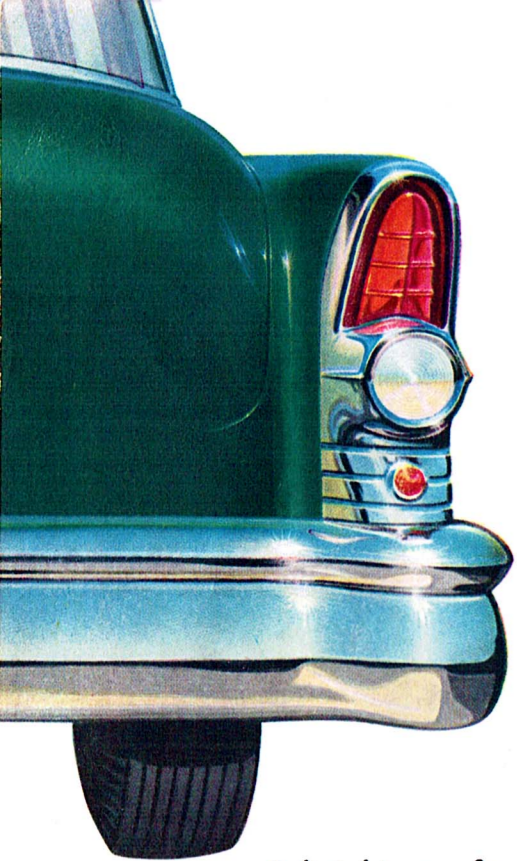


1955
Buick

*Forefront of fashion
—Thrill of the year*





NEW STYLING

*—A bright new freshness
forward, aft and all around*

It's here in distinctive new Wide-Screen Grille and chrome-capped headlamp—there in dramatic new sweptback tail light—inside with modern décor and new tri-spoked steering wheel—everywhere in low-lined, lithe, new fashion. Here in Buick for 1955 is the style leadership of today and tomorrow—and the thrilling beauty buy for you.



NEW POWER AND NEW MILEAGE

With the new Full-Skirt Slotted Pistons and free-breathing design of the 1955 V8 engine, Buick continues its never-ending advance in power and performance in every Series. ROADMASTER, SUPER and CENTURY hit a new high of 236 horsepower, the SPECIAL—188 horsepower. Compression ratios are as high as 9.0 to 1—a record for Buick and the industry. And thanks to the V8's increased power efficiency and higher compression *plus* the new cruising economy of Variable Pitch Dynaflo, the 1955 Buick averages up to 4.8 miles more per gallon than Buicks of six years ago!

NEW PERFORMANCE

*—Buick brings a history-making advance to
transmission engineering with the new
Variable Pitch Dynaflo*

What the variable pitch propeller does for aircraft take-off and climb, this new transmission does for Buick getaway and acceleration. It gives spectacular performance. It gives greater economy.

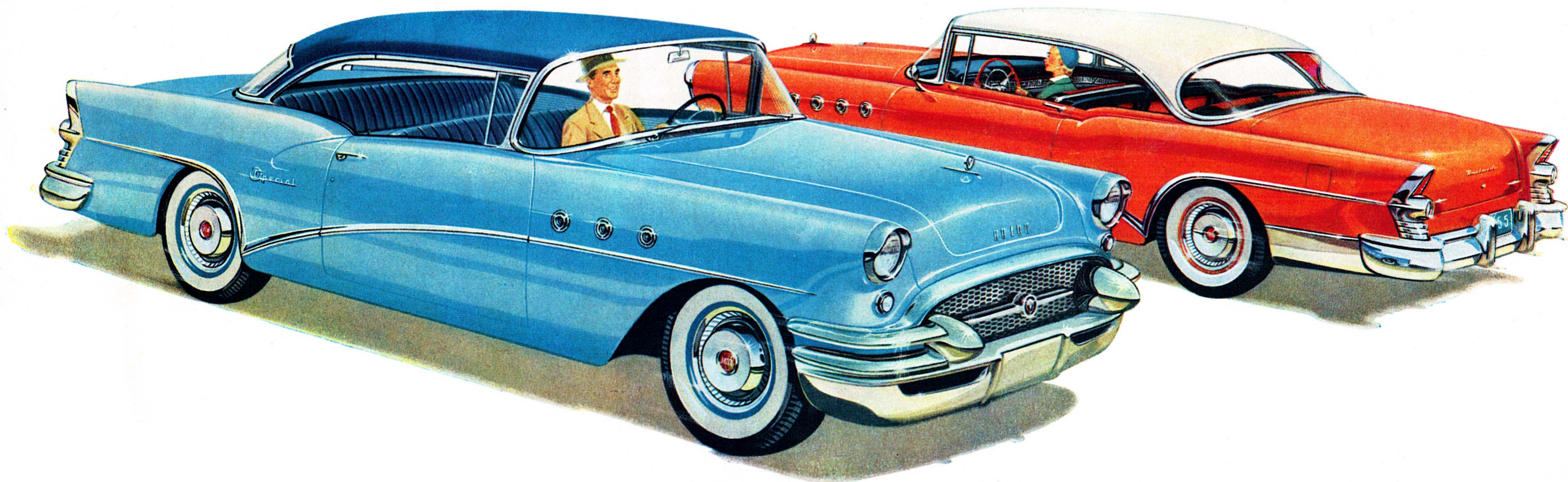
Inside a 1955 Dynaflo unit, twenty propeller-like blades change their pitch in oil like a modern plane's propellers change their pitch in air. One pitch is for swift take-off, the other for economical cruising.

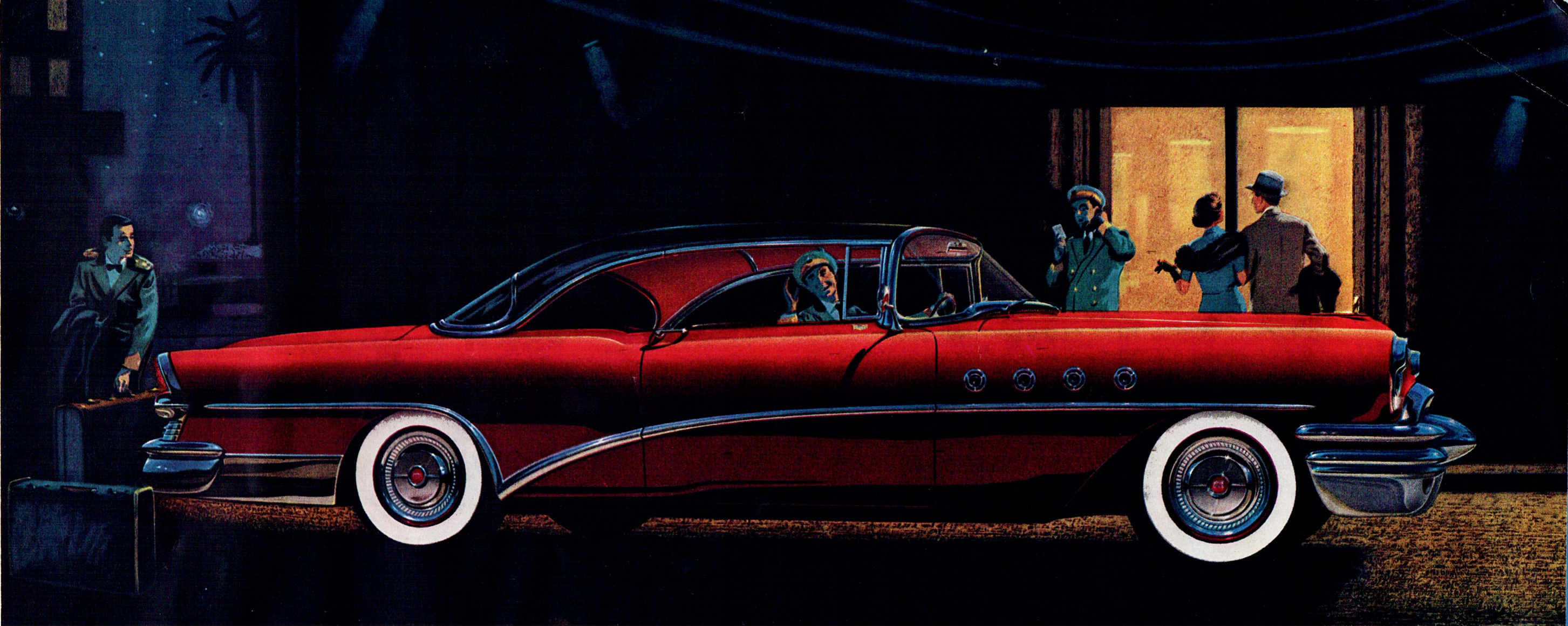
So when you want instant getaway from a standstill—or far more important, when you want to make a quick pass in a short distance—you simply press the accelerator to the floor board. And you're away in a safety-surge of power.

Then, when you're back in lane, ease up on the accelerator and Variable Pitch Dynaflo resumes traveling in its new gas-saving cruising range.

The limitless thrills of Variable Pitch Dynaflo can be known only by experience. There has never been anything like it before. Standard on ROADMASTER, optional at extra cost in all other Series.

Thrilling new buy on every score
BUICK for 1955





ROADMASTER 2-Door 6-Passenger RIVIERA, Model 76R, 127-in. Wheelbase, 236 Horsepower

*From meticulous engineering and master craftsmanship
comes the finest worth in the fine-car field...*

ROADMASTER *Custom Built by* BUICK

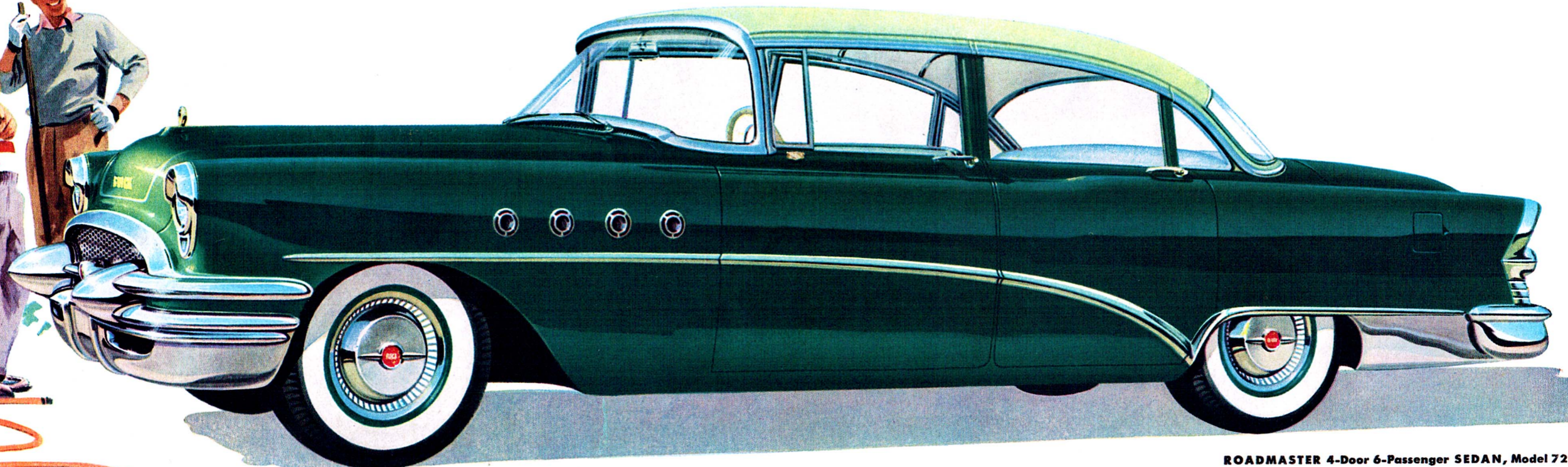
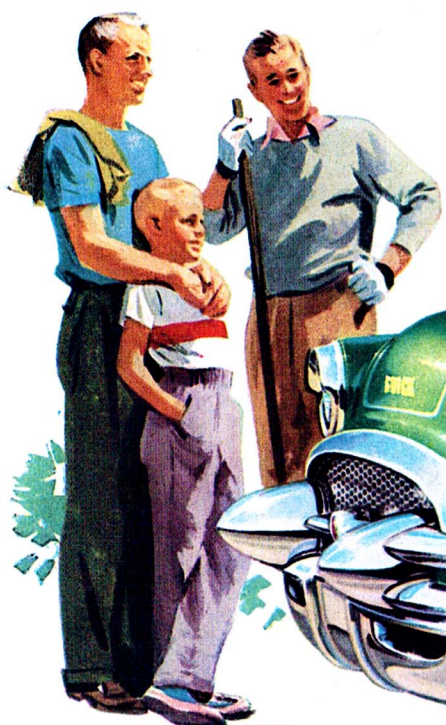
AS BUICK'S top-of-the-line Series, ROADMASTER brings impressive new leadership to the fine-car field.

In the new sports-car lines of the Sedan, the roomier Riviera and Convertible, you see lower profiles, and distinctive new front-to-rear styling.

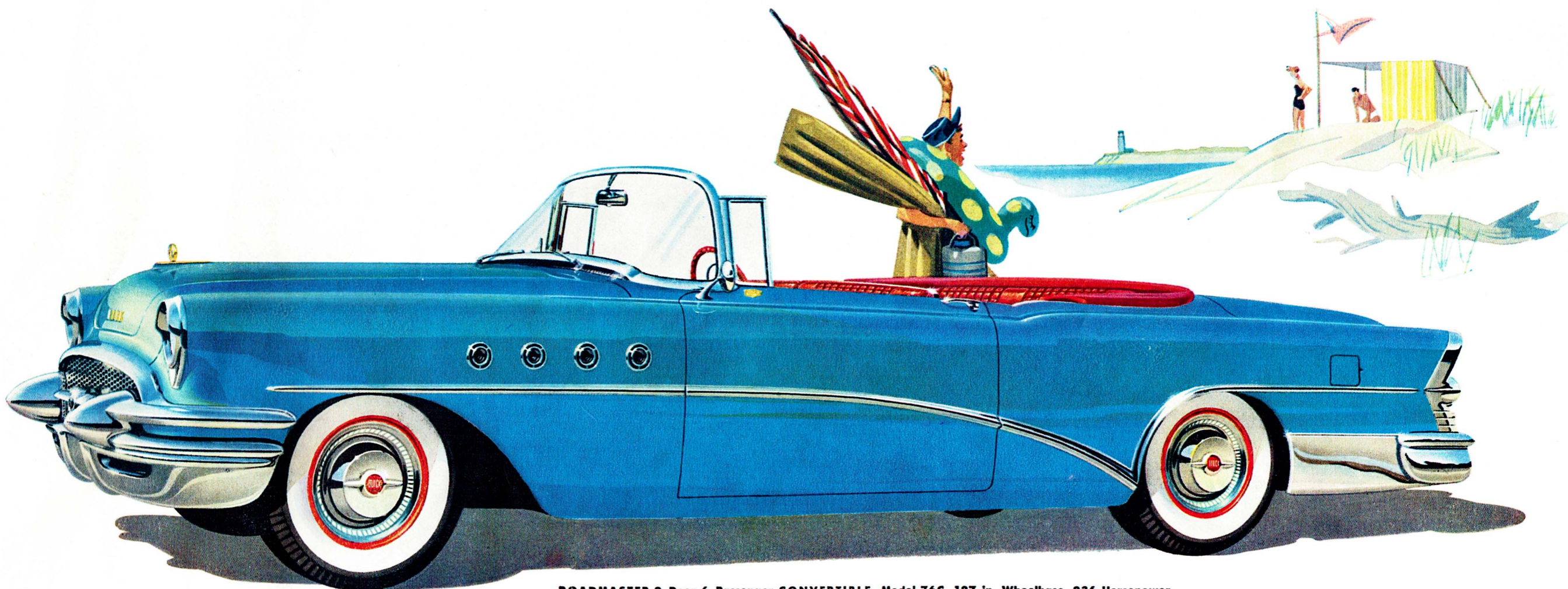
Horsepower in ROADMASTER has been increased to 236 with a compression ratio of 9.0 to 1. Performance has been increased with the acceleration

magic of Variable Pitch Dynaflo. Gasoline economy is notably improved.

Now add to this—the unsurpassed levelness of the ROADMASTER ride—regal new interiors with richly brocaded fabrics and pastel-hued leathers—the ease of handling of Buick Safety Power Steering—the many other choice features that are yours as standard equipment—and you know why ROADMASTER is the most rewarding investment your fine-car dollars can make in 1955.



ROADMASTER 4-Door 6-Passenger SEDAN, Model 72, 127-in. Wheelbase, 236 Horsepower



ROADMASTER 2-Door 6-Passenger CONVERTIBLE, Model 76C, 127-in. Wheelbase, 236 Horsepower

When you cross this threshold, you move into new roominess, new quiet, new luxury. ROADMASTER brings you fifteen rich new trim choices—five different hues of genuine leather in the Convertible and ten Riviera and Sedan interior trims—including new gold- or silver-woven-on-fabric patterns. Seats are double-depth foam rubber, even the carpeting is cushioned on thick foam rubber. The ROADMASTER Sedan has a built-in sun visor plus rain covers over all four doors for dry driving in wet weather.

