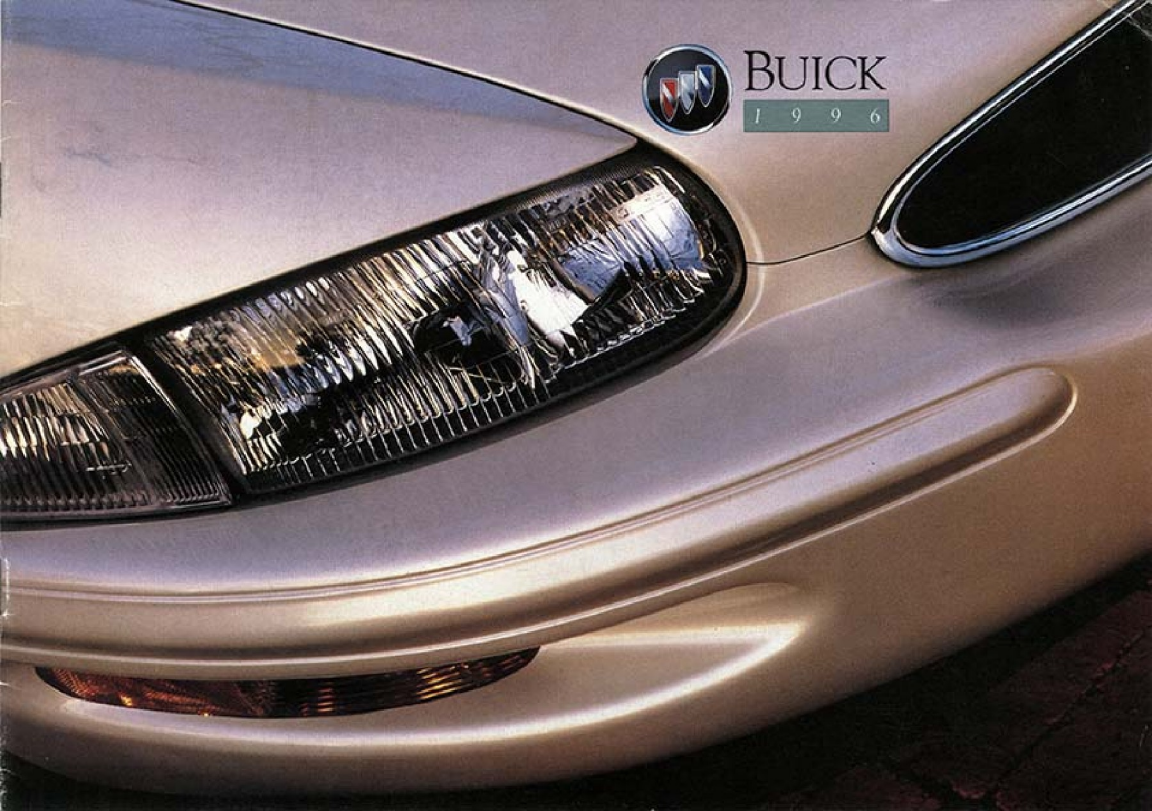




BUICK
1 9 9 6





From the beginning, Buick's goal has consistently been to build, not cars for the record book, but cars for the real world. Cars in which the right things – the really important things – are done right. Cars of lasting quality and substance and balance. Cars that reward their proud owners with years of driving satisfaction.

For 1996, the Buick family of automobiles includes seven distinct carlines, each of which has its own distinct identity and features. But as individual as the 1996 models may be, they all offer tasteful styling, authoritative performance, generous comfort, contemporary safety and exacting quality.

Which is to say only that they share fully in the finest traditions of Buick. This year as every year, a new Buick is a car that can be chosen with confidence.

Buick. It's how you get there.

RIVIERA



A personal luxury coupe of rare style, Riviera can best be appreciated on the open road. There, Riviera proves that a car can be muscular while still being refined, and that rewarding handling can indeed go hand in hand with a soothing, comfortable ride. For 1996, an advanced new Supercharged 3800 Series II V6 engine handles merging and passing manoeuvres with none of the noise or harshness normally associated with high-performance powerplants. Buick's advanced MAGNASTEER™ power steering system balances road feel and handling ease at all speeds. And four-wheel disc brakes – with ABS, of course – deliver sure, confident stopping.



Riviera's thoughtful layout of controls makes driving a special pleasure, with large, cleanly-styled gauges and controls positioned exactly where they should be for easy, instant response.

