

# '64 BUICK

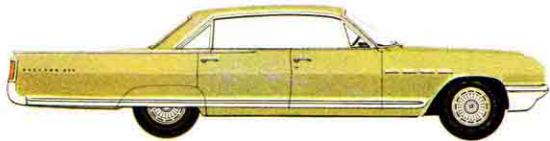


1964  
EDITION

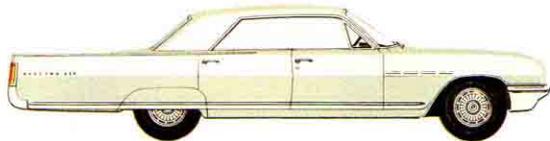
THE BOOK OF NEW  
BUICKS

# 4

## 4-DOOR HARDTOPS



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## 4-DOOR SEDANS



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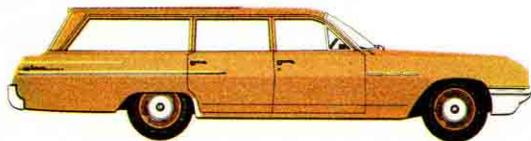
The Special 4-door sedan... page 55

# Above all, they're Buicks!

Here's a capsule version of the whole great line of 1964 Buicks. In the pages inside you'll find as pleasing an array of sedans, wagons, 4-door hardtops, sport coupes and convertibles as ever bore the proud name of Buick. We think that if you're seriously interested in a new car, you can't help getting serious about a 1964 Buick.

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## 4-DOOR WAGONS



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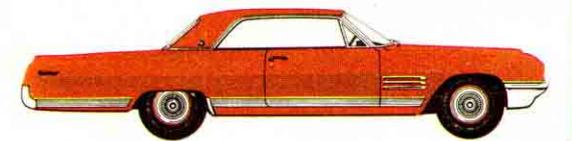
## SPORT COUPES



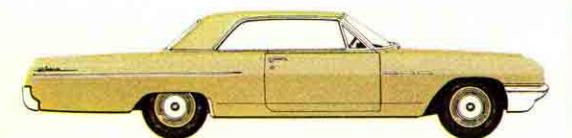
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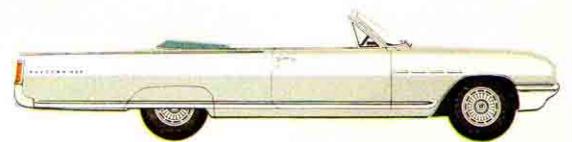
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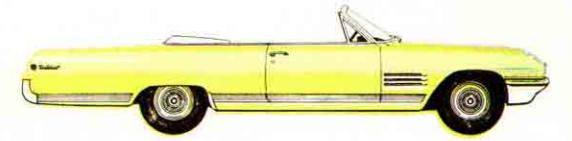
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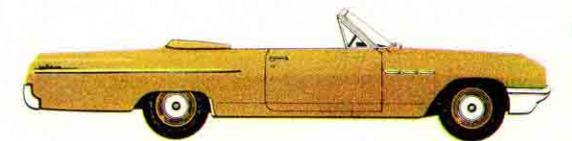
## CONVERTIBLES



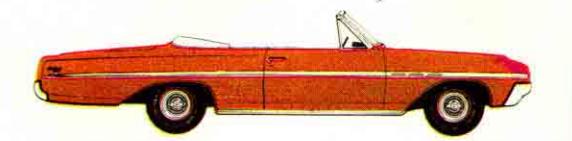
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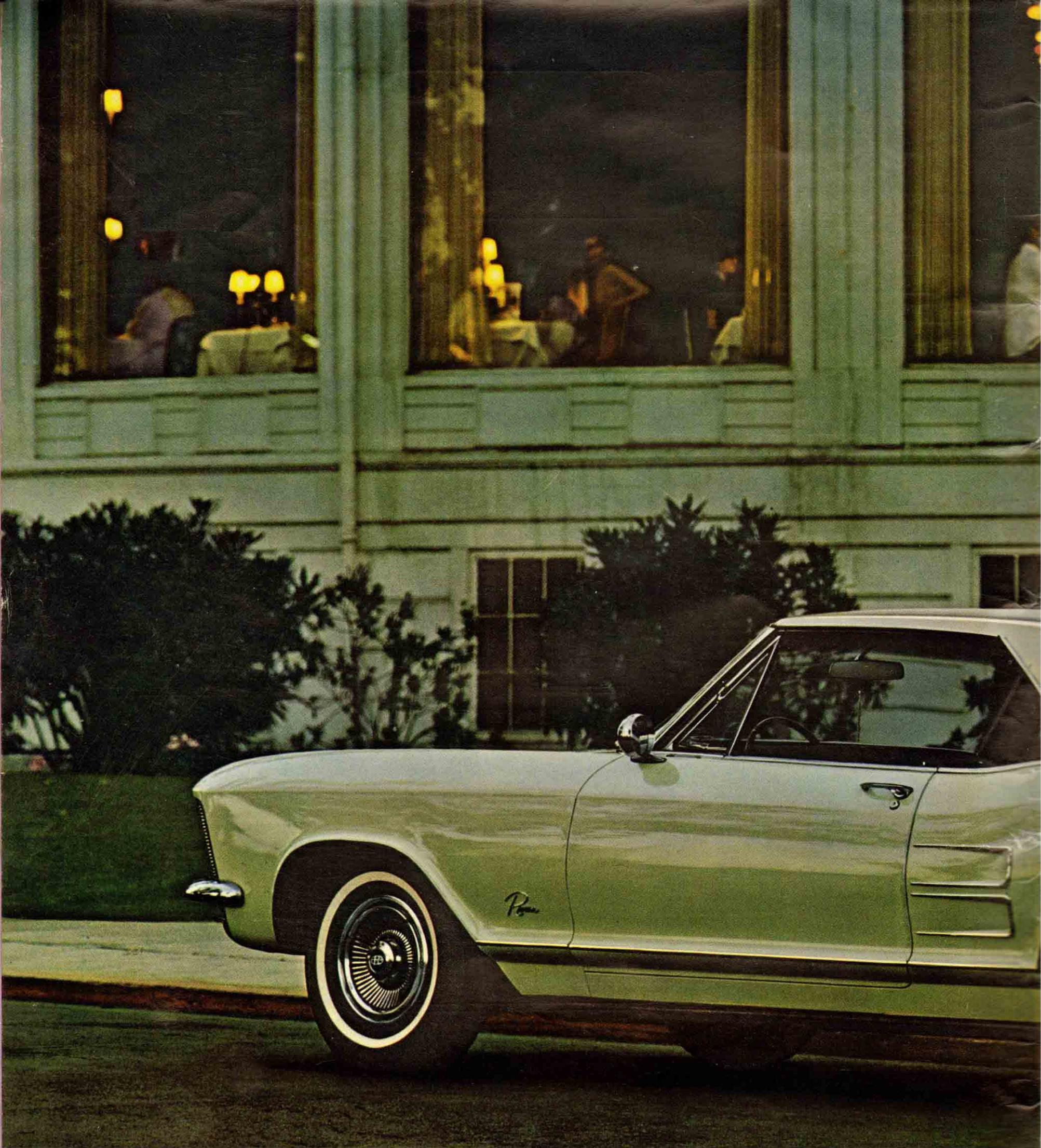
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A REAL OCCASION: SUPPER AT DEL CORONADO—CORONADO, CALIF.

