

THE 1970 BUICKS



Riviera
Electra 225
Wildcat Custom
LeSabre
Estate Wagon
SportWagon
GS
Skylark

1970 Buick

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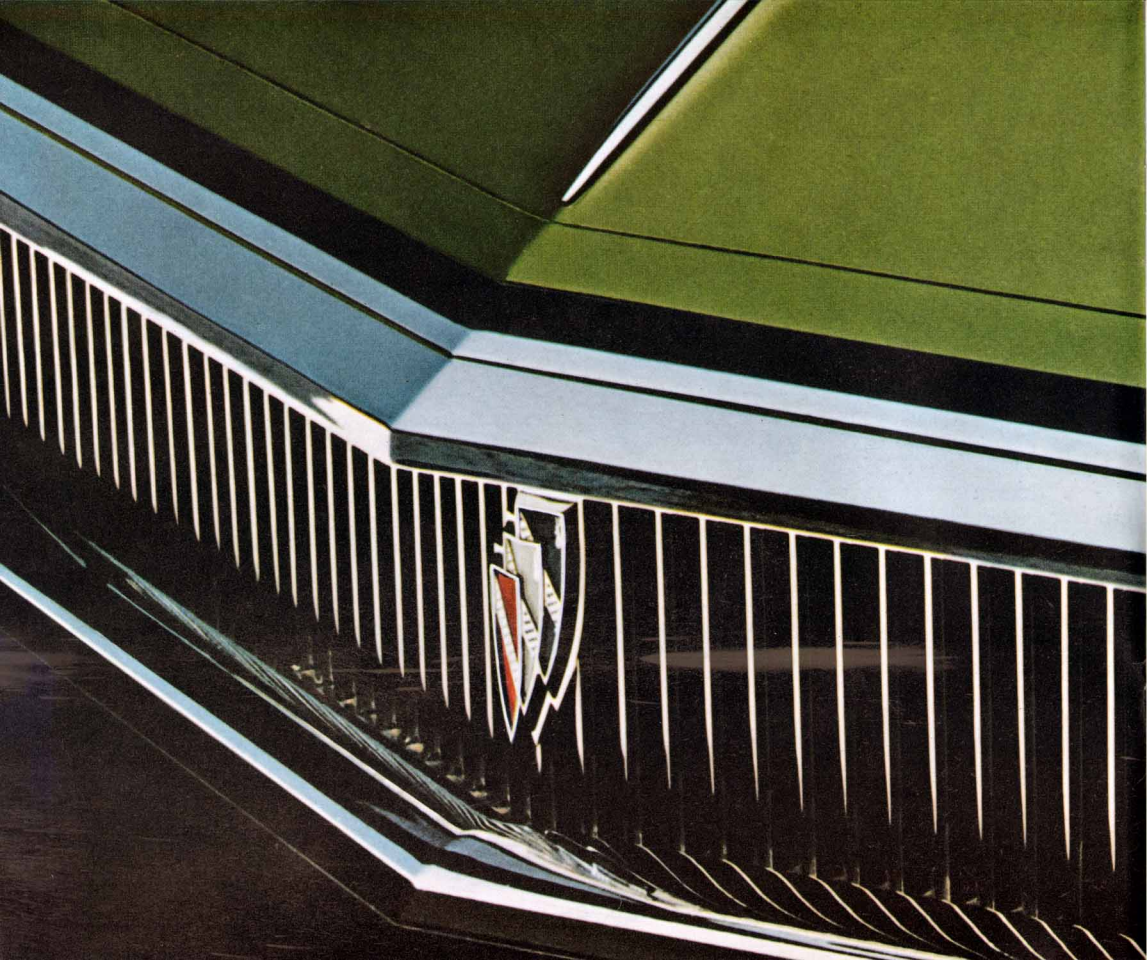
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Buick Motor Division, General Motors Corporation, reserves the right to make changes at any time, without notice, in prices, colors, materials, equipment, specifications, and models and also to discontinue models. Some of the equipment shown or described throughout this catalog is available at extra cost. See page 54 for more information and check with your Buick dealer for complete information.

<p>Riviera</p>  <p>Riviera</p>  <p>Riviera GS</p>	<p>Electra 225</p>  <p>Electra 225 Custom Limited Sport Coupe</p>  <p>Electra 225 Custom Sport Coupe</p>  <p>Electra 225 Sport Coupe</p>  <p>Electra 225 Custom Limited 4-door Hardtop</p>  <p>Electra 225 Custom 4-door Hardtop</p>  <p>Electra 225 4-door Hardtop</p>	<p>Electra 225 Custom 4-door Sedan</p>  <p>Electra 225 4-door Sedan</p>  <p>Electra 225 Custom Convertible</p> <p>Wildcat Custom</p>  <p>Wildcat Custom Sport Coupe</p>  <p>Wildcat Custom 4-door Hardtop</p>  <p>Wildcat Custom Convertible</p> <p>LeSabre</p>  <p>LeSabre Custom 455 Sport Coupe</p>  <p>LeSabre 4-door Sedan</p>  <p>LeSabre Custom Sport Coupe</p>	<p>LeSabre Sport Coupe</p>  <p>LeSabre Custom 455 4-door Hardtop</p>  <p>LeSabre 4-door Hardtop</p>  <p>LeSabre 4-door Sedan</p>  <p>LeSabre Custom 4-door Sedan</p>  <p>LeSabre Custom 455 Sport Coupe</p>  <p>LeSabre Custom 4-door Sedan</p>  <p>LeSabre Custom Sport Coupe</p>  <p>LeSabre Custom Convertible</p>	<p>Estate Wagon</p>  <p>Estate Wagon 2-seat</p>  <p>Estate Wagon 3-seat</p> <p>SportWagon</p>  <p>SportWagon</p> <p>GS</p>  <p>GS 455 Stage I Sport Coupe</p>  <p>GS 455 Sport Coupe</p>  <p>GS 455 Stage I Convertible</p>  <p>GS 455 Convertible</p>  <p>GS Sport Coupe</p>	<p>Skylark</p>  <p>Skylark Custom Sport Coupe</p>  <p>Skylark Custom 4-door Hardtop</p>  <p>Skylark Custom 4-door Sedan</p>  <p>Skylark Custom Convertible</p>  <p>Skylark 350 Sport Coupe</p>  <p>Skylark 350 4-door Sedan</p>  <p>Skylark 2-door Sedan</p>  <p>Skylark 4-door Sedan</p>
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1970 BUICK. SOMETHING TO BELIEVE IN.

The 1970 Buicks. With something more than just distinctive-styling and tasteful elegance. That something is quality, the kind of superior quality that only painstaking craftsmanship produces. It's that extra something that Buick has always had. And it's why you can believe this statement.

The 1970 Buicks are something to believe in.

And that's a fact. Because every Buick is checked for quality and craftsmanship, checked and rechecked. The men who put a Buick together get checked by a man whose only job is checking. Even he gets checked... by a computer. Naturally, the computer gets checked too... and rechecked.

Now, imagine you're behind the wheel of a 1970 Buick for a minute. In front of you will be one of eight Buick engines that's been thoroughly inspected and tested.

The fact that Buick disc or drum brakes are known throughout the industry for their heroic stopping power will add to your confidence. So will AccuDrive, a major suspension refinement that affords an unbelievable degree of handling ease and control. It's standard on all full-size Buicks. And it's a Buick exclusive.

There are also small but confidence-inspiring innovations like a cooling system that should never, ever overheat.

Yes, it's all there. Style, comfort and above all, superior quality.

That explains Buick's excellent resale value year after year.

So even your investment is protected.

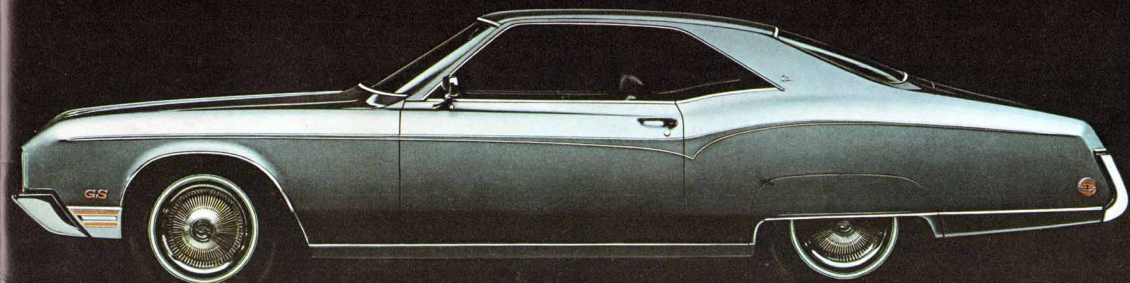
The 1970 Buicks. Something to believe in.

