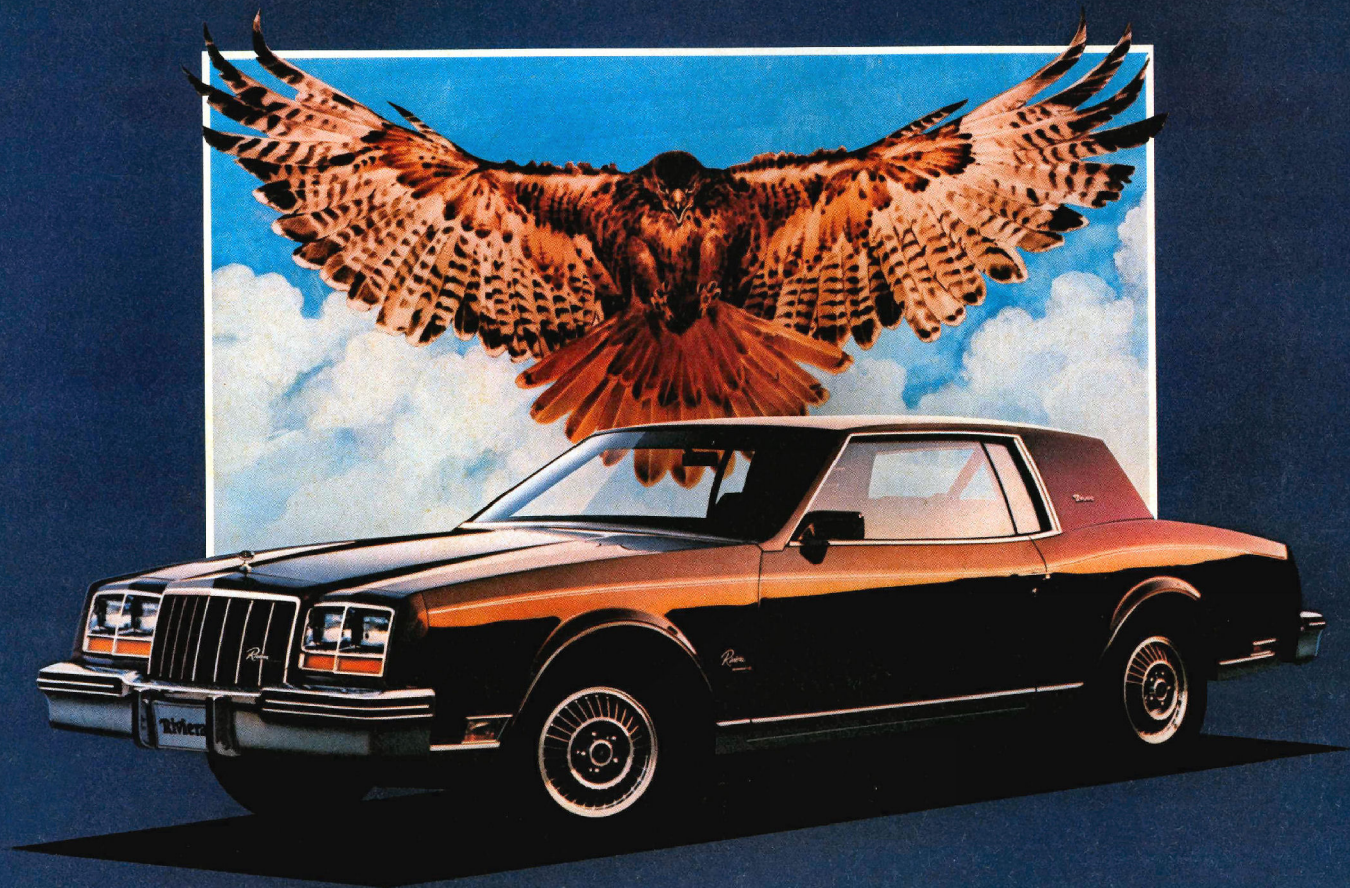
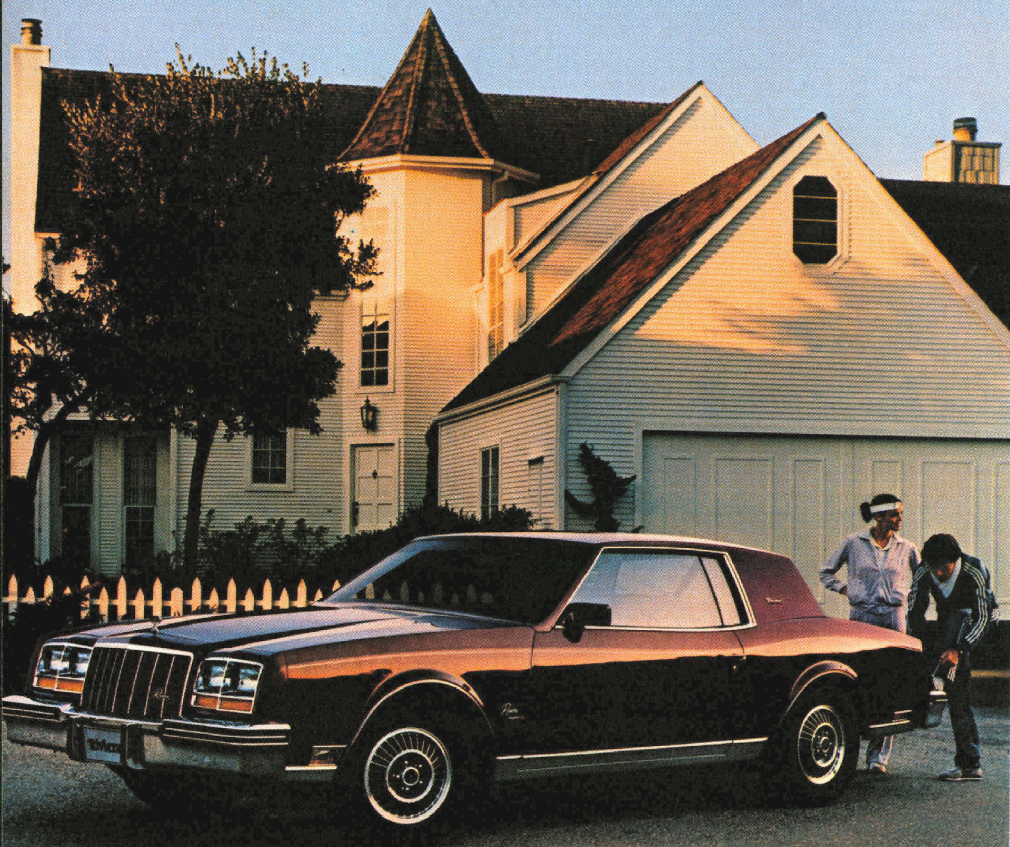


