

# 1962 **BUICK**

**ELECTRA 225 / INVICTA / LeSABRE**

*... with exclusive "Advanced Thrust" design*







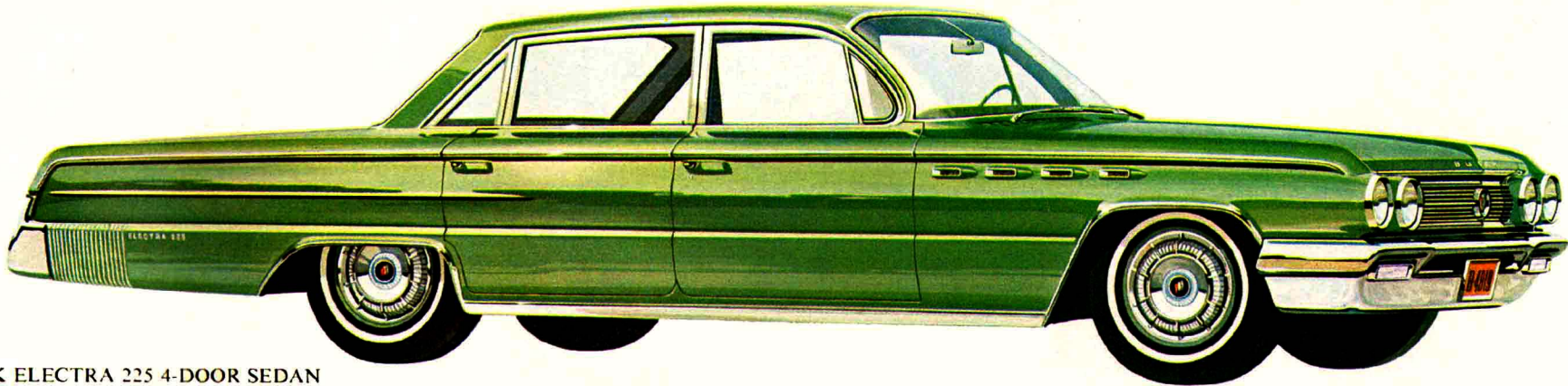
**THE 1962 BUICK ELECTRA 225 – Riding high!** Most every company has a premier product; the Electra 225 is ours. In building this one, everyone from the engineers to the stylists had free rein to do his utmost. And we have some people whose utmost is pretty impressive, to say the least. The Electra 225 gets Buick's greatest engine, the Super-Thrust Wildcat V8, along with the nonpareil smoothness of Turbine Drive. Power brakes, power steering and heater-defroster are standard. And the Electra 225, like all full-size Buicks this year,

incorporates new "Advanced Thrust" design that moves the engine forward to make a mighty contribution to Buick's extraordinary ease of handling. To the layman's eye, however, the Electra 225 interior probably proclaims more forcibly than anything the quality and luxury that go into this car. The roominess, the richness of upholstery, the soft carpeting underfoot all combine to give you a feeling of well-being that's worth every cent the Buick Electra 225 costs! 🌀🌀🌀🌀🌀 🌀🌀🌀🌀🌀 🌀🌀🌀🌀🌀🌀🌀🌀

