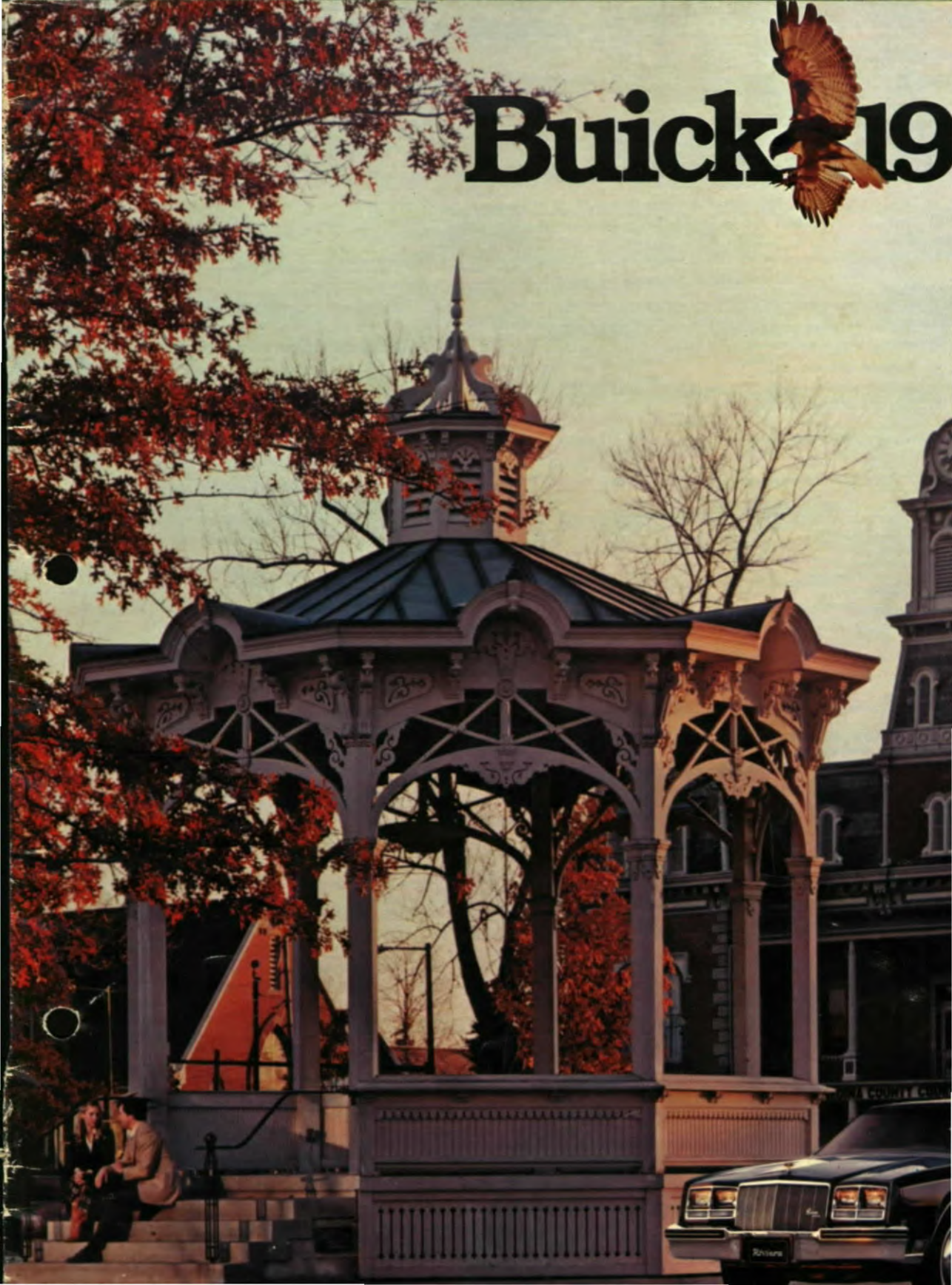


Buick 19



Riviera

Like its immediate forebearer, the trend setting '79 Riviera, the 1980 Riviera is front wheel driven. Suspended independently at all four wheels. And lavishly equipped, in standard fashion, with many power-assists. Power seats. Power windows. Air conditioning. AM-FM stereo. (A delete radio option is available for credit.) Automatic level control. Power front disc brakes. Power steering. Power antenna. Digital quartz-controlled clock. Cornering lights. Remote-controlled outside mirrors. And it is powered, depending on which model one selects, by either a 3.8 liter turbocharged V-6, or a 5.7 liter V-8.

From grille to tail lamps, the 1980 Riviera is literally a tour de force of contemporary automotive design. And

there is more. Much more. Including an available, digital, computerized Trip Monitor. An awesome bit of technology.

The rather imposing Riviera S TYPE is built to keep the luxury level high, and the adrenelin level even higher. The taut, lean, purposeful feeling of the car is reinforced where it counts. You get a suspension with firmer rate front torsion bars, rear coil springs, and shock absorbers. Plus larger diameter stabilizer bars, front and rear. This helps give the Riviera S TYPE impressive road manners.

You'll see that its flat black trim around the windows, rocker panels, and grille are complemented by new, flat black, styled, outside mirrors. Cosmetics, perhaps. But all part of the character.

Swing open a Riviera door, and you

might be greeted by the pure luxury of the standard 45/55 seating with its new crushed knit velour look. If you check the box for our S TYPE you'll slip into a comfortable bucket, in crushed knit velour with a handsome ribbed velour insert. Truly striking. You might prefer the seating area trimmed in available leather for the look and feel only the real thing can impart.

