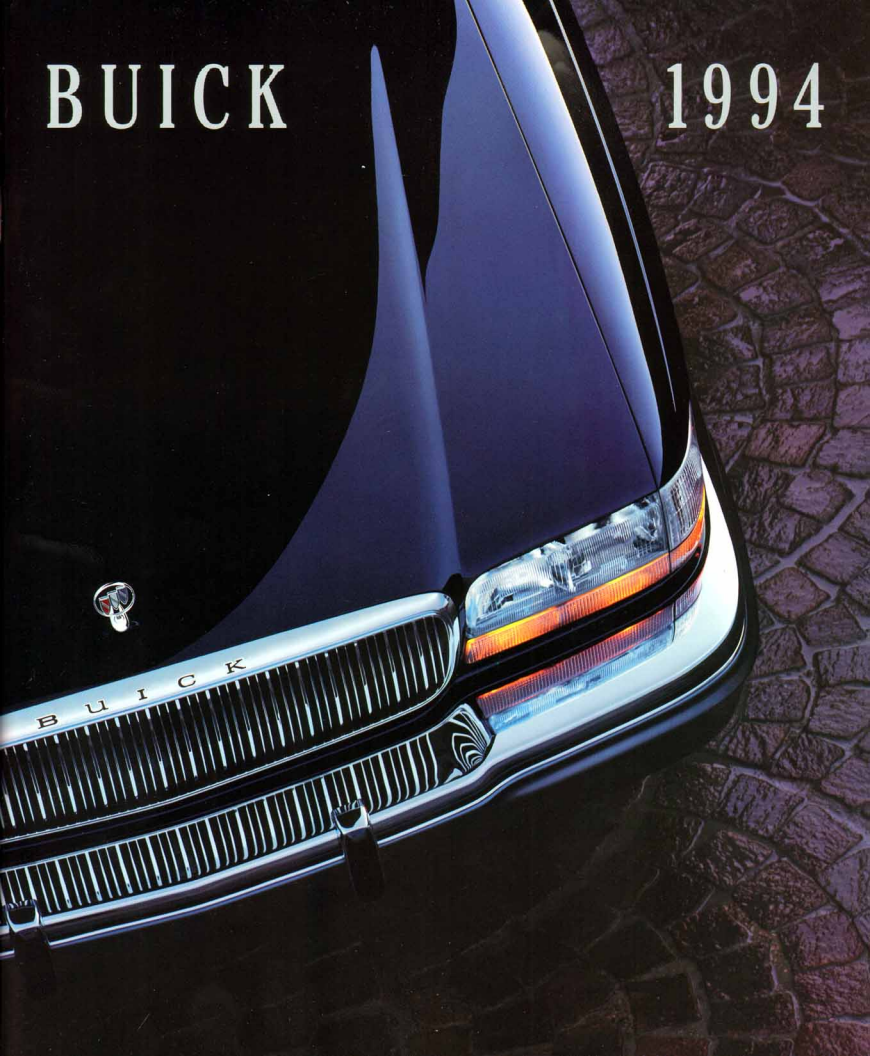


BUICK

1994



CONTENTS

Park Avenue Ultra

4

Park Avenue

14

Roadmaster

22

LeSabre

36

Regal

46

Century

58

Skylark

66

Riviera

78

Buick Safety

80

Exterior Colors

82



It began more than ninety years ago with the dream of a Scottish immigrant named David Dunbar Buick. His was no ordinary dream. It was a dream that would help launch both a company bearing his name and an entire industry. And it set the stage for a series of brilliant innovations that would earn Buick Motor Division a place of honor in automotive history. But Buick's place in history is not built on past glory alone. Year after year, decade after decade, Buick has earned a reputation for quality. Quality of design,

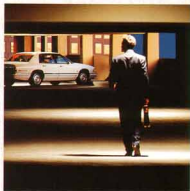
quality of assembly, quality of customer care. It is a reputation built on fact, on ninety years of dedication to the people who buy Buicks. Buick begins its tenth decade with the finest fleet of automobiles ever to carry the Buick name. Each and every one worthy of the dream upon which the company was founded. The employees and dealers of Buick proudly present the 1994 model line.

▪
Buick quality means peace of mind. Examples: a keyless entry system, doors that lock when you shift into DRIVE, a theft-deterrent system, and sentinel lights that won't leave you in the dark.

▪
Buick quality means a vital concern for driver and passenger safety. It means extensive testing of every safety system. For 1994, all Buicks are equipped with dual or driver-side air bags (photo: simulated test).

▪
Buick quality means that before a Buick gets its Final Pass sticker on the window it must complete literally hundreds of inspections and tests.

▪
Buick quality means Quality Plus, an ownership experience that goes beyond owner care programs. It means having the same confidence in Buick and your Buick dealer that you would have in a member of your own family.



Defining quality for the nineties and beyond.

Today's definition of Buick quality extends far beyond fit and finish. Buick quality is a total ownership experience. From the moment you enter a Buick showroom and for as long as you own a Buick, your entire experience should stand the test of quality.

Buick quality means automobiles that answer the concerns of the nineties. It means luxury without waste. It means a proven record of durability and reliability. It means recognizing safety as a vital concern. It means reduced emissions.

Buick quality, above all, means making sure that once you have owned and driven a Buick, you will never want to own or drive any other make of automobile.





Park Avenue Ultra.

Among the highly refined automobiles of Buick, Park

The luxury of a precision driving machine.

Avenue Ultra is undoubtedly the most highly refined. From the

artful curves of its gracefully flowing form to its extraordinary performance capabilities and

advanced technology, Park Avenue Ultra stands at the pinnacle of the automotive world. We proudly

offer Park Avenue Ultra as the flagship of the 1994 Buick car lineup.

The Park Avenue Ultra in Bright White with optional Gran Touring Package.

• PARK AVENUE ULTRA •

ULTRA





The incomparable civilization of Ultra driving.



Driver and passenger air bags combine with three-point seatbelts to provide an advanced level of occupant protection.

From its full complement of analog gages to conveniently located vital controls, the Ultra passenger cabin is ergonomically designed to provide an efficient driving environment. Yet this is a passenger cabin that offers the comfort of dual automatic ComforTemp climate control, the rich fragrance of supple leathers and the hushed quiet of a fine luxury automobile. Park Avenue Ultra, in brief, is an automobile that provides sumptuous driving comfort, mile after mile, hour after hour.



Dual automatic ComforTemp climate control enables both driver and passenger to vary their own individual temperature levels by as much as four degrees.



Swing-down illuminated vanity mirrors are provided for the convenience of both front- and rear-seat occupants.



Available: the Delco ETR® AM-FM stereo radio with compact disc player and Concert Sound II speakers.



Thanks to Buick's PASS-Key® II theft-deterrent system, only your key can start your Ultra. An electronic device on the key activates Ultra's ignition system.



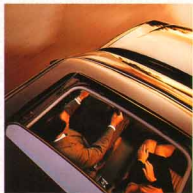
Six-way power front seats adjust with fingertip controls. Power seatback recliners are also provided.



The available DelcoBose Gold Series Music System includes cassette player along with ETR® AM stereo* FM stereo.

*Receives C-Quam AM stereo broadcasts. Most AM stations broadcast in C-Quam but some do not. Check your local radio station for compatibility in your area.

• PARK AVENUE ULTRA •



The available sliding glass Astrorof opens to provide fresh air and a wealth of sunshine.

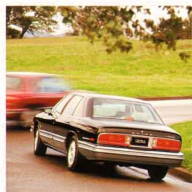


The optional Gran Touring Package includes 16-inch aluminum wheels, P215/60R16 blackwall tires, Gran Touring suspension and leather-wrapped steering wheel.

Ultra's stirring performance capability springs from its muscular 225-horsepower 3800 supercharged V6 engine.

The power of advanced thinking.

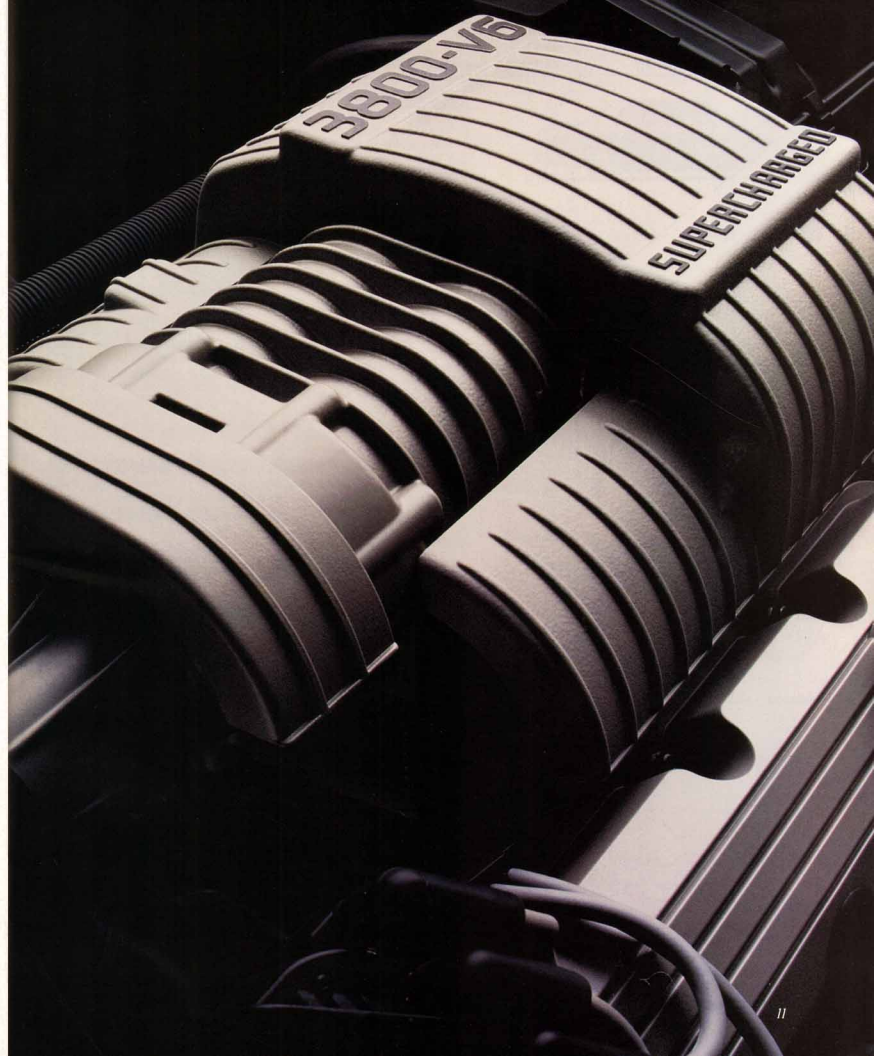
Consider a powerplant that delivers a full 225 horsepower. Boosted by an advanced supercharger and fitted with sequential-port fuel injection, Ultra's 3800 V6 engine with tuned-port injection offers more horsepower than many V8s, yet maintains the fuel efficiency of a six-cylinder. Consider as well a suspension system that provides athletic handling yet maintains the sumptuous ride for which Buicks are famous. Variable rate power steering that melds driving ease with confident control. Consider, if you will, a wealth of advanced engineering features that make Ultra driving very special indeed.



With advanced anti-lock capability, Buick engineers have achieved a level of braking control that will inspire driving confidence.



Ultra's available Automatic Ride Control system reconciles the absolute control you desire with the absolute comfort you demand.



Available traction control helps reduce wheel spin when driving on slippery surfaces. The result: driving peace of mind.



Standard anti-lock brakes help maintain steering control and prevent skidding when braking on most slippery surfaces.



DynaRide® independent suspension provides the luxuriously smooth ride for which Buicks are famous yet optimizes handling for athletic surefootedness.

Park Avenue Ultra Model Availability



Park Avenue Ultra

Engine

Type	3.8-litre supercharged 3800 V6
Horsepower	225 @ 5000 rpm
Torque	275 @ 3200 rpm

Towing

3.8-litre V6	2.97 final drive ratio
	1,000 maximum gross trailer rate (lbs) ⁽¹⁾⁽²⁾
	3,000 maximum gross trailer rate (lbs) ⁽¹⁾⁽²⁾⁽³⁾

Dimensions (inches)

Length	395.2
Width	73.6
Height	55.1
Wheelbase	110.8
Front tread	69.4
Rear tread	68.6
Interior (inches)	front/rear
Legroom	42.7/40.7
Headroom	38.9/37.9
Shoulder room	58.7/58.9
Hip room	55.0/54.3

Capacity

Trunk, cu ft	20.3
Fuel tank gal	18.0
Base curb weight, lbs	3,637

(1) When properly equipped. Includes weight of trailer, cargo, passengers and equipment. All towing recommendations are subject to change. Check with your Buick dealer for the latest information. Trailer tongue load should be 10% of the maximum trailer weight but should not exceed the load rating specified for that vehicle, engine or hitch combination.