Inside Riviera you'll find an atmosphere that's hushed and restful, a cabin that has been luxuriously appointed, and seats designed to comfort you no matter how long your journey might be.



An integral balance shaft helps to make Riviera's new 240-horsepower Supercharged 3800 Series II V6 engine outstandingly smooth, even when pressed to the limit.

Riviera in Adriatic Blue Metallic.

RIVIERA

REGAL



*Regal Custom Sedan in
Adriatic Blue Metallic.*

In a life devoted to the demands of work, family and friends, Regal is something you deserve to do for yourself. There are many automobiles that try to do what Regal does – including more than a few that are considerably more expensive. Still, Regal's style, poise and refinement remain unique. Such premium features as dual air bags, four-wheel anti-lock disc brakes, a fully-independent suspension system, power-assisted rack-and-pinion steering and authoritative V6 power are standard on every model. Even more important, Regal gets the details right. And in cars, as in so much else, that makes all the difference.

Premium engineering is a feature of every Regal, from the well-appointed Custom to the high-style Gran Sport shown here.



Regal's handsome instrument panel reflects sports sedan practise with its simple round gauges and clear, white-on-black markings, making all the information you need available at a glance.

No matter what your schedule might include, Regal's roomy, well-appointed interior rises to the occasion in elegant style. Regal Gran Sport Sedan interior shown with available Sierra Supersoft leather seating surfaces.





LESABRE

Graceful, comfortable and eminently competent, the 1996 Buick LeSabre is a car you can count on. Equipped with a computer-controlled powertrain, four-wheel anti-lock brakes and a carefully tuned fully independent suspension, LeSabre combines sophisticated engineering and thoughtful design. Of course, LeSabre also offers the superb quality you have come to expect from Buick. And for 1996, Buick adds yet another reason to choose LeSabre: reduced maintenance. This year, LeSabre's highly praised 3800 V6 engine is equipped with long-life engine coolant and platinum-tipped spark plugs, along with a host of other low-maintenance features. It all adds up to less costly maintenance and less downtime over the long run.

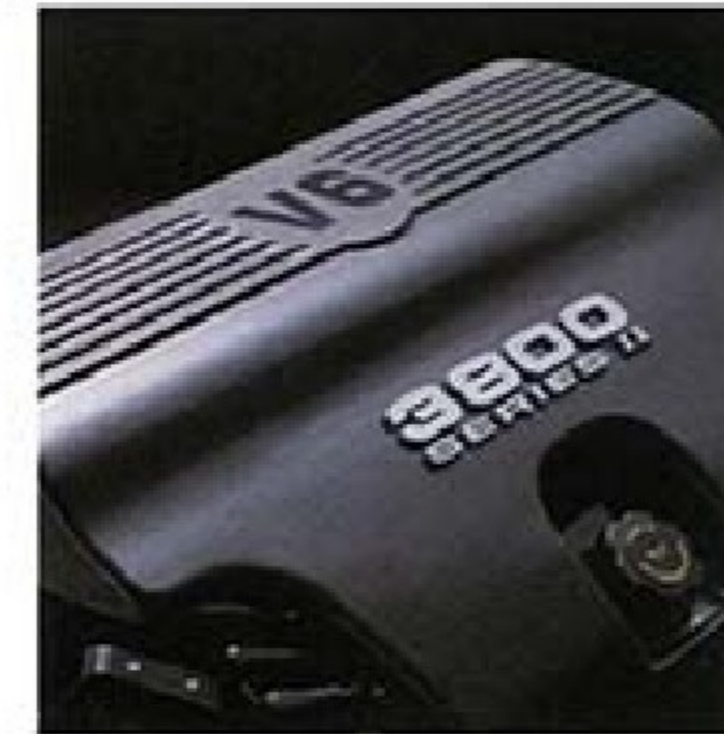
Every LeSabre interior is thoughtfully equipped with such standard features as dual air bags, climate control and a stereo system with cassette tape player. LeSabre Limited interior shown with available Sierra-grain leather seating surfaces.



LeSabre Custom in Platinum Gray Metallic.



LeSabre's interior has been developed to keep the driver comfortable and relaxed, with a Tilt-Wheel™ adjustable steering column and a reclining seatback to help find exactly the right position.



With a built-in balance shaft to cancel out vibration, LeSabre's 205-horsepower 3800 Series II V6 engine is both responsive and satisfyingly smooth.