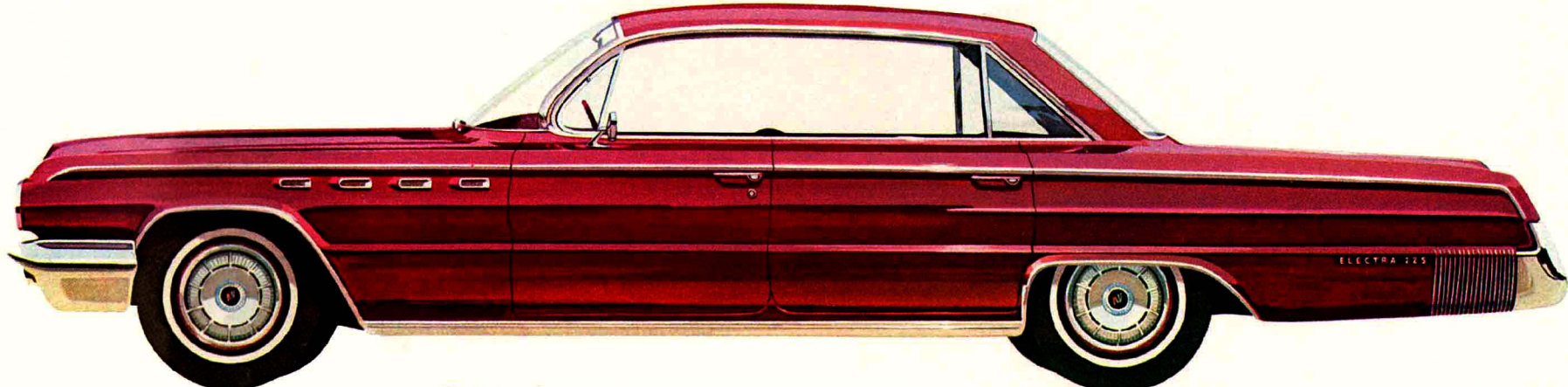
THE BUICK ELECTRA 225 4-DOOR HARDTOP



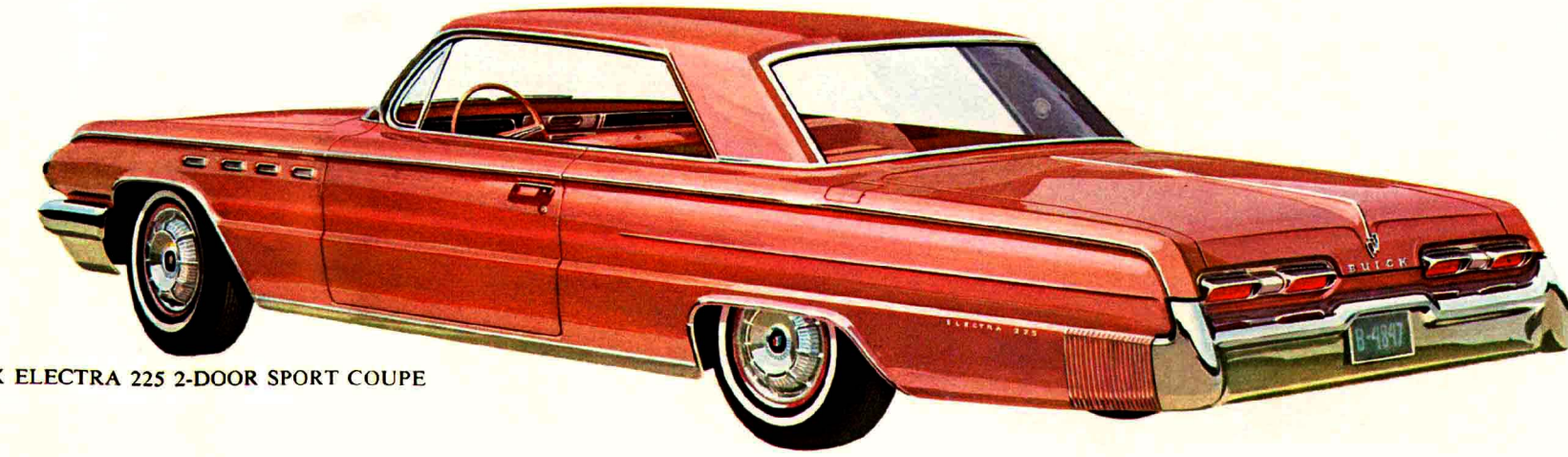
THE 1962 BUICK ELECTRA 225



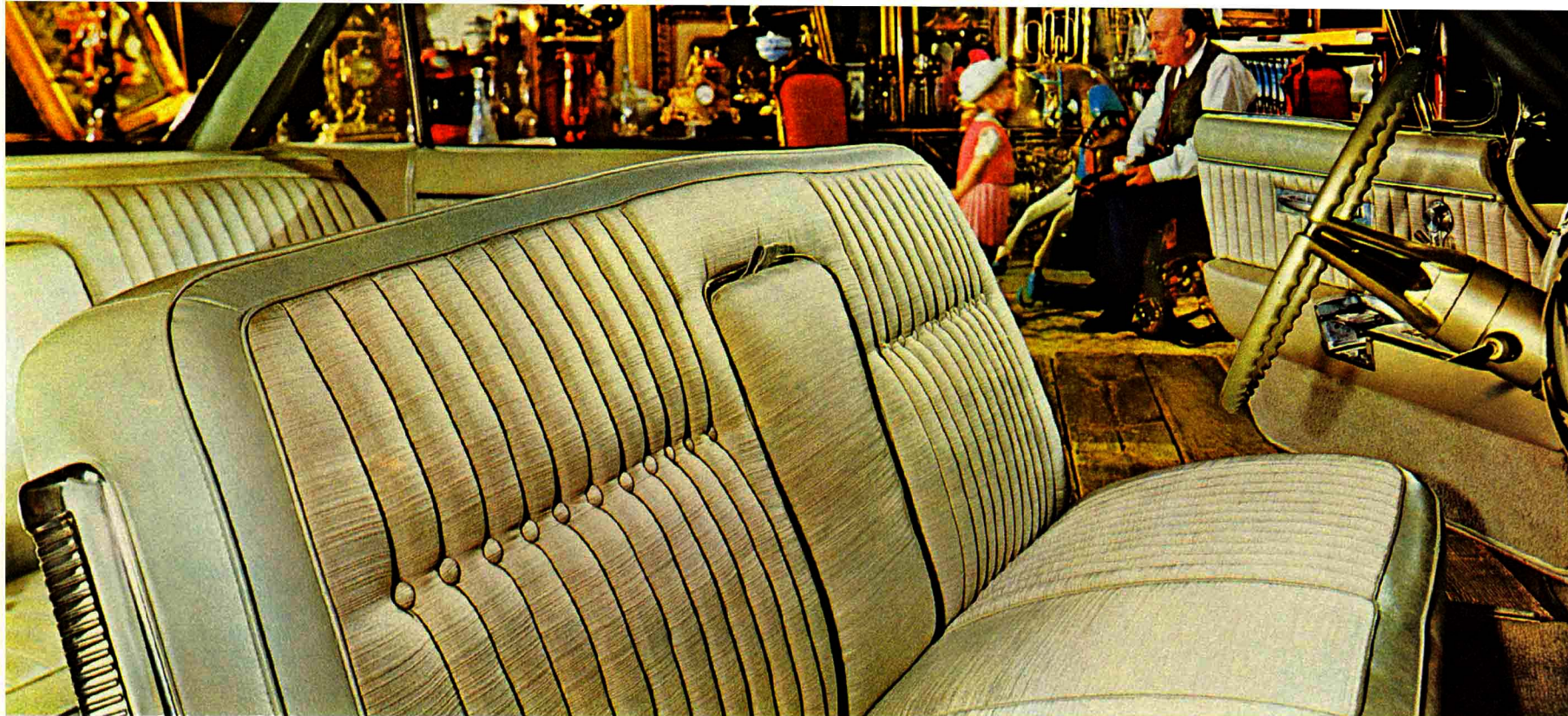
THE BUICK ELECTRA 225 4-DOOR SEDAN



THE BUICK ELECTRA 225 4-DOOR RIVIERA SEDAN

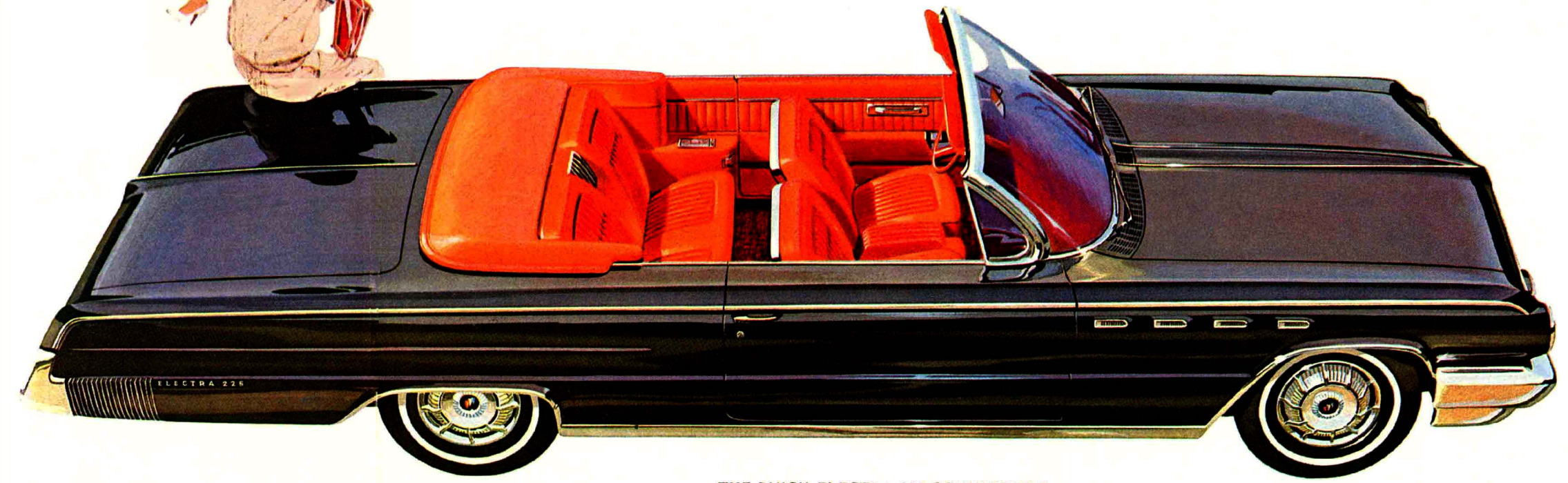


THE BUICK ELECTRA 225 2-DOOR SPORT COUPE



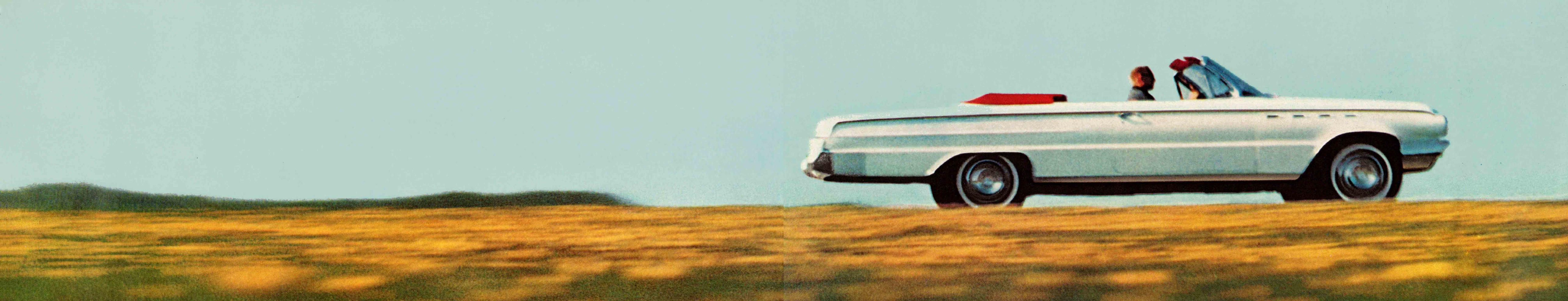
**All This and Shantung, Too**—Here's something we'll bet you've never seen in a car before . . . crisp, beautiful shantung upholstery in this Electra 225 Riviera sedan. Looks like a dream and wears like iron. A particularly engaging touch is the deep tufting with buttons on the seat back. The center fold-down arm rests and carpeted insets on the doors add an extra dollop of richness for those exacting people who feel the best may be none too good.

**Buick Electra 225 Standard Equipment:** Wildcat 445 engine • Turbine Drive transmission • Power steering • Power brakes • Heater-defroster • Back-up lights • Glareproof mirror • Parking brake signal light • Safety buzzer • Trip mileage indicator • Courtesy lights • Custom Padded Cushions • Super deluxe wheel covers • Windshield washer with 2-speed electric windshield wipers • Oversize tires (whitewalls optional) • Electric clock • License plate frames • Custom bright exterior moulding • Automatic trunk light • Full-flow oil filter • Direction signals • Fin-cooled brakes with aluminum front drums • Glove compartment light • Deluxe steering wheel • Padded instrument panel • Carpeting front and rear • **ELECTRA 225 4-DOOR RIVIERA SEDAN AND CONVERTIBLE ONLY:** Power windows • 2-way power seat (with extra-cost bucket seat option on convertible. Also standard with extra-cost bucket seat option on Electra 225 Sport Coupe.)



THE BUICK ELECTRA 225 CONVERTIBLE





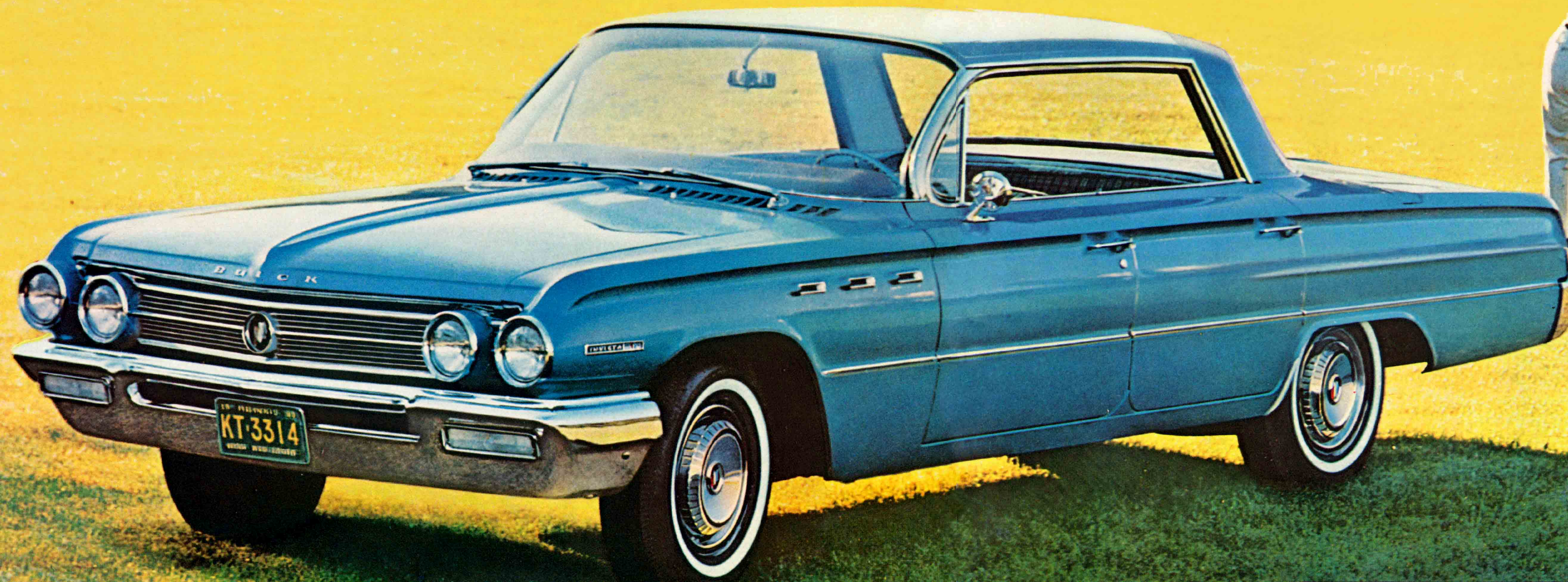
**THIS ONE GOES...BUT VERY SMOOTHLY** Over the years Buick has built up quite a reputation for performance. In all honesty, we've done practically nothing to discourage this. In fact, in 1962 we're giving the performance lovers more reason than ever to rejoice. Big 401 cubic inch Super-Thrust V8 engines will be standard on all full-size Buicks in 1962. In the LeSabre series, you have your choice of a V8 that performs handily on regular gas, the spirited standard V8 or the hairy-chested Super-Thrust Wildcat V8, Buick's top performing engine. In the Invicta and Electra 225 series the Super-Thrust Wildcat V8 is standard. It takes an extraordinarily smooth automatic transmission to tame big power like this, and

