

BUICK 1977



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This catalog is dedicated to the Free Spirit in just about everyone.

A lot of people have a special affection for the automobile. And a belief that a car can be something more than a tool, more than a mode of transportation.

They see the car as a statement of personality. A way to be free. A thing to be enjoyed.

A machine that can do something for the spirit.

From the beginning, Buick has thought of the car in those terms. And every year we've tried to build better and better expressions of that philosophy.

We believe that as you go through this catalog, you'll come to the conclusion that for 1977, we've succeeded rather handily.



Our new designs are trim, functional, contemporary. Suspensions are taut. Handling and maneuverability, crisp and responsive.

The 1977 Buicks do, in an age of pragmatism and practicality, what Buicks have always done. They make driving fun. All of them. From the spirited little Skyhawk, to the ultimate road car, Riviera.

About this catalog.

In this catalog, you'll find two sections. The first will give you a basic introduction to the '77 Buicks and, no doubt, appeal to your heart.

The second, the Buick Buyer's Guide, will appeal to your mind. In it, you'll find additional information that will help you make an intel-

ligent car-buying decision—one you will enjoy for years to come.

Having said all that, we now invite you and your free spirit to peruse these pages to your heart's content.



RIVIERA

You'll spend months searching
 through antique stores for the right piece of furniture.
 Or untold hours browsing for clothes
 that suit your personality.
 And when you come across a classic antique car,
 well... a chill goes through you.
 You can't help it.
 You like to surround yourself with quality.
 With things that are undeniably special.
 It's no surprise that your car happens to be a
 Buick Riviera.

What was true fourteen years ago is still true today. The 1977 Riviera, like the first Riviera built in 1963, is designed to be a personal luxury car of great distinction. Riviera represents a synthesis of two seemingly incompatible worlds: Its demeanor is that of a sporty road car. Its interior rivals the most opulent luxury cars.

Settle into the roomy seats. Run your hand over the plush velour upholstery. This is definitely a most elegantly appointed automobile. And yet, Riviera also offers a smooth, quiet ride coupled with impressive cornering ability. The standard suspension system includes a large-diameter front stabilizer bar, plus a rear stabilizer bar. And special shock absorbers and computer-selected springs at all four wheels. Convenient power steering and power

front disc brakes ably assist you. And this year, Riviera is available with four-wheel disc brakes. A rather special distinction.

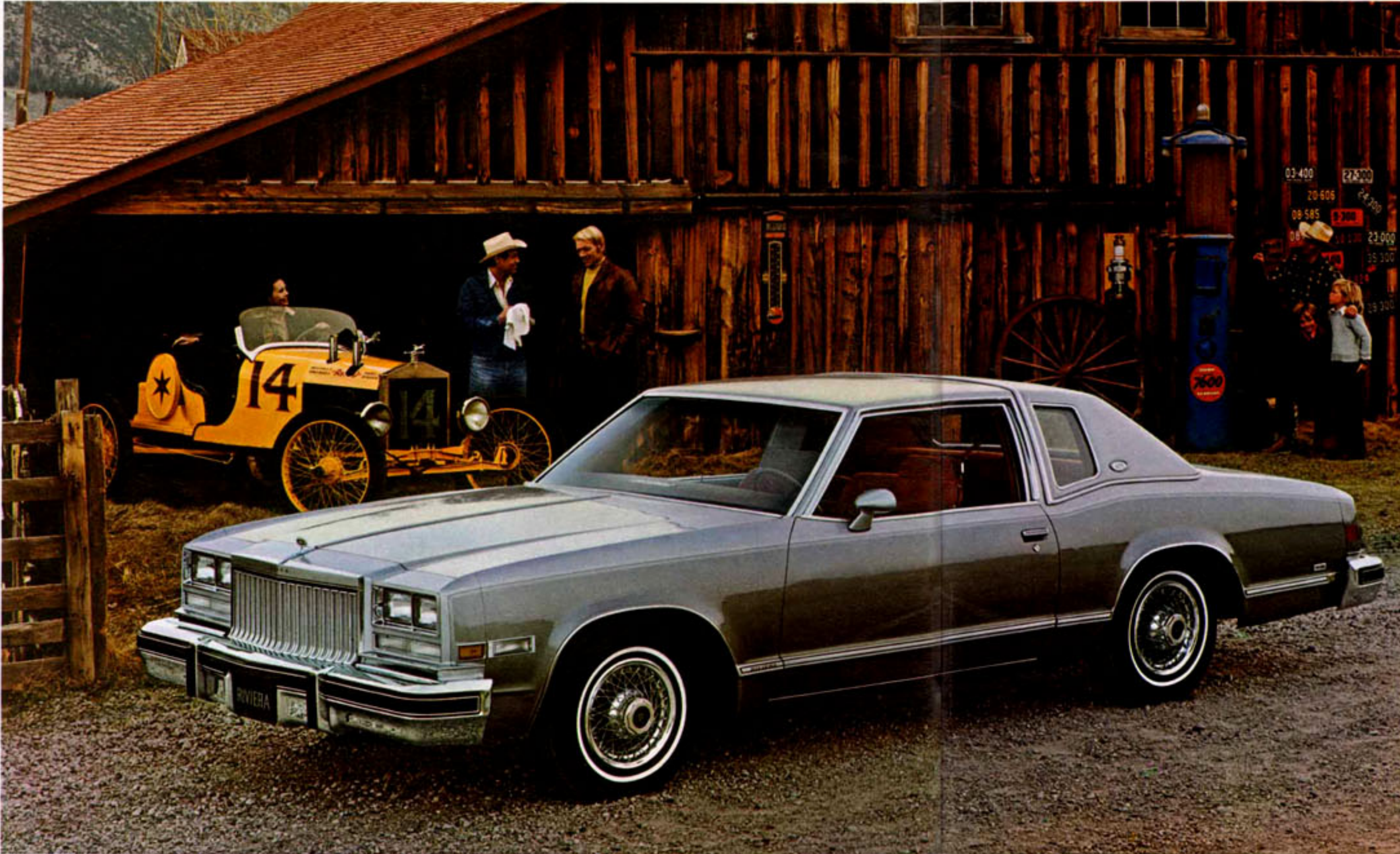
Power is derived from either of two sophisticated sources: The standard 5.7 litre V-8. Or a new 6.6 litre V-8. Each provides the power and performance you want. The 1977 Riviera is indeed a car of today.

Its roadability makes driving, in general, more than

an A-to-B proposition. And inside, there's more head-room and rear legroom than last year.

And Riviera is the first car of its kind in years with an honest-to-goodness trunk.

From the very beginning, Riviera has been an undeniably special car; for those who like to surround themselves with quality. The 1977 Riviera proudly carries on this tradition.



The Riviera. A personal luxury car with the excitement of a fine road car—something you rarely find in one automobile.



Riviera inside.



The inside of Riviera is a very special environment. One that invites you to stay awhile and savor the sheer beauty of it all. Adjust the driver's section of the 50/50 notchback seat. It's a standard Riviera accommodation; as are the twin armrests. Run your hand over the velour upholstery. It looks exquisite and feels so, too. Cut-pile carpeting is underfoot.

Windows open and close at the touch of a button. The available thick leather-covered

steering wheel you ordered feels comfortably substantial. Tune the available AM-FM stereo to your favorite sounds. If you've also ordered the available citizens band transceiver, it will automatically interrupt the entertainment radio to play the CB broadcast over the stereo speakers.

By now you're beginning to understand that you don't just sit in a Riviera. You experience it.

Interior Trim Availability
Riviera Coupe

Cloth 50/50 seats	Vinyl 50/50 seats
S	S
S—Standard	

ELECTRA

It's been a grueling day.
 After all, getting married isn't the most relaxing thing a couple can do.
 The bridesmaids' dresses, for example.
 Oh, they were gorgeous...but in all the wrong sizes.
 And Aunt Nora's grounded plane...
 the same one your best man was on...
 well, at least they made the reception.
 Isn't it consoling that your new father-in-law saw fit
 to send you off as man and wife in the comfort of his Buick Electra.
 Aah, nice car.
 Nice family you married into.

What impresses you first is what a curious paradox it is. On one hand, there's Electra, Buick's luxury car supreme. The ultimate Buick. Gleaming acrylic lacquer and rich appointments. Serenity under way. Quiet within. It's all there in abundance. Then there's

the new Electra. The 1977 Electra. An Electra with a new brace of talents that make it a car of today, the future, instead of a tribute to the past.

Its new silhouette is lean, aerodynamic. And the power

plants are new. There's a 5.7 litre V-8 or an available 6.6 litre V-8. Both are trusty sources of power like the old 7.5 litre V-8, but work with significantly less displacement. Which means there are fewer cc's to feed.

You'll also discover a new fun-to-drive aspect to Electra. Thanks to the fact that it pos-

sesses the same supple coil-spring ride, the same smoothness in motion, that have become Electra's special trademark.

The 1977 Electra. A beautiful reflection of a sophisticated day and age.



Electra 225. The lines are trimmer this year. But all the luxury is still there.



Electra 225 Sedan.



Electra Limited Coupe.



Electra Park Avenue.



Electra inside.

Inside Electra, you'll enjoy lavish expanses of cushioned fabric and the security of Body by Fisher. But while the decor is traditional, the room is modern. There's seating for six, of course, but there's also a new feeling of comfort.

The crowning touch is Electra's new instrument panel: very functional and contemporary with controls and gauges set in brushed aluminum. To further enhance the magic of Electra's interior, there's a wide array of custom touches that a person like yourself can appreciate. A choice of six different sound systems, for example. One of which is a digital-readout stereo radio that tells station frequency, time, date and elapsed travel time on demand. Then again, perhaps you'd like a combination AM-FM stereo radio and 8-track tape player with front and rear dual speakers. For more Electra benefits, just turn to page 62.



Interior Trim Availability	Cloth or vinyl notchback seat (1)	Custom cloth or vinyl 60/40 notchback seat (2)	Cloth or vinyl 60/40 notchback seat (3)	Cloth 50/50 seats (4)
Electra 225 Coupe	S	A		
Electra 225 Sedan	S	A		
Electra Limited Coupe		S		
Electra Limited Sedan		S		
Electra Park Avenue Sedan (avail. option)				S

S—Standard A—Available

LeSABRE

Quite a family you've got.
 All six of you.
 You're active, healthy...You like doing things together.
 Whether it's participating in the county fair
 or going to the cottage for weekends.
 Isn't it nice to know you can all ride together in the same car.
 Your Buick LeSabre makes it possible.
 After all, a family like yours
 should be able to stick together.

The 1977 LeSabre is a new form of full-size car. Based on the philosophy that form follows function, it is specifically designed to meet the needs of this day and age. It is designed to carry six adults and luggage. Not six in a pinch. But six for long distances. Six in comfort. Smoothness. Quiet.

LeSabre is a family car built to drive under the more unique conditions the late 70's present. It is designed for quick, sure responsiveness.

With power supplied by its standard Buick 3.8 litre

V-6. Or from any of three sophisticated V-8's that are available. A trusty 5.7 litre 4-barrel model, a new 6.6 litre, or another new 5.0 litre version.

There are five available models: LeSabre and LeSabre Custom, both in Coupe or Sedan versions. And a new European-inspired LeSabre

Sport Coupe. Like their predecessors, the new LeSabres are built to provide years of dependable service at an affordable price.

The 1977 LeSabre is the American full-size car redefined. A car for the times.



LeSabre Custom Sedan. Designed to accommodate your family's needs comfortably, and your driving needs responsively.





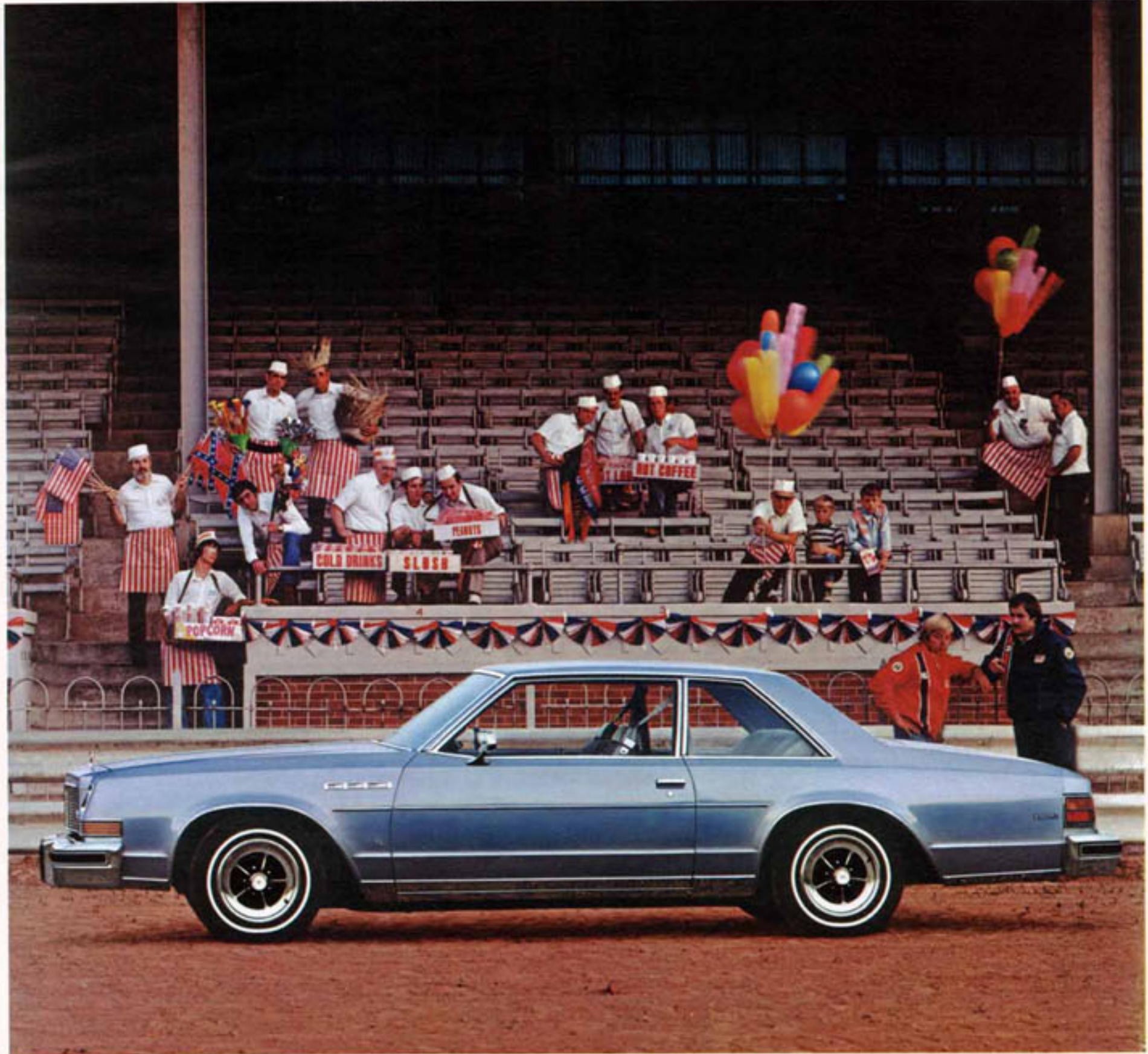
LeSabre Sedan.



LeSabre Sport Coupe.



LeSabre Custom Coupe.



LeSabre Coupe.



LeSabre inside.