PARK AVENUE



Park Avenue Ultra in Black.

City/Town _____ Province _____

Postal code _____

Language preference English French

Current vehicle: Year _____ Make _____ Model _____
(e.g. Buick) (e.g. Regal)

I plan to purchase/lease a new vehicle within the next:

3 months 6 months 12 months 2 years

Please send me more information on the following General Motors vehicle(s).

(Maximum three choices please.)

CHEVROLET

- Cavalier, Corsica, Beretta
- Lumina, Monte Carlo, Caprice
- Camaro & Z28, Cavalier Z24, Monte Carlo Z34, Beretta Z26, Impala SS
- Lumina Van

PONTIAC

- Sunfire, Grand Am, Firebird, Bonneville, Grand Prix
- Trans Sport

OLDSMOBILE

- Achieva, Ciera, Cutlass Supreme, LSS, Eighty Eight, Ninety Eight

OLDSMOBILE

- Aurora
- BUICK**
- All models
- CADILLAC**
- All models
- CHEVY TRUCK**
- CK Full-Size Pickups
 - S-Series Compact Pickups
 - Tahoe/Suburban
 - Astro Van
 - Sport Van
 - Blazer
 - Commercial Vehicles

GMC TRUCK

- Sierra Full-Size Pickups
- Sonoma Compact Pickups
- Yukon/Suburban
- Safari Van
- Rally Van
- Jimmy
- Commercial Vehicles



Please mention, first and last names only.



Modulation and abundant comfort offers a refined driving experience.

With the standard dual-zone ComforTemp automatic climate control system, the front seat passenger can determine his or her own temperature setting.

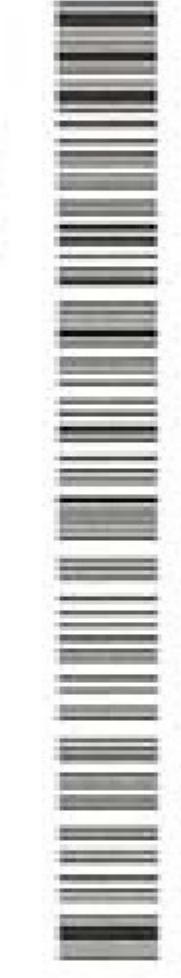
PARK AV



Decisions,
Decisions...



GM AUTOSHOWS
163-005



0034720599-L1H8P7-BR01

MAIL POSTE
Canada Post Corporation
Société canadienne des postes
Postage paid
if mailed in Canada
Business Reply
0034720599 01



GENERAL MOTORS OF CANADA LIMITED
1908 COLONEL SAM DRIVE
OSHAWA ON L1H 9Z9

Park Avenue Ultra in Black.

Park Avenue and Park Avenue Ultra enjoy a balance of automotive virtues that is shared by few, if any, of their competitors. Park Avenue's standard 205-horsepower 3800 V6 performs with a singular blend of efficiency, smoothness and strength, while Ultra's Supercharged V6 – revised for even greater power for 1996 – helps make it a performance benchmark in its class. Both these fine sedans feature a fully-independent suspension tuned to blend a comfortable ride with stable, predictable handling. And of course, both offer interiors designed and appointed to combine the luxurious and the functional into a single, seamless whole.

Park Avenue's interior is thoughtfully designed and equipped to look after the little things so you can savour the pleasure of driving. Park Avenue Ultra interior shown with standard Sierra-grain leather seating surfaces.



With its tasteful style, 6-passenger accommodation and abundant comfort and convenience features, Park Avenue offers a refined driving experience. Shown in Platinum Gray Metallic.



With the standard dual-zone ComforTemp automatic climate control system, the front seat passenger can determine his or her own temperature setting.

PARK AVENUE



ROADMASTER

One of the grandest of Buick traditions, the 1996 Roadmaster balances V8 power and rear-wheel drive handling with a vast array of contemporary convenience and safety features, including four-wheel anti-lock brakes and driver and passenger-side air bags. The well-equipped and generously-proportioned interior is as comfortable at the end of a 600-kilometre day as it is at the beginning. And the trunk, at over 500 litres or 20 cubic feet, can accommodate virtually any cargo. Now in its final year of production, Roadmaster is destined to be remembered as a true automotive classic.



The Roadmaster interior is designed to provide true comfort for up to six occupants, no matter how long your journey may be. Roadmaster Limited interior shown with available Sierra-grain leather seating surfaces.