(2) Requires Class II frame-mounted trailer hitch.

(3) Included in required V6 Trailer Towing Package and requires Traction Control NWS.

Standard and Available Equipment*

(S) standard, (A) available	Ultra
	Mechanical
Battery – Delco Freedom II Plus	S
Brake – parking, push to set/release	S
Brakes – anti-lock, power front disc/rear drum	S
Drive – front-wheel	S
Engine – 3800 supercharged V6	S
Exhaust system – stainless steel	S
Fuel filler door release – electric, remote	S
Hood – rear-hinged	S
Hood lock – inside release	S
Horns – 4 note	S
Multifunction control lever – turn signal, headlamp high/low beam, windshield wiper/washer controls and cruise control	S
Retained accessory power – includes illuminated door locks and light control	S
Security locks – rear-door, child	S
Steering – variable effort, power rack-and-pinion	S
Suspension – automatic level control	S
Suspension – Automatic Ride Control	S
Suspension – DynaRide®	A
Suspension – front and rear independent	S
Suspension – Gran Touring	A
Theft-deterrent system – PASS Key® II	S
Traction control system	A
Transmission – automatic with overdrive (electronically controlled)	S
Trip odometer	S
Wipers – 2-speed with low-speed delay feature	S
	Interior
Acoustical Package	S
Air bags – driver and front-seat passenger Supplemental Restraint System (SRS)	S
Air conditioning – CFC free, automatic dual ComfortTemp climate control	S
Air conditioning – rear-seat ComfortTemp	S
Armrest – front-seat, storage with dual cup holders	S
Armrest – rear-seat	S
Assist handles – passenger (3)	S
Automatic programmable door locks	S
Carpet covers – front and rear	S
Carpeting – plush, front and rear	S
Console – overhead (includes front-seat reading lights, garage door opener storage and lamp monitors)	S
Cruise control – electronic	S
Defogger – electric, rear-window	S
Defogger – front and side window outlets	S
Electronic warning tone – seatbelts, ignition key, "headlamps on" and "parking brake on"	S
Head restraints – adjustable, front-seat	S
Head restraints – rear-seat	S
Instrumentation – analog gage cluster (includes tachometer, oil-level indicator, coolant temperature, oil pressure, voltage, low-fuel indicator, oil-life monitor and trip odometer)	S
Lamp – center, high-mounted stop	S
Lights – front- and rear-seat reading and courtesy	S
Lights – front- and rear-door courtesy	S
Lights – front- and rear-door warning	S
Lights – front ashtray, trunk, engine compartment, glove box and instrument panel courtesy	S
Mirror, inside rearview – automatic dimming	S
Mirrors, visor vanity – lighted, driver and passenger	S
Mirrors, vanity – lighted, rear-seat passengers	S
Recliners – electric, seatback – driver and passenger	S
Reminder Package – low-washer-fluid indicator, low-coolant level, door ajar, trunk ajar	S
Remote keyless entry	S
Seats – front-seat lap/shoulder belt system with shoulder belt comfort adjuster	S
Seatbelts – rear-seat lap/shoulder	S
Seats – leather/Vinyl 5545 with front-seat storage armrest	S
Seats – 6-way power, driver and passenger	S
Speakers – Concert Sound II	S
Steering column – TILT-WHEEL™ adjustable	S
Steering wheel – leather-wrapped	S

	Ultra
	Interior, continued
Sunshades – supplemental, extendable, front	S
Trunk convenience net	S
Trunk lock pull-down – electric	S
Trunk lock release – electric, remote with security switch	S
	Exterior
Astroroll – electric, sliding (includes D74; not available with lamp monitors; rear vanity mirrors and reading lights deleted)	A
Bumper guards – front	S
Bumper protective strips – front and rear	S
Cornering lamps	S
Door edge guards	S
Glass – Solar-Ray® solar-control	S
Headlamps – wrap-around, composite tungsten-halogen	S
Hood lock – inside release	S
Hood ornament – stand-up	S
License plate holder – rear, slide-in	S
Mirrors, outside rearview – deluxe, body-color, electric, left and right remote	S
Moldings – belt reveal, wheel opening, wide body-side and lower panel	S
Moldings – specific, accent	S
Paint – basecoat-clearcoat with anti-chip lower protection	S
Paint – monochrome	A
Stripes – body-side	S
Tires – P215/70R15 steel-belted, radial-ply, all-season whitewall ⁽¹⁾	S
Tires – self-sealing whitewall ⁽¹⁾	A
Trunk trim – full (includes decklid trim)	S
Wheels – specific, 15" aluminum	S
Wheels – 16" aluminum	A
Windows – power with driver's express-down and passenger lockout feature	S
	Audio Systems
Antenna – power	S
Radio – ETR® AM-FM stereo with seek and scan, cassette, 4-speaker system, and clock	S
Radio – ETR® AM stereo/2-FM stereo with seek and scan, cassette with auto reverse and search/repeat, Concert Sound II speakers, and clock	A
Radio – ETR® AM stereo/2-FM stereo with seek and scan, compact disc player, Concert Sound II speakers, and clock	A
Radio – Delco Bose Music System, ETR® AM stereo/2-FM stereo with seek and scan, cassette, and clock	A

*Partial listing only – see your Buick dealer for complete lists and details.

Option Package Equipment

	Ultra	SD SE
Memory driver's seat and mirrors	■	
Mirrors, outside rearview – body-color, electric, left and right remote, left and right heated, left automatic day/night	■	
Radio – ETR® AM stereo/2-FM stereo with seek and scan, cassette with auto reverse and search/repeat, Concert Sound II speakers, and clock	■	
Radio controls – steering-wheel-mounted (includes temperature controls)	■	
Seat – heated, driver	■	
Suspension – Automatic Ride Control	■	
Tires – P215/70R15 self-sealing whitewalls ⁽¹⁾	■	
Traction control system	■	
Trunk mat	■	

(1) Use of tire chains not recommended; may cause vehicle damage.

(2) Requires C-Quam AM stereo broadcast. Most AM stations broadcast in C-Quam but some do not. Check your local stations for compatibility in your area.

Seat Availability

Leather/Vinyl Seats⁽¹⁾



Color Availability

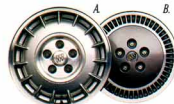
Exterior	Interior
Bright White	Blue, Gray, Graphite, Beige, Dark Ruby Red
Champagne Beige Metallic	Beige
Dark Jadestone Metallic	Gray, Beige
Light Windsor Gray Metallic	Gray, Graphite, Dark Ruby Red
Black	Gray, Graphite, Beige, Dark Ruby Red
Polo Green Metallic	Gray, Graphite, Beige
Dark Adriatic Blue Metallic	Blue, Gray, Beige
Adriatic Blue Metallic	Blue, Gray, Beige
Dark Cherry Metallic	Gray, Graphite, Beige, Dark Ruby Red

(1) Leather in seating areas only.

Wheel Availability

A. 16" Aluminum Wheels

B. 15" Aluminum Wheels





Park Avenue.

The refined luxury of a premium automobile.

Park Avenue has been described as a symphony of graceful curves.

Which makes it easy to understand why it has inspired the world's most gifted automotive designers.

Its impeccable road manners, smooth power, sumptuous riding comfort and refined passenger

cabin will certainly inspire you. Because it is built to the quality standards of Buick, you will value

it as much tomorrow as you do today. The 1994 Park Avenue. It's everything you expect from Buick.

Park Avenue beauty endures. Two-sided galvanized steel body panels will resist corrosion for years to come.



Park Avenue's instrument panel wraps around from door panel to door panel, bringing vital information and controls close to you.

Park Avenue seats are available with leather in the seating areas and are deeply padded to provide optimum support. Six adults can travel in comfort.

• PARK AVENUE •



Choose the sounds you wish to hear on an available ETR® AM-FM stereo radio with compact disc player.

The luxury of choice.

Buick engineers understand the luxury of choice. They understand the luxury of hearing only those sounds that you wish to hear. The luxury of selecting the temperature at which you are most comfortable. The luxury of automatically adjusting your driver's seat to the position that suits you best. Buick engineers understand what you want in a luxury automobile. And they have incorporated all of it in the 1994 Park Avenue.



Dual automatic ComforTemp climate control enables both driver and passenger to vary their own individual temperature levels by as much as four degrees.



Power window switches, with express-down driver window control, are grouped with adjusters for the six-way power driver's seat and other controls.



Supplemental sunshades provide extensive glare protection for both front and side simultaneously.



Dual air bags deploy in certain severe frontal impacts. When used in conjunction with three-point seatbelts, they can help reduce the chance of injury.



The front-seat armrest opens to reveal a storage area and dual cup holders.



DynaRide suspension gives Park Avenue its smooth, comfortable ride in combination with the kind of control that gives you confidence.



Standard anti-lock brakes help maintain steering control and prevent skidding when braking on most slippery surfaces.



A steel side-guard beam is incorporated within each door to help protect cabin occupants in the event of a side-impact collision.

• PARK AVENUE •



Park Avenue's 3800 V6 powerplant is equipped with advanced sequential-port fuel injection for quick response, optimum performance and economy.



A special rubber compound within the available self-sealing tires can permanently seal most punctures measuring 3/16 inch or less.

The luxury of peace of mind.

From the strength of its steel safety cage to its confident surefootedness at highway speeds, Buick Park Avenue is engineered to provide driving peace of mind. It is a trait deeply rooted in quality, in the solidity of an automobile built to exacting standards. It is a trait that has distinguished Buick automobiles for as long as there have been Buick automobiles.

Lock or unlock your car, turn on the interior lights or open the trunk from as far as 30 feet away with Park Avenue's available remote keyless entry system.



Available heated outside mirrors offer improved rear vision in freezing or damp weather.



Park Avenue Model Availability



Park Avenue Sedan

Standard and Available Equipment*

(S) standard, (A) available	Park Avenue
Mechanical	
Battery - Delco Freedom II Plus	S
Brakes - anti-lock, power front disc/rear drum	S
Drive - front-wheel	S
Engine - 3800 SFI V6 with tuned-port injection	S
Exhaust system - stainless steel	S
Fuel filler door release - electric, remote	S
Hood lock - inside release	S
Horns - dual	S
Multifunction control lever - turn signal, headlamp/high/low beam, windshield wiper/washer controls and cruise control	S
Security locks - rear-door, child	S
Steering - power rack-and-pinion	S
Suspension - automatic level control	S
Suspension - Dynalide®	S
Suspension - front and rear independent	S
Suspension - Automatic Ride Control	A
Suspension - Gran Touring	S
Theft-deterrent system - PASS-Key® II	S
Traction control system	A
Transmission - automatic with overdrive (electronically controlled)	S
Trip odometer	S
Wipers - 2-speed with low-speed delay feature	S
Interior	
Acoustical Package	S
Air bags - driver and front-seat passenger Supplemental Restraint System (SRS)	S
Air conditioning - CFC free	S
Air conditioning - rear-seat ComfortTemp	A
Armrest - front-seat, storage with dual cup holders	S
Armrest - rear-seat	S
Assist handles - passenger (3)	S
Automatic dual ComfortTemp climate control	A
Carpet savers - front and rear	S
Carpeting - plush, front and rear	S
Cassette - overhead (includes front-seat reading lights, garage door opener storage)	S
Cruise control - electronic	S
Defogger - electric, rear window	S
Defogger - front and side window outlets	S
Door locks - power	S
Electronic warning tone - seatbelts, ignition key, "headlamps on" and "parking brake on"	S
Head restraints - adjustable, front-seat	S
Instrumentation - backlight analog cluster with trip odometer	S
Instrumentation - analog gage cluster (includes tachometer, coolant temperature, oil pressure, volt/gages, low-fuel indicator and trip odometer)	A
Lamp - center, high-mounted stop	S
Lights - front and rear-seat reading and courtesy	S
Lights - front and rear-door courtesy	S
Lights - front and rear-door warning	S
Lights - front ashtray, trunk, engine compartment, glove box and instrument panel courtesy	S
Mirror, visor vanity - lighted, driver	A
Mirror, visor vanity - lighted, passenger	S
Recliners - manual, seatback, driver and passenger	S
Seat - 6-way power, driver	S
Seatbelts - front-seat lap/shoulder belt system with shoulder belt comfort adjuster	S
Seatbelts - rear-seat lap/shoulder	S
Seats - cloth 55/45 with front-seat storage armrest	S
Seats - leather/vinyl 55/45 with front-seat storage armrest	A
Seats - 6-way power, driver and passenger	A
Steering column - TILT-WHEEL™ adjustable	S
Steering wheel - deluxe	S
Steering wheel - leather-wrapped	S
Sunshades - supplemental extendable front	S
Trunk lock release - electric, remote with security switch	S
Trunk trim - full	A

Engine

Type	3.8-liter 3800 SFI ⁽¹⁾ V6 with tuned-port injection
Horsepower	170 @ 4800 rpm
Torque	225 @ 3200 rpm

Towing

3.8-liter V6	3.06 final drive ratio
	1,000 maximum gross trailer rate (lbs) ⁽²⁾⁽³⁾
	3,000 maximum gross trailer rate (lbs) ⁽²⁾⁽³⁾⁽⁴⁾

Dimensions (inches)

Length	205.2
Width	73.6
Height	55.1
Wheelbase	110.8
Front tread	60.4
Rear tread	60.6

Interior (inches)

	front/rear
Legroom	42.7/40.7
Headroom	38.9/37.9
Shoulder room	58.7/58.9
Hip room	55.0/54.3

Capacity

Trunk, cu ft	20.3
Fuel tank, gal	18.0
Base curb weight, lbs	3,533

(1) Sequential port fuel injection.

