

BUICK

CENTURY, REGAL 1977



CENTURY AND REGAL

*Let's see... Susie's nose is in place,
Bobby's eye patch is on straight, and your Regal
is set to take the little tykes on their yearly rounds.
Sure, they could walk.
But gosh, they'll get more candy if you drive them.
And, (ahem) it gives you a chance to show off your new Buick.
Great idea of yours, driving the kids this year.*

Buick Century is a notable exception to what the term "mid-size" car has traditionally implied. Century fuses some of the best full-size Buick features into a mid-size car with content; to provide a superb blend of comfort and manoeuvrability. It's worth noting that Century was the first mid-size North

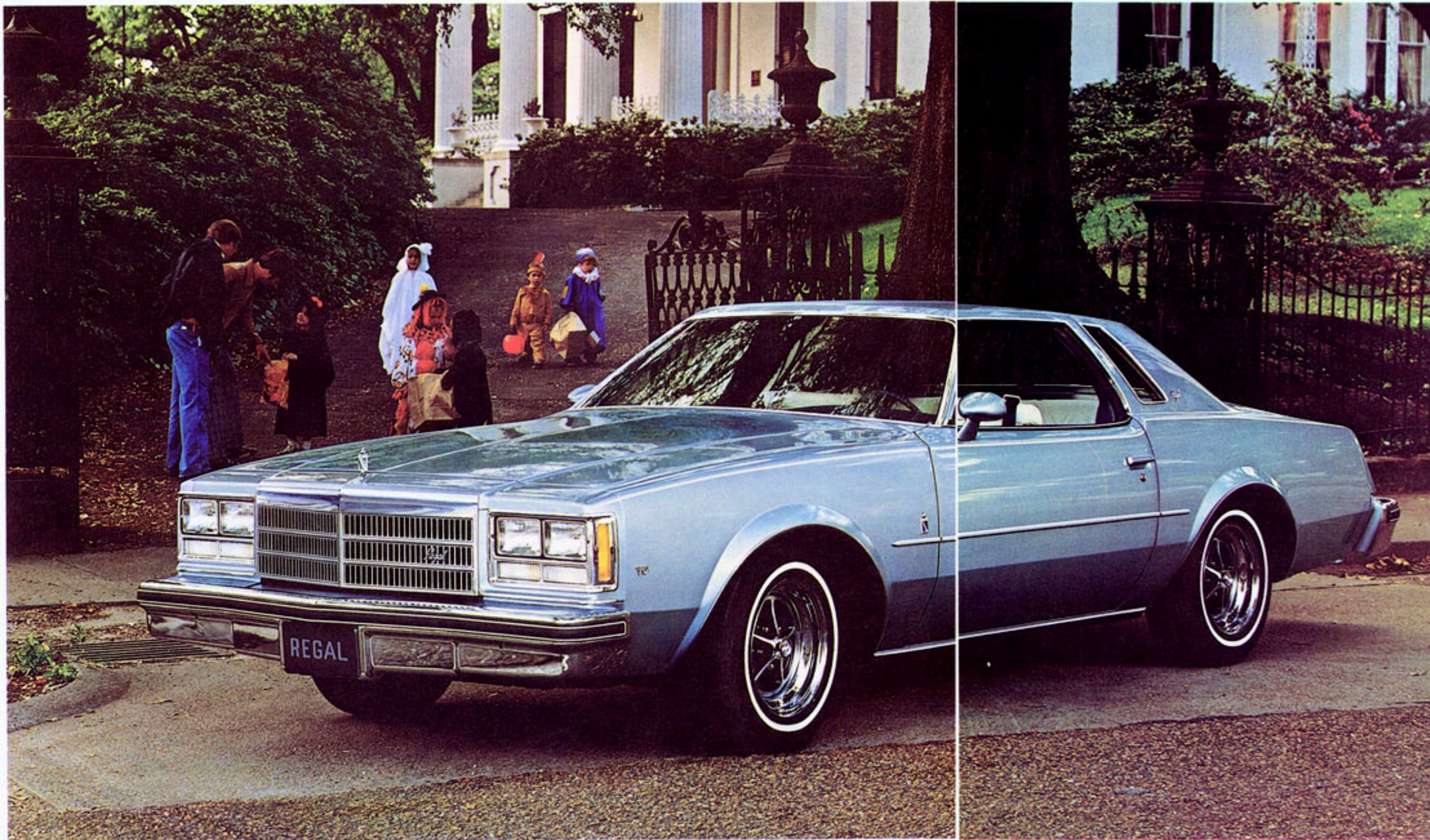
American car to use timely V6 power. And this year, in the interest of weight-saving, our Buick V6 is pounds lighter.

With eight available models, Century is truly a car for all reasons. There's Regal, the ultimate Century, with its formal lines and rich

interior... all the way to Century Special, designed to be the least expensive Century of all. In between you'll find a range of Coupes, Sedans and Wagons that let your personality and Century's match almost perfectly.

If you're used to big cars, Century is a mid-size means of getting V6 power

and retaining family room at the same time. For people used to low-priced cars, Century is a move up. And, for still others, Century is a personal road car. So consider your needs. Then consider Century. It's definitely a car worth owning. More than that, it's a car worth showing off.



Cover: Top, Regal Coupe. Bottom, Regal Sedan

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

Regal Coupe







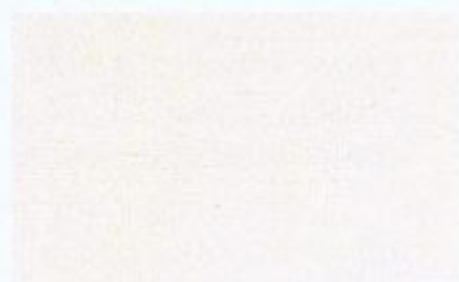
Century Special Coupe

Some of the equipment shown or mentioned is optional at extra cost



Century Custom Station Wagon

Exterior Colors



11. White



13. Silver



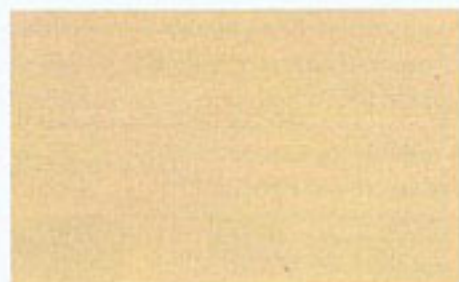
19. Black



29. Dark Blue



36. Firethorn



61. Buckskin



69. Brown



78. Orange



48. Dark Green



50. Cream



72. Red



22. Light Blue



44. Medium Green



63. Gold

Colors shown are representative only. Printed reproduction does not permit accurate color fidelity. Actual colors may be seen at your Pontiac-Buick dealer's.



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Regal 2-Door Coupe



Regal 4-Door Sedan



Century Custom 2-Door Coupe



Century Custom 4-Door Sedan



Century 2-Door Coupe



Century 4-Door Sedan



Century Special
2-Door Hardtop Coupe



Century Custom Station Wagon