Buick has it—Turbine Drive, standard on all full-size Buicks. It's a fact that once you set the selector lever in "Drive" position, there is absolutely no shifting of gears—up or down. All the power is transmitted by swift-moving currents of oil. But hit that accelerator and watch your Buick take off. Many owners confess that Buick's incredible smoothness and quietness forces them to keep a sharp eye on the speedometer. Rounding out the smoothness and performance picture is the famous road-leveling action of Buick's Control Arm Suspension. Road shock and vibration are almost completely absorbed in thick cushions of live rubber. We firmly believe you won't find its equal at any price. 🌀🌀🌀🌀🌀🌀🌀🌀🌀🌀



**THE 1962 BUICK INVICTA—Driving for distance?** It's only natural that the Buick Invicta appeals strongly to people who do plenty of driving . . . people who have long distances to cover and a limited time to cover them. Not quite as heavy a car as the Electra 225, the Invicta still enjoys the same Super-Thrust Wildcat V8 power joined with Turbine Drive. Of course, such a combination makes Invicta the acknowledged performance leader

among full-size Buicks—and practically all other American cars as well. Also refreshing to the long-distance driver is the straight-to-the-target steering made possible by Buick's new "Advanced Thrust" design. The Invicta stays rigidly on course even in heavy crosswinds. And, of course, the Buick Invicta's Control Arm Suspension enriches the enjoyment of any trip. New this year: *standard* heater-defroster! ☺☺







## THE 1962 BUICK INVICTA



THE BUICK INVICTA CUSTOM 2-DOOR SPORT COUPE



**The Genuine Article**—When you come right down to it, there's just nothing like real leather for beauty . . . for luxury . . . or for long-wearing quality. A case in point is this **Invicta Custom** 4-door hardtop interior. Fold down the center arm rest and it's like having "club chairs". A few small parts of the upholstery are matching vinyl, but it takes a practiced eye to tell which. An all-vinyl front bucket-seat interior with storage console between the seats is standard in the **Invicta Custom** 2-door Sport Coupe and **Invicta Custom** convertible.

**Buick Invicta Standard Equipment:** Wildcat 445 engine • Turbine Drive transmission • Heater-defroster • Full-flow oil filter • Deluxe wheel covers • Direction signals • Fin-cooled brakes with aluminum front drums • Automatic glove compartment light • Electric windshield wipers • Deluxe steering



THE BUICK INVICTA CONVERTIBLE

**Something for the Boys**—Tartan is a difficult fabric to use effectively, but Buick stylists accepted the challenge and came off the winners. The effect in this Invicta interior is one of restrained sportiveness—a neat trick when you come to think about it. Tartan is also inset into the doors. Very dashing! Fashion note to real or would-be Highlanders: available in "Black Watch" and several other traditional patterns. The same seat style and materials are also featured in the luxurious **Invicta Custom** Estate Wagon (Estate Wagons shown on another page).

wheel • Padded instrument panel • Carpeting front and rear • **INVICTA 4-DOOR HARDTOP ONLY:** Electric clock • License plate frame • Automatic trunk light • Custom bright exterior moulding • Custom Padded Cushions







Time was when all automobile floors were flat. Then automobile bodies started to descend. The drive shaft (an indispensable item) had no place to go but up into the passenger compartment. Drive shaft tunnels reached truly formidable dimensions. □ This is just about where the situation stands today with most every car but Buick. One of the outstanding benefits of Buick's new "Advanced Thrust" design (We'll discuss this in detail later.) is the drastic flattening of Buick's floor. The transmission is well forward of the passenger compartment, and the whole drive line has taken a substantial drop with relation to the seating area. □ The happy result is that the drive shaft tunnel which had once been a hump has diminished to a mere ripple. The person in the middle can now sit as comfortably as anyone else. □ For all practical purposes, then, Buick for 1962 becomes America's only real 6-passenger car.