This is the **Riviera** by Buick

Take a good look at yourself. This may be just the car you need. Thousands who own them say, "Take away anything but my Riviera." It's easy to become addicted to this one. Adventure, you know, is a car called Riviera.

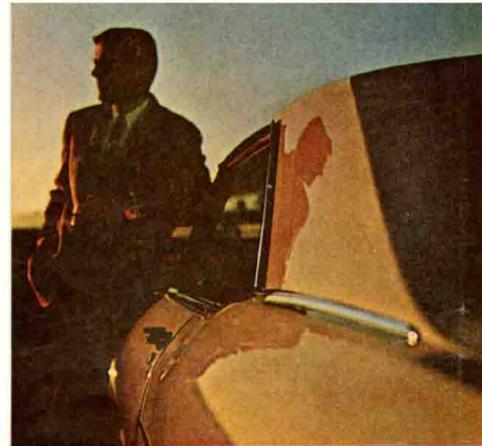
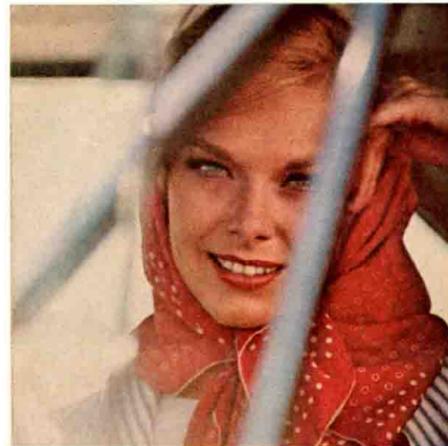


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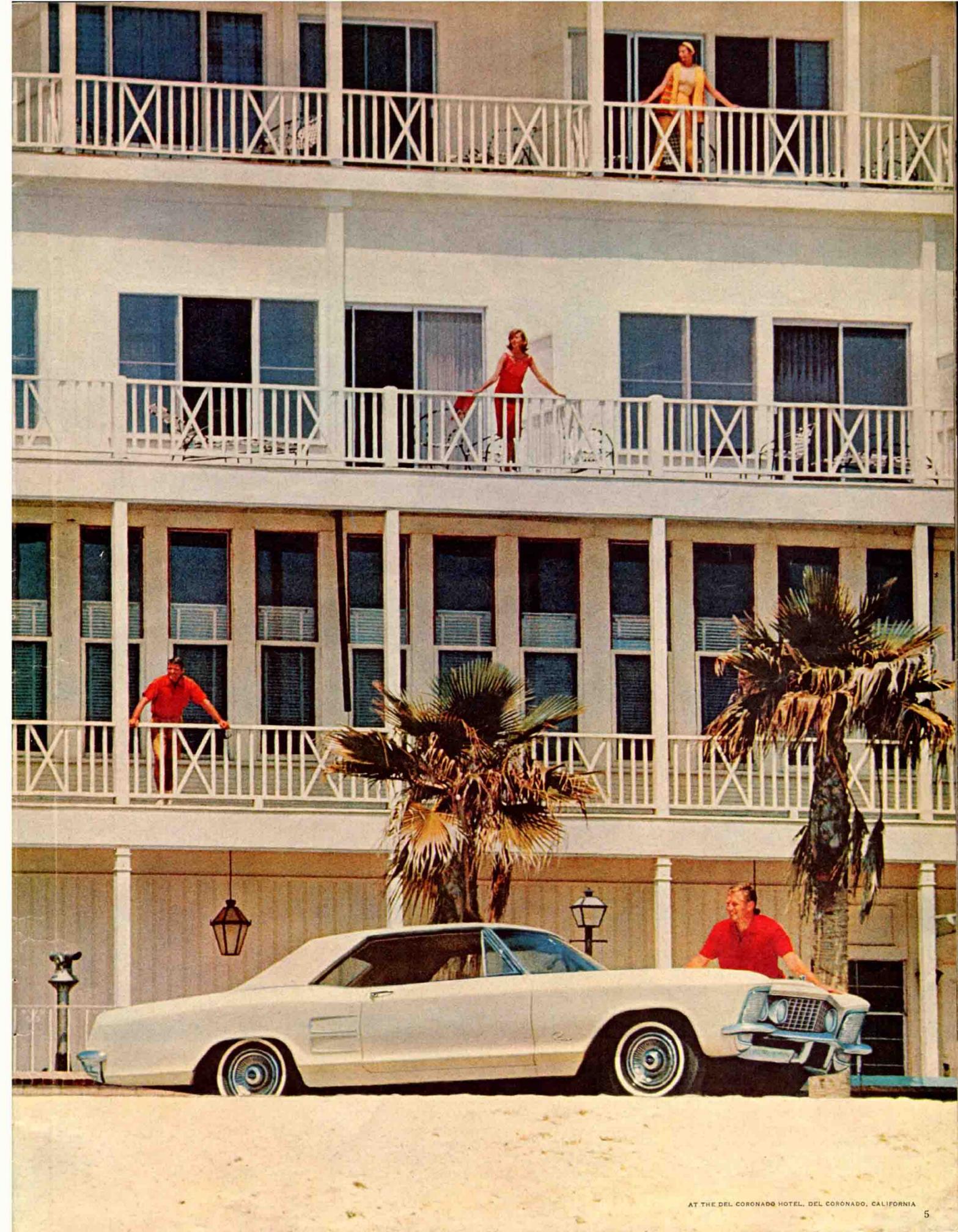
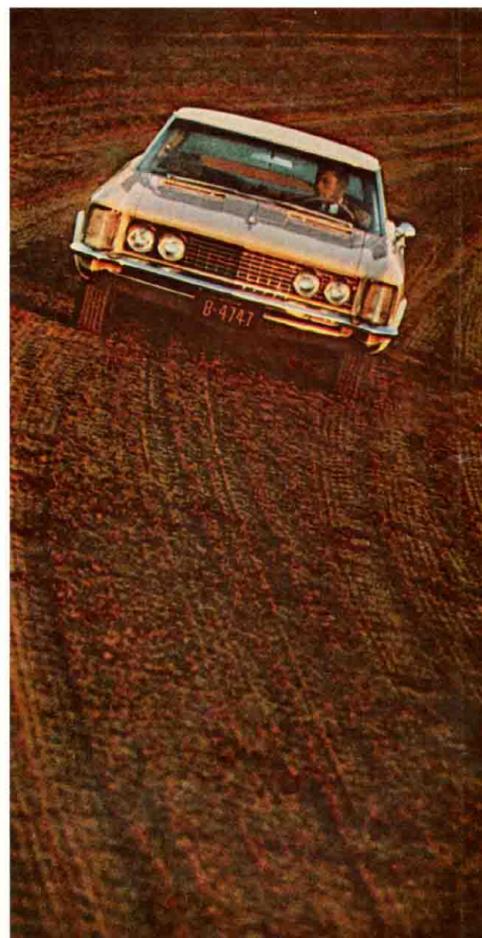