High-fashion note in '55 is the new Riviera styling to this Sedan's rear window posts.

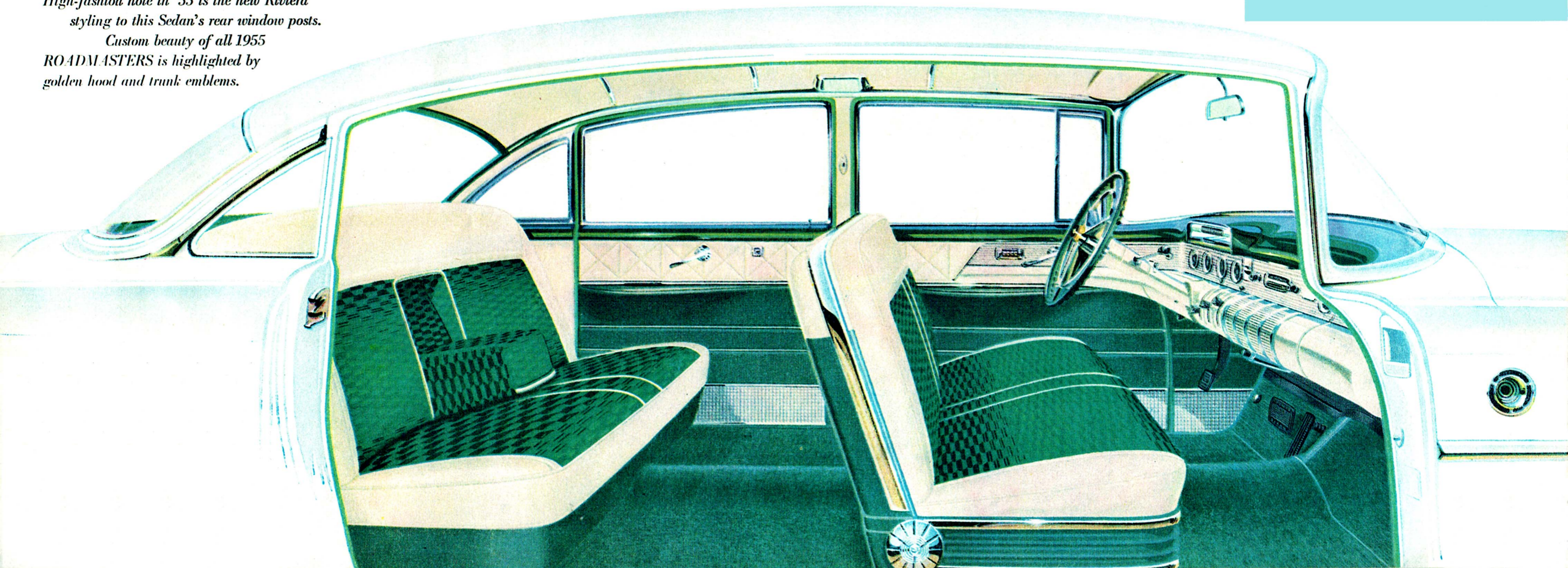
Custom beauty of all 1955 ROADMASTERS is highlighted by golden hood and trunk emblems.

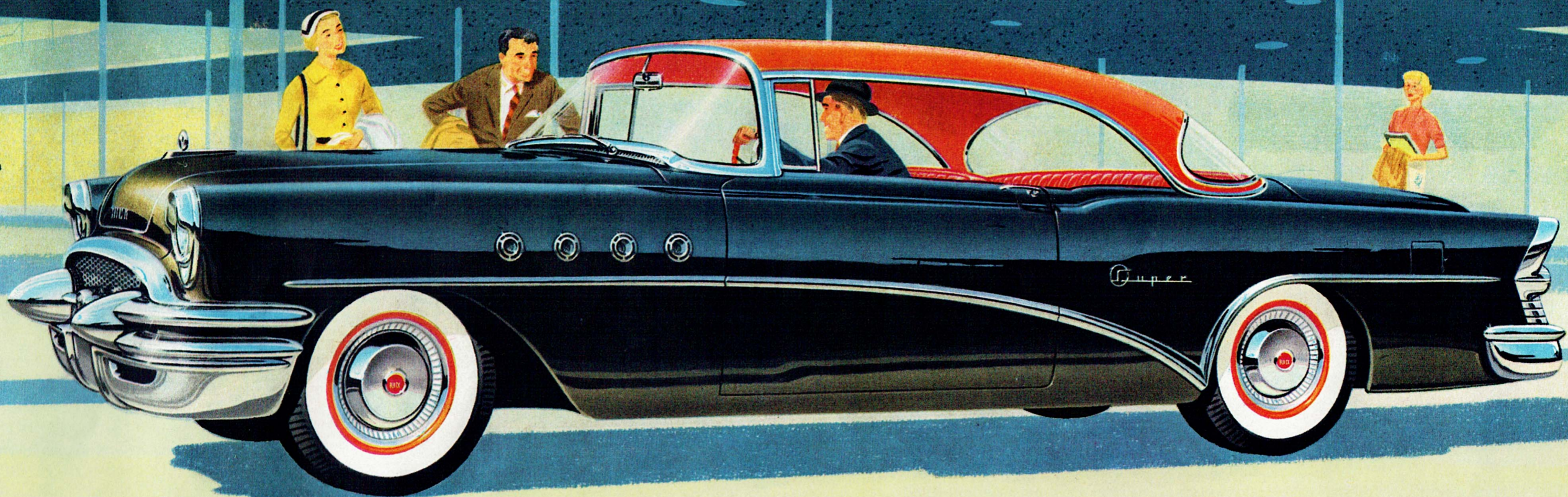
Buick's magnificent curved panoramic windshield adds a crowning note of modernity and gives you wide, unobstructed visibility of the road ahead.

The ROADMASTER instrument panel, with its easily accessible controls and exclusive Redliner speedometer, is finished in new jewel-like beauty.

**STANDARD
ROADMASTER FEATURES
for 1955 include:**

Variable Pitch Dynaflow, New 4-Barrel Airpower Carburetor, Buick Safety Power Steering, automatic windshield washer, back-up lights, glareproof rear-view mirror, parking brake warning light, electric clock, trip mileage indicator, custom wheel covers. In Convertible and Riviera, electrically operated windows, plus powered horizontal seat adjustment and outside rear-view mirrors.

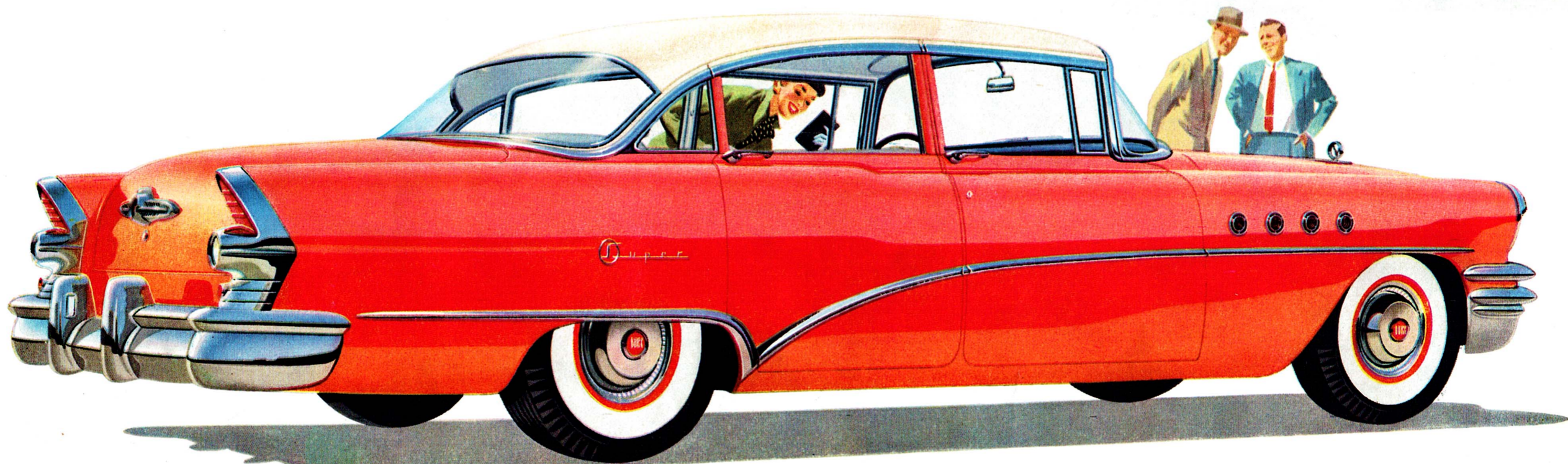




SUPER 2-Door 6-Passenger RIVIERA, Model 56R, 127-in. Wheelbase, 236 Horsepower

Superbly spacious and a superlative buy is the

BUICK SUPER



**SUPER 4-Door 6-Passenger SEDAN, Model 52,
127-in. Wheelbase, 236 Horsepower**

WITH its many luxury touches, the 1955 SUPER looms as the brightest star of the medium-price field.

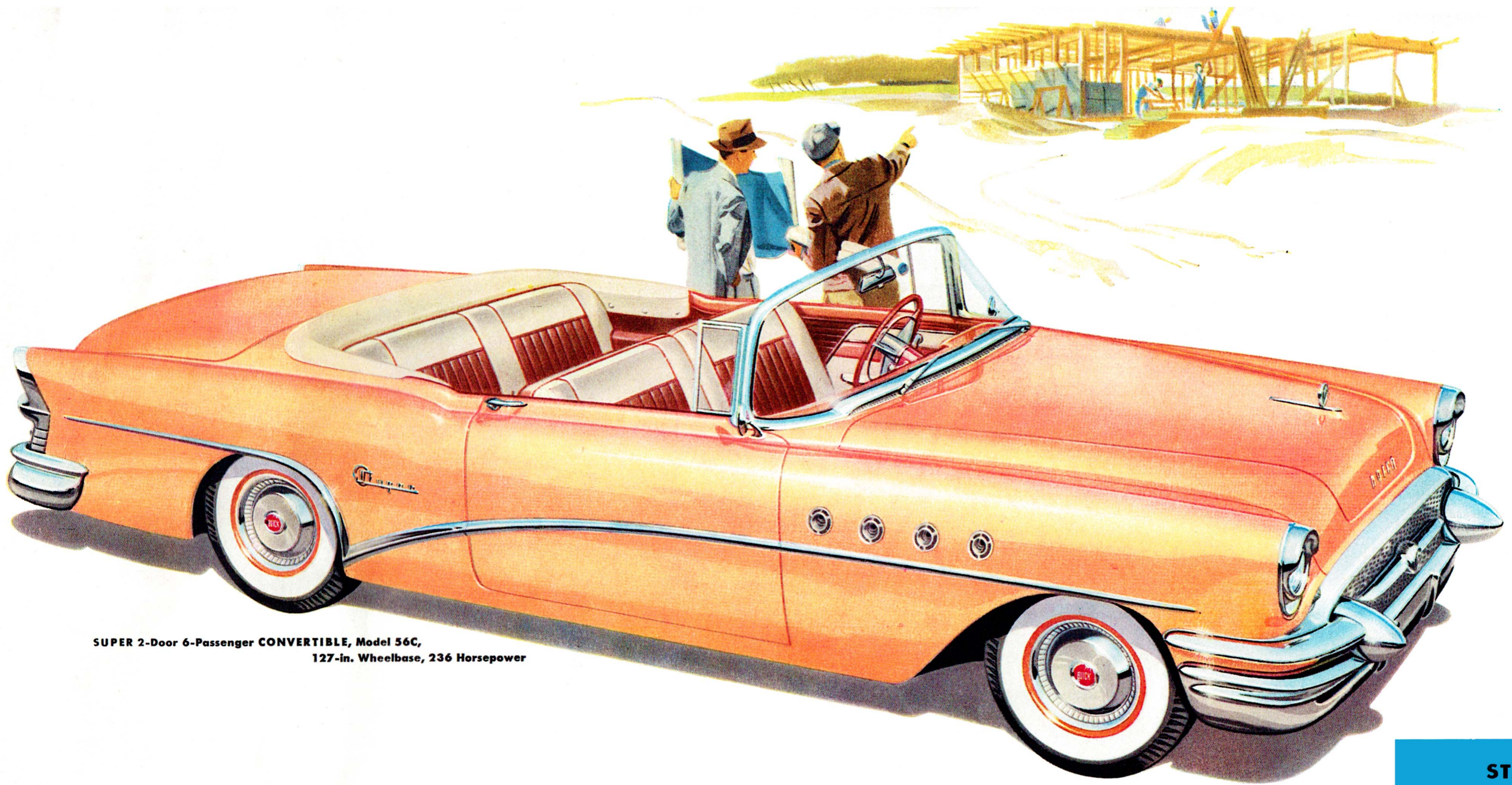
It has clean new lines front to back—new hooded headlamps and tail lights—four fender ports—a sweeping new curve of rear window in the 4-Door Sedan—and added headroom in Riviera and Convertible models.

It has a walloping big increase in performance—up 30% over last

year—with its new 236-horsepower V8 engine and the smooth, surging acceleration of Buick's new Variable Pitch Dynaflo.

It has Buick Safety Power Steering as standard equipment. It has the world's most luxuriously buoyant ride. It has the industry's roomiest interiors, upholstered in beautiful new fabrics and trim.

And the SUPER brings you all this at a price that makes it the stand-out buy of its class in 1955.

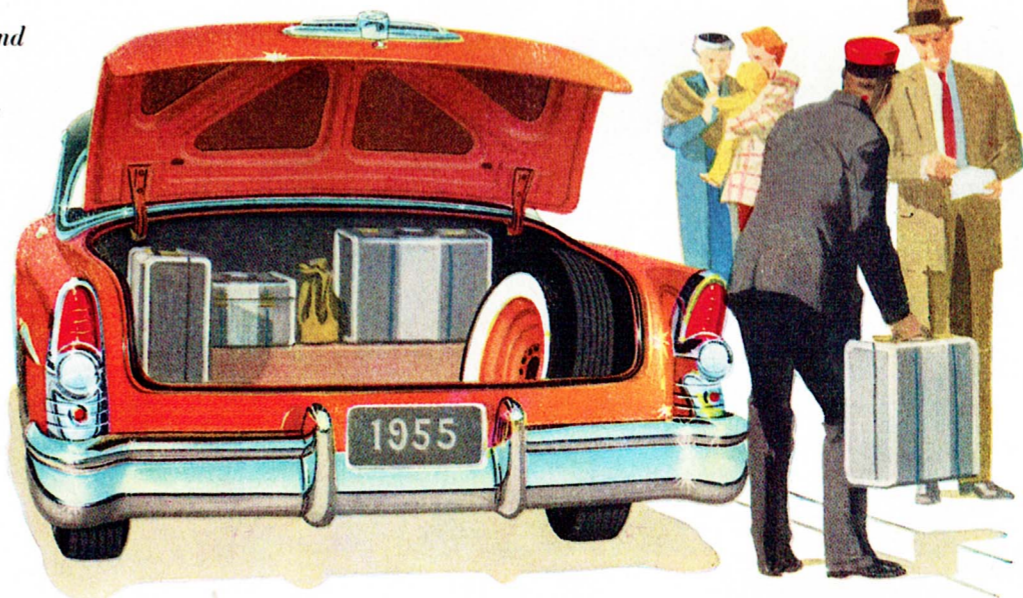


SUPER 2-Door 6-Passenger CONVERTIBLE, Model 56C,
127-in. Wheelbase, 236 Horsepower

**STANDARD
SUPER FEATURES
for 1955 include:**

Buick Safety Power Steering, new 4-Barrel Airpower Carburetor, Foamtex rubber seat cushions, automatic light in trunk, electric clock, Redliner speedometer, trip mileage indicator, built-in sun visor and rain covers over all four doors of Sedan, rear license plate frame, and in Convertible electrically operated windows plus powered horizontal seat adjustment, and outside rear-view mirrors.