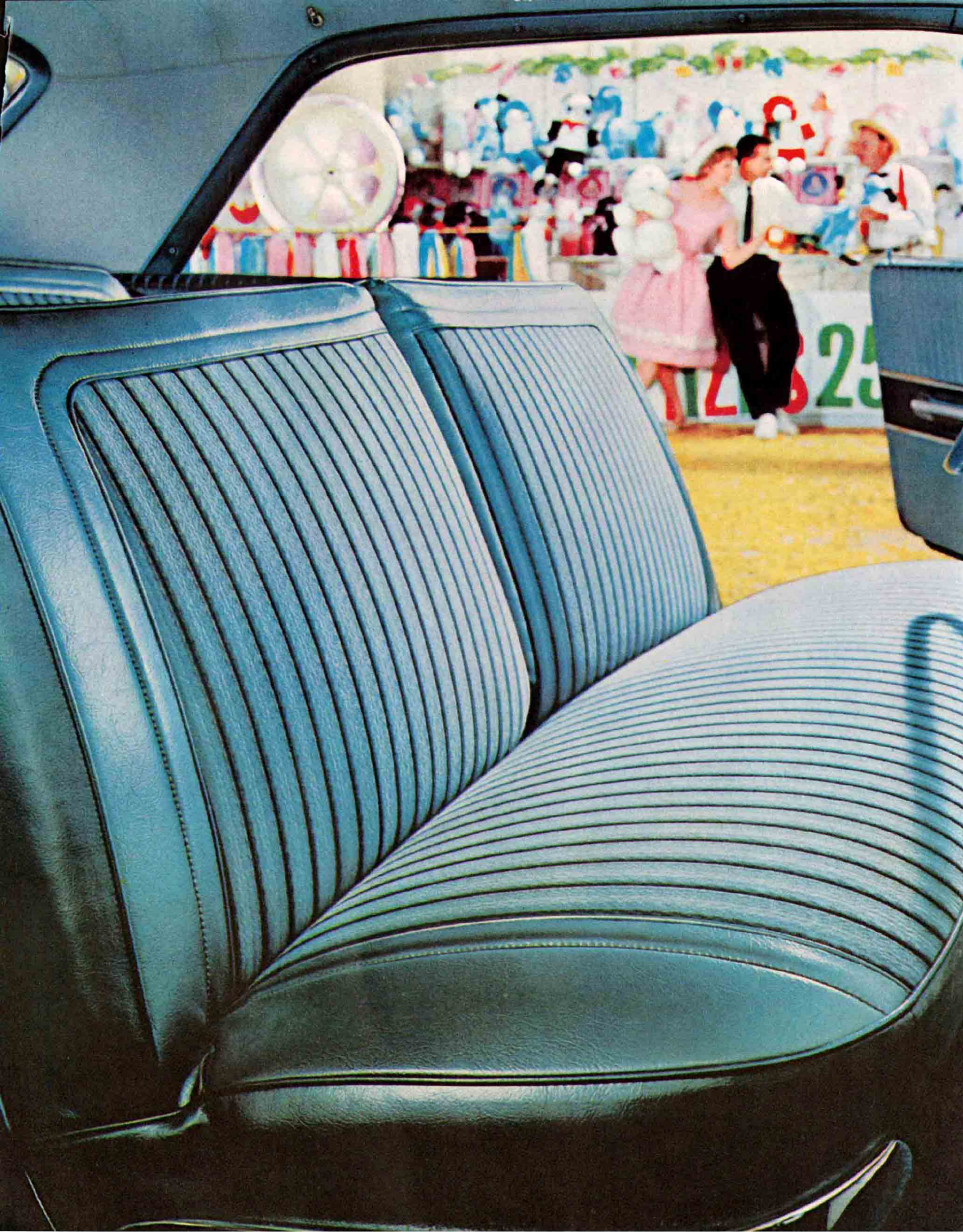
**THE 1962 BUICK LeSABRE—Getting over the hump—**Once you've reached the decision that ordinary cars will no longer suffice and have begun to think longingly of a Buick, the problem becomes one of making the transition at the most reasonable cost. The answer, unquestionably, is the Buick LeSabre. For all its majestic performance, luxury ride and smart interior decoration, the LeSabre is surprisingly low-priced. In fact, you'll

probably find the financial gap between the Buick LeSabre and ordinary cars to be far narrower than you thought. There's a remarkable flexibility of power choices, too, in LeSabre: the Super-Thrust V8 that thrives on regular gas, the standard Super-Thrust V8 or the awesome Super-Thrust Wildcat V8. Turbine Drive transmission is standard equipment; so is the heater-defroster. Still another Buick bonus: "Advanced Thrust" design.



THE BUICK LeSABRE 2-DOOR SPORT COUPE

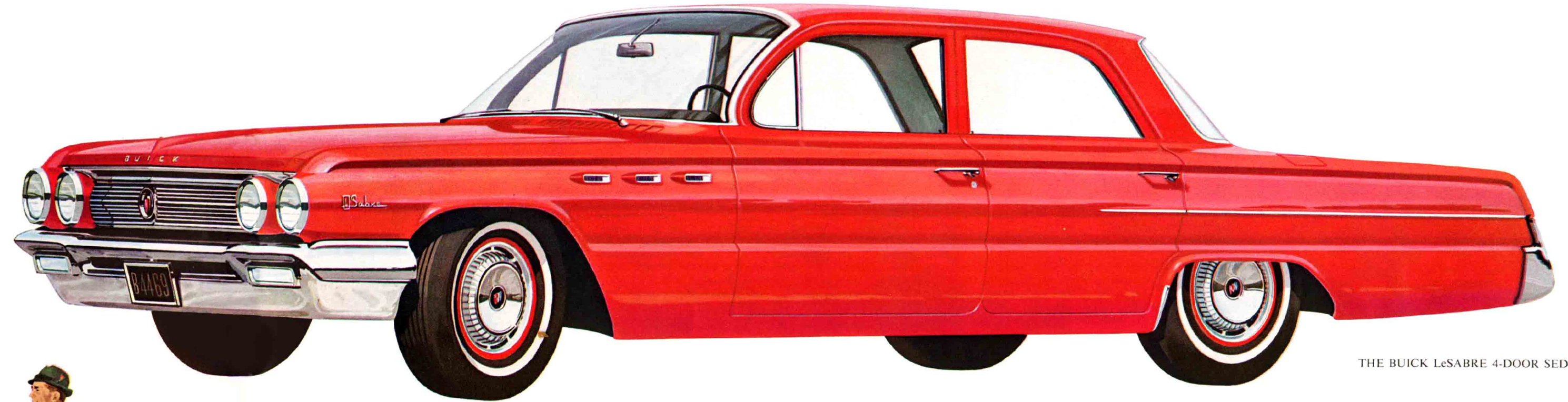




**The Grand Design**—The idea here is to surround you with luxury without completely overwhelming you. In this LeSabre interior we chose a boldly elegant striped fabric—Ballard cloth—to do the job. Splendid stuff, really, with admirable wearing qualities. The bolster is leather-grained vinyl with a rich, soft sheen.

