

Once in a while,
you have an opportunity
to buy a first edition.

SOMERSET



INTRODUCING THE 1980 REGAL SOMERSET LIMITED EDITION

Only a limited number will be built.
So owning one will be a rare treat.

Buick's new Regal Somerset is going to be limited in the real sense of the word, because only a limited number are scheduled for production. That fact alone could very well make Somerset a collector's item by the end of the model year.

The 1980 Regal Somerset Limited Edition will be offered in one very special Somerset Tan and Dark Blue Designers' Accent exterior. Notice how the dark blue sweeps back over the hood and onto the top of the roof. This paint decor is highlighted by wire wheel

covers, sport mirrors and special chrome Somerset identification.

But if Somerset shines on the outside, it sparkles on the inside. The tan-and-dark-blue motif continues with the special Somerset design plush knit velour seat upholstery, further reinforced by dark blue carpeting, front and rear. We gave Somerset a truly distinctive touch by attaching an umbrella pouch to the back of the front seat, and then filling it with an umbrella.

Consider these further amenities: brushed-chrome trim around the instrument panel and door trim, a passenger assist strap above the right-hand door and Somerset identification on the



glove compartment door. All are standard, and marks of this Limited Edition Regal.

The Regal Somerset's enviably long list of standard equipment continues with power steering, power brakes and automatic transmission. Powering the Regal Somerset is a 3.8 liter (231 CID) 2-bbl. V-6, standard. Available: a new 4.3 liter (260 CID) 2-bbl. V-8, or a 4.9 liter (301 CID) 4-bbl. V-8. In California, the available V-8 is a 5.0 liter (305 CID) 4-bbl. engine.

Of course, choosing a Regal Somerset opens up the entire list of available options, such as automatic air conditioning, Cruise Master speed control, a full range

of Delco sound systems, and rear window defogger (to name a few). As for the sun-seekers among you, consider the silver-tinted Astrorof, the electric metal sunroof, or the Regal Hatchroof. (Head room is reduced with these options.) The choice—and pleasure—is yours.

The 1980 Regal Somerset Limited Edition. Decidedly elegant. Unabashedly luxurious. For the discerning person who wants a stand-out, mid-size personal luxury car. And, what's more, it's what no other car can be: a Buick Regal Somerset.

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
- Laminated windshield
- Safety armrests
- Glove box and console door latch impact security
- Smooth, contoured door- and window-regulator handles
- Automatic locking, rear outboard seat belt retractors
- Pressure-lock radiator cap

Accident Avoidance

- 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 defroster, washer and dual-speed wipers
- Wide-view, inside mirror (vinyl-edged, shatter-resistance glass and deflecting support)
- Dual, rearview mirror
- Dual master cylinder brake system with warning light
- Starter safety switch
- Dual-action safety hood latches
- 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
 - Illumination of windshield wiper/washer, heater and defroster controls on instrument panel
 - Pressure-relief gas 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 and trunk)
 - Visible vehicle identification number

ABOUT THIS BROCHURE

We have tried to make this brochure as comprehensive and factual as possible. And we hope you find it helpful. However, since the time of printing, some of the information you'll find here may have been up-dated. 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 brochure 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.

BUICK

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 in U.S.A. and Canada for the 1980 model year. Ask your Buick dealer about it.



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 a 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 advance 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.

