic Turbo Hydra-matic 350 (column shift and console mounted shift available with bucket seat option).

Standard: (Skylark Custom) 3-speed manual (Column Shift); Available: Turbo Hydra-matic 350 Automatic Transmission (column shift and console

mounted shift available with bucket seat option.)

Rear Axle Ratios: (Skylark) 3-Speed Manual: 3.08 (250-1, 6 cyl.); 3.08 (350-2, 8 cyl.); Automatic: 3.08 (250-1, 6 cyl.); 2.56 (350-2, 8 cyl.) 2.73 (350-4, 8 cyl.) (Skylark Custom) 3-Speed Manual: 3.08. Automatic: 2.56 (350-2), 2.73 (350-4). Please consult your Buick dealer for information on available ratios.

Skylark Comfort
Skylark Custom: Comfort-Flo ventilation system; heater and defroster; Magic-Mirror exterior finish; deluxe steering wheel; cigarette lighter; ash trays, front

and rear; glove compartment light; arm rests, front and rear; carpeting; front door operated interior light; seat belts; cushioned head restraints, and a host of other features your Buick dealer will be pleased to discuss with you.

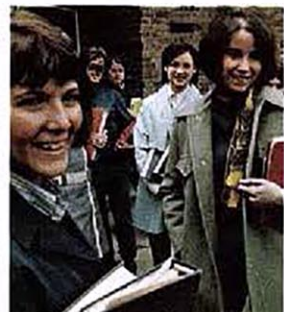
Skylark: Front and rear ash trays, heater and defroster; step-on parking brake; Magic-Mirror exterior finish; padded head restraints. Please consult your Buick dealer for additional information on Skylark comfort and convenience features.

Skylark Features

Skylark and Skylark Custom: Self-adjusting brakes, gross lining area 158.1 sq. in.; 6,000 mile front lubed suspension system; G78 x 14 bias belted tires on Skylark Custom and F78 x 14 bias belted tires on Skylark; independent balljoint front suspension; direct-acting hydraulic shock absorbers, Delcotron generator, Full-Flow oil filter; semi-closed cooling system. For further Skylark and Skylark Custom feature information, consult your Buick dealer.

Some of the equipment shown or described is available at extra cost.

Skylark Sport Coupe.



Inside Skylark
Sit back. Settle down. Realize roomy comfort. The 1971 Skylark Sedan has been especially designed for people who like their comfort in style. Front head room: 37.9 inches; Rear head room: 36.3 inches; Front leg room: 41.3 inches; Rear leg room: 32.4 inches; Front shoulder room: 58.5 inches; Rear shoulder room: 57.1 inches.

Outside Skylark
Trim. Slim. Elegant in its styling simplicity. A look of motion even while at rest, the 1971 Skylark Sedan is designed to excite even the most discriminating tastes. Length: 203.2 inches; Width: 77.3 inches; Height: 53.3 inches; Wheelbase: 112.0 inches. (Note: Skylark interior and exterior dimensions are approximations in inches.)

Skylark Performance
Smooth. Responsive. The reliability and dependability you've come to associate with the name Buick.
Standard Engine: 250-1 6 Cyl.; Compression: 8.5:1; Displacement: 250 C.I.D.; Carburetion: 1-barrel.

