



RIVIERA

BUICK

1985





RIVIERA

After all those "practical" cars, those four-door sedans, and station wagons you had to have for all the time-honoured reasons, it is time for something special—a car you actually *want*. After all, why wait to be good to yourself? And, to carry that thought to its logical conclusion, why wait to own a Riviera.

Riviera. The name is special, and for over 20 years the name has stood for the most special Buick of them all. And Riviera for 1985 is every inch a statement of classic style, but at the same time so very, very contemporary with four-wheel independent suspension, front-wheel drive and engines with the latest high-technology features. Even turbocharging is available.

The 1985 Riviera is Buick's definition of "personal luxury car," a term that is rather loosely applied elsewhere these days, but definitely belongs right here, where it was created. You will understand the moment you slip inside. With an interior space that exudes a comfortable intimacy between driver and machine. It is a special relationship that is uniquely Riviera's. You will feel it every time you slide in and settle behind the wheel.

There are three Rivieras, alike in most ways, but with some decidedly different personality traits.

The Coupe is the Riviera in the essence of the classic tradition; the T Type is the Riviera with the emphasis on performance; the Convertible, the Riviera that offers the unmatched pleasure of top-down motoring—sun in face, wind in hair, and on, and on.

The standard Riviera powerplant is a 5.0 litre V-8 that drives the front wheels through a four-speed automatic transmission with overdrive. A 5.7 litre diesel V-8 is also available for the Coupe. Power assisted front disc brakes and power steering are, of course, standard. Combine them with

- 1 The Riviera Coupe combines the classic elegance of traditional Riviera styling with fully independent suspension, front-wheel drive and a standard 5.0 litre V-8.
- 2 The Riviera Convertible takes all the luxury, comfort and elegance so much a part of every Riviera and adds to it the singular experience of top-down motoring.
- 3 The Riviera T Type, like all Buick T Types, is equipped with the enthusiast in mind. Power is from a 3.8 litre turbocharged V-6 engine with SFI.
- 4 Riviera's interior—this is the Coupe—is the epitome of comfort and luxury.

four-wheel independent suspension and front-wheel drive, and Riviera is more than just beautiful. It is a car that wants to be driven.

The T Type goes even further in that direction with a state-of-the-art turbocharged 3.8 litre V-6 engine with sequential-port fuel injection that produces 200 horsepower. It also has our Gran Touring suspension with stiffer springs, firmer shock absorbers, and special front and rear stabilizer bars for a very firm, controlled ride.

The Convertible is, in a word, stunning. The classic Riviera lines are given a new interpretation when the power top is stowed away. And when the top is down, the sun is bright and the road is right, the Riviera Convertible gives a new interpretation to personal luxury car. This is the ultimate form of motoring in the grand tradition.

Three variations on a classic theme, three remarkable automobiles. If you believe hard work should be rewarded, you deserve a Riviera.

We have talked a little about the Riviera interior and about the unique ambience created there. But now let's be a little more specific and talk about

the various parts that make up that very special environment.

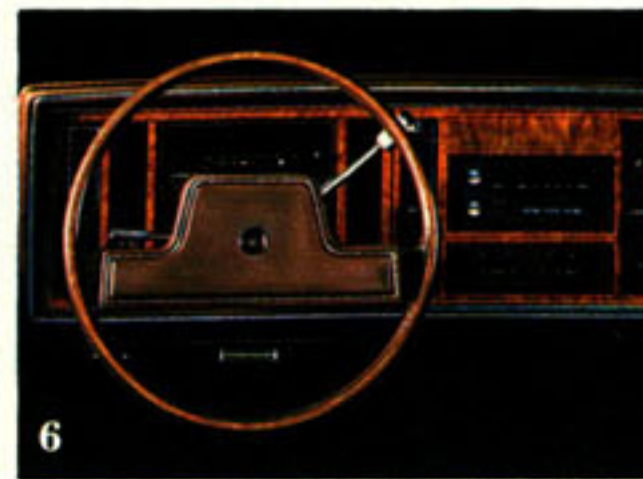
Seats are singularly important in this special instance. They are, as they had to be, both comfortable and handsome. Deeply cushioned and inviting, they are covered in cloth, or available leather with vinyl or a leather and suede combination. Then the door panels and carpeting are colour coordinated with your choice of upholstery material. The result, due to the luxury materials and the subtle tones employed, is an interior which radiates that comfortably intimate quality we discussed earlier.

