



BUICK MOTOR DIVISION

## SHOULD YOU HAVE A PILOT'S LICENSE BEFORE YOU BUY A RIVIERA?

We don't know who's been spreading this kind of happy talk about the Buick Riviera, but frankly (and we hate to admit this!) the rumor is wrong. First, no plane ever handled as simply as does the Riviera. Second, you may get an airborne thrill out of driving the Riviera but, actually, it hugs the road more firmly than any car you're likely to own. Here's why:

The Riviera has an unusually low center of gravity and individually tuned front and rear suspension systems. This makes the Riviera track arrow straight, corner quick as a cat on curves. And, if this kind of ride isn't enough to make you forego forever all ordinary means of earthbound transportation, just read on . . .

The Riviera 90 degree V-8 high performance engine develops 325 HP and 445 ft.-lbs. of torque at 2800 RPM. It has 10.25-1 compression ratio, a 4-barrel car-

buretor and dual exhausts. A 3.42 to 1 rear axle ratio lets you step out in pretty lively style, too.

Then, to let you drive with minimum effort, the Riviera provides automatic Turbine Drive transmission, power steering and power brakes—all standard. Also standard—four individual bucket seats, luxurious carpeting, a floor console for the Turbine Drive stick shift, and an instrument cluster that's exciting just to look at. Plus, styling which has been the talk and envy of the industry since the Riviera's debut last fall.

So, reluctantly, we must scotch this "pilot's license" rumor. But if you want to see why it got started, go to your Buick dealer's and drive a Riviera. (Incidentally, he can deliver one without delay.)

### THE RIVIERA BY BUICK

*America's Bid For A Great New International Classic Car*

You can win \$32,500 on Buick's exciting "Hole-in-one" Show, NBC-TV June 8. \$83,250 in total prizes! Get details from most Buick dealers now. Entries must be received before midnight, June 5, 1963. (Void in Conn., Mo., and Wisc. and wherever prohibited by state or local law.)