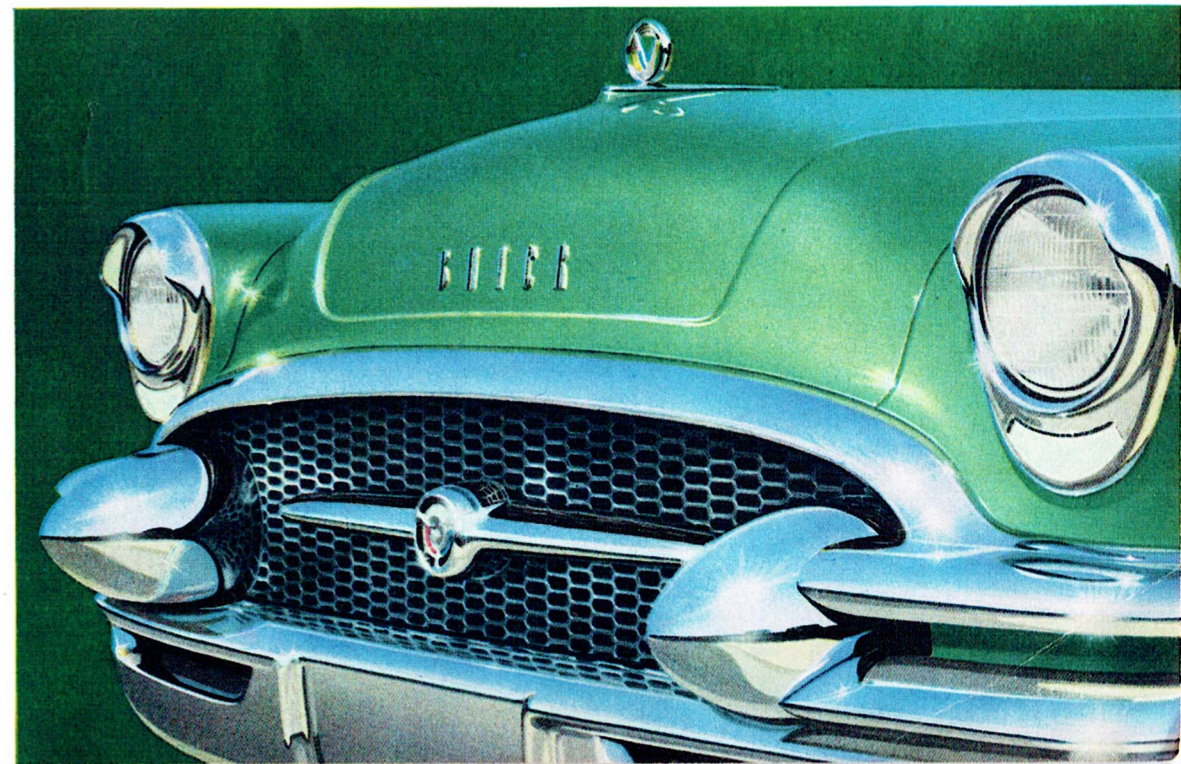
Buick luggage compartments are wide, deep and easy to load. A turn of the key unlocks the lid, which then rises with finger-tip pressure and stays up. No key is required for locking.

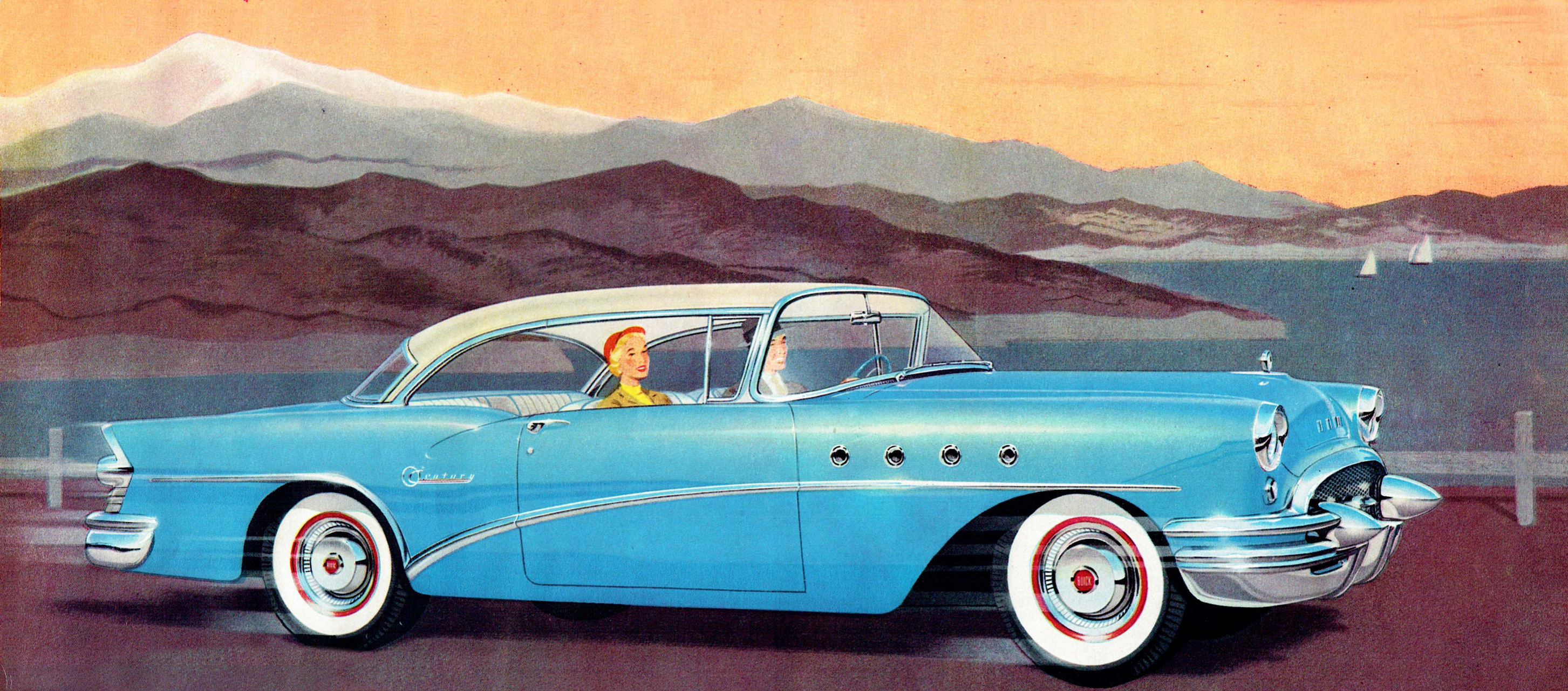


Buick's swing-out front doors provide wider space for entering and leaving. SUPER interiors are finished in high-quality Nylon and Cordaveen.



Buick's new Wide-Screen Grille design and massive roll-top front bumper combine high fashion with outstanding ruggedness. Note, too, the distinctive beauty of the SUPER's visored headlamp and parking light.



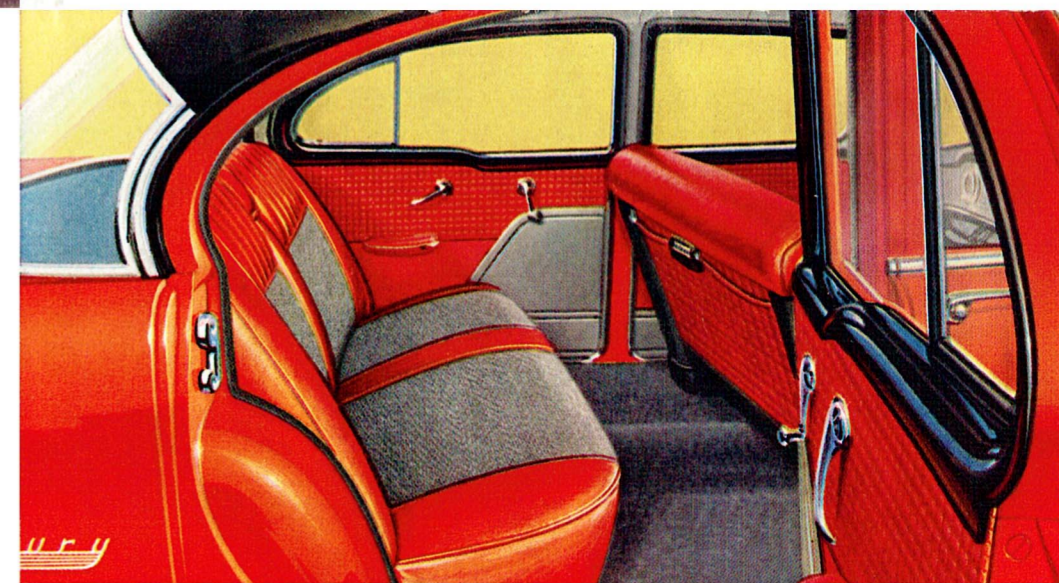


BUICK CENTURY

*... for those who want spectacular performance
at truly modest price*

You will find the 1955 CENTURY Series offers more horsepower per dollar than any other car in America. • For here, at prices just above Buick's lowest, you can command the mightiest engine Buick ever built—236 V8 horsepower. • And harnessed to this power is Buick's most compact and maneuverable wheelbase of 122 inches. So you get a high power to low weight ratio that spells electrifying performance in getaway, in passing, in hill climbing, in every phase of driving. And the thrills are doubled with new Variable Pitch Dynaflo. • Stretching out under this tremendous power is a ride of infinite smoothness. Over it, longer, lower beauty in every model. Sedan, Riviera, Convertible and all-steel Estate Wagon—each has rakish new sports-car styling. Each is now distinguished by four fender ports. • Truly, when you make the 1955 CENTURY your choice, you've selected the car that's styled and powered and priced to thrill you with all its might.

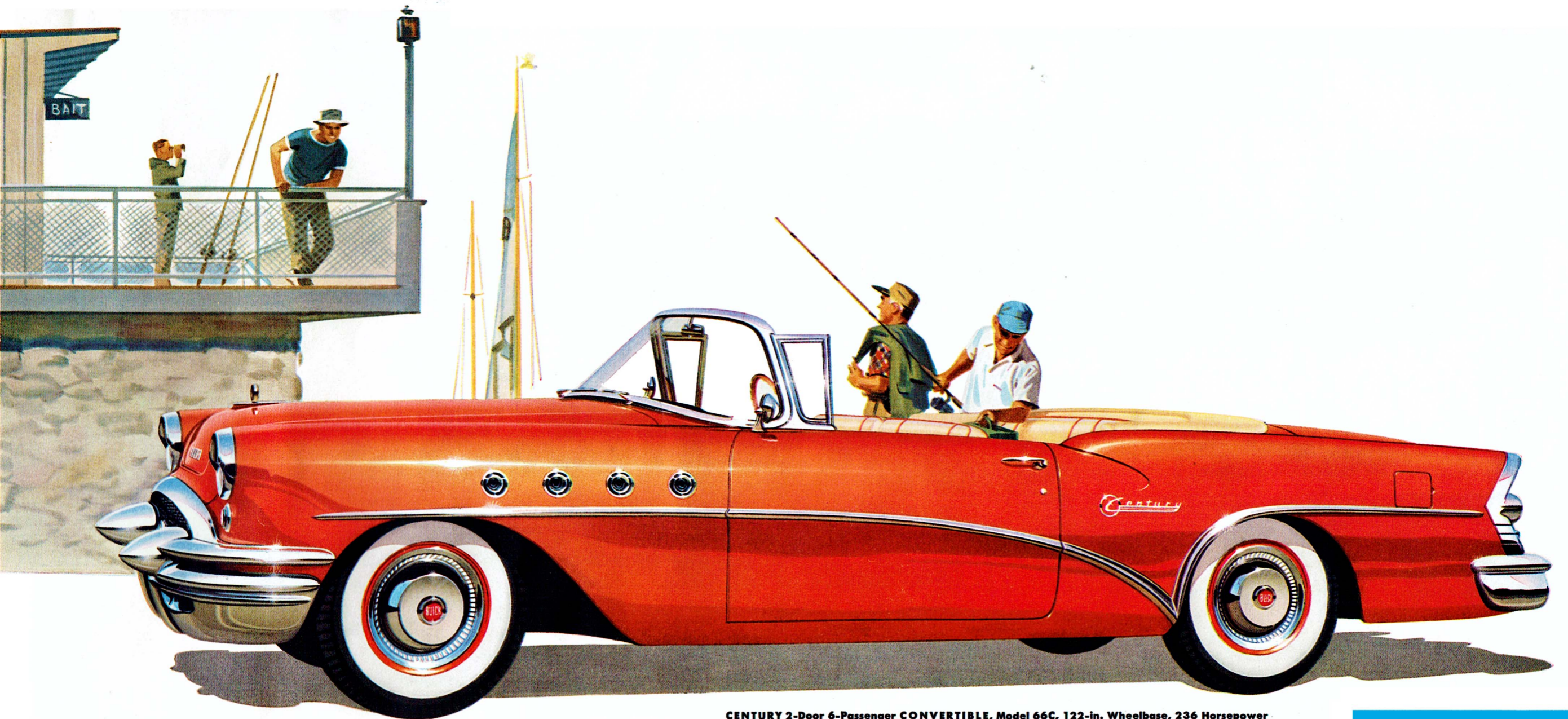
CENTURY 2-Door 6-Passenger RIVIERA, Model 66R, 122-in. Wheelbase, 236 Horsepower



The quality of craftsmanship, as you can see in this Sedan interior, is well above the CENTURY's modest price. This year's CENTURY RIVIERA interiors are custom-upholstered, at no extra cost, in rich Nylon and supple Cordaveen.



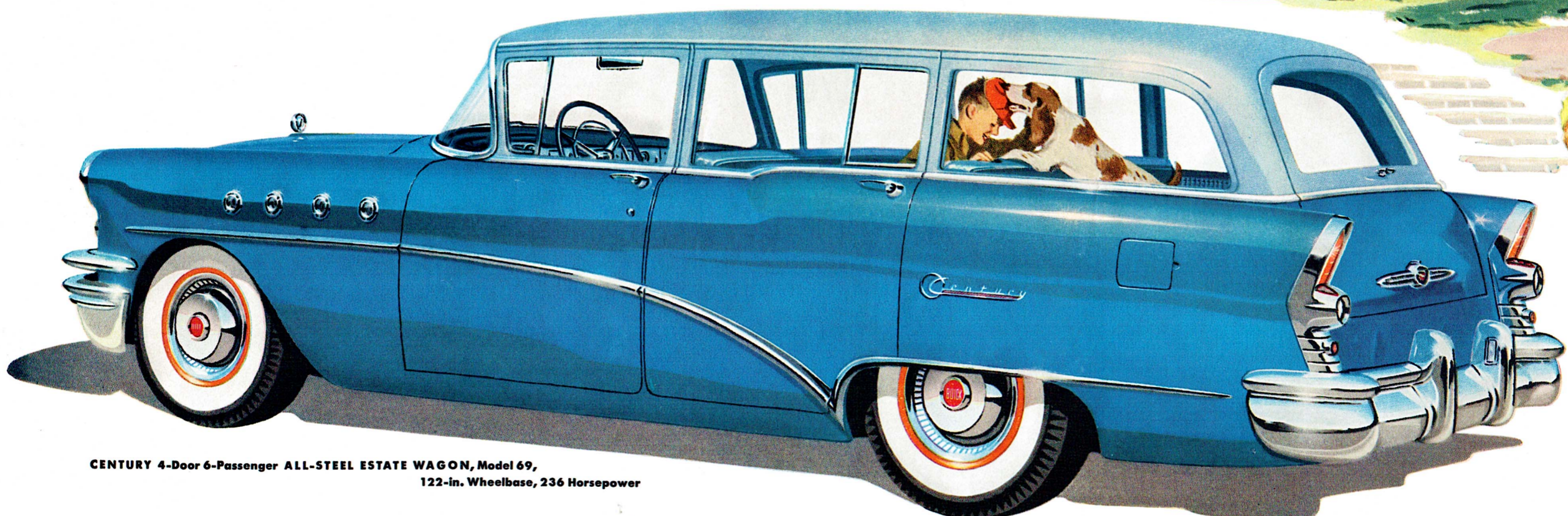
CENTURY 4-Door 6-Passenger SEDAN, Model 61, 122-in. Wheelbase, 236 Horsepower



CENTURY 2-Door 6-Passenger CONVERTIBLE, Model 66C, 122-in. Wheelbase, 236 Horsepower

Buick Convertible tops now come in 5 colors—Black, Tan, White, Blue and Green. Chrome-plated wire wheels are available on all ROADMASTER, SUPER and CENTURY models at extra cost.

This versatile all-steel Estate Wagon, Model 69, has 236 V8 horsepower, a load space up to 8 ft. deep, and glamorous new styling inside and out—all at a new low price for 1955. At your option you may order this model with a split rear seat which folds away by either one-third or two-third sections so that there is ample rear seating capacity and a large weather-tight load space at the same time.