Consider the available Twilight-Sentinel headlamp control. Or the Theft Deterrent System, a combination of automatic electric door and trunk locks. Plus an alarm and starter-interrupt.

Suffice it to say, this 1980 Riviera, honed and refined from last year's model, helps redefine what contemporary automotive design ought to be.





Riviera.



Riviera S TYPE.

Electra

As befits its character, the changes in the 1980 Electra are subtle. Evolutionary. The lines are clean, sharply defined. A slight downward rake of the hood and fenders mark an improvement in aerodynamics for 1980.

The addition of electroluminescent lighting on the Park Avenue instrument panel insignia and coach lamps signals further refinement of the car's technology. As does a new available option called Electronic Touch Climate Control. It's an automatic air conditioning system that replaces levers and switches with a smooth panel of pressure sensitive controls and light emitting diodes.

To attune the Electra more closely with the needs of the day, we have installed a 4.1 liter (252 CID) 4-bbl. V-6

engine as standard equipment. (N.A. in California.) We believe it will be quite at home in the new Electra.

In addition, a 5.7 liter (350 CID) diesel V-8 is available for the first time in all 1980 Electras.

Inside a Park Avenue, the front seating is the 50/50 variety, divided by individual armrests. You can select the available leather trim in seating areas, which is matched by soft, doeskin vinyl on seat sides and bolsters. And to adjust the outside rearview mirror of your Park Avenue, the control you touch operates a tiny electric motor inside the mirror.

Now you'll want to enjoy your favorite music on radio or tape. To do that, there are 14 available choices from Delco. The *pièce de résistance* is the Concert Sound

System. It's not only unique to Buick, it's unique to the Park Avenue Sedan.

Further, you might consider the available Twilight-Sentinel or the added security the available Theft Deterrent System with starter interrupt offers.

All Electra models benefit from a compact spare tire; trunk room is increased over our 1979 model. As you expect, a long list of standard equipment is part of every Electra: power steering and front disc brakes, automatic transmission, and new higher-pressure, steel-belted radials, with less rolling resistance, to name but a few.

The 1980 Buick Electra. It's the kind of car worth working very hard to own. And now that you're where you want to be, why wait any longer?





Electra Limited Sedan.



Electra Limited Coupe.



Electra Park Avenue Sedan.

LeSabre

The 1980 LeSabre has been completely restyled and reshaped.

Both front and rear have been endowed with a fresh new form, and the body sides are also newly and cleanly contoured. The result is not only aesthetically pleasing, but aerodynamically very practical, since it's designed to slice through the air with less resistance than last year.

The LeSabre is dedicated to the proposition that the buyer of a full-size car should get a very comfortable, substantial, well-equipped automobile.

To live up to its performance promise, the 1980 LeSabre is again powered by the 3.8 liter (231 CID) V-6 engine. A new and larger 4.1 liter V-6 engine is available (except in California).

As for comfort, we direct your atten-

tion to LeSabre's generous headroom, and the room it offers hips and shoulders. Seats are deeply cushioned and covered in your choice of stylish vinyls or very fine fabrics. Settle back and enjoy the standard notchback style front seat. (Bucket seats are standard on the Sport Coupe.)

Several niceties which were formerly extra-cost options are now standard. Like a trunk light, under-dash courtesy lights, front and rear bumper guards, and very stylish wheel covers.

Blacked-out areas and striking chrome wheels are signals of the kind of driving capability that the LeSabre Sport Coupe was designed to deliver.

A specific ride-and-handling package with large stabilizer bars, firm springs

and shock valving and fast-ratio power steering help give the Sport Coupe a full measure of roadability. And the whole package is propelled by a 3.8 liter (231 CID) 4-bbl. turbocharged V-6.

For luxury, LeSabre outdoes itself with the LeSabre Limited. What helps make the Limited especially attractive are the elegant interior fabrics and appointments.

Like all LeSabres, the Limited benefits from anti-corrosion protection, a new side frame jack (it replaces the bumper jack), as well as the very long list of standard equipment.

All in all, the 1980 LeSabre is a most attractive choice for people who feel that a full-size car is something they need—and deserve.





LeSabre Limited Coupe.



LeSabre Sedan.



LeSabre Sport Coupe.

Regal

The mid-size personal luxury car from Buick. This year, there are four very distinct Regals to choose from. The Regal Coupe, the prestigious Regal Limited, the turbocharged Regal Sport Coupe, and a new, Limited Edition, Regal Somerset.

The popular Regal Limited, like all other Regals, has a fresh exterior appearance, with its new grille that sets off a new four headlamp system. Wide chrome rocker panel moldings, a plush, crushed velour interior, and the "Limited" insignia distinguish this most luxurious of Regals from its brethren.

Regal Limited is one expression of the series; our all-new Regal Somerset option package is quite another.

Only a limited number of them will be built. So owning one can indeed be a real

treat. Regal Somerset will be offered in a special Designers' Accent Tan and Dark Blue combination, inside and out. Setting off the paint scheme are wire wheel covers, sport mirrors, and more.

The Regal Sport Coupe's verve begins outside. It can be rakishly set off with available sport mirrors, sport steering wheel and a set of four turbine wheels. Standard: a turbocharged 3.8 liter (231 CID) 4-barrel V-6 engine.

Our Regal Coupe shares the charm and warmth of the Regal Limited design, plus the justly famous Buick Regal ride.

We hope we've whetted your appetite for a test drive. In the Regal and Regal Limited Coupes, we think you'll like the fact that we've made a 3.8 liter (231 CID) V-6, automatic transmission, power

brakes and power steering standard.

