

1996 ROADMASTER

b y B u i c k



Spacious luxury in a superior full-size car.

The way to measure a Roadmaster is simply to realize it is more luxury. Its 5.7-litre V8 engine makes it one of the most powerful American luxury cars on the road. Full of large-scale power, comfort and safety, this 1996

Roadmaster is every inch an example of traditional luxury and value.



The roomy Roadmaster Estate Wagon may well be the most luxurious wagon in the world.



*Cover Caption:
Roadmaster Sedan's DynaRide® suspension and Seat Comfort Team-designed orthopedically sensitive seats will smooth out long and short trips.*

The stunning 1996 Roadmaster Collector's Edition—powerful in appearance and comfortably imposing—this 1996 Roadmaster Sedan is shown with 15-inch wheel covers.

R O A D M A S T E R

Quality, comfort and luxury magnified.



Your 1996 Roadmaster Collector's Edition is big on comfort, big on responsive power and big on safety engineering, with a remarkably generous list of amenities and conveniences. Your safety is enhanced by the full-frame construction, steel side door beams, dual air bags and anti-lock brakes. Other standard features include ETR® AM-FM stereo with cassette player and clock, and a 260-horsepower 5.7-litre V8.



The Roadmaster Collector's Edition has an expansive interior that includes analog instrumentation grouped for clarity and ease of vision.



Available rearview mirror has automatic day/night dimming and integrated front-seat reading lights.



Roadmaster's 260-horsepower 5.7-litre V8 is another powerful reason one feels such confidence in this comfortable car.



Available leather-surfaced driver and passenger heated seats neutralize the effects of chilly days.



For additional information about 1996 Buicks, complete and mail this postage-paid card or call 1-800-4A-BUICK.

NAME (Mr./Mrs./Ms.) _____

ADDRESS _____

CITY, STATE, ZIP _____

PHONE () _____

(Day/Evening)



Please help us to better understand your automotive needs by completing the brief survey below:

When do you plan to purchase your next vehicle? _____ (Months)

Which vehicle are you planning to replace?

MAKE _____ MODEL _____ YEAR _____

Which vehicle are you considering for your next purchase?

MAKE _____ MODEL _____

How often do you replace your vehicles? _____ (Years)

If you currently own a Buick, from what dealer did you purchase it?

NAME _____

Would you like to continue to work with this dealership?

Yes No



Indicate what additional Buick information you would like.

1996 Quality/Safety Brochure. 1996 Leasing Brochure.

Visit Buick on the Internet at <http://www.buick.com>

RMNA

"Comfort and space are the prime Roadmaster attributes. Soft springs and the natural ability of a separate body/chassis design to isolate occupants from road noises make Roadmaster superb long-distance runners."

—Road & Track, Car Buyer's Guide 1994

SPECIFICATIONS

Engine	
Type	5.7-litre SFI ⁽¹⁾ V8
Horsepower	260 @ 5000 rpm
Torque	330 @ 2400 rpm

Towing	
5.7-litre V8	2.93 final drive ratio ⁽²⁾
	5,000 maximum gross trailer rate (lbs) ⁽³⁾⁽⁴⁾

- (1) Sequential-port fuel injection.
- (2) Included in required Trailer Towing Package (V92).
- (3) When properly equipped. Includes weight of trailer, cargo, passengers and equipment. All towing recommendations are subject to change. Check with your Buick dealer for the latest information. Trailer tongue load should be 10% of the maximum trailer weight but should not exceed the load rating specified for that vehicle, engine or hitch combination.
- (4) Requires Class II frame-mounted trailer hitch.



Capacity	Sedan	Wagon
Trunk, cu ft	21.0	—
Max. cargo, cu ft	—	92.4*
Fuel tank, gal	23.0	21.0
Base curb weight, lbs	4,211	4,563

*Measured to back of front seat

Dimensions (inches)		
Length	215.8	217.5
Width	78.1	79.9
Height	55.9	60.3
Wheelbase	115.9	115.9
Front tread	61.7	62.1
Rear tread	60.7	64.1

Interior (inches)	front/rear	front/rear
Legroom	42.1/38.9	42.3/37.3
Headroom	39.2/38.6	39.6/39.4
Shoulder room	63.3/63.3	63.4/63.5
Hip room	56.9/56.9	56.9/57.1