Pictured at left is the driving compartment of the LeSabre Custom. It is an interior where you feel the presence of engineers and stylists who understand the needs of the human body. Who thought things out before they put things in.

The seats are of full-foam construction for comfortable back and leg support. And they're upholstered in an exquisite crushed velour. Per European touring cars, the turn signal lever doubles as a headlight dimmer switch. For accurate time, order either the available digital or dial clock. Each timepiece utilizes a quartz crystal which separates each second into nearly 2 million increments.

Other points of interest include High-Energy Ignition, a maintenance-free Freedom battery, and Full-Flo ventilation. All are standard LeSabre items.



Interior Trim Availability

LeSabre Coupe	S		
LeSabre Sedan	S		
LeSabre Custom Coupe	S	A	
LeSabre Custom Sedan	S	A	
LeSabre Sport Coupe	S	A	

Cloth or vinyl
Bench seat (1)
Cloth or vinyl
notched seat (2)
Cloth or vinyl 60/40
notched seat (3)

S—Standard A—Available

ESTATE WAGON

Lucky you.
 Friends and relatives galore.
 And, at one time or another,
 most of them have borrowed your Buick Estate Wagon.
 Your son, the do-it-himself carpenter, for one.
 And your son-in-law, the weekend baseball coach.
 Heck, you don't mind. They're family.
 And besides, when you retired,
 they gave you a beautiful grandfather clock.
 Come to think of it,
 that fit rather nicely in the back of your Buick, too.

The Estate Wagon is a car of remarkable capabilities. A car as adept at hauling a load of lumber as it is a crew of baseball players. Its cargo area measures 87 cubic feet. And the standard three-way tailgate lets you load and unload with a minimum of effort. You can fold it down like a regular tailgate or swing it open like a door—with the power window up or down.

Convenient. Functional. And yet, Estate Wagon is still a Buick. And a full-size Buick at that. Estate Wagon exhibits a new ease of driveability that is characteristic of all full-size Buicks this year. It offers comfortable seating with full-foam bench seats. A score of convenience items like power steering, power front disc

brakes and thick carpeting throughout. All standard, by the way. And the ride is smooth, thanks to front and rear, coil-spring suspension. A trusty 5.7 litre, 4-barrel V-8 is the standard power plant. Or you can order a new 6.6 litre V-8.

If you desire added seating capacity, Estate Wagon can be ordered with a rear-facing third seat. And a second model, an ultra-deluxe version known as Estate Wagon

Limited, is also available. With 60/40 notchback seating standard. And an available rear-facing third seat.

So if you need to take along lumber and tools for a day of work; or skis and rafts for a trip to the lake...Estate Wagon is most accommodating. It's a car as multi-talented as your lifestyle is multi-faceted.



Estate Wagon. Buick luxury in an eminently practical form.



Estate Wagon inside.



Pictured at left is the interior of Estate Wagon Limited. Handsome testimony to the fact that this is a vehicle as luxurious as it is functional. The notchback front seat is of the 60/40 variety; adjust the driver's section to your own liking. Tilt the custom steering wheel to a comfortable position. All windows and door locks operate electrically.

The instrument panel is newly designed for efficiency. The dials are large, easy-to-read. Tiny lamps on the underside of the dash "floodlight" the dials for visibility at night. There's a wide array of equipment available. In sound systems alone, you have a choice of five different types. Including a citizens band transceiver.

If you're trying to decide between a station wagon and a luxurious car, the decision is easy. Estate Wagon is both.



Interior Trim Availability	Vinyl bench seat (1)	Cloth or vinyl 60/40 notchback seat (2)	Cloth or vinyl notchback seat (3)
2-seat Estate Wagon	S	A	A
3-seat Estate Wagon	S	A	A
2-seat Estate Wagon Limited	S		
3-seat Estate Wagon Limited	S		

S--Standard A--Available

A closer look at Riviera, Electra, LeSabre and Estate Wagon.



Suffice it to say, that even in standard garb, a full-size Buick is a luxurious automobile. For example, custom wire wheel covers are standard on Riviera. And a convenient 3-way tailgate is standard equipment on Estate Wagon. But there are many ways to personalize these Buicks to suit your needs.

You can order from a long list of available options that includes such traditional Buick luxuries as 6-way power seats. Tilt and telescope steering wheel. Electric door locks, trunk lock release, power antenna. Power windows. A remote-control outside rearview mirror with thermometer. Cruise Master speed control. Air conditioning, low-speed-delay windshield wipers, a quartz-controlled digital clock, and the like.

But we've got some new options to amaze and delight you this year, too. On Riviera, for instance, you can select 4-wheel power disc brakes and an exclusive two-tone paint treatment. As well as a thick, leather-covered steering wheel. And on all except the base LeSabre Sedan and Estate Wagon with bench seat, there is a new front passenger electric seat back adjuster... It's thoughtful touches like that, that make a Buick... a Buick.

In addition to the normal AM, AM-FM stereo and tape combinations, this year you can order an entirely new AM-FM stereo that includes an integrated, full-function, CB transceiver. Because the transceiver is built-in, the possibility of theft is greatly reduced. There's also an under-dash CB transceiver or a new digital AM-FM stereo that displays station frequency, date and travel time on demand.

There are a variety of roof treatments available this year. An all-metal electric sunroof is available on all full-size Buicks. A distinctive new touch for Wagons and Sedans. Or you can order any full-size Buick with our Astrorooft, which is like having three roofs in one:

One, at the touch of a button, you can electrically retract the glass section. Or, two, with another touch of the button, you can slide the glass back to its original position and have a glass-topped driving compartment. Or, three, you can draw the sunshade and have a well-tailored tight-fitting headliner overhead. Sunroof or Astrorooft... two beautiful ways to worship the sun... or stars.

Riviera features yet another interesting roof treatment. If you order the available Landau vinyl top, attractive illuminated coach lamps are included. And standard on the Electra Park Avenue is a thickly padded vinyl roof with coach lamps.

The new instrument panel design for Riviera, Electra and Estate Wagon includes "floodlighting." Tiny lamps on the underside of the dash floodlight the driver's instrumentation and controls for visibility at night. A standard bonus.

A spunky V-6 is standard equipment on all LeSabres except the special new Sport Coupe. (More about that momentarily.) As available equipment, we offer three V-8's. A new 5.0 litre, a 5.7 litre 4-barrel or the brand-new 6.6 litre that does the work of the old 7.5 litre V-8 engine. And in the Estate Wagon, Electra and Riviera, the 5.7 litre is standard and the 6.6 litre available.

New this year is the LeSabre Sport Coupe. It comes with the new 5.0 litre V-8. White-stripe radial tires. Special suspension and steering linkage. Inside, there's custom trim and a Rallye steering wheel. Outside, chrome wheels, amber lights and functional, downright mean-looking black accents.

LeSabre Sport Coupe. All in all, it's not exactly what you'd call your typical family bus.

On the other hand, if your tastes are a little more pragmatic than exotic, you might want to consider the new LeSabre Highway Economy Package. Which offers you a specially tuned V-6, specially calibrated automatic transmission and a lower 2.56 axle ratio. In addition, this package offers a larger, 24.5-gallon fuel tank in place of the standard 21-gallon tank.

But keep in mind that this option is not geared for in-city driving. It's primarily a highway cruising package and that's where its economical benefits are most apparent. If in doubt about ordering the package, just ask your Buick salesman. Describe your driving situation, and see what he recommends. Yes, LeSabre is an economical car. But the nice thing is, it's also a full-size Buick.

The Estate Wagon Limited clearly shows the difference between a station wagon and an Estate Wagon.

With the Limited, you get, as standard equipment, Electra front-end styling, custom 60/40 notchback seat, power windows, power door locks, tilt steering wheel, quartz-crystal-controlled clock, luggage rack with air deflector, a remote-control outside mirror, chrome-plated road wheels and more. And like the Estate Wagon, the Limited is available in both two- and three-seat versions.

CENTURY AND REGAL

Let's see...Susie's nose is in place,
Bobby's eye patch is on straight,
and your Regal is set to take the little tykes on their yearly rounds.
Sure, they could walk.
But gosh, they'll get more candy if you drive them.
And, (ahem) it gives you a chance to show off your new Buick.
Great idea of yours,
driving the kids this year.

Buick Century is a notable exception to what the term "mid-size" car has traditionally implied. Century fuses some of the best full-size Buick features into a mid-size car with content; a Buick chassis and body, scaled down to provide a superb blend of comfort and maneuverability. It's worth noting that Century was the

first mid-size American car to use timely V-6 power. And this year, in the interest of weight-saving, our Buick V-6 is pounds lighter.

With eight available models, Century is truly a car for all reasons. There's Regal,

the ultimate Century, with its formal lines and rich interior... all the way to Century Special, designed to be the least expensive Century of all. In between you'll find a range of Coupes, Sedans and Wagons that let your personality and Century's match almost perfectly.

If you're used to big cars, Century is a mid-size means of getting V-6 power and re-

taining family room at the same time. For people used to low-priced cars, Century is a move up. And, for still others, Century is a personal road car. So consider your needs. Then consider Century. It's definitely a car worth owning. More than that, it's a car worth showing off.



Regal Coupe. Could it be the best looking mid-size car in America? It's definitely the top of Buick's mid-size line.





Century Coupe.



Century Custom Coupe.



Century Sedan.



Regal Sedan.



Century Custom Sedan.



Century Special Coupe.



Century Custom Station Wagon.



Century and Regal inside.

You'll find the inside of Regal is a place you like to be. It's comfortable, intelligently laid-out and, in the final analysis, designed for one purpose: to make driving a pleasure.

The instruments are recessed in handsomely simulated wood-grain paneling. And they're logically clustered in two large dials directly in front of the driver. For driving ease, Regal's standard equipment includes power front disc brakes. And variable-ratio power steering, which increases steering responsiveness at lower speeds.

Regal caters to individual needs. With available options like a 60/40 notchback seat. It's divided so you and your passenger can adjust your positions independently, according to individual preference. For more comfort, specify air conditioning.

Aah, Buick Regal. It's the kind of car you buy from the inside out.



Interior Trim Availability

	Cloth or vinyl bench seat (1)	Cloth or vinyl notchback seat (2)	Custom cloth or vinyl notchback seat (3)	Custom 60/40 cloth or vinyl notchback seat (3)	Cloth S/R buckets (4)	Vinyl buckets (5)	Vinyl notchback seat (6)
Century Special Coupe	S	A				A	
Century Coupe	S	A				A	
Century Sedan	S	A					
Century Custom Coupe	S	A	A	A	A	A	
Century Custom Sedan	S						
Regal Coupe	S	A	A	A	A	A	
Regal Sedan	S	A	A				
Century Custom Station Wagon							S

S—Standard A—Available

A closer look at Century and Regal.



One of the nicest things about our mid-size Buicks is that they don't all look alike. The Century, Century Special and Century Custom Coupes have a front grille that is canted back. The roofline on the Century Special and Century Custom Coupes also sweeps back, and frames a large rear-quarter window. The Century Custom Coupe features a formal roofline.

The Regal Coupe is the top of Buick's mid-size line, and therefore has a more formal look. The grille is vertical and squarish, rather than slanted and rakish. The roofline is also more squared off than that on the Century Special and Century Coupe. And there is a small, formal opera window in the rear pillar.

There are a number of things you can order to dress up the roof of your Century or Regal. You can start with a vinyl roof. Or for richer tastes, a Landau vinyl roof is available on Coupe models. You can also order an electric, all-metal sunroof on the Coupes.

But perhaps the ultimate transformation takes place when you order the Hurst hatch roof. It's available on Century Custom Coupes and Regal Coupes. The Hurst hatch is really a pair of rectangular panels of tinted glass, set into the roof. When they are removed and stored in the trunk (in a specially designed case we call the "Hatch Hutch"), your car takes on the exotic look of a gullwing and the open-air feel of a convertible.

This year, there's a complete selection of Delco sound systems available for Century and Regal.

There's straight AM radio with single or dual speakers—front and rear.

There's AM-FM with the same choice of speaker arrangements.

There's AM-FM stereo radio with four speakers.

Finally, you can order a CB transceiver. This unit, mounted under the dash, will have you ten-fouring your way into the sunset. If you prefer, order the combination entertainment radio with CB transceiver.

There's a lot more to contribute to your well-being than good sounds and sunroofs.

You can choose from two different air conditioning systems, for instance. Climate-Control—which cools and dehumidifies through six carefully placed outlets. And Custom-Aire—a semi-automatic system. You simply set the desired function, blower speed and temperature where you want it, and the Custom-Aire system takes care of the rest.

You can make your life easier with a number of power assists. Like power windows. And 6-way power seats. Electric door locks. Even an electric trunk lock release.

You can order a tilt steering wheel. Low-speed-delay windshield wipers. Rearview sport mirrors. (The driver's side is remote-controlled.) And a lighted visor vanity mirror that's recessed into the passenger's sun visor.

And you won't want to overlook Cruise-Master speed control. It helps you maintain a constant speed, whether you're driving on hills or level ground, without having your foot on the accelerator.

For a special accent, order moire wheel covers.

For Regal, the available S/R Package adds goodies here, makes things a little sportier there, and generally makes the inside of a Regal Coupe just that much more interesting.

It includes reclining bucket seats with a new block velour fabric. A large center console where an aircraft-type grip for shifting the available automatic transmission is located. A Rallye steering wheel. A headlamp dimmer incorporated into the turn-signal lever. And white sidewall, GM-specification, steel-belted, radial-ply tires.

The V-6 Highway Economy Package is a new available option this year. The package consists of four things. A specially tuned Buick V-6 engine. A specially calibrated Turbo Hydra-matic transmission. A special 2.56:1 axle ratio. And a complicated sounding thing called a wide-open-throttle air conditioning shutoff. This is simply a device that shuts off the air conditioning when you push the accelerator down hard. In any case, the obvious goal of the package is to make every gallon of gas you use in highway driving situations work a little harder for you. This package is available on Century Special, Century, Century Coupe and the Regal Coupe.

There are a couple of other available options that can help you operate your 1977 Century or Regal efficiently.

One is the fuel usage gauge. It indicates how your use of the accelerator is affecting your fuel economy. When the needle is in the green area, you are making the most efficient use of fuel. But if it gets into the red area, you're driving with too heavy a foot.

Another economy aid is the speed alert. It's a device on the speedometer that enables you to indicate the maximum speed you wish to go. Any time you exceed the set speed a warning buzzer goes off.

You can also order Buick's aptly-named "Freedom battery." It's entirely maintenance-free. You never have to add water or clean its terminal posts.



SKYLARK

The weekend's arrived, and with it comes the urge to wing it.
 To just let loose and take off for wherever.
 Some camping, perhaps . . . or whatever feels right.
 So you gather up your gear and stow it in the hatchback of your Skylark S/R.
 Then you settle in. What nice bucket seats.
 What a nice Buick.
 A quick check of the maps in the door pocket and you're off.
 Spirits soaring.
 Adios, city. See you Monday.

Small, sophisticated automobiles have been known and appreciated in Europe for years. Skylark is their American counterpart; a car as comfortable as it is maneuverable. And, to further attest to its innovativeness, Skylark was the first American compact powered by a Buick V-6 engine—a fair distinction.

It's this international duality that more and more people are looking for today. A chance to own a smaller car and yet enjoy a few luxuries at the same time. Skylark has many of the qualities inherent in larger Buicks: style, comfort, engineering quality. And yet, its compact size makes Skylark maneuverable, practical and available at a moderate purchase price.

