

NEW FROM BUICK !!!
THE SPECIAL COUPE



A value-packed coupe with a flair for fashion

Only Buick could bring you this totally new thin-pillar coupe so smartly styled at such an attractive price. There's the interior roominess that you would expect to find in much larger cars. There's exterior styling that's neat, clean and in perfect taste. And when it comes to that all-important price tag, you'll find the Special coupe right down there with the compacts! Add the pep and economy of Buick's Aluminum Fireball V-8 coupled with the initial money-saving use of regular gas and you come up with total gas savings that challenges cars in the compact field. To top it off, there's Buick quality and reliability in every line, every appointment and every component of this brand new fun car for '61. Here is the value sensation of the year that you will take to the road—and to your heart—with the trust, confidence and pride that comes only with owning a Buick.



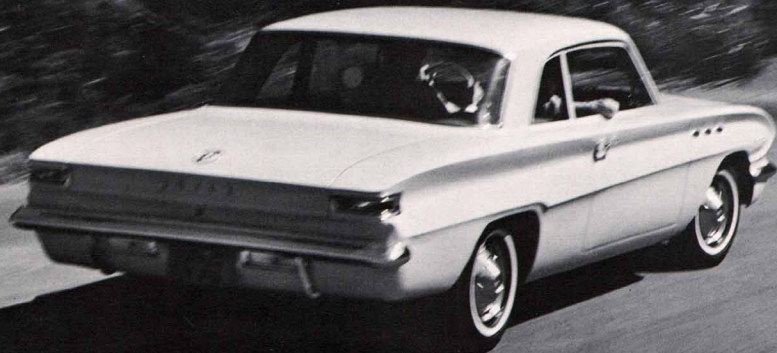
Buick-engineered to be tight, trim and nimble

If you've been looking for a car that's unitized, the right size and road-wise . . . you've found it in the Buick Special Coupe! Unitized construction not only quiets squeaks and rattles, but also makes possible a car that has outstanding strength and rigidity without the penalty of added weight. □ From the lustrous Magic Mirror exterior finish to the handsome Bolera cloth and Seville-grain vinyl interior, there's a trimness and fine car appearance that belies the budget-minded cost of the Buick Special Coupe. And there's still another kind of economy . . . the economy of motion when you move through traffic or in and out of parking spots, thanks to ball-race steering. □ You'll be amazed at the big car, quality ride . . . the quietness of the Buick's new Comfort Zone. Control Arm suspension and four coil springs take the bounce and jounce out of even the roughest roads. As a matter of fact, you will be pleasantly surprised and pleased at every feature of this brand new Buick entry . . . including the price!



Performance plus with the accent on economy

The moment you start the engine, you'll know there's something "Special" beneath the hood of the new Coupe . . . and you're right! Here is a major breakthrough in modern engine design . . . Buick's Aluminum Fireball V-8. Smoothness of operation and immediate response are second nature to this 155 horsepower surprise package. And when it comes to economy of operation, how can you beat the factual results of the 1961 Mobilgas Economy Run. The Aluminum Fireball V-8 and Dual-Path Turbine Drive transmission* powered Buick Specials to a first and second place finish in Class "C" of the 1961 Mobilgas Economy Run. In fact, Buick Specials with V-8 engine and automatic transmission proved to be the greatest gas savers in the whole field of automatic transmission V-8 cars. And furthermore, the Special V-8 beat the full-size sixes as well! And for those who want to add even more snap to their Special, a 185 horsepower, Aluminum Fireball V-8 is available at a very modest price.

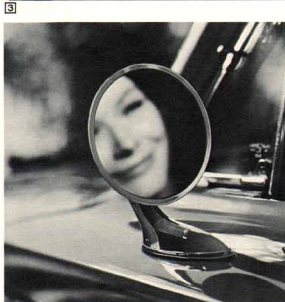
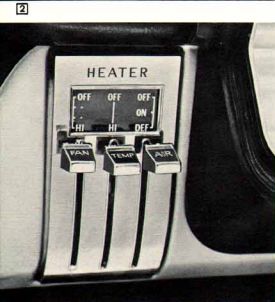
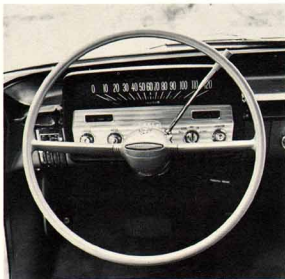


*Available at extra cost



The Special Coupe can be personalized to suit your every need. All of the additional comfort, convenience and safety items are custom-styled to compliment you and your Special.

Accessories custom designed for your special enjoyment



PADDED DASH. Enjoy the added safety and security of a padded dash panel. All panels are color harmonized to the interior color scheme.

 PUSH BUTTON RADIO. News and music are at your finger tips. Controls are centrally located within easy reach of driver and passenger.

