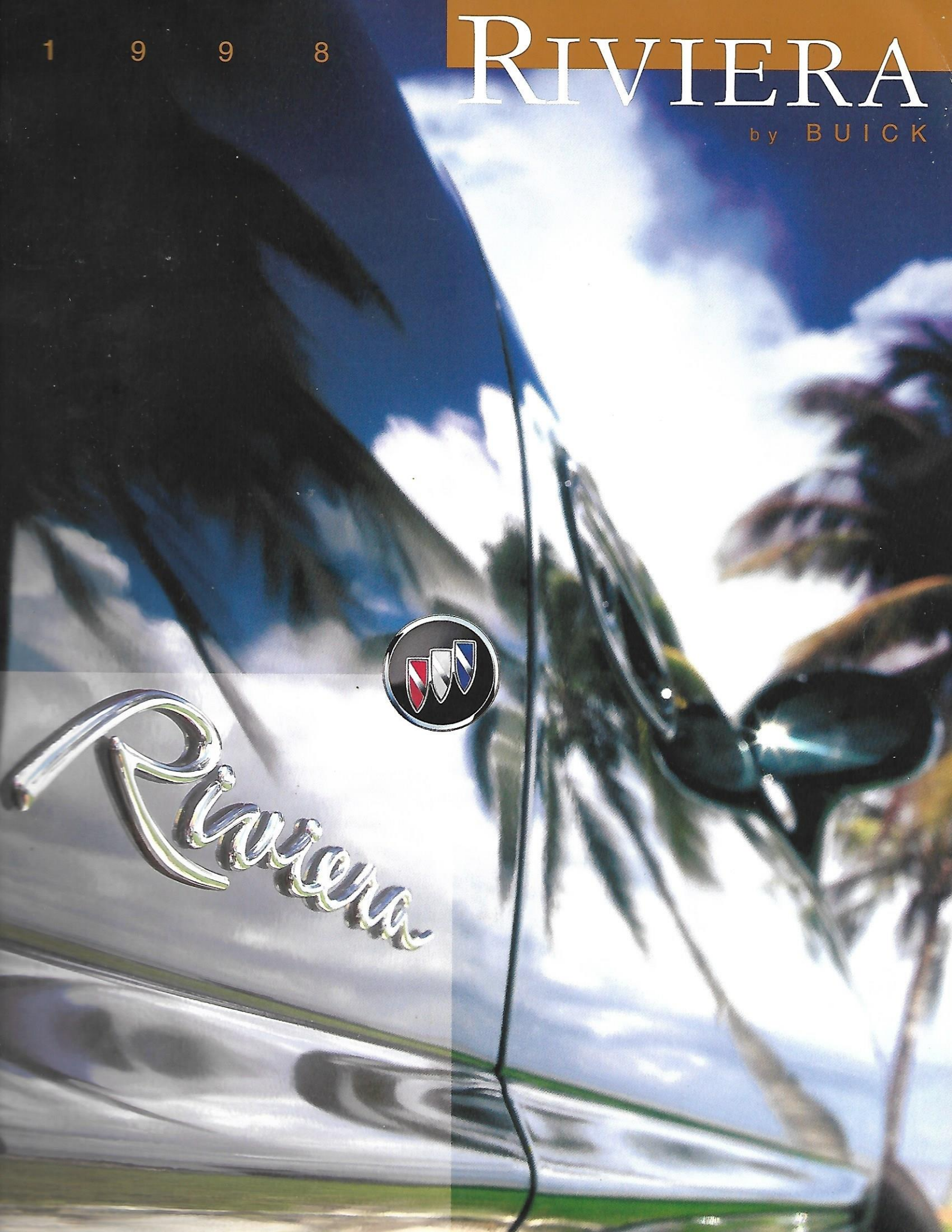