There are seven Skylark models—from the lowest priced Skylark "S," all the way to the European-inspired Skylark S/R Coupe, Hatchback and Sedan. Each is powered by Buick's 3.8 litre V-6. An engine that's gutsy like a V-8, but has two less cylinders to feed.

If you prefer, a new 5.0 litre V-8 is available. Other standard items include High-Energy Ignition, front disc brakes, a hefty front stabilizer bar and large, comfortable, full-foam seats.

For people used to small cars, Skylark is a move up—a viable alternative to the average small car. Because Skylark is anything but an average small car.



Skylark S/R. The influence is European. The execution is distinctly Buick. And the result is as fun to drive as it is comfortable.



Skylark Sedan.



Skylark Coupe.



Skylark Hatchback.



Skylark inside.

Sophistication abounds in the thoughtfully appointed cockpit of Skylark S/R. Large, round gauges in the new instrument panel let you check the car's performance quickly and simply. All controls are well-marked and located close at hand. The speedometer is graduated in both miles- and kilometers-per-hour.

Seating has been designed with the same careful attention to detail. The full-foam bucket seats are covered in a rich block velour. For the navigator's pleasure, the right seat back reclines. Between the seats is a full-length console with convenient storage bins for maps, sunglasses and other necessary touring accessories.

Available options include a factory-installed citizens band transceiver. And a special acoustical package that adds an extra measure of peace and quiet to Skylark's already tranquil environment. For more information on this special little car, just turn to page 68.



Interior Trim Availability	Vinyl bench seat (1)	Cloth or vinyl bench seat (2)	Cloth buckets (3)	Custom cloth or vinyl bench seat (4)	Vinyl buckets (5)
Skylark 'S' Coupe	S				
Skylark Coupe		S	A	A	
Skylark Hatchback		S	A	A	
Skylark Sedan		S	A	A	
Skylark S/R Coupe			S		
Skylark S/R Hatchback			S		
Skylark S/R Sedan			S		

S—Standard A—Available

SKYHAWK

A wide open road and no one in sight.
 Just you and your Buick Skyhawk.
 Aah, what a glorious way to spend an afternoon.
 In the distance you spot a speck of car.
 As it approaches, you can't keep from smiling.
 "Darned if it isn't another Skyhawk fancier out for a spin."
 You give a toot and a hearty wave.
 Not a word has passed between you, but
 you both know why you're there.
 The two of you and your Skyhawks;
 just letting the spirit move you.

A car should be more than mere transportation. More than just a means of getting from point A to B. In keeping with this philosophy, we give you Buick Skyhawk. A car built to the principle that driving can be not only fun, but downright adventurous. Its swept-back, sporty design is exuberant . . . spirited . . . bold. You feel its spirit the first time you settle into the high-backed

bucket seats and scan the large, easy-to-read instrumentation. But today, more than ever, freedom necessitates a certain amount of practicality. To that end, Skyhawk features a spacious hatchback. Then there's our famous 3.8 litre Buick V-6.

You'll marvel at its gutsy performance. It's a standard Skyhawk item. The suspension includes front and rear stabilizer bars. Also standard. And you have your pick of three transmissions: an available automatic or 5-speed overdrive manual, and the standard 4-speed manual. Gosh, if the spirit moves you even more, you can order things like a sliding glass sunroof or AM/FM stereo.

No wonder Skyhawk owners develop a strong sense of camaraderie. It's that special feeling of having gotten in on something pretty special. And perhaps that's the best reason of all for buying a Skyhawk: think of all the fun people you can meet who did the same thing.



All Skyhawks are hatchbacks. All Skyhawks come with Buick's gutsy V-6 engine. And all Skyhawks are even more fun to drive than they are to look at.



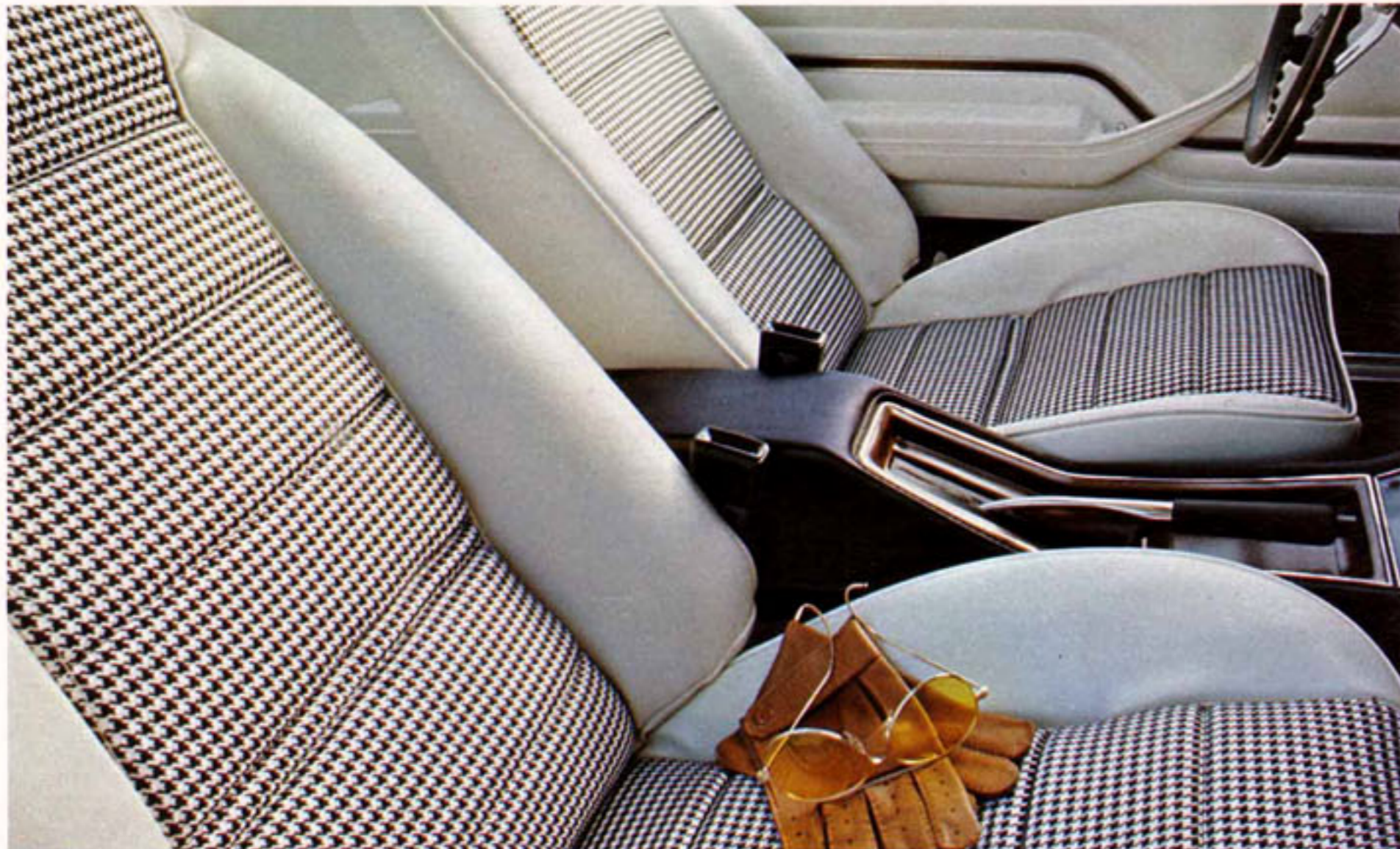
The Skyhawk cockpit.

Still in doubt about Skyhawk's abundant pleasures? Well, just check out its comfortable, purposeful cockpit. We designed it to please the most fastidious enthusiast.

The bucket seats, upholstered in your choice of cloth or vinyl, are of full-foam construction. Great for back and leg support. Monitoring devices are bold, easy-to-read. Standard equipment includes

a km/h-mph speedometer, a 7,000-rpm tachometer, ammeter, fuel and temperature gauges, and an electric clock.

The gearshift lever and parking brake are conveniently mounted in a full-length console between the bucket seats. For more Skyhawk information, just turn to page 70.



Interior Trim Availability

Skyhawk 'S' Hatchback Coupe	S	S
Skyhawk Hatchback Coupe	S	S

Cloth and vinyl buckets

Vinyl buckets

S - Standard

Skyhawk and Skylark: a few of their finer points.



SKYLARK.

This year, Skylark is available with a new Acoustical Package. This package consists of special insulation in the roof, the floor, the dashboard. Not to mention inside and under the doors. And between the cowl and fenders. All helping to keep road noise from entering Skylark's interior.

You can also order a thickly padded Landau top for Skylark. It comes with special small side windows, and is accented by a brushed-aluminum band.

Skylark's instrument panel has been newly designed for maximum efficiency. Large, round gauges let you check the car's performance quickly and simply. All controls are well-marked and located close at hand.

The S/R (Sports/Rallye) model is Skylark's answer to the European-type touring car. Because it comes with standard items including special cloth bucket seats and a front passenger seat back that reclines. Map pockets in the doors. Plus a headlamp dimmer incorporated into the turn-signal lever. A center console for the automatic transmission. And a Rallye steering wheel.

For a small car, Skylark offers an abundance of available luxury items. You can order a rear-window defogger, a tilt steering wheel, an automatic trunk release and much more.

Skylark's new available V-6 Highway Economy Package is designed for the driver who does a lot of cruising at steady speeds. Because with this package, the engine and drive train components are specially set up to give good highway mileage.

The 3.8 litre Buick V-6 is specially tuned. There's a specially calibrated automatic transmission. And a switch that automatically shuts off the air-conditioning compressor when you push the accelerator pedal to the floor. So when you're passing or climbing hills, you're not overloading the engine. Thereby helping to conserve fuel.

There are those of you who want extra performance. For you, Skylark offers an all-new 5.0 litre (301 CID) 2-barrel V-8. Its increased size allows it to deliver increased performance.

This year you can order a Delco CB transceiver for your Skylark. It fits snugly and attractively under the dashboard. Within easy reach. So if you need the latest on road conditions, you'll be able to get it with your Skylark CB.

And then there's the Skylark "S." Introduced in mid-1975, Skylark "S" has become a popular model, because it offers the good basic features of a Skylark at a budget price.

What the "S" model doesn't have is some of Skylark's normally standard equipment. Like a cigarette lighter and an inside day/night mirror.

But it still has a lot of free spirit. So if you're interested in Skylark for budgetary reasons, you might be interested in a Skylark that's economically priced as well.

SKYHAWK.

One of the nicer things about Skyhawk is that it's available with a 5-speed transmission. The fifth gear is actually an overdrive. Which means it takes the engine fewer rpm's to move the car a given distance.

But there's another reason why Skyhawk offers a 5-speed transmission. And those who love driving know what it is.

It's the excitement of having an open stretch of road in front of you and a 5-speed shift lever in your right fist. It's moving crisply from 1st gear, right on through to 5th. Which is pure, unadulterated driving fun. And fun, in large measure, is what Skyhawk is all about.

Skyhawk can be ordered with either of two available roofs. A fixed glass Astrorooftop, which lets in filtered sunlight and helps keep out heat. Or a sliding glass sunroof, which easily slides back to let in the open air and sunshine. The Astrorooftop is accented by an attractive, targa-type, aluminum band that runs over the top of the car.

There's also a Skyhawk "S" model. It's long on spirit. But short on price.

It has all the Skyhawk style, charisma and free spirit. Less some of the standard Skyhawk features like a tachometer and electric clock. Which, of course, means it has a lesser suggested manufacturer's retail price tag.

Naturally, you can equip Skyhawk "S" with any available options you want. But the point is this: If your heart's set on a Skyhawk but your pocketbook isn't, then Skyhawk "S" is just the car for you.

Music lovers will appreciate the rich, full-bodied sounds produced by any of Skyhawk's four available sound systems. Either an AM radio. An AM radio with tape player. An AM-FM stereo radio. Or an AM-FM stereo radio with tape player.

The 1977 Buick model line-up.

RIVIERA.



Riviera Coupe

ELECTRA.



Electra Limited Coupe



Electra Limited Sedan



Electra 225 Coupe



Electra 225 Sedan

LeSABRE.



LeSabre Custom Coupe



LeSabre Custom Sedan



LeSabre Coupe



LeSabre Sedan



LeSabre Sport Coupe

ESTATE WAGON.



Estate Wagon Limited (2-or 3-seat)



Estate Wagon (2-or 3-seat)

CENTURY/REGAL.



Regal Coupe



Regal Sedan



Century Custom Coupe



Century Custom Sedan



Century Coupe



Century Sedan



Century Special Coupe

CENTURY CUSTOM WAGON.



Century Custom Station Wagon (2-or 3-seat)

SKYLARK.



Skylark S/R Coupe



Skylark S/R Hatchback Coupe



Skylark S/R Sedan



Skylark Coupe



Skylark Hatchback Coupe



Skylark Sedan



Skylark 'S' Coupe

SKYHAWK.



Skyhawk Hatchback Coupe



Skyhawk 'S' Hatchback Coupe

1977 BUICK BUYER'S GUIDE.



This year an estimated 11 million people will buy new cars. They will be confronted by a combination of models and options that run into the hundreds of thousands. That's a pretty wide selection. But how do you know which car and what options to choose? How do you judge?

That's what this Buyer's Guide is all about. At Buick, we feel the best way to help you is to provide the information you need to make the right decision. We can't turn you into an automotive expert. We can, however, help you to understand the design and engineering features that make a

Buick a Buick. And we can acquaint you with size, body styles, model lineup, standard features and options.

You know, buying a car used to be a fairly simple, uncomplicated matter. It's not anymore. The rapid pace of technological breakthroughs, economic and environmental considerations, even automotive language, changes day to day.

Cars now run on unleaded gas. Catalytic converters are employed for environmental protection. Solid state ignition systems help provide quick starts and easier serviceability. An auto-

mobile has to perform a lot of tasks and meet a lot of standards these days. This Buyer's Guide can help explain the constant refinements and innovations that go into making each new Buick an automobile that is responsive to the needs of this environment.

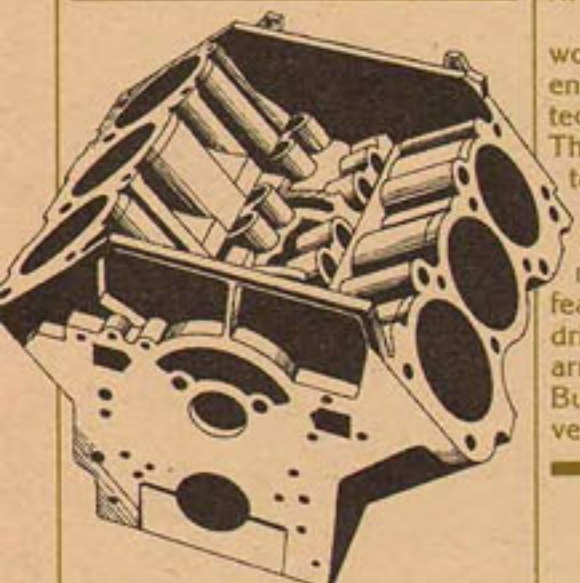
And there's a lot more in the Buyer's Guide: Information on the Buick power plants. An outline of maintenance schedules. A complete check on chassis and body construction. Highlighted design and engineering improvements. There's even a rundown on some of Buick's testing procedures.

