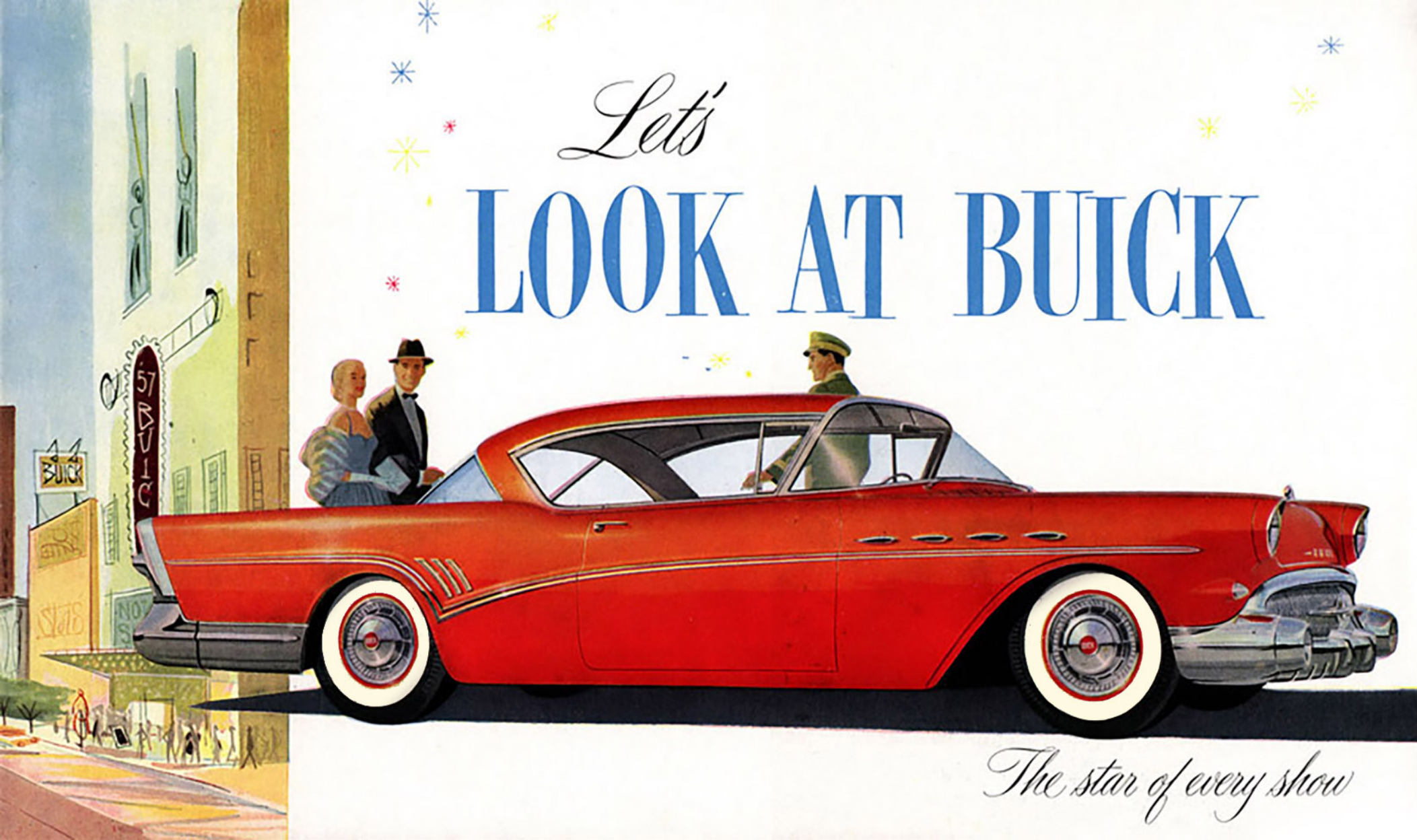


Let's
LOOK AT BUICK



The star of every show



For '57

Big Thrill's Buick

Buick is beauty in motion—the perfect blending of new looks with new action. Buick is the most pleasant driving experience of a lifetime.

Long, low-sweep styling, the new Sweep-Ahead design, is instantly apparent and eye-pleasing from every viewpoint.

Along with this, Buick in 1957 brings you a completely new car in action, power, and performance; in riding comfort and smart new interiors; in driving ease and roominess. And it is a car that is completely new in all-around visibility.

In addition, you get more plus benefits in a Buick than in any other automobile—those benefits such as pride of ownership, extra safety, lasting value, and above all others—that one outstanding factor of "quality" that has given Buick such prestige throughout the years.

Look the display cars over very carefully when you visit your Buick dealer's and you'll find evidence all around you of Buick's meticulous craftsmanship. Check their interiors—you'll find them fresh, sparkling, and beautiful. Look under the hood and you will see similar quality in Buick's gleaming, new 364-cubic-inch V-8 engine.

Meet the Thrilling Four-Door Hardtops

Riviera beauty—that pillarless open-air styling pioneered by Buick—is more than ever the pride of the new line.

In 1957, Buick has advanced this sporty new look far beyond its original conception. The new Four-Door Rivas, with wide-opening, full-width doors and without the center door post, combine the comfort of a sedan with the zestful styling of a hardtop convertible.

The thrilling Four-Door Riviera look is the result of Buick's 1957 "low-silhouette" styling.

The hood, roof, and rear deck lines of all models have been lowered, still retaining all of Buick's traditional interior roominess.

This year, you will find that Buick has the greatest selection of Four-Door Rivas ever offered—five models in all, and each one a distinguished bearer of Buick's new low-silhouette grace.

If your motoring interest lies in the direction of a four-door hardtop, you will find on these pages that Buick has made one for you.



ROADMASTER

Leader of the four-door line is this graceful Roadmaster Riviera, Model 73. You will readily recognize its distinctive treatment—divided rear window and chrome roof molding. And you will enjoy all of Buick's greatest advancements for 1957—

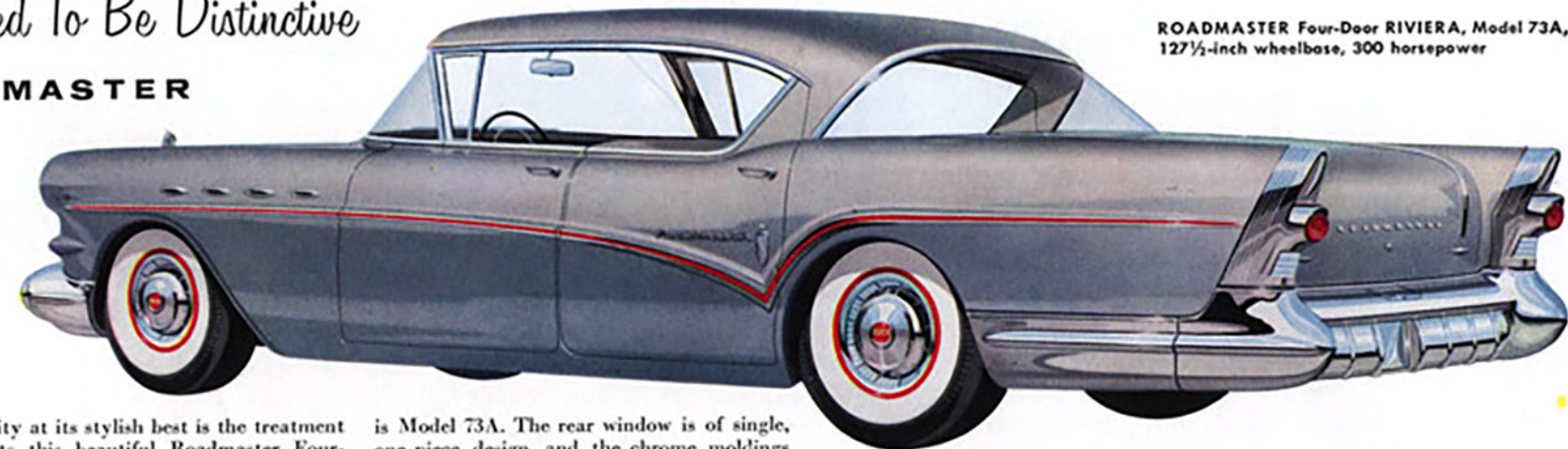
new Levelized Braking, new Safety Power Steering, convenient power window lifts, and many other exciting new features.



ROADMASTER Four-Door RIVIERA, Model 73, 127½-inch wheelbase, 300 horsepower

Designed To Be Distinctive

ROADMASTER



ROADMASTER Four-Door RIVIERA, Model 73A, 127½-inch wheelbase, 300 horsepower

Simplicity at its stylish best is the treatment that sets this beautiful Roadmaster Four-Door Riviera apart from its sister model. This

is Model 73A. The rear window is of single, one-piece design, and the chrome moldings have been omitted from the top.

Sparkling Four-Door Beauty

This beautiful Super Four-Door Riviera has king-size roominess. Styled and built in the fine car manner—
inches lower than any Super you've known.