(2) Included in required V92 Trailer Towing Package; requires Traction Control NWS.

(3) When properly equipped. Includes weight of trailer, cargo, passengers and equipment. All towing recommendations are subject to change. Check with your Buick dealer for the latest information. Trailer tongue load should be 10% of the maximum trailer weight but should not exceed the load rating specified for that vehicle, engine or combination.

(4) Requires Class II frame-mounted trailer hitch.

	Park Avenue
Exterior	
Astrorod - electric sliding	A
Bumper guards - front	S
Bumper protective strips - front and rear	S
Glass - Solar Ray® solar control	S
Headlamps - wraparound, composite tungsten-halogen	S
Mirrors, outside rearview - deluxe, body-color, electric, left and right remote	S
Moldings - black, body-side	S
Moldings - wheel opening and belt reveal	S
Stripes - body-side	S
Tires - P205/70R15 steel-belted, radial-ply, all-season blackwall	S
Tires - P205/70R15 steel-belted, radial-ply, all-season whitewall	A
Tires - self-sealing P205/70R15	A
Wheelcovers - custom, locking, wire	A
Wheels - specific, 15" aluminum	A
Wheels - 16" aluminum	S
Windows - power with driver's express-down and passenger lockout feature	S

Audio Systems

Antenna - fixed-mast	S
Radio - ETR® AM-FM stereo with seek and scan, cassette, 4-speaker system, and clock	S
Radio - ETR® AM stereo ⁽¹⁾ -FM stereo with seek and scan, cassette with auto reverse and search/repeat, Concert Sound II speakers, and clock	A
Radio - ETR® AM stereo ⁽¹⁾ -FM stereo with seek and scan, compact disc player, Concert Sound II speakers, and clock	A

*Partial listing only - see your Buick dealer for complete lists and details.

Option Package Equipment

	Park Avenue
	SD SE
Air conditioning - dual automatic ComfortTemp climate control	■ ■
Air conditioning - rear-seat ComfortTemp	■ ■
Antenna - power	■ ■
Door edge guards - body-color	■ ■
Door locks - automatic programmable	■ ■
Headlamp control - Twilight Sentinel	■ ■
Horn - 4-note	■ ■
Illuminated driver door lock and interior light control	■ ■
Instrumentation - analog gage cluster (includes tachometer, coolant temperature, oil pressure, volt/gages, low-fuel indicator, oil-life monitor and oil-level indicator)	■ ■
Lamp monomers - front and rear	■ ■
Lamp - corner	■ ■
Memory driver's seat and mirrors	■ ■
Mirror, inside rearview - automatic dimming	■ ■
Mirror, visor vanity - lighted, driver	■ ■
Mirrors, outside rearview - body-color, electric, left and right remote, left and right heated, left automatic day/night	■ ■
Radio - ETR® AM stereo ⁽¹⁾ -FM stereo with seek and scan, cassette with auto reverse and search/repeat, Concert Sound II speakers, and clock	■ ■
Radio controls - steering-wheel-mounted (includes temperature controls)	■ ■
Recliner - electric seatback, passenger	■ ■
Reminder Package - includes low-washer-fluid indicator, low-coolant sensor, "door ajar" and "trunk ajar"	■ ■
Remote keyless entry	■ ■
Seat - 6-way power, passenger	■ ■
Speakers - Concert Sound II	■ ■
Theft-deterrent system - with starter interrupt	■ ■
Tires - P205/70R15 steel-belted, radial-ply, all-season whitewalls	■ ■
Tires - P205/70R15 self-sealing whitewalls	■ ■
Trunk convenience net	■ ■
Trunk mat	■ ■
Trunk pull-down - electric	■ ■

(1) Receives C-Quam AM stereo broadcasts. Most AM stations broadcast in C-Quam but some do not. Check your local stations for compatibility in your area.

Seat Availability

- A. Cloth Seats
B. Leather/Vinyl Seats⁽¹⁾



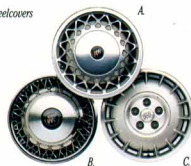
Color Availability

Exterior	Interior
Bright White	Blue, Gray, Graphite, Beige, Dark Ruby Red
Champagne Beige Metallic	Beige
Dark Jadestone Metallic	Gray, Beige
Light Windsor Gray Metallic	Gray, Graphite, Dark Ruby Red
Black	Gray, Graphite, Dark Ruby Red
Polo Green Metallic	Gray, Graphite, Beige
Light Adriatic Blue Metallic	Blue
Dark Adriatic Blue Metallic	Blue, Gray, Beige
Adriatic Blue Metallic	Blue, Gray, Beige
Ruby Red Metallic	Gray, Graphite, Beige, Dark Ruby Red
Dark Cherry Metallic	Gray, Graphite, Beige, Dark Ruby Red
Smoky Amethyst Metallic	Gray, Graphite, Beige, Dark Ruby Red

(1) Leather in seating areas only.

Wheel Availability

- A. 15" Aluminum Wheels
B. 15" Custom, Locking Wire Wheelcovers
C. 16" Aluminum Wheels





Roadmaster. The most spacious Buick sedan you can own.

Buick Roadmaster is a sterling example of the traditional luxury

automobile. Built on a full perimeter frame, the rear-wheel-drive Roadmaster offers the

substantial qualities inherent in classic luxury car design. For 1994, Buick Roadmaster features

a new 260-horsepower V8 engine that makes it the most powerful American automobile of its kind

and one of the most thoroughly satisfying automobiles you can own.

The Roadmaster Limited Sedan in Adriatic Blue.

• ROADMASTER •





Lock or unlock your car, turn on the interior lights or open the trunk from as far as 30 feet away with Roadmaster's available remote keyless entry.



Roadmaster's spacious trunk holds a full 21.0 cubic feet of luggage or golf clubs.



Steel side-guard door beams help protect Roadmaster occupants in the event of a side-impact collision.

• ROADMASTER •

The luxury of space, the luxury of power, the luxury of Roadmaster.

Apply the quality that distinguishes Buick to an automobile of classic pedigree, and you have Buick Roadmaster. From its wide selection of amenities and conveniences to the muscle that gives it a 5,000-pound towing capacity (when properly equipped), Roadmaster is every inch an example of traditional luxury. Every inch a Buick.



Standard anti-lock brakes help maintain steering control and prevent skidding when braking on most slippery surfaces.



New for 1994 is Roadmaster's 260-horsepower powerplant. This high-torque V8 makes towing a breeze and elevates Roadmaster to the pinnacle of the traditional luxury car world.



Analog instruments are big and easy to read.



Driver and passenger air bags, when used in conjunction with three-point seatbelts, can help prevent injury in certain severe frontal collisions.



The 1994 Roadmaster Sedan in Black with 15-inch aluminum wheels.

• ROADMASTER •



The Roadmaster Estate Wagon offers all the power and luxury of the Sedan along with the spaciousness of a full-size wagon.



• ROADMASTER •

The luxury of a Buick, the versatility of a station wagon.

The Roadmaster Estate Wagon is engineered to handle big loads. With all the comfort and style that you expect of a fine luxury automobile. To handle even the heaviest loads, our engineers have engineered a mighty 260-horsepower V8 for the 1994 Roadmaster Estate Wagon. It is the most powerful engine available in any station wagon sold in America today.



Roadmaster's tailgate opens down to enable easy loading of large and heavy objects.



When using the rear seat, the tailgate opens like a car door for easy exit and entry.

Roadmaster's 5,000-pound towing capacity (when properly equipped) makes it the ideal choice for all your recreational towing needs.



A lockable rear compartment allows you to store valuables out of sight.



With all seats up Roadmaster seats eight adults comfortably.



The rear seat can be folded flush with the floor to provide a spacious cargo area.



With all but the front seats folded down, Roadmaster provides a most expansive cargo area.



• ROADMASTER •

Buick still knows how to build a luxury station wagon.

The Roadmaster Estate Wagon may be the most luxurious station wagon in the world. With classic station wagon styling, a sumptuously comfortable passenger cabin and all the conveniences of a luxury Buick, it is an automobile worthy of your careful consideration.

Deeply padded, comfortably supportive seats, available with leather in seating areas, help make long miles and hours behind the wheel pass quickly.

Door-mounted window and power seat controls are at your side. An express-down driver window control and passenger power window lockout are included.



Lock or unlock your car, turn on the interior lights or open the trunk or rear-cargo-area window from as far as 30 feet away with the available remote keyless entry.



Full analog instrumentation monitors Roadmaster's 200-horsepower V8 engine.



Remote-control, adjustable, heated outside rearview mirrors are standard on Limited, optional on other models.



A six-way power driver's seat with power recliner function is standard on the Limited, available on Sedan and Estate Wagon.



A child security lock, when activated, prevents the unlocking or opening of the rear doors from inside the vehicle.



The standard rear window wiper and washer help maintain good rear visibility in inclement weather.



LeSabre.

The luxurious LeSabre Sedan is
First choice of American families.
the best-selling full-size sedan in

America.* A fact that comes as no
surprise given LeSabre's extensive
list of amenities and safety

features. A list that includes dual
air bags, advanced anti-lock
braking and a steel safety cage

body unit. Powerful evidence
of Buick's deep commitment to
advanced occupant protection.

*Based on 1993 model sales Oct. 1, 1992, through Mar. 1993.

*The LeSabre Limited
Sedan: traditional
Buick quality in an
automobile with
contemporary appeal.*



• L E S A B R E •

LeSabre has the features America wants most.

From vital safety features to advanced technology that makes driving easier and more enjoyable, LeSabre has the features that you expect in a premium automobile. When it comes to sublime riding comfort on even the roughest city streets, or when it comes to providing that extra measure of occupant protection for your loved ones, LeSabre is the full-size sedan that has more of what you want.

Anti-lock brakes help you maintain steering control while braking aggressively, even on most slippery surfaces.

Driver and passenger air bags, when used in conjunction with three-point seatbelts, can help prevent injury in certain severe frontal impacts.

LeSabre's liquid smooth power and impeccable road manners make every hour behind the wheel enjoyable.

An available Gran Touring Package includes 16-inch aluminum wheels, P215/60R16 blackwall tires, special suspension calibration, leather-wrapped steering wheel and automatic level control.



LeSabre's 3800 sequential-port fuel-injected V6 engine provides silky-smooth power and assertive response.



An optional traction control system, available on Limited, can help prevent loss of traction on slippery surfaces.



Buick's patented DynaRide suspension provides the luxurious driving comfort that Buick owners expect and deserve.



Variable effort power steering — standard on Limited — allows easy maneuvering at low speeds yet maintains optimum feel at higher speeds.



