

FROM BUICK FOR 1959 COMES

THE CAR

A new class of fine cars within reach of 2 out of 3 new car buyers ▶

THE CAR: BUICK '59



LE SABRE

The Artificial Buick

INVICTA

The most spirited Buick

ELECTRA

The most luxurious Buick

Here it is... and now you know! Know why we have called this '59 CAR, Wildcat? It is a new generation of great Buicks to truly show how Buick put this one where you can see that here is not just egg design... but splendidly '59 design for this day and age. A car that is lean and sleek and skimmingly low... and at the same time great in headroom and legroom, easy to get into or out of. And when you see your Buick dealer and walk the whole wonderful way around this Buick, you'll know still more how '59 is from anywhere you look, here is a classic modern concept that is Buick speaking a new language of today. A language of fine cars proud within the reach of almost anyone. A language of style and comfort and quiet pride of ownership... a language of performance ~~excellence~~ without equal. See and page!

THE LOOK
THE ACTION
THE QUALITY

THE CAR

NOW GET IN AND DRIVE IT! The promise of greatness that meets the eye is backed up in this splendid Buick to the last fine detail....



1. **NEW COLDFORM RIDE MAKES BUICK THE BEST!** Finest ride in Buick history, finest ride in any car today. Based on a brand-new chassis and rigid H-frame, new balance of weight and center of gravity. A new kind of soft, yet sure-footed travel. Own Buick Air-Flow[®], too, if you prefer.



2. **EXCLUSIVE NEW BRAKING ABILITY MAKES BUICK THE CAR!** Surest-stopping, longest-wearing brakes in America today. New fin-tooled rear brakes, improved and exclusive aluminum front brake drums. (Positive-Traction Differentials[®] also available if desired.)



3. NEW EASY POWER STEERING[®] MAKES EVERY THE TURN driving effort now reduced by one-half. Easiest parking, best combination of sure "road feel" and easy steering control yet achieved.



4. Two-tone "Cascading" paint gives you and your car a new class of mechanical peer groups, even more exciting, exciting. Give "Triple-Frame Suspension" the year, too!



5. SEE BUICK'S "Invicta" (1959) IN COLOR! SEE BUICK'S "Invicta" (1959) IN COLOR! SEE BUICK'S "Invicta" (1959) IN COLOR! SEE BUICK'S "Invicta" (1959) IN COLOR! SEE BUICK'S "Invicta" (1959) IN COLOR!



6. SEE "Buick's Modern" (1959) IN COLOR! SEE BUICK'S "Buick's Modern" (1959) IN COLOR! SEE BUICK'S "Buick's Modern" (1959) IN COLOR! SEE BUICK'S "Buick's Modern" (1959) IN COLOR!



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BUICK '59

ESABRE The stiffest Buick

INVICTA The most spirited Buick

ELECTRA The most beautiful Buick

A NEW CLASS OF FINE CARS WITHIN REACH OF 2 OUT OF 3 NEW CAR BUYERS