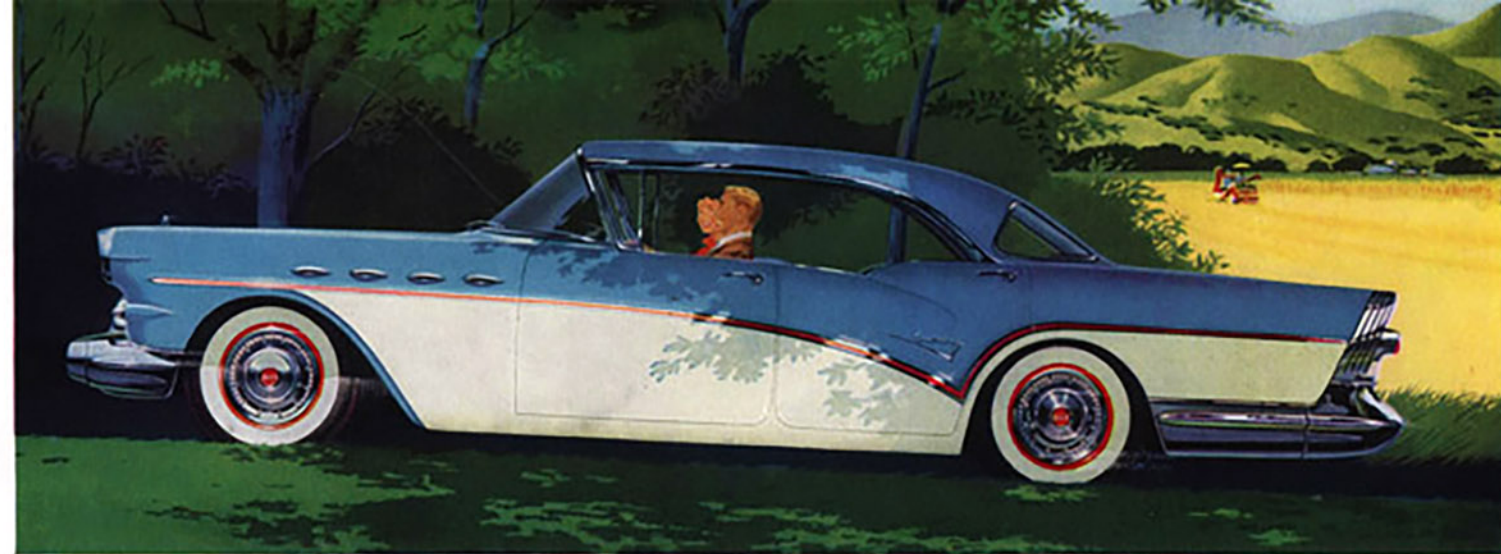
SUPER Four-Door RIVIERA, Model 53, 127½-inch wheelbase, 300 horsepower

CENTURY

There's a brand-new zest to your four-door living in this breath-taking Century, liveliest performer on the road.

This great model has more room than ever, and the ride and handling are excitingly new. If you like four-door openness and great performance, here's your car.

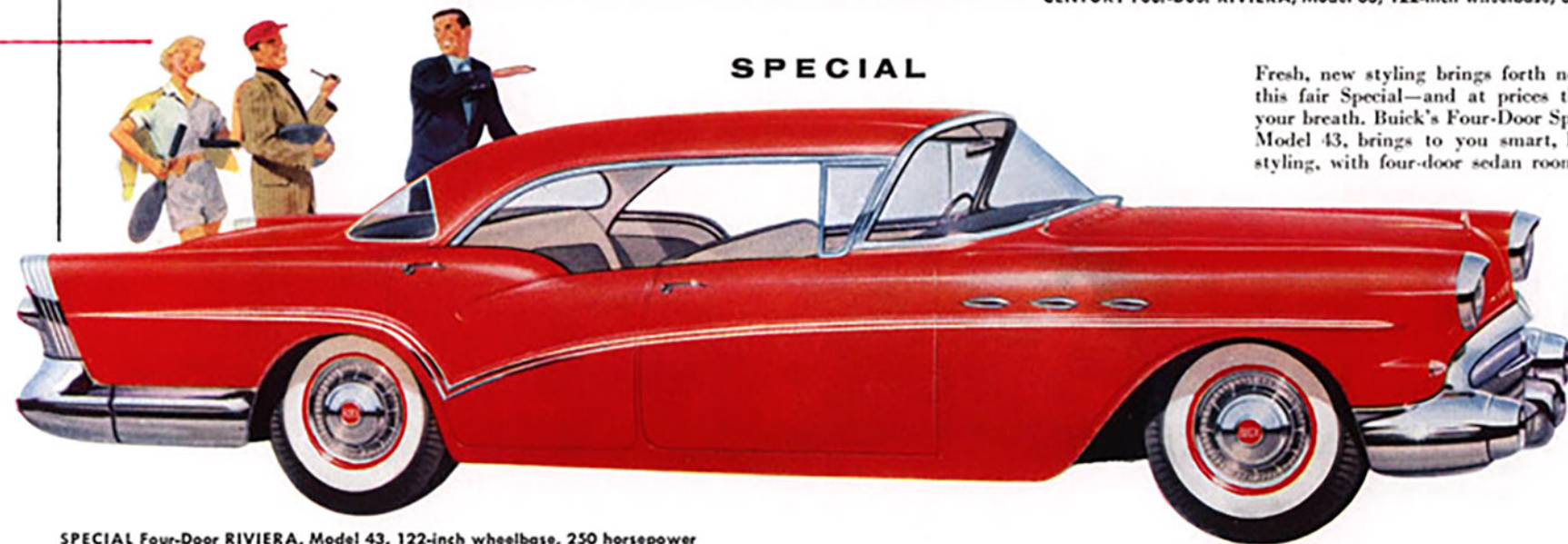
⊗ Not shown here, but also available in new sedan styling is the smart new Century Four-Door Sedan, Model 61.



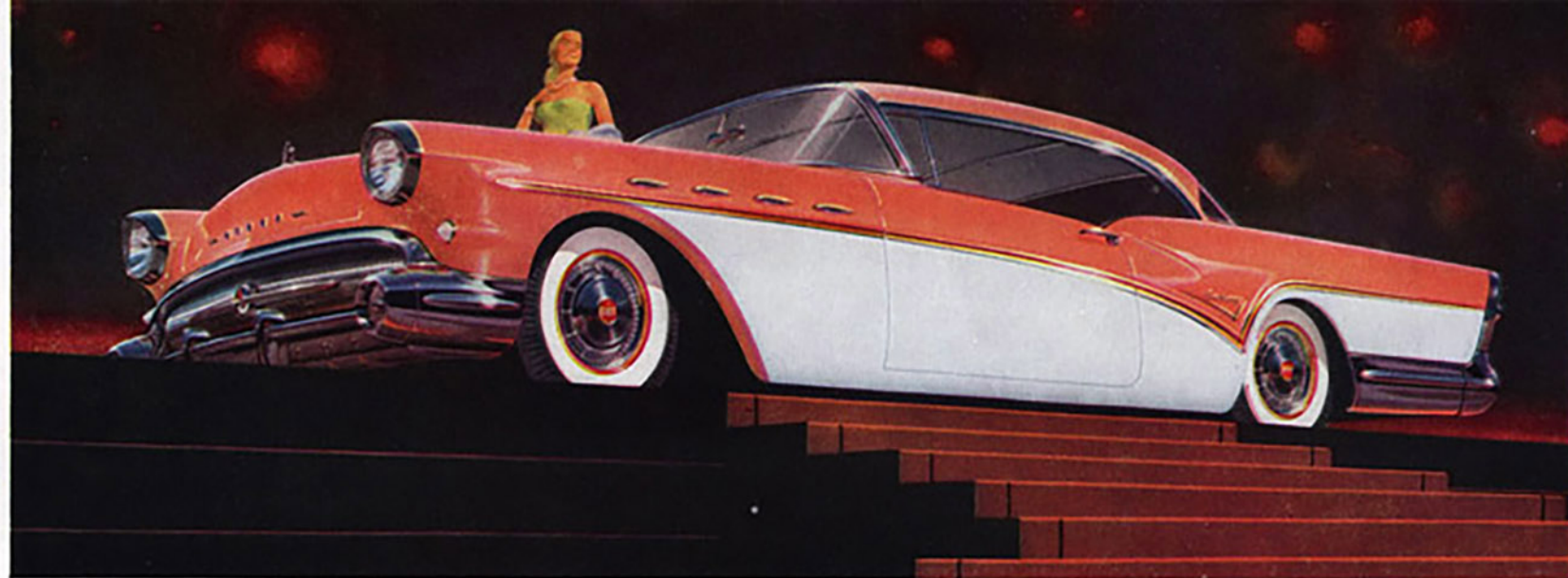
CENTURY Four-Door RIVIERA, Model 63, 122-inch wheelbase, 300 horsepower

SPECIAL

Fresh, new styling brings forth new beauty in this fair Special—and at prices that will take your breath. Buick's Four-Door Special Riviera, Model 43, brings to you smart, low-silhouette styling, with four-door sedan roominess.