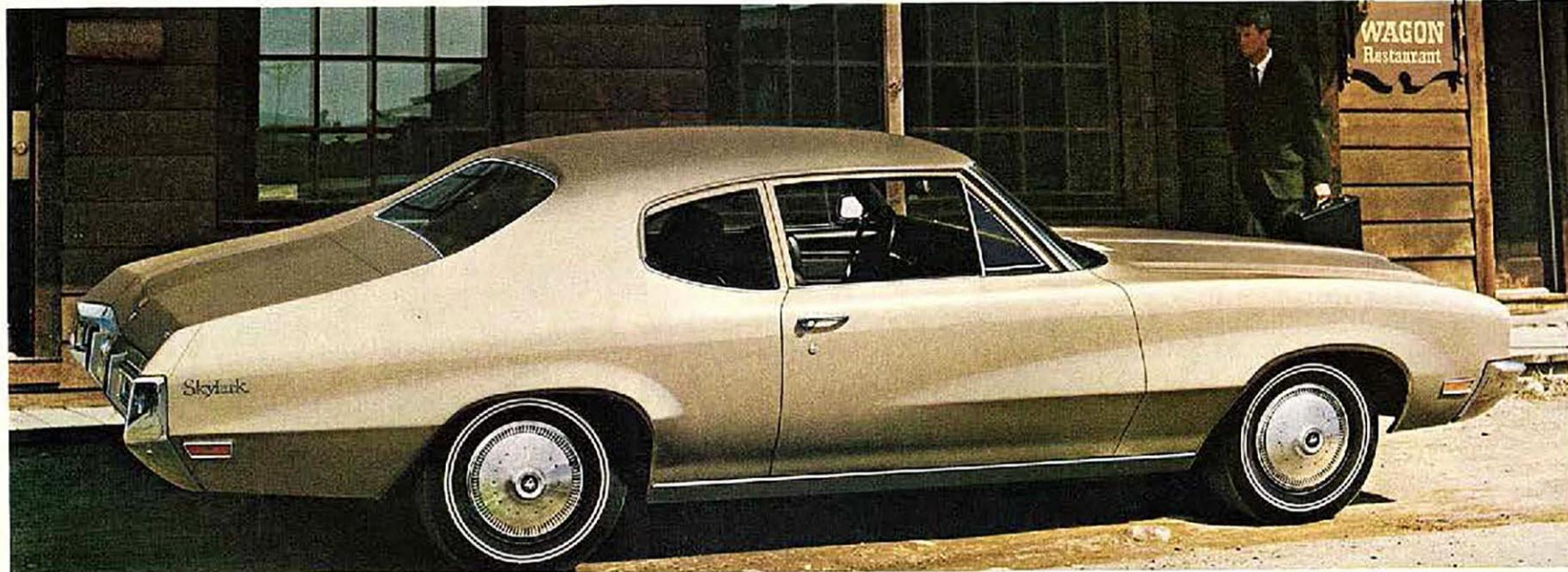
Available Engines: (a) 350-2 V8; (b) 350-4 V8; Compression Ratio: (a) 8.5:1 (b) 8.5:1; Displacement: (a) 350 C.I.D.; (b) 350 C.I.D.; Carburetion: (a) 2-barrel; (b) 4-barrel.
Transmissions: Standard: 3-speed manual (Column Shift); Available: 3-speed Automatic Turbo Hydra-matic 350 (Column Shift).

Rear Axle Ratios: 3-Speed Manual: 3.08 (250-1 6 cyl.); 3.08 (350-2 8 cyl.); Automatic: 3.08 (250-1 6 cyl.); 2.56 (350-2 8 cyl.); 2.73 (350-4 8 cyl.). Please consult your Buick dealer for information on available ratios.
Skylark Comfort
Convenience as you like it. Comfort to enjoy. Yours in Skylark: Front ash trays; heater

and defroster; step-on parking brake; Magic-Mirror exterior finish; padded head restraints. Please consult your Buick dealer for additional information on Skylark comfort and convenience features.
Skylark Features
The features you'd expect in Skylark. Enjoy: Self-adjusting brakes, gross lining area 158.1 sq. in.; 6,000 mile front lubed suspension system; F78 x 14

bias belted tires; independent balljoint front suspension; direct-acting hydraulic shock absorbers; Delco-tron generator; Full-Flow oil filter; semi-closed cooling system. Your Buick dealer will be pleased to furnish you with further Skylark special feature information. Some of the equipment shown or described is available at extra cost.

Skylark 2-Door Sedan.



Inside Skylark Custom
Let the sun shine in. Relax and enjoy it. Spacious comfort is yours. The 1971 Skylark Custom Convertible offers wide open spaces inside for your motoring pleasure. Front head room: 38.3 inches; Rear head room: 37.0 inches; Front leg room: 41.7 inches; Rear leg room: 32.2 inches; Front shoulder room: 58.5 inches; Rear shoulder room: 47.8 inches.

Outside Skylark Custom
In a word: Sensational. Low. Sleek silhouette. The 1971 Skylark Convertible is new from the ground up, and looks it, in its new bold styling and design. Length: 203.2 inches; Width: 77.3 inches; Height: 53.9 inches; Wheelbase: 112.0 inches. (Note: Skylark Custom Convertible interior and exterior dimensions are approximations in inches.)

Skylark Custom Performance
Spirited. Swift. Dependable. Reliable. Something to believe in.
Standard Engine: 350-2 V8; Compression Ratio: 8.5:1; Displacement: 350 C.I.D.; Carburetion: 2-barrel.
Available Engine: 350-4 V8;

Compression Ratio: 8.5:1; Displacement: 350 C.I.D.; Carburetion: 4-barrel.
Transmissions: Standard: 3-Speed Manual (Column Shift); Available: 3-Speed Turbo Hydra-matic; 350 Automatic Transmission (Column Shift).
Rear Axle Ratios: 3-Speed Manual: 3.08; Automatic: 2.56 (350-2); 2.73 (350-4). Please consult your Buick dealer for information on available ratios.