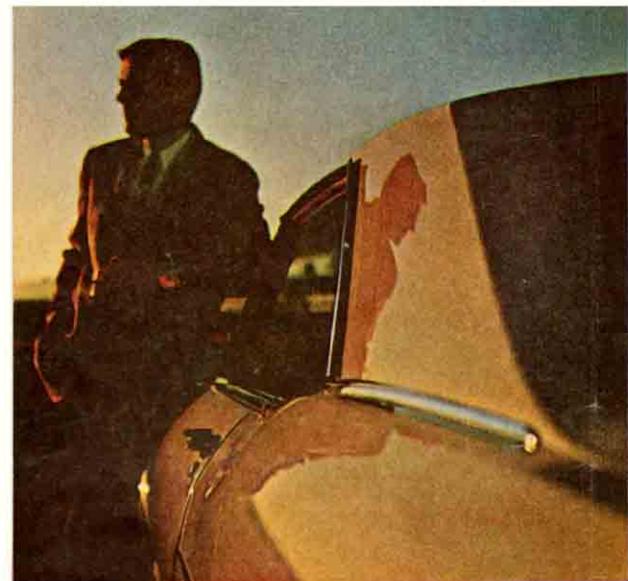
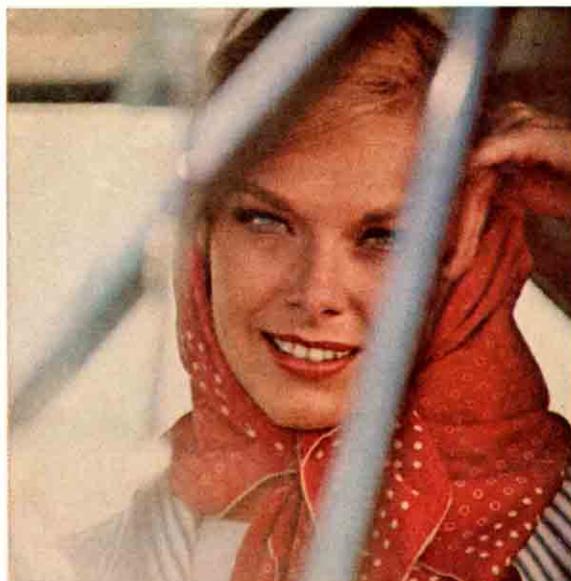
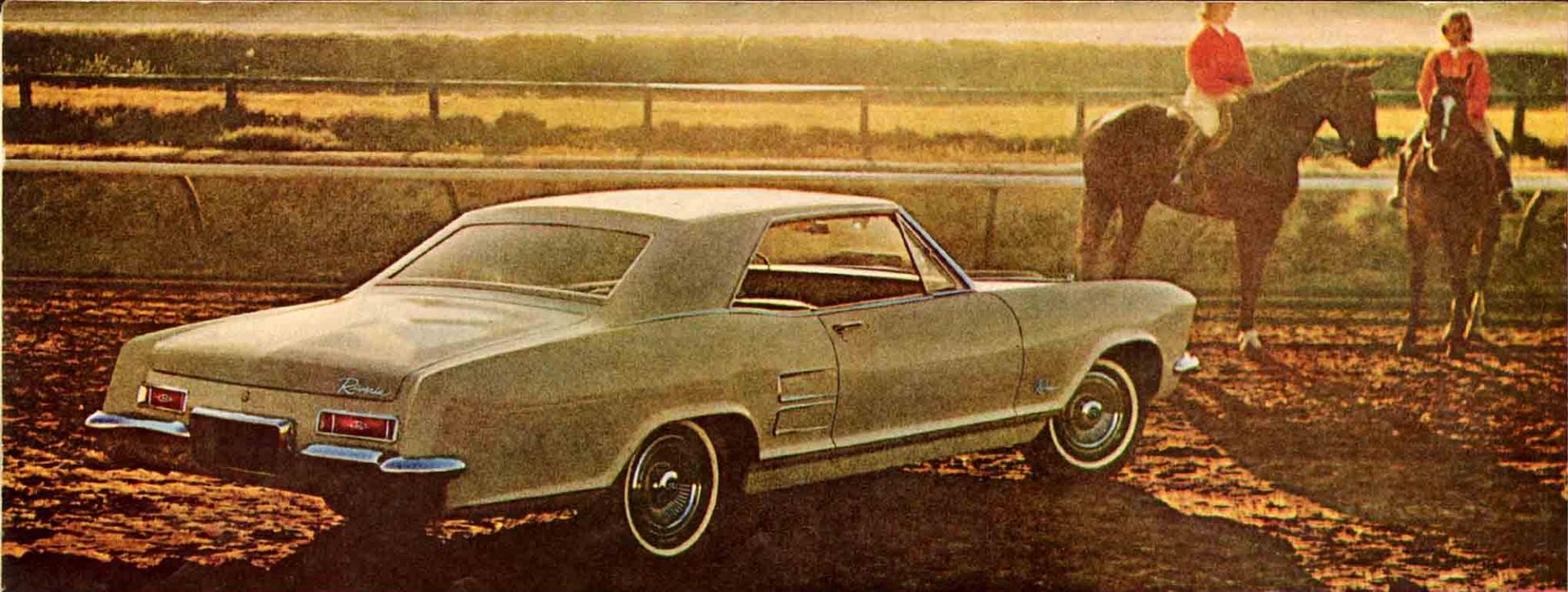
TAKE A GOOD LOOK AT YOURSELF. THIS MAY BE JUST THE CAR YOU NEED. THOUSANDS WHO OWN THEM SAY, "TAKE AWAY ANYTHING BUT MY RIVIERA." IT'S EASY TO BECOME ADDICTED TO THIS ONE. ADVENTURE, YOU KNOW, IS A CAR CALLED RIVIERA.