LESABRE



The dual automatic ComforTemp climate control system, available on Limited, can display both interior and exterior temperatures.

With convenient door-mounted accessory controls and bold analog instruments, LeSabre puts everything you need right where you want it. Interior shown with available leather in seating areas.

• L E S A B R E •



Dual automatic ComforTemp climate control, available on Limited, enables both driver and passenger to vary their own individual temperature levels by as much as four degrees.

The plush luxury of a spacious six-passenger cabin.

Why is it that hours spent in a Buick LeSabre seem shorter than hours spent in an ordinary automobile? Perhaps because LeSabre is equipped with a range of accessories and comforts that make traveling a joy. From the comfort of its plush seats to the convenience of its many thoughtful amenities, LeSabre provides a level of driving ease you may never have experienced before.



An available CD player and Concert Sound II speaker system rival expensive home systems in the quality of sound.

Thanks to Buick's PASS-Key® II theft-deterrent system, only your key can start your LeSabre.



Lock or unlock your car, turn on the interior lights or open the trunk from as far as 30 feet away with LeSabre's available remote keyless entry system.



LeSabre's 17.1-cu-ft trunk is just the thing for family vacations. A low liftover height makes loading and unloading easy.



With LeSabre's front-seat shoulder belt comfort adjuster, front-seat passengers can adjust the shoulder belt up or down for maximum comfort.



Available six-way power seats with recliner provide added convenience and comfort.

Sabre Model Availability



Sabre Custom Sedan



Sabre Limited Sedan

Engine	
Type	3.8 liter 3800 SFI ⁽¹⁾ V6 with tuned-por injection
Horsepower	170 @ 4800 rpm
Torque	225 @ 3200 rpm
Towing	
3.8 liter V6	2.84 final drive ratio ⁽²⁾ 1,000 maximum gross trailer rate (lbs) ⁽³⁾ 3.06 final drive ratio ⁽²⁾ 3,000 maximum gross trailer rate (lbs) ⁽³⁾⁽⁴⁾
Dimensions (inches)	
Length	200.0
Width	73.6
Height	55.7
Wheelbase	110.8
Front tread	60.4
Rear tread	60.4
Interior (inches)	
Legroom	43.5/41.4
Headroom	38.8/37.8
Shoulder room	50.1/58.9
Hip room	54.6/54.4
Capacity	
Trunk, cu ft	17.1
Fuel tank, gal	18.0
Base curb weight, lbs	3,449

(1) Sequential-port fuel injection.

(2) Included in required V92 Trailer Towing Package.

(3) When properly equipped. Includes weight of trailer, cargo, passengers and equipment. All towing recommendations are subject to change. Check with your Buick dealer for the latest information. Trailer tongue load should be 10% of the maximum trailer weight but should not exceed the load rating specified for that vehicle, engine or combination.

(4) Requires Class II frame-mounted trailer hitch.

Standard and Available Equipment*

	(S) standard; (A) available	Custom Limited	
		Mechanical	
Battery - Delco Freedom II Plus		S	S
Brakes - anti-lock, power front disc/rear drum		S	S
Drive - front-wheel		S	S
Engine - 3800 SFI V6 with tuned-por injection		S	S
Exhaust system - stainless steel		S	S
Hood lock - inside release		S	S
Horns - dual		S	S
Multifunction control lever - turn signal, headlamp/high/low beam, windshield wiper/washer controls and cruise control		S	S
Security locks - rear-door, child		S	S
Steering - power rack-and-pinion		S	-
Steering - variable effort, power rack-and-pinion		-	S
Suspension - DynaRide [®]		S	S
Suspension - front, independent MacPherson strut		S	S
Suspension - rear, independent		S	S
Suspension - Gran Touring (includes automatic level control)		S	S
Theft-deterrent system - PASS-Key [®] II		S	S
Traction control system		-	A
Transmission - automatic with overdrive (electronically controlled)		S	S
Trip odometer		S	S
Wipers - 2-speed with low-speed delay feature		S	S

Interior

Air bags - driver and front-seat passenger Supplemental Restraint System (SRS)	S	S
Air conditioning - CFC free	S	S
Armrest - front-seat storage with dual cup holders	A	S
Carpeting - front and rear	A	S
Delugger - electric, rear window	S	S
Delugger - front and side window outlets	S	S
Door locks - power	S	S
Electronic warning tone - seat belts, ignition key, "headlamps on" and "parking brake on"	S	S
Head restraints - adjustable, front-seat	S	S
Instrumentation - backlit analog cluster with trip odometer	S	S
Instrumentation - quartz analog gauge cluster (includes voltmeter, oil-pressure gauge, low-fuel indicator, temperature gauge, tachometer, oil-level indicator and oil-life monitor)	-	A
Lamp - center, high-mounted stop	S	S
Lights - front ashtray, front- and rear-door-operated dome, trunk, engine compartment, glove box and instrument panel courtesy	S	-
Lights - front- and rear-door-operated, front-header courtesy and reading, instrument panel courtesy, ashtray, glove box, trunk, engine compartment and rear roof rail courtesy/reading	-	S
Lights - front- and rear-door courtesy	-	S
Recliners - manual, seatback, driver and passenger	S	S
Seat - 6-way power, driver	A	S
Seatbelts - front-seat lap/shoulder belt system with front shoulder belt comfort adjuster	S	S
Seatbelts - rear-seat lap/shoulder	S	S
Seats - cloth 55/45 with armrest	S	S
Seats - cloth 55/45 with front-seat storage armrest	-	S
Seats - leather/vinyl 55/45 with front-seat storage armrest	-	A
Steering column - TILT-WHEEL™ adjustable	S	S
Steering wheel - deluxe (with SRS)	S	S
Sunshades - extendable	S	S
Sunshades - supplemental front	S	S
Trunk convenience net	A	S
Trunk lock release - electric, remote	A	S
Trunk trim - full	S	S

Exterior

Bumper guards - front	S	S
Bumper protective strips - front and rear	S	S
Glass - Soft-Ray tinted	S	S
Headlamps - wraparound, composite tungsten-halogen	S	S
License plate holder - rear slide-in and front mounting	S	S

	(S) standard; (A) available	Custom Limited	
		Exterior, continued	
Mirrors, outside rearview - deluxe, body-color, electric, left and right remote		A	S
Moldings - black, body-side		S	-
Moldings - lower body opening and rocker panel		-	S
Moldings - wheel opening, belt reveal and roof drip		S	S
Paint - basecoat/clearcoat with anti-chip protection		S	S
Tires - P205/70R15 steel-belted, radial-ply, all-season blackwall		S	A
Tires - P205/70R15 steel-belted, radial-ply, all-season whitewall		A	S
Tires - P215/60R16 Eagle GA blackwall		A	A
Wheelcovers - 15" custom, locking, wire		S	A
Wheelcovers - 15" deluxe		S	-
Wheels - 15" aluminum		A	S
Wheels - 16" aluminum		A	A
Windows - power with driver's express-down and passenger lockout feature		S	S

Audio Systems

Antenna - automatic power	A	S
Antenna - fixed-mast	S	-
Radio - ETR [®] AM-FM stereo with seek and scan, and clock	S	-
Radio - ETR [®] AM-FM stereo with seek and scan, cassette with auto reverse, and clock	A	S
Radio - ETR [®] AM stereo ⁽¹⁾ -FM stereo with seek and scan, cassette with auto reverse and search/repeat, Concert Sound II speakers, and clock	A	A
Radio - ETR [®] AM stereo ⁽¹⁾ -FM stereo with seek and scan, compact disc player, Concert Sound II speakers, and clock	A	A
Speakers - dual, front and rear, extended-range	S	S

*Partial listing only - see your Buick dealer for complete lists and details.

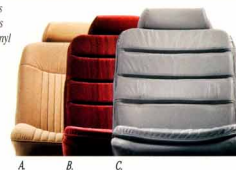
Option Package Equipment

	Custom		Limited	
	SD	SE	SE	
Air conditioning - dual automatic ComfortTemp climate control		■		
Air conditioning - rear-seat ComfortTemp		■		
Antenna - power		■		
Armrest - front-seat storage with dual cup holders		■		
Carpet savers - front and rear		■		
Cruise control - electronic		■		
Delugger - rear-window, electric		■		
Door edge guards - body-color		■		
Lamps - cornering		■		
Mirror, visor vanity - lighted, passenger		■		
Mirrors, outside rearview - deluxe, body-color, electric, left and right remote		■		
Radio - ETR [®] AM stereo ⁽¹⁾ -FM stereo with seek and scan, cassette with auto reverse and search/repeat, Concert Sound II speakers, and clock		■		
Radio - ETR [®] AM-FM stereo with seek and scan, cassette with auto reverse, and clock		■		
Remote keyless entry		■		
Seat - 6-way power, driver		■		
Seat - 6-way power, passenger		■		
Stripes - accent		■		
Tires - P205/70R15 steel-belted, radial-ply, all-season whitewalls		■		
Trunk convenience net		■		
Trunk lock release - electric, remote		■		
Wheels - 15" aluminum		■		

(1) Receives C-Quam AM stereo broadcasts. Most AM stations broadcast in C-Quam but some do not. Check your local stations for compatibility in your area.

Seat Availability

- A. Custom Cloth Seats
B. Limited Cloth Seats
C. Limited Leather/Vinyl Seats⁽¹⁾



Color Availability

Exterior	Interior
Bright White	Blue, Gray, Beige, Dark Ruby Red
Champagne Beige Metallic	Beige
Dark Indiestone Metallic	Gray, Beige
Light Windsor Gray Metallic	Gray, Dark Ruby Red
Black	Gray, Beige, Dark Ruby Red
Polo Green Metallic	Gray, Beige
Light Adriatic Blue Metallic	Blue
Adriatic Blue Metallic	Blue, Gray, Beige
Ruby Red Metallic	Blue, Gray, Beige, Dark Ruby Red
Smoky Cherry Metallic	Gray, Beige, Dark Ruby Red
Smoky Amethyst Metallic	Gray, Beige, Dark Ruby Red

(1) Leather in seating areas only.

Wheel Availability

- A. 15" Custom, Locking Wire Wheelcovers
B. 15" Deluxe Wheelcovers
C. 16" Aluminum Wheels
D. 15" Aluminum Wheels





Regal.

Compare Buick Regal to the most
Measure it against the world.
acclaimed imports. Study Regal's

smooth sculpted lines. Consider
the response of its potent V6
powerplant. Test the certain

surefootedness of its fully
independent suspension.
See how effortlessly it tames

a potholed city street. Note the fit
of its body panels and the quality
of its finish. Measure the 1994

Buick Regal against the rest of the
automotive world.

*With the 3800 V6
and Gran Touring
suspension, Regal
Gran Sport Sedan
is equipped for
enthusiastic driving.*



REGAL

The Regal Limited Sedan offers distinctive trim and many standard features. Shown with optional 15-inch aluminum wheels.



The Regal Custom Sedan with optional 15-inch aluminum wheels.



Between Regal's plush yet deeply supportive front seats you'll find a convenient armrest/storage compartment, complete with dual cup holders.

• REGAL •



Available dual ComfortTemp climate control allows different temperature settings for the driver and front-seat passenger.

Driving ease as an engineering goal.

In the tradition of the world's finest sports sedans, Regal Sedan is designed and engineered to make highway travel enjoyable. Designed and engineered not only to please and pamper cabin occupants but to protect them as well. Consider, for example, that 1994 Regal Sedan already meets the 1997 federal side-impact safety standard and is equipped with a driver-side air bag. Perhaps most important, Regal Sedan is designed and engineered to meet the quality standards of Buick.



The power express-down driver's window lowers fully with one touch of the button.

Upholstered in fine fabric, Regal's front seats are equipped to accommodate three.



A driver-side air bag, in conjunction with the three-point seatbelt, can help protect the driver in certain severe frontal impacts.



The power door lock and power window controls are conveniently located on the driver's door.



DynaRide four-wheel independent suspension isolates the cabin from road shock and vibration, yet it provides agile handling.

The power door lock and power window controls are conveniently located on the driver's door.

*Regal Custom Coupe
is trimmed in world-
class style. Shown
with optional 15-inch
aluminum wheels.*



- REGAL -

*Regal Gran Sport
offers the driving
characteristics of a
world-class touring
coupe. Shown with
standard 16-inch
aluminum wheels.*





• REGAL •



Let the sun shine in. The available sliding glass Astroroof opens to provide fresh air. It includes a retractable sunshade.



