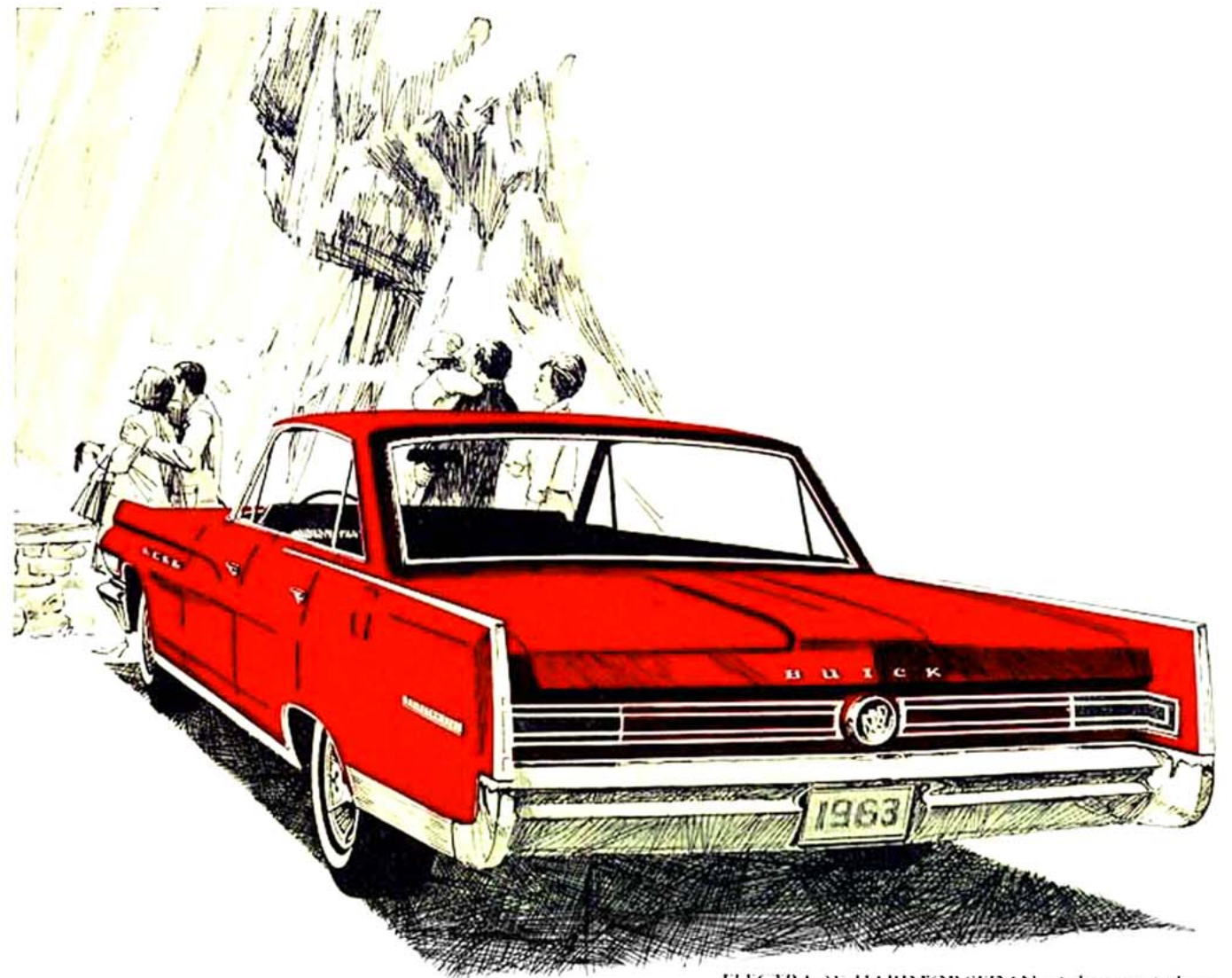




LESABRE 2-DOOR HARDTOP—4-window pillarless coupe... one of 7 LeSabre beauties for '63



ELECTRA 225 HARDTOP SEDAN—4-door 6-window pillarless sedan... one of 3 great new Electras

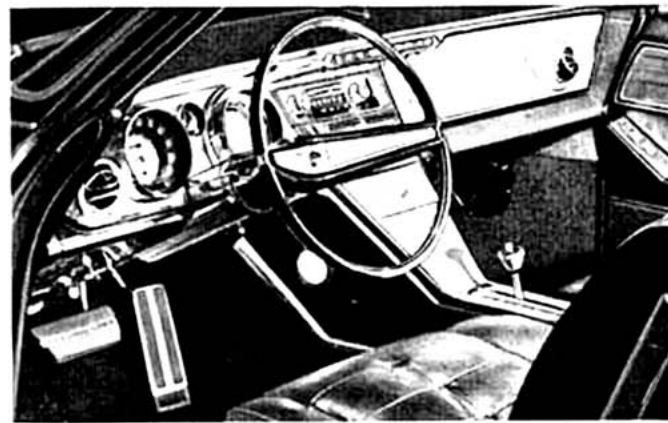
With all tests optional at extra cost

Bold, Beautiful

Buick for '63



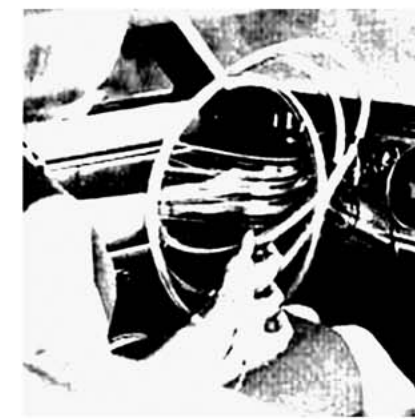
NEW RIVIERA—Here's the '63 car that's completely unique—different from any other car in the world—the Riviera. Exclusive in design, features and craftsmanship, discriminating people everywhere will recognize Riviera as another masterpiece from Buick.



Boldly advanced design and engineering are through-the-line characteristics of Buick for 1963. You see more than a hint of both in the handsome instrument panel, as well as the distinctively appointed and upholstered interior of the Buick Riviera above.



NEW WILDCAT SERIES—Wildcat, star among Buick's hot performers comes in sparkling new 2- and 4-door hardtops and a flashing convertible. Exciting performance... exhilarating sport car feel... racy appearance... that's Buick's new Wildcat.



The new adjustable tilt steering wheel* locks into any of seven positions to suit your desired driving position. To get in or out, just flip the wheel up.

**optional at extra cost*

LESABRE
WILDCAT
INVICTA
ELECTRA 225
RIVIERA
SPECIAL

A GENERAL
MOTORS VALUE

On display
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