SPECIAL Four-Door RIVIERA, Model 43, 122-inch wheelbase, 250 horsepower



CENTURY Two-Door RIVIERA, Model 66R, 122-inch wheelbase, 250 horsepower

Two-Door Beauty With a Brand-New Flair

Buick's two-door hardtops are attracting more attention this year than they did even back in 1949, when this revolutionary new idea in styling was introduced by Buick for the first time.

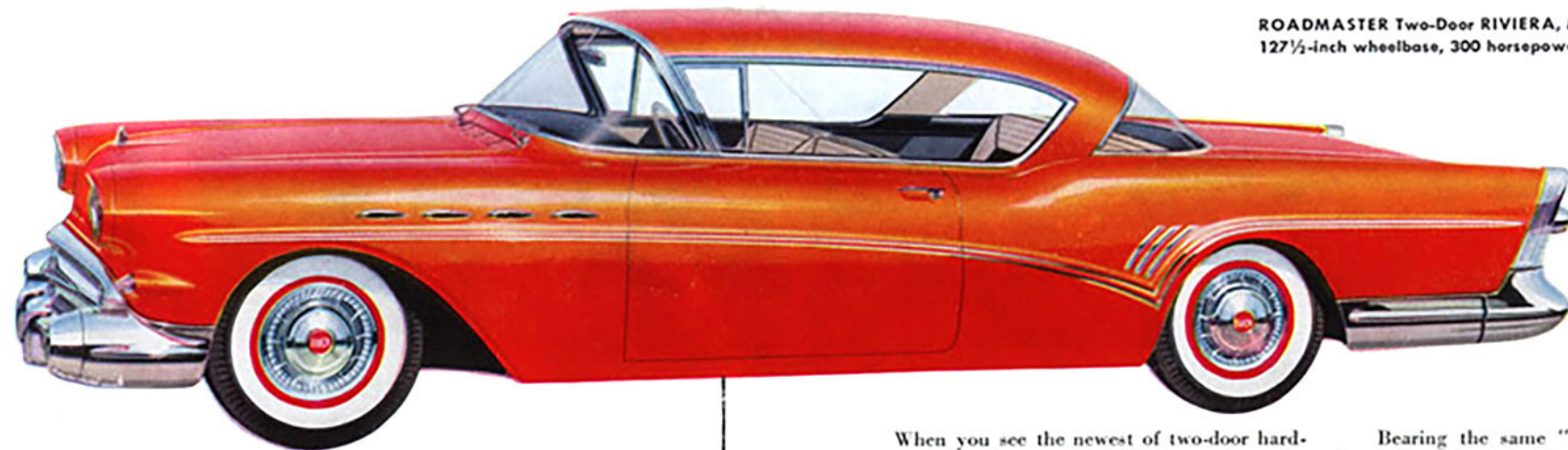
Take one look at the newest look in hardtops—Buick's new Two-Door Riviera styling—and you see the reason for this wide attention. With the low, sweeping new lines, and new open-air dimensions, there is brand-new eye-appeal. And there's new practicality in these roomy Rivieras. You have the sportiness of a convertible with the solid enclosures of a hardtop.

This is Buick's vintage year in hardtops, and,

whether your desire is Roadmaster, Super, Century, or Special, we know that you have never enjoyed two-door styling in such a full-of-life sporting manner.

In the Century Riviera shown above, Model 66R, there's performance plus with beauty to match. Notice how the wider vision Panoramic windshield slopes smartly rearward. Two fashion-tapered lines flow across the roof to form a smart three-piece rear window.

This model has new Variable Pitch Dynaflo as standard equipment, a wide choice of custom-quality standard trim, and a host of other 1957 motoring extras for your Century enjoyment.



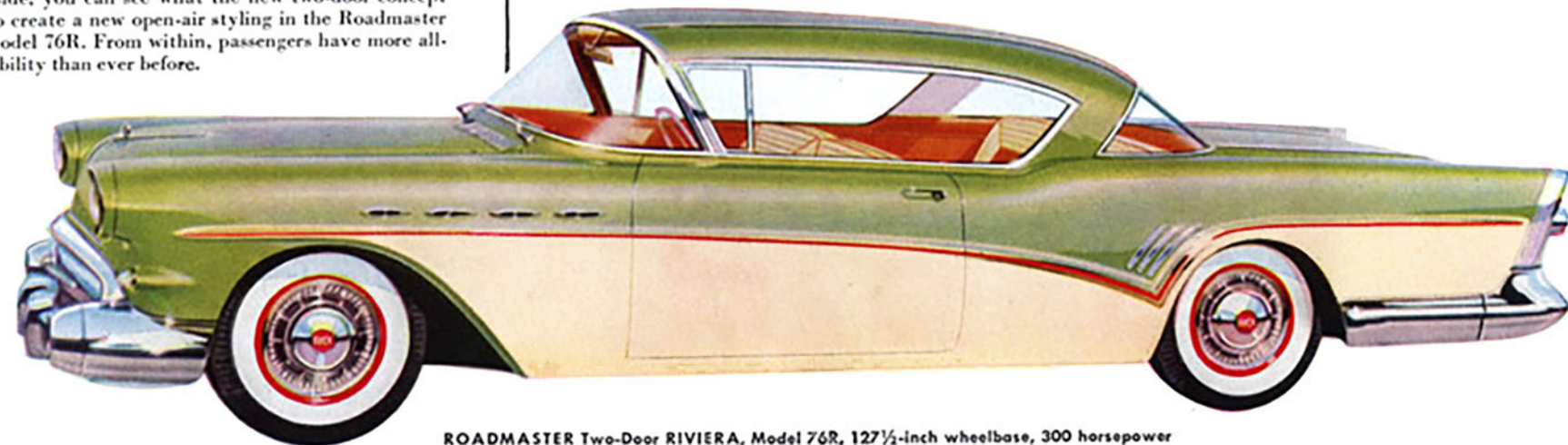
ROADMASTER Two-Door RIVIERA, Model 76A, 127½-inch wheelbase, 300 horsepower

ROADMASTER

When you see the newest of two-door hardtops, Roadmaster, Model 76A, you'll see why Buick's stylists are so proud of this one. Interiors, are the finest that can be made.

Bearing the same "dream car" styling found throughout the line, the 76A combines its new two door appeal with the greatest power plant in Buick's history.

From the side, you can see what the new two-door concept has done to create a new open-air styling in the Roadmaster Riviera, Model 76R. From within, passengers have more all-around visibility than ever before.

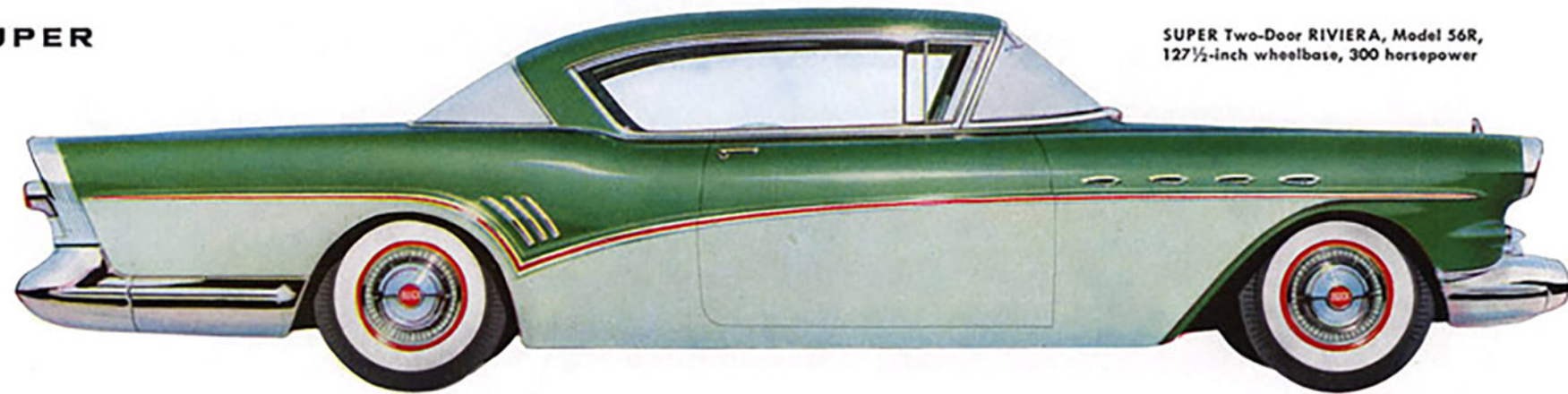


ROADMASTER Two-Door RIVIERA, Model 76R, 127½-inch wheelbase, 300 horsepower



SUPER

SUPER Two-Door RIVIERA, Model 56R,
127½-inch wheelbase, 300 horsepower



The Super Two-Door Riviera, Model 56R, brings a host of extras not found in any other car in the middle price range. It's low when you

stand beside it, yet has ample room when you sit inside. Smart new look. Smooth new ride and handling.