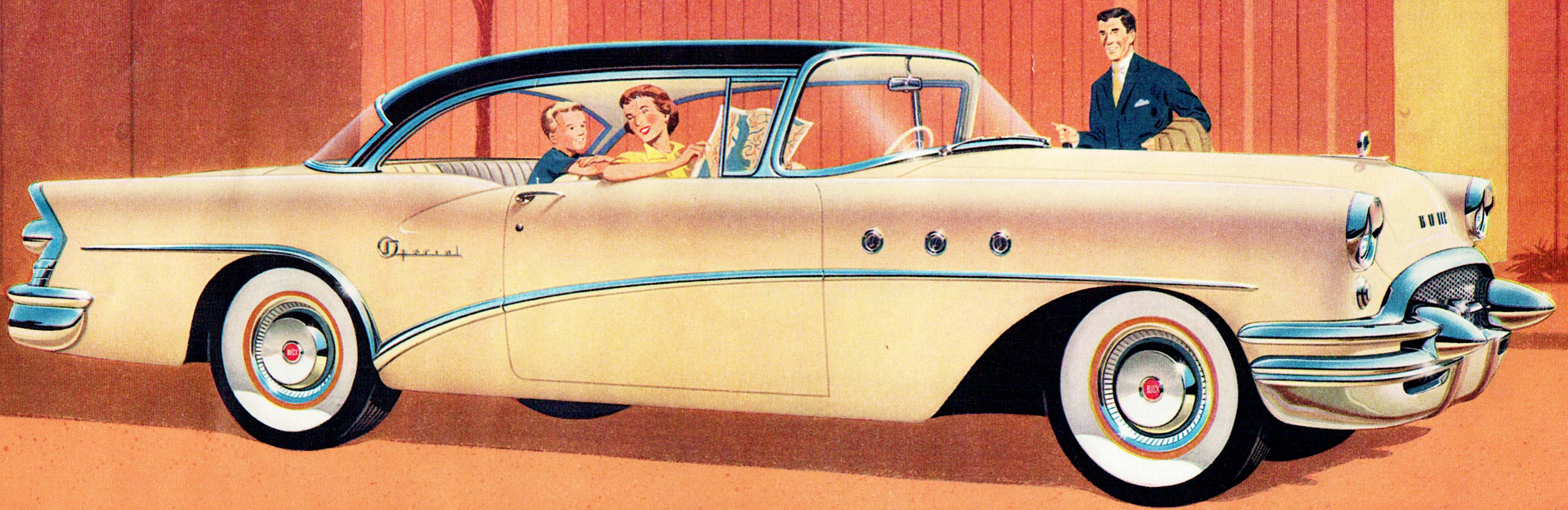


CENTURY 4-Door 6-Passenger ALL-STEEL ESTATE WAGON, Model 69, 122-in. Wheelbase, 236 Horsepower

**STANDARD
CENTURY FEATURES
for 1955 include:**

Redliner Speedometer and trip mileage indicator, New 4-Barrel Airpower Carburetor, Custom interiors, Foamtex rubber seat cushions, automatic light in trunk, electric clock, rear license plate frame, and in Convertible leather upholstery, electrically operated windows and horizontal front seat adjustment, plus outside rear-view mirrors.

The **SPECIAL** — Buick life, lift and luxury at lowest cost



SPECIAL 2-Door 6-Passenger RIVIERA, Model 46R,
122-in. Wheelbase, 188 Horsepower

SPECIAL 2-Door 6-Passenger RIVIERA, Model 46R,
122-in. Wheelbase, 188 Horsepower

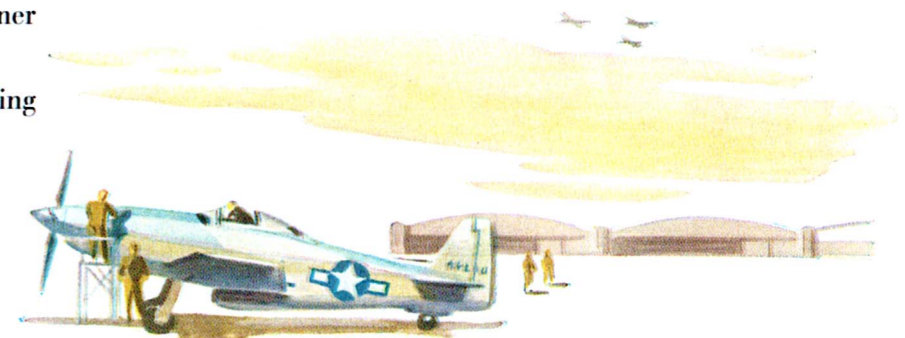
THE 1955 SPECIAL Series' prices start just a few dollars over America's lowest. There the similarity ends.

In each of five big SPECIAL models—2-Door Sedan, 4-Door Sedan, Riviera, Convertible and all-steel Estate Wagon—there's the new Buick beauty of lowered hood and fender lines, new grille, new hooded headlamps and tail lights.

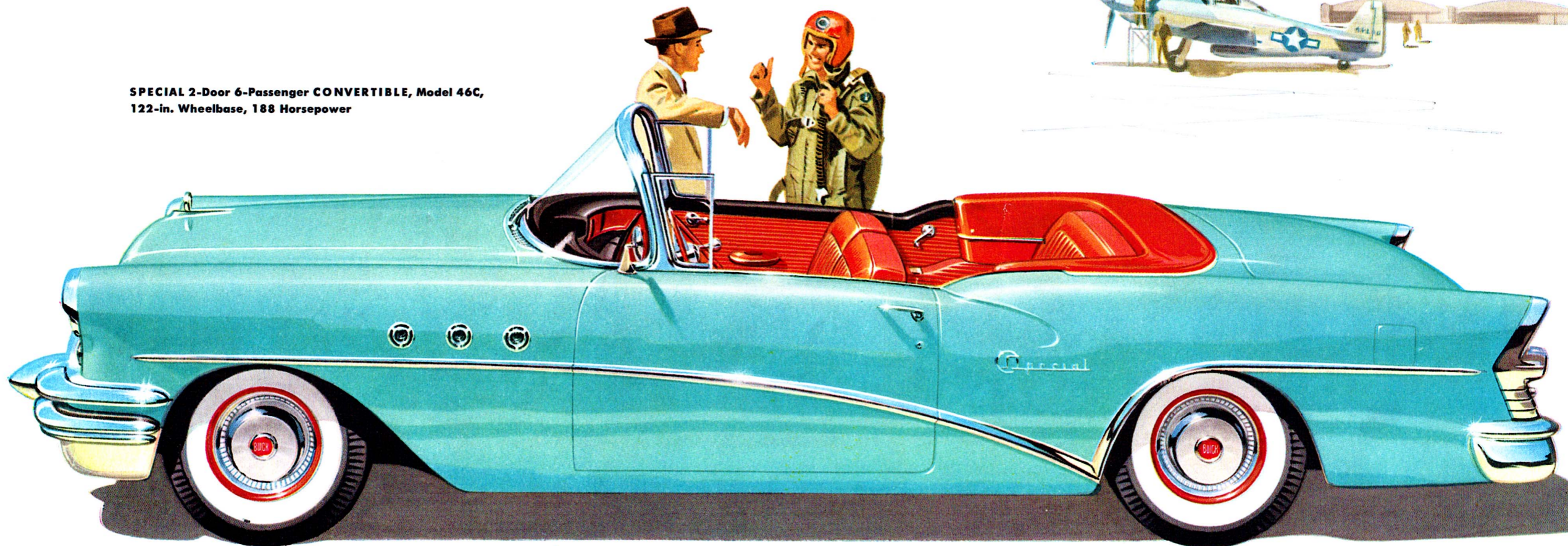
There is the sparkling new performance of the SPECIAL's new 188 horsepower V8 engine.

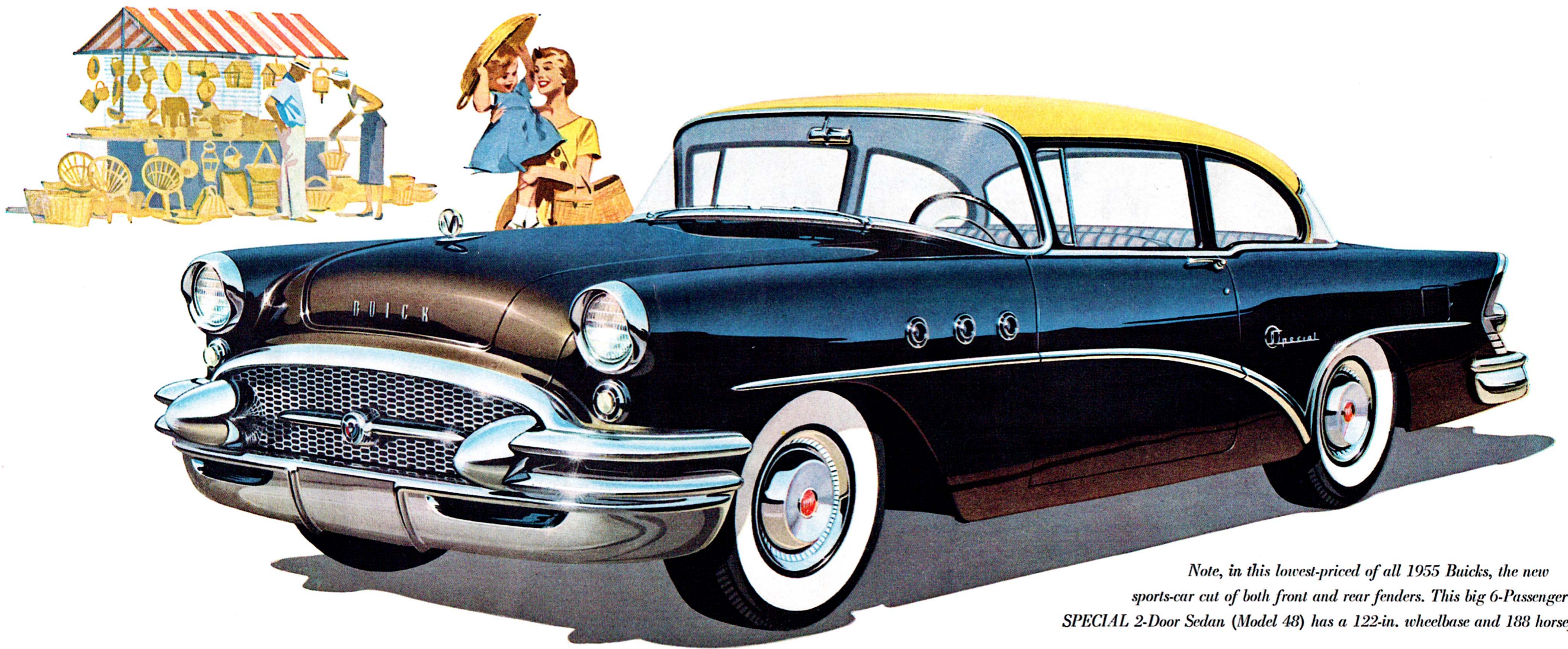
There are roomy interiors upholstered in high Buick fashion. There is a ride that knows no peer in its low-price field. And at your option, you can select such advanced Buick features as Variable Pitch Dynaflo, Safety Power Steering, Improved Power Brakes, Redliner Speedometer and trip mileage indicator—even Buick's famed Airconditioner (in the 4-Door Sedan and Riviera).

In every respect, the 1955 SPECIAL Series is the big and thrilling buy for the budget-minded.



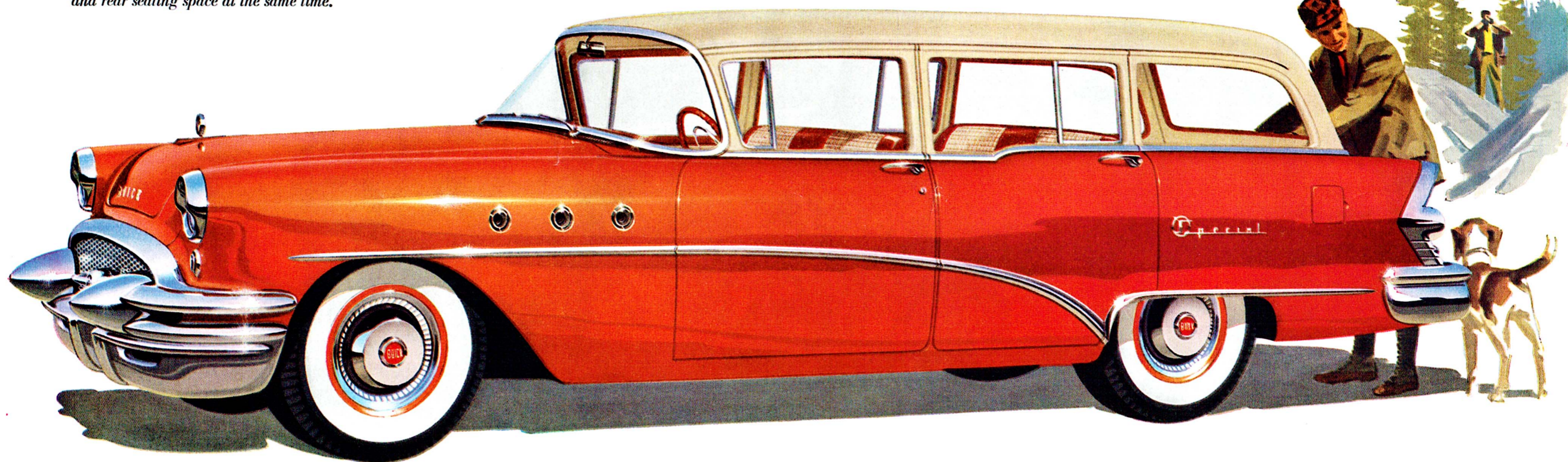
SPECIAL 2-Door 6-Passenger CONVERTIBLE, Model 46C,
122-in. Wheelbase, 188 Horsepower

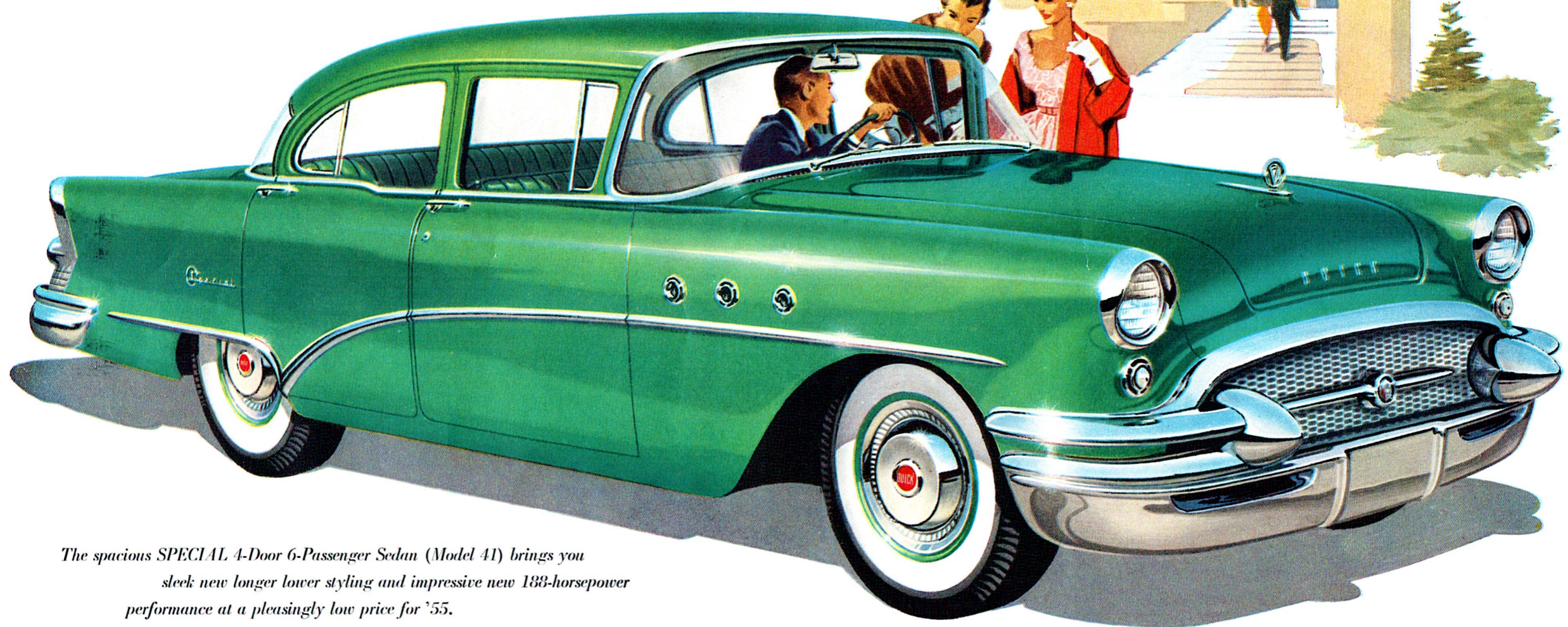




Note, in this lowest-priced of all 1955 Buicks, the new sports-car cut of both front and rear fenders. This big 6-Passenger SPECIAL 2-Door Sedan (Model 48) has a 122-in. wheelbase and 188 horsepower.