Skylark Custom Comfort
Convenience items that make owning and driving the Buick Skylark Convertible a thorough delight: Comfort-Flo ventilation system; heater and defroster; Magic-Mirror exterior finish; deluxe steering wheel; cigarette lighter; ash trays, front and rear; glove compartment light; arm rests, front and rear; carpeting; front door-operated

interior light; seat belts; cushioned head restraints. Your Buick dealer will be pleased to discuss other comfort and convenience items with you that are not detailed in this section.
Skylark Custom Special Features
Features you'll enjoy: Full-Flow oil filter; Delco-tron generator; semi-closed cooling system; self-adjusting brakes, gross lining area 158.1 sq. in.; 6,000 mile

lubed front suspension system; G78 x 14 bias belted tires; direct-acting hydraulic shock absorbers. Please consult your Buick dealer for further information on Skylark Custom Convertible special features. Some of the equipment shown or described is available at extra cost.

Skylark Custom Convertible.



Inside Skylark Custom
Sit down. Stretch out. Spacious comfort is yours in the Skylark Custom 4-Door Hardtop.
Front head room: 38.3 inches; Rear head room: 37.3 inches; Front leg room: 41.7 inches; Rear leg room: 34.8 inches; Front-shoulder room: 58.4 inches; Rear-shoulder room: 57.3 inches.

Outside Skylark Custom
Formal, elegant styling. Every inch Skylark. Every inch beautiful. Length: 207.2 inches; Width: 77.3 inches; Height: 54.3 inches; Wheelbase: 116.0 inches.
(Note: Skylark Custom 4-door Hardtop interior and exterior dimensions are approximations in inches.)

Skylark Custom Performance
Proud. Spirited. Dependable. Reliable. Yours to command.
Standard engine: 350-2 V8; Compression Ratio: 8.5:1; Displacement: 350 C.I.D.; Carburetion: 2-barrel.
Available Engine: 350-4 V8; Compression Ratio: 8.5:1; Displacement: 350 C.I.D.; Carburetion: 4-barrel.

Transmissions: Standard: 3-Speed Manual (Column Shift); Available: 3-Speed Turbo Hydra-matic; 350 Automatic Transmission (Column Shift).
Rear Axle Ratios: 3-Speed Manual: 3.08; Automatic: 2.56 (350-2); 2.73 (350-4). Please consult your Buick dealer for information on available ratios.

Skylark Custom Comfort
Luxurious convenience: heater and defroster; Magic-Mirror exterior finish; deluxe steering wheel; cigarette lighter; ash trays, front and rear; carpeting; front door-operated interior light; seat belts; padded head restraints. Your Buick dealer will be pleased to furnish you further information on Skylark comfort and convenience features.

Skylark Custom Special Features
There and waiting for you. Yours in Skylark Custom: Full-Flow oil filter; Delcotron generator; semi-closed cooling system; self-adjusting brakes, gross lining area 158.1 sq. in.; 6,000 mile

lubed front suspension system; bias belted tires; direct-acting hydraulic shock absorbers. Plus other features your Buick dealer will be happy to discuss with you.
Some of the equipment shown or described is available at extra cost.

Skylark Custom 4-Door Hardtop.



Inside Skylark
Room to relax. Comfort to enjoy. The 1971 Skylark and Skylark Custom 4-Door Sedans share the same spacious interior specifications.
Front head room: 38.6 inches; Rear head room: 37.3 inches; Front leg room: 41.3 inches; Rear leg room: 34.8 inches; Front-shoulder room: 58.4 inches; Rear-shoulder room: 57.3 inches.
Outside Skylark
Style setting beauty. New. Unique. Beauty from new grille to rear bumper assembly. The 1971 Skylark Custom and Sky-

lark 4-Door Sedans share the same exciting exterior dimensions. Length: 207.2 inches; Width: 77.3 inches; Height: 54.1 inches; Wheelbase: 116.0 inches.
(Note: The 4-Door Sedans interior and exterior dimensions are approximations in inches). (The 1971 Skylark Custom 4-Door Sedan is not shown in this catalog. Your Buick dealer will be pleased to review its availability with you).
Skylark Custom and Skylark Performance
Dependable. Reliable. Performance to believe in.

Standard Engine: (Skylark) 250-1 6 Cylinder. Compression: 8.5:1; Displacement: 250 C.I.D.; Carburetion: 1-barrel. (Skylark Custom) 350-2 V8. Compression: 8.5:1; Displacement: 350 C.I.D.; Carburetion: 2-barrel.
Available Engines: (Skylark) (a) 350-2 V8; (b) 350-4 V8; Compression Ratio: (a) 8.5:1; (b) 8.5:1; Displacement: (a) 350 C.I.D.; (b) 350 C.I.D.; Carburetion: (a) 2-barrel; (b) 4-barrel.