Oh, and when you lift the hood at night, you'll appreciate the new standard underhood light.

You can choose very comfortable available bucket seats of cloth or vinyl in the Regal Coupe or Sport Coupe. Or select from a notchback or available 55/45 notchback.

Then there are the electro-luminescent coach lamps, similar to ones you'll find on our Electras and Rivieras. They're specially-powered light panels which glow very softly and add a distinctive touch. Available on all Regals except Somerset.

Regal. Like we said, what a whole lot of other cars are trying to be like, but never can be. And that's a Buick.

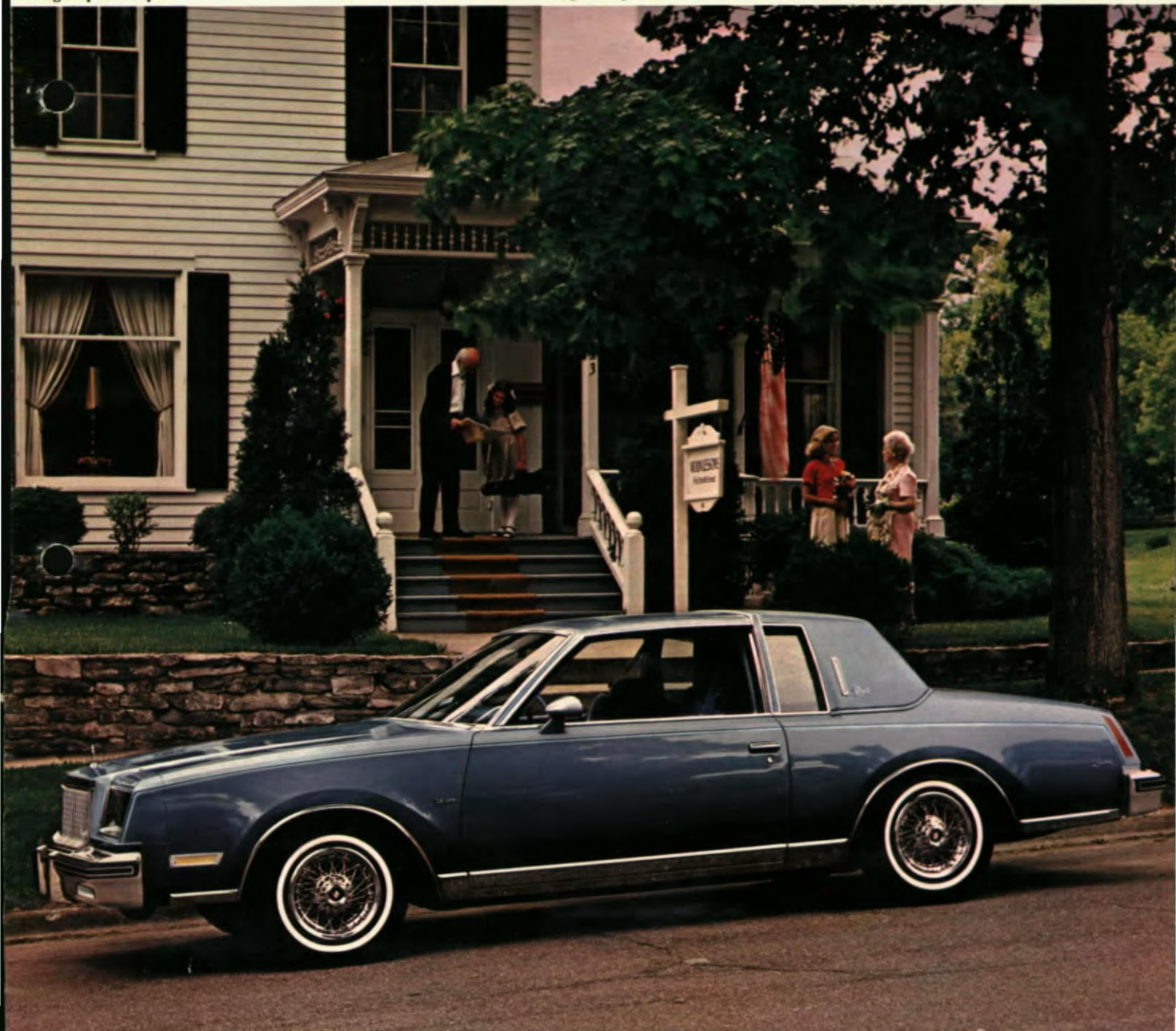




Regal Sport Coupe.



Regal Coupe.



Regal Limited Coupe.

Skylark

Skylark is a front-wheel-drive automobile with transverse-mounted engine. It's fully 19 inches shorter, overall, than its 1979 predecessor. Yet it very nicely accommodates five passengers.

When you step inside this new Skylark, you experience some remarkable design ingenuity. Surprisingly generous leg room. Hip and head room, too.

With front-wheel-drive, you know, the wheels that do the steering also do the driving. In addition, the engine weight is over the driving wheels. This combination of qualities results in a car that has impressive traction capabilities in snow or wet conditions.

Skylark's business-like maneuvering manners are further aided and abetted by rack-and-pinion steering and a front and

rear suspension of new design.

Power? Choose a standard 2.5 liter, four-cylinder or an available 2.8 liter V-6.

You can choose a sedan or coupe that's downright sumptuous, the Skylark Limited, or a coupe or sedan that's merely luxurious, the Skylark. Or a coupe or sedan of a sporty nature, Skylark Sport.

The base Skylark is certainly anything but a basic transportation package. Scores of luxuries are standard, including a Delco AM radio with dual front speakers (a delete radio option is available).