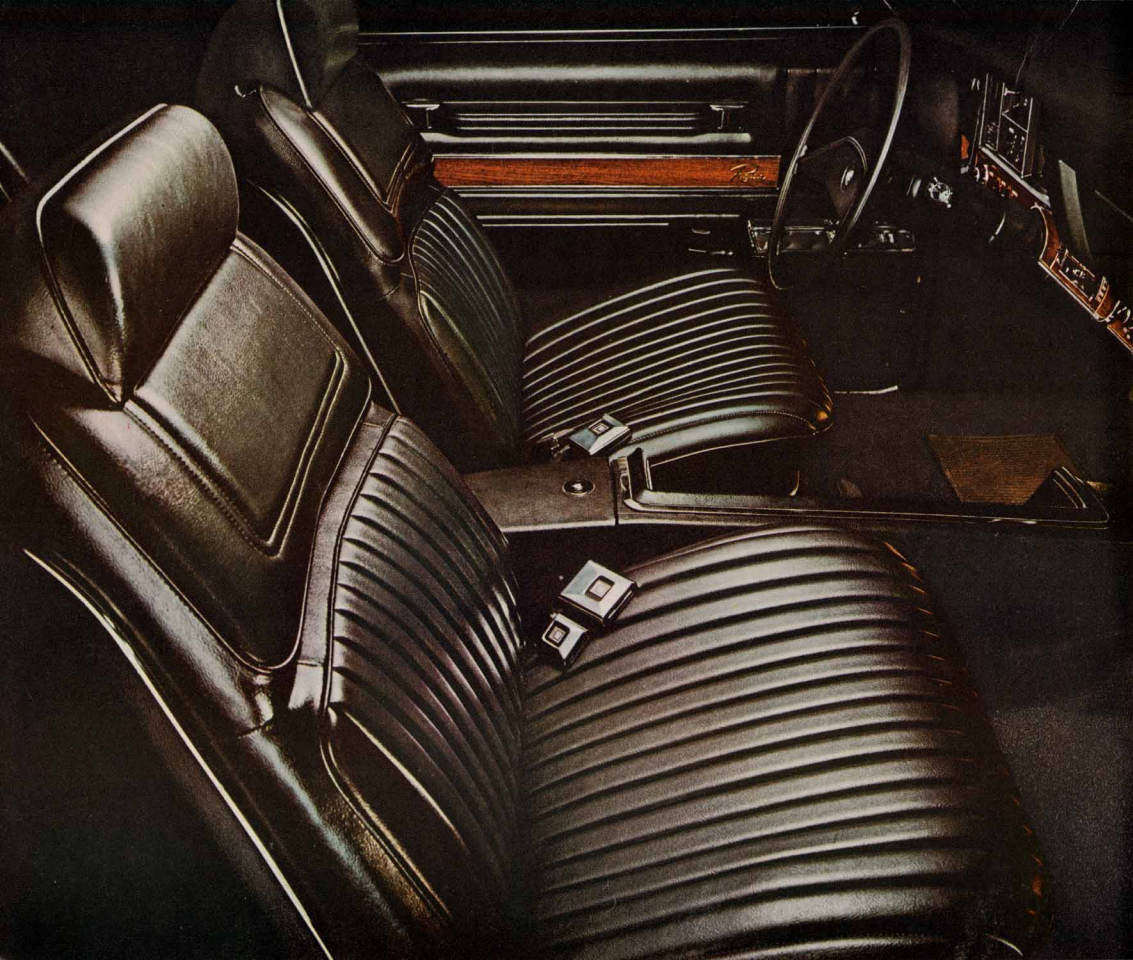


Riviera.



Riviera GS.





- 1 Expanded-Vinyl Bench Seats are available on the Riviera in Green, Sandalwood or Burnished Saddle.
- 2 Expanded-Vinyl Bucket Seats are available at no extra cost in Saddle or Black on the 1970 Riviera.
- 3 The Keswick Cloth-and-Vinyl Strato Notch-Back Bench Seat is available in Sandalwood, Burnished Brown or Black, it's another of the extra-cost Custom trim options.
- 4 The second extra-cost Custom trim option, Expanded-Vinyl Strato Notch-Back Seats are available in Blue, Saddle, Sandalwood, Black or Green.



The Expanded-Vinyl Bucket Seats shown on the left are available at extra cost in Pearl White, Burnished Saddle or Black. They're one of three Custom trim options for 1970.

1970 Riviera Regular Equipment

Power Train and Handling Equipment: 370 hp 455-4 V8 engine; 3-speed Turbo-Hydramatic 400 automatic transmission; variable ratio power steering; self-adjusting power brakes with lined aluminum front drums and cast iron liners; gross lining area 193.3 sq. in.; dual exhausts with stainless steel mufflers; Full-Flow oil filter; Buick's Accu-Drive suspension system; new semi-closed cooling system; 6,000 mile lubed front suspension; Delco-tron generator.

Styling and Convenience Features: recessed windshield wiper blades; custom padded seat cushions; carpeting; electric clock; trunk light; smoking set; rear seat ash trays; upper level ventilating system.

THE STANDARD ENGINE: 455-4 V8.						
Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel	
370 @ 4000	510 @ 2800	10.0	455	4-barrel	Premium	

THE TRANSMISSIONS:	
Regular Equipment:	3-speed Turbo-Hydramatic 400 automatic transmission.
	Column Shift (console-mounted shift available at extra cost)

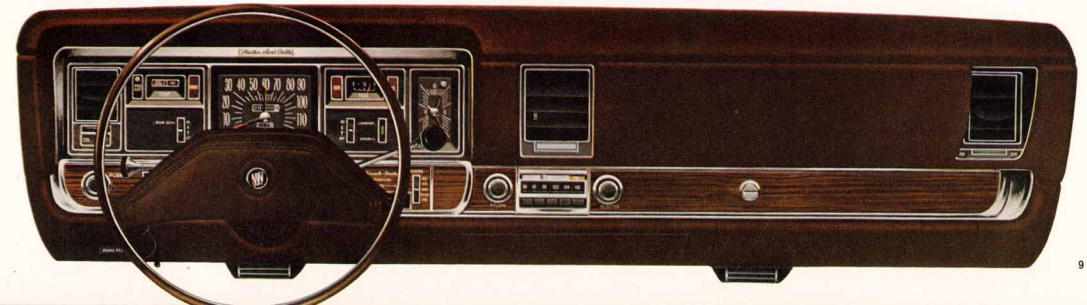
REAR AXLE RATIOS:	
Riviera: 2.78	Riviera GS: 3.42
Consult your Buick dealer for information on available ratios.	

EXTERIOR DIMENSIONS: (Approximations in inches.)			
Length	Width	Height	Wheelbase
215.5	79.3	53.6	119.0

INTERIOR DIMENSIONS: (Approximations in inches.)					
Head Room		Leg Room		Shoulder Room	
Front	Rear	Front	Rear	Front	Rear
37.7	37.5	41.2	36.6	58.6	56.6

THE AVAILABLE RIVIERA GRAN SPORT. Suspension is heavy-duty. Positive traction differential (3.42 axle ratio standard). Monogram—front fender "GS"; Monogram—instrument panel "Riviera GS". H78 x 15 Fiberglas belted white sidewall tires standard.

Some of the equipment shown or described is available at extra cost.



If you're going to invest your money in a luxury automobile you deserve nothing less than this. Your luxury automobile should have nothing less than a 455 cubic inch, 370 horsepower V-8 engine, a smooth-responsive V-8 engine. It should have power steering, power brakes and a silk-smooth automatic transmission. And they should all be standard. Your luxury car should have AccuDrive, an advance-design suspension system that affords an unbelievable degree of handling ease and control. And only Buick has that.

1970 BUICK ELECTRA 225.

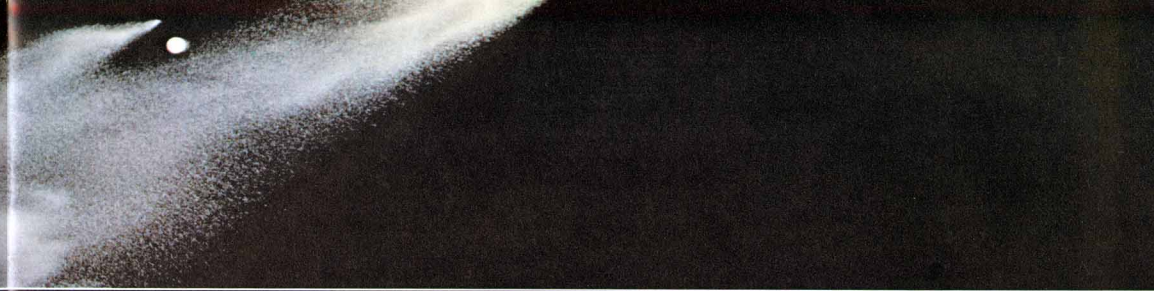
SOMETHING TO BELIEVE IN.



Of course, you should also expect tasteful, distinctive styling and rich, comfortable interiors. You should demand that your luxury automobile have subtle yet important refinements like a cooling system that should never, ever overheat. And you should get it all. And you can. You can get everything you expect from a luxury automobile. And more. The 1970 Buick Electra 225. In luxury motoring, there is no alternative.



Electra 225 Custom Sport Coupe.



Electra 225 Custom Convertible.



Electra 225 Custom Limited 4-door Hardtop.





1 All-Vinyl Bench Seats are available at no extra cost in Black or Sandalwood on the Electra 225 Hardtop Sedan and Sport Coupe.

2 The elegant Kashmir Cloth-and-Vinyl Bench Seat is available on the Electra 225 Sport Coupe, Hardtop Sedan and Sedan in Blue, Sandalwood or Black.

3 Keynote Cloth-and-Vinyl Bench Seats are available at no extra cost on the 1970 Electra 225. The Keswick Cloth-and-Vinyl Bench Seat shown at left is available in Blue, Sandalwood or Black. It's available on the Electra 225 Custom Limited Hardtop Sedan.

4 An Expanded-Vinyl or extra-cost 60/40 Expanded-Vinyl Notch-Back Seat is available on the Electra 225 Custom Hardtop Sedan, Sport Coupe and Sedan in Sandalwood, Burnished Saddle or Black. The Expanded-Vinyl Seat is standard on the Electra 225 Custom Convertible in Sandalwood, Red, Black or Burnished Saddle.

5 An Expanded-Vinyl Bench Seat is available at extra cost on the Electra 225 Custom Limited Hardtop Sedan in Burnished Saddle. A 60/40 Notch-Back version of the same design is an extra-cost option on the Electra 225 Custom Limited Sport Coupe in Burnished Saddle and on the Hardtop Sedan in Black.

6 Keswick Cloth and Vinyl 60/40 Notch-Back Seats are available in Blue, Sandalwood or Black on the Electra 225 Custom Limited Hardtop Sedan and Sport Coupe at extra cost.



1970 Electra 225 Regular Equipment

Power Train Features: 370 hp 455-4 V8 engine; 3-speed Turbo-Hydramatic 400 automatic transmission; Full-Flow oil filter; new semi-closed cooling system.

Handling and Braking Features: variable ratio power steering; self-adjusting power brakes with lined aluminum front brake drums with cast iron liners; gross lining area 193.3 sq. in.; 6,000 in. lbs. lubed front suspension; Buick's AccuDrive suspension system; direct-acting hydraulic shock absorbers; J75 x 15 Fiberglass belted tires.

Comfort and Convenience Equipment: Comfort-Flo ventilating system; custom padded seat cushions; heater and defroster; electric clock; deluxe steering wheel; trunk light; smoking set; rear seat ash trays; Magic-Mirror finish; arm rests—front and rear; carpeting on floors and lower doors; custom interior trims (Electra 225 Custom models); side coat hooks; door-operated interior lights.

THE STANDARD ENGINE: 455-4 V8.

Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel
370 @ 4000	510 @ 2900	10.0 to 1	455	4-barrel	Premium

THE TRANSMISSION:

Regular Equipment: 3-speed Automatic Turbo-Hydramatic 400.

REAR AXLE RATIO:

2.96

Consult your Buick dealer for information on available ratios.