(Skylark Custom) 350-4 V8; Compression Ratio: 8.5:1; Displacement: 350 C.I.D.; Carburetion: 4-barrel.
Transmissions: Standard: (Skylark) 3-speed manual (Column Shift); Available: 3-speed Automatic Turbo Hydra-matic 350 (column shift and console mounted shift available with bucket seat option). Standard: (Skylark Custom) 3-speed manual (Column Shift); Available: Turbo Hydra-matic 350 Automatic Transmission (column shift and console mounted shift available with bucket seat option).

Rear Axle Ratios: (Skylark) 3-Speed Manual: 3.08 (250-1, 6 cyl.); 3.08 (350-2, 8 cyl.); Automatic: 3.08 (250-1, 6 cyl.); 2.56 (350-2, 8 cyl.); 2.73 (350-4, 8 cyl.). (Skylark Custom) 3-Speed Manual: 3.08; Automatic: 2.56 (350-2); 2.73 (350-4). Please consult your Buick dealer for information on available ratios.
Skylark Comfort
Skylark Custom: Heater and defroster; Magic-Mirror exterior finish; deluxe steering wheel; cigarette lighter; ash trays, front

and rear; glove compartment light; arm rests, front and rear; carpeting; front door operated interior light; seat belts; cushioned head restraints, and a host of other features your Buick dealer will be pleased to discuss with you.
Skylark: Front and rear ash trays; heater and defroster; step-on parking brake; Magic-Mirror exterior finish; padded head restraints. Please consult your Buick dealer for additional information on Skylark comfort and convenience features.

Skylark Features
Skylark and Skylark Custom: Self-adjusting brakes, gross lining area 158.1 sq. in.; 6,000 mile front lubed suspension system; G78 x 14 bias belted tires on Skylark Custom and F78 x 14 bias belted tires on Skylark; independent balljoint front suspension; direct-acting hydraulic shock absorbers; Delcotron generator; Full-Flow oil filter; semi-closed cooling system. For further Skylark and Skylark Custom feature information, consult your Buick dealer. Some of the equipment shown or described is available at extra cost.

Skylark 4-Door Sedan.



Skylark Custom Interior Seating Appointments.

Beautiful fabrics...rich vinyls...elegance to enjoy.

1. Kalen Cloth and Madrid-Grain Vinyl Bench Seats are available in the Skylark Custom, Sport Coupe, Hardtop Sedan and Four-Door Sedan in Sandalwood or Black.

2. Roulet-Grain Expanded Vinyl and Madrid-Grain Vinyl Bench Seats are available in the Skylark Custom Convertible and the Skylark 4-Door Sedan in Sandalwood or Black.

3. All-Vinyl Notch Back Seats are available in the Skylark Custom convertible in Green, Pearl White or Saddle.

4. All-Vinyl Bucket Seats are available on the Skylark Custom Sport Coupe in Black, Pearl White and Saddle.

Some of the equipment shown or described is available at extra cost.



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Skylark Interior Seating Appointments.

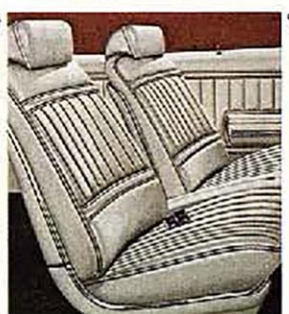
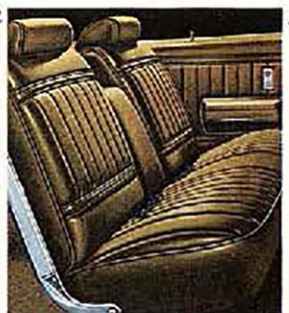
Stylish fabrics...attractive vinyls...lasting beauty.

1. Madrid-Grain Vinyl Bench Seats are available on the Skylark Two-Door Coupe, Sport Coupe and Four-Door Sedan in Green, Sandalwood or Black.

2. Kahara Cloth and Madrid-Grain Vinyl Bench Seats are available on the Skylark Two-Door Coupe, Sport Coupe and Four-Door Sedan in Green, Blue or Sandalwood.

3. Roulet-Grain Expanded Vinyl and Madrid-Grain Vinyl Bench Seats are available on the Skylark Four-Door Sedan in Sandalwood or Black.

4. All Vinyl Bucket Seats are available on the Skylark Sport Coupe in Black, Pearl White or Saddle. Some of the equipment shown or described is available at extra cost.



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Options and Accessories.

1. Speed Alert Control. Simply adjust the control to your desired speed and cruise along. Should you exceed the speed desired, a buzzer automatically sounds an alert and you simply reduce acceleration. And, if you're taking a trip and want to know the exact mileage, you'll want the Trip Odometer. Just set it and you'll know how many miles you've traveled. The Speed Alert Control and Trip Odometer are available in the 1971 Riviera, Electra, Centurion, Estate Wagon and LeSabre.

