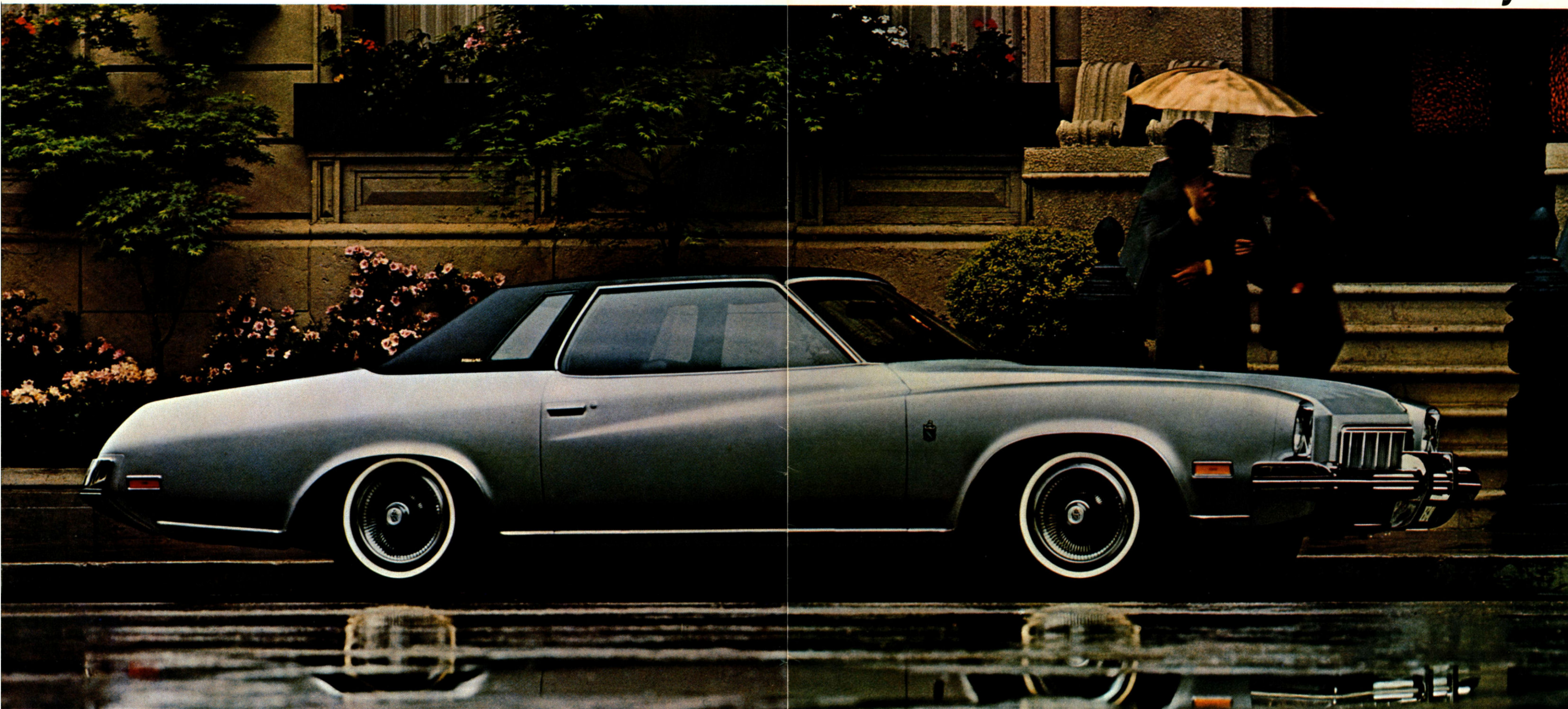


# Buick Century

# 1973

Century Regal.  
Century Luxus.  
Century.





If this is your first look at Buick's new Century Regal, please look...all you like.

Regal is everything its name implies.

Distinctive in appearance. Elegantly appointed.

And supremely quiet and comfortable.

Regal, Everything you've come to admire about Buick in an all-new mid-size automobile.

And we do mean everything.

Your Regal's interior is upholstered in Oxen-grain expanded vinyl and Madrid-grain vinyl.

And if you prefer a cloth and vinyl interior, a Georgian Cloth

and Madrid-grain vinyl trim is available as an option.

The same elegant materials cover the seats in our Electra 225 Custom Limited.

Your Regal's front seat is a notchback bench design with a convenient folding armrest in the centre.

And something else about your Regal's seats—they're full-foam molded. So there are no seat springs to break or sag. Just up to six inches of comfortable foam that will keep its shape for years.

Buick's famed AccuDrive front suspension gives your Regal straight-line tracking on even the

roughest roads.

You've heard a lot about Buick's smooth, quiet ride. Your Regal will be no different.

And Regal has extra sound-deadening materials under the hood, along the rocker panels, in the trunk. And overhead, the roof has been designed with a sound-

absorbing inner roof.

Buicks are quiet.

Your Regal is no exception.

Buicks are also smooth, reliable performers. And once again, Regal is everything a Buick should be.

A 350-2 V8 engine is standard. And it gives you such Buick features as a semi-closed cooling



system that should never overheat, nickel-plated exhaust valves for longer life, and your Regal's battery has the terminals mounted on the side to reduce corrosion.

Smooth performance you can count on. It's yours with Buick Regal. And so is Buick value.

Your Regal is built on a rugged full-perimeter frame.

Regal's rocker panels are an

open-channel design to help prevent dirt and salt from accumulating and causing corrosion.

And you also have the extra protection of inner-fender construction and a Magic-Mirror finish to ward off rust.

Plus a new bumper system to protect your Regal from minor scrapes and bumps.

Buick value is long lasting.

So is Regal.

Take a good look at Regal.

Admire its formal roofline and elegant opera windows.

Admire it for everything it is...a Buick in the tradition of Buick's fine cars.

*Buick Regal gives you all this and more:*

Distinctive formal roofline. Deluxe

wheel covers. Deluxe steering wheel. A notchback bench full-foam front seat. 350-2 V8. 3-speed manual transmission. Semi-closed cooling system. Integral Delcotron and voltage regulator. Front disc brakes. Side terminal battery. Full carpeting. Spare tire cover. Inside hood release for anti-theft protection. Courtesy, glovebox and ashtray lights.



Regal standard Notchback seat in all-vinyl.



Regal optional 60/40 Notchback seat in cloth and vinyl.

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



You're looking at a new mid-size, mid-priced Buick. Century Luxus. Mid-priced, but definitely not middle of the road about luxury appearances.

The Coupe features a formal roofline with opera windows at the rear.

Very distinguished.

Carpeting is wall to wall, and there are tasteful woodgrain and

bright accents to let you and your passengers know that this is a Buick interior.

And there are plenty of other big Buick touches. Even the spare tire has a special cover.

After all, that's the kind of luxury you expect from Buick. Century Luxus. All new. Mid-sized. And every bit a Buick.

Every bit!