The instrument panel has a classic woodgrain finish, with matching woodgrain accents on the doors. A full-length armrest on the doors contains a control panel for the standard power windows, electric door locks, six-way power driver's

seat and remote mirrors. (A microprocessor-controlled "memory" seat is available; it will automatically adjust the seat to your choice of two pre-selected seating positions at the touch of a button.) Other standard features include Electronic Cruise Control, air conditioning, Delco ETR AM-FM stereo radio with clock, tinted glass, tilt steering column and much, much more.

On the T Type's list of standard features, there is a leather-wrapped sports steering wheel, and L.E.D. tachometer and L.E.D. turbo boost indicator. The convertible has leather-trimmed 45/45 seats and a centre storage console.

But in addition to the quite complete list of standard comfort and convenience features, there are some optional features you may want to consider. The Astrorooftop is a power-operated glass panel in your choice of silver, gold or grey tint that lets the outside in; the Delco GM/Bose Music System is tailored to the acoustics of the Riviera and uses state-of-the-art electronics and premium speakers to fill the interior with concert hall sound; Electronic Touch Climate Control employs advanced electronics, including a microprocessor and soft-touch controls to keep the interior at precisely the temperature you select. We could go on, but you understand. A Riviera can be equipped the way you want it to be to put the emphasis on "personal" in this premier example of a personal luxury car.



- 1 Astrorooftop
- 2 Leather-wrapped sport steering wheel (T Type)
- 3 Delco AM-FM stereo with graphic equalizer, cassette, clock
- 4 Door-mounted driver control panel with memory seat
- 5 Tachometer and turbo boost gauge (T Type)
- 6 Instrument panel with woodgrain finish

1985 RIVIERA FACTS & FIGURES

Select the combination of "extras" that make your Buick uniquely yours from the long list of standard and available features, some of which are given below. Ask your dealer about group packages and the many other features not indicated below. Your dealer will also advise you of the availability of the various items on the model of your choice.

	Riviera Coupe	Riviera Convertible	Riviera T Type
Engines—5.0 litre V8	S	S	—
3.8 litre V6 Turbo	—	A	S
5.7 litre V8 Diesel	A	—	—
Transmission—Overdrive Automatic	S	S	S
Brakes—Front Disc	S	S	S
Rear Disc	A	A	A
Power	S	S	S
Steering—Power	S	S	S
Tires—P205/75R x 15 Radial (white)	S	S	S
P225/70R x 15 Blackwall	A	A	A
P225/70R x 15 Radial (white)	A	A	A
Full Coil Suspension	S	S	S
Gran Touring Suspension	A	S	S
Stabilizer Bars—Front & Rear	S	S	S
Cruise Control	S	S	S
Seats—45/45 Divided	A	S	A
55/45 Divided	S	—	S
Reclining—Power Seat Back	A	A	A
Steering Wheel—Sport, leather-wrapped	A	A	S
Tilt Steering	S	S	S
Tilt and Telescoping	A	A	—
Mouldings—Rocker	S	S	S
Wheel Opening	S	S	S
Windowsill	S	S	S
Roof Drip	S	—	S
Door Edge	A	A	A
Bodyside	A	A	A
Power—Seat, Driver, 6-way	S	S	S
Door Locks	S	S	S
Deck Release	A	A	A
Windows	S	S	S
Wheels—Deluxe Covers	S	—	—
Aluminum Wheels	—	A	S
Wire Covers	A	S	—
Chrome Wheels	A	A	—
Stripes—Accent	A	S	S
Air Conditioning—Manual	S	S	S
Automatic	A	A	A
Rear Window Defroster	S	S	S
Roof—Landau	A	—	—
Sunroof	A	—	A
Glass—Soft-Ray Tinted	S	S	S

	Riviera Coupe	Riviera Convertible	Riviera T Type
Compact Spare	S	S	S
High Energy Ignition	S	S	S
Cigarette Lighter	S	S	S
Dual Horns	A	A	A
Controlled-Cycle Wipers	A	A	A
Theft Deterrent System	A	A	A
Twilight Sentinel	A	A	A
Paint—Two-tone	A	—	—
Firemist	A	A	A
Tungsten Halogen Headlamps	A	A	S
Clock—Digital	S	S	S
Radio—AM/FM Stereo	S	S	S
AM/FM Stereo/Cassette	A	A	A
4-Speaker System	A	A	A
Concert Sound Speakers	A	A	A
Antenna—Power	S	S	S
Bumper Guards	S	S	S