BUICK 1983

RIVIERA





Good ideas always seem right, from their inception. One such idea is the Buick Riviera. As a personal luxury car concept, it has proved itself since 1983. Such is the staying power of a good idea like the Buick Riviera.

Rivieras now come with three very distinct personalities. The sporty TTYPE pictured here; and on the next two pages, the very luxurious Riviera Coupe and the new Riviera Convertible.

The name TTYPE is applied to a Riviera of special performance and sophistication. It begins with a blacked-out grille, amber park and turn lenses, and tungsten-halogen high/low beam headlamps. The body paint has accent stripes and TTYPE identification. Very businesslike styled aluminum wheels set off self-sealing, whitewall, steel-belted all season radials. A 3.8 litre turbocharged V-6 is the muscle; the automatic transmission



with overdrive is the sinew.

The TTYPE's Gran Touring suspension gives a precise road feeling that driving aficionados will enjoy. It is an uncommonly synergistic blend of higher rate springs, recalibrated shock absorbers, and special front and rear stabilizer bars. It gives a firm, taut ride, and it also gives Riviera's four-wheel independent suspension the ability to deal with the demands of spirited driving.

The result is a technically sophisticated and subtle blend of styling, performance and handling.

Here's the good idea in its regular conception: the Buick Riviera Coupe. Everything you've admired about this car is still there: the styling, front-wheel drive, four-wheel independent suspension, and power assists for nearly every driving function. Inside, the story's the same: power controls for virtually every comfort and convenience; air conditioning, Delco 2000 Series basic feature ETR AM-FM stereo radio, individual front seating with centre armrest and storage console, and much more all standard.