Then we come to the Skylark Sport Coupe and Sport Sedan.

Perhaps the best way to describe these two formidable automobiles is to tick off their quite special equipment:

Specially styled grille, front-end and

body appearance, Sport steering wheel, Designers' Sport wheels (4), amber front park and turn lamps, smoked taillight lenses, Rallye ride-and-handling suspension, black instrument panel treatment, special gages, P205/70R-13 steel-belted, radial-ply blackwall tires. And more.

The Skylark Limited interior fabric is a luxurious brushed woven fabric which is a Skylark Limited hallmark. Limited interiors are also enriched by such niceties as carpeted lower door panels and generous deployment of simulated woodgrain panels and under dash courtesy lamps.

However you choose to appoint and equip your new Skylark, you'll have a car you'll enjoy driving immensely, and take special pride in owning.





Skylark Limited Sedan.



Skylark Coupe.



Skylark Sport Coupe.

Century

Every model year has its "sleeper"—a car that quietly comes on the scene and quickly proceeds to achieve a widespread celebrity status.

We submit that this is precisely the kind of car the new Century Sedans are destined to be. A glance shows you why.

You can readily see the wholly dramatic new formal notchback styling, represented here in the form of the Century Limited Sedan. (The luxuriously padded roof you see is just one of the many available options you can order.)

In the Limited Sedan, you can order the standard 55/45 notchback seat in elegant crushed velour cloth or stylish, sturdy vinyl. A thoughtful feature is the individual adjustment of driver and passenger seats.

One of the many pleasures of owning the new Century Limited Sedan is, quite frankly, being seen driving it. Without question, this latest edition of Buick's popular mid-size series is going to turn plenty of heads.

Our Century Sedan may not have quite the same degree of poshness that our Century Limited has, but it sets its own very high standards of comfort and style.

Words like workmanship and value come readily to mind when you inspect these two automobiles: The Century Limited Sedan and the Century Sedan.

Inside the Century Sedan is a standard notchback front seat, trimmed in a handsome crushed knit cloth fabric or rich vinyl. A 55/45 version is available.

On the practical side, both Century Sedans are surprisingly roomy, very comfortable automobiles.

Among the other things that make these 1980 Centurys desirable: their standard engine . . . a 3.8 liter V-6. Or the available turbocharged version. Of course, you can order the new 4.3-liter V-8 or the available 4.9-liter V-8 (5.0-liter V-8 in California).

Other standard items include power front disc brakes, rear bumper guards, compact spare tire, and extensive anti-corrosion protection.

And for even more convenience, not to mention comfort, order the available power seat, automatic air conditioning, electric door locks, power windows, and electric trunk release.





Century Limited Sedan.



Century Sedan.

Century

Then there are the Century Coupe, Century Sport Coupe and its turbo-charged version, the Century Turbo Coupe.

We call your attention to the Sport Coupe's special black accents on the grille, headlamps, moldings and instrument panel. Note, also, dual sport mirrors and functional rear spoiler. Plus, a hawk decal on the front fender.

How's that for car charisma?

But the Century Sport Coupe is more than just cosmetics. A Rallye ride-and-handling package puts firmer coil springs, stiffer shocks and large-diameter stabilizer bars under you, front and rear. And, if you order power steering, you get it with a fast-ratio version as part of the Sport Coupe.

Now we come to the Century Turbo

Coupe option package. The name derives, of course, from the rather famous 3.8 liter turbocharged V-6 engine. This power plant is a docile, unassuming V-6, until you call on it to deliver extra power. The result can be surprising. Think of it as a little touch of Buick magic.

Along with the turbocharged engine, you get a special hood with distinctive bulge and Turbo nameplate, Turbo Coupe identification on the deck lid, a set of four very turbine-looking wheels and a distinctive-sounding exhaust.

Both the Century Sport Coupe and the Turbo Coupe are motor cars designed and built for drivers who are a bit more demanding of their machines.

Now, if owning and driving a Century is your goal, and your budget is limited,

we offer Century Coupe. Featured: a 3.8 liter V-6 powerplant, power front disc brakes, coil spring suspension, full-perimeter frame, the room, and the comfort you expect from a Buick.

One thing that will instantly impress you upon entering any of the new Century Coupes is the extremely high level of interior trim. The 1980 Century is, in fact, even more impressive than last year's.

The standard Century seat for 1980 is a superbly comfortable notchback design. Upholstery is either supple vinyl or a plush, crushed knit cloth. A sporty look can be enhanced with available cloth or vinyl buckets.

Century Coupes. Three mid-sized offerings from Buick to satisfy your needs in a practical or sporting way.





Century Sport Coupe with Turbo Coupe option.



Century Coupe.

Skyhawk

Almost any day can be something special when you see it through the windshield of a new Skyhawk. Because every Skyhawk is built with the idea of packing in lots of fun. Like its predecessors, the 1980 Skyhawk is built on a trim 97" wheelbase, and given a carefully thought out coil spring suspension, aided and abetted by front and rear stabilizer bars. What it does is an almost pure delight—take it into tight turns or down a freeway, and marvel at its road manners. When the feeling to drive moves you, tweak the standard 3.8 liter (231 CID) V-6. You'll like the response, to say the least.

How you match up with the V-6 is your choice: Standard gearing is a slick, smooth-as-silk 4-speed. Available at extra

cost: an automatic transmission.

In its basic form, Skyhawk is a well-trimmed vehicle. Inside and out. However, when you check the box for the available Road Hawk option package, interesting things happen. The inside has Oyster White bucket seats with special hawk insignias. Outside: flat black paint accents windshield wipers, grille, headlamp trim, moldings, front air dam, and rear deck lid spoiler. Special Silver and Gray accent paint and striping. It receives a special suspension, with stiffer front and rear springs and shocks. It all sits on BR70-13 blackwall, steel-belted, radial-ply tires.