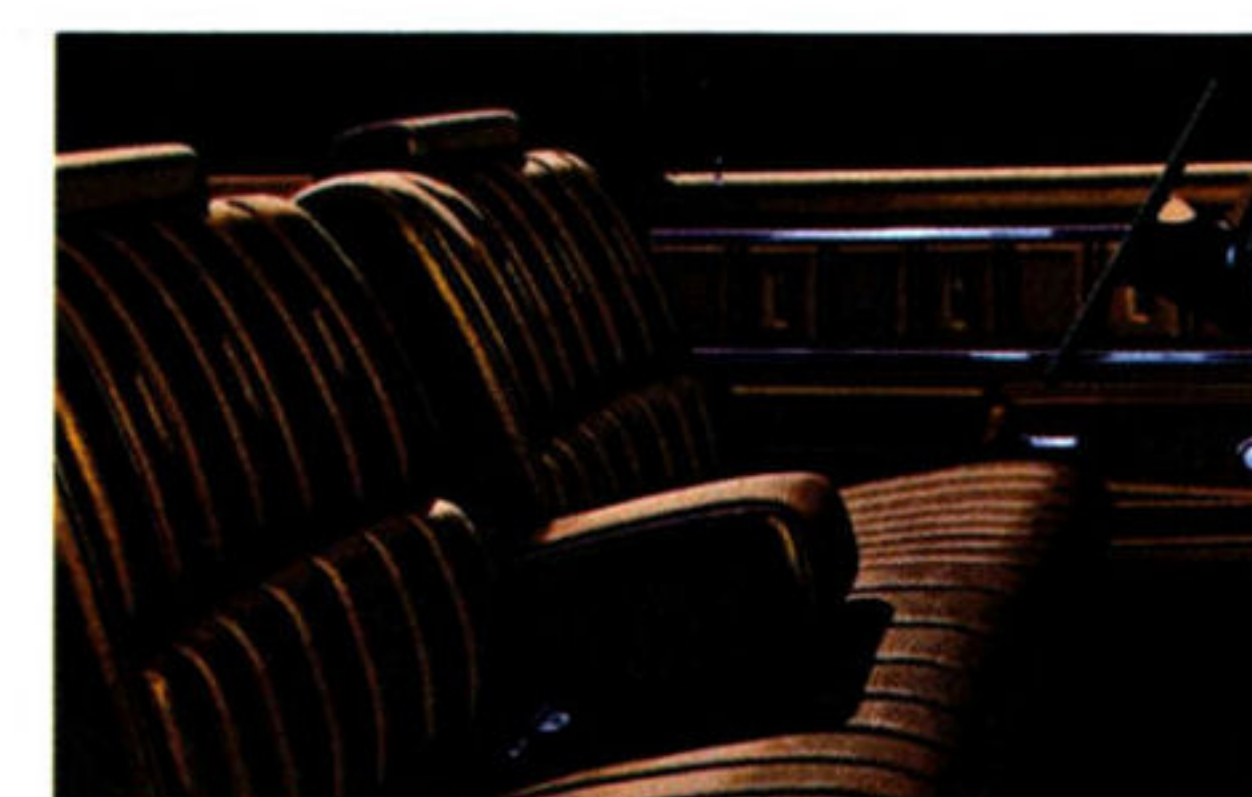
*Century Luxus gives you all this and more:*

350-2 V8. Deluxe steering wheel. New formal roofline on Coupe. Spare tire cover. Full floor carpeting. Dual horns. Courtesy, ashtray and glove box lights. Double roof construction. Semi-closed cooling system. Front disc brakes. Inside hood release for anti-theft protection.

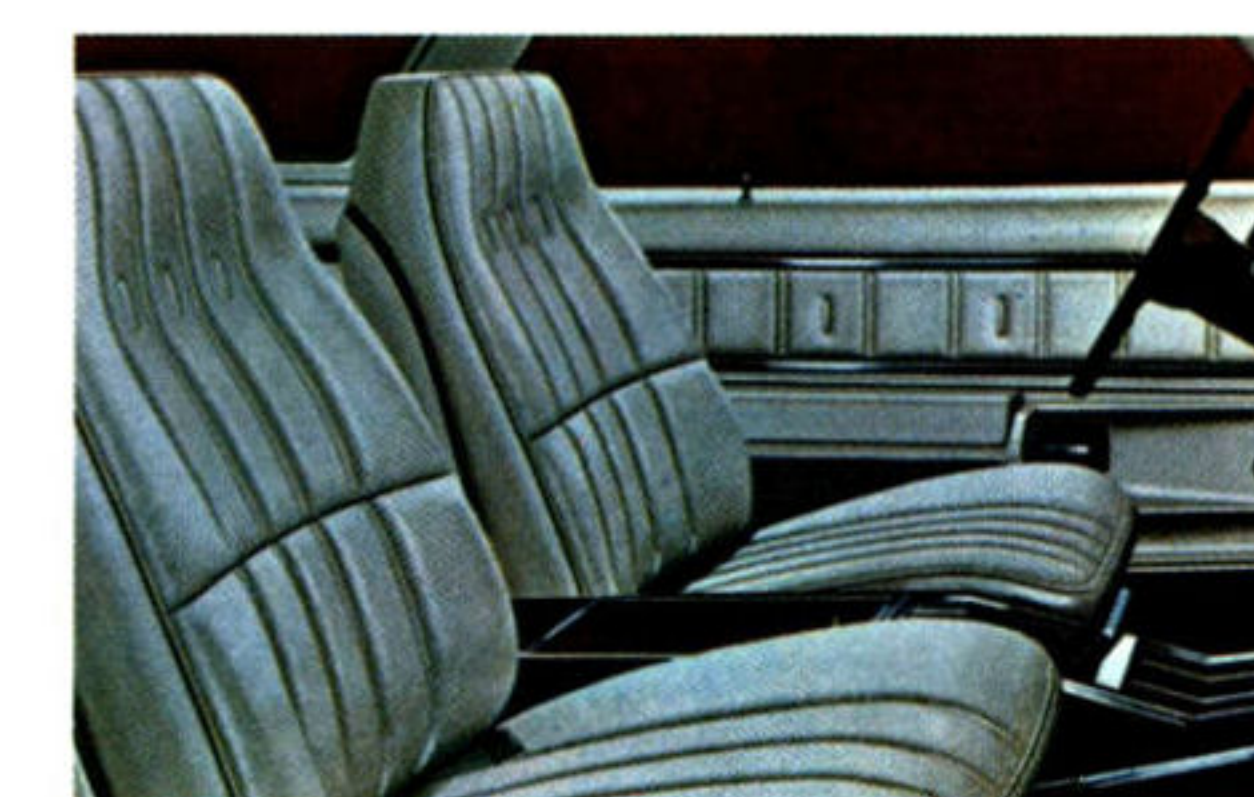
*Some of the equipment shown or described is optional at extra cost.*



Luxus standard bench seat in cloth and vinyl.



Luxus optional Notchback seat in all-vinyl.



Luxus optional bucket seats in white all-vinyl. Available only on 2-door models.



You want a mid-size car that gives you the luxuries of a big car interior. And you don't want to pay a top-of-the-line price.

Then this is your new Buick Century 350.

Plush interiors are a Buick speciality. And Century 350 gives you a choice of four new interiors that would do any Buick owner proud.

*Century 350 gives you all this and more:*

350-2 V8. 3-speed manual transmission. Deluxe steering wheel. Full-foam seat construction. Front disc brakes. AccuDrive front suspension. New bumper system. Full carpeting. Courtesy, ashtray and glove compartment lights. Inside hood release. Distinctive nameplate.