**Buick LeSabre Standard Equipment:**

Wildcat 410 engine (regular gas Wildcat 375 optional at no extra cost) • Turbine Drive transmission • Heater-defroster • Full-flow oil filter • Direction signals • Fin-cooled brakes with aluminum front drums • Automatic glove compartment light • Electric windshield wipers • Deluxe steering wheel • Padded instrument panel • Carpeting front and rear



THE BUICK LeSABRE 4-DOOR SEDAN



THE BUICK LeSABRE 2-DOOR SEDAN

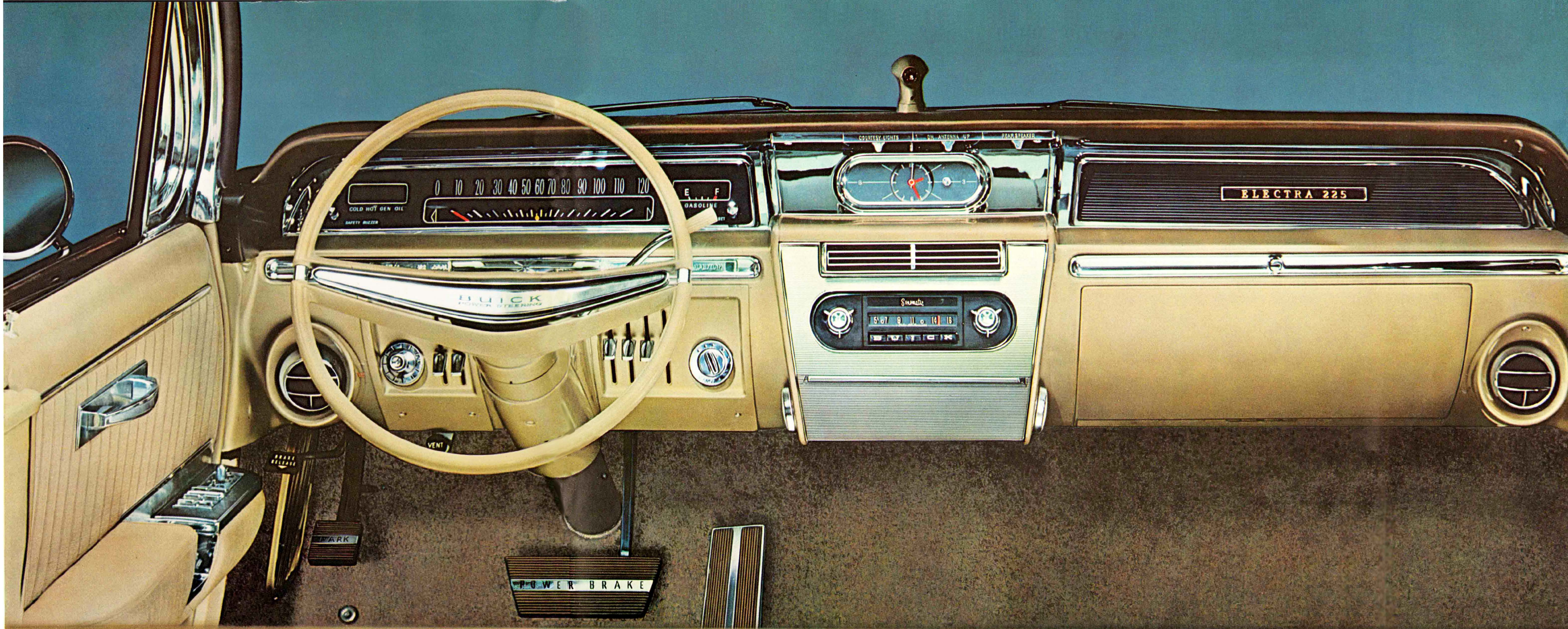


THE BUICK LeSABRE 4-DOOR HARDTOP



For the Buick that doesn't yet have everything—How much accessory and optional equipment you have on your Buick is strictly up to you, but here are a few items we think you may find it hard to resist: **Buick Sonomatic Radio by Delco**—This powerful, all-transistor push-button radio warms up instantly to give you music at the touch of a button. Also available: station-seeking Wonder Bar radio, electric antenna, rear seat speaker. **Delco Harrison Air Conditioner**—Summertime or anytime you can enjoy a controlled climate. Excellent distribution of cool air to the rear seat. Summer allergy sufferers will particularly like the way this husky air conditioner filters and dehumidifies the air. **Power Brakes**—These will spoil you for manual brakes forever. A touch of even the daintiest toe brings the Buick to a smooth, gliding stop (standard on Electra 225). **Power Steering**—You've never known the feeling of really full command until you've driven a Buick equipped with power steering. Quite literally, you can steer with one finger, but we *don't* recommend it (standard on Electra 225). **Power Windows**—These will have you running the windows up and down for the sheer fun of it. Master control for all windows next to driver's seat; individual controls at each window (standard on Electra 225 Riviera sedan and convertible). **Power Seat**—People come in all sizes, but car seats don't. Hence, Buick power seat—six-way or four-way. You can control forward position, height and tilt with a touch of buttons. Real living!

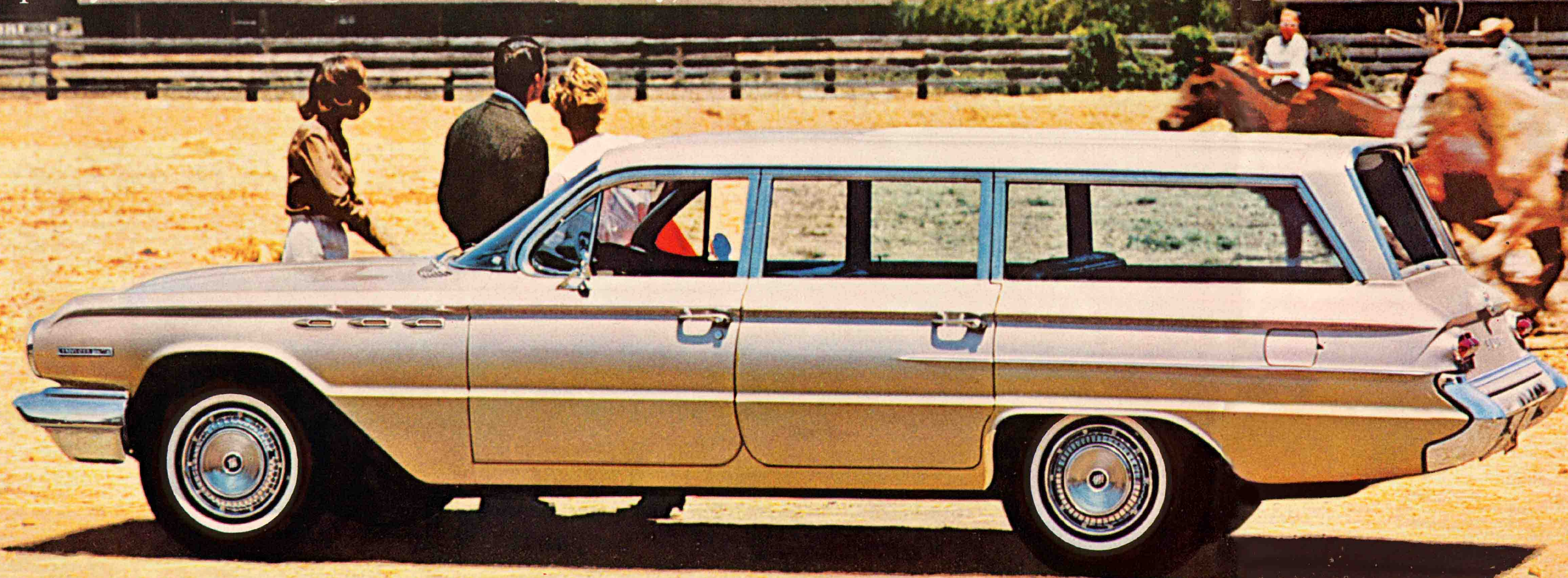
*Important dealer-installed accessories that will add to your comfort and safety:*  
Gas tank door guard • Compass • Litter basket • Tissue dispenser • Seat covers • Seat cushion topper • Spotlight • Rear window defroster • Outside rear-view mirror • Map case • Estate Wagon cargo area pad • Seat belts • Handy mats • Carpet saver • Carpet covers • Trunk mat