There's even a special Designers' Accent paint treatment available for dressing up a Skyhawk.

Every Skyhawk, of course, has a long list of standard features. Delco AM radio, for example (a delete radio option is available). Outside rearview sport mirrors, for another. And under-dash courtesy lamps, four jet windshield washers, full-foam seat construction, deluxe wheel covers, cut pile carpeting, and much more.

There is a fully carpeted load floor when the rear seat is folded down. Ideal for carrying big things. But then, who ever said Skyhawk was ordinary?

The nature of Skyhawk is, basically, free wheeling, sporting, a bit on the brash side. We enthusiastically designed it that way. And we hope you'll respond with similar enthusiasm. For Skyhawk is certainly to enjoy—even on the drive to work, the driving can be fun.





Road Hawk Option Package. Tires supplied by various manufacturers.



Skyhawk.

Century Wagons

One of life's pleasures is getting something you really want, with something you really need. Such pleasures are presented on these two pages. They're Buick Century Wagons.

In Century wagons, you get the practical carrying space you want, along with the posh accommodations you expect from a Buick.

With 71.8 cubic feet of space when you fold the second seat down. Comfortable seating for six. A 3.8 liter V-6, automatic transmission, and power-assisted brakes. All standard. All on a trim, 108.1" wheelbase.

Inside, this new Century Wagon can be ordered with all vinyl front and rear seats. Or, if you prefer, you can order a cloth front, vinyl rear seat combination.

And that's standard.

As for the other Century Wagon, that's the Century Estate Wagon. With it, we maintain the tradition of luxury worthy of Buick Estate Wagons. This Century version is, we think, uncommonly handsome. When you open the Estate Wagon's doors, you'll be greeted by fully-padded notchback seats, as well as lots of other standard, thoughtful, typically Buick amenities.

Some Century Wagon buyers may want the look and feel of more sporting machinery. Enter our available Sport Wagon package, which includes special black paint accents, wide rocker panel treatment and an air deflector. The famous hawk is there, too, along with two sport mirrors and wheel opening

moldings. It all rides on a special Rallye ride-and-handling suspension, and steel-belted radials, mounted on four Designers' Sport Wheels. A tasty visual display.

You may not want to go all the way to the Sport Wagon option. But you might like this look of spiffier wheels, and you can order a set of four newly styled aluminum wheels for any Century Wagon model.

In the popular mid-size wagon category, there probably aren't any wagons with more style, practicality, and luxury than our Century models. Their crisp styling underscores their utility; their plush interiors belie their Buick heritage.

Yes, the Century Wagons are one of life's pleasures.





Century Wagon bench seat.



Estate Wagon notchback seat.



Available bucket seats.



Available 55/45 notchback seat.



LeSabre and Electra Estate Wagons

Our LeSabre Estate Wagon is a full-size Wagon at less than top-of-the-line prices.

With the room and comfort for six adults, and their things. Fold the rear seats down for workhorse duty, and you can carry 86.8 cubic feet of necessities. Now *that's* full size.

Once inside, LeSabre's Estate Wagon shows what we mean by luxury. A richly trimmed notchback seat is standard.

There is also a 55/45 interior available. You can trim your LeSabre Estate Wagon with all vinyl, cloth front-vinyl rear, or all cloth interior trim.

You'll appreciate the new standard under-dash courtesy lights, too. And while you can't see the anti-corrosion protection, it gives great peace of mind.

Now, then, we turn our attention to the Electra Estate Wagon. The poshest, most elegant station wagon from Buick. Quite frankly, it's designed for the person who wants something extra. Created for those who want Electra refinements.

You'll enjoy plush seating trimmed, variously, in all crushed knit velour cloth, or cloth in front, vinyl in the rear, or all vinyl, as you select. The front seat is thoughtfully divided in 55/45 proportions, with each section individually adjustable. And as the driver, your seat is electrically adjustable.

Exterior styling is accented with the standard wood-grain vinyl applique and roof rack. Rest assured, Electra Estate Wagon is a most uncommon vehicle. It gives you the comfort matched by our

other Electras. And that, we believe, is a very good match.

We've given LeSabre and Electra Wagons the powerplants ably suited to wagon buyers' needs, too. This year, a 4.9 liter (301 CID) gasoline V-8 is standard (N.A. in California). If you want more engine, it's available in the form of a 5.7 liter (350 CID) gasoline V-8. And for the long haul, we now offer an available 5.7 liter (350 CID) diesel V-8. Automatic transmission is standard, as are numerous assists such as power brakes, power steering and power tailgate window, to name only a few.

Music and communications: feast on Delco AM-FM-stereo/CB radio choices.

LeSabre and Electra Estate Wagons. Distinctive. Full-size. And Buick.





LeSabre notchback interior.



LeSabre 55/45 notchback interior.

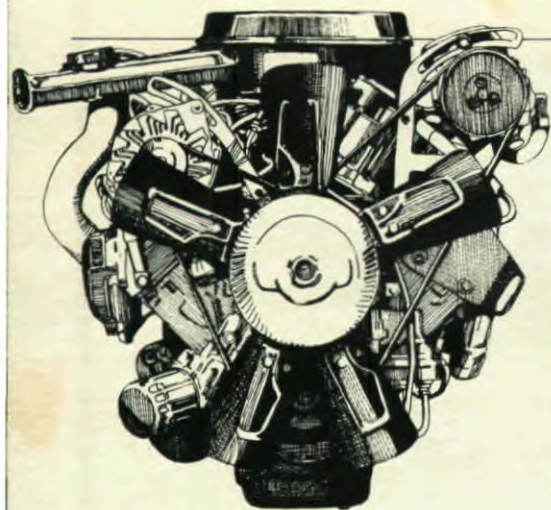


Electra 55/45 notchback interior.