**RIVIERA COMES EQUIPPED WITH THE FOLLOWING AT NO EXTRA COST:**

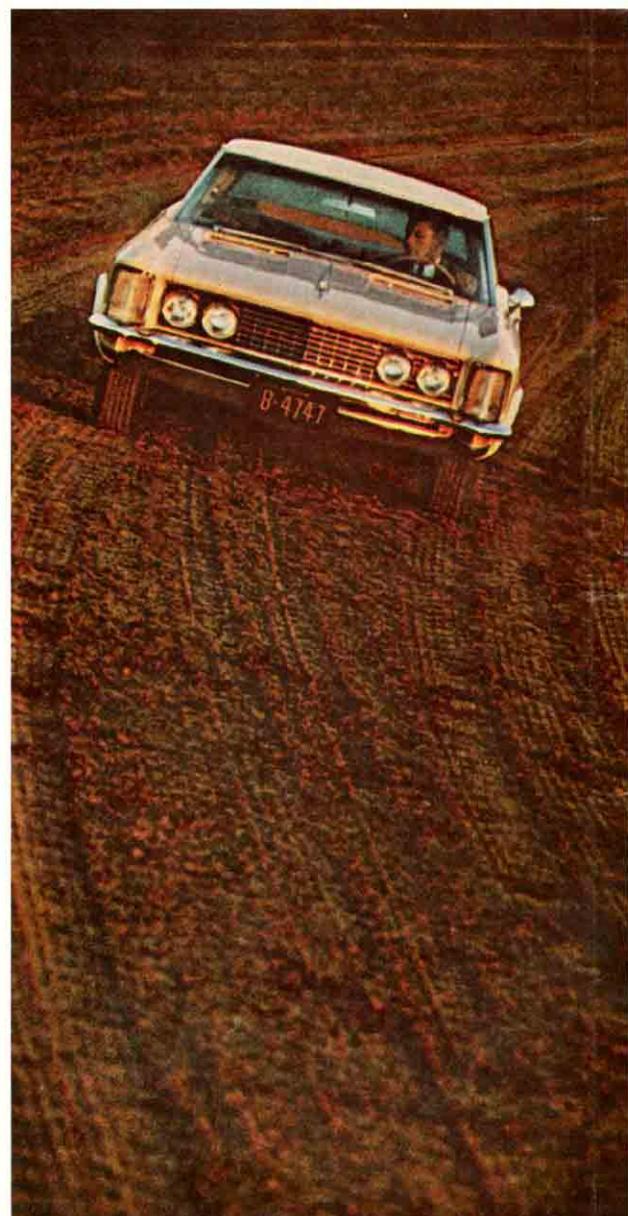
Super Turbine "400" Transmission □ 340 Horsepower Wildcat 465 Engine □ Easy Power Steering □ Power Brakes □ Windshield Washer □ 2-speed Electric Wipers □ Back-Up Lights □ Glare-Proof Mirror □ Parking Brake Signal Light □ Safety Buzzer □ Map Light □ Electric Clock □ Deluxe Steering Wheel □ Automatic Trunk Light □ License Plate Frame □ Aluminum Front Brake Drums □ Full-flow Oil Filter □ Re-usable Air Cleaner Element □ StepOn Parking Brake □ Instrument Panel Safety Pad □ Directional Signals □ Trip Mileage Indicator □ Glove Compartment Light □ Smoking Set □ Rear Seat Ash Trays □ Dual Sun Shades □ Magic Mirror Finish □ Dual Arm Rests—Front and Rear □ Door-Operated Courtesy Light □ Five 7.10 x 15 Tubeless Tires □ Deep-Pile Carpeting □ Dual Horn □ Full 15-inch Wheels □ Single-Key Locking System □ Single, Transverse Muffler □ Foam-Padded Bucket Seats—Front and Rear □ Crank-Operated Window Vents □ Center Console □ Console-Mounted Selector Lever □ Dual Exhausts □ Delcotron Generator □ 6,000 Mile Lubed Front Suspension System □ Self-adjusting Brakes □ Instrument Panel Lower Safety Pad □ Positive Crankcase Ventilation





**RIVIERA COMES EQUIPPED WITH THE FOLLOWING AT NO EXTRA COST:**

Super Turbine "400" Transmission □ 340 Horsepower Wildcat 465 Engine □ Easy Power Steering □ Power Brakes □ Windshield Washer □ 2-speed Electric Wipers □ Back-Up Lights □ Glare-Proof Mirror □ Parking Brake Signal Light □ Safety Buzzer □ Map Light □ Electric Clock □ Deluxe Steering Wheel □ Automatic Trunk Light □ License Plate Frame □ Aluminum Front Brake Drums □ Full-flow Oil Filter □ Re-usable Air Cleaner Element □ Step-On Parking Brake □ Instrument Panel Safety Pad □ Directional Signals □ Trip Mileage Indicator □ Glove Compartment Light □ Smoking Set □ Rear Seat Ash Trays □ Dual Sun Shades □ Magic Mirror Finish □ Dual Arm Rests—Front and Rear □ Door-Operated Courtesy Light □ Five 7.10 x 15 Tubeless Tires □ Deep-Pile Carpeting □ Dual Horn □ Full 15-inch Wheels □ Single-Key Locking System □ Single, Transverse Muffler □ Foam-Padded Bucket Seats—Front and Rear □ Crank-Operated Window Vents □ Center Console □ Console-Mounted Selector Lever □ Dual Exhausts □ Delcotron Generator □ 6,000 Mile Lubed Front Suspension System □ Self-adjusting Brakes □ Instrument Panel Lower Safety Pad □ Positive Crankcase Ventilation







These are the surroundings into which the Riviera invites you. Soft, foam-padded bucket seats, front and rear. Available in your choice of two luxurious vinyls (one at no extra cost, the other featuring exceptional smoothness and suppleness as a custom option), or a handsome combination of watered silk and leather-grained vinyl. Right at the driver's finger-tips between the front seats is an elegant console containing storage space, ash tray, cigarette lighter and, most importantly, the Super Turbine "400" transmission selector lever with an illuminated indicator. A beautifully styled instrument panel, rich carpeting and splendid appointments complete the luxury effect.





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IN THE BACKGROUND:  
MATSON LINES' SLEEK NEW "MONTEREY"



Illustrated: The Electra 225 4-door, 6-window pillarless sedan

IT'S HOME ON WHEELS TO ALL MANNER OF IMPORTANT PEOPLE. THEY LIKE LUXURY, AND FIGURE THEY'RE ENTITLED TO IT. YOU'RE JUST AS ENTITLED TO IT AS THEY ARE. THIS IS A NICE WAY TO DO THE SIMPLE THINGS . . . SPLENDIDLY.