Once you've familiarized your-

self with technical features and model lineup, you can leaf through a page-by-page inspection of the '77 Buicks. A cut-away illustration and brief description of major features is offered, together with listings on dimensions, model and engine availability and standard and available equipment. This will aid you in filling out the Order Guide Form that concludes each inspection page. The form is designed to help save you time when you visit your Buick dealer for a first-hand look at that particular new Buick that's just for you.

What makes a new Buick...well, special.

BUICK ENGINES.



The V-6, refined: Buick's spunky little V-6, from its inception, has created quite a following. And this year, we've refined it further.

For instance, we're now using redesigned cylinder heads with tapered-seat spark plugs. Also, we've put another heat crossover hole in the cylinder head to give fast warm-ups.

The electric choke is new this year, too. As is a back pressure exhaust gas recirculator. In addition to this, we've redesigned components here and there and reduced the overall weight of the engine.

The V-8, resized: If you're a V-8 fancier, we have good news for you, too. Most of which comes in the form of two new offerings.

A new 5.0 litre V-8. And a new 6.6 litre model.

The new 5.0 will be an available option in Skylark and LeSabre.

The new 6.6 is available as an option in LeSabre, Estate Wagon, Electra and Riviera.

And of course, the trusty 350 4-barrel V-8 (5.7 litre) is still around. It's available on

LeSabre. And it replaces the 455 in the Estate Wagon, Electra and Riviera as standard equipment.

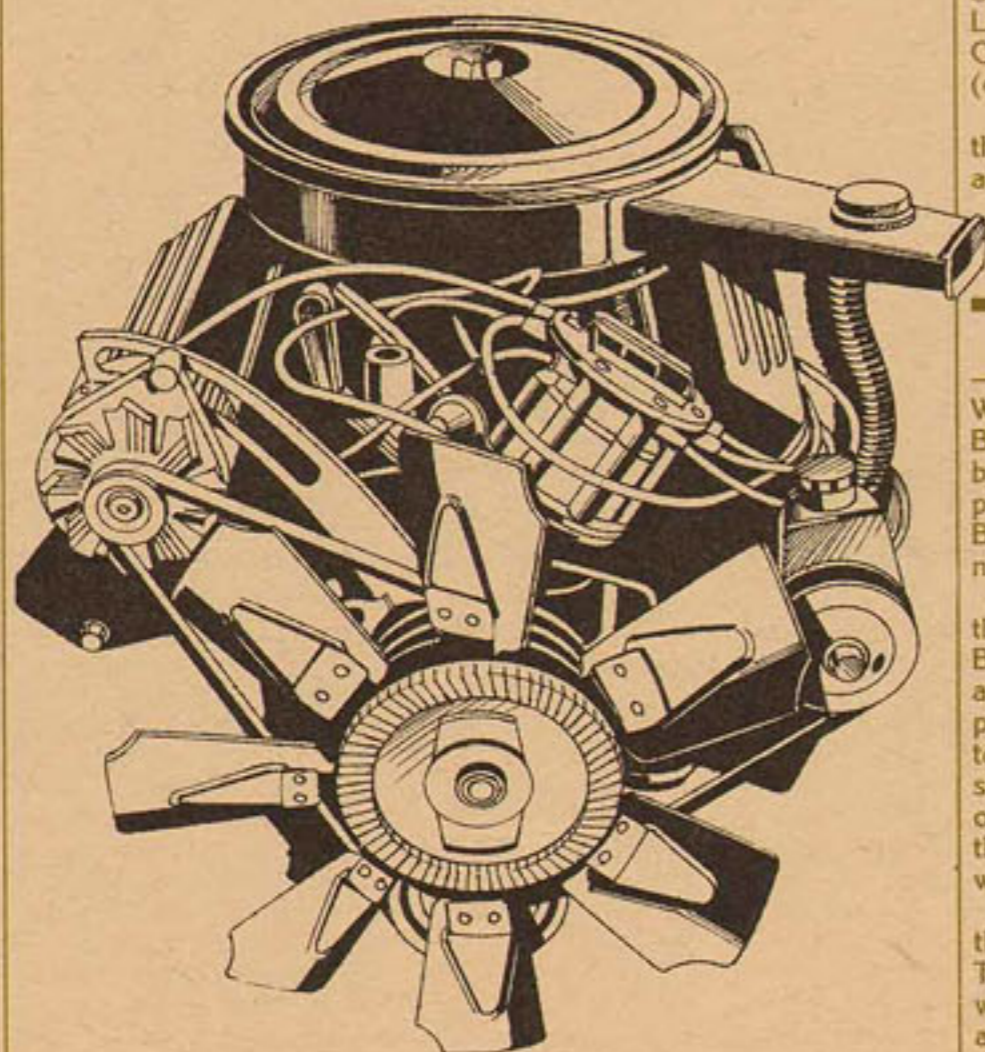
But we haven't just been working on developing new engines. You'll find sound, reliable technology in all Buick engines. Things like High-Energy Ignition to eliminate ignition points and condenser... and therefore eliminate the periodic need to replace them. Fast warm-up features for smooth, cold-weather driving. And stamped-steel rocker arms. You'll also find that all Buicks employ a catalytic converter that takes on much of the

burden of controlling emissions.

We should point out that in certain states, and in all counties above 4,000 feet, emission control regulations demand special powerteams. To check engine and transmission availability in your area, consult your local Buick dealer.

All in all, when you consider our Buick line of engines for '77, you have to come to the conclusion people have been coming to for nearly three quarters of a century.

A Buick is a very fine car to own.



BUICK'S V-6 HIGHWAY ECONOMY PACKAGE.

This package is a new option this year. It's designed to promote cruising efficiency in highway driving conditions.

The package consists of a specially tuned Buick V-6 engine, a specially calibrated Turbo Hydra-matic transmission, both a lower axle ratio and a wide-open-throttle air conditioning shutoff for quick pickup on Century and LeSabre, and a larger 24.5 gallon fuel tank on LeSabre.

The V-6 Highway Economy Package is available on most Skylark, Century, Regal and LeSabre models except in California and high-altitude areas, (consult your local Buick dealer).

It should be pointed out that this V-6 Highway Economy Package is not recommended for people who do most of their driving in the city.

BUICK QUALITY.

We've talked quite a bit about Buick design and engineering, but how do you put theory into practice? How do you know your Buick is going to live up to its name?

The answer, quite simply, is that every new Buick is a tested Buick. When a Buick rolls off the assembly line it is immediately put through its paces. An inspector drives the car. With the aid of skid pads in the floor, he can slam on the brakes and tell instantly if the front discs and rear drums are working correctly.

Next, the car is driven onto the rollers of a dynamometer. These rollers spin at road speeds while the inspector checks for axle noise, driveline vibrations, speedometer accuracy, correct steering assist and proper heater, defroster, air conditioning and



ventilation performance.

During the test, engine and transmission operations are verified by putting the vehicle through a specified series of accelerations, decelerations and power shifts.

The car is then moved to a set of undulating rollers where it is pitched abruptly up and down, right to left. This enables the inspector to check the intensity of chassis vibration and the performance of the suspension system under stress.

Finally a test is run to check toe and camber settings, while a group of inspectors checks the car's undercarriage for any oil or fluid leaks. It's only after each Buick has run this stringent gamut of tests, that it is then approved for shipping.

Of course, to help assure the maintenance of quality construction, we select a percentage of the cars we build each day, for a thorough examination called the Final Car Audit. This is literally a complete bumper-to-bumper inspection of the entire automobile.

Each car is assigned to an auditor who spends hours testing and grading the exterior and interior finish, and the car's mechanical functions. Part of this rigorous examination includes a test run through city and country driving conditions. Each test

vehicle is critically evaluated on bumpy back roads, on residential streets and on freeways.

The value of the Audit comes every morning when the Director of the Audit holds a meeting attended by the Plant Managers, their Assistants, line Foremen, Engineers, Quality Control representatives and, in some cases, the people who assemble the cars. The Director reports on the previous day's Audit and critiques the performance of the final assembly operation. This is followed by an open discussion on ways to improve production quality. All of this to see that Buick comfort, performance, and quality are being maintained on a day-to-day basis as each new Buick is assembled.

Buick engineering, design,

REDUCED MAINTENANCE.

How often your automobile will need servicing is an important consideration when you buy a new car. We're proud to say that

Item	1977 Maintenance Schedule	Pre-1975 Maintenance Schedule
Engine oil change	Every 12 mos. or 7,500 ml.	Every 4 mos. or 6,000 ml.
Oil filter change	After 1st 7,500 ml., then every 15,000 ml.	After 1st 6,000 ml., then every 12,000 ml.
Spark plug change	Every 22,500 ml.	Every 6,000 ml.
Points and condenser replacement	Not needed because there are none.	Every 6,000 ml.
Chassis lubrication	Every 12 mos. or 7,500 ml.	Every 4 mos. or 6,000 ml.
Transmission fluid change	Every 60,000 ml.	Every 24,000 ml.

construction and testing procedures are themselves evaluated each year. The rapid advance of technology and the continual refinement of computer capabilities have enabled us to build cars that meet ever more stringent quality standards. Computers now allow us to test more components in less time and with greater accuracy than ever before. Wind tunnels allow us to employ air flow technology in vehicle design. And newly developed alloys, primers, and paints allow us to more effectively protect cars from the effects of corrosion.

Test-drive the new Buicks for yourself. It's the best way to discover what Buick quality is all about.

SPECIAL RIDE AND HANDLING PACKAGES.

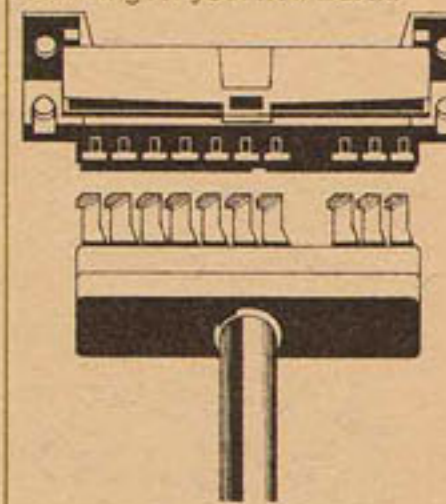
We've paid special attention to cornering ability this year. To this end, a number of Buick models, including Skyhawk, Skylark, Century, Regal, LeSabre and Riviera, are now available with suspension set-ups that offer impressive roadability to the demanding buyer.

In most instances, these suspension packages contain front and rear stabilizer bars, firmer springs and stiffer valving

in the shock absorbers. Two Buick models—LeSabre Sport Coupe and Riviera—carry this kind of suspension, as well as fast-ratio power steering, as standard equipment.

WIRED FOR SERVICE.

This year we have incorporated diagnostic "plugs" into all of our full-size Buicks. This allows a Buick mechanic to connect your car to a diagnostic machine and check the ignition switch, coil, starter, and other critical areas of the starting or air conditioning electrical systems in a fraction of the time it used to take to do the job manually. It can mean quicker servicing for your new Buick.



Below is a comparative listing of this year's recommended maintenance schedule for normal operating conditions against one of a few years ago. Look it over, we think you'll be surprised.

Four new full-size Buicks: Riviera, Electra, LeSabre and Estate Wagon.



A TOTALLY NEW DESIGN CONCEPT.

In effect, we took the 1977 LeSabre, Electra, Riviera and Estate Wagon and engineered four new full-size Buicks that offer a trimness in exterior design while maintaining the spacious comfort of traditional full-size cars within. The result is beautiful to look at. The ride is smooth. The interiors well-appointed. They are cars you must drive for yourself to fully appreciate. They possess road manners amply suited to the fine reputation of Buick. They are four new full-size cars that are versatile, functional and fun to drive.

MORE ROOM FOR COMFORT.

To judge what we believe is a considerable accomplishment, you must get inside. Whether you're a driver or front-seat passenger, you will immediately note the ease of entry and the roominess, which by now have become a Buick trademark. The real surprise, however, is in the



back seat. The 1977 LeSabre and Riviera Coupes offer more than two and one half inches of additional rear leg room than last year's models. They also offer increased rear head room.

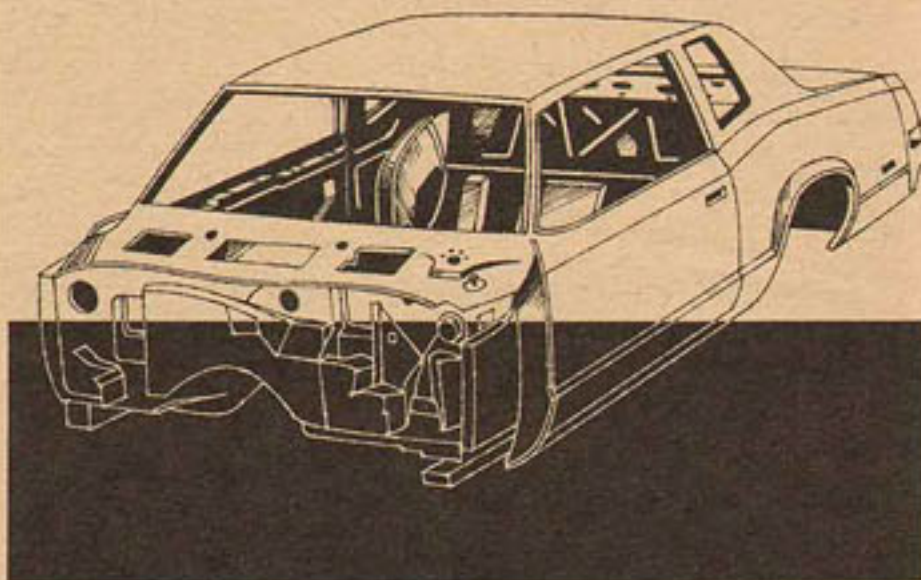
Trunk space has been enlarged over some of the '76 models as well. On Riviera alone, we've expanded the trunk capacity by more than 133 cubic litres (4.7 cubic feet). That's enough room to carry an additional suitcase or two. And speaking in terms of litres, a part of our effort to meet changing needs is the increased use of metric dimensions throughout our new Buicks. You'll find that both metric and English designations have been listed throughout this catalog for your convenience.

WHAT ABOUT RIDE?

The most important factors for a smooth, quiet ride are chassis and body design. For this reason, all the new full-size Buicks carry four-wheel, coil-spring suspension, forward-mounted steering gear linkage, unequal-length front control arms and four-link rear suspension. To this, we have added acoustical materials in the body structure for effective noise deadening. This has enabled us to construct a car of leaner design, while maintaining Buick's traditionally smooth, quiet ride. The '77 full-size Buicks possess an ease of driveability.

BETTER PROTECTION.

Another bonus this year is new corrosion protection on LeSabre, Estate Wagon, Electra and Riviera. We've improved some primers and coatings,



BUICK QUALITY ADDS UP.

Add up what the new full-size Buicks mean to you as an owner. You retain Buick's celebrated performance and ride. At the

same time, you gain in comfort, trunk capacity, serviceability and corrosion protection. All of this, in four new full-size cars that are beautifully designed, fun to drive and every bit of what the Buick name has come to stand for.

That great Buick ride is there, and there is also a new feeling of tautness, of agility in motion. The reason is advanced technology. Computers now enable us to design and test individual components with greater accuracy. Wind tunnels allow us to evaluate the aerodynamics of new body design concepts. And we have introduced a new line of engines for 1977. Overall, these engines are smaller and may be better suited to your driving needs. For further information see page 52 of this catalog and consult your Buick dealer.