Specifics about specific engine offerings

New 4.1 liter (252 CID) V-6.



THE NEW 4.1 LITER V-6

1980. Another new V-6 engine to suit the times. It's a 4.1 liter (252 CID) 4-bbl. powerplant (not available in California), which will be installed in Electra Sedans and Coupes, and will be available in LeSabre Coupes and Sedans. Let's examine some of the reasons for installing this engine in these models. To begin with, there have been important weight reductions in both LeSabre and Electra. By its compact design, even the engine contributes to weight reduction. So, with less weight to move, it is feasible to enjoy the new 4.1 liter V-6 that gives LeSabre and Electra models a very satisfying feeling.

A NEW 4.3 LITER V-8

A new 4.3 liter (260 CID) 2-bbl. V-8 will be offered as an available (except in California) engine in all Century models, Regal and Regal Limited. This compact, lightweight V-8 offers a logical step up in engine size, serving as an intermediate powerplant between the standard 3.8 liter V-6 and the available 4.9 liter V-8.

TURBOCHARGING

We're into our third year of offering turbocharged engines. This may be the first time you've ever thought about one, and you probably have some pretty honest questions about turbocharged engines.

First, we offer three turbocharged 3.8 liter (231 CID) V-6 engines. Their parts differ slightly from their normally aspirated brethren, so turbocharging can produce more horsepower from the same size engine.

Second, we offer the turbocharged engine standard on the LeSabre Sport Coupe, The Regal Sport Coupe, and the Riviera S TYPE. Plus, you can order it in any Century Coupe, Sedan, or Riviera. Which makes

these exciting powerplants available to a broad range of Buick models.

How does it work? Well, an automobile engine does work by producing heat. Converting the heat to usable power is the trick. The more heat converted to power, the higher the engine's efficiency. Conventional engines convert only a limited amount of heat into usable power. Much heat is lost through the exhaust system, and some is lost through the cooling system. Regaining some of the normally lost heat, and turning it into power, is the job given the turbocharger.

A turbocharger, quite simply, is a pump. Exhaust gases power it and turn a compressor that forces a fuel and air charge, under pressure, into the engine's combustion chambers. When this pressure is applied, the engine responds with more horsepower. The effect is additive. As more exhaust pressure increases inlet pressure, the engine produces even more exhaust pressure to build up even more inlet pressure. The effect is progressively more lively, and very smooth.

The turbocharger works on demand. While you're driving under normal conditions, the turbocharger loafs. The V-6 engine operates with the normal air/fuel mixture reaching the cylinders. When the time comes for more power, such as when you need to pass, pressing the accelerator causes the turbo to speed up and the engine increases its power. Simply lifting your foot slows the turbocharger, and the engine returns to its normal mode.

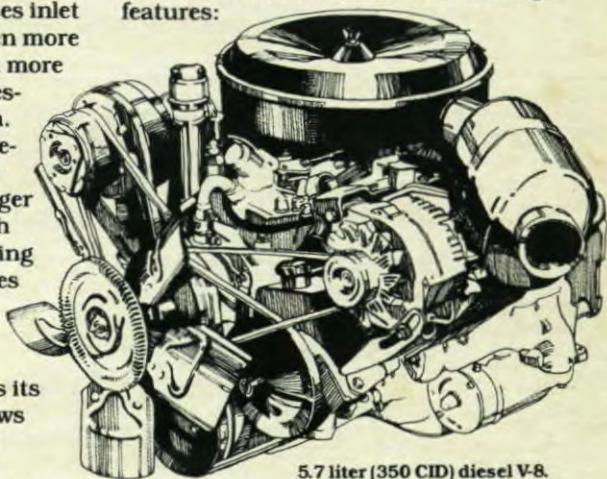
The turbocharger includes an electronic "Turbo Control Center." It works to control spark, and helps provide good driveability. It compensates automatically for fuel octane, atmospheric conditions, load, altitude, and other driving conditions. The "Turbo Control Center" is the key to the system offered by Buick. Because, while turbocharging has exist-

ed for years, it wasn't until recently that electronic technology could develop a control center that would regulate performance adequately for passenger cars.

Turbocharging gives you an exciting powerplant to drive. It feels like a normal V-6 until called upon. Then, on demand it will provide additional power during boost conditions. If ever there were an innovation that captured the spirit of both worlds, turbocharging is it.

AND NOW, A DIESEL V-8

A diesel may, or may not, be right for you. Only you can be the judge of that. If you're thinking about buying a Buick equipped with a diesel engine, here are some pertinent facts. The diesel V-8 offered in the LeSabre Estate Wagon and Electra models is a 5.7 liter (350 CID) unit, with these diesel design features:



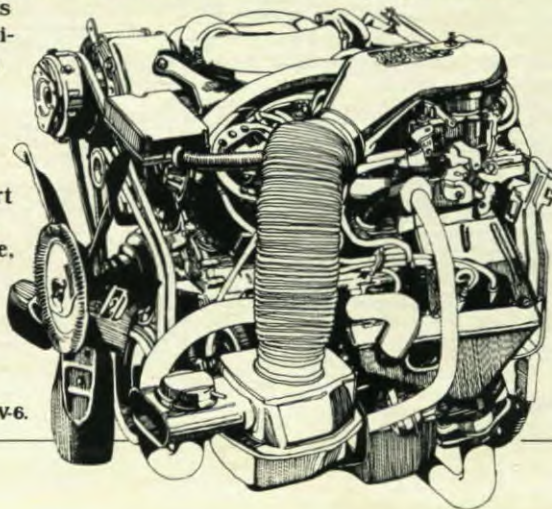
5.7 liter (350 CID) diesel V-8.