**THE 1962 BUICK INVICTA ESTATE WAGONS—Wide open spaces—**The facts of station wagon life are these: You can have huge cargo space, easy to get at. You can have interiors durable enough to defy the most determined child. You can have ruggedness to match the Rocky Mountains. And yet, you can have all these without giving an inch on style, performance, ride and luxury. Witness these Buick Invicta Estate Wagons in 2- and 3-seat styles. Their cargo capacity seems well-nigh bottomless (actually, it's 86.7 cubic feet). The standard

interior (shown at right) is a beautiful all-vinyl scheme with "tooled" inserts on the seat backs (reminiscent of the better dude ranches). Takes a real beating without showing it. Or if luxury is paramount, choose the Invicta Custom with interior in tartan and vinyl. Power-operated back window is standard on both models. Just like the Buick passenger cars, the Invicta wagons give you the matchless performance of Super-Thrust Wildcat V8 power plus Turbine Drive and the luxury ride of Buick Control Arm Suspension. 🍄🍄🍄🍄

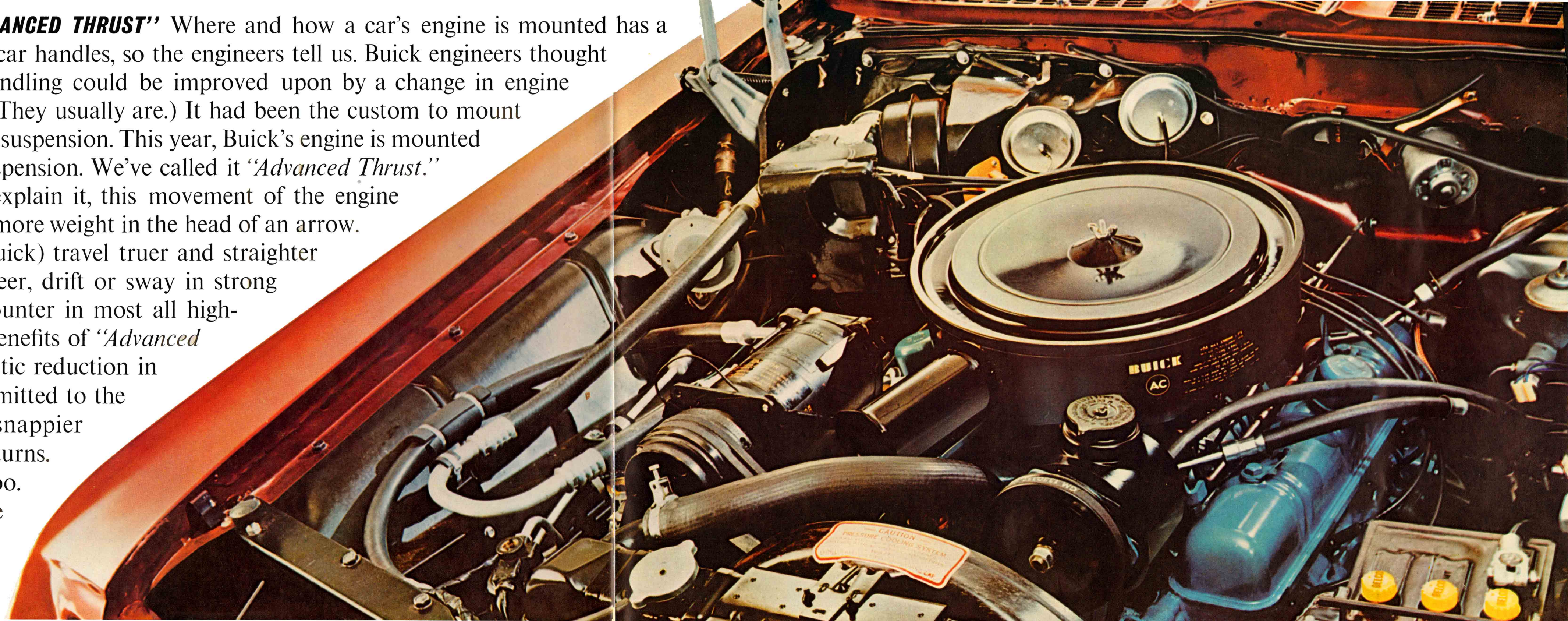


THE BUICK INVICTA 4-DOOR 2-SEAT ESTATE WAGON

THE BUICK INVICTA 4-DOOR 3-SEAT ESTATE WAGON



**THE BIG ADVANCE CALLED “ADVANCED THRUST”** Where and how a car’s engine is mounted has a great deal to do with how that car handles, so the engineers tell us. Buick engineers thought that Buick’s already superb handling could be improved upon by a change in engine location. And they were right! (They usually are.) It had been the custom to mount the engine *aft* of the front-wheel suspension. This year, Buick’s engine is mounted slightly *over* the front-wheel suspension. We’ve called it “*Advanced Thrust*.” The way the Buick engineers explain it, this movement of the engine toward the front is like putting more weight in the head of an arrow. It makes the arrow (and the Buick) travel truer and straighter with far less susceptibility to veer, drift or sway in strong crosswinds—the kind you encounter in most all highway driving. Other important benefits of “*Advanced Thrust*” design include a dramatic reduction in road shock and vibration transmitted to the steering wheel as well as a snappier come-back of the wheel after turns. Front-end traction is better, too. It stands to reason, the more weight on the front wheels, the better they grip. “*Advanced Thrust*”—*only* Buick has it!