Able to carry as many as 8 occupants or as much as 2616 litres (92.4 cubic feet) of cargo, Roadmaster Estate Wagon is a very refined alternative to a minivan.



With its standard 260-horsepower V8, Roadmaster has the strength to merge into highway traffic and execute two-lane passing manoeuvres with confidence, even with a full load of passengers and cargo.

Roadmaster Limited Sedan in Dark Cherry Metallic.

CENTURY



Century Special Sedan in Dark Jadestone Metallic.

Century is an eminently practical car which also happens to have all the comforts and conveniences of a Buick. The powertrain includes a 3100 V6 engine and a remarkably smooth-shifting 4-speed automatic transmission, and stopping is supplied by a four-wheel anti-lock braking system (ABS). Inside, comfort and convenience features abound. There are power assists for the windows, door locks and trunk release, and power recliners for the front seatbacks. Air conditioning is standard. And the steering wheel hub contains a standard driver's air bag, for supplemental crash protection. Best of all, Century is built to Buick's high standards of quality.

Century Special Wagon can carry up to 2106 litres (74.4 cubic feet) of cargo, or as many as eight passengers when equipped with the available third seat.



The Century instrument panel is equipped with clear, legible analogue instruments and the comfort of a Tilt-Wheel™ adjustable steering column.



Century's supportive 55/45 divided front seat features the convenience of power recliners for both driver and passenger. Century Custom interior shown.

SKYLARK



For 1996, Skylark combines a trim size with styling that has been updated to create a fresh, graceful Buick look. Performance, with either the new Twin Cam engine or the refined 3100 V6, is both spirited and smooth. For your safety, every Skylark model includes the superior crash-avoidance capabilities of four-wheel ABS and the occupant protection of dual air bags. For your comfort, air conditioning is also standard, and rear seat heat ducts add to the comfort of your passengers. And for your entertainment, Skylark features a new range of standard and available stereo systems, including one featuring both cassette tape and CD players.



For 1996, the Skylark interior has been extensively redesigned, to provide a more pleasing contemporary form and superior function. Skylark Gran Sport Sedan interior shown with available Sierra-grain leather seating surfaces.

Available in Custom, Limited and Gran Sport models, Skylark Coupe offers the comfort, safety and quality of the Skylark Sedans with a style that's all its own. Skylark Limited Coupe shown in Ruby Red Metallic.



Skylark Gran Sport Sedan in Black



In the event of a moderate or severe frontal collision, Skylark's driver and front passenger will be protected by the car's standard dual air bags.

RIVIERA**MODELS**

Coupe

SELECTED STANDARD FEATURES

3.8L SC V6 w/SFI (240 hp)
Automatic transmission
Anti-lock brakes
Traction control
Aluminum wheels
PASS-Key II theft-deterrent system
Remote keyless entry system
Dual front air bags
Dual-zone air conditioning
6-way power front seats
Power windows and door locks
Cruise control
AM/FM stereo CD/cassette
Steering wheel radio controls

SELECTED OPTIONAL FEATURES

Chrome-finish wheels
Power sunroof
Divided front seat w/leather seating areas
Bucket seats w/leather seating areas
Heated driver seat w/memory

DIMENSIONS

Wheelbase	2691 mm (113.8 in.)
Length	5263 mm (207.2 in.)
Width	1905 mm (75.0 in.)
Cargo	493 L (17.4 cu. ft.)

REGAL**MODELS**

Custom Coupe/Sedan
Limited Sedan
Gran Sport Coupe (Package)/Sedan

SELECTED STANDARD FEATURES

3.1L V6 w/SFI (160 hp)
Automatic transmission
Anti-lock brakes
PASS-Key II theft-deterrent system
Illuminated entry/exit system
Dual front air bags
Dual-zone air conditioning
Power windows and door locks
Power mirrors
Power trunk release
Tilt-Wheel™ steering
Cruise control
Intermittent wipers
AM/FM stereo cassette

SELECTED OPTIONAL FEATURES

3.8L V6 w/SFI (205 hp) (std Ltd & GS)
Aluminum wheels (std GS)
Power sunroof
Leather seating areas
6-way power driver seat (std GS)
6-way power passenger seat
Compact disc player
Steering wheel radio controls (std GS)

DIMENSIONS

Wheelbase	2730 mm (107.5 in.)
Length Coupe	4925 mm (193.9 in.)
Sedan	4921 mm (193.7 in.)
Width	1842 mm (72.5 in.)
Cargo Coupe	442 L (15.6 cu. ft.)
Sedan	450 L (15.9 cu. ft.)