Fuel injection system: A precision pump injects precise amounts of fuel under high pressure into each cylinder in proper firing sequence.

Combustion pre-chambers: Each cylinder has a pre-chamber where combustion begins when the fuel is injected.

Glow plugs: Each cylinder has a glow plug, located in the combustion pre-chamber. It's a miniature heating element that is activated when the ignition key is turned on. A sensing device turns them off automatically.

Dual batteries: Two Delco "Freedom" batteries furnish current for the glow plugs and for cranking the engine.



3.8 liter (231 CID) turbocharged V-6.

A look at available equipment

CHASSIS

	Skyhawk	Skylark	Century	Regal	LeSabre	Electra	Riviera
Automatic transmission	A	A	A	S	S	S	S
Power brakes	A	A	S	S	S	S	S
Power steering	A	A	A	S	S	S	S
Rallye ride-and-handling package	A ¹	A ¹	A ¹	A ¹	A ¹	A ¹	A ¹
Firm ride-and-handling package	A	A	A	A	A	A	A
Automatic level control			A	A	A	A	S
Limited-slip differential	A	A	A	A	A	A	A
Heavy-duty engine & transmission cooling	A	A	A	A	A	A	A
Heavy-duty battery	A	A	A	A	A	A	A
Engine block heater ²	A	A	A	A	A	A	A

COMFORT & CONVENIENCE

Air conditioning	A	A	A	A	A	S	S
Automatic air conditioning			A	A	A	A	A
Electronic Touch Climate Control				A	A		
Soft-Ray tinted glass	A	A	A	A	A	A	S
Tilt-steering column	A	A	A	A	A	A	A
Tilt and telescoping steering column				A	A	A	
Cruise-Master speed control	A	A	A	A	A	A	A
Power windows	A	A	A	A	S	S	
Electric trunk or tailgate lock release	A	A	A	A	A	A	A
Electric trunk lock					A	A	
Power door locks	A	A	A	A	A	S	
Automatic power door locks					A	A	
Illuminated door lock & interior light control				A	A	A	
Electric rear-window defogger	A	A	A	A	A	A	A
Electric dial clock	A	A	A	A	A		
Electric digital clock			A	A	S	S	
Cornering lights			A	A	A	S	
Door courtesy & warning lights	S ³	A ³	A ³	A	A	S	
Dome reading lamp	A	A	A	A	S	S	
Electroluminescent coach lamps			A	S ⁴	A		
Tungsten-halogen, high-beam headlights	A	A	A	A ¹	A ¹	A	S ⁵
Engine compartment light	A	A	A	S	A	S	S
Trunk light	A ¹⁴	A	A	A	S	S	
"Headlamps on" indicator	A	A	A	A	A	A	
Twilight Sentinel automatic headlamp control				A	A		
Trip monitor						A	
Power seat(s)	A	A	A	A	A	S ⁶	S ⁶
Custom color-coordinated seat & shoulder belts	A	A	A	A	A	S	S
Trip odometer	A	A	A	A	A	S	
2-speed windshield wiper, w/low speed delay feature	A	A	A				
3-speed windshield wiper, w/low-speed delay feature			A	A	A		
Low windshield washer fluid indicator			A	A	A		
Visor vanity mirrors	A	A	A	A	A		
Lighted visor vanity mirrors			A	A	A	A	
Electric control mirrors				A	A ⁷	A	
Electric control mirrors w/left thermometer				A	A		
Astrorooft—fixed glass	A						

- ¹—Standard on Sport Models and S TYPE ⁵—S TYPE only. Available on Riviera
²—Included with Diesel V-8 engine option ⁶—Driver's side only.
³—Limited only ⁷—Left side standard—Park Avenue
⁴—Park Avenue only

	Skyhawk	Skylark	Century	Regal	LeSabre	Electra	Riviera
Astrorooft—sliding glass			A	A	A	A	A
Sunroof—Flip-open, Vista-Vent	A	A					
Delco AM radio	S	S	A	A	A		
Delco AM-FM radio	A	A	A	A	A		
Delco AM-FM stereo radio	A	A	A	A	A	S ⁴	S
Delco ETR AM-FM stereo radio w/digital readout & clock						A	A
Delco AM-FM stereo Full-feature radio						A	A
Delco 8-track tape player w/AM-FM stereo radio	A	A	A	A	A	A	A
Delco 8-track tape player & ETR AM-FM stereo signal-seeking radio w/digital readout & clock						A	A
Delco 8-track tape player & AM-FM stereo Full-feature radio						A	A
Delco cassette tape player & AM-FM stereo radio	A	A	A	A	A	A	A
Delco cassette tape player & ETR AM-FM stereo radio						A	A
Delco cassette tape player & AM-FM stereo Full-feature radio						A	A
Delco CB & AM-FM stereo radio w/Triband power antenna	A	A	A	A	A	A	A
Delco CB & ETR AM-FM signal-seeking radio w/digital clock & Triband power antenna						A	A
Delco CB, 8-track tape player & AM-FM stereo radio w/Triband power antenna	A					A	A
Delco CB, 8-track tape player & ETR AM-FM stereo signal-seeking radio w/digital clock & Triband power antenna						A	A
Delco CB, cassette tape player w/AM-FM stereo radio & Triband power antenna	A						
Delco CB, cassette tape player w/ETR AM-FM stereo signal-seeking radio w/digital clock & Triband power antenna						A	A
Delete radio option	A	A				A	A
Concert Sound System						A ⁸	

