



why a v-6 is something special (and vice versa)

Even when cars like that vintage beauty were in style, engineers dreamed of putting 6 cylinders in V formation under a car hood. Why? A V-6 engine could be much lighter than a regular in-line six, with excellent performance on very little regular gas. It took Buick to turn blueprints into terrific success . . . with the happy Special. Perfect proof of V-6 talents, it promptly became Motor Trend's '62 "Car of the Year" and a run-away success all across America. But nimble V-6 action is just one of Special's attractions. Others: its silken-smooth transmission response, easy handling . . . happy surprise low price . . . full-size comfort and room, room, room (Special is *happy medium-size!*). See for yourself, soon. Get happy . . . go Special!

'63 buick special