LESABRE**MODELS**

Custom Sedan
Limited Sedan

SELECTED STANDARD FEATURES

3.8L V6 w/SFI (205 hp)
Automatic transmission
Anti-lock brakes
Aluminum wheels
PASS-Key II theft-deterrent system
Remote keyless entry system
Dual front air bags
Air conditioning
Power windows and door locks
Power mirrors
Tilt-Wheel™ steering
Cruise control
AM/FM stereo cassette
Cargo convenience net

SELECTED OPTIONAL FEATURES

Gran Touring Package
Wire wheel covers
Traction control
Audible theft-deterrent system (Limited)
Leather seating areas
6-way power passenger seat (std Limited)
Compact disc player
Steering wheel radio controls

DIMENSIONS

Wheelbase	2814 mm (110.8 in.)
Length	5081 mm (200.0 in.)
Width	1903 mm (74.9 in.)
Cargo	483 L (17.1 cu. ft.)

PARK AVENUE**MODELS**

Sedan
Ultra Sedan

SELECTED STANDARD FEATURES

3.8L V6 w/SFI (205 hp) (Pk. Ave.)
3.8L SC V6 w/SFI (240 hp) (Ultra)
Automatic transmission
Anti-lock brakes
Aluminum wheels
PASS-Key II theft-deterrent system
Remote keyless entry system
Dual front air bags
Dual-zone air conditioning
6-way power front seats
Power windows and door locks
Tilt-Wheel™ steering
Cruise control
AM/FM stereo cassette

SELECTED OPTIONAL FEATURES

Gran Touring Package
Trailer Towing Package
Traction control (std Ultra)
Power sunroof
Leather seating areas (std Ultra)
Heated front seats (std Ultra)
Compact disc player
Steering wheel radio controls (std Ultra)

DIMENSIONS

Wheelbase	2814 mm (110.8 in.)
Length	5230 mm (205.9 in.)
Width	1882 mm (74.1 in.)
Cargo	575 L (20.3 cu. ft.)

ROADMASTER**MODELS**

Sedan
Limited Sedan/Wagon (Package)
Estate Wagon

SELECTED STANDARD FEATURES

5.7L V8 w/SFI (260 hp)
Automatic transmission
Anti-lock brakes
PASS-Key II theft-deterrent system
Remote keyless entry system
Dual front air bags
Air conditioning
6-way front power seats
Power windows and door locks
Heated power mirrors
Tilt-Wheel™ steering
Cruise control
AM/FM stereo cassette
Cargo convenience net

SELECTED OPTIONAL FEATURES

Trailer Towing Package
Estate Limited Wagon Package
Self-sealing tires (std Limited Sedan)
Aluminum wheels (std Wagon)
Wire wheel covers
Padded vinyl landau roof (Sedan)
Leather seating areas
Compact disc player

DIMENSIONS

Wheelbase	2945 mm (115.9 in.)
Length Sedan	5483 mm (215.8 in.)
Wagon	5525 mm (217.5 in.)
Width Sedan	1984 mm (78.1 in.)
Wagon	2028 mm (79.9 in.)
Cargo Sedan	595 L (21.0 cu. ft.)
Wagon	2616 L (92.4 cu. ft.)

CENTURY**MODELS**

Special Sedan/Wagon
Custom Sedan (Package)

SELECTED STANDARD FEATURES

3.1L V6 w/SFI (160 hp)
Automatic transmission
Anti-lock brakes
Illuminated entry/exit system
Roof luggage carrier (Wagon)
Driver-side air bag
Air conditioning
Power windows and door locks
Power tailgate release (Wagon)
Power trunk release (Sedan)
Tilt-Wheel™ steering
Cruise control
Intermittent wipers
AM/FM stereo

SELECTED OPTIONAL FEATURES

Aluminum wheels
Wire wheel covers
Rear window washer/wiper (Wagon)
Remote keyless entry system
Power antenna
6-way power driver seat
Cassette tape player (std Custom)
Rear-facing 3rd seat (Wagon)

DIMENSIONS

Wheelbase	2664 mm (104.9 in.)
Length Sedan	4803 mm (189.1 in.)
Wagon	4851 mm (190.9 in.)
Width	1762 mm (69.4 in.)
Cargo Sedan	460 L (16.2 cu. ft.)
Wagon	2106 L (74.4 cu. ft.)