A refined 4.1 litre V-6 and an automatic transmission with overdrive is standard in the Riviera Coupe. You'll be able to specify a 5.0 litre V-8 gasoline engine or a 5.7 litre diesel V-8. The other Rivieras—TTYPE and convertible—have specific power teams. All of them get extra cranking power from a new standard Delco Freedom II Plus Battery.



Riviera also offers trailer towing equipment for trailers up to 3,000 pounds (1350 kg).

The Riviera interior was designed around a simple concept: Driving should be rewarding, serene, comfortable and quiet. The 1983 Riviera interiors reinforce this concept very elegantly, we think. The handsome cloth-trimmed 45/45 seats are available in a range of colours including a special tan which is exclusive to Riviera. New door pull straps aid closing.

Riviera Coupe





Over the years, Buick Riviera has built its reputation on personal luxury. And now, the personal, luxurious sporting car concept has been wonderfully redefined in the new Riviera Convertible.

This Riviera is fully equipped, just as other Riviera models are. A 4.1 litre V-6 is standard, or a 5.0 litre V-8 is available. Standard features include four-wheel low-drag power disc brakes, power steering, self-sealing steel-belted, radial ply whitewall tires with wire wheel covers and Riviera's 4-wheel fully independent suspension, with Pliacell rear shock absorbers and front and rear stabilizer bars.

Once inside, unzip the back glass window and lower the electrically-controlled top. You will also find that Buick has incorporated fine Riviera interior details, designed to enhance driving comfort. From its plush individual red leather-trimmed seating



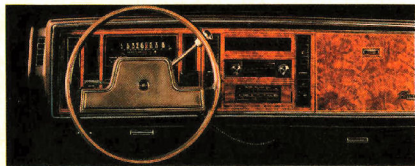
arrangement, featuring a six-way power driver's seat, to power front and rear-quarter windows, electric door locks, cruise control and Delco AM-FM ETR stereo radio. And something only the best-dressed convertibles are wearing these days; air conditioning. All standard.

There are two exterior combinations available, including white-on-white or red firemist with a white top.

So uncover a refreshing new world of driving excitement. See the Buick Convertible and enjoy the feeling of driving enjoyment that no one can put a price on.

Riviera Convertible

Once you're securely inside behind the wheel and you've adjusted the six-way power driver's seat to your liking, turned on the stereo radio and adjusted the air conditioning (all standard), you're ready for driving rewards as only Riviera can deliver them. If your mobile entertainment needs include cassette tape, you might inspect the newly available Delco 2000 Series ETR AM-FM stereo radio/cassette player that includes a graphic equalizer for



five-band tone control. And if it's one of the Riviera Coupes that you're driving, consider the premier Delco GM/Bose Music System. Its premium-quality components, jointly developed by Delco, Fisher Body, and Bose, are acoustically tailored to the Riviera's interior. This system includes a special receiver/booster amplifier with an impressive 50 watts per channel output. If you're a home stereo buff, you can imagine the truly awesome sound this system can deliver.

Consider, too, Riviera's new available digital readout instrument panel cluster. This high-technology system displays miles per hour, fuel remaining and trip odometer in English or metric values.

Riviera offers a wide choice of cloth and available leather-trimmed seating for your comfort. The total interior is designed to be quiet and very comfortable. Which is as it should be. After all, one of life's joys is experiencing a good idea well executed. Like the 1983 Riviera.