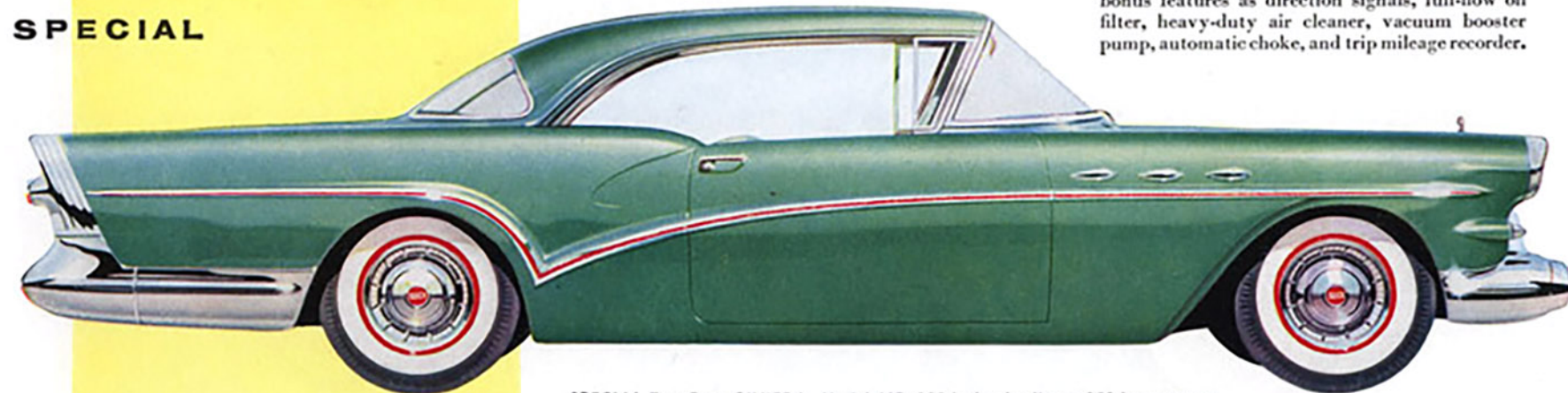
TWO-DOOR SMARTNESS

SPECIAL

A bright new day of driving awaits the owner of this Two-Door Riviera, Model 46R, an un-

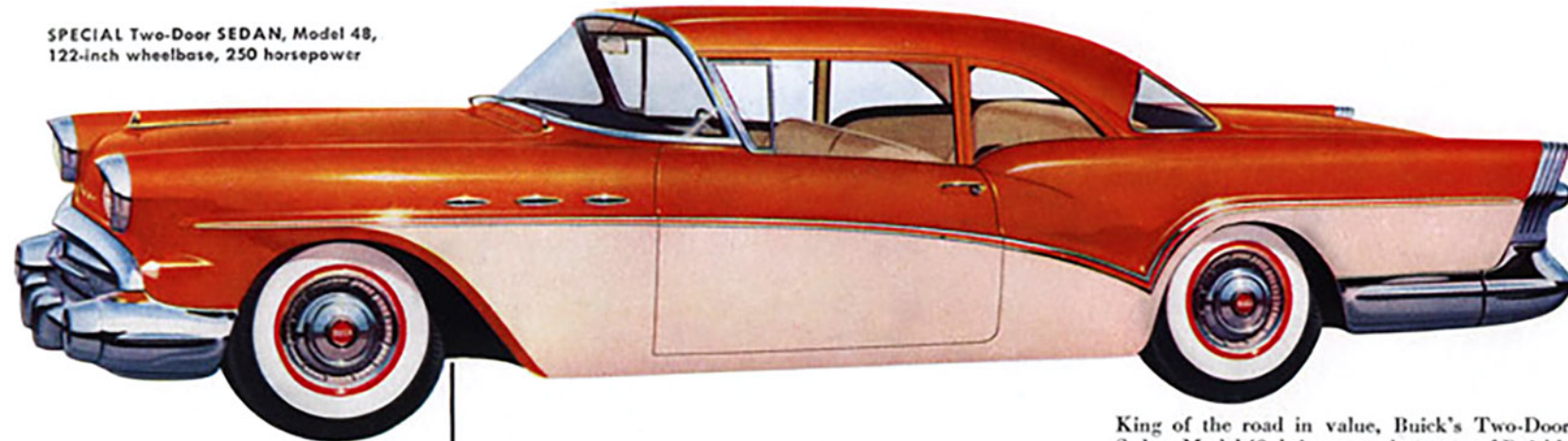
beatable hardtop value for the budget minded.

Standard equipment includes such Buick bonus features as direction signals, full-flow oil filter, heavy-duty air cleaner, vacuum booster pump, automatic choke, and trip mileage recorder.



SPECIAL Two-Door RIVIERA, Model 46R, 122-inch wheelbase, 250 horsepower

SPECIAL Two-Door SEDAN, Model 48,
122-inch wheelbase, 250 horsepower

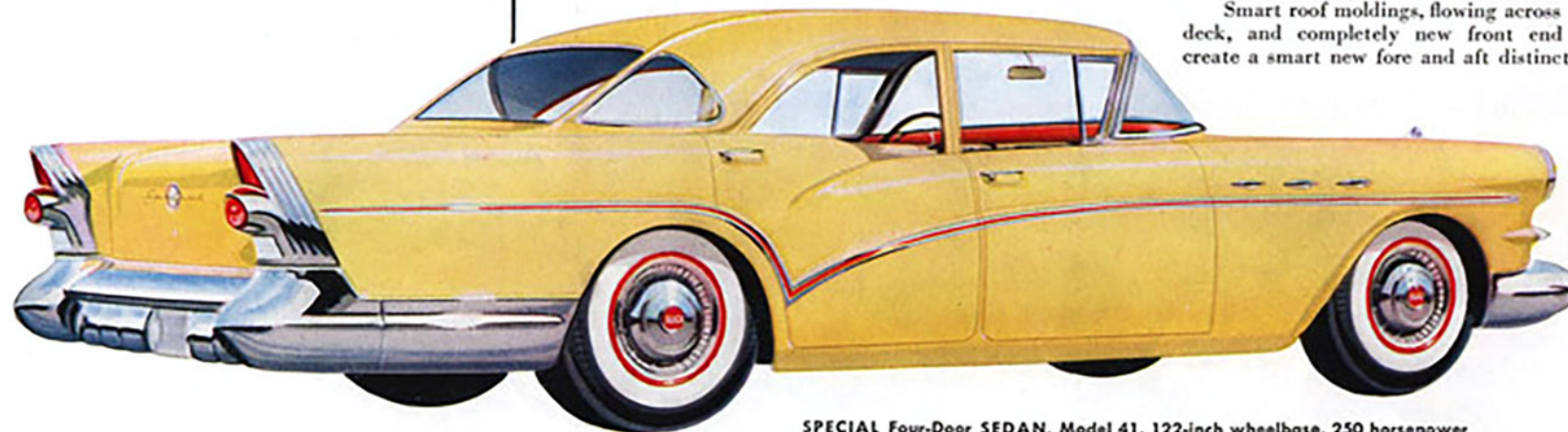


King of the road in value, Buick's Two-Door Sedan, Model 48, brings you the cream of Buick's big car features—power, roominess, performance, and new "Low Sweep" styling.

SPECIAL

Buick's new Special Sedan, Model 41, achieves new sedan beauty.

Smart roof moldings, flowing across the rear deck, and completely new front end styling create a smart new fore and aft distinctiveness.



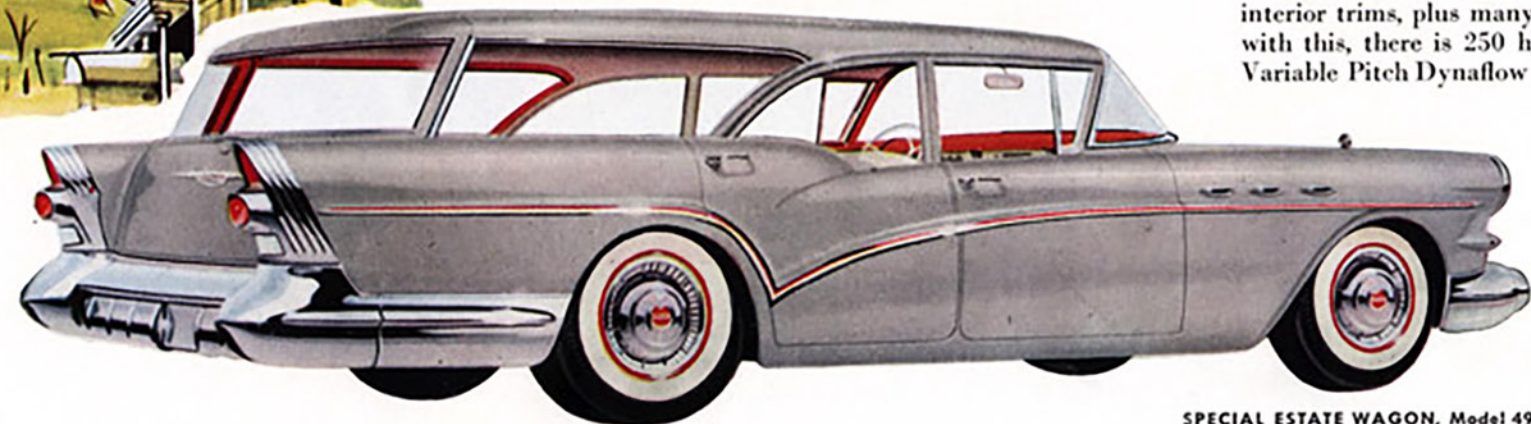
SPECIAL Four-Door SEDAN, Model 41, 122-inch wheelbase, 250 horsepower

Estate Wagon Styling That's Going Places

At a glance, you see here a brand-new body style that transforms suburban America's favorite means of transportation into a true sports wagon.