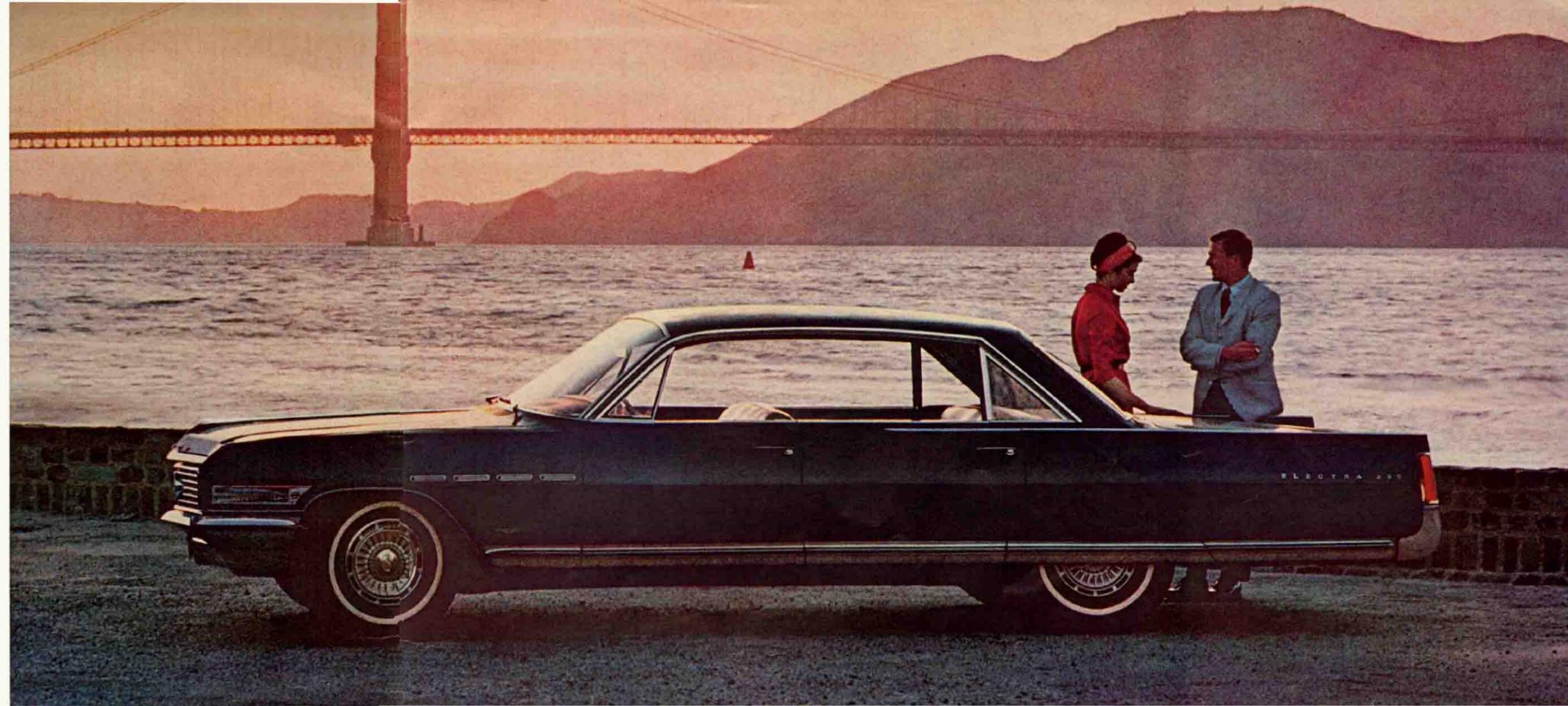


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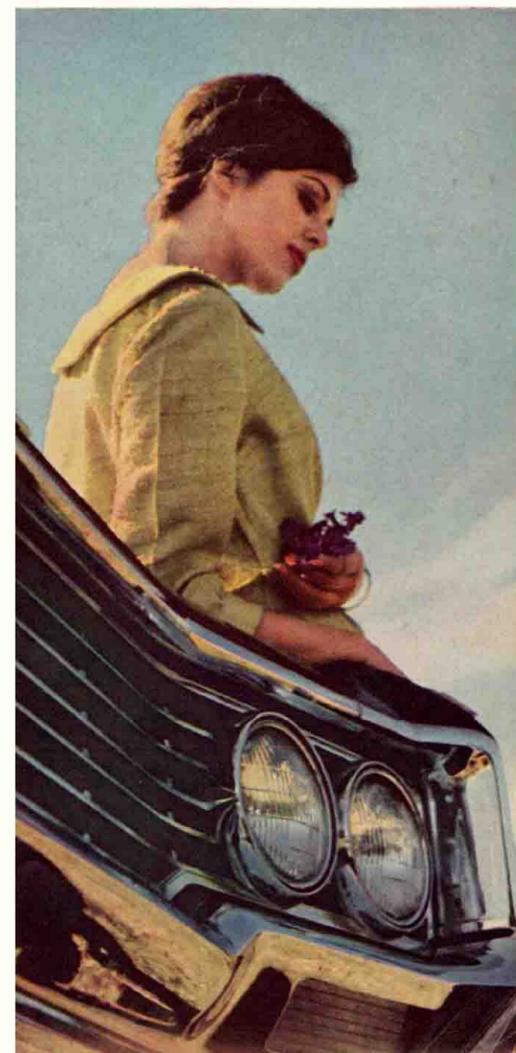


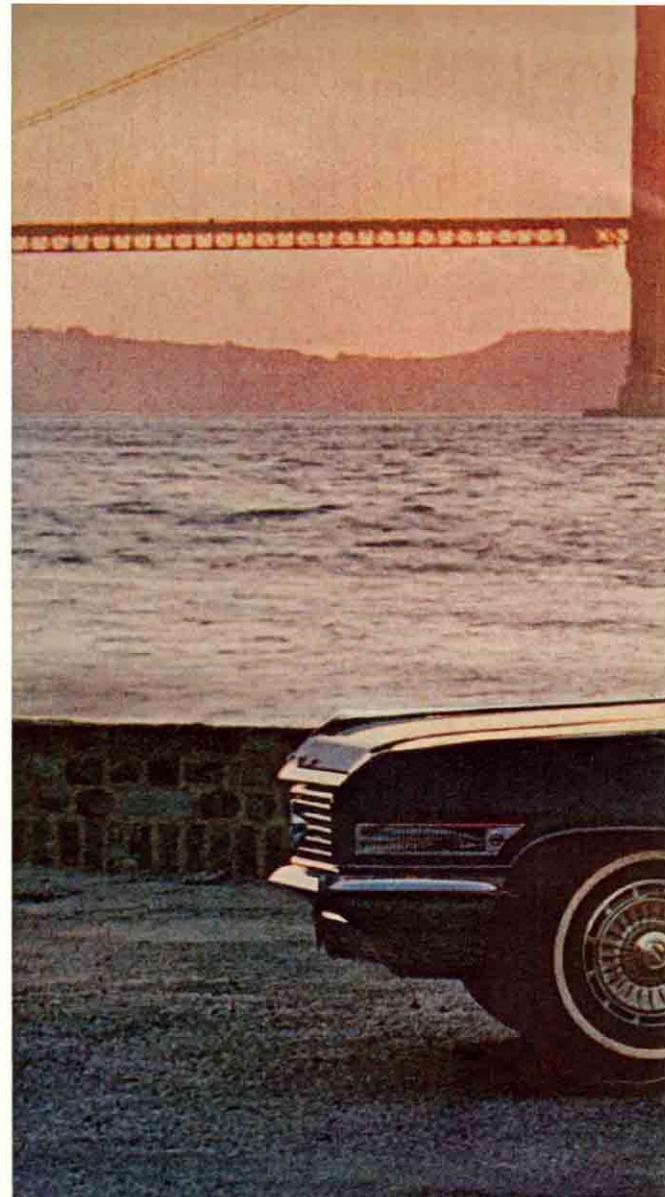
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**Electra 225 comes equipped with the following at no extra cost:**

- Super Turbine "400" Transmission
- 325 Horsepower Wildcat 445 Engine
- Easy Power Steering
- Power Brakes
- Windshield Washer
- Dual-Speed Electric Windshield Wipers
- Foam-padded Seats—Front and Rear
- Electric Clock
- License Plate Frame
- Deluxe Steering Wheel
- Automatic Trunk Light
- Aluminum Front Brake Drums
- Full-flow Oil Filter
- Re-usable Air Cleaner Element
- StepOn Parking Brake
- Crank-Operated Front Window Vents
- Two-way Power Seat (Convertible Only)
- Instrument Panel Safety Pad
- Trip Mileage Indicator
- Safety Buzzer
- Map Light
- Glove Compartment Light
- Smoking Set
- Rear Seat Ash Trays
- Dual Sun Shades
- Magic Mirror Finish
- Dual Arm Rests—Front and Rear
- Door-Operated Courtesy Lights
- Five 8.00 x 15 Tubeless Tires
- Deep-pile Carpeting
- Carpet on Door Trim Pads (Except Convertible)
- Super Deluxe Wheel Covers
- Single, Transverse Muffler
- Dual Horns
- Full 15-inch Wheels
- Directional Signals
- Single-key Locking System
- Glare Proof Mirror
- 6,000 Mile Lubed Front Suspension System
- Delcotron Generator
- Self-adjusting Brakes
- Positive Crankcase Ventilation
- Power Windows (Convertible Only)