2. Buick's six-position tilt steering wheel will add that much more comfort to your 1971 Buick. It affords easier driver entry as well as increased driver comfort. It's standard on the Buick Riviera and available on most other 1971 Buicks.

3. To make night driving and turning more convenient and effortless, you can order front cornering lights for all Riviera, Electra, Centurion, Estate Wagon and LeSabre models.

4. Bumper guards are available on all 1971 Buicks except Riviera, SportWagon and Estate Wagon models. Protective side moldings, made of chrome with vinyl inserts are available on all models except Riviera and help protect the beautiful Magic-Mirror finish on your 1971 Buick.

5. & 6. The sound of music. Full and rich. Any 1971 Buick can double as a sound stage with the addition of AM/FM stereo radio and/or Buick's combination four-speaker and tape player system. Available with both front and rear seat speaker systems, these superb acoustical instruments are available on the 1971 Riviera, Electra 225, Centurion, LeSabre and Estate Wagon models.

7. Beautiful and functional, the center console for Skylark Sport Coupes and GS (shown) and the 1971 Riviera gives your new Buick the flair of an airplane cockpit. Available only with bucket seats and a floor-mounted transmission.

8. Just a touch of your finger and you've got perfect seat positioning. Six-Way Power Seats are available on all LeSabre, Centurion, Estate Wagons, Electra 225 and Riviera

models equipped with bench seats. Four-Way Power Seats are also available on most 1971 Buicks.

9. If you'd like to "personalize" your 1971 Buick GS, you'll want the special GSX package to make your new GS individually yours.

Includes body side stripes, hood paint, emblems, painted headlamp bezel, black stripe rocker moldings, color coordinated rear spoiler and you can select from six exterior colors with compatible interior combinations.

Should you desire, you can order instrument gauges, sport mirrors, hood tachometer and front spoiler with your GSX package or individually for your new 1971 Buick GS.

10. You can order Automatic Climate Control on any full-size Buick. Automatic Climate Control's think-for-itself temperature control system, will keep the temperature of your 1971 Buick constant on a year-around basis. Or, should you prefer, you can order the comfort of Air Conditioning. It's available on most 1971 Buicks.

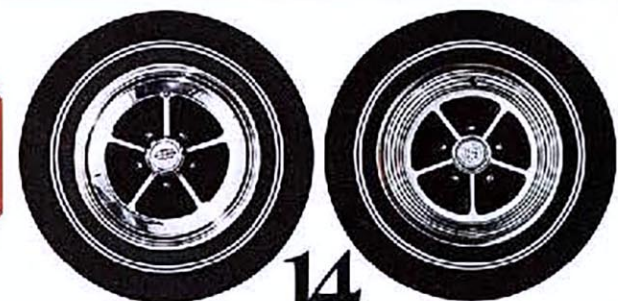
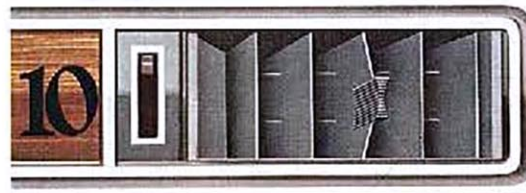
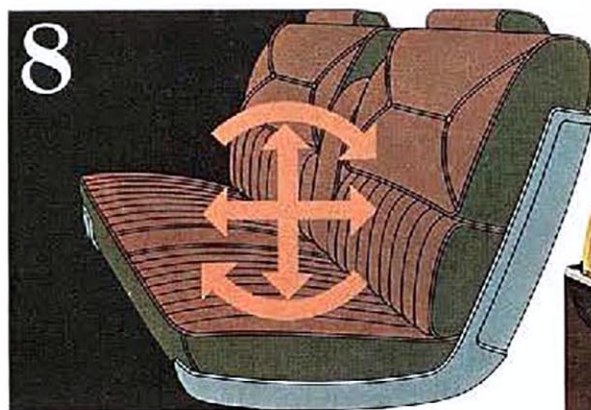
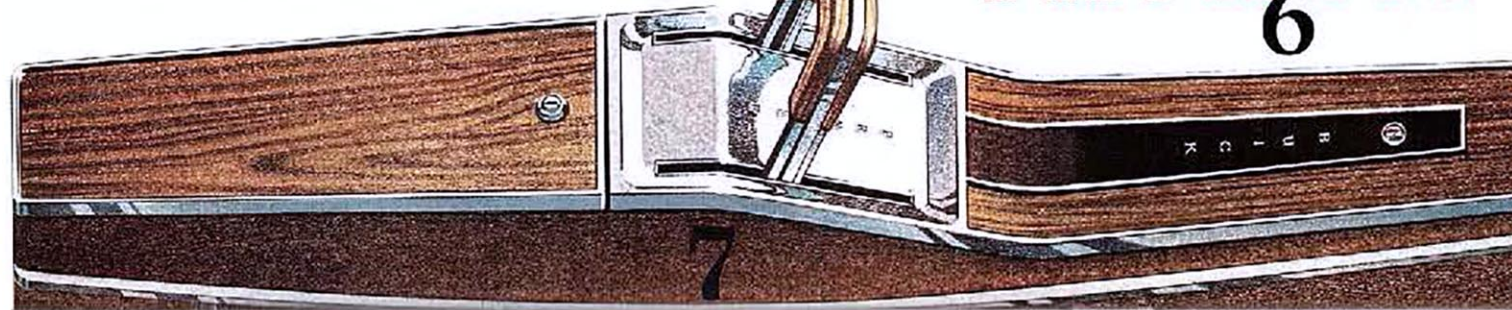
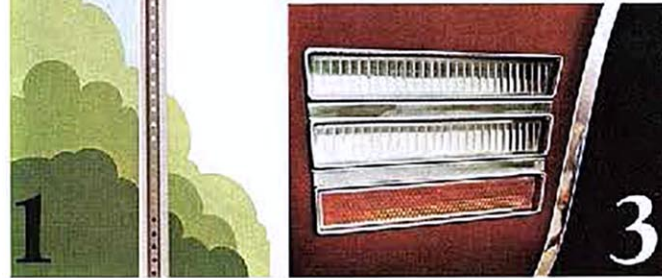
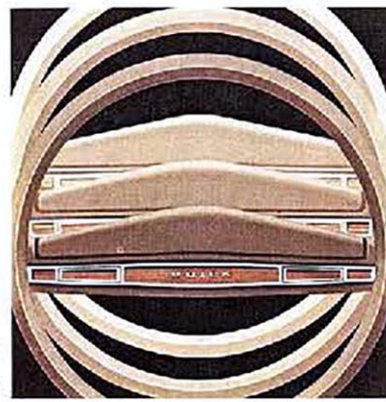
11. Add the distinctive look and feel of a Vinyl Roof to your 1971 Buick. It's another one of the many luxury options available that will set your new Buick apart from any other car.