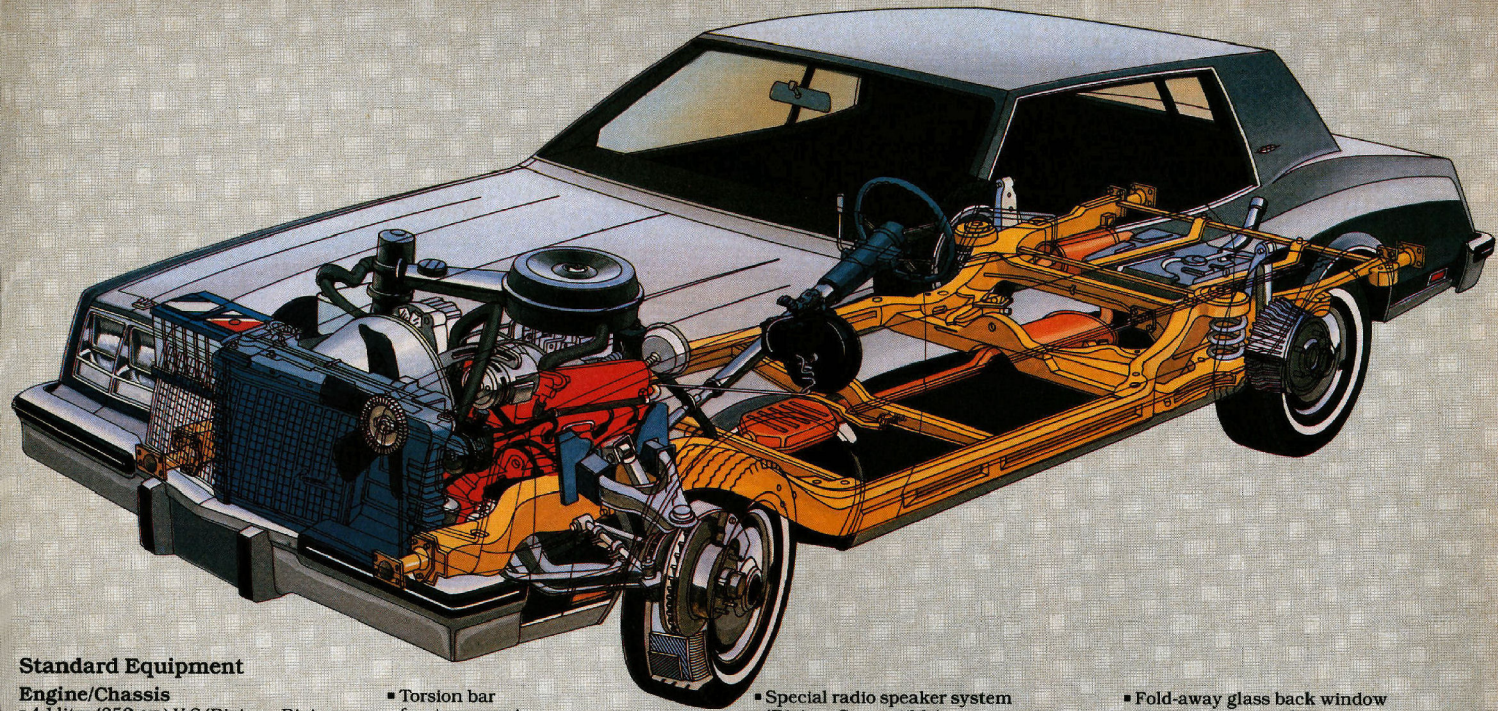
Riviera Interiors	45/45 Cloth	45/45 Leather/ Vinyl
Riviera Coupe	S	A†
Riviera TYPE	S	A†
Riviera Convertible		S

†Cloth trimmed doors S—standard A—available

Above—Riviera Instrument Panel with Available Equipment

Right—Riviera Interior





Standard Equipment

Engine/Chassis

- 4.1 litre (252 CID) V-6 (Riviera, Riviera Convertible)
- 3.8 litre (231 CID) turbocharged V-6 (Riviera TTYPE)
- Automatic transmission with overdrive
- Computer Command Control (with gas engines)
- Cold Climate package (with available diesel engine)
- Front-wheel drive
- Power steering
- Low-drag power brakes with front disc/rear drum (Riviera, Riviera TTYPE)
- Low-drag, power-assisted 4-wheel disc brakes (Riviera Convertible)
- P205/75R15 steel-belted, all season radial-ply, self-sealing whitewall tires
- Independent 4-wheel suspension
- Coil-spring rear suspension
- Heavy-duty suspension (Riviera Convertible)

- Torsion bar front suspension
- Gran Touring suspension (Riviera TTYPE)
- Delco Freedom II Plus Battery

Comfort and Convenience

- Cloth 45/45 seats with centre armrest (Riviera, Riviera TTYPE)
- Leather/vinyl 45/45 seats with centre armrest (Riviera Convertible)
- Storage Console
- Power windows
- Soft-Ray tinted glass
- "Headlamps on" indicator and chime
- Seat belt and ignition key chime warning
- Trip odometer
- Cornering lights
- Delco 2000 Series AM-FM ETR basic feature stereo radio with clock
- Front-door speakers