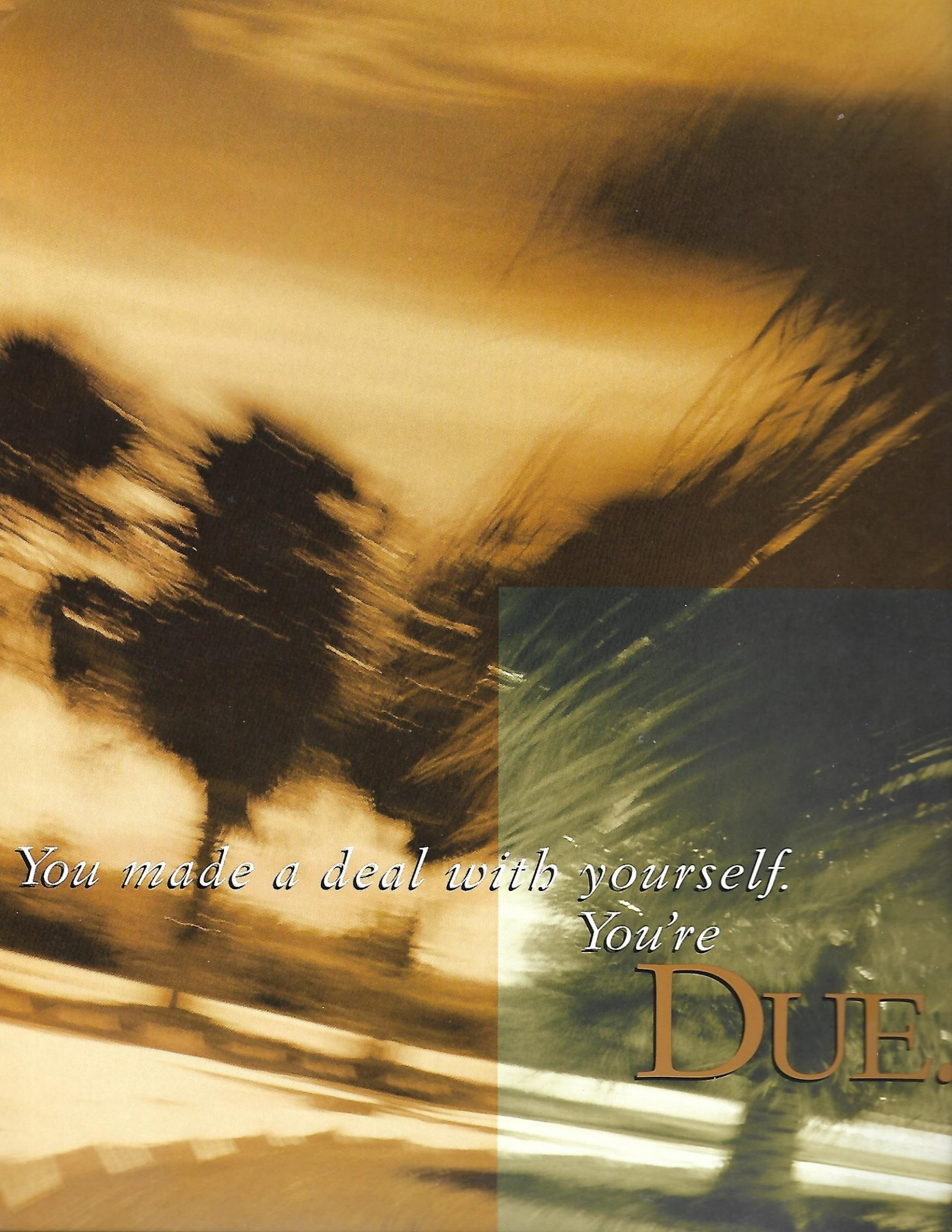
1998