Buick's new Estate Wagons, with their low-sweeping new lines, wide panoramic vision front and rear, beautifully styled new headlights and taillights, and distinctive new sweepspears, bring heart-winning new beauty into this type of modern transportation.

Both Special and Century Estate Wagons have been designed in the Buick Riviera manner. Two models, the Special 49D, and the Century Caballero, have eliminated the center post completely. The third Buick Estate Wagon, the budget-priced Model 49, retains the center post, but its completely new body carries the Caballero feeling.



SPECIAL ESTATE WAGON, Model 49, 122-inch wheelbase, 250 horsepower

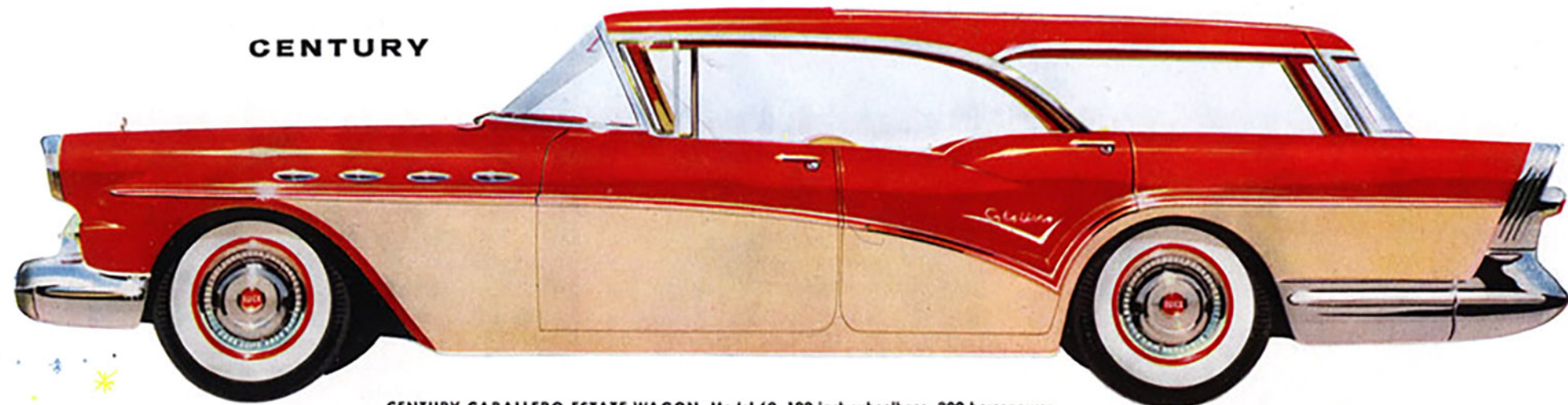
All Buick Estate Wagons are built for big cargoes and passenger comfort. In each, you will enjoy Buick's brand-new ride, the handling ease of Buick's new steering geometry, plus the luxury of smartly tailored interiors.

Equally good news, too, is Buick's Estate Wagon price structure. The thrifty Special Estate Wagons and the pace-setting Century Caballero are priced, as well as styled, to please you.

SPECIAL

You can't tell by its smart new looks, but here is Buick's lowest priced Estate Wagon, Special Model 49.

You have a wider choice than ever of colorful new interior trims, plus many other interior options. Along with this, there is 250 horsepower with the option of Variable Pitch Dynaflo at modest extra cost.



CENTURY CABALLERO ESTATE WAGON, Model 69, 122-inch wheelbase, 300 horsepower

CABALLERO

Here's the newest of all Estate Wagons—the Century Caballero.

In performance, the Caballero is as big and smooth as it looks. It delivers standard equipped with new Variable Pitch Dynaflo and the record new 300-horsepower high-compression V-8 engine.

With a 122-inch wheelbase, the Caballero rides like a limousine, a matchless balance of boulevard softness and rough-road stability.

The new ball joint front-end suspension, Levelized Braking, ride improvements—all contribute to the ease of handling that makes Caballero a pleasure to own.

Buick's roomy new Estate Wagons are built for practicality as well as comfort and beauty. Fold the rear seats down and you have a long, level 101.9 inches of cargo space.



The Special Riviera Estate Wagon, Model 49D, combines the most popular features of the year—low-silhouette styling, Riviera design, Estate Wagon practicality, and big V-8 performance.



Great For The Great Outdoors

Ever have the yen to try a convertible?

There's an old saying: You haven't lived until you do.

Buick's got the finest selection you'll find anywhere in 1957. Roadmaster Convertibles, Super Convertibles, Century Convertibles, Special Convertibles—all in a multitude of color combinations and interior trim selections.

Take the Roadmaster Convertible (pictured below) for example. Talk about outdoor living for the young in heart—here it is.

Luxury marks this open-air beauty from the ground

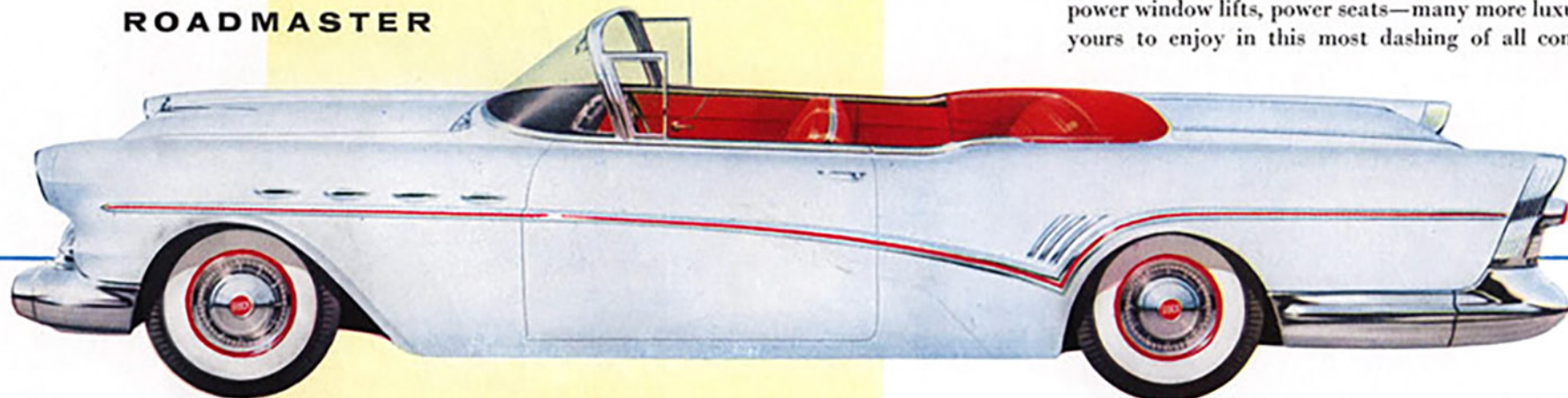
up. This is a real ground hugger that's built with panther-like grace. In fact, the grace is part of the body—part of the stout new '57 chassis that enables this year's line to be the smartest on the road.

And power—well, you have the answer in a 364-cubic-inch engine that produces 300 horsepower.

To convert this power into action, there's the newest Variable Pitch Dynaflo—that most responsive of all transmissions that translates toe pressure into smooth, instantaneous action. When you want to go, you do.

Safety Power Steering, leather interiors, carpeted floors, new Safety Minder, dual mufflers and twin exhaust, power window lifts, power seats—many more luxuries—are yours to enjoy in this most dashing of all convertibles.