S - Standard A - Available (extra cost) -- Not available

DIMENSIONS	CONVERTIBLE		COUPE	
	mm	in	mm	in
Wheelbase	2895	114.0	2895	114.0
Overall Length	5248	206.6	5248	206.6
Overall Width	1848	72.8	1848	72.8
Height	—	—	1384	54.3
Tread, Front/Rear	1506/1524	59.3/60.0	1506/1524	59.3/60.0
Headroom, Front/Rear	1001/978	39.4/38.3	962/962	37.9/37.9
Legroom, Front/Rear	1090/920	42.9/36.2	1088/978	42.8/39.2
Shoulder Room, Front/Rear	1418/1133	55.8/44.6	1418/1420	55.8/55.9
Hiproom, Front/Rear	1363/1130	53.7/44.5	1363/1245	53.7/49.0
Usable Luggage Cap.	359 litres	12.7 cu. ft.	447 litres	15.8 cu. ft.
Fuel Tank Cap.	79 litres	17.4 gal.	79 litres	17.4 gal.
Diesel	—	—	85 litres	18.7 gal.

A word about engines.

These Buicks are equipped with GM-built engines produced by various divisions and affiliates of General Motors Corporation and GM of Canada.

Order Code	Displacement	Carb. bbl	Cyl.	†V.I.N.	*Source	Transmission
LV2	5.0 litre (307 CID)	4	V8	Y	(2)	Overdrive Automatic
LM9	3.8 litre (231 CID) Turbo	SFI	V6	9	(1)	Overdrive Automatic
LF9	5.7 litre (350 CID)	Diesel	V8	N	(2)	Overdrive Automatic

*Produced by GM (1) Buick Division USA (2) Oldsmobile Division USA

†The V.I.N. (Vehicle Identification Number) Engine Code is the eighth entry (letter or numeral) from the left on the vehicle serial number plate. The vehicle serial number plate is located on the top portion of the driver's side of the instrument panel and can be viewed from the exterior of the car by looking through the windshield.

MODEL LINEUP

Riviera—2-Door Coupe, 2-Door Convertible

Riviera T Type—2-Door Coupe

STANDARD FEATURES ON ALL BUICKS

SAFETY FEATURES

OCCUPANT PROTECTION • Manual lap/shoulder belts for driver and right front passenger (driver side includes visual and audible warning system) • Manual lap belts at each rear seat position, (and centre front, when applicable) • Energy-absorbing steering column • Energy absorbing instrument panel • Energy absorbing tops, front seats • Laminated safety windshield glass and tempered safety side and rear window glass • Safety interlocking door latches • Passenger-guard inside door lock handles • Inertia-locking, folding front seat backs • Safety armrests • Safety strength seat attachments • Head restraints, driver and right front pass. (adjustable/integral) • Dual sun visors • Smooth contoured door and window regulator handles • Pressure lock radiator cap.

ACCIDENT AVOIDANCE • Side marker lights and reflectors • Parking lamps that illuminate with headlamps • Four-way hazard warning flasher • Back-up lights • Directional signal control (and lane change feature) • Windshield defroster, washer and dual speed wipers • Inside rearview mirror with vinyl-bonded glass • Outside left rearview mirror • Brake system with dual master cylinder and warning light • Starter safety switch • Dual action hood latch system (except rear opening Electra) • Low glare finish on instrument panel top, inside windshield mouldings, wiper arms/blades, metallic steering wheel surfaces • Illuminated heater and defroster controls • Illuminated windshield wiper and washer controls (if on I/P) • Tires with built-in tread-wear indicators • Safety road wheel rims • Audible brake lining wear indicators, all disc brakes • Self-adjusting brake feature • Pressure relief fuel cap.

ANTI-THEFT • Audible reminder for ignition key removal • Anti-theft steering column lock • Visible vehicle identification number • Remote inside hood release • Anti-theft key system (separate key for ignition).

A word about assembly, components, and optional equipment in these vehicles.

The vehicles described in this brochure are assembled at various Divisions of General Motors Corporation. These vehicles incorporate thousands of different components produced by General Motors of Canada Limited and related companies and their suppliers. From time to time during the manufacturing process, it may be necessary, in order to meet public demand for particular vehicles or equipment, or to meet federally mandated emission and safety requirements or fuel economy guidelines, or for other reasons, to produce vehicles with different components or differently sourced components than initially scheduled. All such components have been approved for use in our products by General Motors of Canada Limited or related companies and will provide the quality performance associated with our name.

Please note that certain optional equipment can be ordered only in conjunction with other optional equipment.

Also, upgrading from specified standard equipment may be necessary when certain optional equipment is ordered. Ask your sales representatives for details.

With respect to extra cost optional equipment, make certain you specify the type of equipment you desire on your vehicle when ordering it from your dealer. Some options may be unavailable when your car is built. Your dealer receives advice regarding current availability of options. You may ask the dealer for this information. GM also requests the dealer to advise you if an option you ordered is unavailable. We suggest you verify that your car includes the optional equipment you ordered or, if there are changes, that they are acceptable to you.

