Everyone won. The stylists. The engineers. The sculptors. The safety devotees and the comfort team and the test track drivers. And, most of all, you. This is a car that speaks to the achiever in all of us; that part of us that quietly, intensely, urges us beyond the norm — to do something better than anyone else can do it. Sleek, comfortable, powerful, quiet, agile, beautiful. And fun. Riviera.
The Integrity of Advanced Structural Engineering
The Safest Riviera Ever Built

Fiatino body structure is so strong, it can support itself two times over. The body is made of strong steel and strategically placed beams and energy-absorbing materials forming a flexible buffer around occupants. This is the key for new rear wheel head reattachment safety features.

The Most Comfortable Buick Ever Built

Over 1400 sides of the real-world road-tested Riviera work together in an ultimately superb fusion toMemoire the U.S. population. The seat cushions are made of firm, cushioned seats for maximum comfort in cars or passengers, and is designed to meet over standards as well.

The Quietest Buick Ever Built

A sound-spreading element of the Buick, the Riviera and Howard, so far away from the engine, it's nearly the most of the driving experience. Quieting the bi-vehicle is a 6-cylinder in-line, its luxurious ability during operation, even at the highest.

The Most Roadworthy Buick Ever Built

To the镪ingly 127/hour structure, a sense of tremendous stability and comfort enhances the Buick handling experience. Smooth but well-controlled suspension translates that stability to the passion, predictable that handle any road condition with finesse.

The Best of Every Buick Ever Built

The body structure is so strong, it can support itself two times over. The body is made of strong steel and strategically placed beams and energy-absorbing materials forming a flexible buffer around occupants. This is the key for new rear wheel head reattachment safety features.
Dual air bags are standard, and when used in conjunction with the three-point seatbelts, can help reduce injury in certain severe frontal impacts.

Confident, controlled braking is a direct result of four-wheel power disc brakes with an anti-lock braking system (ABS).

Advancing the Cause of Occupant Protection

For almost a century, people have felt safe in Buick automobiles — the stunning 1995 Riviera takes the whole concept of safety to a new level. You can sense the substance, the strength of the steel safety cage surrounding you. The weight distribution of this solid luxury coupe complements its sophisticated suspension and breakthrough magnetic variable effort steering, for superb roadholding characteristics. Occupant well-being is paramount in all aspects of performance and construction, an environment of true safety being both passive and active.

The passive end are such features as strategically placed energy-absorbing materials, including front bolsters for the knees. Dual air bags are standard. Crumple zones, an energy-absorbing steering column, reduced torsional flexing, and much more interact to advance the feeling of occupant safety. Active measures like the excellent handling and ABS with optional traction control bring safety and performance together in orchestrated synergy.
The Pleasure of Abundant Living Space
The Seat Comfort Team discipline was no drive in the park. They tested the new seats for over 100,000 miles on all kinds of terrain, in all kinds of weather. For your comfort.

Genuine leather on seating surfaces enhances a truly unique seat. The soft finish allows the surface leather to conform to the natural contours of your body.

You’re the Reason for the Extra Test Miles

The seating in the 1995 Riviera has reached an all-time high for advanced comfort development. The unique lumbar support option is a strap, not a lump or bulk which can actually interfere with lower back comfort — this strap is electro-mechanically adjustable and may be fine-tuned to your contours. The driver’s seat is designed to fit different statures equally well, holding the driver easily and supporting his or her contour for hours of carefree driving. An adjustable heating option allows the driver to warm the seat on cold mornings. Once behind the wheel, you’ll be very comfortable with our team approach to seat comfort research.

The “Metaphoric” stitching tells you by their shape what their function is. This is as much a safety feature as it is a convenience, helping you adjust the seat to perfection during transit.

Years of exhaustive seat design research resulted in an optimum thickness of foam, layered and concentrated in strategic areas, and joined to the frame, not merely laid over it.
A split bench rear seat is standard and will comfortably accommodate three adults, with deeply padded support and non-slip, available rich leather seating surfaces.

Optional, dealer-installed cellular phone kit allows "hands-free" operation utilizing wireless and hands-free technology. It can even be expanded for two separate phone numbers, in order to keep business and personal reasons separate.