All of this has gone into making the new full-size Buicks very responsive to the driver's control.

employed more galvanized steel and increased our use of rust-resistant materials throughout. This can help add to the life and appearance of your car, and can help enhance its value at trade-in time as well.

RIVIERA.



Our personal luxury car. For 1977, a sophisticated new suspension incorporates front and rear anti-sway bars. These, together with special springs and shocks, help produce a "Riviera ride" with road car maneuverability. A new 6.6 litre (403 CID) V-8 is available.

Wheelbase	115.9 in. (2,943mm)
Width	77.2 in. (1,960mm)
Height (approx.)	54.6 in. (1,387mm)
Curb Weight (est.)	3,944 lbs. (1,789 kg)
Std. Engine:	5.7 litre (350 CID) 4-bbl. V-8.

LeSABRE.



Our full-size family car. Models include two Coupes, two Sedans and a new European-inspired Sport Coupe. A new 5.0 litre (301 CID) 2-bbl. V-8 is standard in the Sport Coupe and available in other models. The 5.7 litre (350 CID) 4-bbl. V-8, and the 6.6 litre (403 CID) 4-bbl. V-8 are also available.

Wheelbase	115.9 in. (2,943mm)
Width	77.2 in. (1,960mm)
Height (approx.)	54.6 in. (1,387mm)
Curb Weight (est.)	3,613 lbs. (1,639 kg) to 3,638 lbs. (1,650 kg)
Std. Engine:	3.8 litre (231 CID) 2-bbl. V-6. 5.0 litre (301 CID) 2-bbl. V-8 on Sport Coupe.

ELECTRA.



The ultimate Buick. The 225 and Limited each offer Coupe and Sedan models. The Limited offers a higher level of interior trim. Both cars afford the availability of Buick's new 6.6 litre (403 CID) 4-bbl. V-8.

Wheelbase	118.9 in. (3,020mm)
Width	77.2 in. (1,960mm)
Height (approx.)	55.7 in. (1,416mm)
Curb Weight (est.)	3,986 lbs. (1,808 kg) to 4,061 lbs. (1,842 kg)
Std. Engine:	5.7 litre (350 CID) 4-bbl. V-8.

ESTATE WAGON.



The Estate Wagon offers the comfort and convenience of a luxury car together with the practical advantages of a full-size wagon. Both the standard and Limited models offer a two- or three-seat option and the availability of the 6.6 litre (403 CID) 4-bbl. V-8.

Wheelbase	115.9 in. (2,945mm)
Width	77.2 in. (1,960mm)
Height (approx.)	57.0 in. (1,448mm)
Curb Weight (est.)	4,220 lbs. (1,914 kg) to 4,365 lbs. (1,980 kg)
Std. Engine:	5.7 litre (350 CID) 4-bbl. V-8.

The smaller Buicks: Regal, Century, Skylark and Skyhawk.

CENTURY AND REGAL.

Let's begin by clarifying the difference between the Centurys and the Regals. While all are classified as mid-size Buicks, they each possess distinctly different personalities and attributes.

Regals. The Regal Coupe is something of a "pocket" Riviera: formal in design, rich in interior appointment, and somehow, a sportier, more personal kind of automobile. The Regal Sedan carries its own special front-end design featuring vertically stacked rectangular headlamps. Both have suggested manufacturers retail prices that are slightly higher than standard equipped Centurys. They are truly the ultimate mid-size Buicks.

Centurys. These cars tend to be more "informal" in their appearance than Regal. Their lines are swept-back, rather than vertical; and their interiors are dressed in a more businesslike decor.

Of course, within the Century line, each individual model has its own unique qualities. Here's a brief portrait of each:

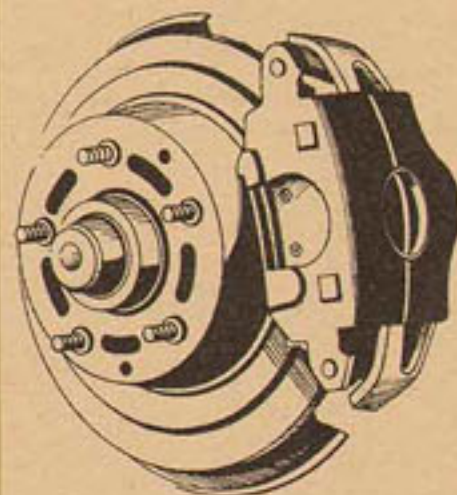
Century Custom. The top of the Century line, it offers a large range of standard features. 2- or 4-door models are available. The Custom Coupe offers the added elegance of Regal's formal roofline, complete with Regal's rectangular opera windows.

Century. The mid-point of the Century line. Its aerodynamic front-end theme is carried all the way through to its fastback roofline. Like the Century Custom, it offers 2- or 4-door models, but a base model Century is lower priced than the Custom due in part to a slightly lower level of interior trim and fewer standard features.

Century Special. The most economically priced mid-size Buick. It

has been specifically engineered to weigh less and be lower priced than other Century models. It's a no-nonsense car that offers comfortable, reliable, well-engineered transportation, without an excess of frills. Available as a Coupe only.

Century Custom Wagon. Available in 2- and 3-seat configurations, it offers over 85 cubic feet of cargo space and is powered by a standard 5.7 litre 4-barrel V-8. The Century Wagon offers a lot of the advantages of a full-size wagon, but in a size and price that can be easier to handle.



Now that we've outlined some of the differences between the two cars, let's talk about the fine Buick qualities that Century and Regal have in common.

One of the foremost qualities is Buick engineering. And you'll find it the first time you look beneath the hood. Buick's 3.8 litre V-6 is the standard power plant in every Century and Regal except Century Wagons and the Regal Sedan, which come standard with a 5.7 litre V-8. For 1977 we've refined the V-6 by utilizing tapered-seat spark plugs. We've also worked on fuel vaporization for "cold-start" operation through changes in the cylinder head and the addition of an electric choke. We've even managed to reduce

the weight of the engine.

Of course, you may prefer the added performance of a larger engine. In this case, both Century and Regal offer an available 5.7 litre V-8 with a choice of 2- or 4-barrel carburetion.

Standard equipment on Century and Regal includes front disc brakes, front and rear coil spring suspension, forward-mounted steering gear and linkage, full-perimeter frames and computer-selected chassis springs.

But there's a lot more to a Buick than a well-engineered power train. You'll find that Century and Regal also offer a healthy share of standard comfort and convenience features. Windshield wipers, for example, offer a "mist control" feature that allows you to give the windshield a single wipe at the touch of a switch. In front and back, your car is protected by strong, reinforced bumpers with energy absorbers that hydraulically cushion against minor impact. A Full-Flo ventilation system is provided for interior comfort. Cut-pile carpeting is standard in front and rear (excepting Century Special). Seats with full-foam construction add to your riding comfort. And there's even an inside hood lock release to help guard the engine compartment against theft.

All of this doesn't begin to cover the long list of standard Century and Regal equipment. It does, however, give you a good idea of the kind of quality thinking you can expect when you purchase a mid-size Buick.

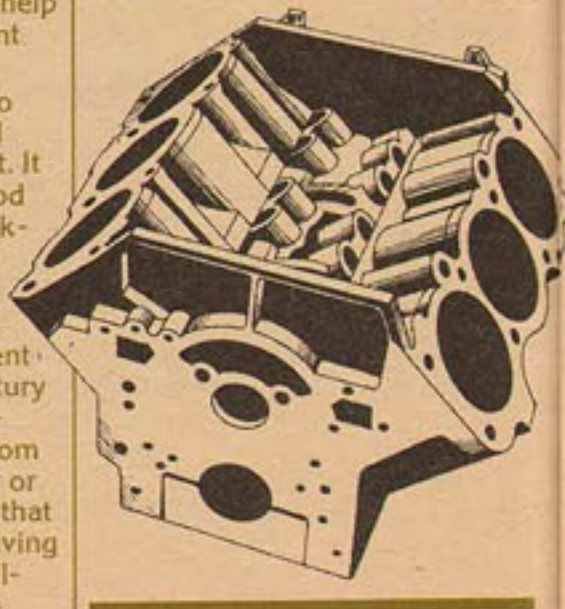
To top it all, there's a wide selection of available equipment that allows you to order a Century or Regal that's virtually tailor-made to your needs: A Freedom battery that requires no water or cleaning. A fuel usage gauge that tells whether or not you're driving within an efficient range; a full-length operating console with

bucket seats; Cruise-Master speed control for long-distance driving comfort; electric door locks and trunk release; six-way power seat control; power windows; tilt steering wheel; silent, electric, rear-window defogger; and a lot more. (For a more complete list, see page 59.)

SKYLARK.

Skylark is our compact. Which means that it is approximately a foot shorter than our mid-size models, and about 20" longer than subcompacts. Seven models are available: Skylark and Skylark S/R, offering Coupe, 4-door and Hatchback body styles. Skylark "S," a special economy model, is available as a Coupe only.

All Skylarks, however, have certain features in common. For example, the choice of a standard 3.8 litre Buick V-6, a new 5.0 litre 2-barrel V-8, or the 5.7 litre V-8; a 21-gallon fuel tank, that helps give you driving range, and design features inspired by the great European touring cars. One such feature is the tall, generous glass area that distinguishes Skylark's "greenhouse." This not only pro-



vides driver visibility, but spacious front and rear head room—factors that are too often overlooked in compacts.

The Skylark S/R offers an interior that richly complements the European flavor of Skylark's body design: a turn signal lever that doubles as a headlamp dimmer, block velour bucket seats (the passenger side reclines), an operating console with convenient stowage bins, even map pockets in each front door. Now that's luxury.

But of course, a compact is essentially built to be economically priced and that's why we offer Skylark "S." It's a car that may not have a lot of extras, but it certainly isn't short of essentials, either. In fact, all Skylarks have one inherent feature we refer to as "Buickness." What does it mean? A quality ride, quietness under way and that added "good feel" that come with the Buick name.

SKYHAWK.

Beautifully designed and fun to drive. Skyhawk is available in one body style, a Hatchback Coupe. The interior is arranged in 2-plus-2 bucket seating. The small, trim body allows its standard Buick V-6 engine to perform responsively. A 4-speed transmission is standard, but there's also a 5-speed overdrive transmission available for highway cruising. An automatic is available, too. The combined hatchback and folding rear seat add a special note of practicality. For added sportiness, a fixed-glass Astorroof is an available option that gives you the sun in the morning and the stars at night. You couldn't ask for much more in a sporty subcompact. But just in case you do, there's Skyhawk "S," a special economically priced model designed for people with plenty of free spirit, but a strict budget.

REGAL.



Our mid-size personal luxury car, available as a Coupe or Sedan. Formal in design, with rich interior appointments, and in a size that offers easy maneuverability. A perfect car for town and country.

	Coupe	Sedan
Wheelbase	112.0 in. (2,845mm)	116.0 in. (2,946mm)
Width	76.5 in. (1,943mm)	79.0 in. (2,007mm)
Height (approx.)	52.7 in. (1,339mm)	53.6 in. (1,361mm)
Curb Wgt. (est.)	3,707 lbs. (1,681 kg)	to 4,052 lbs. (1,836 kg)
Coupe, Std. Engine:	Buick's 3.8 litre (231 CID) 2-bbl. V-6.	
Sedan, Std. Engine:	Buick's 5.7 litre (350 CID) 2-bbl. V-8.	

CENTURY CUSTOM WAGON.



CENTURY.



Our mid-size family cars. Century Custom and Century come in Coupe and Sedan models that lend a note of luxury for mid-size buyers. Century Special is designed for the budget-minded and comes only as a Coupe.

	Coupe	Sedan
Wheelbase	112.0 in. (2,845mm)	116.0 in. (2,946mm)
Width	76.5 in. (1,943mm)	79.0 in. (2,007mm)
Height (approx.)	52.7 in. (1,339mm)	53.6 in. (1,361mm)
Curb Wgt. (est.)	3,634 lbs. (1,684 kg)	to 3,863 lbs. (1,752 kg)
Std. Engine:	Buick's 3.8 litre (231 CID) 2-bbl. V-6.	

This versatile mid-size offers station wagon spaciousness plus maneuverability. Available in 2- and 3-seat models powered by Buick's 5.7 litre V-8 engine, the Century Custom Wagon offers over 85 cubic feet of cargo space.

Wheelbase	116.0 in. (2,946mm)
Width	79.0 in. (2,007mm)
Height (approx.)	55.3 in. (1,405mm)
Curb Wgt. (est.)	4,453 lbs. (2,020 kg) to 4,486 lbs. (2,035 kg)
Std. Engine:	Buick's 5.7 litre (350 CID) 4-bbl. V-8.

SKYLARK.



Our European-inspired compact. Available in 2-door, 4-door and hatchback body styles. Models include a luxurious Skylark S/R with a lot of extras, regular Skylark models and a specially designed, economically priced Skylark "S."

Wheelbase	111.0 in. (2,819mm)
Width	72.7 in. (1,847mm)
Height (approx.)	52.2 in. (1,326mm)
Curb Wgt. (est.)	3,320 lbs. (1,506 kg) to 3,504 lbs. (1,589 kg)
Std. Engine:	Buick's 3.8 litre (231 CID) 2-bbl. V-6.

SKYHAWK.



Our sporty subcompact. A hatchback Coupe with bucket seats, 28 cubic feet of cargo space and Buick's renowned V-6 engine. Free-spirited and economically priced. Also available as an economy Skyhawk "S."

Wheelbase	97.0 in. (2,464mm)
Width	65.4 in. (1,661mm)
Height (approx.)	50.1 in. (1,275mm)
Curb Wgt. (est.)	2,924 lbs. (1,326 kg) to 2,953 lbs. (1,339 kg)
Std. Engine:	Buick's 3.8 litre (231 CID) 2-bbl. V-6.

The 1977 Riviera: an inspection.

DIMENSIONS.

Riviera	
Inches with millimeters shown in parentheses unless otherwise noted.	
Wheelbase	115.9 (2,943)
Tread, front	62.2 (1,580)
Tread, rear	60.7 (1,541)
Length	218.2 (5,543)
Width	77.2 (1,960)
Height	54.6 (1,387)
Head room, front	38.1 (969)
Head room, rear	38.0 (964)
Leg room, front	42.2 (1,072)
Leg room, rear	38.7 (982)
Shoulder room, front	60.8 (1,544)
Shoulder room, rear	58.8 (1,494)
Hip room, front	55.0 (1,396)
Hip room, rear	57.6 (1,462)
Trunk capacity, cu. ft. (litres)	19.8 (561)

Increased luggage capacity. An additional 4.7 cubic feet of load- and luggage-carrying capacity.

New interior styling designed for efficient use of space. Increased front and rear headroom and rear legroom over 1976. New inertia front seat back locks for easy rear-seat accessibility.

New combination AM-FM stereo entertainment radio and citizens band transceiver as available equipment.

New instrument panel designed for easy readability. Driver's controls positioned for easy access.

Wired for service. New diagnostic connectors to aid checking the ignition switch, coil, starter and other areas of the starting or air conditioning electrical systems.

New 6.6 litre (403 CID) V-8 engine available with High-Energy Ignition and fast-acting choke.

Three special firemist exterior paint colors available.

New Riviera exclusive—two-tone exterior paint treatment available in three pleasing combinations.

New four-wheel disc brake system available.