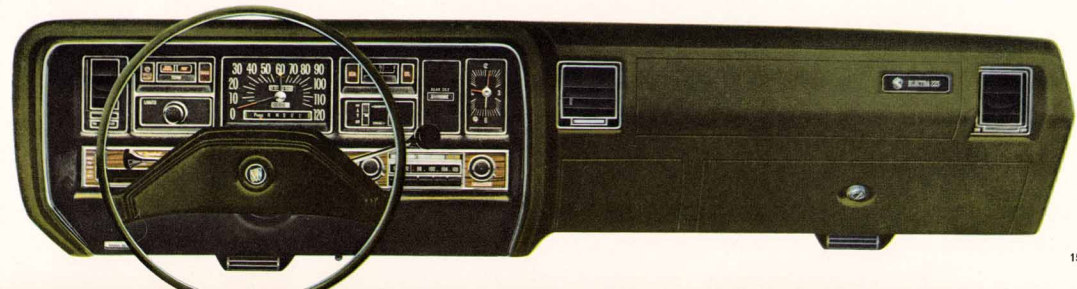
EXTERIOR DIMENSIONS: (Approximations in inches.)

	Length	Width	Height	Wheelbase
Sport Coupe	225.8	80.0	55.0	122.0
4-Door Hardtop	225.8	80.0	55.0	122.0
4-Door Sedan	225.8	80.0	55.9	127.0
Convertible	225.8	80.0	54.7	127.0

INTERIOR DIMENSIONS: (Approximations in inches.)

	Head Room		Leg Room		Shoulder Room	
	Front	Rear	Front	Rear	Front	Rear
Sport Coupe	31.5	33.0	42.2	37.1	62.2	60.7
4-Door Hardtop	33.5	33.0	42.2	37.8	62.3	61.4
4-Door Sedan	33.4	33.3	42.2	40.9	62.3	61.3
Convertible	35.6	37.7	42.2	37.1	62.2	60.9

Some of the equipment shown or described is available at extra cost.



Each year the 1970 Buick Wildcat Custom goes out and earns its name and reputation.

This year? Easier than ever.

A standard 455 cubic inch, 370 horsepower V-8 just begins the excitement. To that we add big, sure-stopping brakes, fiberglass-belted tires and more, lots more.

All standard.

Wildcat Custom styling for 1970. A sleek new profile. A new wide-angle grille. Distinctive new front and rear bumpers and a new flush-mounted tail light grouping.

Over all the beauty goes a rich Acrylic lacquer finish.

1970 BUICK WILDCAT CUSTOM.

SOMETHING TO BELIEVE IN.



Inside, deep foam-cushioned seats and durable yet elegant fabrics and vinyls. And room, head, leg and shoulder room enough for six American-size adults.

There's more.

To all that, add AccuDrive, a major suspension refinement that makes the 1970 Wildcat Custom track straight and literally claw its way around corners.

And only Buick has it.

One drive will prove it.

The 1970 Buick Wildcat Custom. It's everything the name implies.



Wildcat Custom Sport Coupe.

Some of the equipment shown is available at extra cost. 17

Wildcat Custom 4-door Hardtop.



Wildcat Custom Convertible.





Keewick Cloth-and-Vinyl Notch-Back Seat is available at no extra cost on the Wildcat Custom Hardtop Sedan in Sandalwood or Black.



Black All-Vinyl Bucket Seats are available at no extra cost on the Wildcat Custom Sport Coupe.

All-Vinyl Notch-Back Seats shown at left are standard on the Wildcat Custom Sport Coupe and Hardtop Sedan in Pearl White, Saddle, Green or Black. They're also standard on the Wildcat Custom Convertible in Pearl White or Black.

1970 Wildcat Custom Regular Equipment

Power Train: 370 hp 455-4 V8 engine; three-speed manual transmission fully-synchronized in all forward gears; Delcotron generator; Full-Flow oil filter; new semi-closed cooling system.

Handling and Braking Features: self-adjusting brakes with lined aluminum front brake drums with cast iron liners; gross lining area 193.3 sq. in.; 6,000 mile lubed front suspension; Buick's Accu-Drive suspension system; H78 x 15 Fiberglass belted tires; direct-acting hydraulic shock absorbers.

Comfort and Convenience Equipment: Comfort-Flo ventilating system; heater and defroster; front door-operated interior light; glove compartment light; smoking set; rear seat ash tray; Magic-Mirror finish; arm rests—front and rear carpeting; custom interior trim; deluxe steering wheel.

THE STANDARD ENGINE: 455-4 V8.

Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel
370 @ 4600	510 @ 2800	10.0	455	4-barrel	Premium

THE TRANSMISSIONS:

Regular Equipment: 3-Speed Manual (Column Shift)	Available: 3-Speed Turbo-Hydramatic 400 Automatic Transmission (Column or Console Mounted Shift)
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REAR AXLE RATIOS:

3-Speed Manual Transmission: 2.78	Automatic: 2.78
Consult your Buick dealer for information on available ratios.	

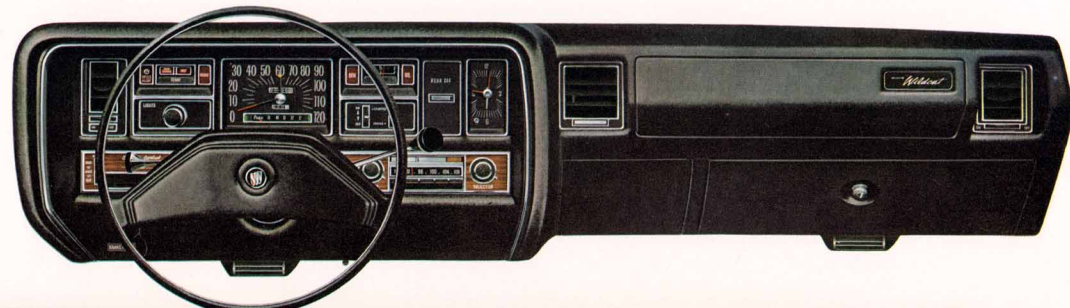
EXTERIOR DIMENSIONS: (Approximations in inches.)

	Length	Width	Height	Wheelbase
Sport Coupe	220.2	80.0	54.7	124.0
4-Door Hardtop	220.2	80.0	54.4	124.0
Convertible	220.2	80.0	54.6	124.0

INTERIOR DIMENSIONS: (Approximations in inches.)

	Head Room		Leg Room		Shoulder Room	
	Front	Rear	Front	Rear	Front	Rear
Sport Coupe	37.8	37.2	42.2	33.9	62.2	60.8
4-Door Hardtop	37.6	36.9	42.2	37.5	62.2	61.3
Convertible	38.5	37.9	42.2	33.9	62.2	59.3

Some of the equipment shown or described is available at extra cost.



Did you know that you'll probably spend 600 hours or more behind the wheel of your car this year? Don't you think you should enjoy every minute?

You can. That's the case for the 1970 Buick LeSabre.

Open the steel-reinforced door of a 1970 Buick LeSabre. Let rich fabrics and soft vinyls and deep-pile carpeting invite you inside.

Then settle back and rest assured that the 1970 LeSabre's new sculpted grille, rear deck and sleek profile is making you look as good as you feel.

After premium performance? Then you're after one of the new LeSabre Custom 455 models that

1970 BUICK LeSABRE.

SOMETHING TO BELIEVE IN.



get their name and performance from Buick's brand new 455 cubic inch, 370 horsepower V-8. A 350 cubic inch, 260 horsepower V-8 is standard on all other LeSabre models. It's a great way to go if you're looking for premium performance on regular gas.

Now drive one. You'll notice the way AccuDrive, the 1970 LeSabre's new suspension system, makes cornering easy, handling almost effortless.

The point? You spend a lot of time behind the wheel. You should enjoy every minute of it. You can.

If you're behind the wheel of a 1970 Buick LeSabre.

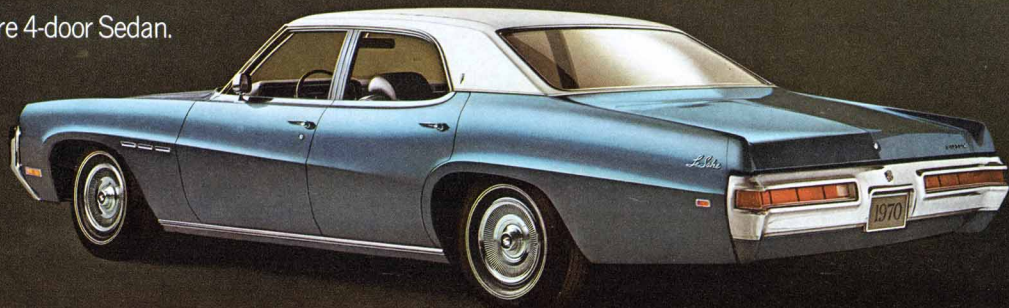


LeSabre Custom 455 Sport Coupe.

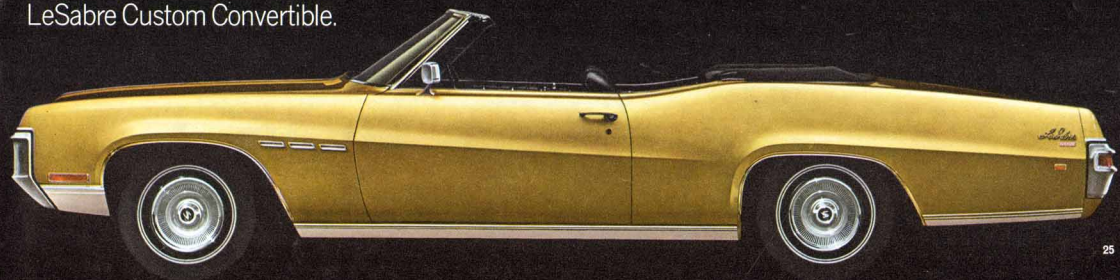
LeSabre Custom 4-door Hardtop.

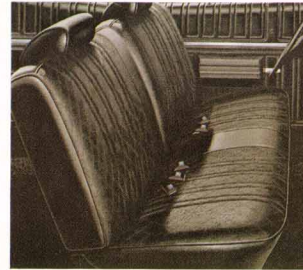


LeSabre 4-door Sedan.



LeSabre Custom Convertible.