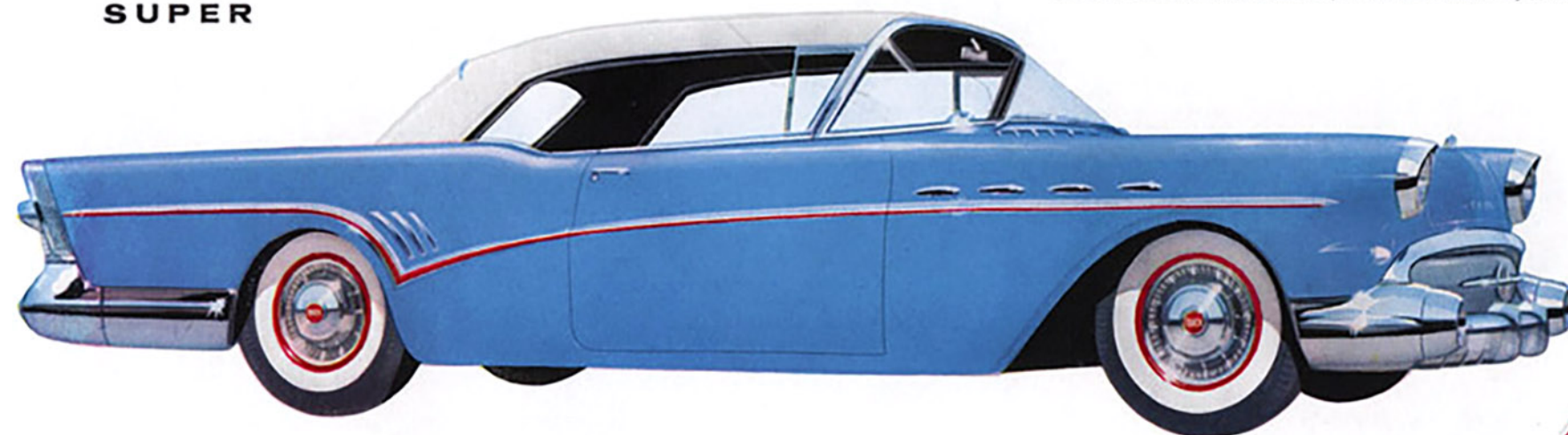
ROADMASTER



ROADMASTER CONVERTIBLE, Model 76C, 127½-inch wheelbase, 300 horsepower

SUPER

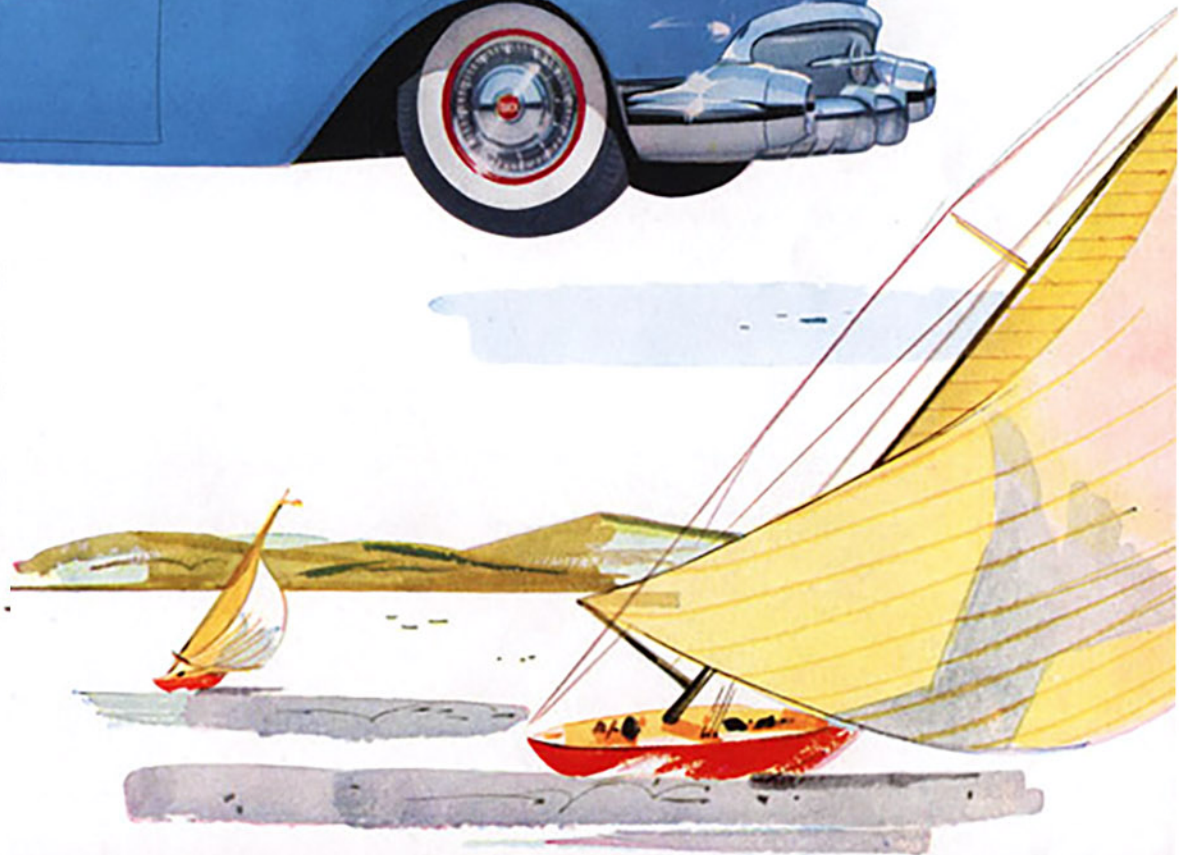
SUPER CONVERTIBLE, Model 56C, 127½-inch wheelbase, 300 horsepower



The Super Convertible truly represents an outstanding value in zestful motoring adventure.

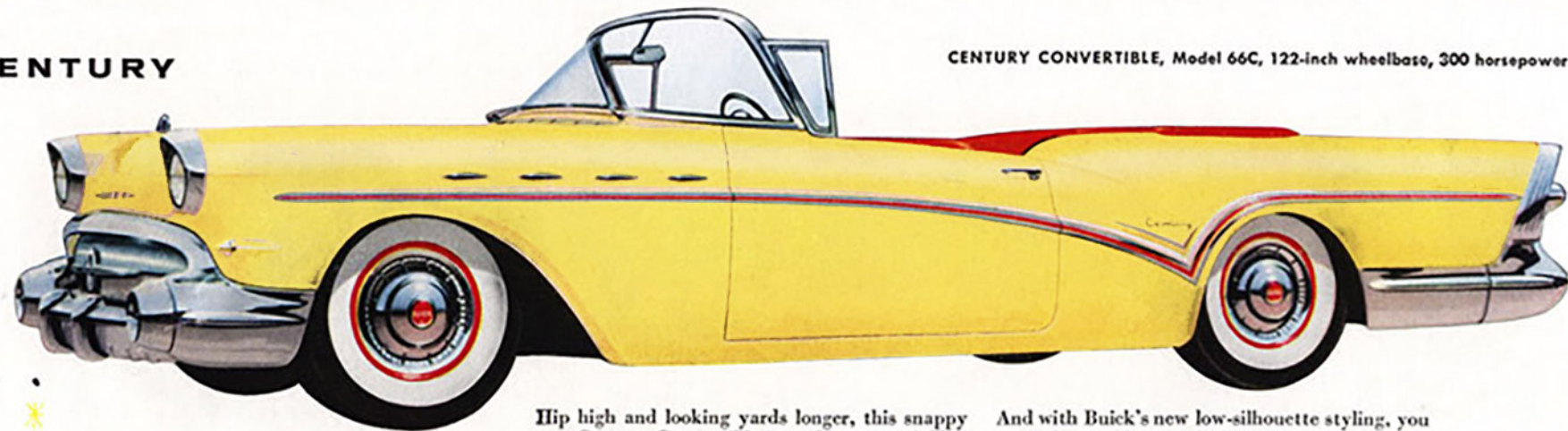
Smart, new, low-slung beauty, tremendous performance and the most complete equipment of any convertible in its price range, here is Buick's big-car competitor in the medium price market.

Standard trim comes in four beautiful all-Cordaveen combinations. Power window lifts and two-way power front seat adjustment, as well as Safety Power Steering, Instant Variable Pitch Dynaflo, carpeted floors and many other items, are standard equipment.



CENTURY

CENTURY CONVERTIBLE, Model 66C, 122-inch wheelbase, 300 horsepower



Flip high and looking yards longer, this snappy new Century Convertible is ready to travel. You get exciting new Convertible performance.