APPEARANCE & PROTECTION

Designer's Accent Paint treatment	A	A	A	A	A	A	A
Body-side stripes	S	A	A ⁹	A	A	A	S
Custom wire wheel covers (w/locks)	A	A	A	A	A	A	A
Chrome-plated road wheels (4)	A	A	A	A ¹⁰	A ¹⁰	A	
Designers' wheel covers			A	A		S	
Styled aluminum wheels (4)	A	A	A				
Designers' sport wheels (4)	A	A	A				
Turbine wheels (4)	A	A					
Electric fuel cap lock					A ¹¹	A ¹¹	A
Firemist, gray, brown or dark brown exterior paint					A ¹¹	A	
Acoustic insulation package	A ¹⁴			A ²	S		
Front/rear bumper guards	S	A	A ¹²	S	S	S	S
Protective body-side moldings	A	A	A	A	A	A ³	A
Door-edge guards	A	A	A	A	A	A	A
Theft Deterrent System with starter interrupt					A	A	A
Long vinyl top	A	A ¹¹	A	A ¹¹	A ¹¹	A ¹³	
Landau top (Coupes)	A	A	A	A	A	A	

- ⁸—Park Avenue Sedan only ¹¹—Not available on Wagon
⁹—Standard on Century Limited Sedan ¹²—Rear guards standard
¹⁰—Standard on LeSabre Sport Coupe and Electra Estate Wagon ¹³—Not available on S TYPE
¹⁴—Standard on Skylark Limited

1980 Buick safety features

OCCUPANT PROTECTION

Seat belts with push-button buckles for all passenger positions

Two front combination seat and inertia reel shoulder belts for driver (with reminder light and audible warning) and front passenger

Energy-absorbing steering column

Passenger-guard door locks

Safety door latches and stamped-steel hinges

Folding seatback latches

Energy-absorbing padded instrument panel and front seatback tops (including intermediate seatback tops on three-seat station wagons)

Laminated windshield

Safety armrests

Glove box and console door latch impact security

Smooth contoured door and window regulator handles

Automatic locking rear out-board seat belt retractors

Pressure-lock radiator cap

ANTI-THEFT

Anti-theft ignition key reminder buzzer

Anti-theft steering column lock

Anti-theft key system (one key for ignition only, other key for glove compartment, doors, trunk and tailgate)

Visible vehicle identification number

ACCIDENT AVOIDANCE

Side marker lights and reflectors

Parking lamps that illuminate with headlamps

Backup lights

Four-way hazard warning flasher

Lane change feature in direction signal control

Outside rearview mirror

Windshield defroster, washer, and dual-speed wipers

Wide-view, inside, mirror (vinyl-edged, shatter-resistant glass and deflecting support)

Dual master cylinder brake system with warning light

Starter safety switch

Dual-action safety hood latches (front-opening hoods)

Headlamp aiming access provision

Low-glare instrument panel top, inside windshield moldings, wiper arms and blades, and steering wheel metallic surfaces

Safety wheel rims

Uniform shift quadrant

No winged wheel nuts, discs, and caps

Front disc brakes with audible wear indicators

Self-adjusting brakes

Pressure-relief gas cap

BUY OR LEASE A BUICK

Many Buick dealers offer you the opportunity to buy or lease a Buick. Ask about their leasing arrangement. It may be right for you.

THE GM CONTINUOUS PROTECTION PLAN

It offers service protection in addition to that provided by GM's new vehicle limited warranty. Coverage is available only in U.S.A. and Canada for the 1980 model year. Ask your Buick dealer about it.



BUICK

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ABOUT THIS CATALOG:

We have tried to make this catalog as comprehensive and factual as possible. And, we hope you will find it helpful. However, since the time of printing, some of the information you'll find here may have been updated. Your dealer has details and, before ordering, you should ask him to bring you up-to-date.

The right is reserved to make changes at any time, without notice, in prices, colors, materials, equipment, specifications and models, and to discontinue models.

A WORD ABOUT OPTIONS:

Some of the equipment shown or described throughout this catalog is available at extra cost. Check with your Buick dealer for complete information.

A WORD ABOUT ENGINES:

These Buicks are equipped with GM-built engines produced by various divisions. See your dealer for details.

A WORD ABOUT ASSEMBLY, COMPONENTS AND OPTIONAL EQUIPMENT IN THESE BUICK PRODUCTS:

The Buicks described in this brochure are assembled at facilities of General Motors Corporation operated by Buick or GM Assembly Division. These vehicles incorporate thousands of different components produced by various divisions of General Motors and by various suppliers to General Motors. From time to time during the manufacturing process, it may be necessary, in order to meet public demand for particular vehicles or equipment, or to meet federally mandated emissions, safety, and fuel economy

requirements, or for other reasons, to produce Buick products with different components or differently sourced components than initially scheduled. All such components have been approved for use in Buick products and will provide the quality performance associated with the Buick name.

With respect to extra-cost optional equipment, make certain you specify the type of equipment you desire on your vehicle when ordering it from your dealer. Some options may be unavailable when your car is built. Your dealer receives advice regarding current availability of options. You may ask the dealer for this information. GM also requests the dealer to advise you if an option you ordered is unavailable. We suggest you verify that your car includes the optional equipment you ordered or, if there are changes, that they are acceptable to you.