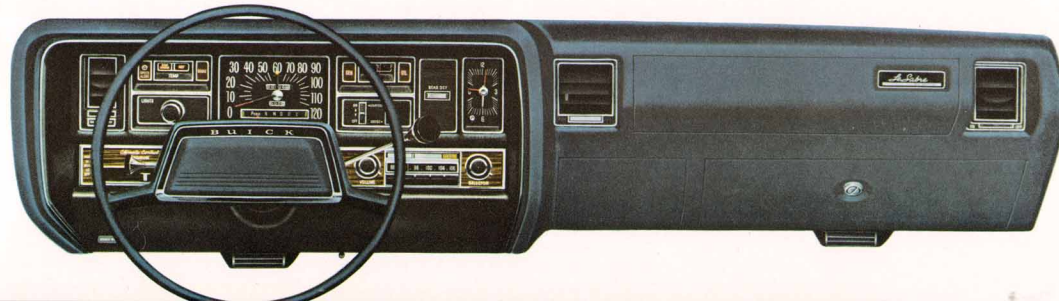


Kirkland Cloth-and-Vinyl Bench Seats are available in Black, Green, Blue or Sandalwood. They're standard on the 1970 LeSabre Sport Coupe, Hardtop Sedan and 4-door Sedan.



All-Vinyl Bench Seats are available at no extra cost in Saddle, Green, Blue or Black on the LeSabre Custom and LeSabre Custom 455 Sport Coupe, Hardtop Sedan and 4-Door Sedan. They're standard on the LeSabre Custom Convertible in Blue, Saddle, Red or Black.

Kenora Cloth-and-Vinyl Bench Seats shown at left are standard on the LeSabre Custom and LeSabre Custom 455 Sport Coupe, Hardtop Sedan and 4-Door Sedan in Green, Blue or Sandalwood.



1970 LeSabre Regular Equipment

Power Train: 260 hp 350-2 V8 engine; three-speed manual transmission fully-synchronized in all forward gears; Delcotron generator; Full-Flow oil filter; new semi-closed cooling system.

Handling and Braking Features: self-adjusting brakes with composite cast iron brake drums; gross lining area 193.3 sq. in.; HV8 x 15 Fiberglas belted tires; 6,000 mile lubed front suspension; Buick's AccuDrive suspension system; direct-acting hydraulic shock absorbers.

Comfort and Convenience Equipment: Comfort-Flo ventilating system; heater and defroster; front door-operated interior light; glove compartment light; smoking set; rear seat ash trays; Magic-Mirror finish; arm rests—front and rear carpeting.

THE STANDARD ENGINE: 350-2 V8.

Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel
260 @ 4500	360 @ 2600	9.0	350	2-barrel	Regular

THE AVAILABLE ENGINES: 350-4 V8, 350-4 V8 High Performance, 455-4 V8 (Custom 455 only)

Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel
285 @ 4000	375 @ 3000	9.0	350	4-barrel	Regular
315 @ 4800	410 @ 3200	10.25	350	4-barrel	Premium
370 @ 4500	510 @ 2800	10.0	455	4-barrel	Premium

THE TRANSMISSIONS:

Regular Equipment: 3-Speed Manual (Column Shift)	Available: 3-Speed Turbo-Hydraulic 350 Automatic Transmission (Column Shift)
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3-Speed Automatic Turbo-Hydraulic 400 available with LeSabre 455 options)

REAR AXLE RATIOS:

3-Speed Manual: 3.23	Automatic: 2.93
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Consult your Buick dealer for information on available ratios.

EXTERIOR DIMENSIONS: (Approximations in inches.)

	Length	Width	Height	Wheelbase
Sport Coupe	220.2	80.0	54.7	124.0
4-Door Hardtop	220.2	80.0	54.4	124.0
4-Door Sedan	220.2	80.0	55.4	124.0
Convertible	220.2	80.0	54.6	124.0

INTERIOR DIMENSIONS: (Approximations in inches.)

	Head Room		Leg Room		Shoulder Room	
	Front	Rear	Front	Rear	Front	Rear
Sport Coupe	38.6	37.7	42.3	33.9	62.2	60.8
4-Door Hardtop	38.3	37.4	42.3	37.5	62.2	61.3
4-Door Sedan	39.1	37.7	42.3	37.9	62.2	61.3
Convertible	38.7	37.9	42.3	33.9	61.7	60.3

Some of the equipment shown or described is available at extra cost.

Presenting the totally-new 1970 Buick Estate Wagon.

With a totally-new approach to what a station wagon should look and drive like.

Because, above all, the 1970 Estate Wagon is a Buick. So it shares the sculpted Buick profile, the distinctive wide-angle grille. It looks as elegant and graceful as any Buick.

It drives like a Buick. Because, like all big Buicks, the 1970 Estate Wagon has AccuDrive, Buick's advance-design suspension system. Plus a special rear end suspension that's custom-designed for a station wagon's unique handling characteristics.

Like all Buicks, it has a cooling system that should never, ever overheat.

1970 BUICK ESTATE WAGON.

SOMETHING TO BELIEVE IN.



And a 455 cubic inch V-8, the largest smoothest V-8 ever made by Buick.

It's also standard on the 1970 Estate Wagon.

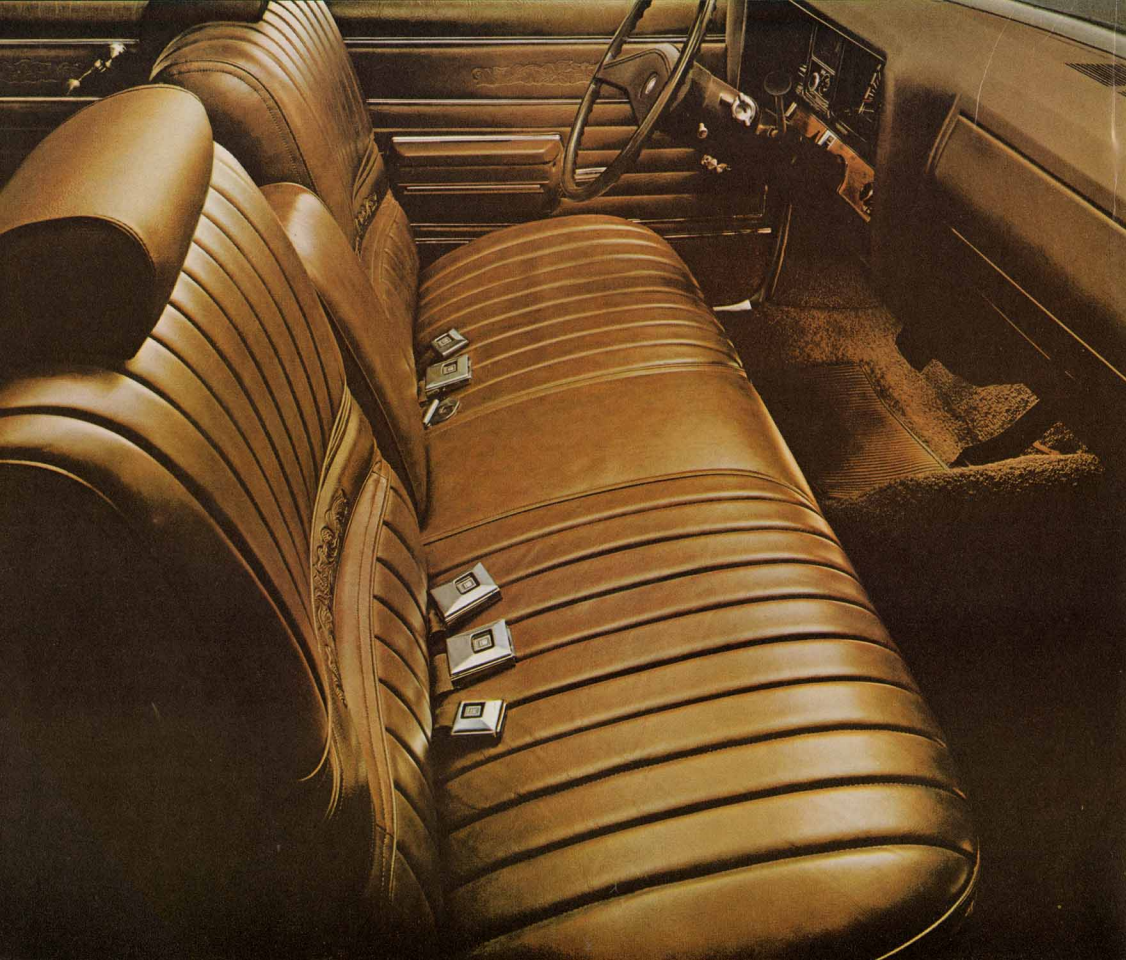
There's more. There's load space, lots of it. And it's backed by a two-way door-gate that makes loading anything or anybody that much easier. There's even a rear-facing third seat available at modest extra cost.

Best of all it's a Buick. With Buick quality and craftsmanship built right in.

And you know what that means.

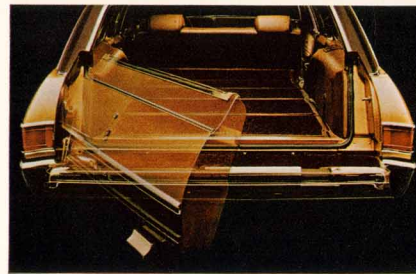
The 1970 Buick Estate Wagon is something to believe in.





All Vinyl Bench Seats shown above are standard on the 1970 Buick Estate Wagon in your choice of Green, Blue, Sandalwood or Burnished Saddle.

Look, it's a door. No, it's a gate. Better yet it's both. It's Buick's two-way door-gate and it's standard on the 1970 Estate Wagon. You'll see how easy loading anything or anyone becomes the first time you try it. And, if you're trying to take just about everybody along, you'll want to order the extra-cost third seat.



Expanded Vinyl Notch-Back Seat shown at left is available at extra cost in Green, Sandalwood or Burnished Saddle on the 2-Seat Estate Wagon and in Green, Sandalwood, Burnished Saddle and Blue on the 3-Seat Estate Wagon.

1970 Estate Wagon Regular Equipment

Power Train: 370 hp 455-4 V8 engine; three-speed manual transmission fully-synchronized in all forward gears; Full-Flow oil filter; Delco-tron generator; Semi-closed cooling system.

Handling and Braking Features: 6,000 mile lubeed front suspension; L78 x 15 Fibreglas belled tires; direct-acting hydraulic shock absorbers front and rear; self-adjusting power brakes with lined aluminum front brake drums and cast iron liners; gross lining area 193.3 sq. in. Buick's Accu-Drive suspension system.

Comfort and Convenience Equipment: Comfort-Flo ventilating system; heater and defroster; front door-operated interior light; glove compartment light; smoking set; rear seat ash trays; Magic-Mirror finish; arm rests—front and rear carpeting; custom interior trims; deluxe steering wheel.

THE STANDARD ENGINE: 455-4 V8.

Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel
370 @ 4600	510 @ 2800	10.0	455	4-barrel	Premium

THE TRANSMISSIONS:

Regular Equipment: 3-Speed Manual (Column Shift)	Available: 3-Speed Turbo-Hydramatic 400
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REAR AXLE RATIOS:

3-Speed Manual: 2.78	Automatic: 2.78
Consult your Buick dealer for information on available ratios.	

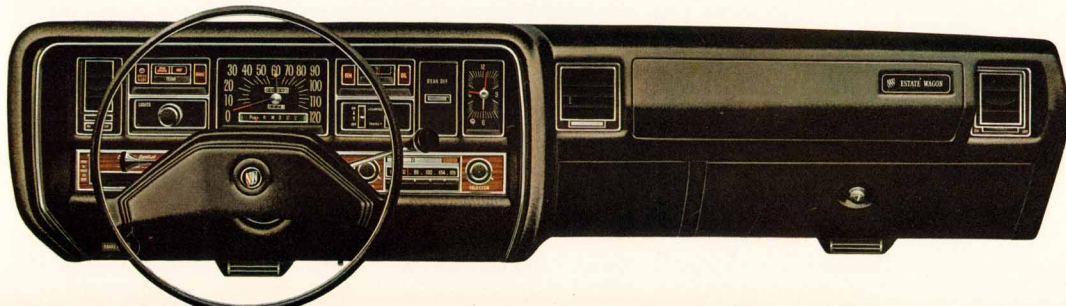
EXTERIOR DIMENSIONS: (Approximations in inches.)

	Length	Width	Height	Wheelbase
	223.3	80.0	57.1	124.0

INTERIOR DIMENSIONS: (Approximations in inches.)

	Head Room		Leg Room		Shoulder Room	
	Front	Rear	Front	Rear	Front	Rear
2-Seat Wagon	39.2	39.0	41.3	38.2	62.1	61.3
3-Seat Wagon	39.2	39.0	41.3	38.2	62.1	61.3

Some of the equipment shown or described is available at extra cost.



Wagon lovers, you've just met your match. Meet the 1970 Buick SportWagon.

Here's what we'll do. We'll provide that crisp SportWagon styling, that easy-handling 116 inch wheelbase, fiberglass-belted tires and a 350 cubic inch, 260 horsepower V-8 that runs on regular gas. That's all standard.

Now you add whatever you like.

Like a chromed luggage carrier, a two-way door-gate, power steering, even power brakes from the 1970 SportWagon's long, long list of options and accessories.

Then add places to go and four or five people you'd like to take along, luggage and all.

1970 BUICK SPORTWAGON.

SOMETHING TO BELIEVE IN.



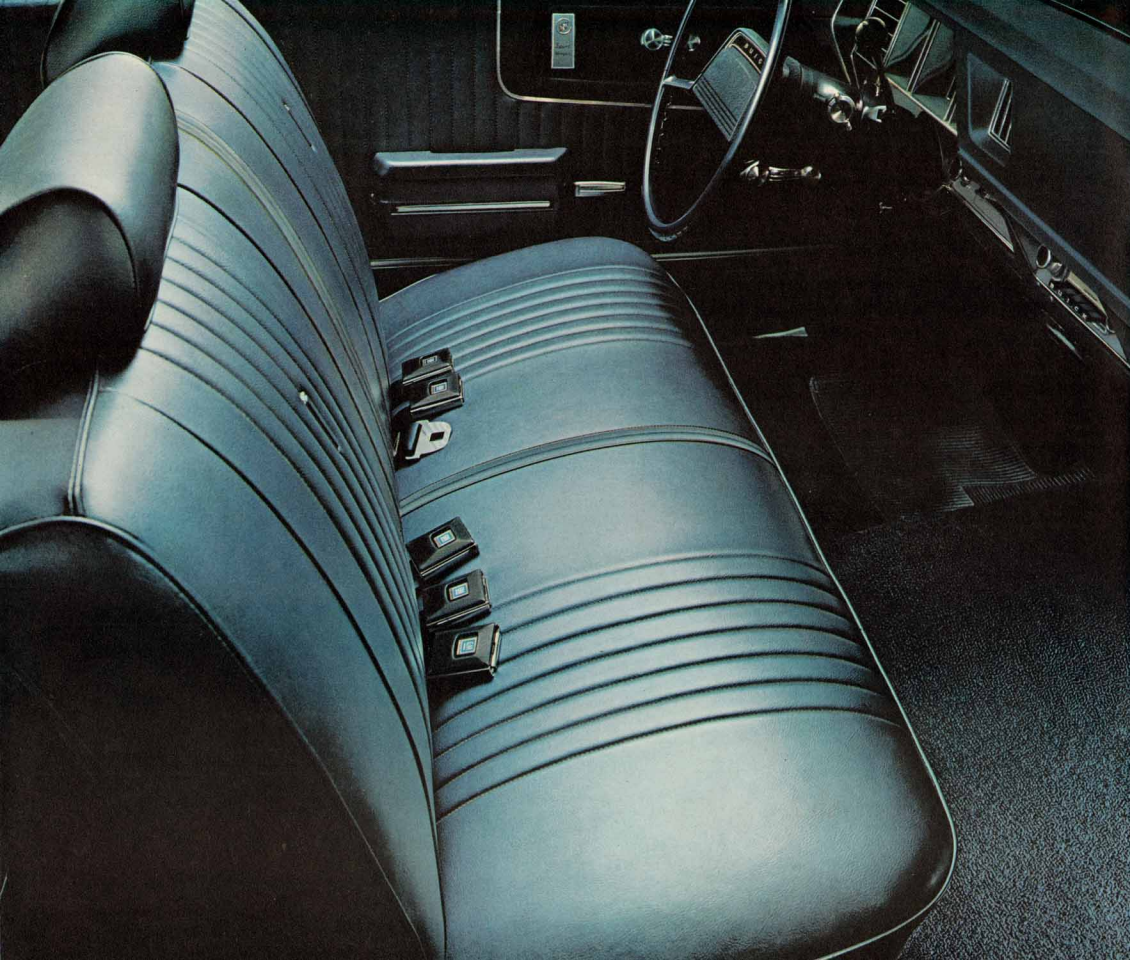
Pick a road, any road. SportWagon can handle them all.
That's when you'll find out you've met up with all the wagon you need.
And more.

Best of all, you'll know you picked a Buick, a Buick that's built like every Buick.
Quality built. Carefully built.

And that's great.

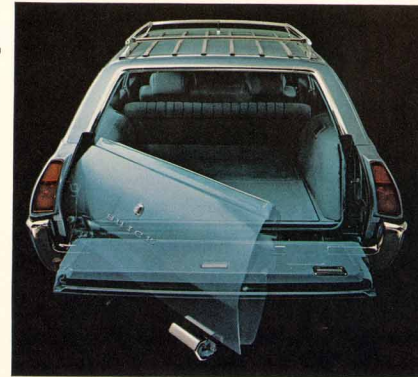
Because, in addition to everything else, the 1970 Buick SportWagon is something to believe in.





That's a lot of load space you're looking at. And to make filling it almost effortless, you'll want to order the extra-cost two-way door-gate that's available on the 1970 SportWagon. Swing out and it's a door; swing down and it's a loading platform. Either way, it's great.

All-Vinyl Bench Seats shown at left are standard equipment on the 1970 Buick SportWagon. You have your choice of Blue, Sandalwood or Burnished Saddle.



1970 SportWagon Regular Equipment

Power Train: 250 hp 350-2 V8 engine; three-speed manual transmission fully-synchronized in all forward gears; Full-Flow oil filter; Delcotron generator; semi-closed cooling system.

Handling and Braking Features: 6,000 mile lubed front suspension; H78 x 14 Fiberglass belted tires; direct-acting hydraulic shock absorbers front and rear; self-adjusting brakes; gross lining area 156.1 sq. in.

Comfort and Convenience Equipment: heater and defroster; cigar lighter; front door-operated interior light; ash trays—front and rear; ash tray and glove compartment light; extra-cost dual-action tailgate; Magic-Mirror finish.

THE STANDARD ENGINE: 350-2 V8.

Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel
260 @ 4600	360 @ 2600	9.0	350	2-barrel	Regular

THE AVAILABLE ENGINES: 350-4 V8;

Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel
286 @ 4600	375 @ 3000	9.0	350	4-barrel	Regular
315 @ 4800	410 @ 3200	10.25	350	4-barrel	Premium

THE TRANSMISSIONS:

Regular Equipment: 3-Speed Manual (Column Shift) Available: 3-Speed Turbo-Hydramatic 350

REAR AXLE RATIOS:

3-Speed Manual Transmission: 3.23 Automatic: 2.93
Consult your Buick dealer for information on available ratios.

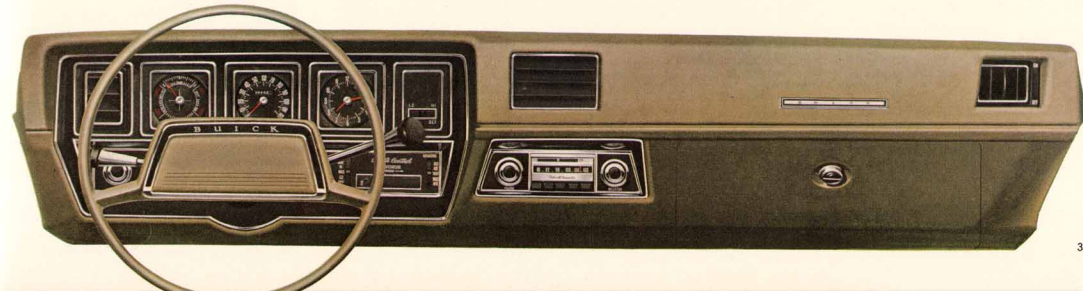
EXTERIOR DIMENSIONS: (Approximations in inches.)

Length	Width	Height	Wheelbase
212.6	77.3	57.0	116.0

INTERIOR DIMENSIONS: (Approximations in inches.)

2-Seat Wagon	Head Room		Leg Room		Shoulder Room	
	Front	Rear	Front	Rear	Front	Rear
	38.4	38.3	41.5	34.6	56.3	57.4

Some of the equipment shown or described is available at extra cost.



Maybe you've heard they were coming.

Automobiles with 455 cubic inch V-8 engines. Hurst-linked transmissions. Extra-cost performance packages. Stereo tape decks and consoles twixt deep All-Vinyl buckets.