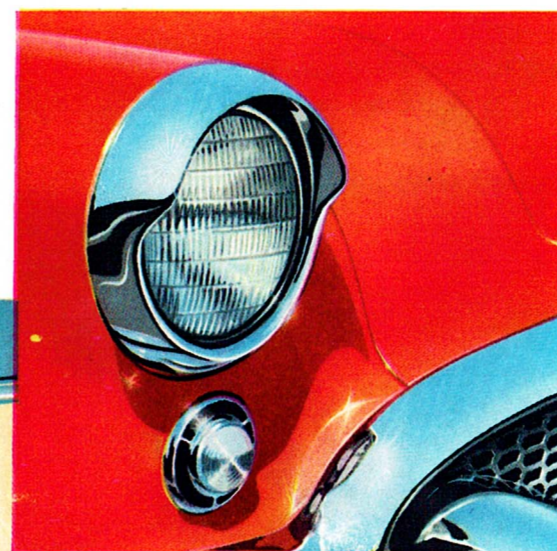
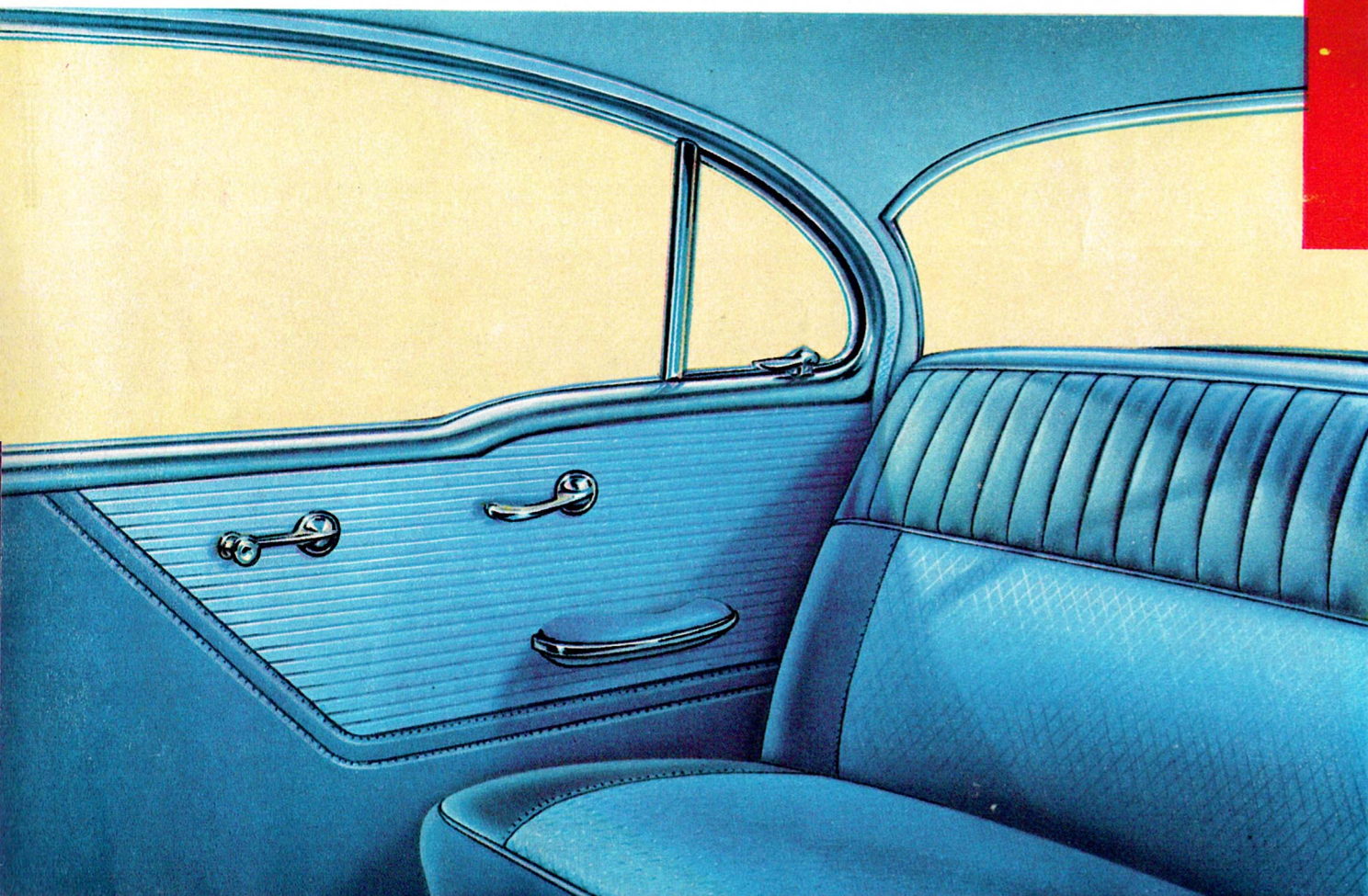
Here, on an easily maneuverable 122-in. wheelbase, is Buick's famous Estate Wagon (Model 49) in the solidity and lasting beauty of an all-steel body—and—at a new, lower price. With its great new 188-horsepower V8 engine, abundant roominess and serenely level ride, this SPECIAL Estate Wagon is your smartest buy in double-duty travelers. This model may be ordered with a split rear seat which can be folded away in sections, thus giving deeper loading space and rear seating space at the same time.



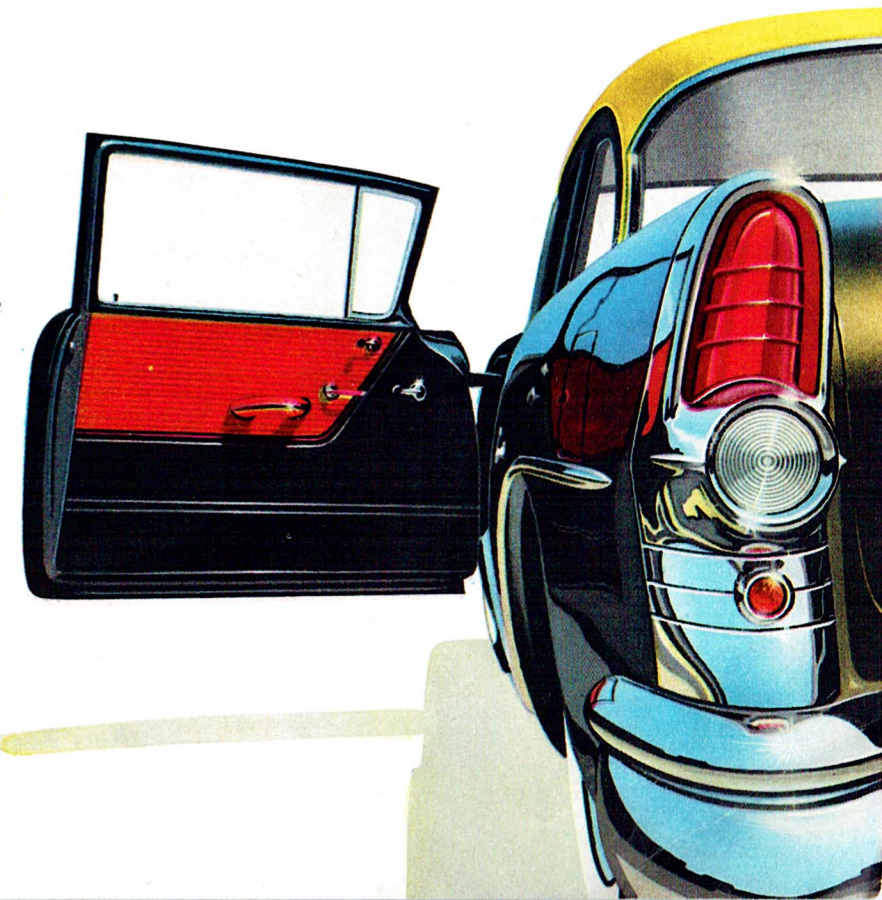


The spacious SPECIAL 4-Door 6-Passenger Sedan (Model 41) brings you sleek new longer lower styling and impressive new 188-horsepower performance at a pleasingly low price for '55.

Each model of the SPECIAL Series gives you big Buick spaciousness and big Buick quality. Seats are deep and soft and wide enough for three to sit abreast in perfect comfort. Interiors are upholstered in smart Nylon and Cordaveen with Buick's new embossed trim styling throughout.



New visored headlamp and hooded tail light lend distinction and dash to SPECIAL styling. Brake, Parking and Directional Light are all in top globe of new tail light. Back-up light, optional in SPECIAL Series, is in center. Note Buick's easy-to-enter-and-leave wide-opening front doors.



**STANDARD FEATURES
FOR ALL
1955 Buicks include:**

Direction signals, front and rear, Side armrests, front and rear, Sliding sunshades, Cigarette lighter, Automatic glove compartment light, Outside rear-view mirrors on Convertibles, Dual horns, Twin rear license plate lamps, Oil filter—full-flow design, Oil-bath air cleaner and silencer, StepOn self-locking parking brake, Robe cord, Heavy insulation against heat and sound.

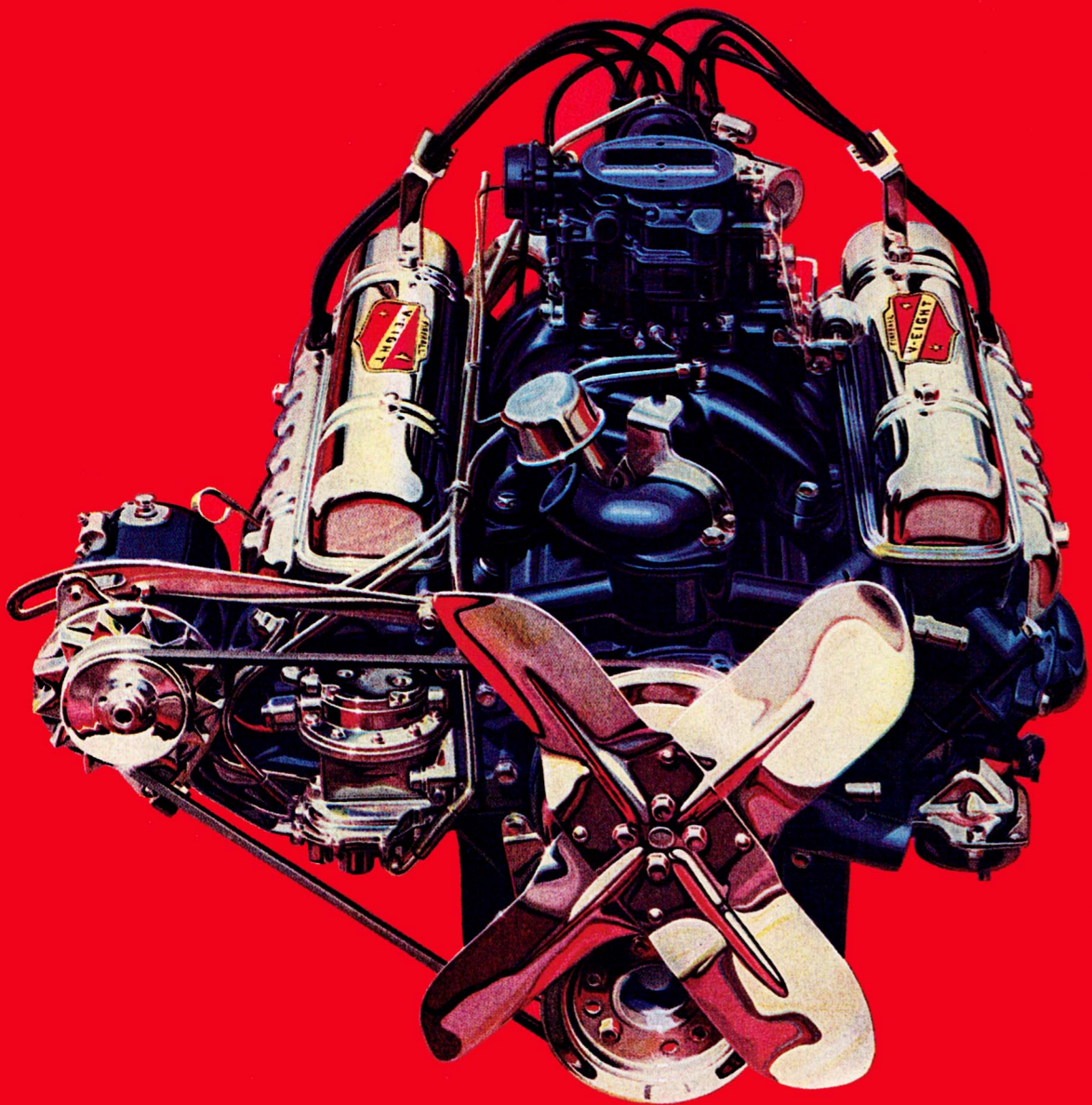
BUICK advances the V8 again

In bringing forth their new 1955 V8 engine, Buick engineers started with what was already the world's most advanced V8 design.

THEY STARTED WITH

- . . . A V8 more compact than any other such engine of equal displacement—for greater flexibility in car styling.
- . . . The lightest of all V8 engines with the same power output—for better balance to the car's total weight, with improved steering, handling and performance.
- . . . A V8 with the greater rigidity of a deeper and more heavily flanged "block" and the greatest crankshaft bearing width of any V8 in America, for more freedom from "whip" and engine vibration.
- . . . A V8 with the lowest stroke-to-bore ratio of any V8 engine now in passenger-car production—shorter stroking pistons that reduce friction, and thus reduce power loss.

Now, illustrated here, are the 1955 Buick V8 features which produce such thrilling new performance—and with new gasoline savings that give you as much as 4.8 miles more per gallon than Buicks of six years ago.



Tremendous New Increases In Horsepower

—up as much as 30% over last year, as exemplified by this SUPER Series power chart. Buick brings you higher horsepower per dollar straight across the board with 236 horsepower in ROADMASTER, SUPER and CENTURY Series, 188 horsepower in SPECIAL.

New Record-High Compression—up to 9 to 1 ratio—gets more drive from fuel charge.

New Full-Skirt Slotted Pistons—permit precision fit with minimum friction—insure smoother stroking, better balance, less power loss—continue the lowest stroke-to-bore ratio of any V8 now in passenger car use.

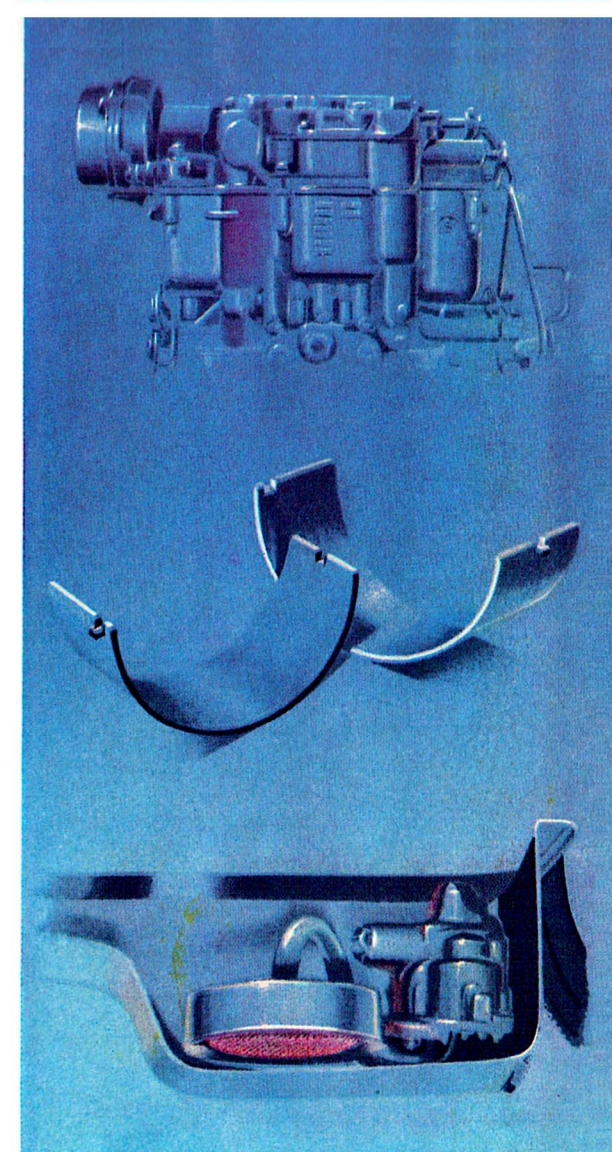
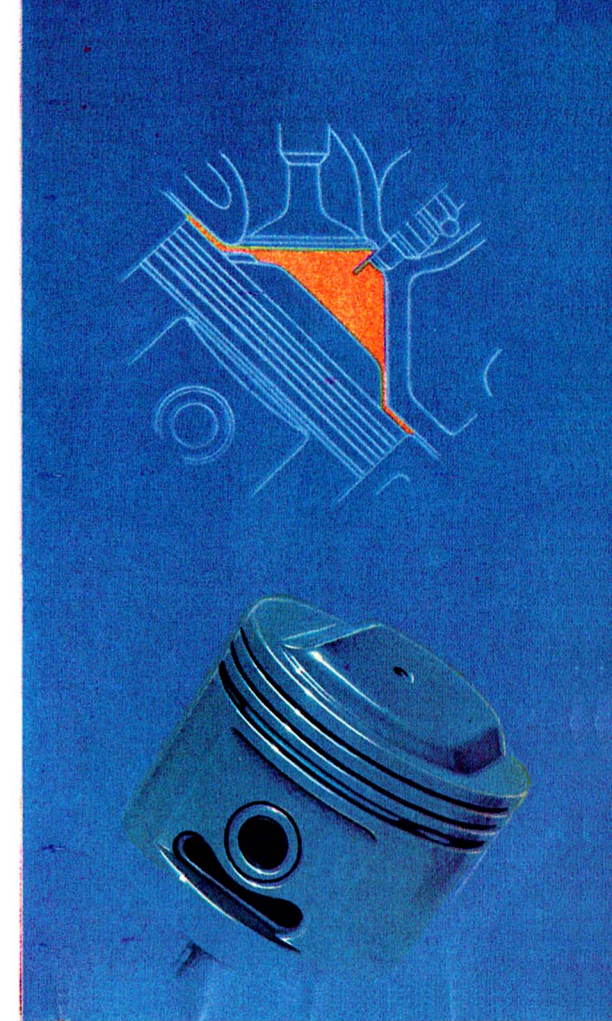
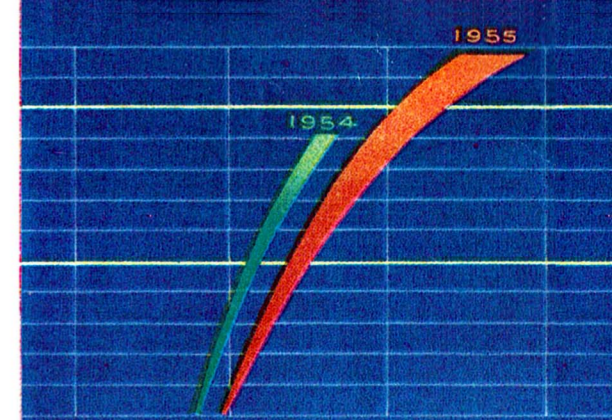
New Freer-Breathing Design—increases power efficiency—with the new, bigger open throat 4-Barrel Airpower Carburetor, oversize T-Type Intake Manifolds, larger exhaust valves and ports, and higher-lift cams.

