



## The tuned car. For young people of all ages.

*What makes a car a car is styling, performance, ride and handling. Only when they're all tuned together is the car a Buick.*

*Like this '66 Wildcat Gran Sport.*

We have a secret formula for rejuvenating tired drivers. It's called "Buick tuning."

You know how well your car's engine runs after a tuneup? Buick tuning has the same effect on the whole car. Not just the engine. The whole Buick. Everything blends with everything else. Styling. Performance. Ride. Handling. All tuned to work together in harmony. That's what the tuned car is. A Buick.

**Where the tuned car comes from.** It comes from ideas, yes. But we don't really trust ideas until we see how they prove out. So we put our ideas in cars and take them out on the road for exhaustive testing.

Do we test on orthodox proving grounds? Sure—in Phoenix, Arizona, for example. But since we couldn't tune

a car on a proving ground alone (and since you won't be driving on one, either), we don't ship our cars out there. We drive them—testing all the way.

Where else do we test and tune, test and tune? The answer is: everywhere. Anywhere a road can teach us something about the roads you drive.

**Safety is everybody's business. Including ours.** The tuned car is tuned for safety, too. Which is why every model comes with an outside rear view mirror. And a padded dash. And seat belts front and rear. And a shatter-resistant inside mirror. And padded sun visors. And automatic backup light. And dual-speed windshield wipers and washers.

**What the tuned car can do for**

**you.** Will a new 325-hp Wildcat make a new driver out of you? We think so. You may find yourself enjoying those little unexpected trips to the grocery store. With the 340-hp Wildcat Gran Sport version (it has the larger engine, a special ride and handling package, Positraction rear axle and—naturally—everything tuned to match), you may just find yourself arranging to forget things so you can go back again. Don't blame us. Just think how much fun it will be to feel like you've just gotten your driver's license. Ah, youth.

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

**1966 Buick.  
The tuned car.**