They're here. Buick introduces automobiles to light your fire. Like the 1970 Buick GS 455's. Hardtop and Convertible. Both feature a 455 cubic inch, 350 horsepower V-8 that breathes deep and cool through a matched set of functional hood scoops. And a floor-mounted manual transmission. And a super-tight heavy-duty suspension.

If you're not off the ground yet, consider Stage I, our extra-cost performance package. With a

1970 BUICK GS.

AUTOMOBILES TO LIGHT YOUR FIRE.



high-lift cam, low-restriction dual exhaust system and a big four-barrel carb with throats like...like Carlsbad Caverns. 360 horses...510 pounds/feet of torque.

Light your fire? Whew, water please.

Enter the 1970 Buick GS. Same sweeping, light-your-fire styling. Lots of options with a 350 cubic inch, 315 horsepower V-8 standard. Standard fare? No way.

Dull transportation, you've just been scorched.

Buick introduces automobiles to light your fire.

Enthusiasts...light up.



GS 455 Stage I Sport Coupe.

GS 455 Convertible.



GS Sport Coupe.

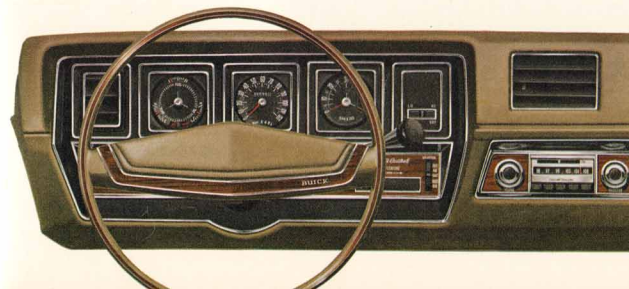




1 All-Vinyl Bench Seats are standard on the 1970 GS and GS 455 Sport Coupe in Sandalwood, Blue or Black.
 2 All-Vinyl Notch-Back Seats are available at extra cost on the GS Sport Coupes and GS 455 in Burnished Saddle, Saddle, Green, Pearl White or Black. They're also an extra-cost option on the GS 455 Convertible in Pearl White or Burnished Saddle.
 3 All-Vinyl Bench Seats in Sandalwood or Black are standard on the GS 455 Convertible.



All-Vinyl Buckets shown at left are available at extra cost on the GS Sport Coupes and GS 455 in Pearl White, Blue, Black or Burnished Saddle. They're available at extra cost on the GS 455 Convertible in Pearl White, Black or Burnished Saddle.



1970 GS and GS 455 Regular Equipment

GS Power Train: 315 hp 350-4 V8 engine; dual exhausts; functional hood air scoops; three-speed column-mounted shift transmission fully synchronized in all forward gears; Full-Flow oil filter; semi-closed cooling system.

GS 455 Power Train: 350 hp 455-4 V8, dual exhausts; functional hood air scoops; three-speed floor-mounted manual transmission; Dalcotron generator; Full-Flow oil filter. Semi-closed cooling system.

GS 455 Stage I Performance Package (Available on GS 455 Sport Coupe and Convertible): 350 hp 455-4 V8, dual exhaust; 3.64 Positraction rear axle.

GS Braking and Handling Equipment: 14-inch wheels; heavy duty springs, shock absorbers and stabilizer bar; 5,000 mile lubed front suspension.

GS 455 Braking and Handling Equipment: 6,000 mile lubed front suspension; front stabilizer bar; 14-inch wheels (with 6-inch rims); heavy-duty coil springs front and rear; front air-cooled lined aluminum brake drums with cast iron liners.

GS 455 Exterior Trim: Stage I or GS 455 ornamentation on radiator grille, front fender, rear deck lid and door trim panel.

THE STANDARD GS ENGINE: 350-4 V8.

Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel
315 @ 4600	410 @ 3200	10.25	350	4-barrel	Premium

STANDARD GS 455 ENGINES: 455-4 V8 and THE OPTIONAL GS 455 STAGE I

Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel
350 @ 4600	510 @ 2900	10.0	455	4-barrel	Premium
360 @ 4600	510 @ 2900	10.0	455	4-barrel	Premium

THE GS TRANSMISSIONS:

Regular Equipment: 3-Speed Manual (Column Shift Mounted)	Available: 3-Speed Automatic Turbo-Hydraulic 350 Automatic Transmission (Column or Console Shift Mounted) 4-Speed Manual (Floor Mounted Shift) (Bucket Seats Required) 3-Speed Manual (Floor Mounted Shift) (Bucket Seats Required)
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THE GS 455 STAGE I and GS 455 TRANSMISSIONS:

Regular Equipment: 3-Speed Manual (Floor Shift)	Available: 3-Speed Turbo-Hydraulic 400 Automatic Transmission (Column Shift Mounted) (Console Mounted with bucket seat option) 4-Speed Manual (Console or Floor Shift Mounted)
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GS REAR AXLE RATIOS:

3-Speed and 4-Speed Manual Transmission: 3.23	Automatic: 3.23
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Consult your Buick dealer for information on available ratios.

GS 455 REAR AXLE RATIOS:

3-Speed and 4-Speed Manual Transmission: 3.42	Automatic: 2.93
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GS 455 STAGE I AXLE RATIOS:

3-Speed and 4-Speed Manual Transmission: 3.64	Automatic: 3.64
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EXTERIOR DIMENSIONS: (Approximations in inches.)

	Length	Width	Height	Wheelbase
GS 455-2-Door Coupe	202.2	77.3	53.0	112.0
GS 455-Convertible	202.2	77.3	53.3	112.0
GS	202.2	77.3	53.1	112.0

INTERIOR DIMENSIONS: (Approximations in inches.)

	Head Room		Leg Room		Shoulder Room	
	Front	Rear	Front	Rear	Front	Rear
GS 455-2-Door Coupe	37.5	36.3	41.7	32.2	58.3	57.1
GS 455-Convertible	38.3	37.0	41.7	32.2	58.3	47.9
GS	37.9	36.3	41.6	32.3	58.3	57.1

The story on the 1970 Buick Skylark Customs reads like a best-selling novel.

There's at least one passage that everybody enjoys.

For readers who really get involved with an automobile, we offer the 1970 Skylark Custom Sport Coupe and Convertible.

Both designed to light your fire.

With light-your-fire styling that puts both cars in motion... even when they're standing still.

A 350 cubic inch, 260 horsepower V-8 is standard. So is an all-vinyl interior, fiberglass-belted tires and a full complement of GM safety equipment.

1970 BUICK SKYLARK CUSTOM.

FEATURING AUTOMOBILES TO LIGHT YOUR FIRE.



The 1970 Buick Skylark Customs, Sport Coupe and Convertible...two of the automobiles Buick is using to light your fire. One of them is sure to do it.

Now let's add a couple of doors and styling much like that of the light-your-fire cars.

Now you're talking about the Skylark Custom 4-Door Hardtop and 4-Door Sedan. Both pack a 350 cubic inch, 260 horsepower regular-gas V-8. And luxury? They're both Buick's aren't they?

The 1970 Buick Skylark Customs. Two to light your fire and two more to show you just how much excitement can come with a family sedan.

Look them up under "great" at your Buick Dealer's.



Skylark Custom Sport Coupe.

Some of the equipment shown is available at extra cost. 43



Skylark Custom Convertible.



Skylark Custom 4-door Hardtop.



Skylark Custom 4-door Sedan.

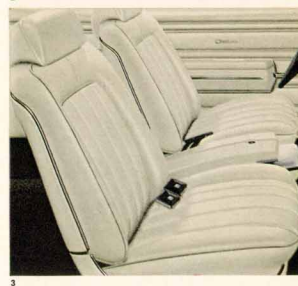




1 Kenora Cloth-and-Vinyl Bench Seats are standard on the 1970 Skylark Custom Sport Coupe in Blue, Sandalwood or Black. They're also standard on the Skylark Custom Hardtop Sedan and 4-Door Sedan in Green, Blue, Sandalwood or Black.

2 All-Vinyl Bench Seats are standard on the Skylark Custom Convertible in Black or Sandalwood. They're also available at no extra cost on the Skylark Custom 4-Door Sedan in Black or Burnished Saddle.

3 All-Vinyl Buckets are available at extra cost on the Skylark Custom Sport Coupe in Pearl White, Blue, Burnished Saddle or Black. They're also an extra-cost option on the Skylark Custom Convertible in Pearl White, Burnished Saddle or Black.



The All-Vinyl Notch-Back Seats shown at left are available at extra cost in Green, Pearl White, Black, Saddle or Burnished Saddle on the Skylark Custom Sport Coupe; in Green, Saddle, Black or Burnished Saddle on the Skylark Custom Hardtop Sedan and in Pearl White or Burnished Saddle on the Skylark Custom Convertible.

1970 Skylark Custom Regular Equipment

Power Train: 250 hp V8 engine on Skylark Custom Sport Coupe, Convertible, 4-Door Hardtop and 4-Door Sedan; three-speed manual transmission fully-synchronized in all forward gears; Full-Flow oil filter; Delcotron generator; semi-closed system.

Handling and Braking Features: self-adjusting brakes; gross lining area 156.1 sq. in.; 6,000 mile lubed front suspension; G76 x 14 Fiberglas belted tires; direct-acting hydraulic shock absorbers.

Comfort and Convenience Equipment: Magic-Mirror finish; Comfort-Flo ventilating system (on Sport Coupe and Convertible); heater and defroster; custom padded seat cushions; deluxe steering wheel; cigar lighter; ash tray—front and rear; ash tray and glove compartment lights; arm rests—front and rear; carpeting; front door-operated interior light.

THE STANDARD ENGINE: 350-2 V8.

Horsepower	Torque	Compression Ratio	Displacement	Carburettor	Fuel
260 @ 4600	360 @ 2600	9.0	350	2-barrel	Regular

THE AVAILABLE ENGINES: 350-4 V8, 350-4 V8 (High Performance Group).

Horsepower	Torque	Compression Ratio	Displacement	Carburettor	Fuel
285 @ 4600	375 @ 3000	9.0	350	4-barrel	Regular
315 @ 4800	410 @ 3200	10.25	350	4-barrel	Premium

THE TRANSMISSIONS:

Regular Equipment: 3-Speed Manual (Column Shift)	Available: 3-Speed Turbo-Hydramatic 300 (Column Shift)
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REAR AXLE RATIOS:

3-Speed Manual Transmission: 2.93 (350-2)	Automatic: 2.56 (350-2)
	2.73 (350-4)
	2.73 (350-4 High Performance Group)

Consult your Buick dealer for information on available ratios.