Steel-belted, radial-ply tires standard.

Chassis designed for a Buick smooth and quiet ride.

New corrosion protection designed to reduce water and dirt entrapment and funnel water to drainage areas.

Automatic transmission, power steering and power brakes, disc-front and drum-rear, standard equipment.

Power plants are smaller yet offer responsive performance.

Maintenance-free Freedom battery standard.

POWERTEAMS.

Riviera Powerteams**		Transmission	
Standard or Available	Engine Description	Federal or California or Altitude	Automatic (standard)
Standard	5.7 litre (350 CID) 4-bbl. V-8	Federal	2.41 (3.08)*
Standard	5.7 litre (350 CID) 4-bbl. V-8	California	2.41
Available	6.6 litre (403 CID) V-8	Federal	2.41 (3.08)*
Available	6.6 litre (403 CID) V-8	California	2.41
Available	6.6 litre (403 CID) V-8	Altitude	2.56 (3.08)*

*—Available axle ratios

**—Availability contingent on emission certification

AVAILABLE MODEL.

Riviera Coupe Z37

STANDARD EQUIPMENT.

- Engine
- See powerteam chart
- High-Energy Ignition
- Semi-closed cooling system

- Catalytic converter
- Lead-free fuel required

Chassis

- Turbo Hydra-matic transmission
- Power steering
- Power front disc brakes with audible pad wear indicators
- Steel-belted, radial-ply tires
- Coil spring suspension—front and rear
- Freedom battery

- Forward-mounted steering gear and linkage
- Brake proportioning valve
- Computer-selected chassis springs
- Trued tires and concentric wheels
- GR78-15 tires
- Extensive use of insulation for quietness
- Rear stabilizer bar
- Diagnostic connectors to aid checking and service of engine and air conditioning

Interior, Comfort and Convenience

- Choice of cloth or vinyl 50/50 seats with dual armrests
- Power windows
- Full-Flo ventilation
- Lights: front ashtray, under-dash courtesy, glove compartment, trunk, instrument flood
- Full-foam seat construction
- Color-coordinated custom front and rear seat belts (3 each) and front shoulder belts (2)
- Windshield wiper system with single-wipe feature for misty conditions.
- Quartz crystal dial clock standard except with digital radio
- Quartz crystal digital clock available at no extra charge except with digital radio

- Inertia front seat back locks
- Cigarette lighter
- 4-jet windshield washer
- Remote-control, outside rearview sport mirror (left side)
- Luggage compartment light

Appearance and Protection.

- Rectangular headlamps
- Combination turn signal and high/low beam control
- Front and rear energy-absorbing bumpers
- Bumper protective strips—front and rear
- Cut-pile carpeting—front and rear
- Depressed park windshield wipers
- Inside hood lock release
- Rallye steering wheel
- Custom wire wheel covers

AVAILABLE EQUIPMENT.

Engine

- See powerteam chart
- Engine block heater
- 80-amp. Delcotron generator
- Heavy-duty battery
- Heavy-duty engine and transmission cooling
- High-altitude engine package

(required in some areas over 4,000-ft. altitude)

- California assembly line emission testing (required in California)

Chassis

- Four-wheel disc brakes
- Rallye ride and handling (heavy-duty springs and shocks and rear stabilizer bar)
- Firm ride and handling (recommended for trailer towing) heavy-duty suspension, springs and wheels
- Automatic level control
- Positive-traction differential
- Trailer tow flasher and harness (5-wire or 7-wire)
- Stowaway spare tire
- Chrome-plated road wheels
- GR 78-15 steel-belted, radial-ply whitewall tires
- GR 78-15 steel-belted, radial-ply wide whitewall tires

Interior

- Power seat, 6-way, driver's side only
- Power seat, 6-way, driver and passenger
- Front carpet savers
- Carpet savers and handi-mats
- Trunk trim carpeting
- Leather-covered Rallye steering wheel

Comfort and Convenience

- AM radio
- AM-FM radio
- AM-FM stereo radio with front and rear dual speakers
- Under-dash citizens band transceiver
- Combination AM/FM stereo entertainment radio and citizens band transceiver
- AM radio and stereo tape player with front and rear dual speakers
- AM-FM stereo radio and stereo tape player with front and rear dual speakers
- Digital readout AM-FM stereo radio tells the station frequency, time, date and elapsed travel time
- Windshield antenna (standard with radio)
- Automatic power antenna (recommended with FM or stereo radios)
- Rear-seat speaker (single)
- Front & rear dual speakers
- Electric door locks
- Automatic electric door locks
- Soft-Ray tinted glass
- Electric front seat back recliner—passenger side
- Electric trunk release
- Three-speed windshield wiper with low-speed delay feature
- Electric rear-window defogger
- Air conditioner
- Automatic air conditioning system
- Cruise-Master speed control
- Tilt steering column
- Tilt and telescoping steering column
- "Headlamps on" indicator
- Cornering lights
- Quartz crystal digital clock (N.A. when digital readout AM/FM stereo radio is ordered)
- Fuel usage indicator
- Litter pocket
- Speed alert and trip odometer
- Low fuel indicator
- Lighted visor vanity mirror

Appearance and Protection

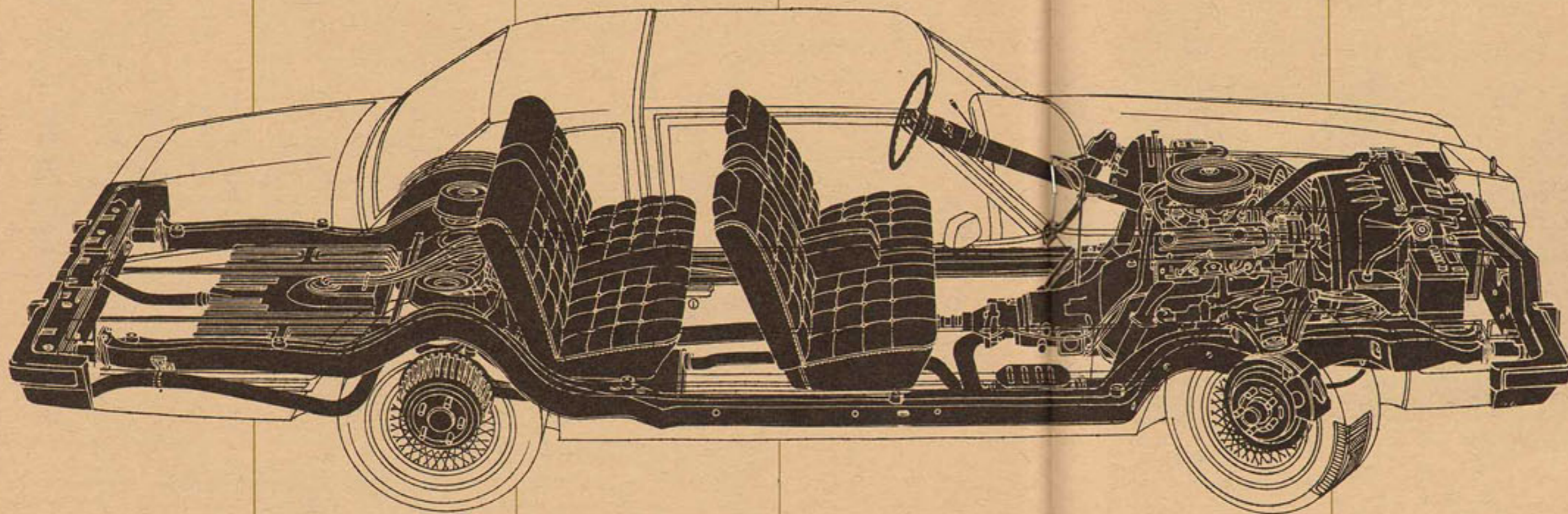
- Protective body-side moldings (front fender and body side)
- Door-edge guards
- Bumper guards—front & rear (required in California and Florida)
- Door courtesy & warning lights
- Outside rearview right sport mirror (remote)
- Front & rear light monitors
- Four-note horn
- Long heavy padded vinyl top
- Heavily padded Landau top with coach lamp
- Riviera exclusive blue, amber or red firemist exterior paint
- Exclusive Riviera two-tone silver & dark gray, light blue & medium blue or buckskin & gold
- Sunroof—electric operation
- Silver, gold, shadow-light, green or rose astrorooftop (sliding)
- White, black, blue, gold or red body-side stripe

YOUR ORDERING GUIDE. 1977 RIVIERA.

Be sure to consider: (mark your choices)

- Automatic air conditioner
- 6-way power seat
- Tilt and telescoping steering wheel
- Astrorooftop—glass sunroof
- Automatic level control
- Landau vinyl top
- Positive-traction differential
- Firm ride and handling suspension
- AM-FM stereo radio with front and rear dual speakers
- Lighted visor vanity mirror
- Electric door locks
- Four-wheel disc brakes
- Stowaway spare tire
- Leather covered rallye steering wheel

Write in additional selections here:



The 1977 Electra: an inspection.

DIMENSIONS.

	Electra 225 Coupe	Electra Limited Coupe	Electra 225 Sedan	Electra Limited Sedan
Inches with millimeters shown in parentheses unless otherwise noted.				
Wheelbase	118.9 (3,020)	118.9 (3,020)	118.9 (3,020)	118.9 (3,020)
Tread, front	62.2 (1,580)	62.2 (1,580)	62.2 (1,580)	62.2 (1,580)
Tread, rear	60.7 (1,541)	60.7 (1,541)	60.7 (1,541)	60.7 (1,541)
Length	222.1 (5,640)	222.1 (5,640)	222.1 (5,640)	222.1 (5,640)
Width	77.2 (1,960)	77.2 (1,960)	77.2 (1,960)	77.2 (1,960)
Height	54.8 (1,392)	54.8 (1,392)	55.7 (1,416)	55.7 (1,416)
Head room, front	38.2 (970)	38.2 (970)	39.1 (992)	39.1 (992)
Head room, rear	38.0 (965)	38.0 (965)	38.0 (965)	38.0 (965)
Leg room, front	42.2 (1,072)	42.2 (1,072)	42.2 (1,072)	42.2 (1,072)
Leg room, rear	39.9 (1,014)	39.9 (1,014)	40.9 (1,038)	40.9 (1,038)
Shoulder room, front	59.0 (1,500)	60.6 (1,538)	59.1 (1,502)	59.1 (1,502)
Shoulder room, rear	58.9 (1,495)	58.9 (1,495)	60.6 (1,538)	60.6 (1,538)
Hip room, front	55.2 (1,403)	55.2 (1,403)	55.2 (1,403)	55.2 (1,403)
Hip room, rear	57.6 (1,464)	57.6 (1,464)	55.4 (1,408)	55.4 (1,408)
Trunk capacity, cu. ft. (litres)	20.4 (579)	20.4 (579)	20.4 (579)	20.4 (579)

Inspired exterior styling for good visibility and ease of occupant entry and exit.

Astrorooft with roll-away shade. Available on all Electra models. It's actually three roofs in one. Closed it's a regular roof. By sliding the inner shade back, you expose the tinted glass roof that lets in sunlight. Retract the glass roof, and you let in sunshine and outside air.

Nimble turning performance allows the driver to park easier than in 1976. Electra has a 4-foot tighter turning diameter (curb to curb).

The new instrument panel is designed for easy readability. Driver's controls are positioned for easy access and are arranged in logical positions.

New combination AM-FM stereo entertainment radio and citizens band transceiver as available equipment.

New engine lineup featuring a standard 5.7 litre (350 CID) engine and a new 6.6 litre (403 CID) available engine.

Power plants are smaller while offering responsive performance.

New corrosion protection designed to reduce water and dirt entrapment and funnel water to drainaway areas.

Maintenance-free Freedom battery standard.

New interior styling providing a truly luxurious occupant environment. Rear-seat access is simpler on Coupes because of the new inertia front seat back locks. They eliminate the need to release the seat back catch before tilting the front seat back forward.

A chassis design, utilizing four-link rear suspension, and independent front suspension, with coil springs at all four wheels, provide for a Buick smooth and quiet ride.

Automatic transmission, power steering, power brakes, disc-front and drum-rear, standard equipment.

Wired for service. New diagnostic connectors to aid checking the ignition switch, coil, starter and other areas of the starting or air conditioning electrical system.

POWERTEAMS.

Electra 225/Electra Limited Powerteams**		Transmission	
Standard or Available	Engine Description	Federal or California or Altitude	Automatic (standard)
Standard	5.7 litre (350 CID) 4-bbl. V-8	Federal	2.41 (3.08)*
Standard	5.7 litre (350 CID) 4-bbl. V-8	California	2.41
Available	6.6 litre (403 CID) V-8	Federal	2.41 (3.08)*
Available	6.6 litre (403 CID) V-8	Altitude	2.56 (3.08)*
Available	6.6 litre (403 CID) V-8	California	2.41

* - Available axle ratios
** - Availability contingent on emission certification

MODEL AVAILABILITY.

Electra 225	- Coupe V37 - Sedan V69
Electra Limited	- Coupe X37 - Sedan X69
Electra Park Avenue	- Sedan X69 (trim option)

STANDARD EQUIPMENT.

- Engine**
- See powerteam chart
 - High-Energy Ignition
 - Semi-closed cooling system
 - Catalytic converter.
- Chassis**
- Turbo Hydra-matic transmission
 - Power steering

- Power front disc brakes with audible pad wear indicator
- Steel-belted, radial-ply tires
- Coil-spring suspension—front and rear
- Forward-mounted steering gear and linkage
- Computer-selected chassis springs
- Trued tires and concentric wheels
- GR78-15 tires
- Freedom battery
- Diagnostic connectors to aid checking and service of air conditioning and engine
- Improved corrosion protection.

Interior, Comfort and Convenience

- Choice of cloth or vinyl notchback seat (Electra 225)
- Choice of cloth or vinyl 60/40 notchback seat (Electra Limited)
- Power windows
- Two-way power seat on driver's side (Electra Limited)
- Full-Flo ventilation
- Windshield wiper system with single-wipe feature for misty conditions
- Lights: front ashtray, trunk, under-dash courtesy, glove compartment, instrument flood
- Custom seat and shoulder belts—color-coordinated

- Full-foam seat construction
- Remote-control, outside, rearview mirror (left side)
- Inertia front seat back locks (Coupes)
- Quartz crystal controlled dial clock standard except with digital radio
- Quartz crystal digital clock available at no extra charge except with digital radio
- Combination turn signal and high/low beam control standard

Appearance and Protection

- Front and rear energy-absorbing bumpers
- Bumper protective strips—front and rear
- Cut-pile carpeting—front and rear
- Custom steering wheel
- Wide rocker appearance moldings (Electra Limited)

AVAILABLE EQUIPMENT.