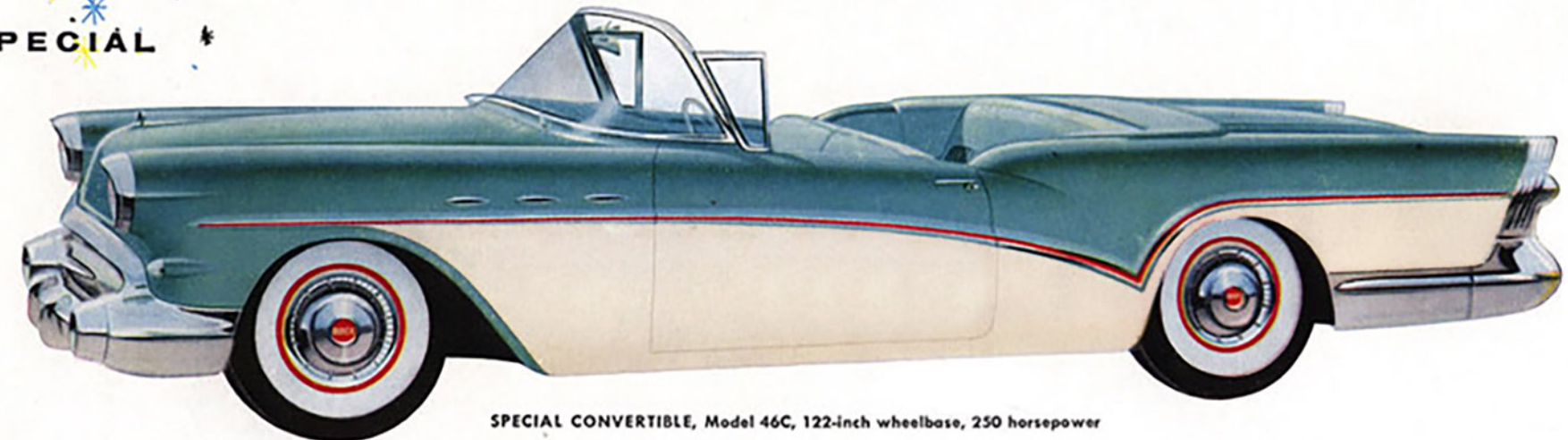
And with Buick's new low-silhouette styling, you are in for new driving thrills in this action-packed Convertible.

Long, Low—Loves To Go

For sheer thrill in convertible driving, here's the low-swept Special Convertible combining snappiest styling with great new Buick performance.

Adding still further to its new smartness is a wide selection of bright, all-Cordaveen interior trims with tops in colors to match.

SPECIAL



SPECIAL CONVERTIBLE, Model 46C, 122-inch wheelbase, 250 horsepower

The Action's New in '57

You will know it the minute you touch the new accelerator pedal . . .

Buick is entirely new in 1957—and styling is just one part of that newness. The action—power, responsiveness, driving ease, ride, interior comfort, and convenience—is as new and excitingly pleasant as is the smart new styling.

With Buick's new Variable Pitch Dynaflo your take-off is more instantaneous than ever, providing the unbroken motion of silken smoothness that has always characterized Dynaflo as the most desirable of all transmissions.

In 1957, Buick's nimble instant-action reaches an all-time high. This is accountable to the new Variable Pitch Dynaflo and a new high-compression V-8 engine of 364-cubic-inch displacement. This all-new engine produces 250 horsepower in Specials and 300 horsepower in all other series.

High lights of 1957, acceleration, power for safety, hair-trigger quickness, dependable smoothness throughout the speed range will come to your attention in open-road driving.

The heaviest demands become easy chores with the best and most powerful engine Buick has ever built. It's sort of like you're coasting all the

time—the big new engine never being fully taxed.

As you are riding along, you will become aware of other important things—quietness, easier handling, more comfortable riding. Buick's great chassis and underbody features have brought still further improvement to the famous ride.

The 1957 chassis is one of the great product improvements that grew out of this year's complete transformation in styling. While maintaining road clearance, the new chassis lowers the body as much as 3.4 inches, reducing the car's center of gravity for a safer, more comfortable ride.

The development of Buick's "Levelized Braking" brings new handling ease for today's modern driving.

A new front suspension action maintains a level ride, even on sharp braking and sudden stops.

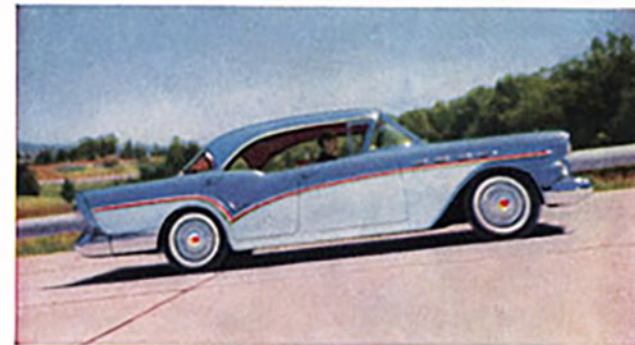
Add to this the new front stabilizer bar—with supporting action by front shock absorbers—and you have a Buick that travels smoothly and evenly on corners and flat curves.

Combine all these great new features—Dynaflo, Engine, Chassis, new Safety Minder, Ride—and you have the exciting action of the newest Buick yet.

New ride features result in boulevard smoothness



New power and performance



Your new Buick takes sharp corners evenly and smoothly





Speak softly (all's quiet in here)

Luxury Surrounds You

Buick's luxurious new interiors for 1957 are a delight to behold, and a luxury to enjoy. All interior colors, patterns, and fabrics have been completely restyled to conform with the new low-silhouette styling.

The Roadmaster, as you would expect in this great car, sets the standard in sumptuous fineness. Softly contrasted color combinations harmonize with outside body tones.

All other interior details, from deep-pile Nylon-tufted carpeting to new headlinings are color harmonized to enrich and personalize the individual attractions of each body model.

In the Super series, you will find the elegant new interiors are an extension of the individual character developed for the body styling. Horizontal lines lengthen the look of long, luxurious roominess in the styling of doors, cushions, and seat backs. Interior colors are softly contrasted in keeping with the over-all feeling of assured quality.

Distinguished interiors, in the Roadmaster manner



Fine nylons grace the cushions of Century closed models. Color choice comes in smoothly contrasted combinations selected to harmonize with corresponding body-color selections.

In the excitement-packed Special series, you have wide opportunity to exercise personal taste and preference.

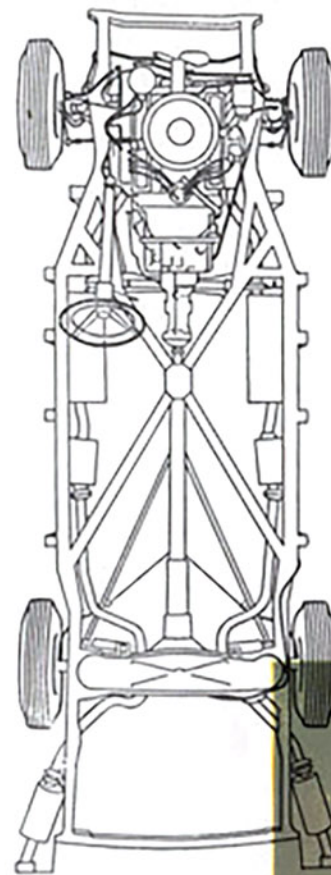
Nylon and Cordaveen combinations are available in all closed models, including the new Estate Wagons. Colorful all-Cordaveen combinations are available in the Convertible and Estate Wagons.

Special buyers can choose between the simple richness of standard interiors, or more decorative, extra-cost custom trim.

In all models, as in all series, a pleasing variety spices the pleasure of selection. Each body type is styled according to its own individual character, so that appropriate treatment for each model may afford its buyer the finest possible feeling of fitness and satisfaction.

Rich simplicity and beauty mark the new Supers





Buick's new Deep-Cradled Chassis:

BACKBONE OF A GREAT NEW RIDE

Buick's stout cross-braced frame and Torque Tube Drive are the backbone of the great new Buick ride.

There is nothing in competitive chassis design to compare in sturdy, balanced strength with this famous Buick exclusive.

This unbeatable combination not only produces the industry's finest ride—it provides more additional safety.

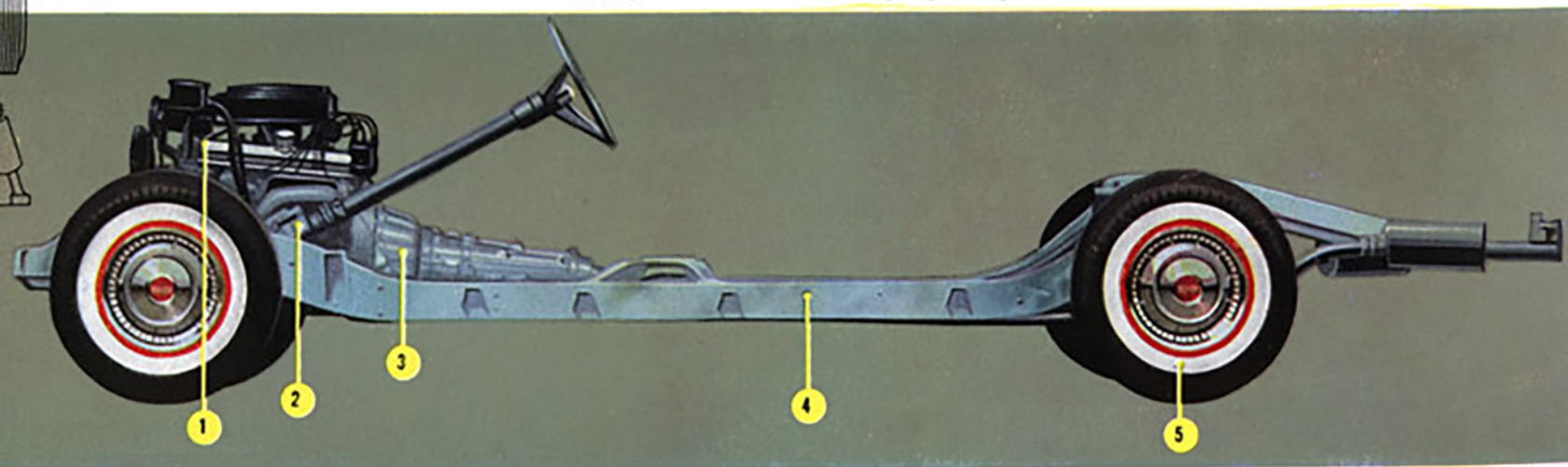
In 1957, the rugged Buick chassis, like all the rest of the car, is new, "Deep-Cradled" to allow for the new

Sweep-Ahead styling. While maintaining full road clearance, the new chassis "nests" the body as much as 3.4 inches lower.