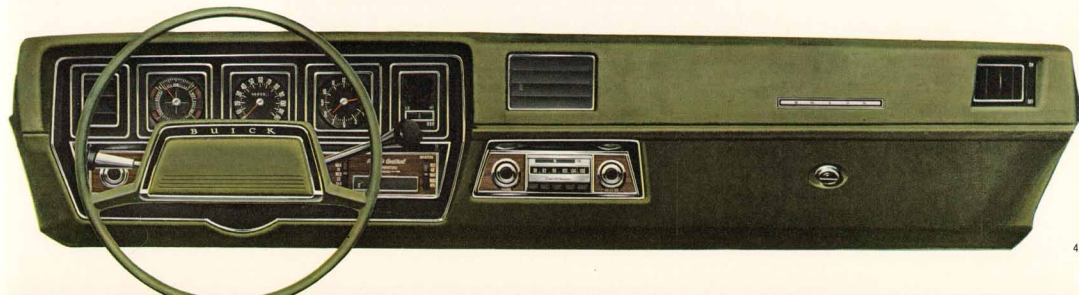
EXTERIOR DIMENSIONS: (Approximations in inches.)

	Length	Width	Height	Wheelbase
Sport Coupe	202.2	77.3	53.4	112.0
4-Door Hardtop	206.2	77.3	54.1	116.0
4-Door Sedan	206.2	77.3	54.0	116.0
Convertible	202.2	77.3	53.7	112.0

INTERIOR DIMENSIONS: (Approximations in inches.)

	Head Room		Leg Room		Shoulder Room	
	Front	Rear	Front	Rear	Front	Rear
Sport Coupe	37.5	36.3	41.7	32.2	58.3	57.1
4-Door Hardtop	38.3	37.3	41.7	34.8	58.3	57.3
4-Door Sedan	38.3	37.3	41.7	34.8	58.3	57.3
Convertible	38.3	37.0	41.7	32.2	58.3	47.9

Some of the equipment shown or described is available at extra cost.



Think back a few moments.

There you sat thinking there wasn't a 1970 Buick just right for you.

Then you turned the page and there they were. The 1970 Buick Skylarks.

Inexpensive? Yes. But all Buick? Every inch.

The 1970 Buick Skylarks. Four to choose from. Each one all Buick. With sculpted Buick styling. With Buick headroom, and legroom over that just right Skylark wheelbase.

Start choosing. After a car that lights your fire? We suggest the Skylark 350 Sport Coupe. Looking for 4-Door convenience and styling as well? Get a Skylark 350 4-Door Sedan.

1970 BUICK SKYLARK.

FEATURING AUTOMOBILES TO LIGHT YOUR FIRE.



With any Skylark model you get fiberglass-belted tires, a full complement of GM Safety Equipment and your choice of a thrifty 250 cubic inch six cylinder engine or a 350 cubic inch regular-gas V-8 that's available at extra cost.

Let's see, have we forgotten anything? If so, you'll probably find it in the 1970 Skylark's long, long list of luxury options and accessories.

But let's get to the point.

After economy? Want a Buick?

Get a Skylark, a 1970 Buick Skylark.



Skylark 350 Sport Coupe.



Skylark 2-door Sedan.



Skylark 4-door Sedan.





- 1 Kimball Cloth-and-Vinyl Bench Seats are standard on the Skylark 2-Door Coupe in Sandalwood or Black and on the Skylark 4-Door Sedan in Blue, Sandalwood or Black.
- 2 Kirkland Cloth-and-Vinyl Bench Seats are available at no extra cost on the Skylark 350 4-Door Sedan in Sandalwood, Green or Black.
- 3 All-Vinyl Bench Seats are available at no extra cost on the Skylark 2-Door Coupe in Burnished Saddle, Green, Pearl White, Black or Saddle.
- 4 All-Vinyl Notch-Back Seats are available at extra cost on the Skylark 350 Sport Coupe in Burnished Saddle, Green, Pearl White, Black or Saddle.

All-Vinyl Bench Seats shown at left are available at no extra cost on the Skylark 350 Sport Coupe and 4-Door Sedan in Blue, Sandalwood or Black. They're available at extra cost on the Skylark 4-Door Sedan in Sandalwood, Blue or Black.



1



2



3



4

1970 Skylark 350 and Skylark Regular Equipment

Power Train: 155 hp 6-cylinder engine; three-speed manual transmission fully-synchronized in forward gears; Delcotron generator; Full-Flow oil filter; semi-closed cooling system.

Handling and Braking Features: self-adjusting brakes; gross lining area 158.1 sq. in.; 6,000 mile lube front suspension; G78 "F" 14 Fiberglass belted tires; independent balljoint front suspension; direct-acting hydraulic shock absorbers.

Comfort and Convenience Equipment: front-door operated interior light; heater and defroster; cigar lighter; ash tray—front; arm rests—front; Magic-Mirror finish; step-on parking brakes.

THE STANDARD ENGINES: 250-1 6-cylinder.

Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel
155 @ 4200	235 @ 1600	8.5	250	1-barrel	Regular

THE AVAILABLE ENGINES: 350-2 V6.

350-4 V6: (High Performance Group)					
Horsepower	Torque	Compression Ratio	Displacement	Carburetion	Fuel
260 @ 4600	360 @ 2500	9.0	350	2-barrel	Regular
285 @ 4800	375 @ 3000	9.0	350	4-barrel	Regular
315 @ 4920	410 @ 3200	10.25	350	4-barrel	Premium

THE TRANSMISSIONS:

Regular Equipment: 3-Speed Manual (Column Shift)	Available: 3-Speed Automatic Turbo-Hydramatic 350 (Column Shift)
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REAR AXLE RATIOS:

3-Speed Manual Transmission:	Automatic: 2.93 (250-1 6-cyl.)
3.23 (250-1 6-cyl.), 2.93 (350-2 6-cyl.)	2.56 (350-2 6-cyl.), 2.73 (350-4 6-cyl.)
	2.73 (350-4 6-cyl. High Performance Group)

Consult your Buick dealer for information on available ratios.

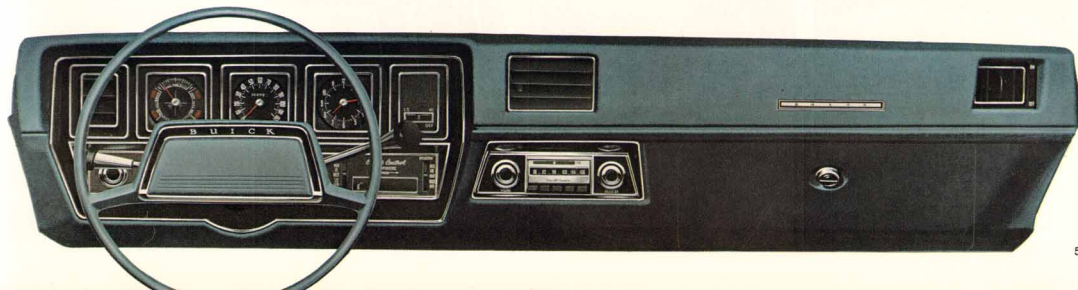
EXTERIOR DIMENSIONS: (Approximations in inches.)

	Length	Width	Height	Wheelbase
Sport Coupe	202.2	77.3	53.3	112.0
Thin-Pillar Coupe	202.2	77.3	53.3	112.0
4-Door Sedan	206.2	77.3	54.0	116.0

INTERIOR DIMENSIONS: (Approximations in inches.)

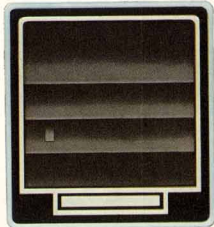
	Head Room		Leg Room		Shoulder Room	
	Front	Rear	Front	Rear	Front	Rear
Sport Coupe	37.9	36.3	41.6	32.2	58.3	57.1
Thin-Pillar Coupe	37.9	36.3	41.3	32.4	58.3	57.1
4-Door Sedan	38.6	37.3	41.6	35.0	58.3	57.3

Some of the equipment shown or described is available at extra cost.

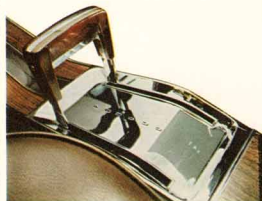


OPTIONS & ACCESSORIES

The effortlessly smooth Turbo-Hydramatic 400 and 350 automatic transmissions are much improved for 1970. Both transmissions have been modified to perform better in low-speed and passing situations. A Turbo-Hydramatic 400 is standard on all Riviera and Electra 225 models.



You can order Automatic Climate Control on any full-size Buick. Climate Control's think-for-itself temperature control system will keep the temperature of your 1970 Buick constant on a year-around basis. Or you can enjoy the comfort of Four Seasons Air Conditioning. It's available on all 1970 Buicks.



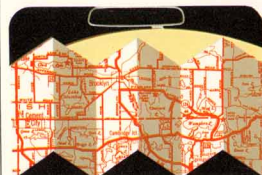
Add the distinctive look and feel of a Vinyl Roof to your 1970 Buick. It's another one of the many luxury options available that will set your Buick apart from any other car.



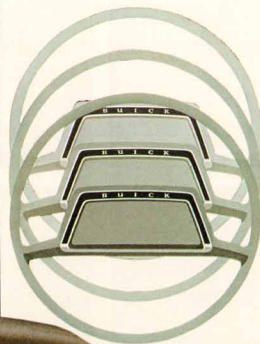
Buckets? All-vinyl ones? Buick has them, Bucket Seats are available on many 1970 Buicks, from Riviera to Skylark. After buckets? Just ask... and you've got 'em.



No more squinting at maps or groping for objects in a darkened car. Just specify the map light that's conveniently mounted in the rear view mirror. A touch of the finger gives you the light you need. It's available on most 1970 Buick models.



Buick's seven-position tilt steering wheel will add that much more comfort to your 1970 Buick. It affords easier driver entry as well as increased driver comfort. It's standard on the 1970 Buick Riviera and available on most other 1970 Buick models.



What do you do to give your 1970 Buick the flair of an airplane cockpit? Order the center console on any 1970 Buick model equipped with bucket seats and floor-mounted transmission selector.



To make night driving even more convenient and effortless, you can order front cornering lights on your 1970 Buick.



You're sure to enjoy the ease and convenience of power windows. They're available on all 1970 Buicks except Skylark. There's also a power tailgate window available for EstateWagon or SportWagon buyers.