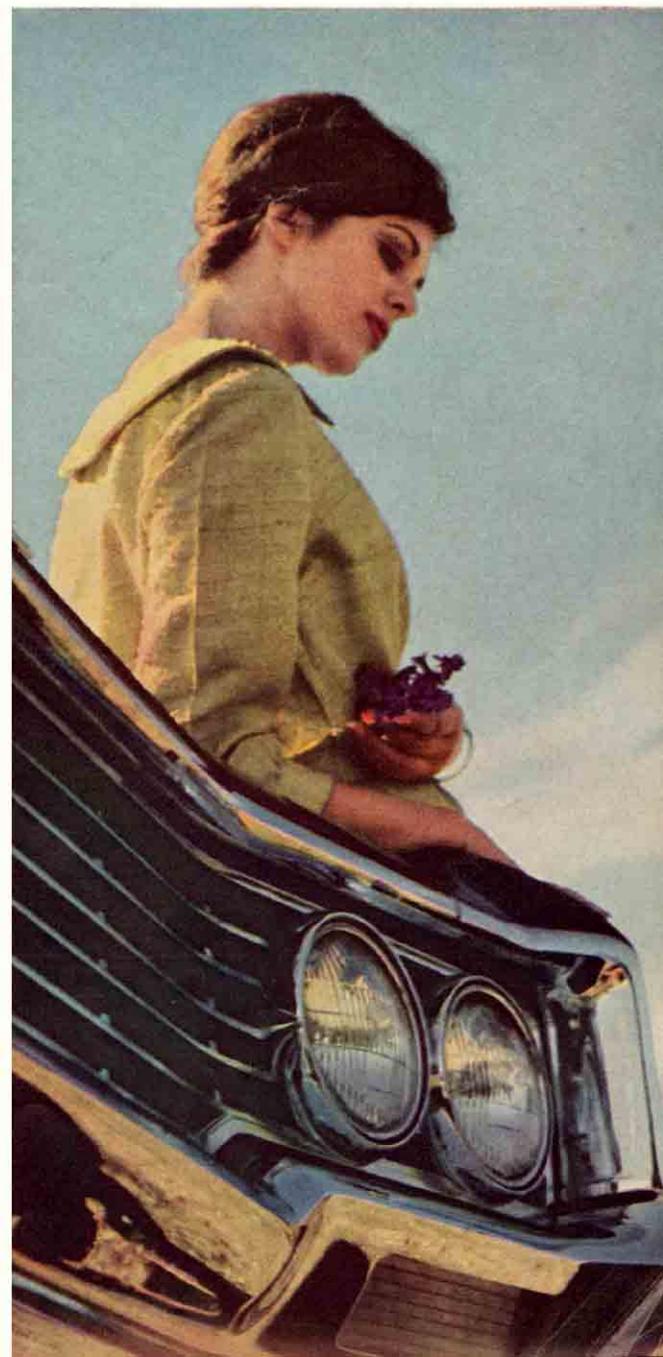
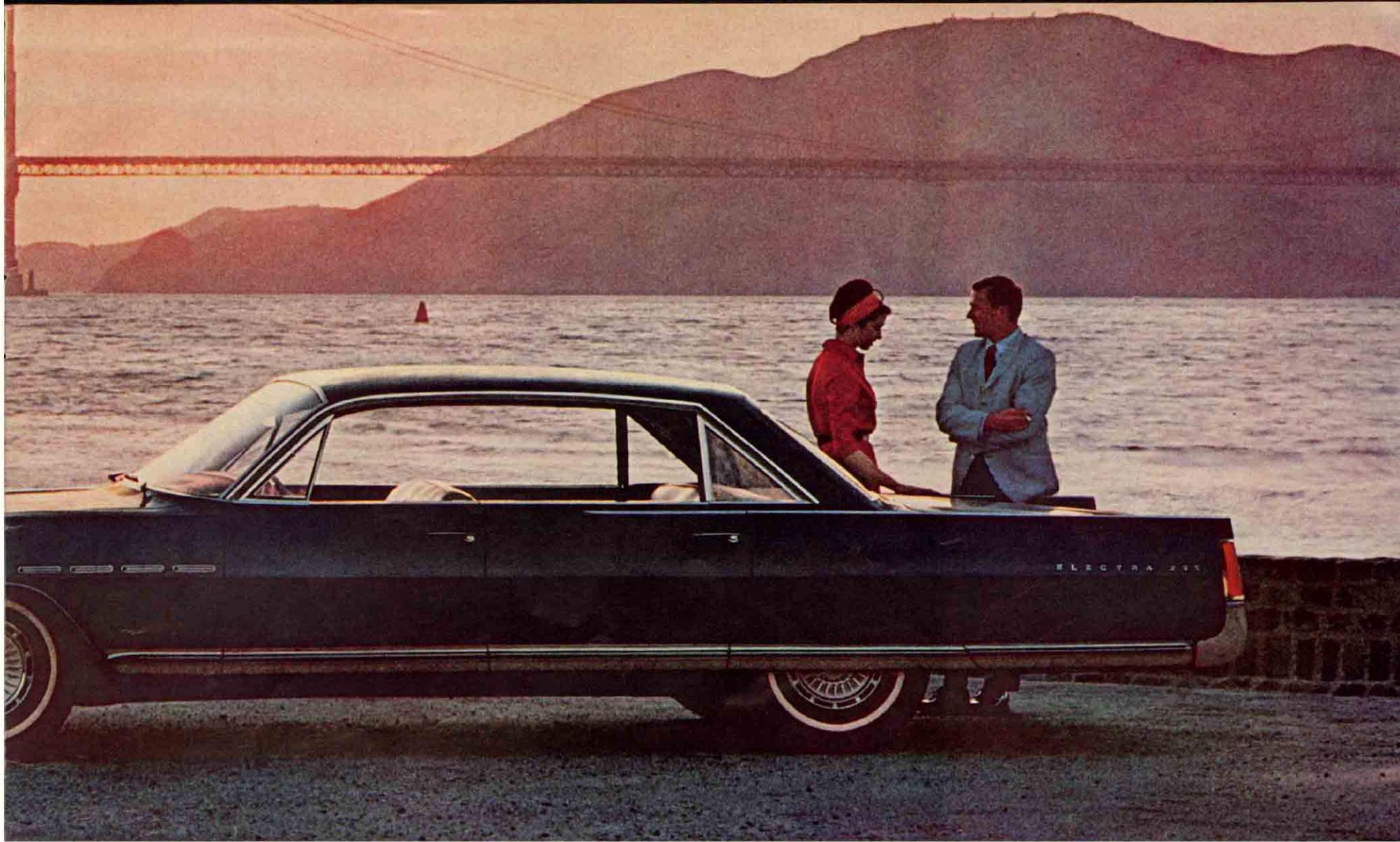




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Fabrics for the Electra 225 interiors are chosen with the greatest care. This rich brocade is a good example. It's the kind of quality you'd expect to find only in the finest furniture, but with an extra measure of durability to stand up to automotive use. Notice the pull-down arm rest in the rear of this Electra 225 4-door, 6-window pillarless sedan. You'll find one in the front, too, in custom-trimmed models. The carpeting underfoot is soft as a dream.





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**THE ELECTRA 225 4-DOOR SEDAN.** See how the beautiful sweep of bright metal along the lower body plus new rear fender skirts accentuate the brilliance of the 4-door sedan. Like all Electra 225's, this model comes equipped with power brakes and power steering.