SPECIFICATIONS

ENGINES	WILDCAT 410	WILDCAT 375	WILDCAT 445
	(Std. Engine)	(Regular Gas Engine)	
Available on	LeSabre	LeSabre*	LeSabre** Invicta Electra 225
Type	90°V8	90°V8	90°V8
Displacement—Cu. in.	401	401	401
Horsepower @ 4400 R. P. M.	280	265	325
Max Torque	424 @ 2400 R.P.M.	412 @ 2400 R.P.M.	445 @ 2800 R.P.M.
Compression Ratio	10.25 to 1	9.0 to 1	10.25 to 1
Carburetor	2-Barrel	2-Barrel	4-Barrel
Transmission	Turbine Drive	Turbine Drive	Turbine Drive

\*Optional at no extra cost      \*\*Optional at extra cost

**Engine Lubricating System:** Main bearings, connecting rods and camshaft bearings pressure lubricated. Piston pins splash lubricated. Cylinder walls splash and nozzle lubricated. Normal oil pressure 40 at 1600 r.p.m. Full-flow oil filter standard on all models. Crankcase capacity (refill less filter): 4 quarts. **Fuel System:** Two- or four-barrel carburetor according to engine chart above. Standard automatic choke. Mechanical fuel pump. Two-stage gasoline filter with fine filter in fuel tank and extra-fine filter at the carburetor. Oil-impregnated polyurethane air cleaner. Exhaust-type intake manifold heat control. Twenty-gallon fuel capacity. **Engine Cooling:** Pressure system. Choke-type circulation thermostat. Centrifugal water pump. Capacity: 18.5 quarts with heater. **Exhaust System:** Single muffler for both banks of cylinders is mounted crosswise to the frame. Heavy zinc and aluminum coatings of muffler parts promote long life. Dual exhaust optional on all models except Estate Wagons. **Electrical:** Twelve-volt electrical system. Five-position starter-ignition switch. **Transmission:** Turbine Drive standard on LeSabre, Invicta and Electra 225. Turbine Drive is a torque converter type of transmission, fully automatic with two turbines, a variable-pitch stator and a fixed-vane stator. Maximum torque ratio in DRIVE range at stall, 3.4 to 1. Total oil capacity (refill): 12 quarts. **Propeller Shaft:** Hide-Away Drive Shaft is slightly angled to reduce tunnel height in rear seat. Angled sections are connected by a special constant-velocity universal joint that insures vibrationless transfer of power to rear axle. Shaft is connected to transmission and rear axle by needle bearing universal joints. **Rear Axle:** Hypoid gears, semi-floating. Gear ratios with Wildcat 445, 3.23 to 1, with other engines, 2.78 to 1. Rear wheel bearings permanently lubricated. Transfer of driving forces through rubber-mounted arms connected to frame. Positive traction differential optional on all models. **Frame:** Safety-X-Frame with box-section cross-members and tubular center section through which propeller shaft passes. Extra-heavy body side rails add extra strength. **Suspension:** Independent ball-joint

front suspension with link-type stabilizer bar. Three-link-type rear suspension with track bar. Coil springs front and rear. Rear springs loaded through lower control arms. Direct acting hydraulic shock absorbers front and rear. New suspension geometry means there's no "squat" when you start, no "dive" when you stop. **Brakes:** Hydraulic, self-energizing. Air-cooled finned, aluminum brake drums front; finned cast iron drums rear. Total lining area: 197.32 sq. in. Step-On parking brake operating through rear service brake shoes. Power brakes standard on Electra 225, optional on Invicta and LeSabre. **Wheels and Tires:** Disc-type wheels. Size: LeSabre, 6.00" x 15", "K"-type flange; Invicta and Electra 225, 6.00" x 15", "L"-type flange. Tires: LeSabre and Invicta, 7.60" x 15"; Electra 225, 8.00" x 15". Oversize tires optional on Invicta. Whitewall tires optional on all models. **Steering:** Manual recirculating ball steering standard on LeSabre and Invicta. Overall ratio: 33.0 to 1. Easy Power Steering standard on Electra 225, optional on Invicta and LeSabre. Overall ratio: 20.7 to 1. Flexible coupling in power gear screens out vibration.

EXTERIOR DIMENSIONS	LeSabre	Invicta	Electra 225	Estate Wagon		
Overall Length	214.1"	214.1"	220.1"	213.6"		
Overall Width	77.9"	77.9"	77.9"	77.9"		
Overall Height	56.4"	56.4"	57.0"	57.9"		
Wheelbase	123.0"	123.0"	126.0"	123.0"		
Tread—Front	62.1"	62.1"	62.1"	62.1"		
Tread—Rear	61.0"	61.0"	61.0"	61.0"		
INTERIOR DIMENSIONS	Leg Room Front	Leg Room Rear	Hat Room Front	Hat Room Rear	Shoulder Room Front	Shoulder Room Rear
LeSABRE						
2-dr. Sedan	44.5"	41.0"	57.6"	55.3"	58.8"	57.3"
2-dr. Sport Cpe.	45.0"	38.8"	57.4"	54.6"	58.9"	56.9"
4-dr. H-top	44.5"	41.4"	57.5"	53.9"	58.8"	57.8"
4-dr. Sedan	44.5"	41.4"	57.5"	55.2"	58.8"	57.8"
INVICTA						
2-dr. Sport Cpe.	45.0"	38.8"	57.4"	54.6"	58.9"	56.9"
4-dr. H-top	44.5"	41.4"	57.5"	53.9"	58.8"	57.8"
Est. Wagon	44.6"	40.5"	57.5"	54.0"	58.9"	57.9"
Convertible	44.8"	38.9"	57.4"	51.9"	58.9"	51.0"
ELECTRA 225						
4-dr. Sedan	44.5"	44.2"	57.6"	55.3"	58.9"	58.0"
2-dr. Sport Cpe.	44.4"	41.5"	57.6"	54.7"	58.8"	57.6"
4-dr. H-top	44.5"	41.9"	57.6"	54.7"	58.9"	58.1"
4-dr. Riviera Sedan	44.5"	44.2"	57.6"	56.9"	58.9"	57.9"
Convertible	44.4"	41.5"	57.6"	51.9"	58.8"	50.1"

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