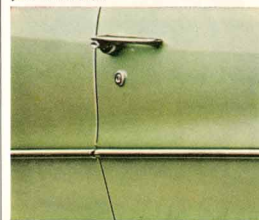


A chromed luggage rack adds to the load carrying capacity of the 1970 Buick Estate Wagon or SportWagon, making it handy for vacationers.

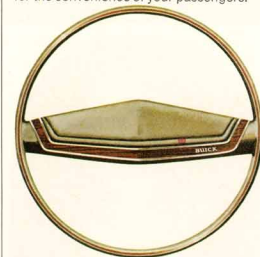


How do you haul just about any load and keep your 1970 Buick on an even plane? Simple. Just equip it with Buick's Automatic Level Control. It's available on many 1970 Buick models.

The distinctive 60/40 Seat is available on the 1970 Buick Electra 225 Custom and Custom Limited in a variety of fabrics and colors. It allows the driver of a 1970 Electra 225 to adjust his seat independently from that of his front seat passenger.



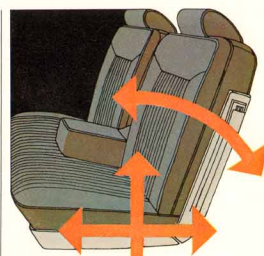
Soft-Ray tinted glass is available on all 1970 Buick models. Put it in the windshield for glare-reducing vision and at every window for the convenience of your passengers.



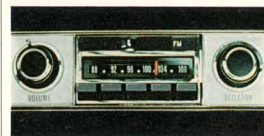
You can squeeze a honk with Buick's new rim-mounted horn control. It is available on all 1970 Buicks and enables you to sound the horn by simply squeezing the steering wheel rim.



No more opening your window to adjust your outside mirror. Buick's Remote Control Outside Mirror adjusts easily from the interior of the car enabling the driver to get a clear view to the rear with a simple flick of the finger. It's available on all 1970 Buick models.



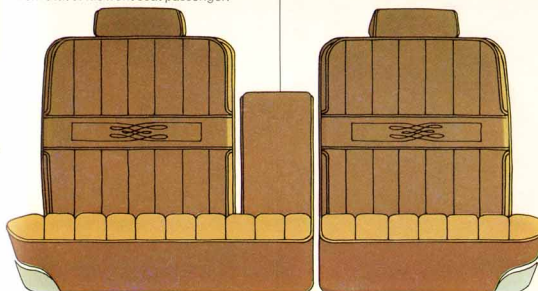
Order Six-Way Power Seats and you're a touch of the lever away from perfect positioning. Six-Way Power Seats are available on all LeSabre, Wildcat Custom, Electra 225 and Riviera models equipped with bench seats other than 60/40 designs. Four-Way Power Seats are also available on most 1970 Buick models.



Any 1970 Buick can double as a sound stage with the addition of Buick's AM/FM stereo radio. Available with both front and rear seat speaker systems, this superb acoustical instrument is available on all 1970 Riviera, Electra 225, Wildcat Custom, LeSabre and EstateWagon models.

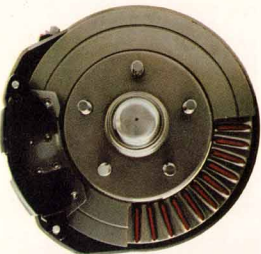


Electric operated door locks are available on all Buick models for 1970. You'll want to order them for their convenience as well as the added security they'll provide.

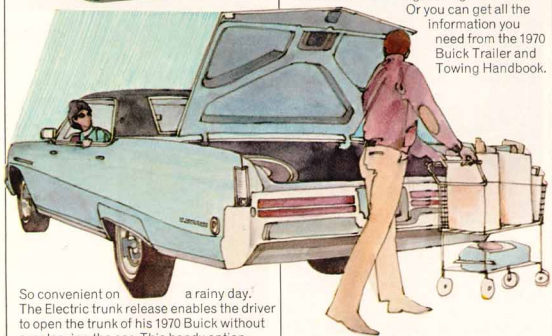




Meet our stoppers for 1970. You can order power brakes, disc or drum type, on any 1970 Buick. Very easy on the right leg. And both drum or disc systems provide stopping power that's downright heroic.

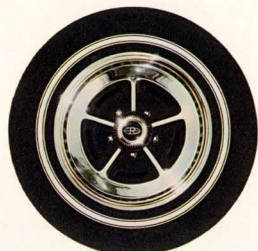


Hauling a trailer this year? Your Buick Dealer is the guy to see. He'll give you the full story on Buick's full complement of Tow Master Trailering Packages for 1970. Or you can get all the information you need from the 1970 Buick Trailer and Towing Handbook.

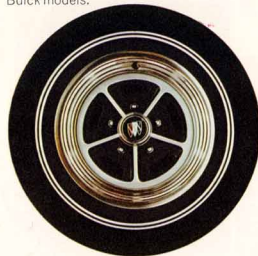


So convenient on a rainy day. The Electric trunk release enables the driver to open the trunk of his 1970 Buick without ever leaving the car. This handy option is available on many 1970 Buick models.

Shown above is your rear window as it should be and can be with the optional Rear-Window Defogger. It clears the rear window of mist or fog and is available on all 1970 Buicks except convertible models.



Five-spoke chrome-plated wheels are a must for anyone who wants to give his 1970 Buick the look and flair of a thoroughbred sportster. They're available on most 1970 Buick models.

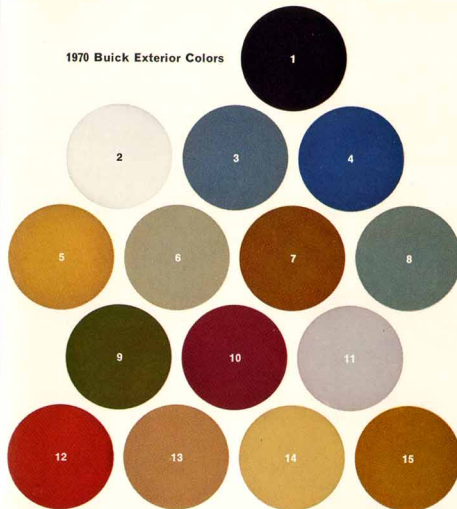


Make each and every mile a safe one for your youngsters by ordering the Child Safety Seat that's available on all 1970 Buick models. It's designed for children up to thirty pounds and folds for easy convenient storage in the luggage compartment when not in use.

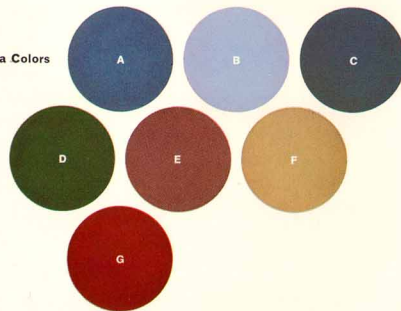


Dig Progressive Jazz? Fancy Country and Western? Prefer Classical? No matter. You can take your favorite form of music anywhere you go by ordering the Stereo Tape Player that's available on all 1970 Buick models. You'll find that it will add that much more to your enjoyment behind the wheel on any 1970 Buick you order.

1970 Buick Exterior Colors



Exclusive Riviera Colors



Engine Availability

250 cubic inch, 155 hp, 6-cylinder engine is standard on the Skylark 350 and Skylark models.

350 cubic inch, 260 hp, V-8 engine is standard on the LeSabre Custom, LeSabre, Skylark Custom and SportWagon models. It's available at extra cost on the Skylark 350 and Skylark models.

350 cubic inch, 285 hp, V-8 engine is available at extra cost on the LeSabre Custom, LeSabre, Skylark Custom, Skylark 350, Skylark, and SportWagon models.

350 cubic inch, 315 hp, V-8 engine is standard on the GS and is available at extra cost on the LeSabre Custom, LeSabre, Skylark Custom, Skylark 350, Skylark and the SportWagon models.

455 cubic inch, 350 hp, V-8 engine is standard on the GS 455 models.

455 cubic inch, 360 hp, V-8 engine is available at extra cost on the GS 455 as a part of the Stage I option package.

455 cubic inch, 370 hp, V-8 engine is standard on the Riviera, Electra 225, Wildcat, LeSabre 455 and EstateWagon.

1970 Buick Exterior Colors

- 1 Regal Black, Order Code A*
- 2 Glacier White, Order Code C
- 3 Gulfstream Blue, Order Code D*
- 4 Diplomat Blue, Order Code E*
- 5 Cornet Gold, Order Code G
- 6 Seamist Green, Order Code H
- 7 Burnished Saddle, Order Code J
- 8 Aqua Mist, Order Code K*
- 9 Sherwood Green, Order Code M
- 10 Burgundy Mist, Order Code N*
- 11 Silver Mist, Order Code P
- 12 Fire Red, Order Code R*
- 13 Desert Gold, Order Code S
- 14 Bamboo Cream, Order Code Y*
- 15 Harvest Gold, Order Code Z

Exclusive Riviera Colors

- A Stratomist Blue, Order Code B
- B Azure Blue, Order Code F
- C Tealmist Gray, Order Code L
- D Emerald Mist, Order Code T
- E Sunset Sage, Order Code V
- F Sandpiper Beige, Order Code W
- G Titian Red, Order Code X

*Not available on Riviera.

1970 Buick Safety Features:

Occupant Protection Features:

Seat belts with pushbutton buckles for all passenger positions. Shoulder belts with pushbutton buckles—driver and right front passenger. Two front seat head restraints. Energy absorbing steering column. Passenger guard door locks with forward mounted lock buttons. Safety door latches and hinges. Folding seat back latches. Energy absorbing padded instrument panel and front and intermediate seat back tops. Contoured windshield header (except convertibles). Thick laminate windshield. Padded sun visors. Safety steering wheel Sideguard beam (except Riviera).

Accident Prevention Features:

Side marker lights and reflectors. Parking lamps that illuminate with headlamps. Four way hazard warning flasher. Backup lights. Lane change feature in direction signal control. Windshield defrosters, washers and dual speed wipers. Wide view inside day/night mirror (vinyl edged, shatter resistant glass and deflecting support). Outside rear view mirror. Bias belted fiberglass tires and tire tread wear indicators. Dual master cylinder brake system with warning light. Starter safety switch. Dual action safety hood latches. Low glare instrument panel top, inside windshield moldings, wiper arms and blades, and steering wheel metallic surfaces. Safety wheel rim. Self-adjusting brakes and corrosion resistant brake lines.

Anti-Theft Equipment:

Anti-theft ignition key warning buzzer. Anti-theft steering column lock. Visible vehicle identification. Tamper resistant odometer with telltale feature.

Now, wouldn't you really rather have a 1970 Buick?