SKYLARK**MODELS**

Custom Coupe/Sedan
Limited Coupe/Sedan (Package)
Gran Sport Coupe/Sedan (Package)

SELECTED STANDARD FEATURES

2.4L L4 w/SFI (150 hp)
Automatic transmission
Enhanced Traction System
Anti-lock brakes
Battery run-down protection system
Illuminated entry/exit system
Dual front air bags
Air conditioning
Power door locks
Tilt-Wheel™ steering
Intermittent wipers
AM/FM stereo
Remote trunk release
Remote fuel door release

SELECTED OPTIONAL FEATURES

3.1L V6 w/SFI (155 hp) (std Gran Sport)
Aluminum wheels (std Gran Sport)
Power sunroof
Remote keyless entry system
6-way power driver seat
Power windows
Power mirrors
Compact disc player

DIMENSIONS

Wheelbase	2627 mm (103.4 in.)
Length Coupe	4785 mm (188.4 in.)
Sedan	4805 mm (189.2 in.)
Width	1732 mm (68.2 in.)
Cargo	377 L (13.3 cu. ft.)



Every new GM car and truck is backed by the GM TOTAL™ Warranty (3 years/60,000 km, whichever comes first) which covers complete vehicle repairs, including parts and labour, to correct any defects in material or workmanship occurring during the warranty period. The GM TOTAL™ Warranty requires no deductible. Tires are included. Warranty features include towing, no-cost warranty transfer, and 5-year/160,000 km (whichever comes first) corrosion protection coverage and 5-year/130,000 km (whichever comes first) coverage on catalytic converters and powertrain control modules (PCM). Regular maintenance is not included. See your dealer for terms of this limited warranty.



When you drive away in your new 1996 GM car or truck, the security and convenience of round-the-clock Roadside Assistance is available via a toll-free number usable anywhere in Canada or the United States. During the warranty period, whenever a problem may occur, your Roadside Service Advisor is just a phone call away. Whether it's lockout assistance, a jump start, a flat tire change, fuel delivery or towing assistance, simply call 1-800-268-6800 and we'll be there to get you on the road again without charge.



Your GM dealer will offer courtesy transportation while your 1996 GM vehicle is serviced at your GM dealership for repairs covered under the 3-year/60,000 km GM TOTAL™ Warranty. See your GM dealer for full details. (Includes public transportation or shuttle service for same-day repairs and loaner or rental service for overnight repairs.)



General Motors Acceptance Corporation (GMAC for short) is a General Motors division that was created specifically to help GM customers like yourself to finance their new vehicles. You can arrange GMAC financing right in your GM dealer's showroom, and the terms of your arrangement can be tailored to fit your particular needs. It's a convenient, flexible alternative to a conventional bank loan.



GM SmartLEASE is simply an alternative to traditional financing. SmartLEASE lets qualified customers pay for the portion of the vehicle that is used, rather than paying for the entire vehicle as you would with traditional financing. Consider these SmartLEASE benefits: Low up-front costs, affordable monthly payments, drive more vehicle for your money, drive a new car more often, limited maintenance and repair expense, no resale risks or trade-in hassles and a guaranteed option-to-purchase price when your lease ends. Most important, there are no surprises with SmartLEASE. Leasing doesn't have to be a mystery. See your dealer about the benefits of SmartLEASE. Or call 1-800-32-SMART.



Turn your dream into a reality.

With the GM Visa® Card, your dream of owning a new GM car or truck can quickly become a reality. Every time you make a purchase using the GM Visa Card, you earn 5% of that purchase which you can apply to the purchase price or lease down payment on your next new GM car or truck. Earn up to \$3500 without having to do anything other than charge your usual purchases to your GM Card.

Plus, when you make a purchase with your GM Visa Card at any one of the GM Card Partners, you earn an additional 5%. And there's no limit to how much you can earn with the Partners.

What's more, there is no annual fee. To receive an application or for full terms and conditions, please see your local GM Dealer, TD Branch or call: 1-800-461-3219.

Up to \$500 per Cardholder Year or maximum of \$3500 over 7 years. Subject to GM Card Program Rules.

* TD and GM are licensed users of Marks.