STANDARD AND AVAILABLE EQUIPMENT*

(S) standard; (A) available	Sedan	Estate Wagon	Limited Sedan
Safety			
Air bags – driver and right front-seat passenger (SRS**)	S	S	S
Brakes – anti-lock, power front disc/rear drum	S	S	S
Safety belts – front-seat outboard lap/shoulder belt system, cinching	S	S	S
Safety belts – rear-seat outboard lap/shoulder belts, cinching	S	S	S
Security cover – rear storage area	—	S	—
Security locks – rear-door, child	S	S	S
Theft-deterrent system – PASS-Key® II with starter interrupt	S	S	S
Mechanical			
Battery – heavy-duty	S	S	S
Cruise control – electronic	S	S	S
Engine – 5.7-litre SFI V8	S	S	S
Exhaust system – stainless steel, dual exhaust	S	S	S
Heating and cooling – heavy-duty transmission	A	A	A
Remote keyless entry (includes illuminated entry)	A	A	S
Steering – variable effort with steering dampener	—	S	S
Suspension – DynaRide®	S	—	S
Suspension – heavy-duty	—	S	—
Suspension – automatic level control	A	A	A
Suspension – limited-slip differential	A	A	A
Tailgate – 2-way, manual	—	S	—
Transmission – electronically controlled 4-speed automatic with overdrive	S	S	S
Wipers – 2-speed with low-speed delay	S	S	S
Wipers – rear-window with washer	—	S	—
Interior			
Air conditioning – CFC-free	S	S	S
Air conditioning – electronic touch climate control	S	S	S
Armrest – front-seat storage with dual cup holders	S	A	S
Carpet savers – front and rear (snap-down front)	S	A	S
Defogger – electric, rear-window	S	S	S
Defogger – front and side window outlets	S	S	S
Door locks, memory – automatic, programmable	A	A	S
Door locks – automatic, power	S	S	—
Head restraints – 6-way, front	—	—	S
Hood ornament – Collector's Edition	S	S	S
Instrumentation – analog gauge cluster includes speedometer, odometer, trip odometer, and temperature and fuel gauges	S	S	S
Lights – door courtesy and warning	S	S	S
Lights – front-seat reading (integral with rearview mirror)	S	S	S
Mirror, inside rearview – automatic dimming with integral reading lights	A	A	S
Mirror, inside rearview – day/night with integral reading lights	S	S	—
Mirrors, visor vanity – cloth-covered, driver and passenger	S	S	—
Mirrors, visor vanity – lighted, driver and passenger	A	A	S
Recliners – electric seatback, driver and passenger	—	—	S
Recliners – manual seatback, driver and passenger	S	S	—
Seat – third, rear-facing, vinyl	—	S	—
Seats – 6-way power, driver and passenger	A	A	S
Seats – cloth 55/45 with armrest	—	S	—
Seats – cloth 55/45 with storage armrest	S	A	—
Seats – cloth, up-level, split-frame design with front and rear storage armrests	—	—	S
Seats – leather/vinyl 55/45 with front-seat storage armrest	A	A	A
Steering column – TILT-WHEEL™ adjustable	S	S	S
Storage compartments – front- and rear-door, lower, built-in	S	S	S
Storage compartments – lockable, concealed	—	S	—
Storage pockets – front seatbacks	S	S	S
Storage tray – instrument panel pull-out	S	S	S
Tire – full-size spare	A	A	A
Trunk convenience net – single-function	S	—	S
Trunk release – electric, remote	S	—	S

CONTINUED

(S) standard; (A) available	Sedan	Estate Wagon	Limited Sedan
Vista roof – with tinted glass	—	S	—
Vista shade	—	S	—
Exterior			
Glass – Solar-Ray® solar-control windshield	A	S	A
Luggage rack – integral with Vista roof	—	S	—
Mirrors, outside rearview – deluxe, body-color, folding, left remote and right manual	S	S	—
Mirrors, outside rearview – electric, folding, left and right heated and remote	A	A	S
Tires – P225/75R15 steel-belted, radial-ply, all-season whitewall	—	S	—
Tires – P235/70R15 steel-belted, radial-ply, all-season whitewall	S	—	S
Top – Landau vinyl	A	—	A
A) Wheelcovers – 15" deluxe	S	—	S
B) Wheels – 15" aluminum	A	S	A
C) Wheelcovers – 15" custom, locking, wire	A	A	A
Windows – power with driver "express down" and "passenger lockout" feature	S	S	S
Woodgrain vinyl applique – Light Colonial Oak	—	S	—
Convenience Plus Features			
Delayed entry lighting; Reminder tones for ignition key, headlamps "on" and turn signal "on"	S	S	S