The Essence of Absolute Control
Silence at speed. What an elusive, yet satisfying concept. It becomes reality in the sleek, wind-tunnel-tested Riviera because the engineers and designers kept going back for more. Or less.

At highway speeds, this is where most of the "shocking" noise comes from. But noise must be functional. The Riviera sculptures took them a step further, making them both aerodynamically quiet and useful as well.

Soothing Silence

- Riviera's dramatic reduction of wind noise helps reduce the stress of a long drive, and aids concentration. Engineers developed special interlocking window and door seals that lock out residual wind noise. Acoustic panels further isolate occupants from harshness, and road noise that increases with speed. And the 25 Hz rigidity of the solid chassis reduces vibration to a level that can't be felt. For such a substantial, powerful automobile, the Riviera slips calmly through the atmosphere with barely a ripple.

- Aerodynamics are an important part of the Riviera's design. The science of airflow characteristics not only helped Riviera achieve its graceful, wind-sculpted shape, it benefits the acoustics and road-holding abilities as well. The sleeker the aerodynamics, the more the noise factor is reduced at highway speeds — and the better the automobile's adherence to the road's surface. Riviera's many hours in the wind tunnel make it that much more enjoyable to drive.
The Precision of Advanced Structural Engineering

- The 1995 Riviera embodies the kind of precision and unity of structure that an automobile enthusiast can appreciate. Stability on the road is a fine balance of suspension tautness, steering response, handling ability, and agility in curves and over uneven surfaces. As a designer said, "The 1995 Riviera is aimed at people who love automobiles. It is, frankly, an enthusiast's car." And there are other reasons to be enthusiastic about the engineering.

- This powerful, mature classic offers both driving performance and comfortable ride — a feat of engineering balance. The solid 25 Hz body structure has dramatically reduced torsional flexing (which can negatively affect stability). That and the four-wheel independent suspension diminish fatigue-causing vibrations. Exceptional stability, precise steering, and crisp surefootedness all interact to make this Riviera luxury coupe the most roadworthy Buick ever built. Strong statement. Strong car. And you must drive it to fully appreciate it.
Smooth, linear acceleration and effortless response are characteristic qualities of Riviera's high-torque, supercharged V8 powerplant. The 5.7-liter engine generates 225 horsepower at 5600 rpm, 275 lb-ft torque at 3600 rpm.

With its advanced supercharger and sequential port fuel injection, this muscular V8 generates more horsepower than many V6s, yet maintains the fuel efficiency of a six-cylinder engine.

The normally aspirated 3800 Series II V6, with 35 more horsepower than the previous 3800, provides excellent acceleration, plenty of power throughout the operating range and effortless cruising.

The all-new Riviera is the perfect showcase for Buick V8 technology: the powerful 225 by supercharged 3800.

Both the supercharged 3800 V8 and the 3800 Series II V6 offer excellent low- and mid-range torque, and a surplus of power for effortless cruising. The supercharged 3800 V8 delivers 0-to-60 acceleration in 5.5 seconds, and both engines are matched with an electronically controlled four-speed automatic transmission for seamless, fluid shifting.

The Authority of an Advanced Powerplant

Almost every component of the 3800 Series II V6 is new; new cylinder heads house larger intake valves and revised combustion chambers for improved fuel flow and better performance. This inspiring power output extends to the upper end of the rpm band, due to lighter valvetrain components and a retuned intake manifold. Smooth, linear acceleration is the result, whether in stop-and-go traffic, or freeway passing situations. A higher compression ratio and dual knock sensors help the 3800 Series II V6 deliver such spirited performance on regular unleaded gasoline.

Each engine delivers the kind of power and quick response necessary for enjoyable driving control, plus smoothness, efficiency and reliability. And each powerplant represents its own achievement of a single goal — to enhance the Riviera luxury coupe experience.
The steering wheel houses controls for the ETR® AM-FM stereo radio, and cabin temperature. Magnetic variable effort steering provides accuracy and a refreshing light touch.

Optional, automated with a power moonroof is electrically operated and aerodynamically integrated for quiet, open-air use around town or on the road.

