



THE RIVIERA BY BUICK AMERICA'S BID FOR A GREAT NEW INTERNATIONAL CLASSIC CAR

The Riviera is the culmination of a five-year program by General Motors and Buick to introduce an American car of international classic proportion and quality. It combines the best of old-world craftsmanship and coachwork with the high precision art of modern technology. The result is a car one might expect to cost \$12,000 abroad, offered here for less than half that amount. Yet, the Riviera has such imported-car custom features as:

1. Sheer glass side windows without usual metal frames—a hallmark of custom imports.
2. Tilt steering wheel (optional at extra cost) is adjustable to seven driving positions.
3. Windscreen and rear windows sealed tight to body instead of being encased in usual metal and rubber frames.
4. Power train delivers 445 ft-lbs. of torque and 325-hp—literally loafs at freeway speeds with 401 cu. in., 4-bbl. carb. Riviera engine.
5. Specially tuned suspension system plus low center of gravity gives exceptional cornering.
6. Console with operating lever and instrument panel has costly look of fine-grained leather and polished steel.
7. Front and rear latches on each door for convenience of rear seat passengers.

See the Riviera at your Buick dealer's.