Optional Gran Touring suspension is calibrated to optimize handling and roadholding, yet maintain a luxuriously smooth ride.



Thanks to Buick's PASS-Key® II theft-deterrent system, only your key can start your Regal.

Designed to meet the strictest requirements of the most accomplished drivers.

Slide into the driver's seat of a Regal Coupe. Grasp the thick rim of the steering wheel. Feel the deep support of the well-bolstered seat. Note how all controls are positioned for easy reach. Turn the key in the ignition. Sense the quiet power of Regal's sequential-port fuel-injected six-cylinder engine. Move the gearshift lever to engage the electronically controlled transmission. And head for the open road.



Steering wheel radio controls allow you to switch from channel to channel, scan stations and control volume without taking your hands off the wheel.



The full instrumentation of an automobile engineered for serious driving.

The optional Regal Gran Sport interior features fine, supple leathers.

The potent 3800 SPI V6 engine with tuned-port injection is available on all Regals and standard on Gran Sport and Limited. It delivers 170 horsepower at 4800 rpm and 225 ft-lbs of torque at 3200 rpm.



Six-way power driver seat with recliner is available on all Regal Coupes and Sedans.

Regal Model Availability



Regal Custom Sedan
Regal Custom Coupe (not shown)



Regal Limited Sedan



Regal Gran Sport Coupe
Regal Gran Sport Sedan (not shown)

Engine

Type (Custom)	3.1-litre V6 with SF1 ⁽¹⁾
Horsepower	180 @ 3200 rpm
Torque	185 @ 4000 rpm
Type (Custom, Limited, Gran Sport)	3.8-litre SF1 ⁽¹⁾ V6 with tuned-port injection
Horsepower	170 @ 4800 rpm
Torque	225 @ 3200 rpm

Towing

3.1-litre V6	2.97 final drive ratio
	3.06 final drive ratio
3.8-litre V6	1,000 maximum gross trailer rate (lbs) ⁽²⁾⁽³⁾
	2,000 maximum gross trailer rate (lbs) ⁽²⁾⁽³⁾

Dimensions (inches)

	Coupe	Sedans
Length	191.8	194.8
Width	72.5	72.5
Height	53.0	54.5
Wheelbase	107.5	107.5

Interior (inches)

	front/rear	front/rear
Legroom	42.3/41.8	42.4/36.2
Headroom	37.6/37.0	38.6/37.7
Shoulder room	57.6/56.8	57.8/57.8
Hip room	32.8/33.1	32.7/33.2

Capacity

Trunk, cu ft	15.6	15.9
Fuel tank, gal	16.5	16.5
Base curb weight, lbs (Custom)	3,240	3,338

⁽¹⁾ Sequential-port fuel injection.

⁽²⁾ Requires Class II frame-mounted trailer hitch. Included in required V12 Trailer Towing Package.

⁽³⁾ When properly equipped. Includes weight of trailer, cargo, passengers and equipment. All towing recommendations are subject to change. Check with your Buckle dealer for the latest information. Trailer tongue load should be 10% of the maximum trailer weight but should not exceed the load rating specified for that vehicle, engine or hitch combination.

Standard and Available Equipment*

(S) standard, (A) available	Custom		Limited		Gran Sport	
	Coupe	Sedan	Sedan	Coupe	Sedan	Sedan
Mechanical						
Brakes – anti-lock, power 4-wheel disc	S	S	S	S	S	S
California emission equipment and testing	A	A	A	A	A	A
Cooling – heavy-duty engine and transmission (not available with 3100 V6 engine)	A	A	A	A	A	A
Cruise control – electronic	A	A	A	A	A	A
Drive – front-wheel	S	S	S	S	S	S
Engine – 3.1-litre 3100 SF1 V6	S	S	–	–	–	–
Engine – 3.8-litre 3800 SF1 V6 with tuned-port injection	A	A	S	S	S	S
Engine block heater	A	A	A	A	A	A
Exhaust system – stainless steel	S	S	S	S	S	S
Remote keyless entry	–	–	A	A	A	A
Steering – power	S	S	S	S	S	S
Suspension – DynaRide®	S	S	S	–	–	–
Suspension – Gran Touring (requires 3800 V6 engine)	A	A	A	S	S	S
Theft-deterrent system – PASS-Key® II	S	S	S	S	S	S
Transmission – electronically controlled 4-speed automatic with overdrive	S	S	S	S	S	S
Wipers – 2-speed with low-speed delay feature	S	S	S	S	S	S

Interior

Air bag – driver Supplemental Restraint System (SRS)	S	S	S	S	S	S
Air conditioning – CPC free	S	S	S	S	S	S
Armrest – front-seat storage with cup holders	S	S	S	–	–	–
Carpeting – front and rear	S	S	S	S	S	S
Carpet covers – front and rear	A	A	A	A	A	A
Defogger – front and side window outlets	S	S	S	S	S	S
Defogger – rear-window electric	A	A	A	A	A	A
Door locks – automatic power with relock feature	S	S	S	S	S	S
Dual Comfor/Temp climate control	A	A	A	A	A	A
Electronic warning tones – seatbelts, ignition key, "headlamps on" and "turn signal on"	S	S	S	S	S	S
Headrests – adjustable, front-seat	S	S	S	S	S	S
Heat ducts – rear-seat	S	S	S	S	S	S
Instrumentation – analog gage cluster with tachometer, voltage, temperature, oil pressure, fuel gages and trip odometer	S	S	S	S	S	S
Lamp – center, high-mounted stop	S	S	S	S	S	S
Lights – overhead console courtesy with integral reading lights	–	A	S	–	–	S
Lights – front airbag, instrument panel courtesy, trunk, engine compartment, glove box	S	S	S	S	S	S
Lights – integral dome and reading (Sedans)	–	A	S	–	–	S
Lights – sail panel reading (Coupes)	S	–	–	–	–	–
Map pocket – front seatback	–	–	S	S	S	S
Mirrors, visor vanity – lighted, driver and passenger	–	A	A	–	–	A
Mirrors, visor vanity – nonlighted, driver and passenger	S	S	S	S	S	S
Seat – 6-way power, driver	A	A	A	A	A	A
Seatbelts – automatic front safety system	S	S	S	S	S	S
Seatbelts – rear seat, lap and shoulder	S	S	S	S	S	S
Seats – reclining cloth 55/45 with storage armrest	S	S	S	–	–	–
Seats – leather/vinyl 55/45 with front-seat storage armrest	–	–	A	A	–	–
Seats – leather/vinyl bucket	–	–	A	A	–	–
Steering column – TILT-WHEEL™ adjustable	S	S	S	S	S	S
Sun shades – slide-out extensions	S	S	S	S	S	S
Trunk convenience net	A	A	A	A	A	A
Trunk lock release – electric, remote	A	A	A	A	A	A

Exterior

Astorford – electric sliding sunshade	A	A	A	–	A	–
Bumper guards – Argent (gray) front and rear	S	–	–	S	S	–
Bumper protective strips – Argent (gray) front and rear	–	–	–	–	–	S
Black – Soft-Ray tinted	S	S	S	S	S	S
Headlamps – composite tungsten-halogen	S	S	S	S	S	S
Illuminated driver door lock	S	–	–	S	–	–

	Custom		Limited		Gran Sport	
	Coupe	Sedan	Sedan	Coupe	Sedan	Sedan
Exterior, continued						
Luggage rack – black decklid (Coupes); chrome (Sedans)	–	A	A	A	A	A
Mirrors, outside rearview – left and right	S	S	S	S	S	S
Mirrors, outside rearview – deluxe, black, left and right remote	A	A	A	A	A	A
Paint – 2-tone Slate Gray Metallic lower accent	–	–	–	–	–	S
Tires – P205/70R15 steel-belted, radial, ply, all-season blackwall	S	S	S	–	–	–
Tires – P205/70R15 steel-belted, radial, ply, all-season whitewall	A	A	A	–	–	–
Tires – P225/60R16 steel-belted, radial, ply, Eagle GA touring blackwall	A	A	A	S	S	S
Trunk trim	S	S	S	S	S	S
Wheelcovers – 15" custom, locking, wire	A	A	A	–	–	–
Wheelcovers – 15" deluxe	S	S	S	–	–	–
Wheels – 15" aluminum	A	A	A	–	–	–
Wheels – 16" aluminum	A	A	A	S	S	S
Windows – power with driver's express-down and passenger lockout feature	S	S	S	S	S	S

Audio Systems

Antenna – automatic power	A	A	A	A	A	A
Antenna – fixed mast	S	S	S	S	S	S
Radio – ETR® AM-FM stereo with seek and scan, and clock	S	S	S	S	S	S
Radio – ETR® AM-FM stereo with seek and scan, cassette, and clock	A	A	A	A	A	A
Radio – ETR® AM stereo ⁽¹⁾ FM stereo with seek and scan, compact disc player, and clock	A	A	A	A	A	A
Radio – ETR® AM stereo ⁽¹⁾ FM stereo with seek and scan, cassette with auto reverse and search/repeat, graphic equalizer, and clock	A	A	A	A	A	A
Speakers – dual, standard-range front, extended-range rear (4)	S	S	S	S	S	S
Speakers – Concert Sound II	A	A	A	A	A	A
Steering wheel – with radio controls	A	A	A	A	A	A

*Partial listing only – see your Buckle dealer for complete lists and details.

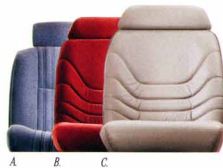
Option Package Equipment

	Custom		Limited		Gran Sport	
	SD	SE	SD	SE	SD	SE
Air conditioning – dual Comfor/Temp climate control	■	■	■	■	■	■
Antenna – automatic power	■	■	■	■	■	■
Carpet savers – front and rear	■	■	■	■	■	■
Cruise control – electronic	■	■	■	■	■	■
Defogger – rear-window, electric	■	■	■	■	■	■
Lights – dome with integral reading lights (Sedan only)	■	■	■	■	■	■
Lights – door courtesy (Sedan only)	■	■	■	■	■	■
Lights – front overhead console courtesy and reading	■	■	■	■	■	■
Lights – sail panel courtesy (Coupe only)	■	■	■	■	■	■
Mirrors, outside rearview – deluxe, electric, left and right remote with lockout controls	■	■	■	■	■	■
Mirrors, visor vanity – lighted, driver and passenger	■	■	■	■	■	■
Radio – ETR® AM-FM stereo with seek and scan, cassette with auto reverse, and clock	■	■	■	■	■	■
Radio controls – steering-wheel-mounted	■	■	■	■	■	■
Remote keyless entry	■	■	■	■	■	■
Seat – 6-way power, driver	■	■	■	■	■	■
Speaker system – Concert Sound II	■	■	■	■	■	■
Trunk lock release – electric, remote	■	■	■	■	■	■

⁽¹⁾ Receives C-Quam AM stereo broadcasts. Most AM stations broadcast in C-Quam but some do not. Check your local stations for compatibility in your area.

Seat Availability

- A. Custom Cloth Seats
B. Limited/Gran Sport Cloth Seats
C. Limited/Gran Sport Leather/Vinyl Seats⁽¹⁾



Color Availability

Exterior	Interior
Bright White	Blue, Gray, Beige, Red
Light Driftwood Metallic ⁽²⁾	Beige
Medium Jadedstone Metallic	Gray, Beige
Sterling Silver Metallic	Blue, Gray, Red
Black	Gray, Beige, Red
Light Blue Metallic ⁽²⁾	Blue, Gray
Adriatic Blue Metallic	Blue, Gray, Beige
Ruby Red Metallic	Gray, Beige, Red
Charet Red Metallic	Gray, Beige, Red
Smoky Amethyst Metallic	Gray, Beige, Red

⁽¹⁾ Leather in seating areas only.
⁽²⁾ Not available on Gran Sport Sedan.

Wheel Availability

- A. 15" Custom, Locking Wire Wheelcovers
B. 15" Deluxe Wheelcovers
C. 16" Aluminum Wheels
D. 15" Aluminum Wheels





Century.

The traditional luxury of a formal sedan.

Century's appearance is stylish and attractive. Its list of standard

equipment is extensive. For 1994, it offers a choice of two advanced new powerplants. Yet Buick

Century is designed to meet the expectations of those who prefer genuine luxury in a mid-size

sedan. Century is an automobile designed to meet the requirements of those who

demand exceptional quality. Century is, in every measurable way, worthy of the Buick name.