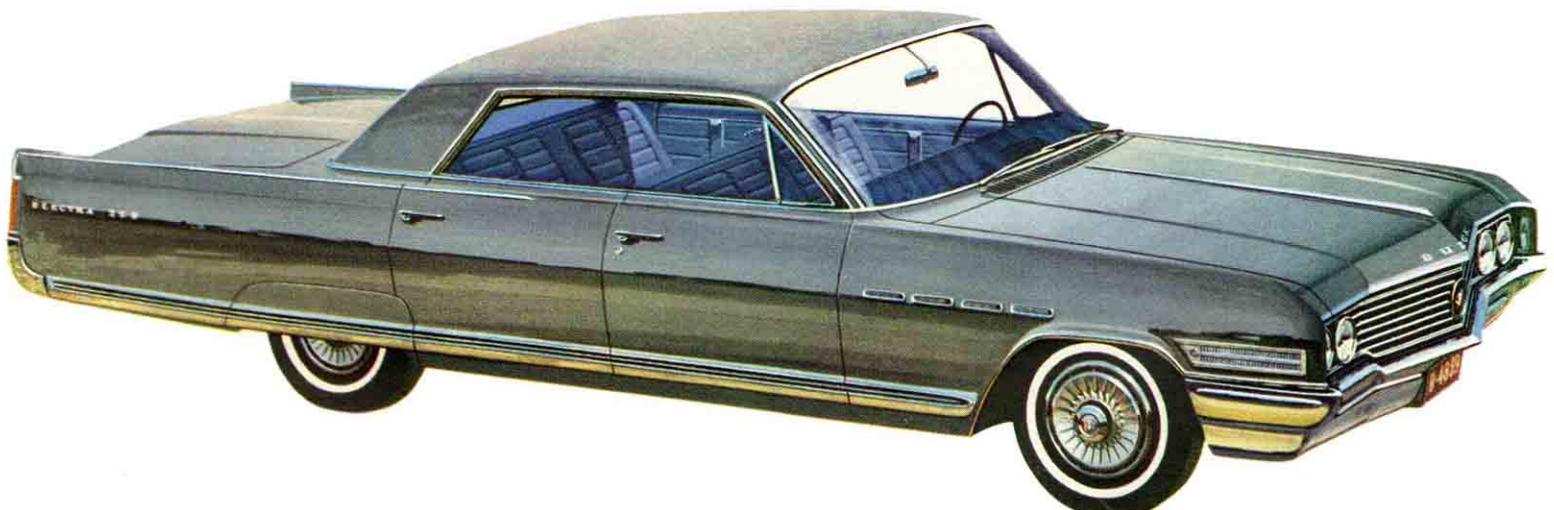
**THE ELECTRA 225 2-DOOR SPORT COUPE.** For dashing good looks, it's hard to find a peer to this Electra 225 Sport Coupe. Footloose owners will find the cavernous trunk especially to their liking. It takes a mighty load to fill this one. The smoothness of Super Turbine 400 transmission comes at no extra cost in this and all Electra 225's.

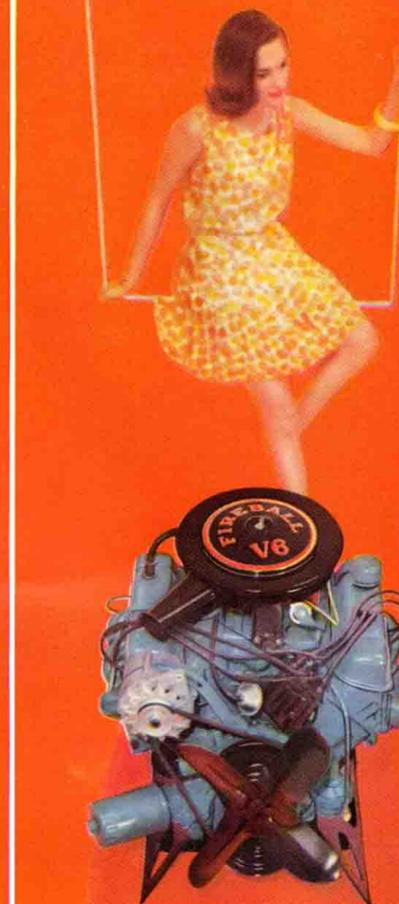
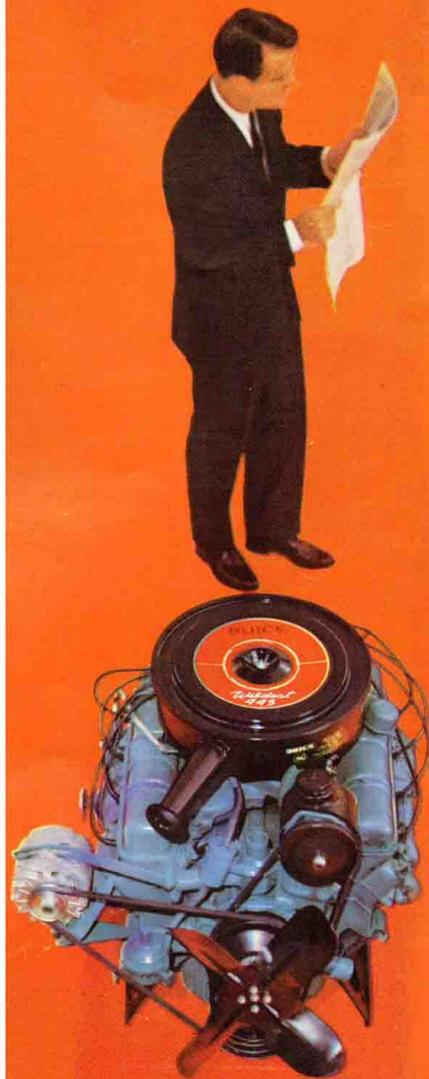
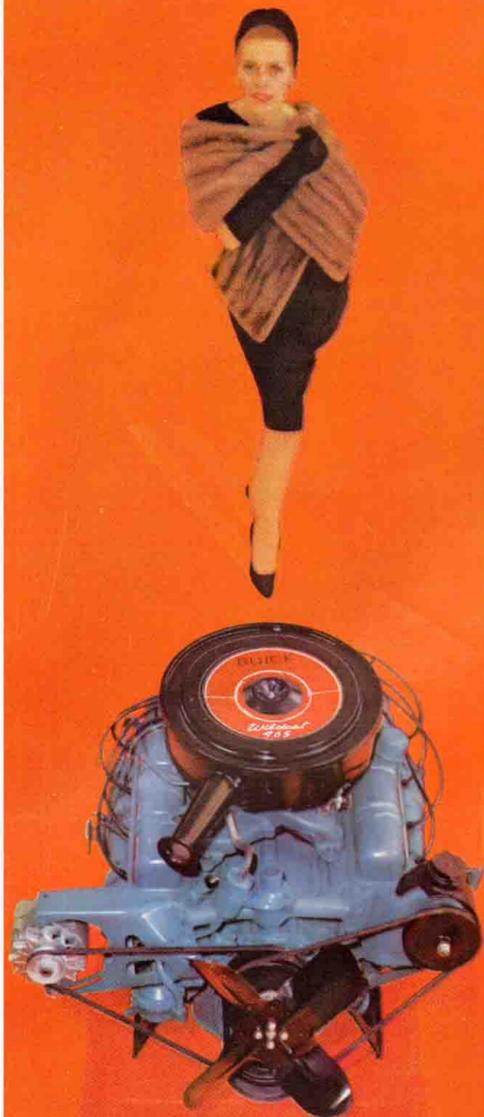


**THE ELECTRA 225 CONVERTIBLE.** Here is the sweetheart of the Electras. It comes equipped with beautiful full-width leather and vinyl seats or you can choose bucket seats in the same materials. Power windows are yours at no extra cost in this Electra 225 convertible.