Dual automatic climate control allows driver and front passenger to choose their own individual temperature levels, varying as much as six degrees.

Riviera's new generation of seating is possibly the most comfortable in the world. The rich interior amenities, the ergonomically shaped switches and controls, the full analog instruments and so much more are the elegant, yet understated touches Riviera owners expect. Riviera's beautiful elliptical exterior surfaces are reflected in the interior styling, surrounding you with a sense of calm efficiency and luxurious well-being. The hushed passenger cabin feels reassuringly solid on a wide variety of road surfaces due to its substantial chassis.

Everything You Asked For

- In addition to offering seats that are categorically superior in both comfort and support, the Riviera cabin offers other luxury features as well. Those luxuries include the possibility of distinctly different temperature settings for the driver and front-seat passenger, and a memory setting for the heated driver's seat. An automatically dimming rearview mirror is another available amenity.
- Riviera's interior is a quiet, deeply comfortable area in which to exercise control. This luxury coupe is ready, and able, to satisfy.
Quality Plus means you get the support of every person at Buick, and assistance services that accompany you on every mile. When you own a Riviera, you own Quality Plus.

Pure driving enjoyment is made up, not only of handling, comfort and aerodynamic power, but confidence in all of that as well. It's owning a fine car that looks and performs beautifully — and knowing that it will continue to do so for years to come.

Every Riviera comes with a 24-Hour Roadside Assistance card and a Customer Assistance RN hotline. Ready when the feature is worth its weight in gold should it be needed.

Quality Plus is more than a group of services intended to cement good customer relations — it's a deeper philosophy. The U.S. consumer's flight to quality is richly rewarded when the search leads to the 1995 Riviera. Because Buick is dedicated to selling great automobiles and building great customer relations.

The Quality Plus of Customer Relations

- When you buy this premium American motorcar, you buy built-in quality, and Quality Plus comes with it. It consists of a package of services that are designed to make delivery and ownership of your new Riviera as satisfying as possible.

Those services are:
- Quality Plus Delivery to help you become completely familiar with your new car
- Bumper to Bumper Limited Warranty
- Courtesy Transportation
- Roadside Assistance toll-free 800 number system — and a nationwide dealer network that works for you as long as you own your Riviera.

- So, Quality Plus means you have every man and woman who works for Buick, and each Buick dealer, standing behind you. Now, and down the road.
At the Orion Assembly Plant, each station operator can exercise the option of stopping the assembly process if a single element in a Riviera doesn't pass scrutiny. There are no shortcuts to quality.

Built-in Classic Quality

- “Classic” is a title conferred by others — somewhat like knighthood. And, building a premium motorcar that will one day wear this proud designation is a process that begins well before the bolting and welding and painting. These days at the Lake Orion, Michigan, assembly plant, a certain excitement has taken hold — it’s the electricity-generating energy of line assemblers, quality control personnel, engineers, and anyone who has occasion to touch the process that brings the 1985 Riviera to you. There’s the very real feeling at Orion that they are making a classic automobile.