RIVIERA

by BUICK



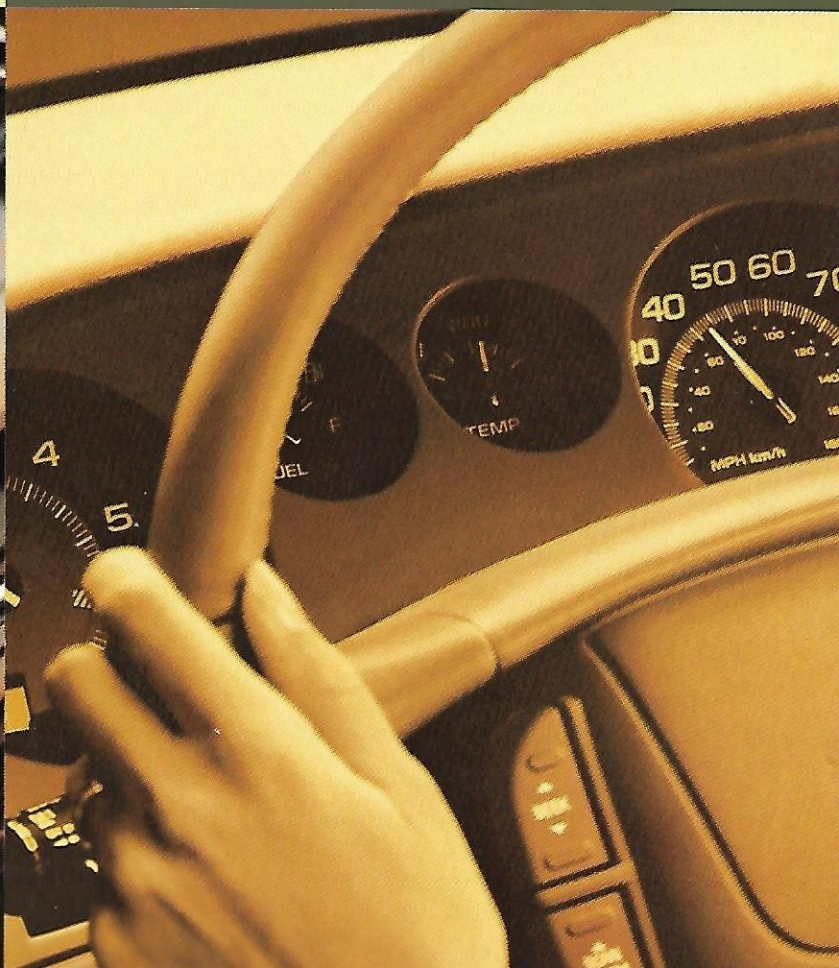


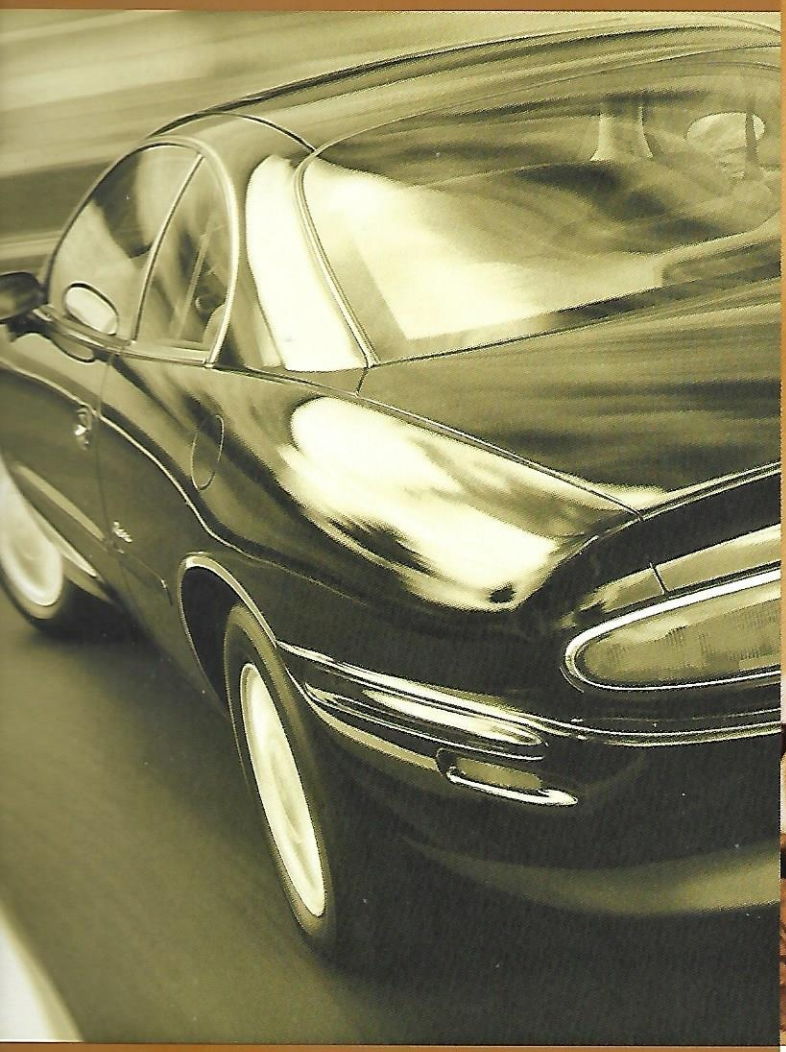

You made a deal with yourself.
You're
DUE.

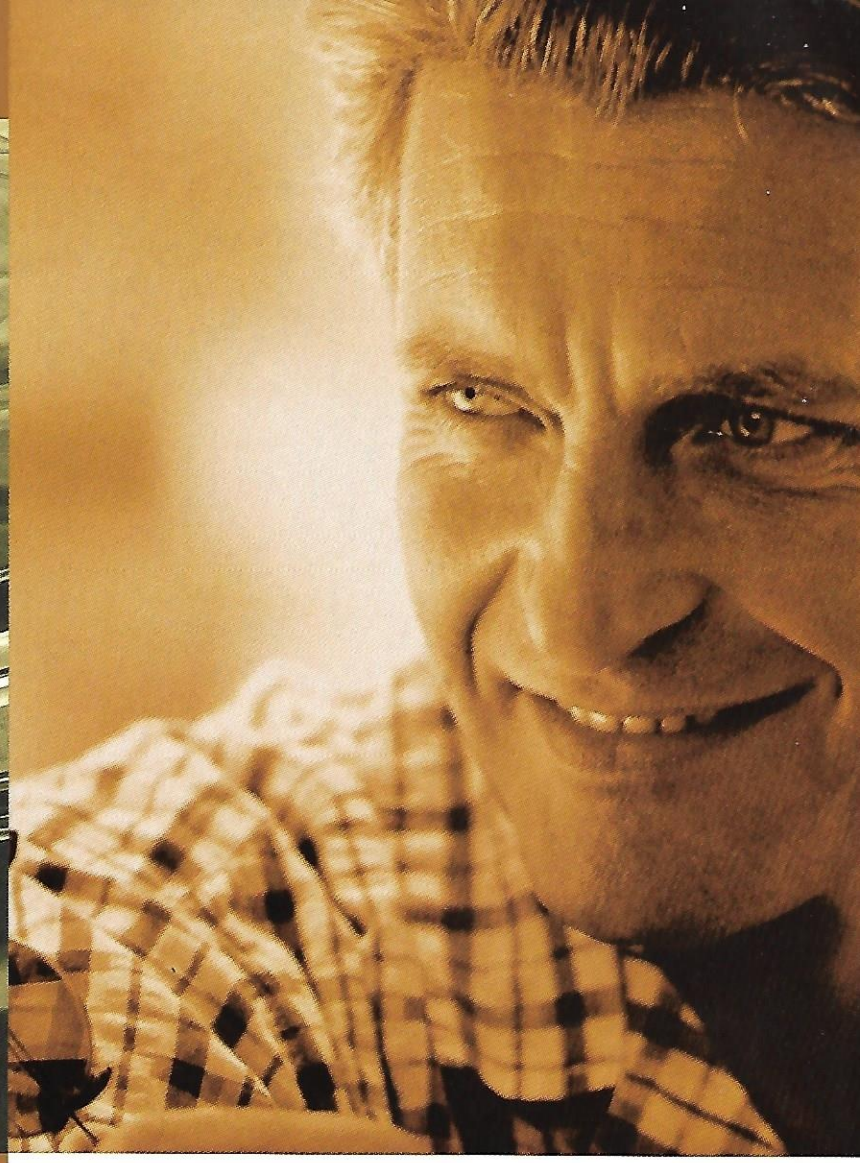


You did the soccer duty. The pancake breakfasts, the pizza runs, the play practices. Other parents became elusive at the last minute. You paid the dues, organized the events, went with less sleep. Ah, but now it's *your* time. Riviera by Buick.