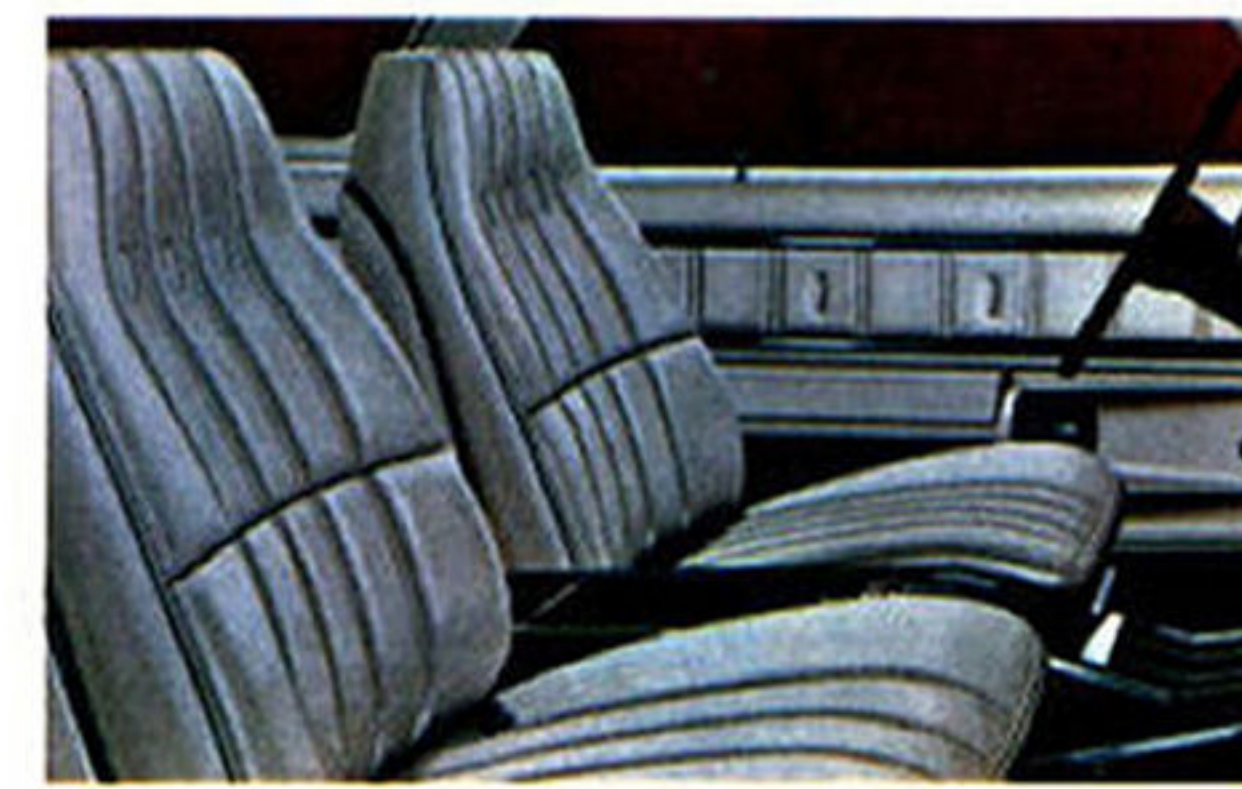
Standard 350 bench seat available in cloth and vinyl only.



Optional Deluxe bench seat in all-vinyl.



Optional Notchback seat in all-vinyl.



Optional bucket seats in white all-vinyl. Available only on 2-door models.



You like the idea of a mid-size car. You like the way it handles. You like the way it helps you save money. And you like its trim proportions.

You also like the idea of owning a Buick.

Your choice of new car? Buick's all-new Century.

All new. Mid-size. And every bit a Buick.

You ride on seats of thick molded foam. Very comfortable. And there are no seat springs to break —ever.

Your Century has Buick's famed AccuDrive front suspension for straighter tracking on rough roads.

You are surrounded with extra sound-proofing materials. Even the roof over your head has an inner-roof designed to absorb sound.

A 350-2 V8 delivers smooth, reliable Buick power. And it features such big Buick pluses as a semi-closed cooling system that should never overheat.

You also have a good helping of Buick interior luxury and the added value of Buick rust fighters like inner-fender construction, open channel rocker panels and a Magic-Mirror finish.

*Buick Century gives you all this and more:*

350-2 V8. AccuDrive front suspension. Computer-selected coil springs. Full-perimeter frame. Side-terminal battery. Semi-closed cooling system. Front disc brakes. General Motor's comprehensive safety package that includes rugged Side-Guard beams in the doors. Inside hood release.



Century standard bench seat in all-vinyl.



Optional Deluxe bench seat in cloth and vinyl.

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



Standard Gran Sport equipment includes a special handling suspension for a more firm ride, blacked-out grille, oil pressure, engine temperature and ammeter gauges, and an electric clock, as well as many other convenience and appearance features.

From there on it's up to you. Order the 455 CID V8 and in addition to fantastic performance,

you also get dual exhausts, power front disc brakes and a dual snorkle air cleaner.

Want more? Gran Sport's Stage I option gives you the 455 CID V8 in modified form.

So why not huddle with your Buick dealer over his Gran Sport option list? He'll help you build your Gran Sport into any kind of performer you like. Just say when.

**Gran Sport gives you all this and more:**

350-2 V8. Front disc brakes. Three-speed manual transmission. Handling suspension. Full foam molded seats.

**455 V8 option:** (All Gran Sport equipment plus:) Power front disc brakes. Dual exhausts. Dual snorkle air cleaner.

**Stage I:** Modified 455 V8.



Deluxe bench seat in all-vinyl. Standard on Gran Sport.



Optional Gran Sport all-vinyl Notchback seat.



Optional bucket seats in white all-vinyl.

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



What's new in Buick's mid-size wagons?

Just about everything.

There's a new Century Luxus wagon that's the most luxurious mid-size Buick wagon ever.

There's a new single-piece tailgate that lifts up like a hatchback door.

There's a new bumper system up front and beefier bumpers at

the rear.

And there are loads of new features like power front disc brakes, standard swing-out rear quarter windows on 3-seat wagons and open-channel rocker panels.

So what does all this newness mean to you? Plenty. Your wagon's front suspension has Buick's famed AccuDrive design that gives you better,

straighter handling on rough roads.

The new hatchback door opens with one-handed ease. And there's a light on the dash to warn you if the rear door is ajar.

The new open channel rocker panels help prevent dirt and salt from building up. Rust is nearly a thing of the past.

When better wagons are built, Buick will build them.

*Century Station Wagons give you all this and more:*

350-2 V8. Power front disc brakes. Side-terminal battery. Full-foam seats. Full-flow ventilation system. Floor carpeting. Deluxe steering wheel. Dual horns.

*Century Luxus*, all above features plus: Courtesy light. Ashtray and glove box lights. Distinctive Luxus trim.



Standard Luxus Notchback seat in all-vinyl.