(Left) Picture yourself in the comfort and luxury of this Electra 225 custom convertible interior. Bucket seat backs and cushion inserts are faced in genuine, top-grain leather available in a variety of attractive shades keyed to the exterior color of the car. Between the front bucket seats is a handy storage console that can hold a remarkable variety of travel needs. The rear seat speaker is optional at extra cost.

**THE ELECTRA 225 4-DOOR HARDTOP.** The Electra 225 models have their own distinctively-styled grille for 1964. Heavy die-cast chrome bars span the distance between the headlights with the elegant Buick tri-shield in the center as the finishing touch. Power? Wildcat 445 naturally.





**These are the Buick engines. There are six in all, every one a champion. There's a blend of performance and economy to suit almost any desire or budget.**

**SUPER WILDCAT.** Strictly tailored to meet the demands of the performance lovers, this Super Wildcat is a 425 cubic inch engine with two four-barrel carburetors and high-performance camshaft. The horsepower is 360. Available as extra-cost equipment on Riviera, Electra 225 and Wildcat models, this mighty engine belongs among the kings of the road. Even at highway speeds it's merely loafing along. What's more, it gives you a big reserve of power to counter any emergency.

**WILDCAT 465.** Here's another big, top-performing engine in the Buick Wildcat family. It's the 425 cubic inch Wildcat 465 equipped with single four-barrel carburetor. The big piston displacement plus a high-lift camshaft give it extraordinary dash on acceleration plus an easy, well-paced gait at cruising speeds. Horsepower is rated at 340. This engine is regular equipment on Riviera, optional on Electra 225, Wildcat and LeSabre Estate Wagons. Wonderfully quiet in operation, too.

**WILDCAT 445.** This is the engine that made Buick performance famous. The 401 cubic inch Wildcat 445 is rated at 325 horsepower while the compression ratio is 10.25 to 1. Electra 225, LeSabre Estate Wagons and Wildcat models come equipped with the Wildcat 445 at no extra cost. Actually, this engine is the design prototype for all the great Wildcat engines, now refined to a state of near perfection (but we always keep trying). Hard to find its equal for smoothness.

**WILDCAT 355.** Here's a newcomer to the Wildcat family—and it's great. It's a tremendous bundle of performance in a new lightweight package. The cubic inch displacement is 300 and with a 4-barrel carburetor it turns up a very respectable 250 horsepower. For maximum weight savings many parts are made of aluminum. This engine is optional in LeSabre, Skylark, Special Deluxe and Special models. Compression ratio is 11 to 1. It uses premium fuel but economy is good.

**WILDCAT 310.** Here's a high-spirited engine that subsists nicely on a diet of regular-grade fuel. It's the 300 cubic inch Wildcat 310 equipped with two-barrel carburetor. The compression ratio is 9 to 1. This engine comes at no extra cost on LeSabre models and is optional on Skylark, Special Deluxe and Special models. It's a fine combination of thriftiness and performance that puts new economy into the Buick LeSabre and new liveliness into the trim-size Skylark and Specials.

**FIREBALL V6.** Behold Buick's revolutionary V6 engine—now bigger and better than ever in 1964. Both bore and stroke of this remarkable engine have been increased to raise the output to a full 155 horsepower. But the best news is economy. All of the V6's top regular-gas economy has been retained in the new edition to give you V8-like smoothness on a mere smidgin of regular gas. Skylark, Special Deluxe and Special models come equipped with the Fireball V6. □ □ □

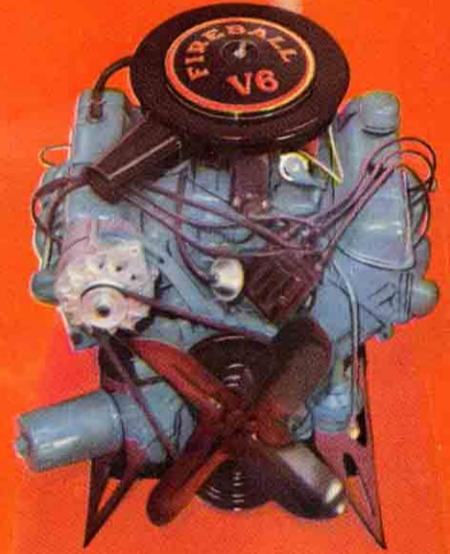
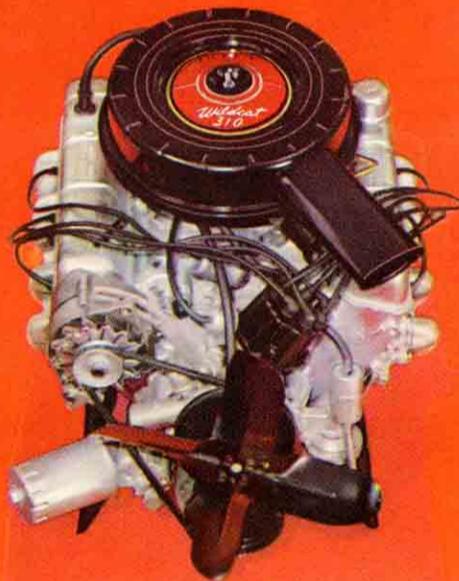
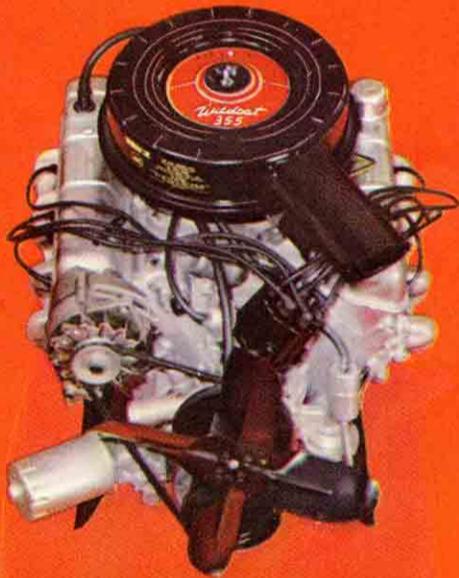
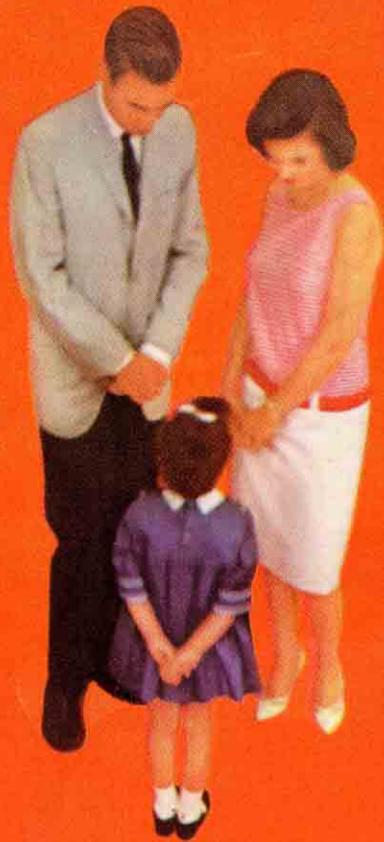


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Illustrated: The **Buick Wildcat Sport Coupe** with optional custom fabric roof cover and optional "Formula Five" chrome-plated steel wheels.

This is the Buick **WILDCAT!** The regular engine is 325 horsepower with options up to 360. This should suggest something to you about Wildcat performance. Fifteen minutes at the wheel will suggest a lot more. Fun lovers of the world may now rally 'round.