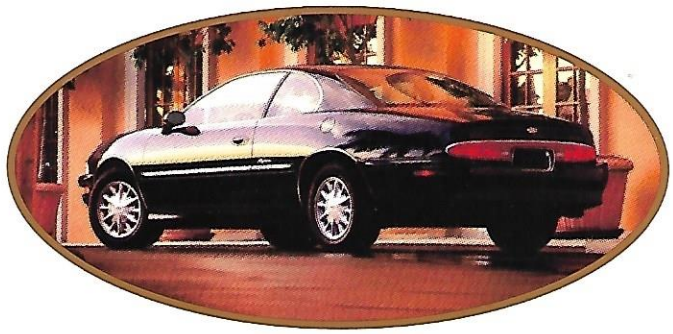


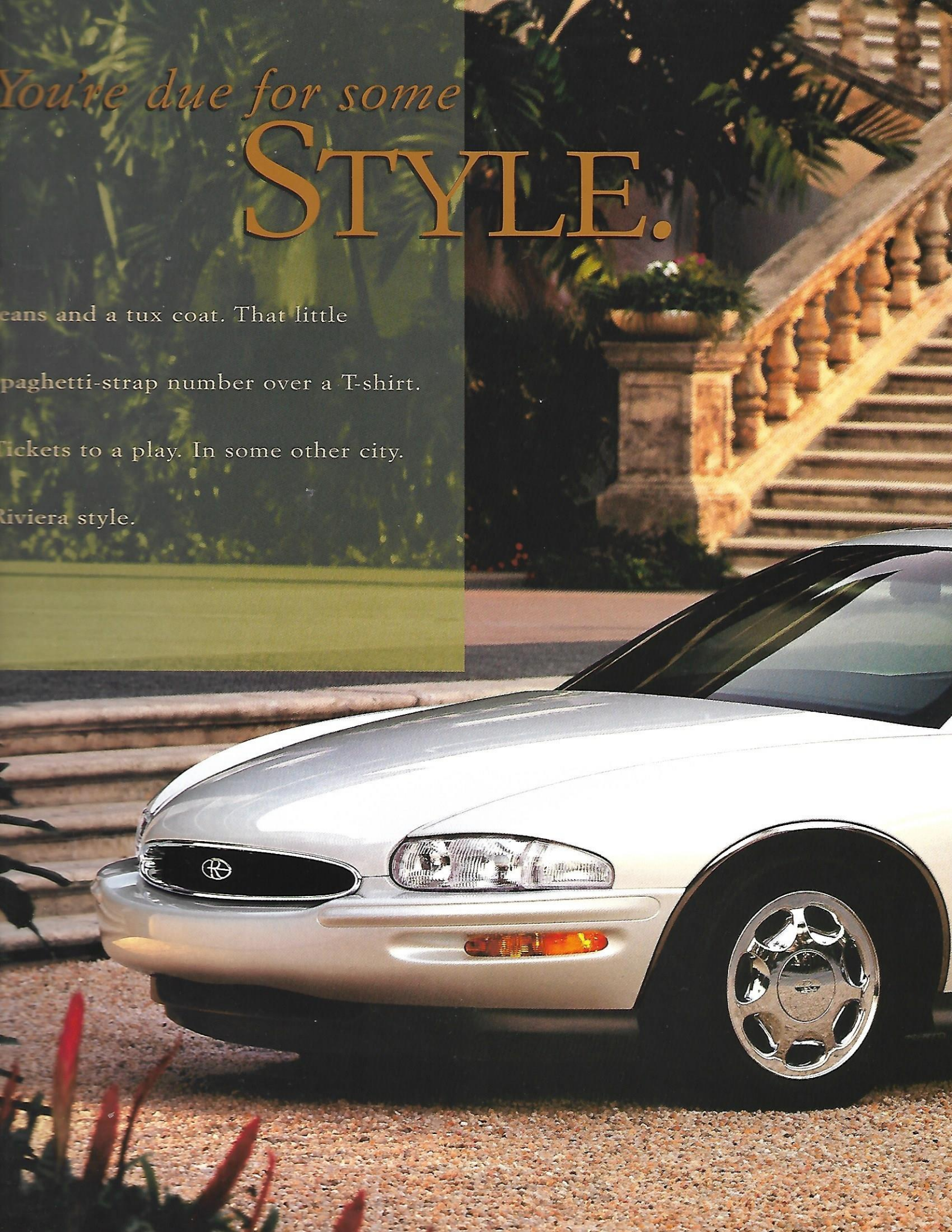




You're due.