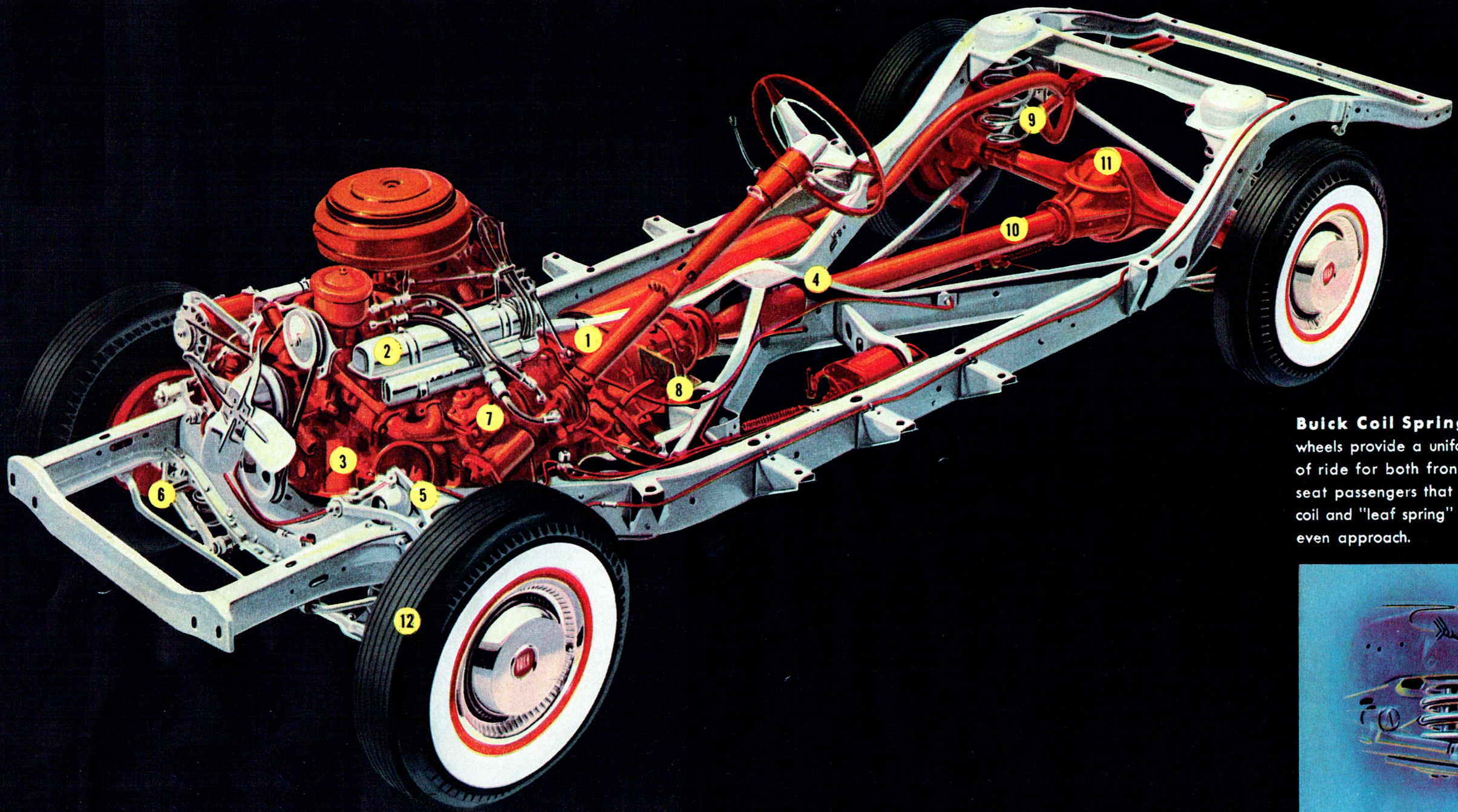
New Moraine Connecting Rod Bearings—prolong engine life at peak performance.

New Constant-Flow Oil Return System—insures full lubrication under all conditions.

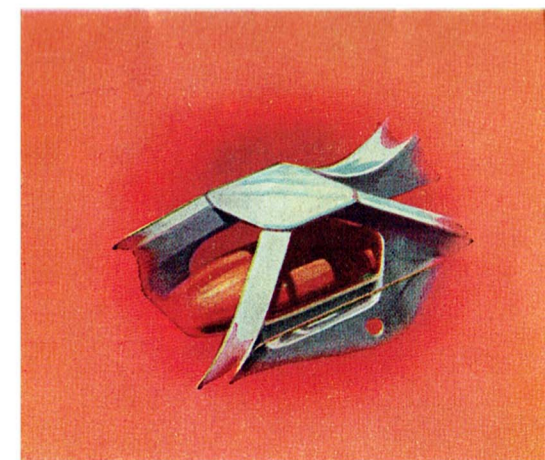
PLUS...

• Vertical Valves • Centered Spark Plugs • Power-Head Combustion • 12-Volt Electrical System • Dynamic Flow Muffler With Zero Power Loss





Buick Coil Springs on all 4 wheels provide a uniform levelness of ride for both front- and rear-seat passengers that conventional coil and "leaf spring" systems can't even approach.



From this bedrock brawn comes the luxury of

BUICK'S MILLION DOLLAR RIDE

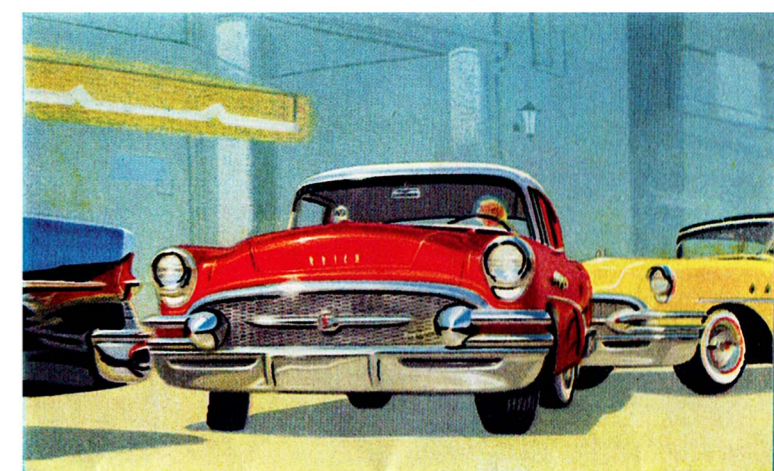
THE FAME of Buick's Million Dollar Ride will very likely reach your ears before you even try it. For with its cushioning comfort, steadiness, and effortless ease of handling, the 1955 Buick ride is matchless master of every road—and the envy of the industry. Shown here are the reasons why this is so—and why, in literal fact, over a million dollars went into bringing this dream ride to reality.

- 1 New Variable Pitch Dynaflow**—for new gas economy and breath-taking acceleration with perfect smoothness
- 2 Advanced Vertical Valve V8 Engine**—light, compact, micro-balanced, with record-high horsepower and compression
- 3 Deep Block and Hi-Poised Engine Mounts**—reduce engine vibration to minimum
- 4 New Added Rigidity To Massive X-Braced Frame**—through stronger front and rear bumper mountings
- 5 Front-End Suspension**—with vertical shock absorbers, "rides" bumps gently without transmitting shock to car body
- 6 Parallel Steering Linkage**—stabilizes car control in cross winds, on flat curves and sharp turns
- 7 Buick Safety Power Steering**—available in all Dynaflow-equipped models—does 80% of steering work, when needed
- 8 Improved Power Brakes**—available in all Dynaflow-equipped models—now make stops gentler than ever
- 9 Soft Buoyant Coil Springs**—on all 4 wheels cushion every mile
- 10 Solid Torque-Tube Drive**—transmits power directly to rear wheels—not through rear springs
- 11 Stronger Rear Axle**—takes the thrust of Buick's increased horsepower with new quietness and smoothness
- 12 New Tubeless Tires**—softer, quieter, longer-lived—standard on all Series

Every Buick chassis is centrally X-braced and welded into what is virtually a single unit, forming the solid foundation of Buick's Million Dollar Ride.

Buick offers a
complete complement of
POWER ASSISTS

EACH of these reasonably priced conveniences is designed to make your Buick ownership an even more rewarding experience. And after each has repaid you in full by adding countless hours of pleasure to your driving, it pays again by adding to your Buick's value at trade-in time.



1 Safety Power Steering—makes even parking in tight spots a pleasure; is an invaluable safety feature in helping control car over rough roads, getting off soft shoulders, or in case of blow-out. Buick-engineered to give you a comforting "feel" of the road at all times. Absolutely no "driving on ice" sensation common in many other power steering systems. Standard in ROADMASTER and SUPER, optional in all other models.

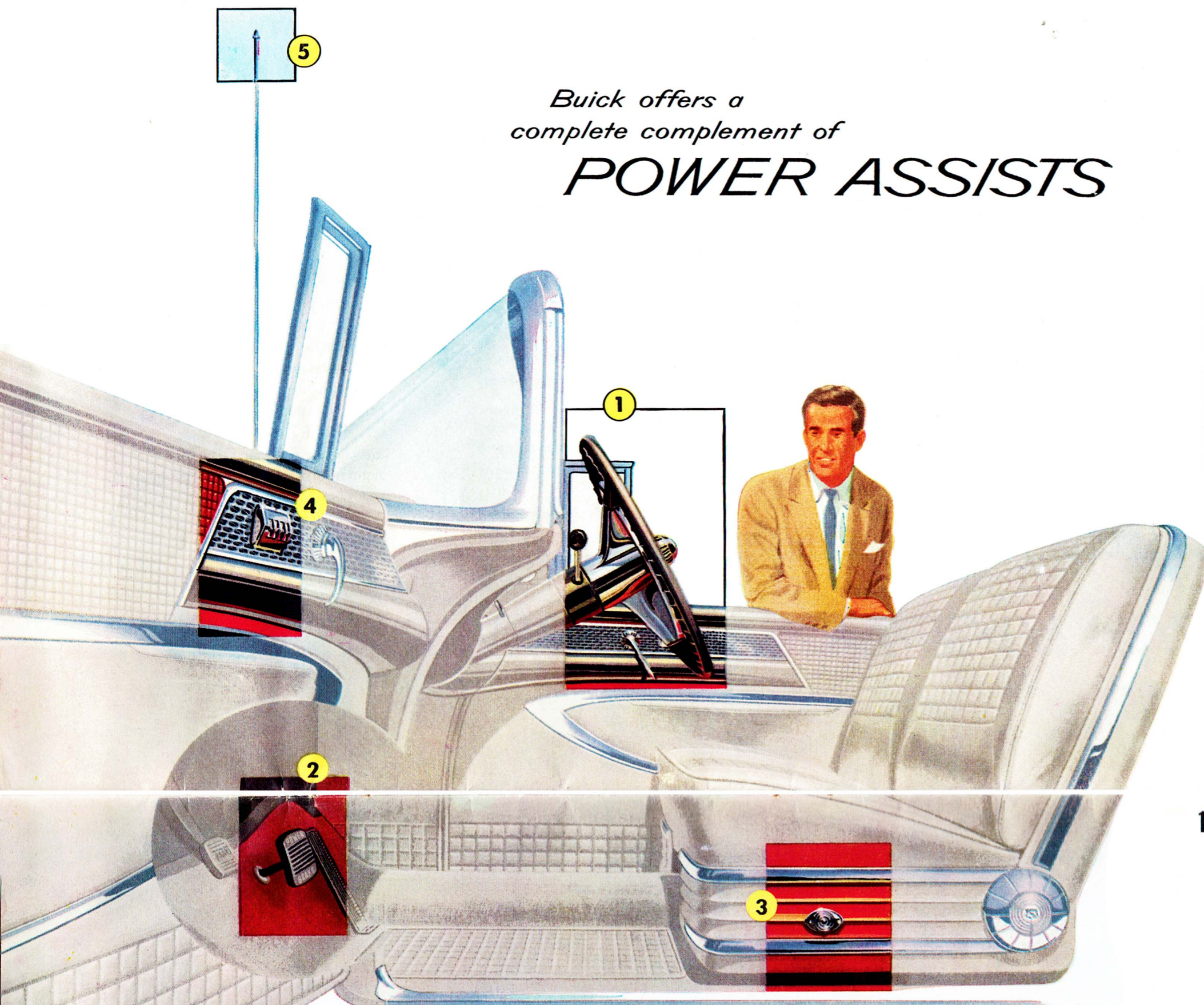
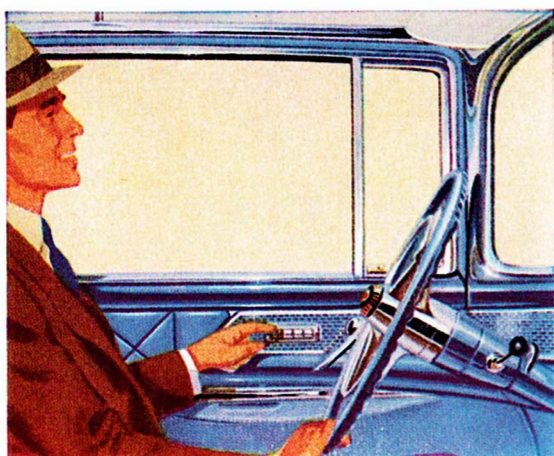
2 Improved Power Brakes—make stopping twice as easy. New "air suspension" principle and pedal position make all stops gentler, softer, yet assure adequate braking even with the engine off. Optional in all Dynaflow-equipped models.

3 4-Way Power Seat—moves back and forth and up and down—positions you at the right height and distance from the wheel by push button—a wonderful convenience for the family Buick. Optional in all 1955 models.

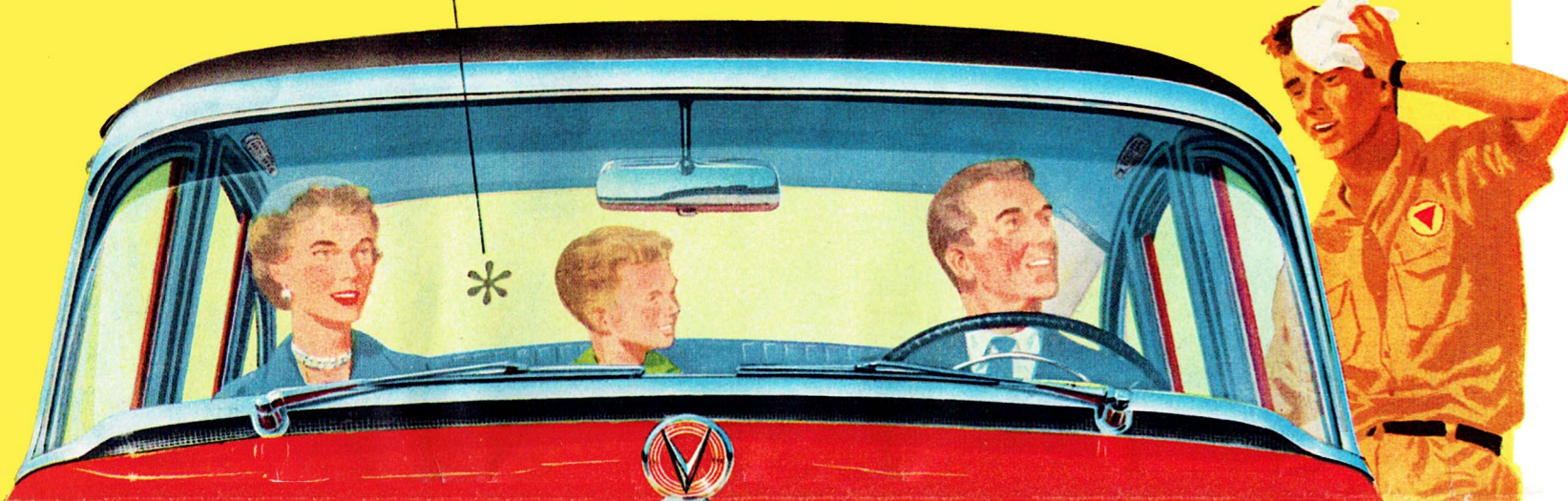


5 Electric Radio Antenna—Control button on driver's side of dash panel raises and lowers antenna electrically from the inside.