- The assembly of this car is exactly controlled. Each station has (and freely exercises) the option to stop the process rather than let a car be built that does not meet your expectations. Constant monitoring and sampling of cars from the line for on-premises track testing keep the level of quality high. Hundreds of points are monitored on all cars at all stages of assembly to make every Riviera right the first time — the goal: no cars coming back, no cars going out that aren’t up to the exhaustive standards set for Riviera. The reason? Your ownership of a true world-class automobile. The best of every Buick ever built.
STANDARD FEATURES:
- Air bags — driver and front-seat passenger supplemental Restraint System (SRS)
- Air conditioning — dual automatic Climate/Temp climate control with rear-seat ClimatePump
- Antenna — automatic power
- Antilock — front-seat storage with dual cupholders
- Brakes — anti-lock, 4-wheel power disc
- Cruise control — electronic
- Defogger — front and side window outlets
- Defogger — electric, rear window
- Door locks — automatic power
- Engine — 3.8-liter Series II V6
- Glass — Solar-Ray® solar-control
- Instrumentation — speedometer, tachometer, coolant temperature gauge, trip odometer, indicators for low washer fluid, low oil level, low fuel and low coolant level
- Keyless entry — remote, electric
- Lights — door courtesy and warning
- Lights — front ashtray, instrument panel courtesy, glove box, instrument panel and door floodlights, engine compartment, trunk compartment
- Mirror — heated, voltage sensitive, passenger
- Mirrors — decade, electric, body-color outside, rearview (left and right remote with floodlight controls)
- Radio — ETR® AM/FM stereo with seek/cancel, cassette with auto-reverse, search/program and clock
- Seatbelt — Front- and rear-seat lap/shoulder with shoulder belt comfort adjustment
- Seats — cloth, power, reclining 40/60 split bench with storage armrest
- Seats — 6-way power, driver and passenger
- Speakers — 6-speaker Concert Sound II
- Steering — magnetic variable effort steering
- Steering column — tilt/telescopic adjustable
- Steering wheel — leather-wrapped
- Sunshades — front, supplemental, extendable
- Suspension — automatic level control
- Tire Pressure Monitoring System — P225/60R15 tires
- Tires — P225/60R15 steel-belted, radial-ply, all-season blackwall
- Trunk convenience net
- Trunk release — electric, remote (driver door) with security switch (glove box)
- Wheels — 16" aluminum
- Windows — power with driver’s express down feature and floodlight controls
- Wipers — 4-speed with low-speed delay feature

Note: This is a partial listing. See your local dealer for complete details.

OPTIONS:
- Automatic roof — electric, sliding with power sunshade
- Engine — supercharged 3.8-liter V6
- Engine block heater
- Memory — driver’s seat (heated), and driver and passenger outside mirrors
- Radio — ETR® AM/FM stereo with seek-and-scan, cassette with auto-reverse and search/program, compact disc player, and clock
- Radio — ETR® AM/FM stereo with seek and scan, compact disc player, and clock
- Seat — heated, driver
- Seats — leather/ Vinyl/St, with driver and passenger recliners
- Seats — leather/ Vinyl/St, with driver and passenger recliners
- Tires — P225/60R15 Eagle GT Touring Blackwall

OPTION PACKAGE EQUIPMENT:
- Convenience Package — Twilight Sentinel, driver’s side vanity mirror
- Security Package — automatic programmable door locks, audible theft-deterrent system, cornering lamps
- Stripes — accent
- Mirrors — automatic dimming interior, and electric outside rearview with left and right remote
- Seat — power lumbar support, driver
- Steering-wheeled mounted controls for audio and climate temperature
- Traction control system

DRIVETRAIN:
- Anti-lock, 4-wheel power disc brakes
- Automatic level control
- Electronically controlled 4-speed automatic transmission with overdrive
- 4-wheel independent suspension
- Front-wheel drive
- Magnetic variable-effort steering

ENGINE:
- Type — 3.8-liter
- Horsepower — 205 bhp at 5200 rpm
- Torque — 230 ft lb at 4000 rpm
- Type — 3.8-liter supercharged 3.8-liter V6
- Horsepower — 255 bhp at 6000 rpm
- Torque — 220 bhp at 6200 rpm

TOWING:
- 3.8-liter Series II V6
- 2.05 final drive ratio
- 1,499 maximum gross trailer weight (lbs)
- 3.8-liter supercharged V6
- 2.30 final drive ratio
- 1,669 maximum gross trailer weight (lbs)

EXTERIOR DIMENSIONS (inches):
- Length — 207.2
- Width — 72.6
- Height — 53.2
- Wheelbase — 111.8
- Front tread — 61.3
- Rear tread — 61.4

INTERIOR DIMENSIONS (inches):
- Legroom — 42.6
- Headroom — 38.2
- Shoulder room — 53.2
- Hip room — 53.2

CAPACITIES:
- Trunk, cu ft — 11.4
- Fuel tank, gal — 26.4
- Base curb weight, lbs — 3,742

(1) Available on certain models with available options. Consult your local dealer for availability on your model.

(2) For your convenience, this brochure has been printed on high-quality paper designed for superior quality and superior performance. Check your local dealer for availability on your model.

(3) This brochure is intended for use in conjunction with the Motor Home Owners Association (MHOA) handbook. Consult your local dealer for availability on your model.