The Torque Tube has been restyled with a new, two-section design that has been strengthened to handle record-high torque and horsepower.

Other Buick plus features, such as long wheelbase, wide tread, full-size wheels, and compact over-all dimensions, complement the stout new Buick backbone to bring even greater riding comfort and easier control at the wheel.

1. 364-cubic-inch V8 engine
2. Improved in-line safety power steering
3. New Variable Pitch Dynaflo
4. New contour-frame chassis
5. Coil springs on all four wheels



1957 BUICK CONDENSED SPECIFICATIONS

ROADMASTER SERIES 70

BUICK VALVE-IN-HEAD V8 ENGINE—300 horsepower, compression ratio 10.0 to 1. Bore and stroke 4.125 x 3.4. Displacement 364 cubic inches. 4-barrel Airpower Carburetor. Double "Y" exhaust manifolds and dual exhaust mufflers. Maximum torque, 400 ft.-lbs. at 3200 rpm. Full-pressure lubrication to main, connecting rod and camshaft bearings. Full-flow Oil Filter.

INSTANT NEW VARIABLE PITCH DYNAFLOW DRIVE—standard. Torque converter. No clutch pedal. Two turbines. Variable pitch stator and fixed vane stator. Maximum torque ratio at stall, 3.5 at 2800 rpm. Total oil capacity (refill) 22 pints.

WHEELBASE—127½ inches on all models. Front tread, 59.5 inches. Rear tread, 61.0 inches. Over-all car length, 215.3 inches.

FUEL SYSTEM—Built-in Carburetor De-icer. Automatic choke and idle control. Intake silencer and heavy-duty oil-bath air cleaner. Gas tank fuel-filter. Fuel tank capacity, 20 gallons. New anti-rust fuel line. Automatic intake manifold heat control.

REAR AXLE—Torque-tube drive, semi-floating rear axle with hypoid gears. Gear ratio, 3.07 to 1.

SUSPENSION—Ball-joint front suspension with ride stabilizer. Coil springs, front and rear.

STEERING—Buick Safety Power Steering standard with In-Line gear. Over-all ratio 19.7 to 1.

SUPER SERIES 50

BUICK VALVE-IN-HEAD V8 ENGINE—300 horsepower, compression ratio 10.0 to 1. Bore and stroke 4.125 x 3.4. Displacement 364 cubic inches. 4-barrel Airpower Carburetor. Double "Y" exhaust manifolds. Maximum torque, 400 ft.-lbs. at 3200 rpm. Full-pressure lubrication to main, connecting rod and camshaft bearings. Full-flow Oil Filter. Dual exhausts, optional at extra cost.

INSTANT NEW VARIABLE PITCH DYNAFLOW DRIVE—standard. Torque converter. No clutch pedal. Two turbines. Variable pitch stator and fixed vane stator. Maximum torque ratio at stall, 3.5 at 2800 rpm. Total oil capacity (refill) 22 pints.

WHEELBASE—127½ inches on all models. Front tread, 59.5 inches. Rear tread, 61.0 inches. Over-all car length, 215.3 inches.

FUEL SYSTEM—Built-in Carburetor De-icer. Automatic choke and idle control. Intake silencer and heavy-duty oil-bath air cleaner. Gas tank fuel filter. Fuel tank capacity, 20 gallons. New anti-rust fuel line. Automatic intake manifold heat control.

REAR AXLE—Torque-tube drive, semi-floating rear axle with hypoid gears. Gear ratio, 3.07 to 1.

SUSPENSION—Ball-joint front suspension with ride stabilizer. Coil springs, front and rear.

STEERING—Buick Safety Power Steering standard with In-Line gear. Over-all ratio 19.7 to 1.

CENTURY SERIES 60

BUICK VALVE-IN-HEAD V8 ENGINE—300 horsepower, compression ratio 10.0 to 1. Bore and stroke 4.125 x 3.4. Displacement 364 cubic inches. 4-barrel Airpower Carburetor. Double "Y" exhaust manifolds. Maximum torque, 400 ft.-lbs. at 3200 rpm. Full-pressure lubrication to main, connecting rod and camshaft bearings. Full-flow Oil Filter. Dual exhausts, optional at extra cost.

INSTANT NEW VARIABLE PITCH DYNAFLOW DRIVE—standard. Torque converter. No clutch pedal. Two turbines. Variable pitch stator and fixed vane stator. Maximum torque ratio at stall, 3.5 at 2800 rpm. Total oil capacity (refill) 22 pints.

WHEELBASE—122 inches on all models. Front tread, 59.5 inches. Rear tread, 59 inches. Over-all car length, 208.4 inches.

FUEL SYSTEM—Built-in Carburetor De-icer. Automatic choke and idle control. Intake silencer and heavy-duty oil-bath air cleaner. Gas tank fuel filter. Fuel tank capacity, 20 gallons. New anti-rust fuel line. Automatic intake manifold heat control.

REAR AXLE—Torque-tube drive, semi-floating rear axle with hypoid gears. Gear ratio, 3.07 to 1.

SUSPENSION—Ball-joint front suspension with ride stabilizer. Coil springs, front and rear.

STEERING—Ball Bearing Worm and Nut; 28.8 to 1 over-all ratio. Buick Safety Power Steering available at extra cost.

SPECIAL SERIES 40

BUICK VALVE-IN-HEAD V8 ENGINE—250 horsepower, compression ratio 9.5 to 1 with Dynaflo (optional) or 8.0 to 1 with Synchro-Mesh transmission. Bore and stroke 4.125 x 3.4. Displacement, 364 cubic inches. Double "Y" exhaust manifold. Maximum torque, 380 ft.-lbs. at 2400 rpm (with Dynaflo). Full-pressure lubrication to main, connecting rod and camshaft bearings. Full-flow Oil Filter. Dual exhausts, optional at extra cost.

INSTANT NEW VARIABLE PITCH DYNAFLOW DRIVE—Optional at extra cost. Torque converter. No clutch pedal. Two turbines. Variable pitch stator and fixed vane stator. Maximum torque ratio at stall, 3.5 at 2800 rpm. Total oil capacity (refill) 22 pints.

WHEELBASE—122 inches on all models. Front tread, 59.5 inches. Rear tread, 59 inches. Over-all car length, 208.4 inches.

FUEL SYSTEM—Thermostatic heat control, automatic choke with idle control. Built-in Carburetor De-icer. Intake silencer and heavy-duty oil-bath air cleaner. Gas tank fuel filter. Fuel tank capacity, 20 gallons. New anti-rust fuel line. Automatic intake manifold heat control.

CLUTCH AND TRANSMISSION—Coil springs, single dry-plate clutch. Facing area, 113 square inches. All-silent Synchro-Mesh transmission, helical gears.

REAR AXLE—Torque-tube drive, semi-floating rear axle with hypoid gears. Gear ratio on Dynaflo models, 3.07 to 1; with Synchro-Mesh transmission, 3.58 to 1.

SUSPENSION—Ball-joint front suspension with ride stabilizer. Coil springs, front and rear.

STEERING—Ball Bearing Worm and Nut; 28.8 to 1 over-all ratio. Buick Safety Power Steering available at extra cost.

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.

It's Time To Try a New Buick

There's a great new day of driving ahead when you get behind the wheel of a long, low, road-hugging 1957 Buick.

It's the newest Buick yet, and the greatest automobile value you can enjoy in today's world of motoring.

Your Buick dealer will appreciate the opportunity to demonstrate to you the exciting new models that are pictured on these pages. For the Buick story of 1957 isn't complete until you have actually seen and driven the cars yourself.

Will you please stop at a Buick dealership your very first opportunity and drive one of these great cars? There's no obligation—and we promise it will be a wonderful driving experience you'll never forget.



DEALER.....

ADDRESS.....

TELEPHONE.....

SALESMAN.....



It's Time To Try a New Buick

There's a great new day of driving ahead when you get behind the wheel of a long, low, road-hugging 1957 Buick.

It's the newest Buick yet, and the greatest automobile value you can enjoy in today's world of motoring.

Your Buick dealer will appreciate the opportunity to demonstrate to you the exciting new models that are pictured on these pages. For the Buick story of 1957 isn't complete until you have actually seen and driven the cars yourself.

Will you please stop at a Buick dealership your very first opportunity and drive one of these great cars? There's no obligation—and we promise it will be a wonderful driving experience you'll never forget.



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