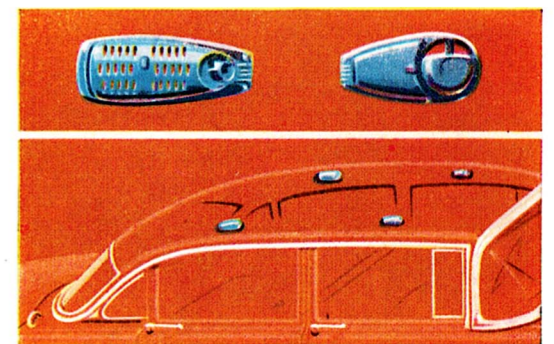
4 Electric Window Lifts—raise and lower windows by master panel on driver's side or by individual controls on each door. 4-window controls standard on ROADMASTER, SUPER and CENTURY Convertibles and ROADMASTER Riviera. 4-window controls available in every other 1955 Buick except the 2-Door SPECIAL Sedan.



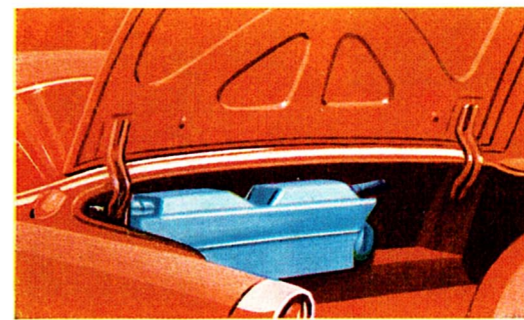
Cool air when and where you want it with Buick Airconditioner



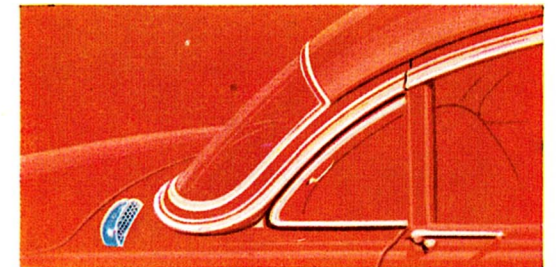
WITH the typical thoroughness they apply to every phase of car comfort, Buick engineers have perfected an air-conditioning system which overcomes the many problems of car cooling in a practical way. The following illustrations show how this Buick Airconditioner tops any other system you can buy today.



Draft-free, individually controlled. Four outlets, one over each side window, let passengers regulate and direct gentle stream of incoming air for maximum comfort. You'll find driving with a Buick Airconditioner always brings you to the end of your trip feeling far more refreshed. In addition, because windows are closed, you travel in a golden silence undisturbed by wind and traffic sounds outside.



Compact. The Buick Airconditioner "cold coil" is stored far back on the trunk shelf—completely out of the way of luggage. Compressor is under hood.



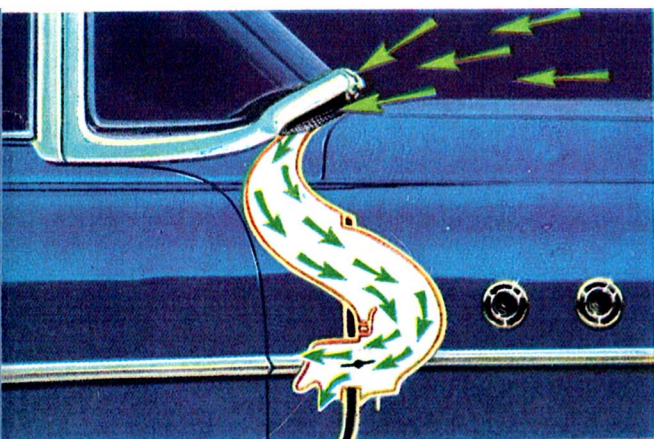
Always cooler and fresher inside. Two air scoops bring in continuous supply of outside air. So cooled interior air is always fresh, filtered, free of dust and pollen. Because of this total filtering, many owners use their Buick Airconditioners far longer than just through the hot season.



Automatic and quick cooling. Set the temperature you want—up to 270 cu. ft. of air per minute flow in to cool down hot interiors in just a few minutes. And even if you're moving through slow city traffic, you'll get quick cooling with the 1955 Buick Airconditioner's considerably increased condenser and compressor capacities.

Available in all 1955 Buick 4-Door Sedans and Rivieras. The Buick Airconditioner's cost, when you consider how much pleasure and comfort it gives, is moderate indeed.

Ideal combination—HIGH-AIR INTAKE VENTILATION AND WEATHER-WARDEN HEATER



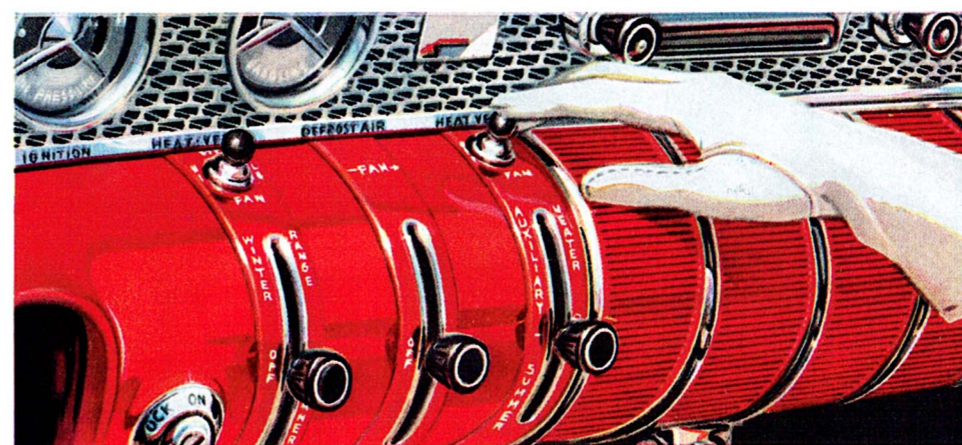
You get cool dry air even in a downpour because Buick's High-Air Intake Ventilation System, as this sketch shows, has two traps to catch and drain off rain water.

HERE'S where you can really do something about the weather in every season.

In hot weather—Buick's High-Air Intake Ventilation System brings in as much as 1000 cubic feet of fresh air per minute through the screened intake at the base of every 1955 Buick windshield. Since this air comes in over the hood, it's cooler, cleaner and freer from road heat and dirt.

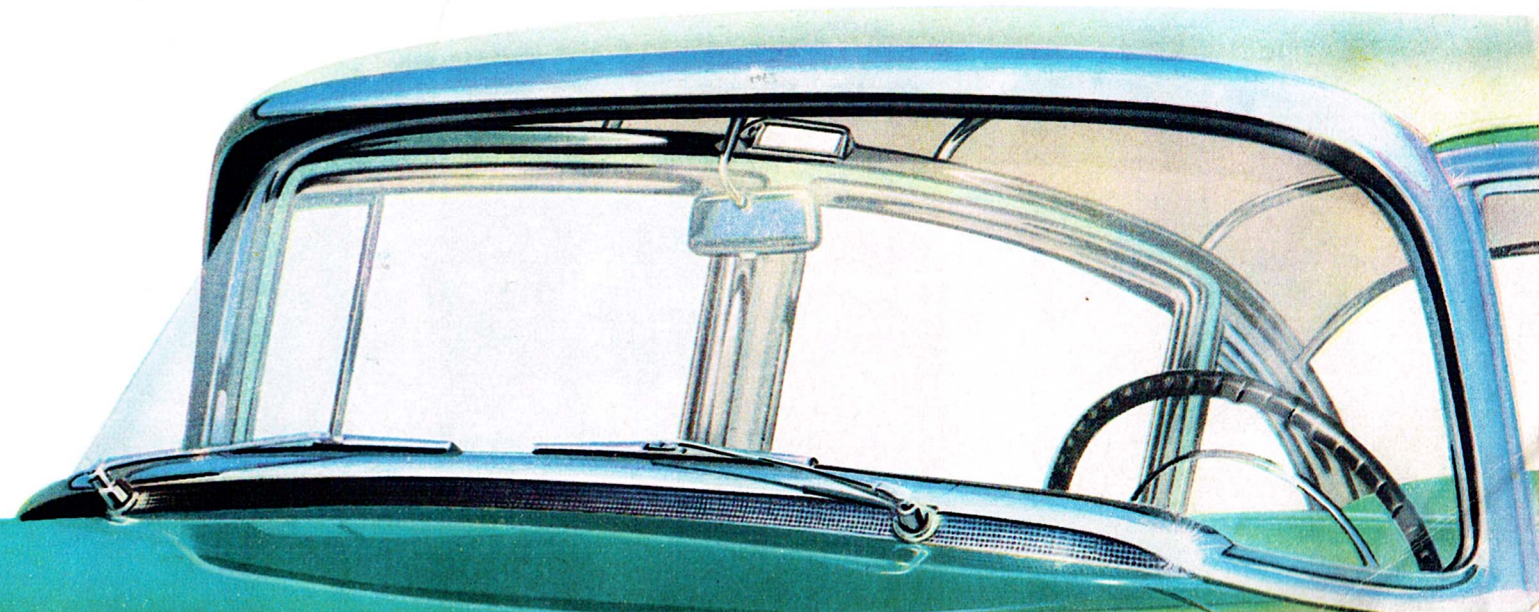
In cold weather—Buick's WeatherWarden heating system brings you two-direction heating at a price you usually pay for one. Warm air comes from both the central unit under the driver's seat and from the dash unit near the right door. A blower fan at each location speeds warm-up and circulation.

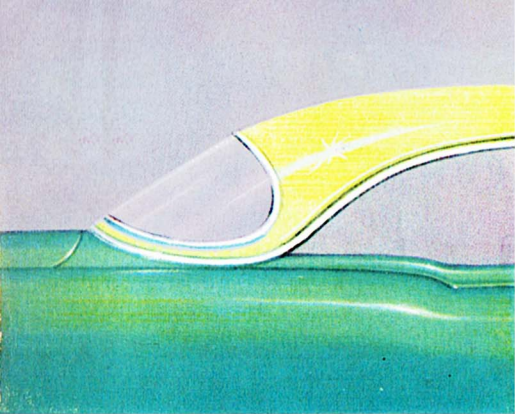
High-Air Intake Ventilation—greater heating capacity—individual controls for both—prove that Buick gives you more comfort all through the year.



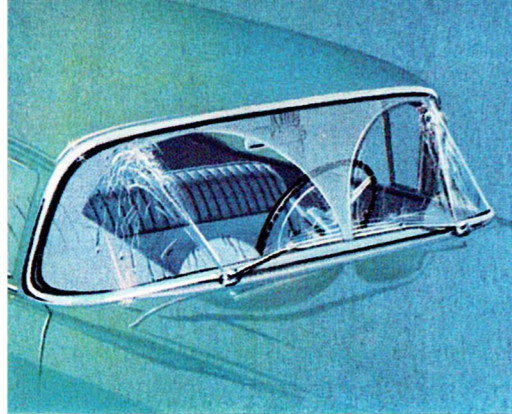
Easy-to-reach controls for both driver and passenger.

Push the knobs up and warm air flows in. Pull them down, and in comes cool air. With Buick heating and ventilation, you get a complete change of air several times a minute, even with only a single vent pane open to dispose of "used" air.

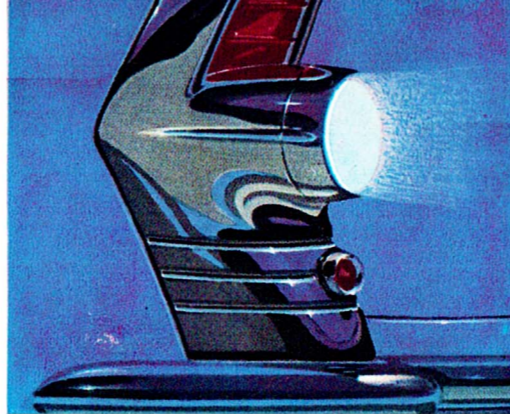




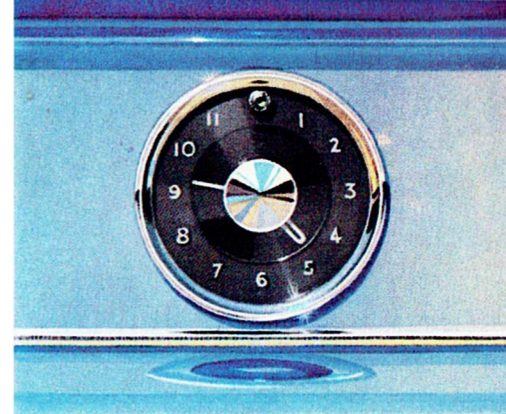
Two-Tone Paint—your choice of any two 1955 Buick colors—over 200 combinations in all—at exceptionally modest cost.



Automatic Windshield Washer—plays two adjustable jets of water on windshield, while wipers clear away dirt. Shuts off automatically. Standard on ROADMASTER, optional on other Series.



Safety Group—back-up lights, brake warning light (a reminder parking brake is on), windshield washers, glareproof rear-view mirror. Standard on ROADMASTER, optional on all other Series.

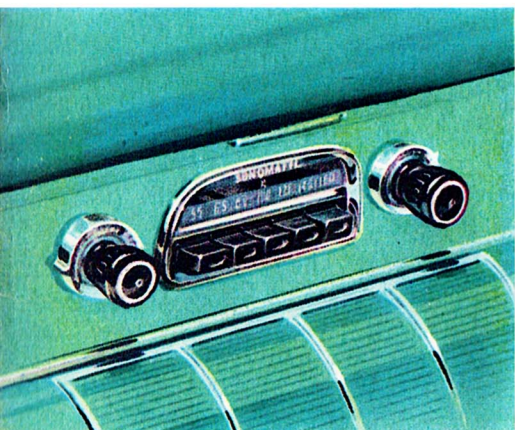


Accessory Group "M"—Designed for SPECIAL Series. Includes electric clock, full wheel covers, automatic trunk light, rear license plate frame.

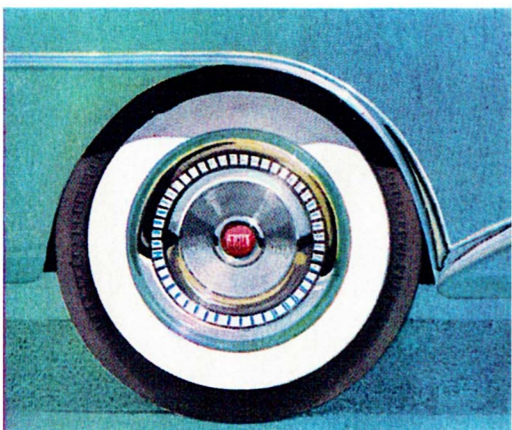


Buick Selectronic Radio—Operates by both toe-button and finger-tip control. Electronic "brain" picks up all available wave lengths unless set for strong signals only. Finest automobile radio made. Available all Series.

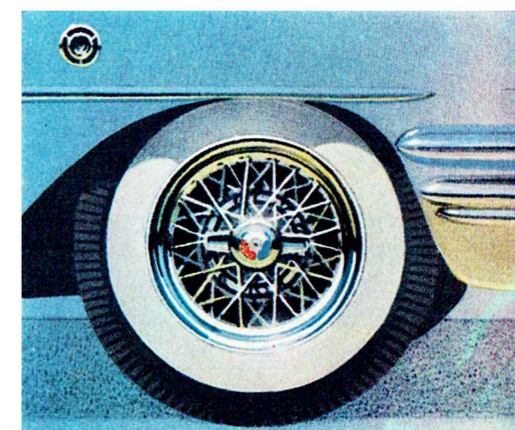
Factory-installed accessories designed for your Buick



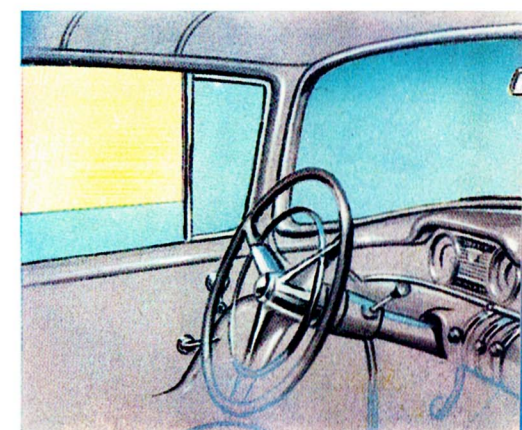
Buick Sonomatic Radio—clear push-button reception of any five stations—even wider station selection by dial. Famous for its superb tone. Available all Series.