AUDIO SYSTEMS

	Sedan	Estate Wagon	Limited Sedan
Antenna – automatic power	A	S	S
Radio – ETR® AM-FM stereo with seek/scan, cassette player with auto reverse, automatic tone control clock	S	S	S
Radio – ETR® AM-FM stereo with seek/scan, combination cassette and compact disc players, automatic tone control and clock	A	—	A
Speakers – Concert Sound II (4)	S	S	S

OPTION PACKAGE EQUIPMENT

(SD) Luxury Package (SE) Prestige Package (Z27) Limited Estate Wagon	Sedan SD SE	Estate Wagon SD SE Z27	Limited Sedan SE
Antenna – automatic power	■ ■		
Armrest – front-seat storage		■ ■ ■	
Carpet savers – front and rear		■ ■ ■	
Door locks, memory – automatic, programmable, power	■	■ ■	
Headlamp control – Twilight Sentinel®		■ ■ ■	■
Lamps – cornering		■ ■ ■	■
Memory power driver's seat, heated on driver and passenger sides			■
Mirror, inside rearview – automatic dimming with integral reading lights	■	■ ■ ■	
Mirror, visor vanity – lighted, driver and passenger	■	■ ■	
Mirrors, outside rearview – electric, folding, heated left, left and right remote	■ ■	■ ■ ■	
Radio – ETR® AM-FM stereo with combination cassette and compact disc players, seek/scan, automatic tone control and clock	■ ■		■
Remote keyless entry	■	■ ■	
Seat – 6-way power, driver	■ ■	■ ■ ■	
Seat – 6-way power, passenger	■	■ ■	
Steering wheel – leather-wrapped (with SRS**)		■	
Tires – P235/70R15 steel-belted, radial-ply, all-season, self-sealing whitewall			■
Trunk pull-down – electric			■

*Partial listing only – see your Buick dealer for complete lists and details.
**Supplemental Restraint System

R O A D M A S T E R



Roadmaster Sedan



Roadmaster Limited Sedan



Roadmaster Estate Wagon

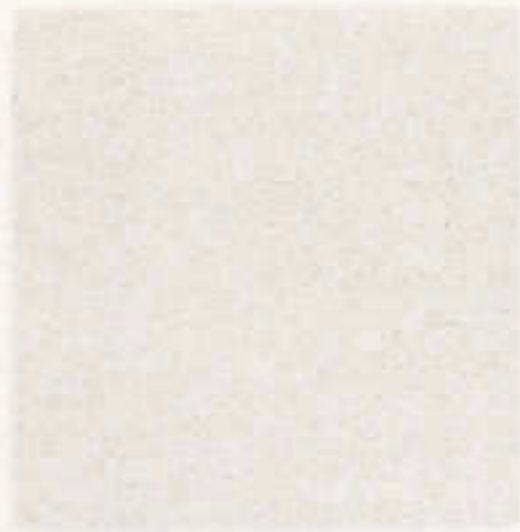


For a comprehensive color brochure showcasing the 1996 Roadmaster and all of our other Buick products call: 1-800-4A-Buick. Or, visit us on the Internet at: <http://www.buick.com>

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R O A D M A S T E R



Bright White (16)



Light Driftwood Metallic (33)



Platinum Gray Metallic (03)*



Dark Jadestone Metallic (18)



Light Adriatic Blue Metallic (36)



Adriatic Blue Metallic (30)



Ruby Red Metallic (72)*



Dark Cherry Metallic (77)