All illustrations and specifications contained in this catalogue are based on the latest product information available at time of publication approval. The right is reserved to make changes at any time, without notice, in prices, colours, materials, equipment, specifications and models, and to discontinue models. Some of the equipment shown or described throughout this catalogue is available at extra cost. Check with your dealer for complete information. Printed in Canada GM-4619

BUICK

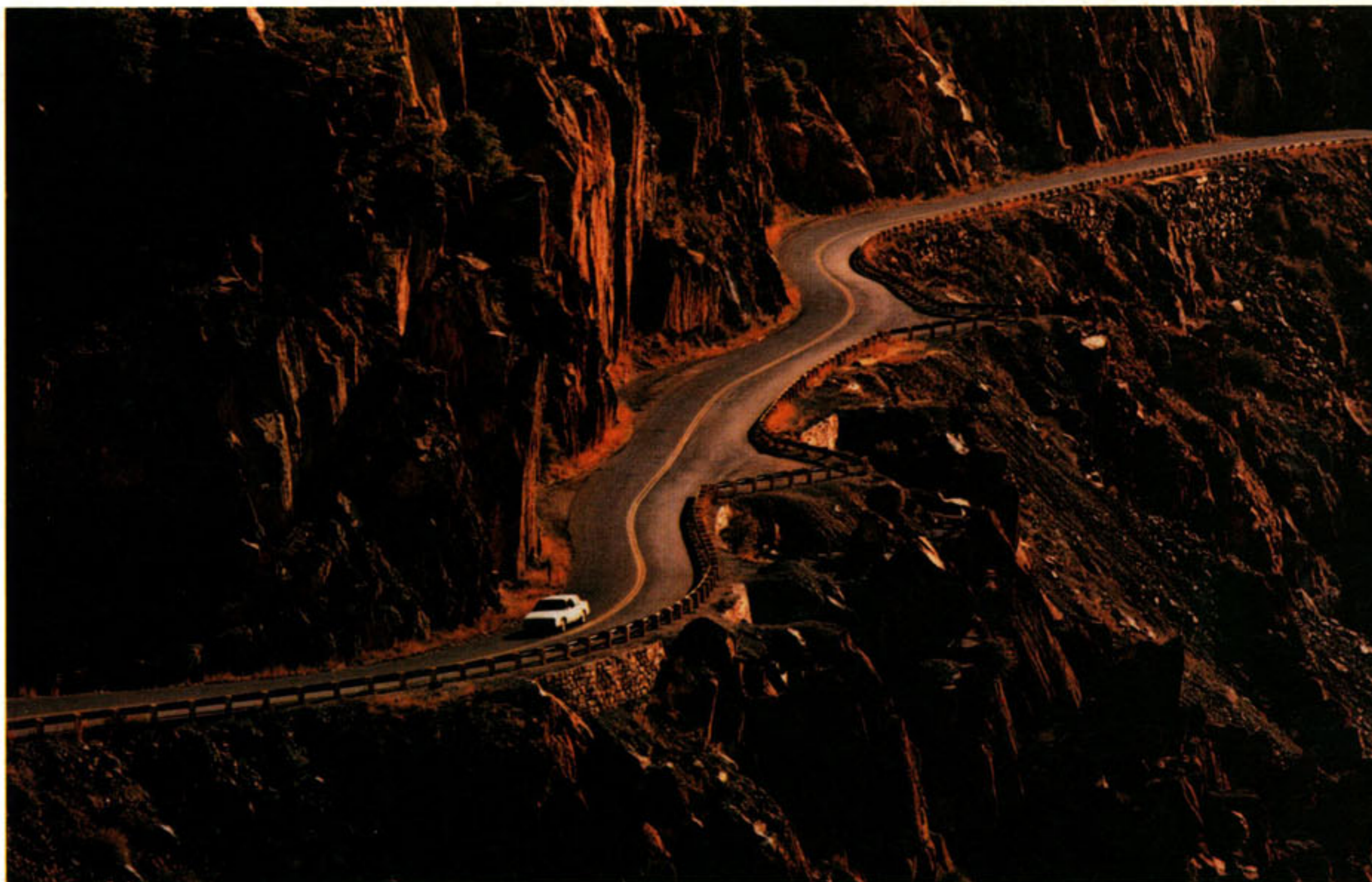
Wouldn't you really rather have a Buick?

An Introduction to the 1985 Buicks

For 81 years Buick has offered automobiles that have set high standards for quality, style and luxury. That is the Buick tradition. For 1985 that tradition continues in a lineup of automobiles that reflect our understanding of ever-changing North American tastes and needs, and our dedication to making every Buick worthy of the name.

