

*The Best of Both Worlds . . . . The Special Size*

# <sup>1</sup>/<sub>9</sub> **61** BUICKS **SPECIAL**



THE REVOLUTIONARY NEW 1961

# BUICK SPECIALS

Here is a complete new-size car from Buick that makes no compromise with old concepts. Instead it offers a brand-new concept of its own—the best of both worlds. The best of big car performance, riding comfort, quality and prestige. The best of small car economy, maneuverability, ease of ownership, and all-around motoring fun. And make no mistake about it, the new Special is a Buick in every sense of the word—in style, in quality, in reliability, in all the good things that go with owning a Buick. It's Buick in new fun-sized dimension—bigger than small, smaller than big!

THE  
CLEAN  
LOOK  
of action

Take your choice of 4-door sedan or station wagon in these richly-appointed, special-size Buicks. These are cars you'd be proud to be seen in anywhere. And what stretch-out comfort! Buick outpoints so many of its rivals in so many important passenger compartment dimensions. There's room aplenty for six adults and their luggage. Actually, it's a family-sized car inside, a special-sized car outside. But the real thrill is in the performance: Buick's amazing new Aluminum Fireball V8 with Dual-Path Turbine Drive Transmission\* will let you keep pace with most any car—and still enjoy small-car economy. It's the best of both worlds—at its best! \*Optional at extra cost.

## BUICK SPECIAL DELUXE

*So agile, so spirited,  
so luxuriously Buick*



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# BUICK SPECIAL

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*A great new blending  
of style and thriftiness*

Everything about these stylish Buick Specials—4-door sedan and station wagon—was designed to save you money. Low purchase price, low gas consumption, low maintenance coupled with famous Buick ruggedness and reliability. You'll like particularly the way this thrifty Special wagon can shoulder a load, carrying a family load of cargo with ease and grace. You'll find easier loading, too, with handy single flip-up liftgate.



← Illustrated: The Buick Special 4-Door Sedan

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## BUICK BEAUTY INSIDE, TOO

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This Buick Special Deluxe interior is perfectly in keeping with the Buick tradition of interior luxury and good taste. Soft-to-the touch Batavia cloth is the major theme for seat cushions and backs with accents of Seville-grained vinyl in darker shades. Station Wagon has the same handsome seat style in durable and washable all-vinyl.



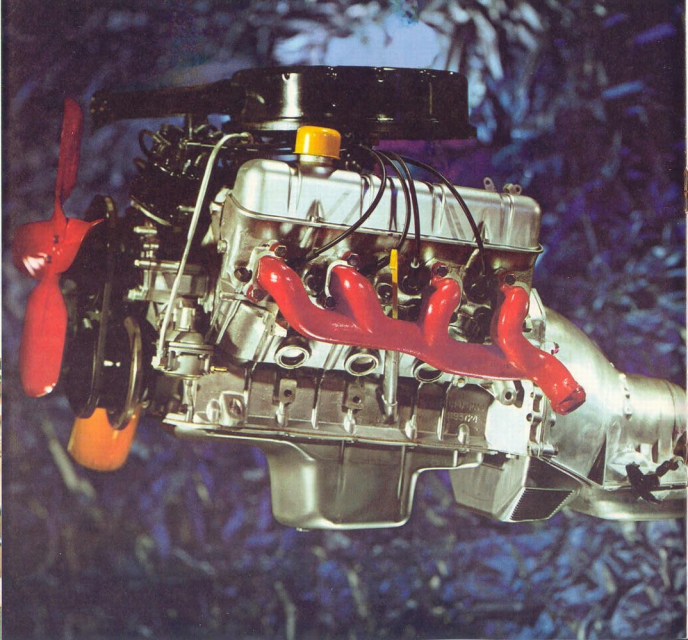
A center accent of different shades of Seville-grained vinyl sets the high-style motif for this Buick Special Station Wagon interior. This luxurious all-Seville-grained vinyl combination is easy to clean—and to keep clean. Buick Special 4-door sedan interior shares the same styling, but seat cushions and backs are in smart Bolera cloth.



THE  
CLEAN  
LOOK  
of action

← Illustrated: The Buick Special 4-Door Station Wagon





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# GREATEST ADVANCE IN POWER TEAMS SINCE THE INTRODUCTION OF THE V8

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This incredible new power team—Aluminum Fireball V8 engine and Dual-Path Turbine Drive transmission—does away with all previous power-to-weight relationships. Think of it, the Aluminum Fireball V8, weighing but 318 pounds, actually delivers 155 horsepower for an unexcelled power-to-weight ratio of .487 horsepower per pound. The new Dual-Path Turbine Drive (optional at extra cost) contributes to snappy performance, too. It splits the driving forces between fluid-driven turbines and direct-gear

drive to give you the advantages of both types of transmissions. The result is good gas economy with exceedingly smart get-away. ■ Consider the important advantages in this revolutionary power team.