- Engine**
- See powerteam chart
 - Engine block heater
 - 80-amp. Delcotron generator
 - Heavy-duty engine and transmission cooling

- Heavy-duty battery
- High-altitude engine package (required in some areas over 4,000-ft. altitude)
- California assembly line emission testing (required in California)

Chassis

- GR78-15 steel-belted, radial-ply whitewall tires
- GR78-15 steel-belted, radial-ply wide whitewall tires
- Stowaway spare tire
- Firm ride and handling (recommended for trailer towing) heavy-duty suspension, springs and wheels
- Automatic level control
- Positive-traction differential
- Trailer tow flasher and harness (5-wire or 7-wire)
- Four-note horn

Interior

- Park Avenue Sedan with specific interior trim of 50/50 cloth seats with twin armrests, coach side lights and door entrance courtesy and warning lights
- Power seat 6-way. Driver's side only on 60/40 or 50/50 seats
- Power seat 6-way. Driver and passenger on 60/40 or 50/50 seats
- Power seat 6-way. Notchback seat (Electra 225 only)
- Front carpet savers
- Carpet savers and handi-mats
- Trunk trim carpeting

Comfort and Convenience

- AM radio
- AM-FM radio
- AM-FM stereo radio with front and rear dual speakers
- AM radio and stereo tape player with front and rear dual speakers
- AM-FM stereo radio and stereo tape player with front and rear dual speakers
- Under-dash citizens band transceiver
- Combination AM-FM stereo entertainment radio and citizens band transceiver
- Digital readout AM-FM stereo radio to tell station frequency, time, date and elapsed travel time
- Windshield antenna (standard with radio)
- Automatic power antenna (recommended with FM or stereo radios)
- Rear-seat speaker (single)
- Front & rear dual speakers
- Electric door locks
- Automatic electric door locks
- Soft-Ray tinted glass
- Electric front seat back recliner—passenger side
- Electric trunk release
- Three-speed windshield wiper with low-speed delay feature
- Electric rear-window defogger
- Air conditioner
- Automatic air conditioning system
- Door courtesy & warning light
- Dome reading light (std. on Electra Limited—N.A. with sunshade map light)
- Litter pocket (std. on Electra Limited)
- Lighted visor vanity mirror
- Remote-control, outside, rearview mirror—right side
- Left remote mirror with outside thermometer

- Outside rearview sport mirrors (left and right remote)
- Cruise-Master speed control
- Tilt steering column
- Tilt and telescoping steering column
- "Headlamps on" indicator
- Sunshade map light (std. on Electra Limited—N.A. dome reading light)
- Fuel usage indicator
- Speed alert and trip odometer
- Low fuel indicator

Appearance and Protection

- Wide rocker appearance front fender & rear fender lower molding (std. on Electra Limited)
- Protective body-side molding (front fender and body side)
- Wide body-side moldings
- Door-edge guards
- Front & rear light monitors
- Cornering lights
- Bumper guards—front & rear (required in California and Florida)
- Deluxe wire wheel covers
- Moire wheel covers
- Chrome-plated road wheels
- Super deluxe wheel covers
- Long vinyl top (Sedans only)
- Long heavy padded vinyl top
- Heavily padded Landau top (Coupes only)
- Two-tone paint
- Sunroof—electric operation
- Silver, gold, shadow-light, green or rose astrorooft (sliding)
- White, black or gold body-side stripe

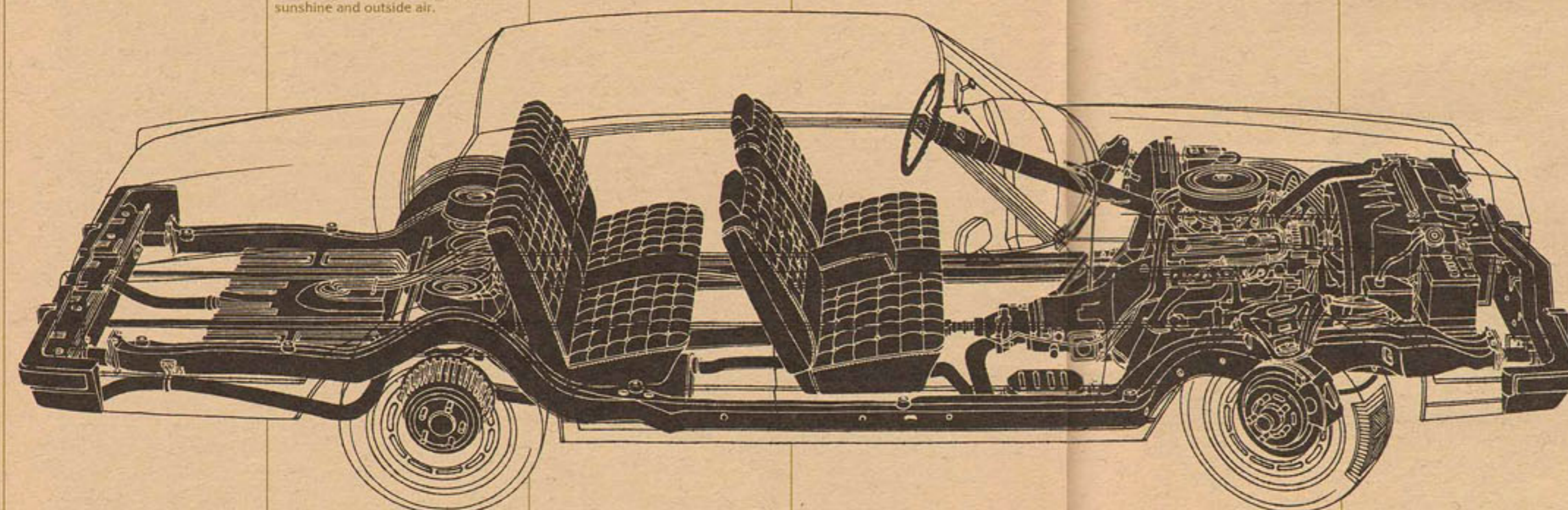
YOUR ORDERING GUIDE. 1977 ELECTRA.

Model selected:

Be sure to consider: (Mark your choices)

- Tilt and telescoping steering wheel
- Astrorooft—glass sunroof
- Landau vinyl top (Coupe models)
- Automatic level control
- 6-way power seat
- Automatic air conditioner
- AM-FM stereo radio with front and rear dual speakers
- Combination AM-FM stereo entertainment radio and citizens band transceiver

Write in additional selections here:



The 1977 Regal/Century: an inspection.

DIMENSIONS.

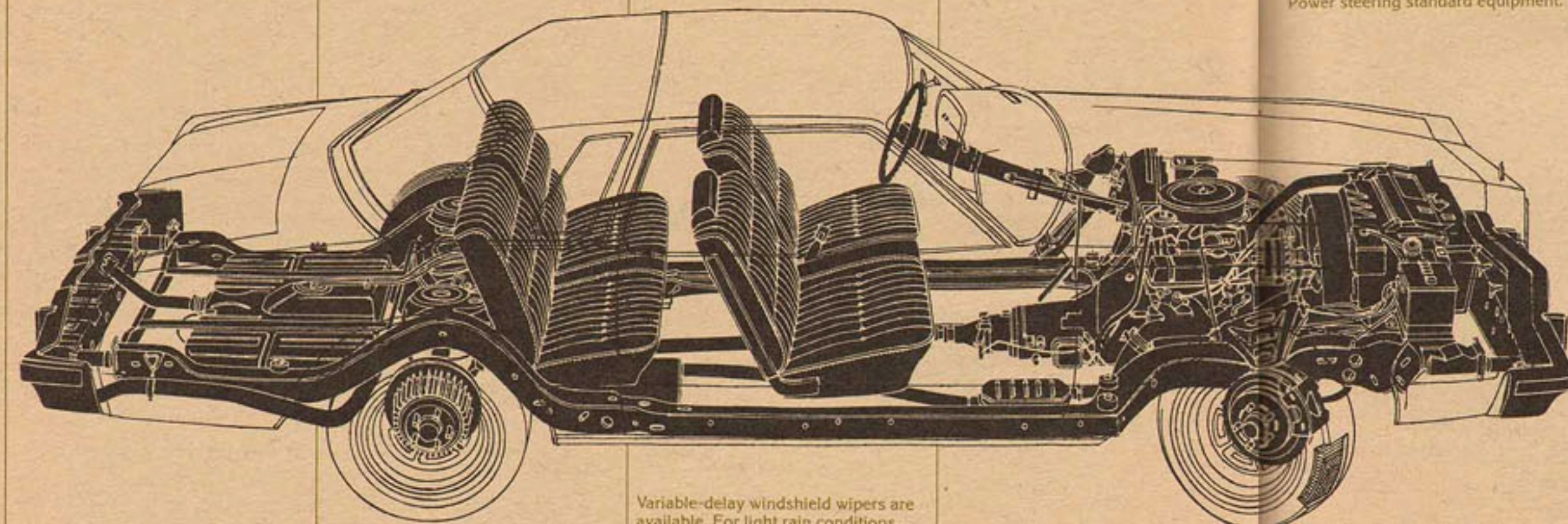
	Century Special, Century Custom & Regal Coupes	Century Custom & Regal Sedans	Century Custom Station Wagons
Inches, with millimeters in parentheses, unless otherwise noted.			
Wheelbase	112.0 (2,845)	116.0 (2,946)	116.0 (2,946)
Tread, front	61.5 (1,562)	61.5 (1,562)	61.5 (1,562)
Tread, rear	60.7 (1,542)	60.7 (1,542)	60.7 (1,542)
Length	209.8 (5,329)	213.6 (5,425)	218.3 (5,545)
Width	76.5 (1,943)	79.0 (2,007)	79.0 (2,007)
Height	52.7 (1,339)	53.6 (1,361)	55.3 (1,405)
Head room, front	37.2 (945) 37.0 (940)*	37.9 (963)	38.5 (978)
Head room, rear	36.7 (932) 37.1 (942)*	37.3 (947)	39.4 (1,001)
Head room, third seat	—	—	37.8 (960)
Leg room, front	42.4 (1,077)	42.4 (1,077)	42.3 (1,074)
Leg room, rear	32.9 (836)	37.1 (942)	36.8 (935)
Leg room, third seat	—	—	27.8 (706)
Shoulder room, front	59.6 (1,514) 58.8 (1,494)*	59.6 (1,514)	59.6 (1,514)
Shoulder room, rear	57.9 (1,471) 58.1 (1,476)*	58.9 (1,496)	58.9 (1,496)
Hip room, front	54.9 (1,394)	54.7 (1,389)	54.7 (1,389)
Hip room, rear	52.7 (1,339)	57.7 (1,466)	55.1 (1,400)
Trunk capacity, cu. ft. (litres)	14.7 (416) 16.7 (473)†	15.6 (442)	—
Cargo volume, cu. ft. (litres)	—	—	85.1 (2,410)
*—Century Custom & Regal.		†—Century Special	

Different wheelbase lengths. Wheelbase on Sedans and Station Wagons is four inches longer than on Coupes, giving additional space for rear-seat passengers.

Extended transmission maintenance intervals. Under normal driving conditions, the transmission oil and filter need changing only after 60,000 miles.

High-Energy Ignition eliminates need for points and ignition condenser and contributes to extended spark plug change interval. Up to 22,500 miles.

Separate body and frame construction contributes to Century/Regal's quiet ride. The frame helps absorb road noise and vibration. The body is isolated from the frame by thick rubber body mounts so road noise is reduced before it reaches passengers.



Sound deadening material is liberally applied throughout to give the kind of interior quiet you'd expect of a Buick.

Brake lining wear sensor on each inboard disc brake pad produces an audible squeak when replacement is needed.

Variable-delay windshield wipers are available. For light rain conditions, which don't require constant wiping, you can adjust the variable-cycle control to wipe intermittently up to once every 15 seconds. Standard wipers have demand-wipe feature for misty conditions.

Radial-tuned suspension uses computer-selected springs, front stabilizer bar and special suspension geometry, coordinated with radial tires.

Front disc brakes, standard on Century and Regal, offer responsive stopping and resistance to fade. Power front disc brakes standard on Regal, Century Custom Sedan & Station Wagons.

POWERTEAMS.

Century/Regal Powerteams**		Transmission		
Standard or Available	Engine Description	Federal or California or Altitude	3-Speed Manual (standard)	Automatic (extra cost)
Standard on all Coupes, Century and Century Custom Sedans	3.8 litre (231 CID) V-6	Federal	3.08	
Standard on all Coupes, Century and Century Custom Sedans	3.8 litre (231 CID) V-6	California	3.23	
Available on all Coupes, Century and Century Custom Sedans	3.8 litre (231 CID) V-6	Federal		2.73 (3.23)*
Available on all Coupes, Century and Century Custom Sedans	3.8 litre (231 CID) V-6	California Altitude		3.23
Standard on Regal Sedan Available on Coupes and Century/Century Custom Sedans (N.A. Special)	5.7 litre (350 CID) 2-bbl. V-8	Federal		2.41
Available on Coupes and Sedans (N.A. Special)	5.7 litre (350 CID) 4-bbl. V-8	Federal Altitude		2.41 (3.08)*
Available on Coupes and Sedans (N.A. Special)	5.7 litre (350 CID) 4-bbl. V-8	California		2.41
Standard on Wagon	5.7 litre (350 CID) 4-bbl. V-8	Federal		2.73 (3.23)*
Standard on Wagon	5.7 litre (350 CID) 4-bbl. V-8	California		2.73
Available on Wagon	6.6 litre (403 CID) 4-bbl. V-8	Altitude		2.56 (3.08)*

*—Available axle ratios.

**—Availability contingent on emission certification.

MODEL AVAILABILITY.

Century Special — Coupe	E37
Century — Coupe	D37
— Sedan	D29
Century Custom — Coupe	H57
— Sedan	H29
— 2-seat Wagon	K35
— 3-seat Wagon	(sales code AQ4)
Regal — Coupe	J57
— Sedan	J29

STANDARD EQUIPMENT.

Engine

- See powerteam chart
- High-Energy Ignition
- Quick engine warm-up system with electric choke

Chassis

- Power steering
- Manual front disc brakes (power assist std. on Custom Sedan, Regal Coupe, Sedan and Wagons)
- 3-speed manual transmission
- Turbo Hydra-matic automatic transmission (Regal Sedan and Wagons)
- Fiberglass-belted, radial-ply FR78-15 tires (V-6 Century models)
- Steel-belted, radial-ply tires (FR78-15 Regal Coupe, GR78-15 Regal Sedan)
- Steel-belted, radial-ply HR78-15 tires (Wagons)

3.8 litre Buick V-6 with electric choke offers responsive performance.

Inside hood-lock release helps prevent entry into engine compartment from outside the car.

Power steering standard equipment.

- Coil spring suspension—front and rear
- Computer-selected chassis springs
- Side terminal battery
- Forward-mounted steering gear and linkage
- Full-perimeter frame

Interior, Comfort and Convenience

- Choice of vinyl or cloth bench seat (Century Special and Century)
- Choice of vinyl or cloth notched seat (Century Custom and Regal)
- Vinyl notched seat (Wagons)
- Full-Flo ventilation
- Windshield wiper system with single-wipe feature for misty conditions
- Full-foam seat construction
- Lift-up hatchback, rear-door design (Wagons)
- Hidden storage compartment (2-seat Wagon)
- "Tailgate-ajar" indicator light
- Lights: front ashtray, under-dash courtesy, front-door-operated dome, glove box (Century Custom and Regal)
- Lights: front-door-operated dome (Special, Century)
- Cigarette lighter
- Front and rear ashtrays
- Wide-view inside day/night mirror

Appearance and Protection

- Front and rear energy-absorbing bumpers
- Bumper protective strips—front and rear (except Special)
- Depressed park windshield wipers
- Inside hood lock release

AVAILABLE EQUIPMENT.