12. If you enjoy extra handling ease, tight cornering and road-hugging traction, you'll want to order Buick's Super Wide Oval Tires (G60 x 15). They are available on the 1971 GS.

13. Meet our stoppers for 1971. You can order power brakes, disc or drum, on GS, Skylark and Skylark Custom models. Power disc brakes are standard equipment on all 1971 upper series Buicks and SportWagon. Very easy on the right leg. Both drum or disc systems provide superb stopping power.

14. Five-spoked chrome-plated wheels are a must for anyone who wants to give his 1971 Buick the look and flair of a thoroughbred sportster. They're available on most 1971 Buick models.

15. This is how your rear window should and can be with Buick's Rear-Window Defogger. It clears the rear window of mist or fog and is available on all 1971 Buicks.



Options and Accessories.

16. So convenient on a rainy day or any day. The electric trunk release enables the driver to open the trunk of his 1971 Buick without ever leaving the car. This handy option is available on many 1971 Buicks.

17. Flick. At the touch of your finger, windows are down and out of sight. Power windows are another desirable luxury item you can order on 1971 Buicks. There's also a power tailgate window available for the SportWagon.

18. Dress up the interior of your new Buick with Buick's special sport steering wheel. It's attractive, casual and sporty. Another item to individualize your driving pleasure.

19. You can squeeze a honk with Buick's new rim-mounted horn control. It's available on all 1971 Buick's and enables you to sound the horn by simply squeezing the steering wheel rim. And if you're especially sports minded, you'll want to order Buick's special Rallye Steering Wheel (not shown) for your Buick GS. And to dress up the interior of any 1971 Buick, an attractive Deluxe Steering Wheel is available.

20. Electric operated door locks are available on all Buick models for 1971. You'll want to order them for their convenience as well as the added security they'll provide.

21. Make each and every mile more secure for your youngsters by ordering the Child Safety Seat that's available through your Buick dealer on

all 1971 Buick models. It's designed for children up to thirty pounds and folds for easy convenient storage in the luggage compartment when not in use.

22. A chromed luggage rack adds to the load carrying capacity of the 1971 Buick Estate Wagon or SportWagon.

23. Wash your windshield in one easy motion. Just flick the button located in the end of the shift lever on all upper series 1971 Buick models. It provides an automatic "on-off" wash/wipe cycle and a "Wipe-on-Demand" Convenience.