The Century Custom Sedan has the elegant look of a traditional luxury sedan.



Century's dashboard is fitted with instruments and controls that are easy to reach and easy to read.



This ETX® AM-FM stereo radio with cassette player is available on all Century models.

A wealth of luxury in a mid-size automobile.

Century's road manners are impeccable, and its passenger cabin is well appointed. You'll find that all controls are easy to read, easy to reach and sized for convenience. You'll find comfortably wide, richly upholstered seating. You'll find a driver air bag and a wide range of other safety features. In brief: all the amenities you expect to find in a Buick.

Century Custom's passenger cabin features the traditional elegance of richly tailored cloth upholstery.



Lock or unlock your car, turn on the interior lights or open the trunk from as far as 30 feet away with Century's available remote keyless entry.



Standard anti-lock brakes help maintain steering control and prevent skidding when braking.



The available six-way power driver's seat adjusts with fingertip controls, conveniently located on the front of seat.



The front-seat center armrest opens to reveal a handy storage compartment and dual cup holders.



An available cargo net will prevent grocery bags or other precariously balanced objects from tipping over in Century's spacious trunk.



A driver air bag is standard on all Century models. In conjunction with the three-point seatbelt, it can help reduce the chance of injury in certain severe frontal impacts.



Buick's DynaRide suspension provides the luxuriously smooth ride that you expect in a premium automobile.



Power windows controls are conveniently located on the driver-side door panel.

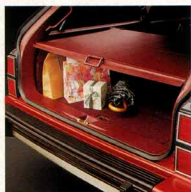
A Century to suit every transportation need.

The Century Station Wagon is an ideal choice for those who desire a premium automobile that offers substantial cargo-carrying capability. Century Wagons are rich with classic luxury yet very practical, with up to 74.4 cubic feet of cargo space. The convenience of a station wagon and the amenities of a Buick: Is it any wonder that the Century Wagon is so highly valued by those who own and drive it?



Standard equipment includes a responsive yet efficient 2.2-litre four-cylinder engine with port fuel injection.

The Century Special Sedan, shown here in Light Driftwood, is the most affordable Century you can own.



A cargo security cover, available on all Century Wagons, can conceal valuables.

The Century Special Wagon in Ruby Red Metallic presents a strikingly elegant image, yet it is a most practical automobile.



Century Model Availability



Century Special Wagon
Century Special Sedan (not shown)



Century Custom Sedan

Engine

Type (all models)	2.2-litre T200 L4 with PFI ⁽¹⁾
Horsepower	120 @ 5200 rpm
Torque	130 @ 4000 rpm
Type (all models)	3.1-litre 3100 V6 with SFI ⁽²⁾
Horsepower	160 @ 5200 rpm
Torque	155 @ 4000 rpm

Towing

3.1-litre V6	2.97 final drive ratio
	2,000 maximum gross trailer rate (lbs.) ⁽³⁾⁽⁴⁾

Dimensions (inches)

	Sedans	Wagon
Length	188.1	190.9
Width	68.4	68.4
Height	54.2	54.2
Wheelbase	104.9	104.9
Front tread	58.7	58.7
Rear tread	56.7	56.7

Interior (inches)

	front/rear	front/rear
Legroom	42.1/35.9	42.1/34.8
Headroom	38.6/38.3	38.6/38.9
Shoulder room	55.8/56.0	55.8/56.0
Hip room	50.8/54.3	50.8/54.3

Capacity

Trunk, cu ft	16.2	—
Max. cargo, cu ft	—	71.4
Fuel tank, gal	16.5 ⁽⁵⁾	16.5 ⁽⁵⁾
Base curb weight, lbs	2,974	3,134

⁽¹⁾ Port fuel injection.

⁽²⁾ Sequential fuel injection.

⁽³⁾ Not recommended on Century Wagon.

⁽⁴⁾ Trailer towing in mountains, high temperature areas requires the installation of the Dunham Bush Auxiliary Cooler (dealer installed).

⁽⁵⁾ When properly equipped. Includes weight of trailer, cargo, passengers and equipment. All towing recommendations are subject to change. Check with your Buick dealer for the latest information. Trailer tongue load should be 10% of the maximum trailer weight but should not exceed the load rating specified for that vehicle, engine or combination.

⁽⁶⁾ Fuel tank capacity reduced to 11.8 gallons when fueled via vapor recovery nozzle.

Standard and Available Equipment*

(S) standard; (A) available	Special Sedan	Special Wagon	Custom Sedan
Mechanical			
Battery — Delco Freedom II Plus	S	S	S
Brakes — anti-lock, power front disc/rear drum	S	S	S
Chassis springs — computer-selected	S	S	S
Cooling — engine and transmission	S	S	S
Cooling — heavy duty	A	A	A
Cruise control — electronic	A	A	A
Drive — front-wheel	S	S	S
Engine — 2.2-litre L4 with PFI	S	S	S
Engine — 3100 V6	A	A	A
Engine mounts — hydraulic-tuned	S	S	S
Remote keyless entry	—	—	A
Steering — power rack-and-pinion	S	S	S
Struts — gas hood	S	S	S
Suspension — adjustable level control	A	—	A
Suspension — DynaRide®	S	—	S
Suspension — front, independent MacPherson strut	S	S	S
Transmission — automatic	S	S	S
Transmission — 4-speed automatic with overdrive	A	A	S
Wipers — 2-speed with delay feature	S	S	S

Interior			
Acoustical Package	S	S	S
Air bag — driver Supplemental Restraint System (SRS)	S	S	S
Air conditioning — CFC free	S	S	S
Armrest — front-seat	S	S	—
Armrest — front-seat, storage with dual cup holders	A	A	S
Carpet — load floor	—	S	—
Carpet savers — front and rear	A	A	A
Defogger — front and side-window outlets	S	S	S
Defogger — rear window electric	A	A	A
Electronic warning tone — ignition key, seatbelts and "headlamps on"	S	S	S
Headrests — adjustable, front-seat	S	S	S
Instrument gauges — includes speedometer, fuel gage, voltage, temperature and trip odometer	S	S	S
Lamp — center, high-mounted stop	S	S	S
Light — rear compartment	—	S	—
Lights — ability, instrument panel courtesy, dome, glove box, trunk and engine compartments and map	S	S	S
Lights — front-seat reading	A	A	—
Lights — door courtesy	—	A	A
Mirror, inside rearview — with integral reading lights	A	A	A
Mirrors, visor vanity — lighted, driver and passenger	A	A	A
Mirrors, visor vanity — non-lighted, cloth-covered, driver and passenger	A	A	S
Recliners — power, seatback, driver and passenger	S	S	S
Seat — 6-way power, driver	A	A	—
Seat — folding third (always vinyl)	—	A	A
Seatback — split, folding rear	—	S	—
Seatbelts — automatic front safety system	S	S	S
Seatbelts — rear-seat, lap and shoulder	S	S	S
Seats — cloth 5045 with armrest	—	—	S
Seats — cloth 5045 with storage armrest	—	—	S
Seats — leather/vinyl 5545 with front-seat storage armrest	—	—	A
Security cover — cargo area	—	—	A
Steering column — TILT-WHEEL™ adjustable	S	S	S
Steering wheel — deluxe (with SRS)	S	S	S
Storage compartments — lockable load area, floor	—	S	—
Trunk release — electric, remote	—	A	—
Trunk convenience net	A	—	A
Trunk lock release — remote	A	—	A

Exterior			
Air deflector — rear	—	A	—
Bumper guards — front and rear	S	S	S
Bumper protective strips — black, front and rear	—	S	—
Bumper protective strips — body-color, front and rear	S	—	S

Exterior, continued			
Door edge guards — bright, except on Wagon	A	A	A
Glass — Soft-Ray tinted	S	S	S
Headlamps — composite tungsten-halogen	S	S	S
Luggage rack — chrome, decklid	—	—	A
Mirrors, outside rearview — deluxe, black, left remote, right manual	S	S	S
Roof rack	—	A	—
Tire — compact spare	S	S	S
Tires — P185/78R14 steel-belted, radial-ply, all-season blackwall	S	S	S
Tires — P185/78R14 steel-belted, radial-ply, all-season whitewall	A	A	S
Tires — P185/78R14 steel-belted, radial-ply, all-season blackwall	A	A	A
Tires — P185/78R14 steel-belted, radial-ply, all-season whitewall	A	A	A
Wheelcovers — 14" deluxe	S	—	—
Wheelcovers — 14" styled	—	S	S
Wheelcovers — 14" custom, locking, wire	—	—	A
Wheels — 14" aluminum	A	A	A
Wheels — 14" styled steel	A	A	—
Windows — power	A	A	A
Window washer/wiper — tailgate	—	A	—

Audio Systems			
Antenna — fixed-mast	S	S	S
Radio — ETR® AM-FM stereo with seek and scan, and clock	S	S	S
Radio — ETR® AM-FM stereo with seek and scan, cassette with auto reverse, and clock	A	A	A
Radio — ETR® AM-FM stereo with seek and scan, compact disc player, and clock	A	A	A
Speakers — dual, standard-range front, extended-range rear	S	S	S
Speakers — premium, dual, front and rear coaxial	A	—	A

*Partial listing only — see your Buick dealer for complete lists and details.

Option Package Equipment

	Special Sedan		Special Wagon		Custom Sedan
	SD	SE	SD	SE	SE
Air deflector — rear-window			■	■	
Antenna — automatic power					■
Armrest — front-seat storage with dual cup holders	■	■	■	■	■
Carpet savers — front and rear	■	■	■	■	■
Cruise control — electronic	■	■	■	■	■
Defogger — rear-window electric	■	■	■	■	■
Lights — front-seat reading	■	■			
Mirror, inside rearview — with integral reading lights	■	■			
Mirrors, outside rearview — deluxe, black, electric, left and right remote			■	■	■
Mirrors, visor vanity — lighted, driver and passenger			■	■	■
Mirrors, visor vanity — non-lighted, driver and passenger			■	■	■
Radio — ETR® AM-FM stereo with seek and scan, cassette with auto reverse, and clock	■	■	■	■	■
Remote keyless entry			■	■	■
Roof rack			■	■	■
Seat — 6-way power, driver			■	■	■
Security cover — cargo area			■	■	■
Speaker system — premium, dual, front and rear coaxial			■	■	■
Stripes — body-side					■
Third seat — vinyl, rear-facing			■		
Tires — P185/78R14 steel-belted, radial-ply, all-season whitewalls	■	■	■	■	■
Tires — P185/78R14 steel-belted, radial-ply, all-season blackwall					■
Trunk convenience net			■		■
Trunk lock release — electric, remote			■		■
Windows — power			■		■

Seat Availability

- A. Special Cloth Seats
B. Custom Cloth Seats
C. Leather/Vinyl Seats⁽¹⁾



Color Availability

Exterior	Interior
Bright White	Blue, Gray, Beige, Dark Ruby Red
Light Driftwood Metallic	Beige
Dark Indestone Metallic	Gray, Beige
Sterling Silver Metallic	Blue, Gray, Dark Ruby Red
Black	Gray, Beige, Dark Ruby Red
Light Adriatic Blue Metallic	Blue
Adriatic Blue Metallic	Blue, Gray, Beige
Ruby Red Metallic	Gray, Beige, Dark Ruby Red
Dark Cherry Metallic	Gray, Beige, Dark Ruby Red
Smoky Amethyst Metallic	Gray, Beige, Dark Ruby Red

⁽¹⁾ Leather in seating areas only.

Wheel Availability

- A. 14" Styled Wheelcovers
B. 14" Deluxe Wheels
C. 14" Styled Steel Wheels
D. 14" Aluminum Wheels
E. 14" Custom, Locking Wire Wheelcovers





Skylark.

The intelligence of advanced design.

It is difficult to remain anonymous or inconspicuous behind the

wheel of a 1994 Buick Skylark. Because this is an automobile that immediately draws attention and

admiring glances. This is an automobile styled for the 1990s and beyond, yet fitted with the

numerous amenities and conveniences that you have come to expect from Buick. Skylark,

in brief, is an automobile built with all the attention to quality for which Buick is famous.

The Skylark Gran Sport Sedan in Black. Shown with standard 16-inch aluminum wheels.



