

DRIVING  
THE HOT  
'67s

# BUICK RIVIERA

...styling unblemished by change with numerous improvements under the skin

**T**HE NEW 430-CUBIC-INCH, 360-hp engine and the standard Riviera GS 3.42 rear axle combine to give the car noticeably more snap than last year's model, which had less power and a 3.23 ratio. (For those who want even more, there's an optional 3.91 gearset which should make for really scorching performance. Those interested in economy should take the non-GS Riviera, which has a 3.07 rear end.)

The Riviera's standard brakes, shared with the Wildcat and Electra, are improved over last year's which were themselves above average. The number of fins on the front aluminum cast-iron drums has been doubled to 90 and the inside lip has been extended .50-inch to reach further into the cooling air. A new lining material having more fade resistance and a greater thickness for longer life has been adopted.

Finally, the vacuum booster has been increased in size to give 40% greater power assist. In driving the car there's not much difference in pedal feel, apparently because the harder lining offsets a good part of the increased boost. We experienced no fade or unevenness after several abrupt stops and got the feeling that only severe abuse would cause these brakes to falter.

Ventilated Kelsey-Hayes discs are available in the Riviera and all other large Buicks for those who want the ultimate in stopping power, however.

The 1967 Riviera retains the responsive handling, which stems from somewhat higher than ordinary wheel rates, combined with a quiet luxurious ride — and these, along with good looks, make it a perennial favorite.



WITH GREAT WISDOM, RESTRAINT BUICK OPTED TO LEAVE RIVIERA'S STYLING LARGELY UNCHANGED. SCRIPT EMBLEM REPLACES BLOCK LETTERS.



UNMISTAKABLY RIVIERA FROM EITHER FRONT OR REAR, STYLING RELIES ON FORM AND SHAPE RATHER THAN GEWGAWES OR FANCY DETAILING.