If you or your passenger(s) have a physical disability which prevents you from driving or riding in a factory-equipped vehicle, find out about the GM Mobility Program for Persons with Disabilities. You may be eligible for reimbursement of up to \$1000 (GST included) for adaptive equipment you may require for your 1996 GM vehicle. Your GM dealer can also set up complete GMAC financing for you. Beyond that, your GM dealer can provide you with lists of qualified driver assessment centres and mobility equipment installers. Call this toll-free number for more information: 1-800-GM-DRIVE (TDD users, 1-800-263-3830).



Get \$750 off. If you're a recent graduate from a recognized college or university, you may qualify for an additional \$750 off on the purchase or lease down payment of the new GM vehicle of your choice. Anyone graduating from a 3-year university degree program, a 2-year college program or a 3-year CEGEP/D.E.C. program (Technique) between May 1, 1993 and December 31, 1996 can take part. To get credit for your degree, see your GM dealer for full details.



GMPP coverage provides you with "Peace of Mind" protection from repair costs (parts and labour), as well as many associated expenses that may occur to your vehicle beyond the GM TOTAL™ Warranty period. Whether you're purchasing or leasing your GM vehicle, there's a GMPP coverage level and plan term to suit your budget and driving needs. Be sure to ask your GM dealer about the many benefits you receive through your purchase of the General Motors Protection Plan, the only Extended Service Plan backed by the resources and commitment of General Motors.



You may wish to customize your vehicle with features that are not available as factory-installed options. If so, ask your sales representative if the desired item is available as a dealer-installed GM Accessory. GM provides GM TOTAL™ Warranty coverage for dealer-installed GM Accessories.



Buying a new vehicle is one of the most important decisions you can make. Naturally, you want to get the best possible value from your purchase. That's why regular maintenance is essential. Not only does it help your vehicle run better and last longer, it also enhances your resale or trade-in value. So you end up getting better fuel economy and a greater return on your investment.

Fitting routine maintenance into your busy schedule can be difficult. Now, GM Goodwrench Service Plus makes it easier, providing complete one-stop shopping for all your routine maintenance needs. Everything from lube, oil and filter to exhaust, and from shocks and struts to tire rotation. All at one convenient location, with GM-trained technicians who really know your GM vehicle and how to do the job right at upfront, competitive prices.

Whenever you see the GM Goodwrench Service Plus sign, it's your guarantee of the best quality work at a competitive price. We invite you to discover GM Goodwrench Service Plus - Expert Service and Honest Prices. GM Goodwrench Service Plus is available at authorized participating GM dealers.



It's good to know, when you travel long distances, that there are hundreds of GM dealers in Canada, each one ready to provide you with professional service and genuine GM parts. You can phone the GM Customer Communication Centre tollfree at 1-800-263-3777 (English) or 1-800-263-7854 (French) (TDD users, 1-800-263-3830) to talk with trained experts regarding any General Motors product or service problem you may have. The centre is open Monday through Friday, 7:30 a.m. to 11:30 p.m., EST.

Important: A Word About This Catalogue

We have tried to make this catalogue as comprehensive and factual as possible. We reserve the right, however, to make changes at any time, without notice, in prices, colours, 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 suppliers to GM worldwide.

A Word About Assembly

Buicks are assembled by different operating units of General Motors, its subsidiaries or suppliers to GM worldwide. Buicks incorporate thousands of components produced by different operating units of GM, its subsidiaries or suppliers to GM 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 available when your vehicle is assembled, we suggest that you verify that your vehicle includes the equipment you ordered, or if there are changes, that they are acceptable to you.

A Word About Corrosion Protection

Buicks are designed and built to resist corrosion. All body sheet metal components are warranted against rust-through corrosion for 6 years/160,000 kilometres. Application of additional rust-inhibiting materials is not required under the corrosion coverage and none is recommended.

Note: Instruments shown throughout this brochure are metric in Canada. Vehicles in Canada are equipped with Daytime Running Lamps.

General Motors, GM, the GM emblem, Buick, the Buick emblem, Skyline, Century, Regal, LeSabre, Roadmaster, Estate Wagon, Park Avenue, Riviera, TireWheel, MAGNASTEER and the TOTAL Warranty are all trademarks of the General Motors Corporation and/or General Motors of Canada Limited. GMAC and SmartLEASE are trademarks of the General Motors Acceptance Corporation.

Printed in Canada, November 1995.
© General Motors of Canada Limited.