



## No wonder Buick owners keep selling Buicks for us.

The look is new, personal and impressive.

But the look isn't all that's impressive. The 1969 Riviera has Buick's revolutionary new suspension system. It's a major suspension refinement that affords straight sure tracking.

And there's an upper level ventilating system on the new Riviera. It adds an impressive amount of comfort and eliminates side vent

windows and wind noise and uncomfortable drafts that go with them.

Standard equipment includes a 430 cubic inch V8, automatic transmission, power steering, power brakes, concealed headlamps and more. Much more.

Very impressive.

Safety and anti-theft features. The 1969 Riviera has an impressive list, including the

energy absorbing steering column and a new ignition, steering and transmission control lock that lets you lock your ignition, steering column and transmission controls when you turn off the key.

You're impressed? You have every right to be.

Want to hear more? Then see your Buick dealer and the 1969 Buick Riviera. Make your favorable impression a complete one.

## Wouldn't you really rather have a Buick?