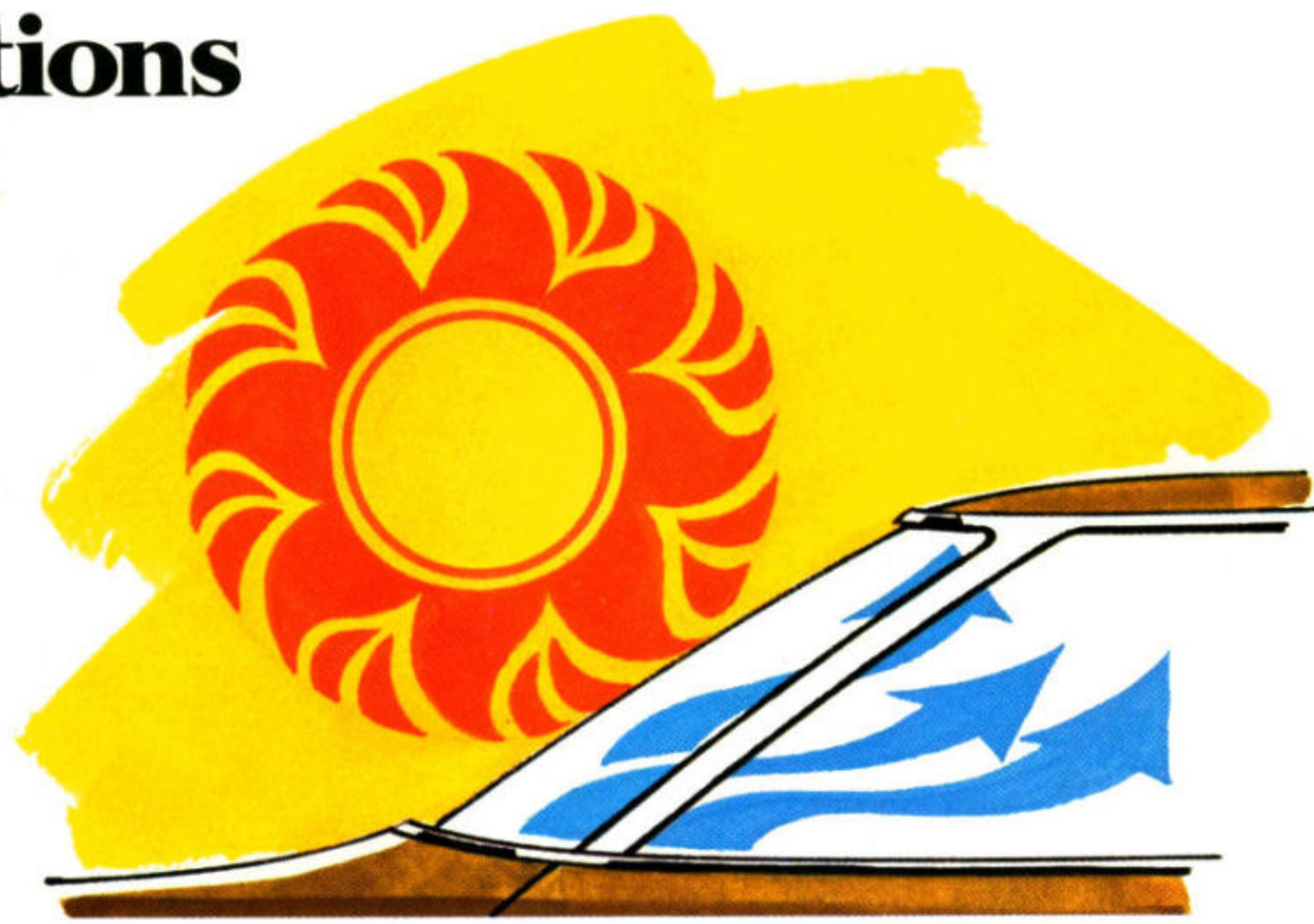


Standard Century bench seat in all-vinyl.

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



# Options



## AIR CONDITIONING

Buick's Climate Control air conditioning not only cools the air, but removes dust, annoying pollen particles and humidity.

So you drive in cool dry comfort. You and your passengers arrive relaxed, refreshed and perfectly groomed.

And because you can drive with the windows up, outside noises are shut out.

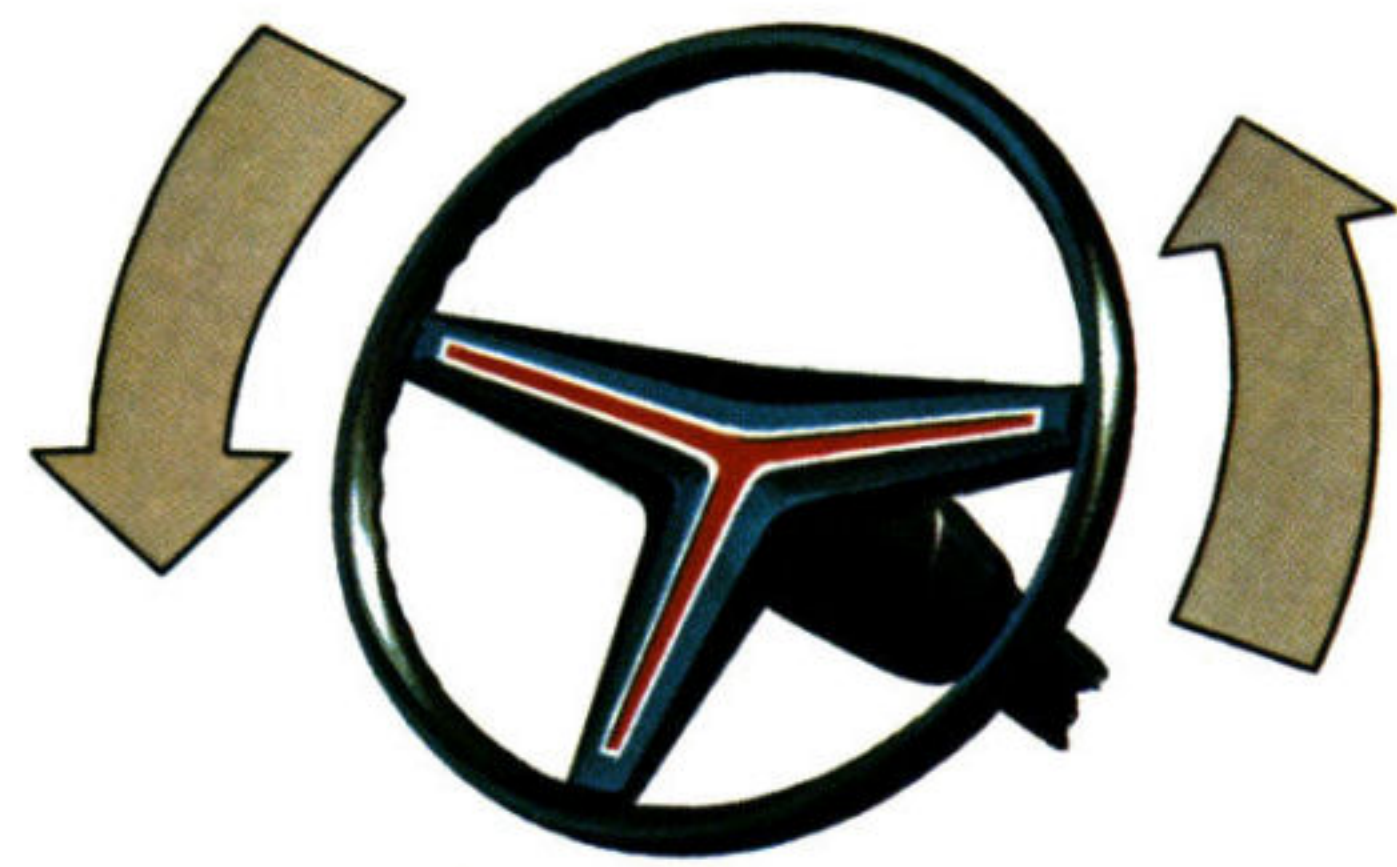
Stay cool, comfortable and alert with Climate Control air conditioning.

And you'll find you can use your Buick's air conditioning in the winter to remove humidity on damp days because it's integrated with the heater and defroster controls. So your Buick's windows won't collect inside mist.

Climate Control air conditioning. A Buick option you'll use year 'round.

## OPTIONAL STEERING WHEELS

Dress up your Buick with a Deluxe steering wheel. (Optional on Century coupes and sedans, standard on others). Or for a sporting look order the Rallye steering wheel.



## POWER STEERING

Variable-Ratio power steering is available on all Buicks. The further you turn the wheel, the quicker you turn. So on the highway, you have a solid feel of the road. And when you're maneuvering in tight quarters, the steering is easy and quick.