Quiet power that never seems to top out. More control than you thought possible. Smooth supercharged performance. The 1998 Riviera is a luxurious decompression




You're due for some
STYLE.
eans and a tux coat. That little
paghetti-strap number over a T-shirt.
Tickets to a play. In some other city.
Riviera style.


Riviera



Go blur some landscape.

t's time. Riviera was made for fluid

novement. And looks it.



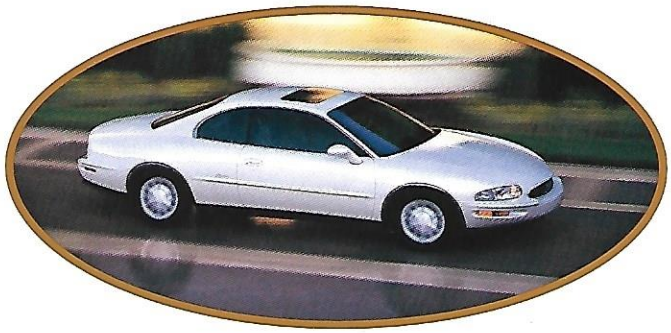

Unapologetic,
feel-good
POWER.
You're smiling. A couple of hours
of this could fix a lot of what's
haywire in the world.

r-wheel independent suspension combined
h available traction control results in outstanding
ility, precise handling and crisp surefootedness
he curves, on uneven surfaces and during virtually
weather condition.

Smooth, linear acceleration and plenty of response
where on the power band are constant qualities of the
h-torque, assertive supercharged powerplant. The
0 Series II Supercharged V6 generates 240 horsepower
200 rpm, 280 ft-lbs torque at 3600 rpm.

Smile-inducing power and a seamless, effortless
ing from standstill to highway cruising are hallmark
ibutes of the powerful 3800 Series II Supercharged
ine. Driving enjoyment continues to be a daily
ewal program with Riviera.

With its sophisticated supercharger and
uential port fuel injection, the standard muscular
0 Series II Supercharged V6 delivers an instantly
tifying surplus of horsepower, yet it maintains
efficiency of a six-cylinder engine. This is having
r cake and enjoying it thoroughly, over and over.