 EASY POWER STEERING. Reduced steering effort without loss of road "feel". Increases maneuverability...decreases fatigue.

 FRESH AIR HEATER AND DEFROSTER. All weather comfort for your added driving pleasure. Heat, Defrost and Temperature controls illuminated for ease of nighttime operation.

 GLARE PROOF MIRROR. Additional safety through increased visibility. Door-mounted and easily adjusted. Finished in weather-resistant chrome and nickel-plate. Also available: Nylon-blend Carpeting, Air-Conditioning, Dual-Path Transmission, 185 Horsepower, High-Performance Engine, Windshield Washer, Easy Eye Glass (Windshield only), Custom Padded Cushions, Deluxe Wheel Covers, Back-up Lights, Custom Bright Exterior Moulding, White Side Wall Tires, Positive Crankcase Ventilation (Mandatory in California and Delaware), 15-inch wheels, oversize 13-inch tires (13 x 7.00), Handy Mats, Carpet Savers, Compass, Cushion Toppers, Gas Tank Door Guard, Litter Basket, Vanity Mirror, Seat Belts, Spotlight, Tissue Dispenser, Tru-Cite Slip Covers and Trunk Mat.



Special facts & figures

STANDARD EQUIPMENT—The Buick Special 2-door Coupe comes with the following standard equipment: Aluminum Fireball V8 engine • Air-cooled brakes • Dual sun visors • Dual arm rests • Cigarette lighter • Directional Signals • Electric windshield wipers • Magic Mirror finish • Safety PLATE glass.

ENGINE: 90 degree V8, valve-in-head type. Cylinder block, cylinder head, pistons, intake manifold, timing chain cover, water pump cover and many smaller parts of aluminum alloy. Cast iron cylinder liners. Displacement 215 cu. in. Compression ratio, 8.8 to 1. Horsepower, 155 @ 4600 rpm. Maximum torque, 220 foot pounds @ 2400 rpm. With optional 4-barrel carburetor: Horsepower, 185 @ 4800 rpm.; maximum torque, 230 foot pounds @ 2800 rpm. Compression ratios 10.25 to 1. Firing order: 1-3-4-3-6-5-7-2. Splash and pressure lubrication system. Crankcase capacity, 4 quarts (refill less filter). Normal oil pressure, 33 @ 2400 rpm. Full-flow oil filter standard. Two-barrel carburetor. Mechanical fuel pump. Water intake manifold heat control. Pressure liquid cooling system. Centrifugal water pump. Cooling system capacities: 13.5 quarts with heater, 12.0 quarts without heater. Twelve-volt electrical system. Five-position starter-ignition switch. **TRANSMISSION:** Three-speed Synchro-Mesh transmission standard. Dual-Path Turbine Drive transmission optional at extra cost. Automatic transmission is the divided torque type with approximately 63 per cent of driving effort transferred by a torque converter and 37 per cent by a planetary gear set after up-shift. Transmission is fully automatic with a "down-shift" for passing in the 18-55 mph. speed range. **PROPELLER SHAFT:** Hide-Away Drive Shaft slightly angled to reduce tunnel height. Angled sections are connected by a special constant-velocity

universal joint that insures vibrationless transfer of power to the rear axle. Shaft is connected to transmission and rear axle by needle-bearing universal joints. **REAR AXLE:** Hypoid gears, semi-floating. Gear ratios: automatic transmission, 3.08 to 1; manual transmission, 3.36 to 1*. Rear wheel bearings permanently lubricated. **BODY AND FRAME:** Fully unitized body with integral body-frame construction. **SUSPENSION:** Independent ball-joint front suspension. Four-link rear suspension. Coil springs front and rear. Rear springs are loaded through lower control arms. Direct-acting, hydraulic shock absorbers front and rear. Driving forces from axle to body-frame are through rubber-bushed rear links. **BRAKES:** Air-cooled cast iron brake drums front and rear. Total lining area, 129.87 sq. in. Pull-type parking brake operating through rear service brake shoes. Power brakes not available. **STEERING:** Manual recirculating ball steering. Overall ratio, 26.18 to 1. Power steering optional. Overall ratio 20.8 to 1. **WHEELS AND TIRES:** Disc-type wheels. Size 4.50" x 13". "J" type flange. Buick Special tire sizes: 6.50" x 13". Optional 7.00" x 13" and 6.00" x 15". Curb Weight: 2680 pounds.

*Standard ratio for both manual and automatic transmission when power-pack engine is used.

DIMENSIONS

Overall Length—188.4"; Overall Width—71.0"; Overall Height—52.4"; Wheelbase—112.12"; Tread, Front—56.0"; Tread, Rear—56.0"; Leg Room, Front—44.5"; Leg Room, Rear—37.0"; Head Room, Front—33.7"; Head Room, Rear—32.5"; Shoulder Room, Front—55.2"; Shoulder Room, Rear—53.1"

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

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