It's an option that will pay off in increased driving comfort.



## RADIO

Take your choice of AM, AM/FM radio or AM/FM stereo radio and stereo tape units that include an eight-track tape deck. Two rear seat speakers are standard with the stereo radio and a rear seat speaker is available with mono units.

## POWER BRAKES

Your new Buick has front disc brakes as standard equipment. They help assure you smooth, fade-free stops. And power assist is available to add to your driving pleasure and ease. Order your new Century with power brakes. (Standard on Century and Luxus station wagons.) You'll appreciate the added ease of operation. And they add to the value of your new Buick come next trade-in time.

Power brakes. A Buick option you're sure to want.



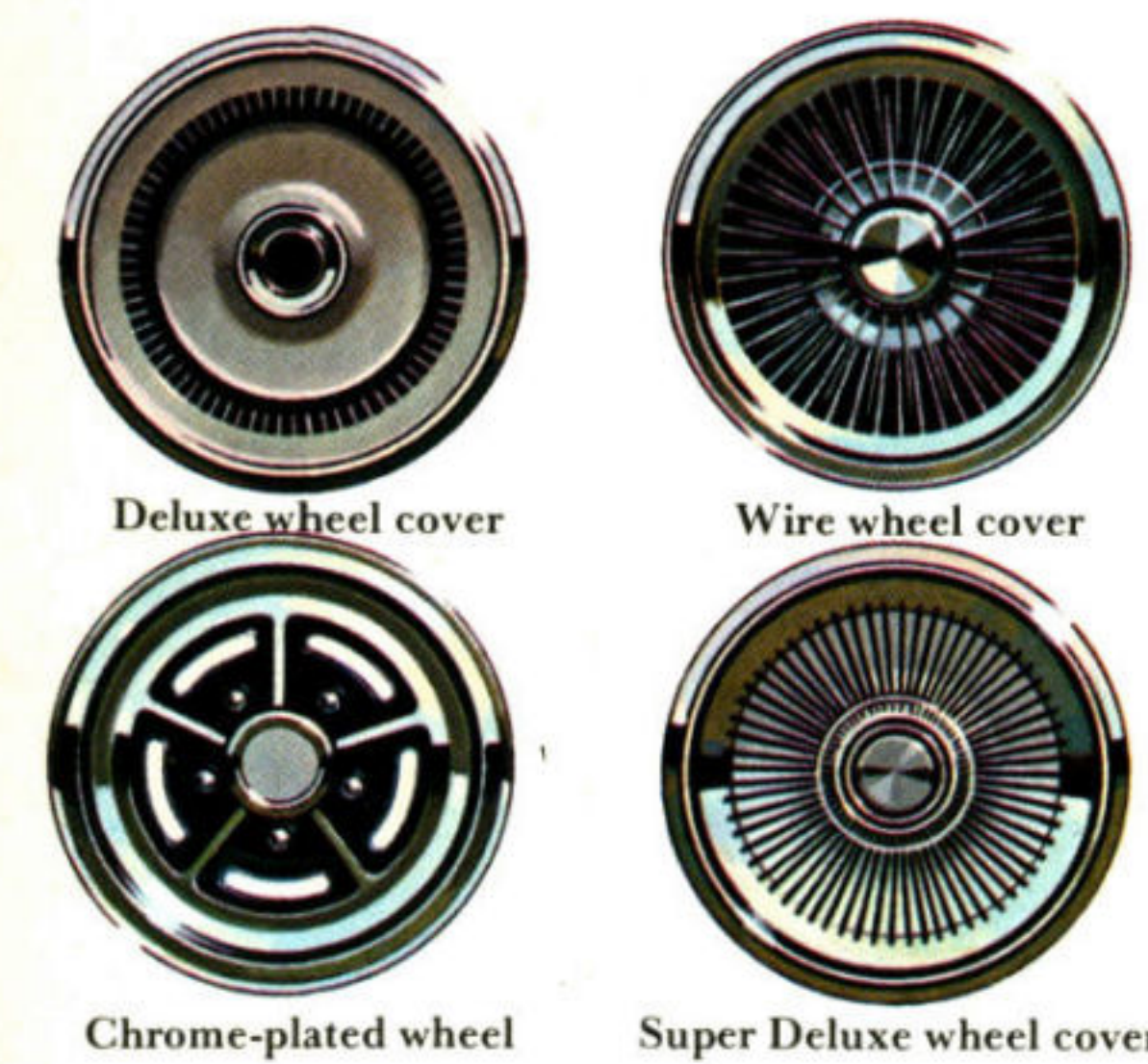
## TRAILER TOWING

Towing a trailer puts extra strain on any car. So if you're going to hitch up and haul, you'll want to ask your Buick dealer about the optional equipment Buick's engineers have designed to make sure your holiday on wheels is a happy one.

Optional equipment you'll find recommended includes heavy-duty radiator, heavy-duty battery, automatic transmission, power steering and power brakes. For heavier hauling requirements, you will find such options as the automatic level control and optional 455 CID V8 wise choices.

But don't leave things to chance. Your Buick dealer can equip your new Buick with the right options to match your hauling requirements.

Ask him to tell you about Buick's trailer towing options that are designed to suit a particular classification of hauling.



## WHEEL DISCS

Dress up your new Century with optional wheel covers. Choose from a Custom disc, wire-style disc or sporting chrome-plated wheels for a racing look. Ask your Buick dealer to give you the details.

## ROOF RACK

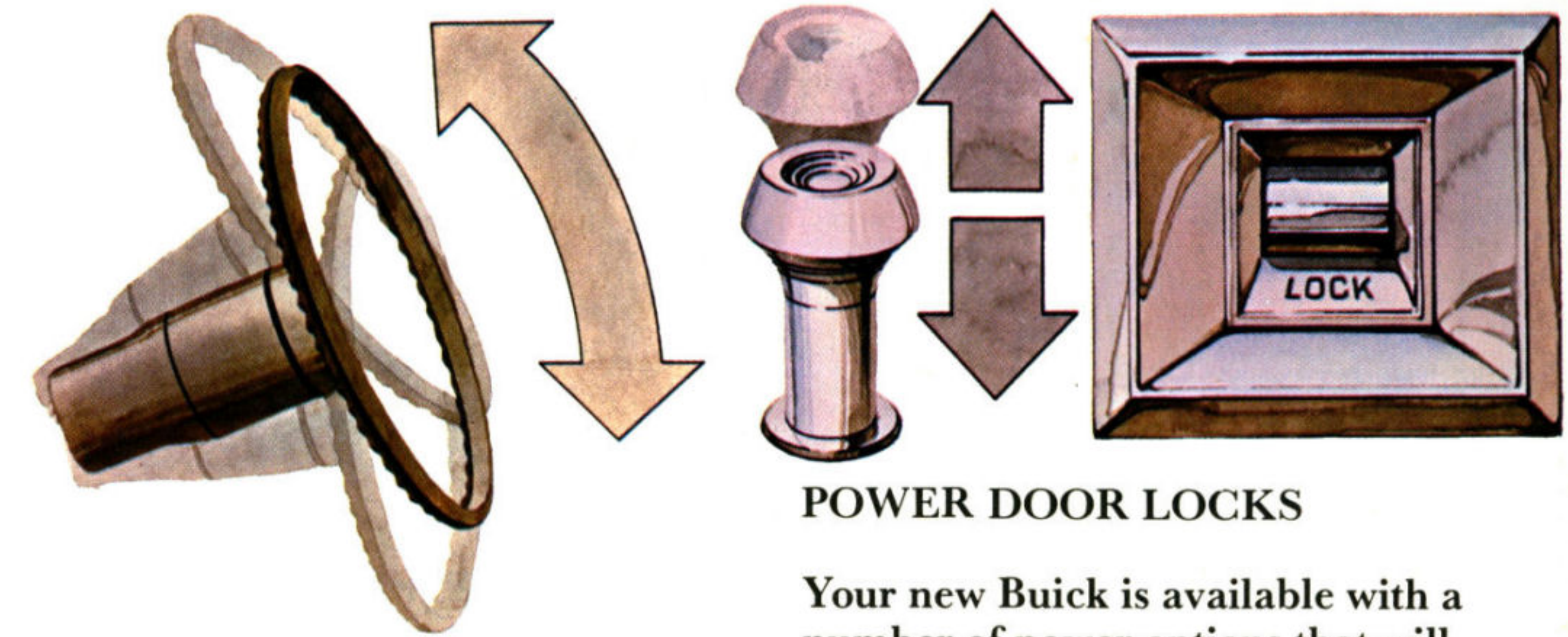
Luggage space is one of the important reasons for buying a station wagon. And Buick's luggage roof rack gives you extra hauling ability. Load up with passengers and put the suit cases or camping gear on the roof.