*Bold analog instruments are unobstructed.
The center console is angled toward you.*



When closed, the center console storage compartment door serves as a padded armrest. Standard on Gran Sport, available on Limited.

The sublime logic of a cockpit designed for driving.

Skylark's passenger cabin is a bold example of contemporary automotive design. It is a cabin designed to please the eye with fluid lines that complement the graceful curves of Skylark's exterior. Yet this is a highly functional place to drive, with full instrumentation and easily accessible controls. It's the heart and soul of Skylark. And it's yours from Buick.



A rear seat folds down to allow convenient storage of extra-long cargo. Standard on Gran Sport, available on Limited.



A standard driver air bag, in conjunction with three-point seatbelts, can help prevent injury in certain severe frontal impacts.

When activated, Skylark Sedan's child security lock prevents the unlocking or opening of the rear doors from inside the car.

Remote releases for the trunk and fuel filler door are conveniently located next to the driver's seat.

For your convenience, a cup holder and charge holder in the center console.



The passenger cabin of Skylark Gran Sport is upholstered in fine leather and rich fabric.



• SKYLARK •

The Skylark Gran Sport Coupe in Bright Red.



Skylark features a spacious 13.3-cu-ft trunk with low liftover height for easy loading and unloading.

An exciting new powerplant available for Skylark.

It displaces 3.1 litres. It generates 155 horsepower at 5200 rpm, and 185 lbs-ft of torque at 4000 rpm. Its six cylinders are fueled by an advanced sequential-port fuel injection system. It features fast-burn combustion chambers for efficiency and responsiveness. It's the latest in a long line of high-performance six-cylinder engines. Engines that have established a record for world-class quality and reliability.

The Skylark Limited Sedan in Adriatic Blue.



Stopping power on most slippery roads is enhanced by anti-lock braking.



Standard on Gran Sport and available on Limited and Custom, the new 3.1-litre sequential-port fuel-injected engine combines with a new four-speed electronic transmission for smooth, powerful driving response.



Standard anti-lock brakes help maintain steering control and prevent skidding when braking on most slippery surfaces



DynaRide suspension provides a comfortably smooth ride on Skylark Custom and Limited. Firmer Gran Touring suspension is standard on Gran Sport and available on Limited.



A new, low-maintenance 2.3-litre Quad OHC four-cylinder engine is standard equipment on Custom and Limited.



• SKYLARK •

The Skylark Custom Coupe in Aquamarine with 15-inch wheelcovers and blackwall tires.



The Skylark Custom Sedan in Dark Polo Green with 14-inch polycast wheelcovers and blackwall tires.



Standard power door locks secure all doors when you shift out of PARK or NEUTRAL.



The oval analog cluster features big, easy-to-read instruments.



Available: a premium ETR® AM stereo FM stereo radio with cassette player and Concert Sound II speakers (Limited and Gran Sport).*

*Receives C-Quam AM stereo broadcasts. Most AM stations broadcast in C-Quam but some do not. Check your local stations for compatibility in your area.

Standard and optional features can help make Skylark distinctively yours.

The range of choices is seemingly endless. Three distinctive models: Custom, Limited and Gran Sport. Numerous standard and optional features. The possibilities are many. But whichever Skylark you choose, you can be sure that it will provide many years of dependable, enjoyable transportation. Because while equipment and specifications may vary, all Skylarks share one very important trait: Each and every one is designed and engineered with the quality of a Buick.

Skylark Custom's cloth bench seat features a fold-down center armrest.



With the standard rear seatbelt child-comfort guides, you can adjust the shoulder belts to fit young rear-seat passengers and make safety more comfortable.

• SKYLARK •



Lock or unlock your car, turn on the interior lights or open the trunk from as far as 30 feet away with Skylark's remote keyless entry. Available on Limited and Gran Sport.



Automatic cruise control is available on all Skylark models.

Skylark Model Availability



Skylark Custom Sedan
Skylark Custom Coupe (not shown)



Skylark Limited Sedan



Skylark Gran Sport Coupe
Skylark Gran Sport Sedan (not shown)

Engine

Type (Custom, Limited)	2.3-litre Quad OHC MFI ⁽¹⁾
Horsepower	115 @ 5200 rpm
Torque	140 @ 3200 rpm
Type (Limited, Gran Sport)	3.1-litre 3100 V6 with SPI ⁽²⁾
Horsepower	155 @ 5200 rpm
Torque	185 @ 4000 rpm

Towing

3.1-litre V6 ⁽³⁾	3.06 final drive ratio
	1,000 maximum gross trailer rate (lbs) ⁽³⁾⁽⁴⁾

Dimensions (inches)

Length	189.1	
Width	67.5	
Height	53.2	
Wheelbase	105.4	
Front tread	55.8	
Rear tread	56.6	
Interior (inches, front/rear)	Coupes	Sedans
Legroom	43.3/32.5	43.3/33.5
Headroom	37.8/36.5	37.8/37.0
Shoulder room	53.6/55.0	54.1/53.4
Hip room	49.1/50.3	49.1/50.3

Capacity

Trunk, cu ft	13.3
Fuel tank, gal	15.2
Base curb weight, lbs	2,791
	2,855

(1) Multi-port fuel injection.

(2) Sequential fuel injection.

(3) When properly equipped. Includes weight of trailer, cargo, passengers and equipment. All towing recommendations are subject to change. Check with your Buick dealer for the latest information. Trailer tongue load should be 10% of the maximum trailer weight but should not exceed the load rating specified for that vehicle, engine or combination.

Standard and Available Equipment*

(S) standard, (A) available	Custom Coupe	Limited Sedan	Gran Sport Coupe	Gran Sport Sedan
Mechanical				
Battery – Delco Freedom II (run-down protection system)	S	S	S	S
Brakes – anti-lock, power front disc/rear drum	S	S	S	S
Drive – front-wheel	S	S	S	S
Engine – 2.3-litre Quad OHC	S	S	S	–
Engine – 3100 V6	A	A	A	S
Engine block heater	A	A	A	A
Exhaust system – stainless steel	S	S	S	S
Security locks – rear-door child	–	S	S	–
Steering – power rack-and-pinion	S	S	S	S
Suspension – DynaRide®	S	S	–	–
Suspension – front, independent MacPherson strut	S	S	S	S
Suspension – Gran Touring	–	A	S	–
Transmission – 3-speed automatic	S	S	–	–
Transmission – electronically controlled 4-speed automatic	A	A	A	S
Wipers – 2-speed with low-speed delay feature	A	A	S	S
Interior				
Air bag – driver Supplemental Restraint System (SRS)	S	S	S	S
Air conditioning – CPC free	A	A	S	S
Armrest – front-storage with dual cup holders	A	A	–	–
Carpet savers – front and rear	A	A	A	S
Console – front overhead storage (with integral courtesy lights)	S	S	S	S
Console – full-length operating with bucket seats	A	A	A	S
Cruise control – electronic	A	A	S	S
Delogger – front and side window outlets	S	S	S	S
Delogger – rear window, electric	A	A	A	A
Door – map pockets and pull straps	S	S	S	S
Door locks – power with automatic relock feature	S	S	S	S
Electronic warning tone – seatbelts, ignition key, turn signal and “headlamps on”	S	S	S	S
Headrests – rear-seat	S	S	S	S
Instrumentation – backlit analog gauge cluster with speedometer, temperature, fuel gage, trip odometer and oil level telltale	S	S	–	–
Instrumentation – backlit analog cluster with speedometer, tachometer, voltmeter, oil pressure, oil temperature, fuel gage, trip odometer and oil level telltale	A	A	S	S
Lamp – high-mounted stop	S	S	S	S
Lights – ashtray, glove box, engine compartment, front and instrument panel courtesy, and trunk compartment	S	S	S	S
Recliners – manual, seatback, driver and passenger	S	S	S	S
Seat – 6-way power, driver	A	A	A	A
Seatbelts – automatic front safety system, rear-seat lap/shoulder system with child comfort guide	S	S	S	S
Seats – cloth 55/45 split bench	S	S	S	–
Seats – reclining leather/cloth buckets	–	–	S	S
Seats – split, folding rear seatback with inertia lock	–	–	A	S
Seats – cloth bucket with full-length operating console	A	A	A	–
Shift handle – leather-wrapped	–	–	S	S
Steering column – TILT-WHEEL™ adjustable	S	S	S	S
Steering wheel – leather-wrapped	–	–	S	S
Trunk convenience net	A	A	A	S
Trunk lock release – remote	S	S	S	S
Exterior				
Glass – Soft-Ray tinted	S	S	S	S
Headlamps – composite tungsten-halogen	S	S	S	S
Keyless entry – remote	–	–	A	A
Mirrors, outside rearview – deluxe, black, left, remote and right manual	S	S	S	S
Mirrors, outside rearview – deluxe, black, electric, left and right remote	A	A	A	A

Seat Availability

A. Custom Cloth Seats

B. Limited Cloth Seats

C. Gran Sport Leather/Cloth Seats⁽¹⁾



Color Availability

Exterior	Interior
Bright White	Blue, Graphite, Beige, Red
Light Windsor Gray	Graphite, Red
Black	Graphite, Beige, Red
Dark Polo Green Metallic	Graphite, Beige
Bright Blue Metallic	Blue, Graphite
Adriatic Blue Metallic	Blue, Graphite, Beige
Aquamarine Metallic	Graphite
Bright Red	Graphite, Beige
Ruby Red Metallic	Graphite, Beige, Red
Smoky Amethyst Metallic	Graphite, Beige, Red

(1) Leather in seating areas only.

Wheel Availability

A. 14" Polycast Wheelcovers
B. 14" Chrome, Styled Wheelcovers
C. 14" Aluminum Wheels
D. 15" Styled Wheelcovers



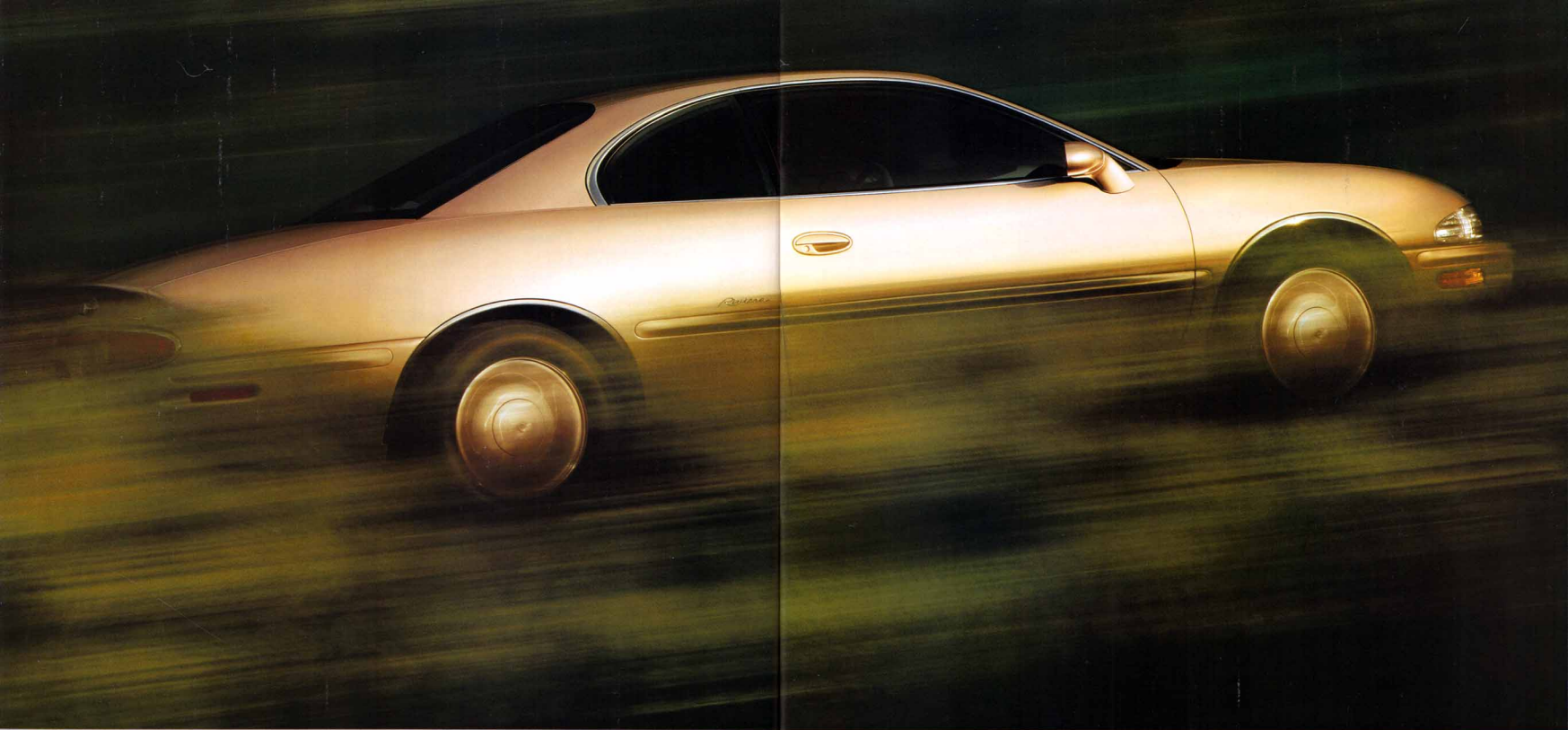
	Custom Coupe	Limited Sedan	Gran Sport Coupe	Gran Sport Sedan
Exterior, continued				
Moldings – body-side with black insert	–	–	S	S
Moldings – body-color, body-side with bright insert	S	S	–	–
Tires – P185/75R14 steel-belted, radial-ply, Michelin all-season blackwall	S	S	–	–
Tires – P205/55R16 steel-belted, radial-ply, Eagle GA touring blackwall	–	A	S	S
Tires – P185/75R14 steel-belted, radial-ply, all-season whitewall	A	A	A	–
Tires – P195/65R15 steel-belted, radial-ply, TA touring blackwall	A	A	A	–
Wheelcovers – 14" chrome, styled	S	S	–	–
Wheelcovers – 14" polycast (not available with whitewalls)	A	A	A	–
Wheelcovers – 15" styled	A	A	A	–
Wheels – 16" aluminum	–	–	A	S
Windows – power with driver's express-down; passenger lockout on Sedans	A	A	S	S
Audio Systems				
Antenna – power	A	A	A	A
Radio – ETR® AM-FM stereo with seek and scan, and clock	S	S	S	S
Radio – ETR® AM-FM stereo with seek and scan, cassette with auto reverse, custom dual extended-range front and rear speakers, and clock	A	A	A	A
Radio – ETR® AM stereo ⁽¹⁾ -FM stereo with seek and scan, graphic equalizer, compact disc player, Concert Sound II speakers, and clock	–	–	A	A
Speakers – dual, extended-range front and rear	S	S	S	S
Speakers – Concert Sound II	A	A	A	A

