



Buick Riviera. It isn't exactly your average American car. But then are you the average American?

It probably comes as no surprise to learn that the average Riviera prospect is a most successful person, indeed.

Likewise, considering the incredible nature of the car, few would question the selection of the Riviera S as Motor Trend's Car of the Year, in 1979.

Additionally, we are happy to report, the version of the Riviera we introduced last year quickly became the most popular Riviera ever.

By any standard, both the car and the people who drive it are doing very well, thank you.

It would seem that Riviera's attraction lies not only in its exciting styling, but also in its lavish list of standard features and its rather remarkable technology. From the standard front-wheel drive and four-wheel, independent suspension to the

available 3.8 liter turbocharged V-6 engine and on-board computerized trip monitor.

And among the world's great cars, it represents something we feel is hard to find: a genuine value. A point not to be overlooked these days.

The Buick Riviera. We invite you to see and drive one soon. And to discuss the very intriguing idea of buying or leasing with your Buick dealer.

A person who is also, we think you'll find, an above average fellow.

Buicks are equipped with GM-built engines supplied by various divisions. See your dealer for details.



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