Buick's luggage roof rack is made of sturdy chrome-plated steel. It fastens securely to the wagon roof for safe hauling.



## POSITIVE TRACTION

All Buicks are available with a Positive Traction rear axle that gives better traction when accelerating on wet, slippery roads. The Positive Traction axle transfers the power to the wheel with the most traction. It's a Buick option you'll appreciate for the added measure of safety it gives when the weather makes driving difficult.



## TILT STEERING WHEEL

Buick's tilt steering wheel adjusts to six positions to suit your most comfortable driving posture. It's available on all Buicks equipped with the Turbo Hydra-matic automatic transmission and deluxe or Rallye steering wheel, and on Gran Sport with 4-speed floor shift.



## SUN ROOF

Put a little sun in your life with Buick's happy sun roof option. The rugged steel top slides easily for effortless opening and closing. And it seals tight.

The sun roof is available on all Buick Coupes. And you may also choose an electrically-operated top. When you order a sun roof, the overhead dome light is replaced by an instrument panel-mounted courtesy light.

So open up the roof and let the sun shine in.

Buick's sun roof makes driving a little more fun. A little more exciting. Ask your Buick dealer to demonstrate it to you.

## POWER DOOR LOCKS

Your new Buick is available with a number of power options that will add to your driving pleasure and to the value of your Buick next trade-in time.

Power door locks are available to allow you to control all the car's doors from the driver's seat or front passenger's seat. Century drivers with a family to consider will appreciate the added sense of security this option brings. There's no need to reach across the seat or over the seat back. Just push a button and the doors are locked. It's simple, fast and safe.

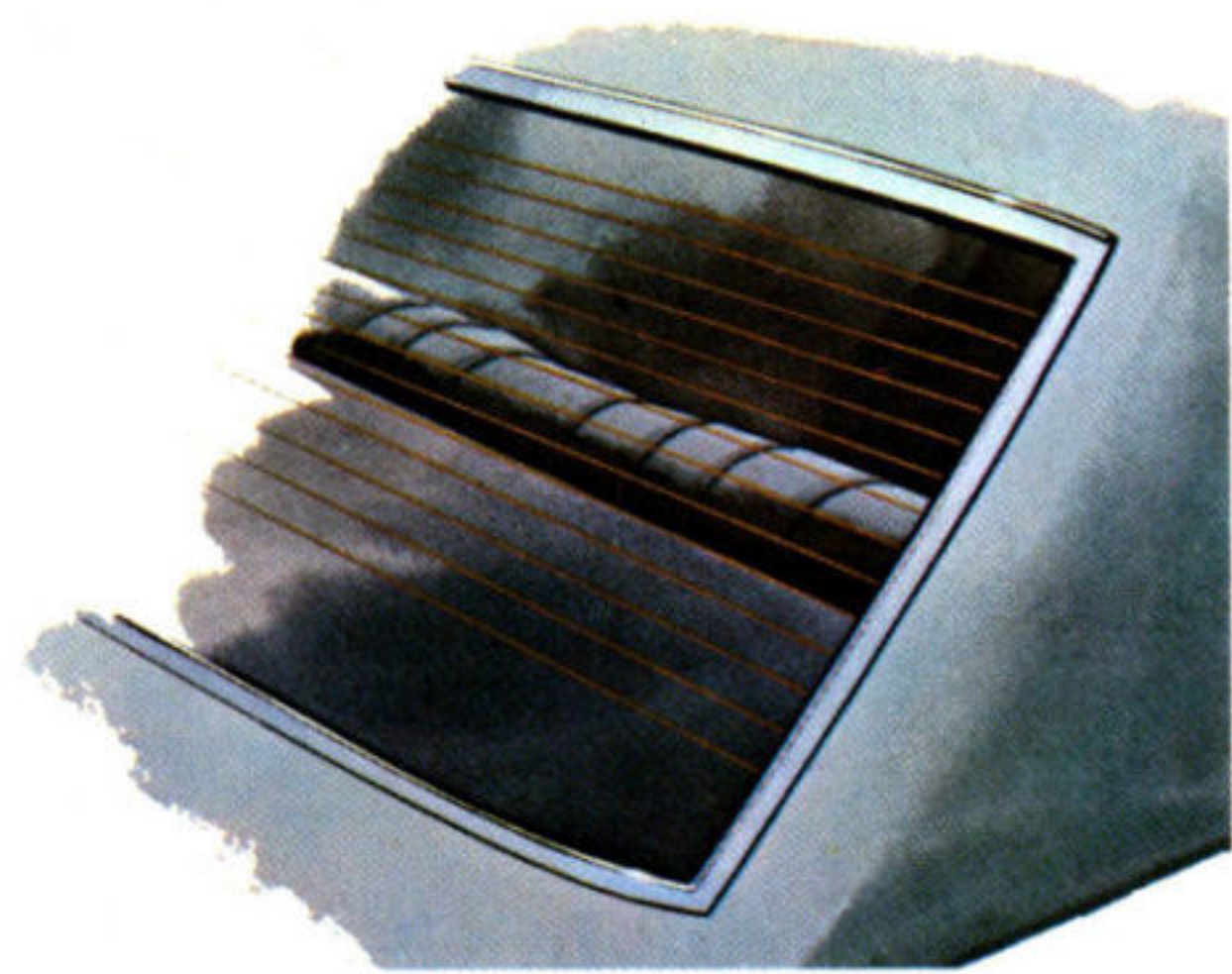
Power controlled windows are another option you will want to consider. Each passenger has a separate control unit for his or her window. And the driver can control all the windows from the driver's seat. Power window controls eliminate the need to reach across the seat or over the seat back to close or open the car's windows when driving alone.



## DELCO X

Optional Delco X battery never needs maintenance. Battery is sealed to prevent corrosion and is more efficient. Order it and forget about battery worries.

# Specifications



## REAR WINDOW DEFOGGER

Buick's rear window defogger helps keep the rear window free of mist and frost on cold, in-the-morning days. It blows a stream of warm interior air on the window. So you have a safe, clear view to the rear.

Also available is an electrically-heated rear window. It helps make clearing ice from the rear window an easy chore. Not available on station wagons.