Tubeless White Wall Tires—smoother, quieter riding—give longer mileage, add perfect glamour touch to Buick beauty. Available all Series.



Wire Wheels—Forty gleaming spokes on every wheel give your Buick classic sports-car verve. Available on ROADMASTER, SUPER and CENTURY.



Easy-Eye Glass—Cuts down sun heat and glare through windshield and all windows. Available all Series.

Roadmaster SERIES 70

BUICK VALVE-IN-HEAD V8 ENGINE—Compression ratio 9.0, 236 horsepower. Bore and stroke 4.0 x 3.2 inches. Displacement, 322 cubic inches. 4-barrel Airpower Carburetor. Full-pressure lubrication to main, connecting rod and camshaft bearings, and low-pressure lubrication to rocker arms. Oil capacity (refill) 6 quarts.

VARIABLE PITCH DYNAFLOW DRIVE—Torque converter with gears. No clutch pedal. Variable pitch stator. Total oil capacity, 10 quarts.

WHEELBASE—127 inches on all models. Over-all car length, 215.9 inches.

FUEL SYSTEM—Thermostatic heat control, automatic choke, automatic idle control. Intake silencer and oil bath air cleaner. Fuel strainer. Fuel tank capacity, 19 gallons.

COOLING SYSTEM—Thermostatic and By-Pass Temperature Control; pressure relief valve in filler cap. Water capacity, 18.5 quarts, 20 quarts with heater.

REAR AXLE—Torque-tube drive, semi-floating rear axle with hypoid gears. Gear ratio, 3.4.

SUSPENSION—Independent front wheel suspension with ride stabilizer. All coil springs.

STEERING—Buick Safety Power Steering standard; 24.1 to 1 over-all ratio.

FRAME—Double Drop, Channel X Center Cross Member, Box Type Front Cross Member.

SHOCK ABSORBERS—Front: Double Acting Direct type. Rear: Double Acting lever type.

BRAKES—Four-wheel hydraulic. Buick cast brake drums. Size, 12-inch diameter. StepOn parking brake. Power brakes optional at extra cost.

ELECTRICAL SYSTEM—12-volt Delco-Remy, Solenoid starter. Battery mounted under hood.

WHEELS AND TIRES—Tubeless tires. Broad rim, demountable steel disc wheels. 15 x 6. Size 8.00-15—4 ply. Wire wheels, optional at extra cost, equipped with conventional tire and tube.

Super SERIES 50

BUICK VALVE-IN-HEAD V8 ENGINE—Compression ratio 9.0, 236 horsepower. Bore and stroke, 4.0 x 3.2 inches. Displacement, 322 cubic inches. 4-barrel Airpower Carburetor. Full-pressure lubrication to main, connecting rod, and camshaft bearings, and low-pressure lubrication to rocker arms. Oil capacity (refill), 6 quarts.

VARIABLE PITCH DYNAFLOW DRIVE—(Optional at extra cost) Torque converter with gears. Variable pitch stator. No clutch pedal. Total oil capacity, 10 quarts.

WHEELBASE—127 inches on all models. Over-all car length, 215.9 inches.

FUEL SYSTEM—Thermostatic heat control, automatic choke with idle control. Intake silencer and oil bath air cleaner. Fuel strainer. Fuel tank capacity, 19 gallons.

COOLING SYSTEM—Thermostat and By-Pass Temperature Control; pressure relief valve in filler cap. Water capacity 18.5 quarts, 20.0 quarts with heater.

REAR AXLE—Torque-tube drive, semi-floating rear axle with hypoid gears. Gear ratios, 3.4.

SUSPENSION—Independent front wheel suspension with ride stabilizer. All coil springs.

STEERING—Buick Safety Power Steering standard; 24.1 to 1 over-all ratio.

FRAME—Double Drop, Channel X Center Cross Member, Box Type Front Cross Member.

SHOCK ABSORBERS—Front: Double Acting Direct type. Rear: Double Acting Lever type.

BRAKES—Four-wheel hydraulic. Buick cast brake drums. Size, 12-inch diameter. StepOn parking brake. Power Brakes optional at extra cost.

ELECTRICAL SYSTEM—12-volt Delco-Remy. Solenoid starter. Battery mounted under hood.

WHEELS AND TIRES—Tubeless tires. Broad rim, demountable steel disc wheels. 15 x 6. Size 7.60-15—4 ply. Wire wheels, optional at extra cost, equipped with conventional tire and tube.

1955 Buick Specifications

Century SERIES 60

BUICK VALVE-IN-HEAD V8 ENGINE—Compression ratio 9.0, 236 horsepower. Bore and stroke, 4.0 x 3.2 inches. Displacement 322 cubic inches. 4-barrel Airpower Carburetor. Full-pressure lubrication to main, connecting rod, and camshaft bearings, and low-pressure lubrication to rocker arms. Oil capacity (refill), 6 quarts.

VARIABLE PITCH DYNAFLOW DRIVE—(Optional at extra cost) Torque converter with gears. Variable pitch stator. No clutch pedal. Total oil capacity, 10 quarts.

WHEELBASE—122 inches on all models. Over-all car length, 206.6 inches.

FUEL SYSTEM—Thermostatic heat control, automatic choke, automatic idle control. Intake silencer and oil bath air cleaner. Fuel strainer. Fuel tank capacity, 19 gallons.

COOLING SYSTEM—Thermostatic and By-Pass Temperature Control; pressure relief valve in filler cap. Water capacity, 18.5 quarts, 20 quarts with heater.

REAR AXLE—Torque-tube drive, semi-floating rear axle with hypoid gears. Gear ratio, 3.4.

SUSPENSION—Independent front wheel suspension with ride stabilizer. All coil springs.

STEERING—Ball Bearing Worm and Nut; 26.7 to 1 over-all ratio. Buick Safety Power Steering available with 24.1 to 1 over-all ratio.

FRAME—Double Drop, Channel X Center Cross Member, Box Type Front Cross Member.

SHOCK ABSORBERS—Front: Double Acting Direct type. Rear: Double Acting Lever type.

BRAKES—Four-wheel hydraulic. Buick cast brake drums. Size, 12-inch diameter. StepOn parking brake. Power brakes optional at extra cost.

ELECTRICAL SYSTEM—12-volt Delco-Remy. Solenoid starter. Battery mounted under hood.

WHEELS AND TIRES—Tubeless Tires. Broad rim, demountable steel disc wheels. 15 x 6. Size 7.60-15—4 ply. Wire wheels, optional at extra cost, equipped with conventional tire and tube.

Special SERIES 40

BUICK VALVE-IN-HEAD V8 ENGINE—Compression ratio 8.4, 188 horsepower. Bore and stroke, 3.625 x 3.2 inches. Displacement 264 cubic inches. Full-pressure lubrication to main, connecting rod and camshaft bearings, and low-pressure lubrication to rocker arms. Oil capacity (refill), 6 quarts.

VARIABLE PITCH DYNAFLOW DRIVE—(Optional at extra cost)—Torque converter with gears. Variable pitch stator. No clutch pedal. Total oil capacity, 10 quarts.

WHEELBASE—122 inches, all models. Over-all car length, 206.6 inches.

FUEL SYSTEM—Thermostatic heat control, automatic choke with idle control. Intake silencer and oil bath air cleaner. Fuel strainer. Fuel tank capacity, 19 gallons.

COOLING SYSTEM—Thermostat and By-Pass Temperature Control; pressure relief valve in filler cap. Water capacity conventional transmission, 16.5 quarts, 18.0 quarts with heater. With Dynaflo Drive, 18.5 quarts, 20.0 quarts with heater.

REAR AXLE—Torque-tube drive, semi-floating rear axle with hypoid gears. Gear ratios, 3.9 on all models. With Dynaflo Drive, 3.6 on all models.

SUSPENSION—New independent front wheel suspension with ride stabilizer. All coil springs.

STEERING—Ball Bearing Worm and Nut; 26.7 to 1 over-all ratio. Buick Safety Power Steering available, with 24.1 to 1 over-all ratio.

FRAME—Double Drop, Channel X Center Cross Member, Box Type Front Cross Member.

SHOCK ABSORBERS—Front: Double Acting Direct type. Rear: Double Acting Lever type.

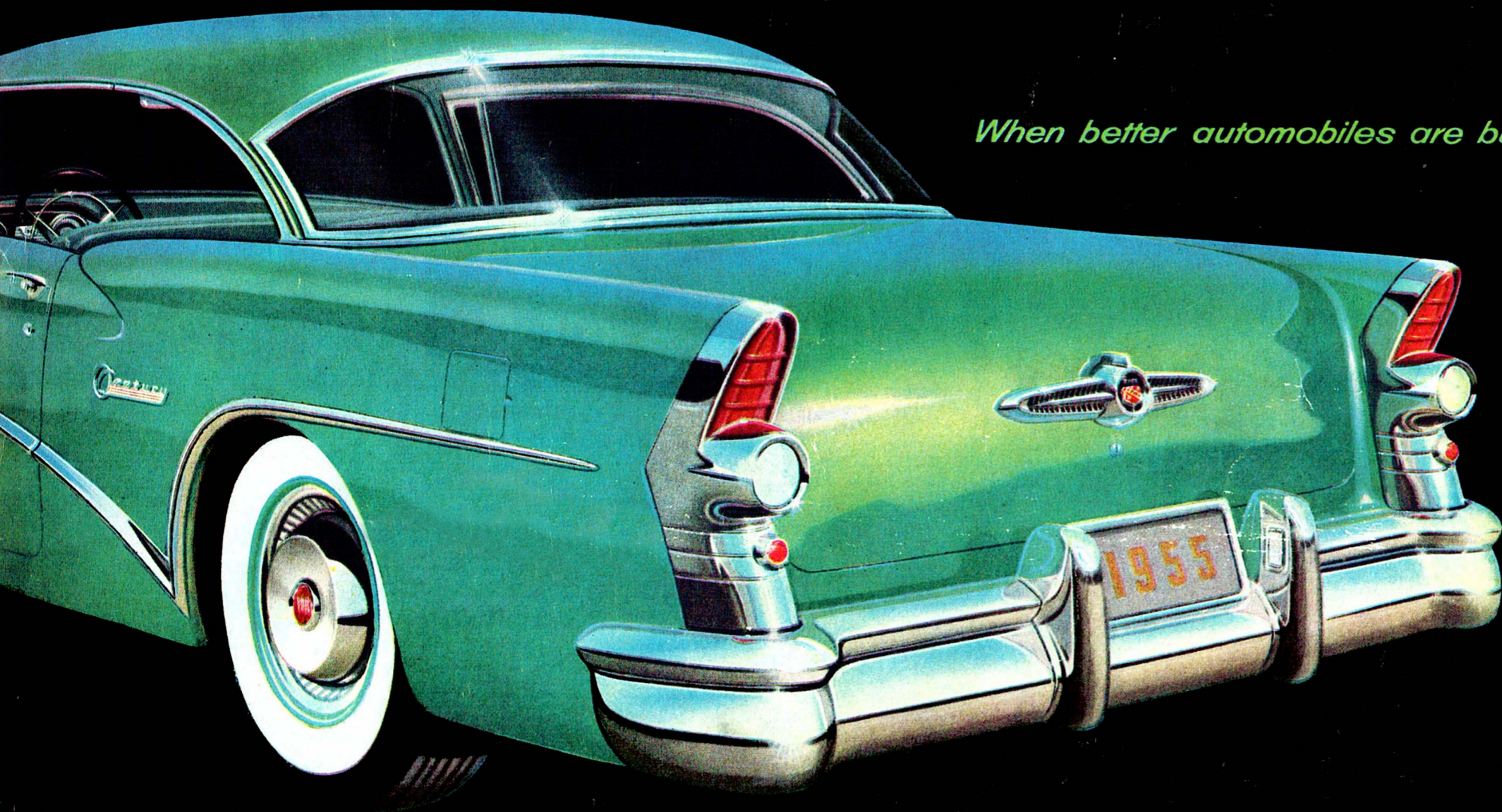
BRAKES—Four-wheel hydraulic. Buick cast brake drums. Size 12-inch diameter. StepOn parking brake. Power Brakes optional at extra cost.

ELECTRICAL SYSTEM—12-volt Delco-Remy, Solenoid starter. Battery mounted under hood.

WHEELS AND TIRES—Tubeless Tires. Broad rim, demountable steel disc wheels 15 x 5.50. Standard size 7.10 x 15. Optional size 7.60 x 15.

Buick Motor Division, General Motors Corporation, reserves the right to make changes, at any time, without notice, in prices, colors, materials, equipment, specifications and models, and also to discontinue models.

BUICK MOTOR DIVISION • • • General Motors Corporation • • • FLINT 2, MICHIGAN

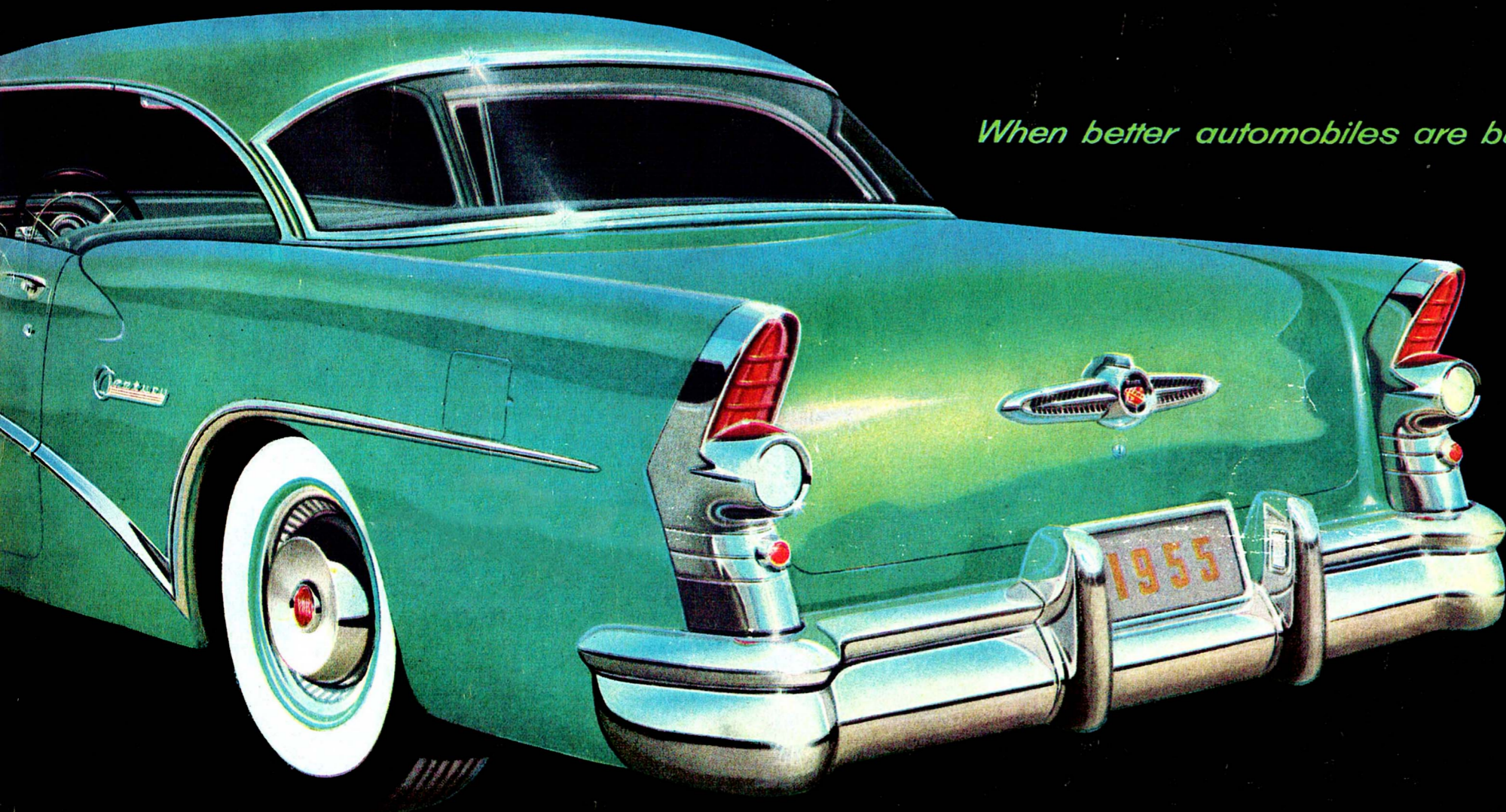


When better automobiles are built BUICK will build them



*Forefront of fashion
—Thrill of the year*

Buick
1955



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