- Special radio speaker system (Riviera Convertible)
- Automatic power antenna
- Lights: front ashtray, instrument panel courtesy, glove box, engine compartment, trunk
- Electric door locks
- 6-way power seat—driver's side only
- Air conditioning
- Automatic level control
- Styled, chrome, remote-control, outside, rearview mirrors
- Resume Cruise Control
- Door courtesy and warning lights
- Front, side-window defogger outlets
- Multi-function control lever with turn signal, headlamp high/low beam control and windshield wiper/washer control
- Power-operated top (Riviera Convertible)
- Tungsten-halogen, high/low beam headlamps (Riviera TTYPE)

- Fold-away glass back window (Riviera Convertible)
- Power-operated rear-quarter windows (Riviera Convertible)

Appearance and Protection

- Bumper guards—front and rear
- Black bumper protective strips
- Inside hood lock release
- Deluxe steering wheel (Riviera, Riviera Convertible)
- Sport steering wheel (Riviera TTYPE)
- Deluxe wheel covers (Riviera)
- Custom locking wire wheel covers (Riviera Convertible)
- Styled aluminum wheels (4) (Riviera TTYPE)
- Colour-coordinated, dual retraction seat and shoulder belts
- Instrument panel floodlighting
- Deluxe trunk trim (Riviera Convertible)

1983 RIVIERA FACTS & FIGURES

Select the combination of "extras" that make your Buick uniquely yours from the long list of standard and available features, some of which are given below. Ask your dealer about group packages and the many other features not indicated below. Your dealer will also advise you of the availability of the various items on the model of your choice.

	Riviera Coupe	Riviera Convertible	Riviera T Type
Engines—4.1 litre V6	S	S	—
5.0 litre V8	A	A	—
3.8 litre V6 Turbo	—	—	S
5.7 litre V8 Diesel	A	—	—
Computer Command Control	S	S	S
Transmissions—Overdrive Automatic	S	S	S
Brakes—Front Disc	S	S	S
Rear Disc	A	S	A
Power	S	S	S
Steering—Power Seat Back	S	S	S
Tires—P205/75R x 15 Radial (white)	S	S	S
P225/70R x 15 Blackwall	A	A	A
P225/70R x 15 Radial (white)	A	A	A
Full Coil Suspension	S	S	S
Gran Touring Suspension	A	A	S
Stabilizer Bars—Front & Rear	S	S	S
Cruise Control	S	S	S
Seats—5/45 Divided	S	S	S
Reclining—Power Seat Back	A	A	A
Steering Wheel—Sport	A	A	S
Tilt Steering	A	A	A
Tilt and Telescoping	A	A	—
Moldings—Rocker	S	S	S
Wheel Opening	S	S	S
Windowsill	S	S	S
Roof Drip	S	—	S
Door Edge	A	A	A
Bodyside	A	A	A
Power—Seats 6-way	S	S	S
Door Locks	S	S	S
Deck Release	A	A	A
Windows	S	S	S
Fuel Cap Lock	A	A	A
Wheels—Deluxe Covers	S	—	—
Aluminum Wheels	—	—	S
Wire Covers	A	S	—
Chrome Wheels	A	—	—
Stripes—Accent	A	S	S
Console Non-Shifting Storage	S	S	S
Air Conditioning—Manual	S	S	S
Automatic	A	A	A
Rear Window Defroster	S	—	S
Roof—Landau	A	—	—
Sunroof	A	—	A
Glass—Soft-Ray Tinted	S	S	S

	Riviera Coupe	Riviera Convertible	Riviera T Type
Compact Spare	S	S	S
High Energy Ignition	S	S	S
Cigarette Lighter	S	S	S
Dual Horns	S	S	S
Controlled-Cycle Wipers	A	A	A
Theft Deterrent System	A	A	A
Twilight Sentinel	A	A	A
Paint—Two-tone	A	—	—
Firemist	A	—	A
Tungsten Halogen Headlamps	A	A	S
Clock—Digital	S	S	S
Radio—AM/FM Stereo	S	S	S
AM/FM Stereo/Cassette	A	A	A
4-Speaker System	A	A	A
Concert Sound Speakers	A	A	A
Antenna—Power	S	S	S
Bumper Guards	S	S	S