24. How do you haul just about any load and keep your 1971 Buick on an even plane? It's easy. Just equip it with Buick's

Automatic Level Control. It's available on many Buick models. For full information on Buick Trailer Towing Packages and the ride and handling packages, please consult your Buick dealer.

25. Buick's Remote Control Outside Mirror adjusts easily from the interior of the car enabling the driver to adjust his view to the rear with a simple flick of the finger. It's available on all 1971 Buicks.

Occupant Protection Features:

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. Folding seat back latches. Safety arm rests. Safety door latches. Energy absorbing padded instrument panel and front intermediate seat back tops. Contoured windshield header (except convertibles). Thick laminated windshield. Padded sun visors. Safety steering wheel. Side-guard beam construction.

Accident Prevention Features:

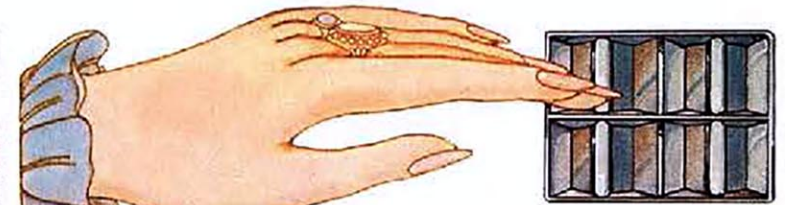
Side marker lights and reflectors (front side marker lights flash with directional signal). Parking lamps that illuminate with headlamps. Four-way hazard warning flasher. Backup lights. Lane change feature in direction signal control. Windshield defrosters, washers and dual speed wipers. Wide view inside day/night mirror (vinyl edged, shatter resistant glass and deflecting support). Outside rear view mirror. Dual master cylinder brake system with warning light. Dual action safety hood latches. Low glare instrument panel top, inside windshield moldings, wiper arms and blades, and steering wheel metallic surfaces. Self-adjusting brakes and corrosion resistant brake lines.

Anti-Theft Equipment:

Anti-theft ignition key warning buzzer. Anti-theft steering column lock. Visible vehicle identification. Tamper resistant odometer with telltale feature.



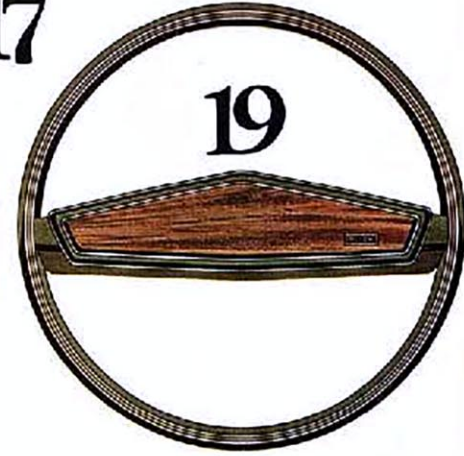
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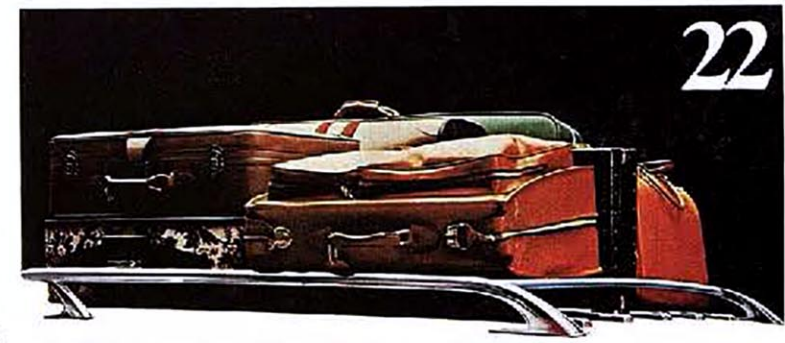
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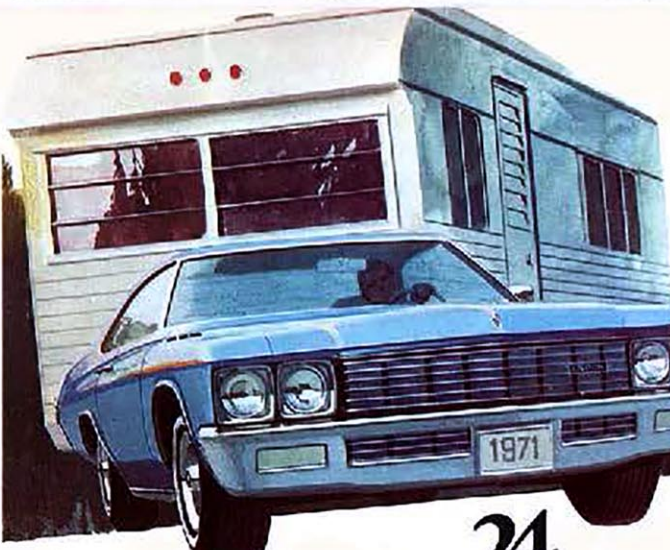
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1971 Buick exterior colors.