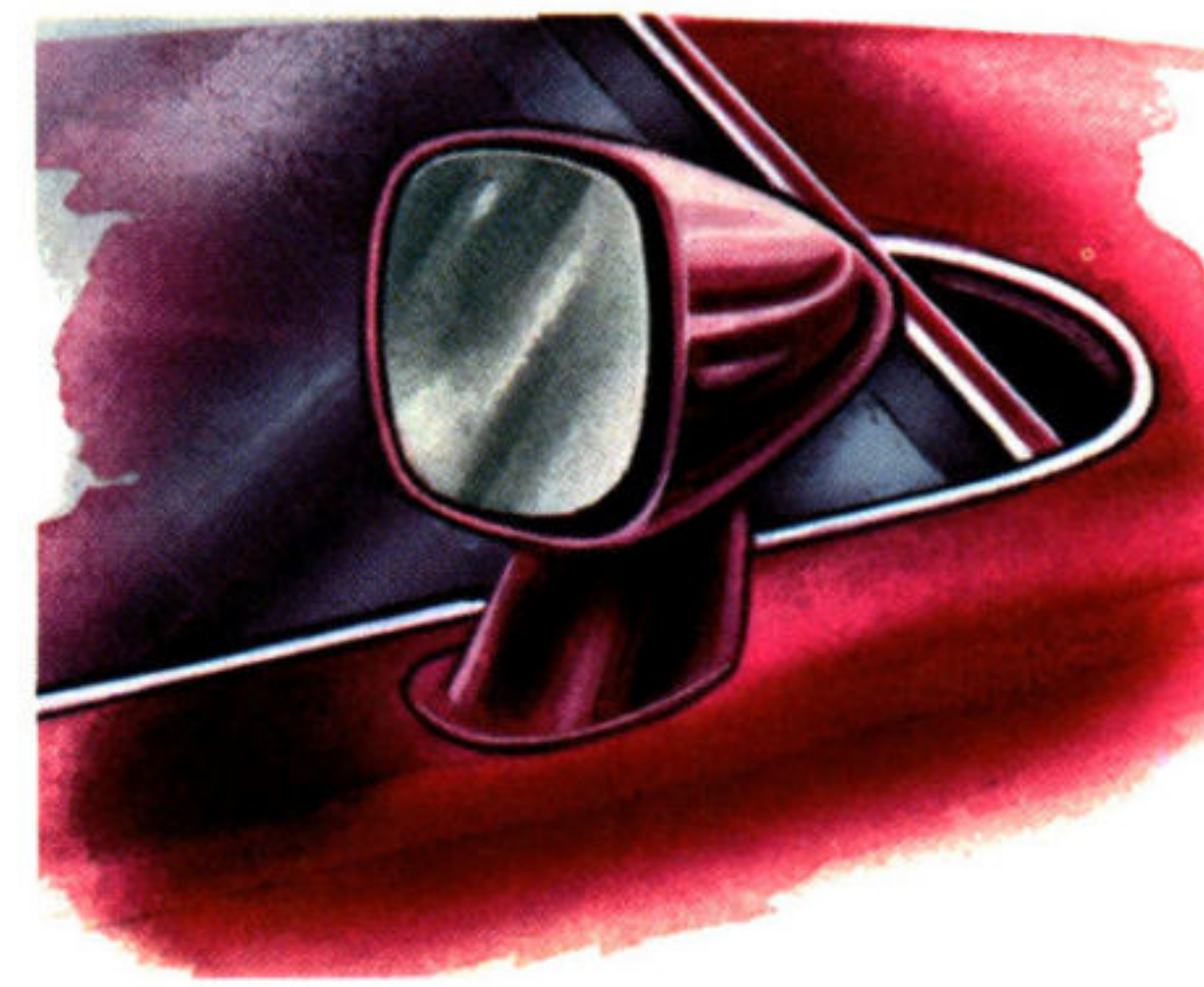
## BUMPER GUARDS AND RUB STRIPS

Bumper guards give added protection to your new Century. And new rub strips are available to protect your Buick's bumpers from scratches. Available for the front and rear bumpers of all Century models.



## CRUISE MASTER

Take a break on long trips by setting your Buick's speed with Cruise Master. Accelerate to the desired speed, push the button and take your foot off the gas pedal. Cruise Master will hold your Buick to the speed you've set. And it does it even when going up and down hills. To release—just touch the brake pedal.



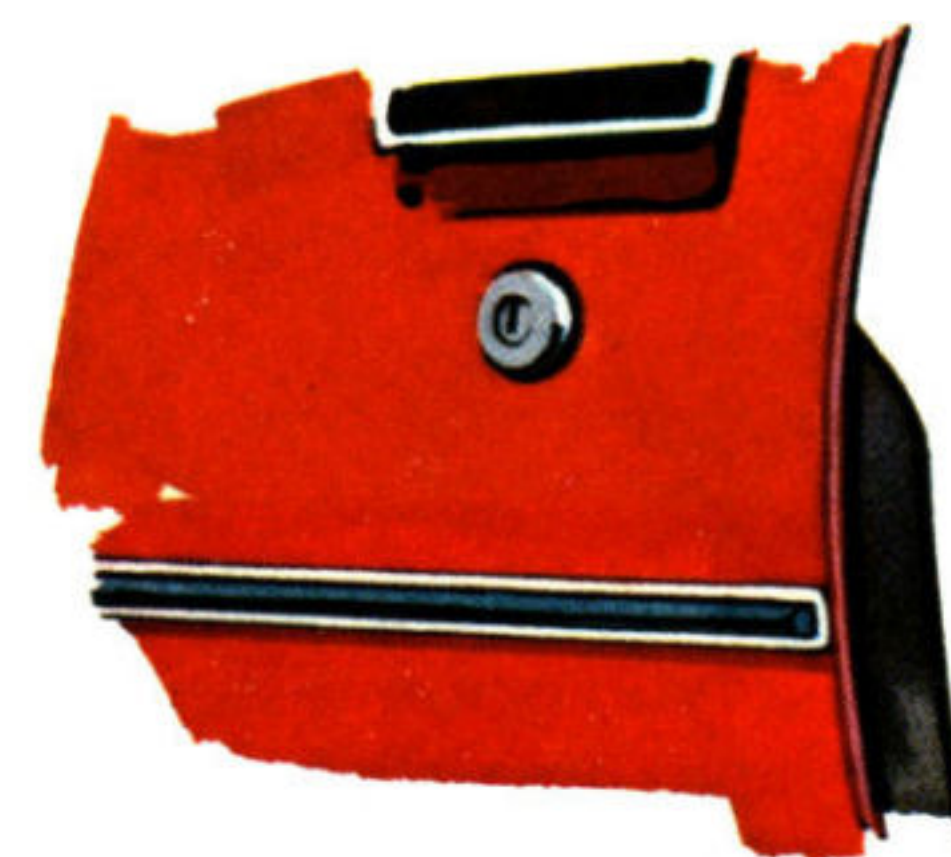
## SPORTS MIRRORS

Add a sporting touch to your new Buick with these aerodynamically styled outside mirrors. They're painted to match your choice of body color. Driver's side is remote controlled. Available on coupe models only.



## CONVENIENCE CENTER

Convenience center adds a sporty look. And it features a convenient storage space with flip up lid. Available on all models except when a console is fitted or floor shift transmission ordered.



## SIDE MOLDING

Protect your new Buick with these attractive side moldings. They absorb the bumps of other people's doors in tight parking lot situations.

## TRANSMISSION

### Turbo Hydra-matic Transmission

Add to your driving pleasure with Buick's Turbo Hydra-matic automatic transmission. It's a three-speed unit that shifts smoothly and precisely. Available on all Buicks.