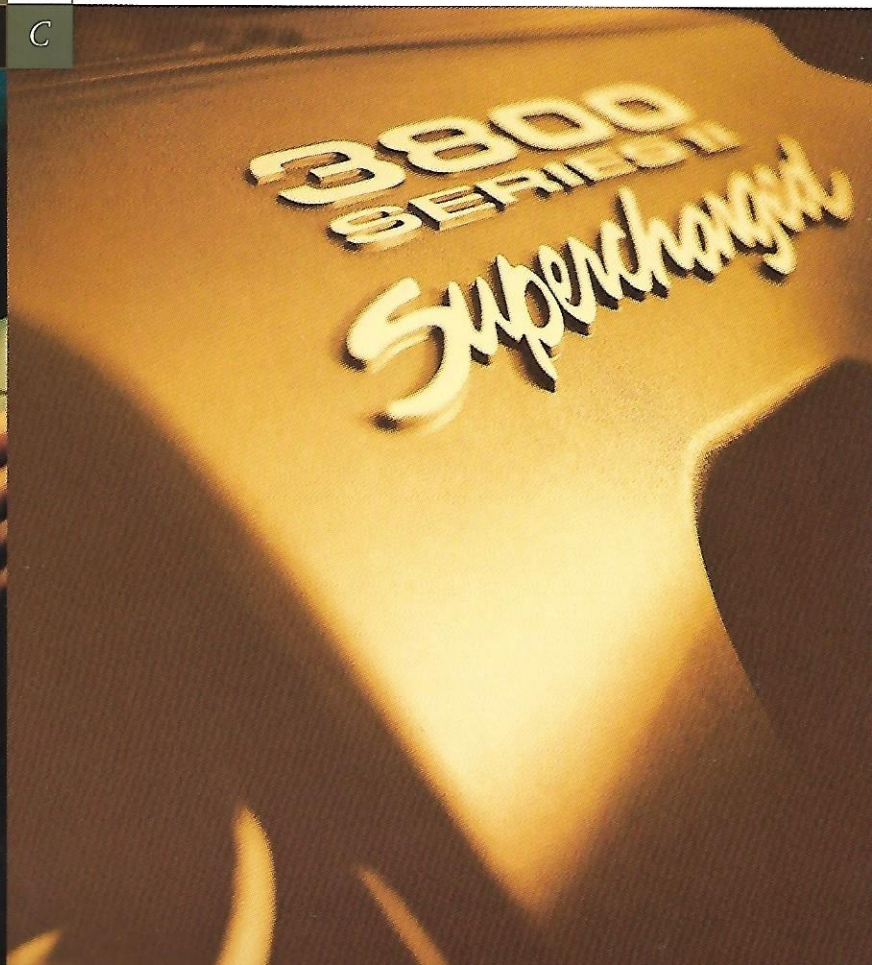


A



B

C





How can metal and glass

make you feel more alive? It depends

on how they're put together.

It really is time you drove a Riviera.

You're due.





Riviera drivers know

HANDLING

is an interactive term.

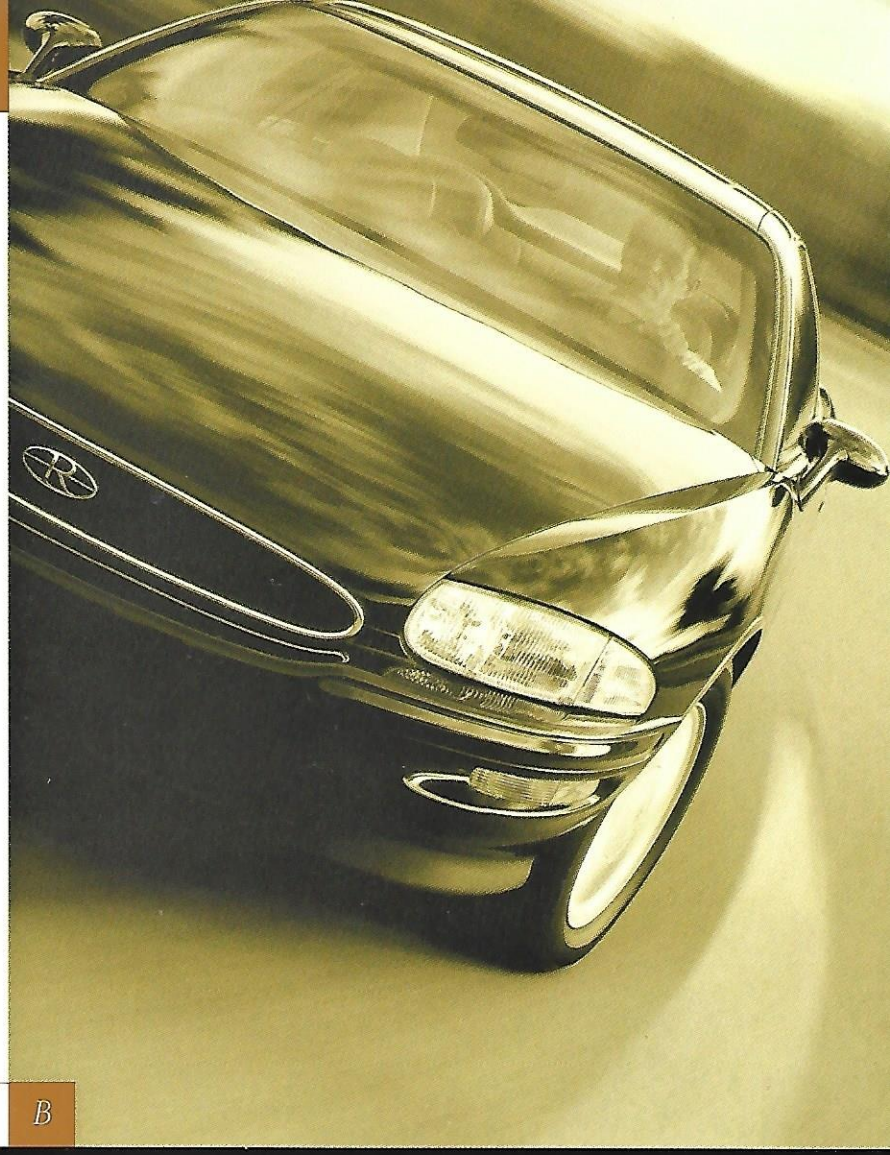
This car was made to drive.