*Partial listing only – see your Buick dealer for complete lists and details.

Option Package Equipment

	Custom SD SE	Limited SE	Gran Sport SE
Air conditioning	■	■	■
Antenna – automatic power	■	■	■
Armrest – front-seat storage with dual cup holders	■	■	■
Carpet savers – front and rear	■	■	■
Cruise control – electronic	■	■	■
Delogger – rear window, electric	■	■	■
Headliner, custom – includes dual covered vanity mirrors with map straps, and front and rear courtesy lights	■	■	■
Headliner, deluxe – includes assist handles, extendable sunshades, lighted vanity mirrors with map straps, and front- and rear-seat reading lights	■	■	■
Mirrors, outside rearview – deluxe, black, electric, left and right remote	■	■	■
Radio – ETR® AM-FM stereo with seek and scan, cassette with auto reverse, custom dual extended-range front and rear speakers, and clock	■	■	■
Remote keyless entry	■	■	■
Seat – 6-way power, driver	■	■	■
Seat adjuster – 4-way manual, driver	■	■	■
Speakers – Concert Sound II	■	■	■
Steering column – TILT-WHEEL™ adjustable	■	■	■
Trunk convenience net	■	■	■
Windows – power, includes express-down for driver, and passenger window lockout on Sedan	■	■	■
Windshield wipers – 2-speed with low-speed delay feature	■	■	■

(1) Receives C-Quam AM stereo broadcasts. Most AM stations broadcast in C-Quam but some do not. Check your local stations for compatibility in your area.



1995 Riviera. Personal luxury for the next millennium.

Swiftly, silently, the 1995 Buick Riviera is coming. The proud result of extensive development and testing, this Riviera may be the most innovative automobile

Buick has ever built. And it is undoubtedly the most exciting Riviera since the very first of this

line stunned the automotive world over thirty years ago. Swiftly, silently, the 1995 Buick Riviera is

coming. The Riviera you've been waiting for is coming to your Buick showroom in the summer of 1994.

GM technician Jan Morris helped develop a grade of side-impact protection for Buick Regal that already meets the 1987 government standard.



Occupant Protection

- Supplemental Restraint System driver air bags are standard on all 1994 Buick models. (Driver and passenger air bags are standard on LeSabre, Roadmaster and Park Avenue/Ultra)
- Automatic lap/shoulder safety belts, driver and right front passenger (Skylark, Century, Regal)
- Manual lap/shoulder safety belts, outboard rear-seat positions
- Manual lap safety belts, center-seat positions (Park Avenue/Ultra, Roadmaster and LeSabre)
- Energy-absorbing steering column
- Energy-absorbing instrument panel
- Interlocking door latches
- Laminated windshield glass, urethane bonded
- Side-guard door beams
- Passenger-guard inside door lock handles

- Folding front seatback locks, inertia type/manual, two-door models
- Safety armrests
- Head restraints, adjustable or integral, front
- Breakaway inside rearview mirror
- Security door locks and door retention components
- Automatic door locking system (standard on all 1994 models)
- Tempered safety glass, side and rear windows
- Pressure-relief fuel cap
- Front and rear crush zones
- Child security locks (Skylark, LeSabre, Roadmaster, Park Avenue/Ultra)
- Pressure-lock radiator cap
- Dual sun visors



Every Buick is equipped with side-guard door beams for enhanced side-impact protection.

Every Buick is equipped with driver-side or driver- and passenger-side air bags.



Accident Avoidance

- Anti-lock brakes (standard on all 1994 models)
 - Side marker lamps and reflectors
 - Parking lamps
 - Four-way hazard warning flashers
 - Backup lamps
 - Center high-mounted stop lamp
 - Directional signal control
 - Windshield defrosters, washer and multi-speed wipers
 - Inside day/night rearview mirror
 - Outside rearview mirrors
 - Brake system with dual master cylinder plus warning light
 - Starter safety switch
 - Dual-action hood latch
 - Low-glare finish (inside windshield moldings, wiper arms and blades, metallic steering wheel surfaces)
 - Illuminated heater and defroster controls
 - Illuminated windshield wiper and washer controls (when located on instrument panel)
 - Tires with built-in tread wear indicators
 - Safety road wheel rims
 - Traction control (Park Avenue/Ultra, LeSabre Limited)
 - Audible disc brake lining wear indicators
 - Door warning light/reflector (Skylark, Century, Regal, LeSabre, Roadmaster Limited Sedan, Park Avenue/Ultra)
 - Brake/transmission shift interlock (Skylark, LeSabre, Roadmaster, Park Avenue/Ultra)
 - Electric rear-window defogger
- #### Theft Deterrence
- Visible vehicle identification number
 - Laser-etched VIN plate
 - Marked body parts (LeSabre, Park Avenue/Ultra)
 - Theft-deterrent steering column lock
 - PASS-Key® II personal security system
 - Remote inside hood release



We want to be the best car company you ever owned.

You say you're buying a car, not a car company? We respectfully disagree. With your new Buick, you get the support and assistance of every person at Buick and your Buick dealership, every Buick employe. We call it Quality Plus.



Quality Plus means mile after mile of carefree driving in the best-backed Buicks ever built.

So, in a sense, you *are* buying a car company. You are buying a company dedicated to building both great automobiles and great customer relationships. That's why we developed Quality Plus. It's our way of making sure that everyone at Buick is behind you. That everyone puts in that extra time or effort to make sure your ownership experience is everything you might ever hope it could be.

Quality Plus means you can count on the support and assistance of every person at Buick and your Buick dealership.

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Buckle up, America!



Printed on recyclable paper from a renewable source.

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Printed in U.S.A.
2.7mm



BUICK
The New Symbol For Quality In America.

Important: A word about this catalog.

We have tried to make this catalog as comprehensive and factual as possible. We reserve the right, however, to make changes at any time, without notice, in prices, colors, materials, equipment, specifications, models and availability. Since some information may have been updated since the time of printing, please check with your Buick dealer for complete details.

A word about engines.

Buicks are equipped with engines produced by different operating units of GM, its subsidiaries or GM suppliers worldwide.

A word about assembly of Buicks.

Buicks are assembled by different operating units of General Motors, its subsidiaries or GM suppliers worldwide. Buicks incorporate thousands of components produced by different operating units of GM, its subsidiaries or GM suppliers worldwide. We sometimes find it necessary to produce Buicks with different or differently sourced components than originally scheduled. All such components have been approved for use in Buicks and will provide the quality performance associated with the Buick name. Since some options may be unavailable when your vehicle is assembled, we suggest that you verify with your dealer that your vehicle includes the equipment you ordered, or if there are changes, that they are acceptable to you.

A word about

updated service information.

Buick regularly sends its dealers useful service bulletins about Buick products. Buick monitors product performance in the field. We then prepare bulletins for servicing our products better. Now you can get these bulletins, too. Ask your dealer. To get ordering information, call toll-free 1-800-551-4123.

A word about warranty.

The GM 3-year/36,000-mile Bumper to Bumper warranty covers repairs for any new Buick, including labor and parts, to correct any defects in material or workmanship occurring during the warranty period. The complete vehicle (except tires, which are covered by their manufacturer) will be covered for 3 years or 36,000 miles, whichever comes first. Body sheet metal rust-through from corrosion is covered for 6 years or 100,000 miles, whichever comes first. See your Buick dealer for terms of this limited warranty. Supplemental Restraint System coverage is 3 years regardless of mileage.

The GM Card.

For information or to apply for the GM Card or GM Gold Card, call 1-800-8GM-CARD.



Every Buick can be equipped to you. Specific towing data can be found in the Buyer's Guides.



A \$1,000 rebate is available via the GM Mobility Program to handicapped drivers who would like to equip their Buicks with special features that facilitate vehicle operation. For more information call 1-800-323-9935.



Bright White (16) 1 2 3 4 5 6 7



Champagne Beige Metallic (57) 1 2 4



Light Driftwood Metallic (33) 3 5 6



Medium Jadestone Metallic (44) 5



Dark Jadestone Metallic (18) 1 2 3 4 6



Sterling Silver Metallic (13) 5 6



Light Windsor Gray Metallic (14) 1 2 3 4 7



Black (41) 1 2 3 4 5 6 7



Polo Green Metallic (48) 1 2 4



Dark Polo Green Metallic (45) 7



Light Blue Metallic (23) 5



Bright Blue Metallic (26) 7



Light Adriatic Blue Metallic (36) 2 3 4 6



Dark Adriatic Blue Metallic (39) 1 2



Adriatic Blue Metallic (30) 1 2 3 4 5 6 7



Aquamarine Metallic (43) 7



Bright Red (81) 7



Ruby Red Metallic (72) 2 3 4 5 6 7



Claret Red Metallic (76) 5



Dark Cherry Metallic (77) 1 2 3 4 6



Smokey Amethyst Metallic (91) 2 3 4 5 6 7

Park Avenue Ultra	1
Park Avenue	2
Roadmaster	3
LeSabre	4
Regal	5
Century	6
Skylark	7

See individual Buyer's Guides for complete color information.

*Light Windsor Gray Metallic, Ruby Red Metallic and Smokey Amethyst Metallic not available on Estate Wagon.

*Almost everything we
own can be replaced or
repaired if we ruin it.
Except our world. Our
lakes and rivers, the
mighty redwoods, and
the bright green grass
of spring cannot be
replaced. If we destroy
our planet, it's gone.
We can't make a new
one. At Buick, we are
determined to protect
our planet and natural
resources. Many Buicks
are finished with paint
systems designed to
reduce environmental
harm. More and more
parts are manufactured
with recycling codes.
And Buick air
conditioning systems
now use only non-ozone
depleting gases. But
that's only the
beginning. We are
working constantly to
develop new methods
and materials that will
prove ever more friendly
to our planet. We pledge
our total commitment
to environmental
reform.*