## POWER SEATS

Power seat controls are another Buick option that will add to the pleasure of driving your new Century and to its trade-in value.

Power seat controls allow six seat adjustments. Set the seat to your most comfortable driving position with pushbutton ease.

Available on full bench seats, divided bench seats and bucket seats. (Driver's side only.)



## 455 CID V8

Available as an option on all Century coupe models, this engine delivers exceptional performance. You'll best appreciate its potential when you experience the extra measure of passing power in high-way driving.

## HEAVY-DUTY OPTIONS

If you expect to operate your new Century under unusual stresses or conditions, you may wish to check with your Buick dealer on the available heavy-duty options. You'll find such equipment as heavy-duty suspension components, battery and cooling systems available on most Century models.

		CENTURY	CENTURY LUXUS	CENTURY/ CENTURY LUXUS STATION WAGONS	CENTURY REGAL
Body Style		Colonnade Hardtop Coupe Colonnade Hardtop Sedan	Colonnade Hardtop Coupe Colonnade Hardtop Sedan	2-seat 3-seat — —	Colonnade Hardtop Coupe — —
Engines	Standard V8 Optional	350-2 350-4 455-4 455-4*	350-2 350-4 455-4 —	350-2 350-4 — —	350-2 350-4 455-4 —
Transmissions	Standard Optional	3-spd. manual 4-spd. manual* Hydra-matic	3-spd. manual Hydra-matic —	3-spd. manual Hydra-matic —	3-spd. manual Hydra-matic —
Brakes (dia.)	Front Rear Power	11.0 in. Disc 9.5 in. Drum Optional	11.0 in. Disc 9.5 in. Drum Optional	11.0 in. Disc 11.0 in. Drum Standard	11.0 in. Disc 9.5 in. Drum. Optional
Turning Diameter (ft.)	2-door curb-to-curb 4-door	41.4 41.7	41.4 41.7	— 41.7	41.4 —
Energizer	Standard Optional	61 amp. hr. 70 amp. hr.	61 amp. hr. 70 amp. hr.	61 amp. hr. 70 amp. hr.	61 amp. hr. 70 amp. hr.
Suspension		Full Coil	Full Coil	Full Coil	Full Coil
Frame		Perimeter	Perimeter	Perimeter	Perimeter
Wheelbase	2-door 4-door	112.0 in. 116.0 in.	112.0 in. 116.0 in.	— 116.0 in.	112.0 in. —
Length (overall)	2-door 4-door	208.4 in. 212.4 in.	208.4 in. 212.4 in.	— 216.6 in.	210.7 in. —
Height	4-door	54.4 in.	54.4 in.	55.5 in.	53.5 in.
Width		78.0 in.	78.0 in.	78.0 in.	78.0 in.
Weight—lbs.	4-door	3922	3947	4325	3892
Tread	Front Rear	61.5 in. 60.7 in.	61.5 in. 60.7 in.	61.5 in. 60.7 in.	61.5 in. 60.7 in.
Tires Standard		G78 x 14	G78 x 14	H78 x 14	G78 x 14
Wheel Size		14 x 6 in.	14 x 6 in.	14 x 6 in.	14 x 6 in.
Road Clearance		5.1 in.	5.1 in.	5.8 in.	5.1 in.
Head Room	Front (4-dr.) Rear	38.3 in. 37.5 in.	38.3 in. 37.5 in.	38.8 in. —	37.5 in. 37.4 in.
Leg Room	Front Rear	42.5 in. 38.4 in.	42.5 in. 38.4 in.	42.5 in. —	42.5 in. 33.4 in.
Shoulder Room	Front Rear	59.6 in. 58.9 in.	59.6 in. 58.9 in.	59.6 in. 58.9 in.	58.8 in. 57.1 in.
Hip Room	Front Rear	56.6 in. 57.9 in.	56.6 in. 57.9 in.	56.0 in. 57.9 in.	56.8 in. 52.9 in.
Fuel Tank Capacity (approx.)		18.3 Imp. Gal.	18.3 Imp. Gal.	18.3 Imp. Gal.	18.3 Imp. Gal.
Useable luggage space (cu. ft.)	4-dr.	15.3	15.3	—	—
Cargo Volume (cu. ft.)		—	—	85.0	—

\*Gran Sport Option only.

## Engines

	350-2 V8	350-4 V8	455-4 V8	455-4 V8 Stg. 1
Displacement (cu. in.)	350	350	455	455
HP @ rpm (net)	150 @ 3800	175 @ 3800*	225 @ 4000	270 @ 4400
Torque @ rpm (net)	265 @ 2400	270 @ 2400*	360 @ 2600	390 @ 3000
Compression Ratio	8.5:1	8.5:1	8.5:1	8.5:1
Carburetion	2 bbl.	4 bbl.	4 bbl.	4 bbl.
Fuel	Regular	Regular	Regular	Regular
Exhaust System	Single	Single	Dual	Dual

\*Gran Sport Option has dual exhaust available, 190 hp @ 4,000, Torque 285 @ 2800

# General Motors Progress Report

Convenience, comfort, pleasure and value for your money.

We try to do our best every year to offer a little more of all these qualities in our cars.

And we have other goals.

To build cars that help protect their occupants while helping to prevent accidents.

And to build cars that run cleaner.

General Motors is making significant progress in both these areas.

For 1973 General Motors passenger cars, for instance, have steel Side-Guard beam protection in all doors. There is an alert system to warn the driver and the

right front passenger to buckle up lap and shoulder belts. All new GM cars have improved front bumpers. And these features are standard equipment.

Cleaner running cars. Over the years, as a result of many engine improvements and the installation of various emission control systems, the amount of pollutants from our cars has been dramatically reduced in the areas of hydrocarbon emissions, carbon monoxide emissions and oxides of nitrogen. For instance, in 1973 we have added an Exhaust Gas Recirculation system which will further reduce oxides of nitrogen.

In addition, all our engines are able to operate efficiently on unleaded, low leaded, or any leaded regular gasolines with a research octane number of 91 or higher.

Nevertheless new systems are continuously being explored and tested that should help us achieve our goals.

Meanwhile you can help by maintaining your own car in good operating condition and by having it tuned regularly.

And, in the area of safer motoring, you can help by having everyone in your car wearing seat belts when in motion and by driving defensively at all times.

## Reassurance Features

**Occupant Protection.** Seat belts with pushbutton buckles for all passenger positions. Single buckle seat and shoulder belts for driver and right front passenger with reminder light and buzzer. 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. Thick laminate windshield. Padded sun visors. Safety armrests. Safety steering wheel. Cargo Guard (except wagons). Side Guard Beam. Fuel tank impact security. Contoured full roof inner panel. Smooth contoured door and window reg-

ulator handles. Glovebox and console door latch impact security. Automatic locking seat belt retractors—front and rear outboard passengers. Shoulder belt anchorages for rear seat outboard occupants. Pressure-lock radiator cap. High-strength front seat anchorages and construction. Soft, low profile window control knobs, coat hooks, dome lamp. High-strength rear seat retention. Stamped steel door hinges.

**Accident Prevention.** Side marker lights and reflectors (front side marker lights flash with directional signal). 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. Dual master cylinder brake system with warning light. Starter safety switch. Dual-action safety hood latches. Improved bumper systems. 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. Self-adjusting brakes. Illumination of windshield wiper and washer, heater and defroster controls. *Anti-theft.* Anti-theft ignition key warning buzzer. Anti-theft steering column lock. Inside hood latch release. Multiple key combinations. Visible vehicle identification. Tamper-resistant odometer with telltale feature.



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OSHAWA, ONTARIO**