S—Standard A—Available (extra cost) —Not available

	CONVERTIBLE		COUPE	
	mm	in	mm	in
Wheelbase	2895	114.0	2895	114.0
Overall Length	5248	206.6	5248	206.6
Overall Width	1848	72.8	1848	72.8
Height	1384	54.3	1384	54.3
Tread, Front/Rear	1506/1524	59.3/60.0	1506/1524	59.3/60.0
Headroom, Front/Rear	1001/978	39.4/38.5	962/962	37.9/37.9
Legroom, Front/Rear	1088/904	42.9/35.6	1088/996	42.8/39.2
Shoulder Room, Front/Rear	1434/1133	56.5/44.6	1434/1420	56.5/55.9
Hiproom, Front/Rear	1363/1130	53.7/44.5	1363/1245	53.7/49.0
Usable Luggage Cap.	360 litres	12.7 cu. ft.	447 litres	15.8 cu. ft.
Fuel Tank Cap.	79 litres	17.4 gal.	79 litres	17.4 gal.
Diesel	—	—	85 litres	18.7 gal.

A word about engines.

These Buicks are equipped with GM-built engines produced by various divisions of General Motors Corporation and GM of Canada.

Order Code	Displacement	Carb. bbl	Cyl.	v.I.N.	*Source	Transmission
LC4	4.1 litre (252 CID)	4	V6	4	(1)	Overdrive Automatic
LV2	5.0 litre (307 CID)	4	V8	Y	(2)	Overdrive Automatic
LC8	3.8 litre (231 CID) Turbo	4	V6	3	(1)	Overdrive Automatic
LF9	5.7 litre (350 CID)	Diesel	V8	N	(2)	Overdrive Automatic

Computer Command Control (Opt. NB1)—Standard on all engines

*Produced by GM (1) Buick Division USA (2) Oldsmobile Division USA

*The V. I. N. (Vehicle Identification Number) Engine Code is the eighth entry (letter or numeral) from the left on the vehicle serial number plate. The vehicle serial number plate is located on the top portion of the driver's side of the instrument panel and can be viewed from the exterior of the car by looking through the windshield.

MODEL LINEUP

Riviera—2-Door Coupe, 2-Door Convertible

Riviera T Type—2-Door Coupe

STANDARD FEATURES ON ALL BUICKS

SAFETY FEATURES

OCCUPANT PROTECTION • Manual lap/shoulder belts with pushbutton buckles for driver and right front passenger (driver side includes visible and audible warning system). Manual lap belt at center position, when applicable • Manual lap belts with pushbutton buckles at rear passenger positions including center, when applicable • Energy-absorbing steering column • Passenger-guard inside door locks • High strength safety door latch and hinges • Inertia-type folding front seat back latches • Energy-absorbing instrument panel and front seat back tops • Laminated safety glass windshield/tempered safety glass side and rear windows • Safety armrests • Standardized identification symbols for controls and displays • Front seat head restraints for driver and right front passenger (adjustable or integral) • Glove box door latch and, when applicable, console cover latch impact security • Smooth contoured door and window regulator handles • 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 defrosters, washer and dual-speed wipers • Vinyl-bonded inside mirror glass • Outside left rearview mirror • Dual master cylinder brake system with warning light • Starter safety switch • Dual action safety hood latch • Low glare finish on instrument panel top, inside windshield moldings, wiper arms and blades, and steering wheel metallic surfaces • Safety road wheel rims • Front disc brakes with audible wear indicators • Self-adjusting brakes • Illumination of heater and defroster controls on instrument panel • Illumination of windshield wiper and washer controls (when located on instrument panel) • Instrument panel • Pressure relief fuel cap • ANTI-THIEF • Audible anti-theft ignition key reminder • Anti-theft steering column lock • Inside hood release • Anti-theft key system (one key for ignition only, second key for doors, trunk/hatch/taillgate and glove compartment) • Visible vehicle identification number.

A word about assembly, components, and optional equipment in these vehicles.

The vehicles described in this brochure are assembled at various Divisions of General Motors Corporation. These vehicles incorporate thousands of different components produced by General Motors of Canada Limited and related companies and their suppliers. 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 emission and safety requirements or fuel economy guidelines, or for other reasons, to produce vehicles with different components or differently sourced components than initially scheduled. All such components have been approved for use in our products by General Motors of Canada Limited or related companies and will provide the quality performance associated with our name.