① **Light weight.** Just try this with a conventional engine block! No, it's not a trick. An average man can actually lift the Aluminum Fireball V8's block with no undue effort. ② **Lively performance.** Special performance is unsurpassed in its field—and compares well with many big cars. ③ **Smoothness of turbines.** **The go of gears.** The Dual-Path Turbine Drive, a combination of fluid-driven turbines and direct-gear drive, is probably the world's most compact, most simplified automatic transmission.

④ **Brake assistance.** Every time you put on the brake, you get a powerful assist from the decelerating engine geared directly to the rear wheels. Increases brake efficiency, prolongs brake life.

⑤ **Fast warmup.** The water-cooled Aluminum Fireball V8 warms up quickly because of aluminum's superior heat transfer characteristics. You save big on gas and engine wear.

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②



③



④



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A "SPECIAL"  
KIND OF  
COMFORT AND  
CONVENIENCE

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The comfort and convenience of the Buick Special invites comparison with any car, large or small. For instance, in either wagon or sedan you have true six-passenger comfort with room for six adults. And this means room in every direction: head room, hat room, hip room, leg room and shoulder room. Getting in and out is easy, too, because door openings are generously wide in both front and rear with sufficient height to slip right in without crouching. In fact, in the Special the size is where it belongs—inside. It's just smaller than big, and so much bigger than small! □ This is what Buick's Comfort Zone means—not just a passenger compartment—but a luxurious enclosure *designed around* the needs of six full-sized people. It's the biggest reason why you arrive fresh and relaxed even after an all-day ride.





*Plus more Special comfort extras:*

- 1 **Complete ventilation system.** Handy controls at the instrument panel permit easy adjustment of incoming air.
- 2 **Loads of trunk space.** Enough for eight pieces of luggage. Lining to protect your luggage, too.
- 3 **Centralized instrument panel.** All controls and instruments are no farther away than the tips of your fingers to give you full command and eliminate distractions.
- 4 **Easy entry.** No "dogleg" to get in your way in the Special. Getting in and out is a breeze.
- 5 **Overlap windshield wipers.** You get more safety and more visibility, because the two wipers work in tandem to eliminate the old center blind spot in the windshield.



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## THE BEST OF BIG-CAR ENGINEERING

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There are good reasons why Buick Special rides and handles with big-car smoothness. It shares so many of advanced engineering features with the larger Buicks. For instance: **1 Hide-away Drive Shaft** that makes the floor flatter and lowers the center of gravity. It's all made possible through the development of a new Constant Velocity universal joint at the shaft angle that keeps power flowing to the rear wheels with exceptional smoothness. **2 Control arm suspension.** Each wheel has its own separate coil spring to give you a cushiony ride that compares favorably with some big cars, and is unsurpassed in the small car field. Driving forces are transmitted to the body through husky control arms cushioned in thick rubber mountings. **3 Ball-joint front mountings.** Another great road smoother with a bonus of greater handling ease. Shock

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and vibration transmitted to the steering wheel are greatly reduced. **4 Steering.** The nimble Buick Special answers the wheel beautifully with either manual ball-race steering or famous Buick Easy Power Steering. Husky track bar and a new rear mounting system keep the turns smooth and level, too. **5 Shock absorbers.** The Buick Special uses the same hydraulic shock absorbers, front and rear, as the larger Buick cars. It's your assurance of easy riding even over bumpy roads. Special shock absorber adjustment is permanent.



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# BUICK SPECIAL SPECIFICATIONS

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## STANDARD EQUIPMENT

*The Buick Special* comes with the following standard equipment: • Aluminum Fireball V8 engine • Air-cooled brakes • Dual sliding sun visors • Dual armrests • Cigarette Lighter • Direction Signals • Foamtex cushions • Electric windshield wipers • Magic Mirror finish • Safety PLATE glass in every window.

*The Buick Special Deluxe* comes with the following standard equipment: All Buick Special standard equipment plus the following: Custom Padded Cushions • Custom exterior trim molding • Carpeting • Deluxe interior • Rear armrests and ash trays • Deluxe steering wheel.



**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. Firing order: 1-8-4-3-6-5-7-2. 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 on both Special and Special Deluxe. Dual-Path Turbine Drive transmission optional at extra cost on Special and Special Deluxe. Automatic transmission is the divided 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:** New Hide-Away Drive Shaft is 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 coil springing at all four wheels with ball-joint front mountings. Hydraulic shock absorbers front and rear. Driving forces transferred to body through rubber-mounted arms. **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 standard on both sedan and station wagon. 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 size: 6.50" x 13". White sidewall tires are optional at extra cost.

*See and drive the best of both worlds*

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**1961 BUICK SPECIAL**