Engine

- See powerteam chart
- Heavy-duty engine and transmission cooling
- Engine block heater
- 80-amp. Delcotron generator (N.A. with V-6 engine)
- Heavy-duty battery
- High-altitude engine package (required in some areas over 4,000-ft. altitude)
- California assembly line emission testing (required in California)
- V-6 Highway Economy Package

Chassis

- Power front disc brakes (required with V-8 engine or A/C on Special, Century or Custom Coupe)
- Turbo Hydra-matic automatic transmission
- Fiberglass-belted, radial-ply, white-wall tires (with V-6 engine only—N.A. Regal Sedan or Wagons) FR78-15
- Steel-belted, radial-ply, blackwall tires (std. on Regal and Wagons with V-8 engine) GR78-15
- Steel-belted, radial-ply, whitewall tires (std. on Regal S/R—N.A. Wagons) GR78-15
- Steel-belted, radial-ply, whitewall tires (Wagons) HR78-15
- Steel-belted, radial-ply, wide oval white billboard lettered tires (N.A. Special or Wagon) GR70-15
- Firm ride and handling (recommended for trailer towing) heavy-duty suspension, springs & wheels
- Stowaway spare tire (std. Special)

- Conventional spare tire (Special)
- Rallye ride & handling includes rear stabilizer bar (N.A. Special or Wagons)
- Automatic level control
- Positive-traction differential
- Trailer tow flasher & harness (5-wire or 7-wire)

Interior

- Cloth, or vinyl notched or vinyl bucket seats in Century and Special
- Vinyl bucket seats, custom cloth or vinyl notched seat, custom 60/40 vinyl or cloth notched or custom cloth bucket seats in Century Custom Coupe and Regal Coupe
- Custom cloth or vinyl notched seat, in Century Custom Sedan
- Custom cloth or vinyl notched, cloth or vinyl 60/40 notched seat in Regal Sedan
- 6-way power seat (driver's side only on buckets and 60/40 seats)
- Front and rear carpeting in Century Special (std. with extra cost trim)
- Front carpet savers
- Carpet savers and handi-mats
- Full-length operating console included in Regal S/R

Comfort and Convenience

- AM radio or AM-FM radio
- AM-FM stereo radio with front & rear dual speakers
- AM radio and stereo tape player with front and rear dual speakers
- AM-FM stereo radio and stereo tape player with front and rear dual speakers
- Rear-seat speaker (single)
- Front & rear dual speakers
- Under-dash citizens band transceiver
- Combination AM-FM stereo entertainment radio and citizens band transceiver

- Cruise-Master speed control
- Tilt steering column
- "Headlamps on" indicator
- Fuel usage gauge
- Speed alert
- Electric clock
- Instrument gauges
- Electric door locks
- Soft-Ray tinted glass
- Power windows
- Electric trunk release (N.A. Wagons)
- Three-speed windshield wiper with low-speed delay feature
- Electric rear-window defogger
- Rear-window defogger (blower)
- Dome reading light
- Litter pocket
- Remote-control, outside rearview mirror
- Outside rearview sport mirrors (left remote and right manual)
- Convenience group—trunk light, glove compartment light, ashtray light, and courtesy light (avail. Special, Century with sunroof)
- Convenience group—sunshade map light, trunk light, glove compartment light, ashtray light and courtesy light, (Century Special, Century) trunk light and sunshade map light (Century Custom, Regal) rear courtesy light and sunshade map light (Wagons)
- Third-seat option (includes swing-out, rear-quarter vent window)
- Remote tailgate lock (recommended with third-seat option)
- Swing-out, rear-quarter vent win-

- dow (included with third-seat option)
- Load floor area carpet
- Air deflector
- Luggage rack (Wagons)
- Automatic level control
- Station wagon wood-grain vinyl applique (custom rear quarter lower molding, lower body-side moldings)

Appearance and Protection

- Color-coordinated custom front and rear seat belts (3 each) and front shoulder belts (2) 3-seat wagons have 2 sets on 3rd seat
- Custom steering wheel
- Rallye steering wheel (included with Regal S/R trim)
- Styled wheel covers
- Deluxe wire wheel covers
- Deluxe wheel covers (standard on Regal)
- Chrome-plated road wheels
- Styled wheels with trim rings
- Sunroof—electric operation (Coupes only)
- Hurst hatch roof (Custom Coupe and Regal Coupe only)
- Landau top (Coupes only—N.A. Hurst hatch)
- Long vinyl top (N.A. Wagons)
- Two-tone paint (N.A. Wagons)
- White body-side stripe
- Black body-side stripe
- Blue body-side stripe (Regal only)
- Gold body-side stripe
- Red body-side stripe (Regal only)
- Door-edge guards
- Bumper guards—front and rear (rear req. in California & Florida on Wagons)
- Front & rear bumper strips (req. when front and rear bumper guards are ordered on Special)

YOUR ORDERING GUIDE. 1977 REGAL/CENTURY.

Model selected:

Be sure to consider: (mark your choices)

- Automatic transmission in Coupes & Century Sedans
- Custom-Aire air conditioner
- Electric door locks and trunk release
- Cruise-Master speed control
- Electric rear-window defogger
- Power windows
- Under-dash citizens band transceiver
- AM-FM stereo radio and tape player
- AM-FM radio
- 6-way power seat

Write in additional selections here:

The 1977 Skyhawk: an inspection.

DIMENSIONS.

Hatchback Coupe	
Inches with millimeters shown in parentheses unless otherwise noted.	
Wheelbase	97.0 (2,464)
Tread, front	54.7 (1,389)
Tread, rear	53.6 (1,361)
Length	179.3 (4,555)
Width	65.4 (1,661)
Height	50.1 (1,275)
Head room, front	37.7 (958)
Head room, rear	35.3 (897)
Leg room, front	42.8 (1,087)
Leg room, rear	29.6 (752)
Shoulder room, front	51.0 (1,295)
Shoulder room, rear	51.2 (1,300)
Hip room, front	47.5 (1,206)
Hip room, rear	42.0 (1,067)
Cargo volume index, cu. ft. (litres)	27.8 (787)
*Length of load floor (rear seat folded down)	61.9 (1,572)

Hatchback door allows for convenient access to the cargo area.

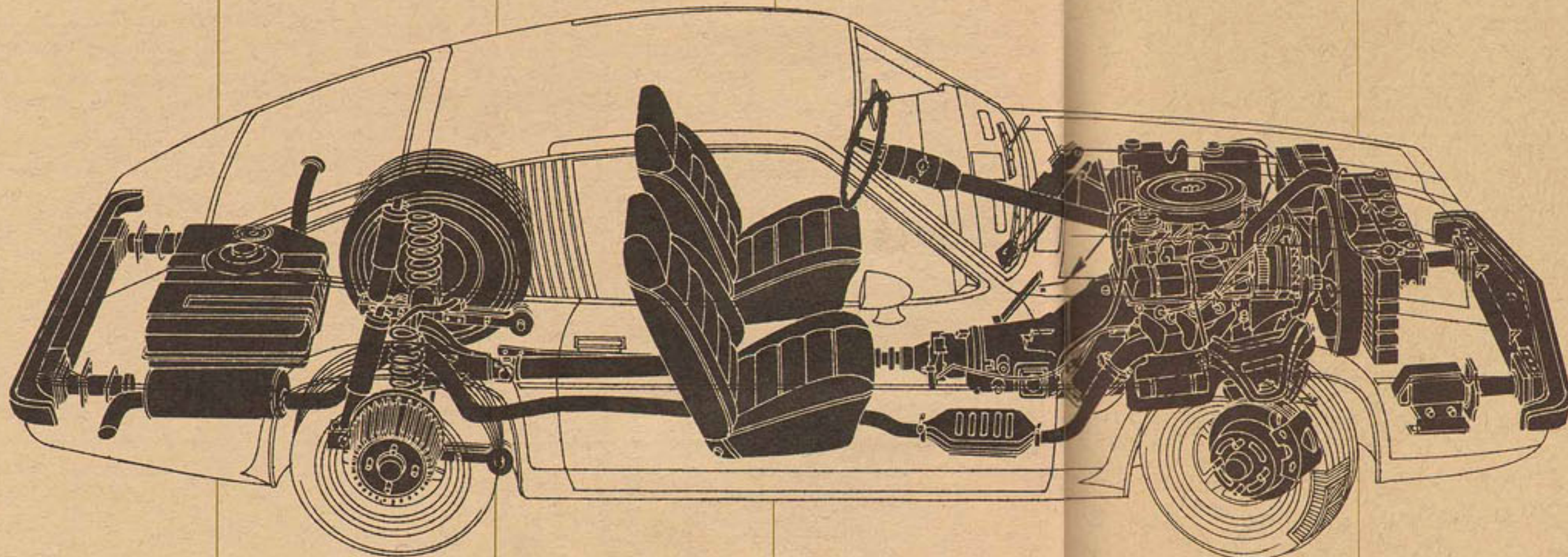
Cargo space. With rear seat folded down, Skyhawk has 27.8 cubic feet (787 litres) of cargo space.

Available manual sliding glass sunroof offers the practicality of a hardtop and the flexibility of a convertible.

Available 5-speed overdrive transmission allows engine to turn fewer revolutions per highway mile.

Standard 3.8 litre Buick V-6 engine offers responsive performance and is equipped with an electric choke, fast engine warm-up system and High-Energy Ignition.

Freedom battery. Small and powerful, it requires no water or cleaning and has a built-in "state of charge" indicator.



Radial-tuned suspension uses computer-selected springs, front stabilizer bar and rear stabilizer bar and special suspension geometry, coordinated with radial tires (standard on Skyhawk, available on Skyhawk "S").

2-plus-2 seating, ala the great European road cars. Skyhawk seats two in front, two in back.

Stabilizer bars, front and rear, contribute to Skyhawk's maneuverability. (Skyhawk "S" has front stabilizer bar only.)

Front disc brakes with vented rotors effectively dissipate heat for fade-resistant stopping.

Oil pressure switch connected to fuel pump, shuts off fuel supply if, for any reason, oil pressure falls below normal operating limit.

POWERTEAMS.

Skyhawk Powerteams**			Transmission	
Standard or Available	Engine Description	Federal or California or Altitude	Manual	Automatic (extra cost)
Standard	3.8 litre (231 CID) V-6	Federal	4-speed (standard) 2.56 (2.93)*	
Available	3.8 litre (231 CID) V-6	Federal		2.56 (2.93)*
Available	3.8 litre (231 CID) V-6	Federal	5-speed (extra cost) 2.56 (2.93)*	
Standard	3.8 litre (231 CID) V-6	California	4-speed (standard) 2.93	
Available	3.8 litre (231 CID) V-6	California Altitude		2.93
Available	3.8 litre (231 CID) V-6	California	5-speed (extra cost) 2.93	

* - Available axle ratios

** - Availability contingent on emission certification

MODEL AVAILABILITY.

Skyhawk "S" - Hatchback T07
Skyhawk - Hatchback S07

STANDARD EQUIPMENT.

Engine
 ■ 3.8 litre (231 CID) V-6
 ■ Catalytic converter
 ■ Semi-closed cooling system

■ High-Energy Ignition
 ■ Quick engine warm-up system with electric choke

Chassis

■ 4-speed manual transmission fully synchronized in all forward gears
 ■ Manual steering
 ■ Manual brakes with front discs
 ■ Unitized construction
 ■ Steel-belted, radial-ply BR78-13 tires on Skyhawk
 ■ Bias-ply B78-13 tires on Skyhawk "S"
 ■ Freedom battery
 ■ Stowaway spare tire (B78-13)
 ■ Computer selected chassis springs
 ■ Coil spring suspension—front and rear
 ■ Self-adjusting brakes
 ■ Trued tires and concentric wheels

Interior, Comfort and Convenience

■ Choice of cloth or vinyl bucket seats
 ■ Full-foam seat construction
 ■ Cut-pile carpeting—front and rear
 ■ Load floor carpeting
 ■ Rallye steering wheel (Skyhawk)
 ■ Full-length operating console (Skyhawk)
 ■ GM Set-and-close door locking system

■ Full-foam seat construction
 ■ 4-jet windshield washer
 ■ Full-Flo ventilation
 ■ Lift-up hatch door

Appearance and Protection

■ Strong reinforced front and rear energy-absorbing bumpers
 ■ Bumper guards—front and rear
 ■ Side window reveal moldings
 ■ Bumper protective strips
 ■ White, gold or black side accent stripes (Skyhawk)

AVAILABLE EQUIPMENT.

Engine

California assembly line emission testing (required in California)
 High-altitude emission system (required in some areas over 4,000-ft. altitude)

Chassis

Turbo Hydra-matic automatic transmission
 5-speed manual overdrive transmission fully synchronized in all forward gears
 Full-length operating console (Skyhawk)

Power steering
 Power front disc brakes
 Steel-belted, radial-ply whitewall (BR78-13) tires†
 Steel-belted, radial-ply blackwall (BR78-13) tires on Skyhawk "S"†
 Bias-ply whitewall (B78-13) tires on Skyhawk "S"
 Steel-belted, radial-ply white billboard lettered (BR70-13) tires†
 Positive-traction differential
 Firm ride and handling package (includes rear stabilizer bar and steel-belted, radial-ply blackwall tires†) for Skyhawk "S" only (standard on Skyhawk)
 Heavy-duty battery
 Conventional spare tire

Interior

Front and rear floor mats
 Adjustable driver's seat back

Comfort and Convenience

AM radio
 AM-FM stereo radio including single front and rear speakers
 AM radio with stereo tape player including single front and rear speakers
 AM-FM stereo radio with tape player available including single front and rear speakers
 AM-FM radio
 Rear speaker
 Windshield antenna
 Air conditioner
 Electric rear-window defogger
 Left-hand, remote-control outside rearview sport mirror on Skyhawk "S" (standard on Skyhawk)
 Right-hand manual sport mirror
 Tilt steering wheel
 Electric clock (standard on Skyhawk)
 Electric clock and tachometer (standard on Skyhawk)
 Convenience group includes: day/night mirror, engine compartment and glove box lights & "Headlamps on" indicator
 Soft-Ray tinted windshield
 Soft-Ray tinted glass
 Shadow light astrorooft and roof crown molding
 Glass sunroof—manual operation

Appearance and Protection

Color-coordinated custom front and rear seat belts (2 each) and front shoulder belts (2)
 Door-edge guards
 Deluxe wheel covers
 Rallye steering wheel (standard on Skyhawk)
 Wheel trim rings
 Custom sport wheels
 Protective body-side moldings
 Roof crown molding
 Free-Spirit stripe package
 Hawk accent stripe package
 Appearance group consists of wheel opening moldings, left sport mirror and body-side stripes (standard on Skyhawk)
 White, black or gold body-side stripe available

†—Tires are mounted on six inch wide rims. Difficulty may be encountered using chains on the rear wheels. Modifications can be made. See your Buick dealer.

YOUR ORDERING GUIDE. 1977 SKYHAWK.

Model selected:

Be sure to consider: (mark your choice)

Turbo Hydra-matic transmission
 5-speed manual overdrive transmission
 Power steering
 Positive-traction differential
 Heated-glass rear-window defogger
 Air conditioner
 Console in Skyhawk "S"
 Power front disc brakes
 Additional instrumentation on Skyhawk "S"
 Astrorooft with fixed glass & roof crown molding
 Roof crown molding
 Manually operated glass sunroof
 AM radio with tape player
 AM-FM radio with stereo tape player
 AM-FM stereo radio including single front and rear speakers with tape player

Write in additional selections here:

Brake lining wear sensor on each inboard disc brake pad produces an audible squeak when replacement is needed.

Buick. Dedicated to the Free Spirit in just about everyone.

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