

Super performance and styling characterize the 1955 Buick Super. Its V-8 engine has 236 hp., an increase of 54 hp. over the 1954 model, and styling is completely new from front to rear.



The outstanding beauty of Buick interiors is exemplified in the two-door Roadmaster Riviera which features a gold floral design on a black, green or blue nylon background.



The trend toward a more compact front end appearance is shown by Buick with a recessed hood and wide-screen grille.

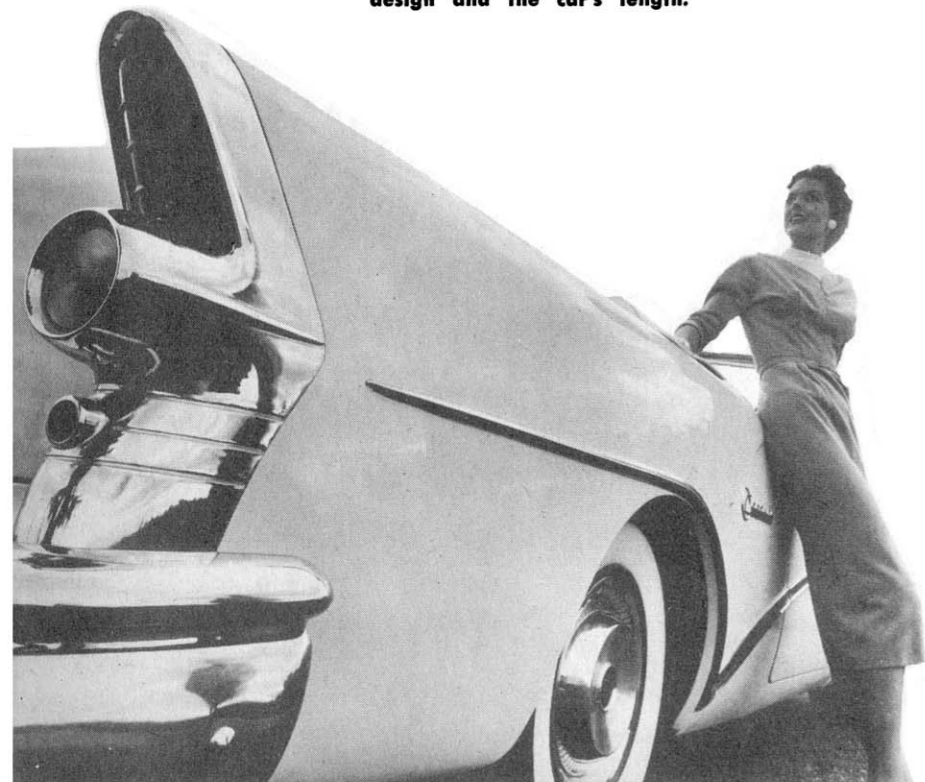
Buick for 1955

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More powerful V-8 engines and complete new styling from front to rear characterize the new Buick models

The graceful sweep of Buick's rear fender styling is shown in this low-angle camera shot which accentuates the beauty of the swept-back tail light design and the car's length.



BUICK'S presentation of new models features all-new styling and more powerful V-8 engines plus a revolutionary variable pitch Dynaflo transmission that greatly increases performance.

Stylewise, Buick offers a front end with wide-screen grille, rear fenders that give the trunk compartment a longer, lower silhouette, tail lights patterned after those on the experimental Wildcat II and exquisite interiors in many color combinations of nylon, leather and cordaveen.

Many bright exterior colors have been developed for 1955 and are available in attractive two-tone and three-tone combinations. For the first time, Buick is offering a two-tone combination under the sweepspear molding. On two and four-door sedans the customer will have a choice of one color underneath the sweepspear, another above and a third color for the top.

Horsepower has been increased to 236 in the Roadmaster, Super and Century series and 188 in the Special.

The panoramic windshield, pioneered by Buick last year, has been retained for 1955 along with the sloping doorbelt line and full rear-wheel cutout on all two-door models.

Tubeless tires are standard on all models except those equipped with wire wheels, and redesigned, smoother operating power brakes are optional on all models. A new air suspension principle gives fully adequate braking under all conditions.

Improved power steering is standard equipment on the Roadmaster and Super, and optional on all other models. Previously, power steering was standard on the Roadmaster only.



Power is the word for the Buick Century and the Century Convertible offers style leadership as well. Its 236-hp. engine, variable pitch transmission and a 9.0 to 1 compression ratio give the Century high performance in the medium-price field.