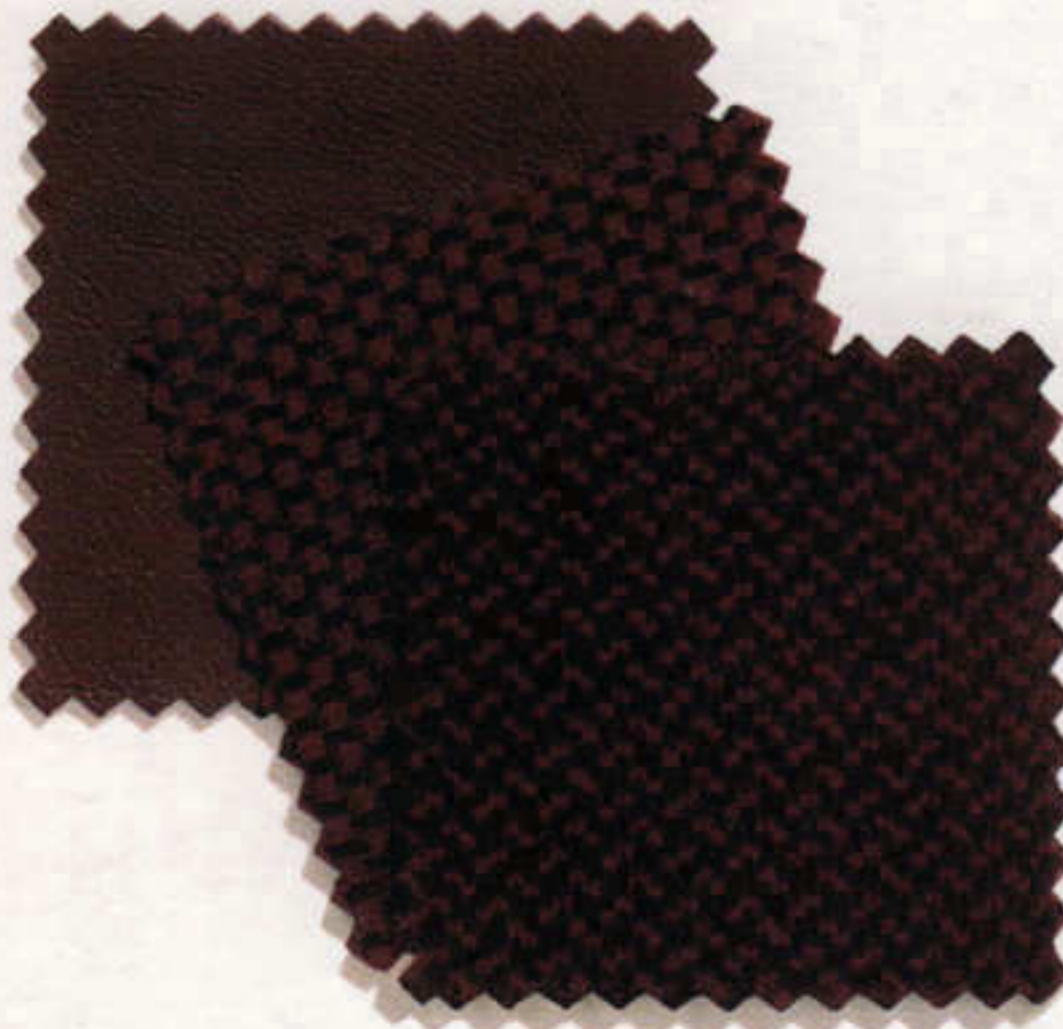
Black (41)

*Available on Sedan only.

COMPETITIVE ADVANTAGES

Products Compared	Roadmaster Sedan	Mercury Marquis GS	Ford Crown Victoria LX	Lincoln Town Car Executive Series
Horsepower @ RPM	260 @ 5000	190 @ 4250	190 @ 4250	210 @ 4250
Torque @ RPM	330 @ 2400	265 @ 3250	265 @ 3250	275 @ 3250
EPA Fuel Economy	17/26	17/25	17/25	17/25
Highway Range (miles)	598	500	500	500
Trunk Volume (cu. ft.)	21.0	20.6	20.6	22.3
Interior Volume (cu. ft.)	136.3	129.9	132.0	138.3
Anti-Lock Brakes	Standard	\$570*	\$570*	Standard

*Manufacturer's Suggested Retail Price as reported 12/1/95. Level of equipment varies. See your dealer for current prices and incentives.



SIERRA-GRAIN LEATHER
Adriatic Blue, Light Gray,*
Light Beige
Dark Ruby Red (shown)

GALLANT CLOTH
Adriatic Blue, Medium Gray,*
Medium Beige
Dark Ruby Red (shown)

PRESTWICK CLOTH
Adriatic Blue, Medium Gray,*
Medium Beige
Dark Ruby Red (shown)

*Available on Sedan only.



BUICK®
Official Sponsor of the
1996 U.S. Olympic Team