Please note that certain optional equipment can be ordered only in conjunction with other optional equipment.

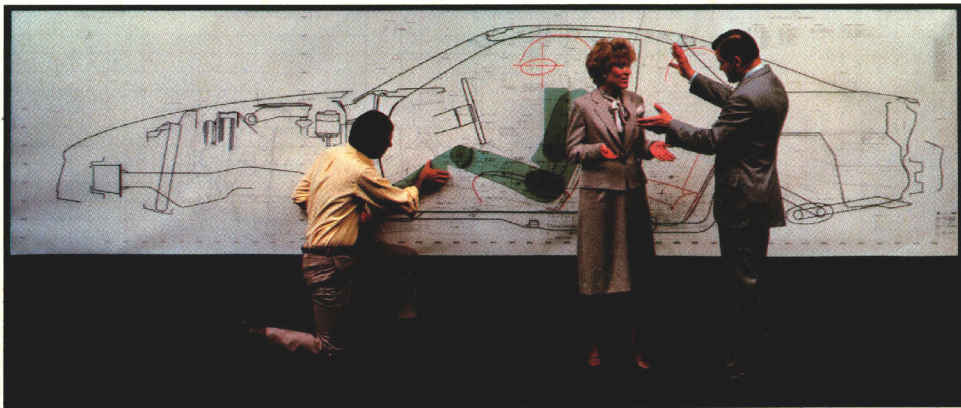
Also, upgrading from specified standard equipment may be necessary when certain optional equipment is ordered. Ask your sales representatives for details.

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 advice 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, if there are changes, that they are acceptable to you.

All illustrations and specifications contained in this catalogue are based on the latest product information available at time of publication approval. The right is reserved to make changes at any time, without notice, in prices, colours, materials, equipment, specifications and models, and to discontinue models. Some of the equipment shown or described throughout this catalogue is available at extra cost. Check with your dealer for complete information.

BUICK
Today's the day.

You've changed...we've changed.



In this catalogue you can see what that statement means in changes to our products.

Just as important are the changes in our thinking.

To begin with, we exist for you.

What you want in a car is not the important thing, it is the only thing.

You have told us you want quality. We have responded with robotics, lasers, space age materials and, more importantly, with human care and we believe these cars are the best we have ever made.

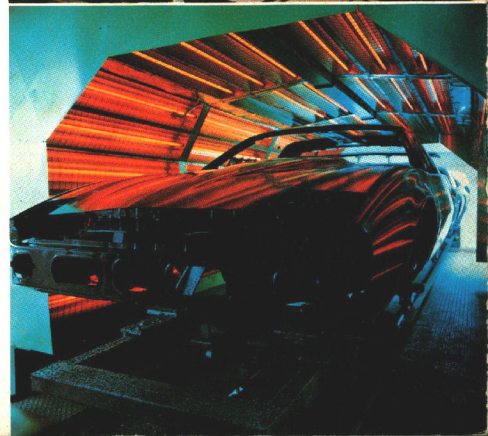
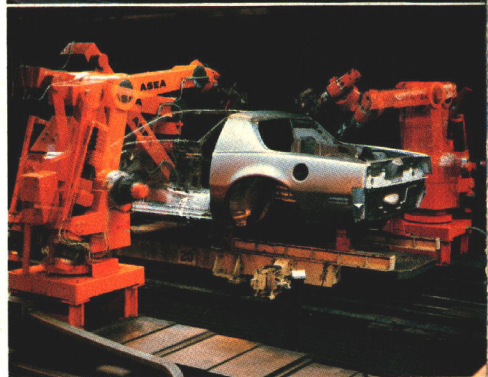
You have told us you want economy. We have responded by giving you a combination of room, comfort and fuel economy which is outstanding in the entire

industry worldwide.

You have told us you want lasting value. We have responded by designing quality into our cars in the first place, building reliability into the cars throughout, and then standing behind our products from first to last.

We cannot exist without your approval. And for that reason it is our goal that you will be more satisfied with your General Motors car or truck than the purchaser of any other car or truck made anywhere in the world.

Not only have our cars changed—so has our thinking. It had to.



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