1. Regal Black, Code A*
2. Arctic White, Code C
3. Cascade Blue, Code D
4. Nocturne Blue, Code E**
5. Comet Gold, Code G**
6. Willowmist Green, Code K
7. Verdemist Green, Code M
8. Rosewood, Code N*
9. Platinum Mist, Code P
10. Fire Red, Code R*
11. Burnished Cinnamon, Code U*
12. Sandpiper Beige, Code W
13. Silver Fern, Code Z

*Not available on Riviera.
**Not available on Skylark, SportWagon and GS.

Exclusive GS, Sportwagon and Skylark colors.

14. Stratomist Blue, Code B
15. Lime Mist, Code H
16. Cortez Gold, Code Q
17. Bittersweet Mist, Code T

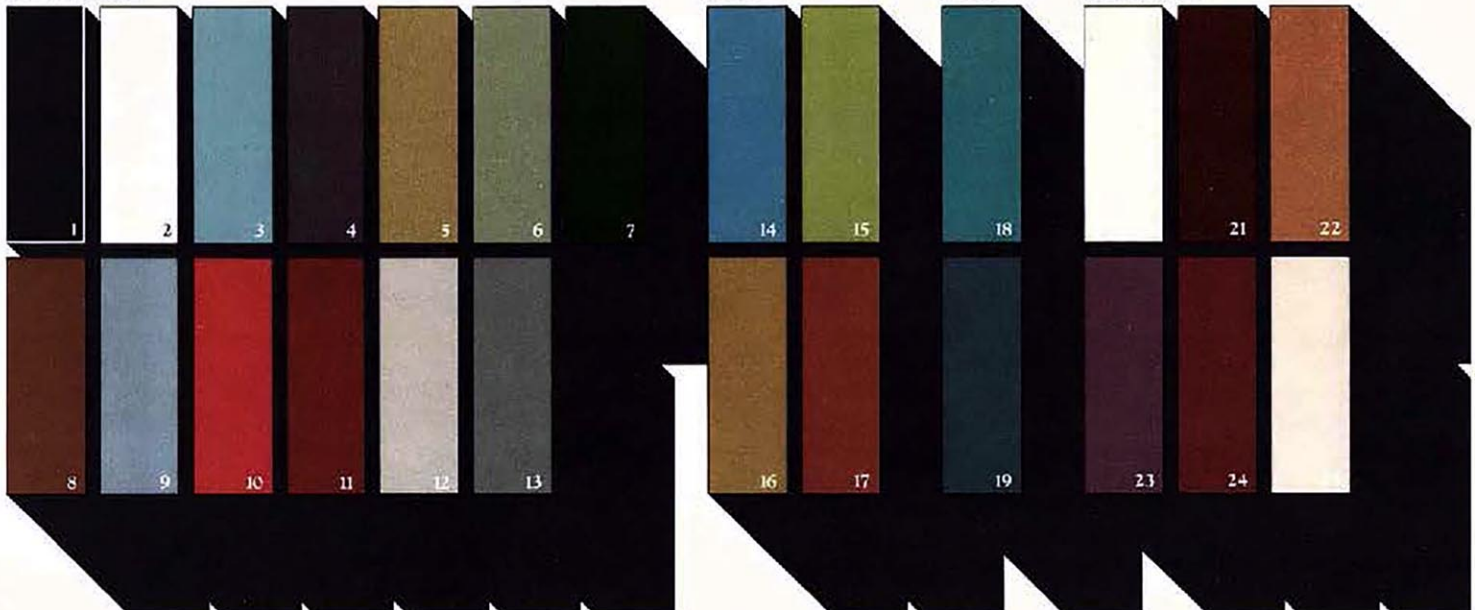
Exclusive Electra 225, Estate Wagon, Centurion and LeSabre colors.

18. Twilight Turquoise, Code I
19. Tealmist Gray, Code L

Exclusive Riviera colors.

20. Pearl Beige, Code F
21. Deep Chestnut, Code J
22. Copper Mist, Code S
23. Sunset Mist, Code V
24. Vintage Red, Code X
25. Bamboo Cream, Code Y

1971 Buick exterior colors



Exclusive GS, SportWagon, and Skylark colors.

Exclusive Electra 225, Estate Wagon, Centurion and LeSabre colors.

Exclusive Riviera colors.

1971 Buick. Something to believe in.
Wouldn't you really rather have a Buick?