Quality Construction—It is quality in the best Buick tradition, the result of selecting the finest materials and assembling them with craftsmanship and care. It is the product of a work force that has, in the face of intensified competition from every quarter, at home and abroad, rededicated itself to offering the finest Buicks ever. And it is the result of the application of the latest developments in technology, from engine control systems to robotic assembly processes.

Functional beauty—That's the key. An automobile must look good, but still it has a duty to perform. Good looks can't be allowed to get in the way. The most efficient shape for packaging people and their possessions is a box, but aerodynamically and aesthetically, that shape leaves something to be desired. At the other end of the scale, it is relatively easy to develop a shape that will slip through the wind, barely rippling roadside grasses, but only by paying a penalty in room for passengers and cargo space. The answer, of course, lies between those extremes. And that's what you are going to see in this book: the form, the functional art of Buick. We think you will agree with us when we say that for 1985, the Buick lineup presents an unsurpassed study in the philosophy of functional beauty.



COMMITMENT TO

Excellence

At General Motors, a lot of new thinking has gone into our products. New thinking aimed at completely satisfying you, the customer. Our designers and engineers are making history in aerodynamic design, computer aided technology, fuel efficiency and safety.

As further proof of our goal of totally satisfying you, at GM dealerships we are implementing a "Commitment to Excellence" Delivery Procedure.

The program includes: a thorough new-vehicle inspection by both the service technician and the salesperson; a full tank of fuel; plus a follow-up survey based on your impression of the delivery process.

With a commitment like that, you've got a lot of excellent reasons to "Look at GM Today". See your dealer for complete details.

FOR YOUR PROTECTION

New Vehicle Limited Warranty—This warranty covers any repairs needed during the basic coverage period due to defects in material or workmanship. Any required adjustments will also be made during the basic coverage period of 12 months or 20,000 kilometres, whichever comes first. The complete vehicle, except tires, is covered during this period.

Powertrain Coverage—This powertrain warranty covers gasoline engines and other powertrain components up to a total of 24 months or 40,000 kilometres, whichever comes first. This powertrain warranty also covers specific diesel engine components to 36 months or 80,000 kilometres, whichever comes first. All powertrain warranty repairs are subject to a \$100 deductible for each repair visit.

Corrosion (Rust-Through) Coverage—General Motors warrants for 1985 passenger cars, light duty trucks and vans that your General Motors dealer will repair or replace at no charge any body sheet metal panel found to have developed perforation (rust-through) due to corrosion. This warranty begins on the date the vehicle is first delivered or put in use and extends for 36 months, regardless of distance travelled by the vehicle.

Battery Coverage—If your battery should fail under normal service due to a defect in material or workmanship after the basic coverage period expires, but before the vehicle has been in use 36 months, it can be replaced on a pro rata adjustment basis for a new Delco battery. The pro rata adjustment price of the new battery will be based on the number of months the original battery was in use since the start of the new vehicle warranty. Contact a dealer handling your vehicle for further details on such adjustments.

Tires are warranted by the tire manufacturer.

Owner Assistance—The satisfaction and goodwill of owners are of primary concern to GM dealers and General Motors of Canada Limited. In the event a warranty or some other matter is not handled to your satisfaction, the following steps should be taken:

1. Discuss the problem with your dealership management.
2. Contact the General Motors Zone Office closest to you as listed in the Owner Assistance Section of your Warranty and Owner Assistance Booklet.
3. Contact the Customer Service Representative, General Motors of Canada Limited, Oshawa, Ontario.

Special Policy Adjustment Program Beyond the Warranty Period—General Motors is proud of the protection afforded by its warranty coverages. In order to achieve maximum customer satisfaction, there may be times when General Motors will establish a Special Policy Adjustment program to pay all or part of the cost of certain repairs beyond the terms of the warranty. Check with your General Motors dealer or the nearest G.M. Zone Office to determine whether any special policy adjustment program is applicable to your vehicle.



Protection Plan

Protection Plan—While there are many service contracts available on the market today, there is only one which gives you an agreement directly with General Motors. It is the one with the Protection Plan logo shown.

This logo on all Plan material assures you that the service contract you are buying is the GM Plan, the finest such program available to GM owners.

The GM Protection Plan provides optional added mechanical and electrical repair protection during and after the new vehicle limited warranties. Ask your General Motors dealer for details and information about the genuine GM Protection Plan.

DIESEL
A WORLD LEADER

GM

Canada

Official Supplier
to The 1986
World Exposition