Not in the sense that lesser cars were

made to get you back and forth.

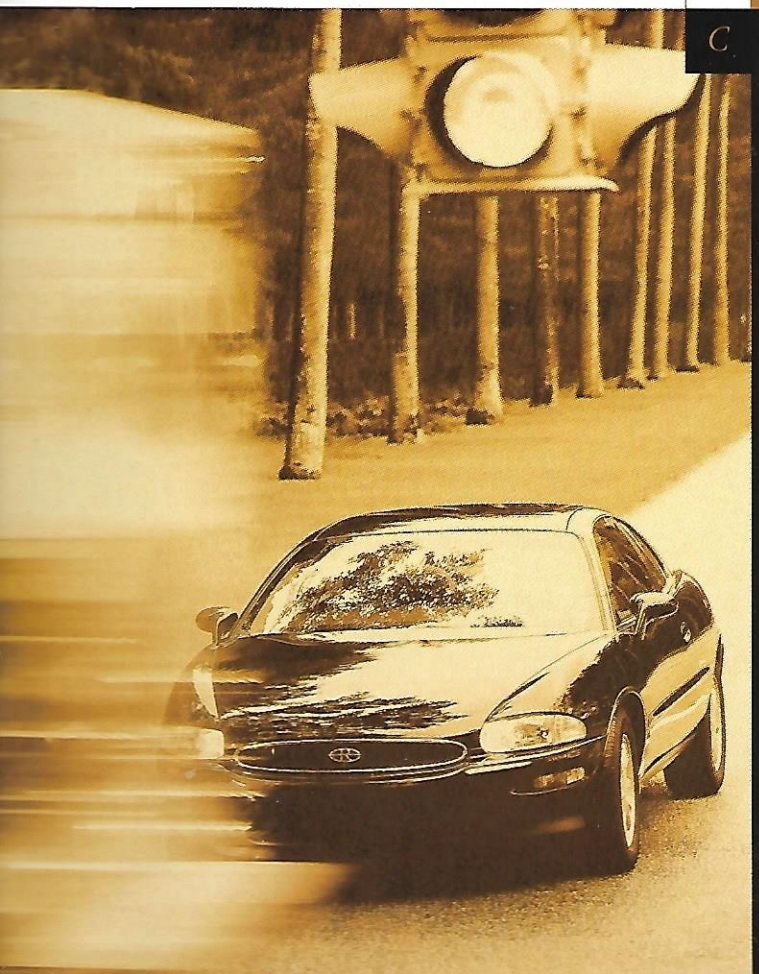
Riviera leaves stress behind you along





A B

C



Riviera's superb handling prowess and smooth, quiet ride derive from a number of carefully blended factors. Luxurious comfort, acoustics, road-holding ability, aerodynamics and a rigid body structure are just a few of them.

A. Body structure integrity is calibrated in frequencies — the higher the frequency, the more solid it feels. Riviera's structure reads at a remarkably high 25 Hz. What does it mean? A smoother, more silent ride and an overall feeling of strength, under and around you.

B. The unusually solid body structure dramatically reduces torsional flexing. This, and the precisely engineered steering and suspension, imparts a sense of stability and certainty, and the famous road-hugging agility you will soon take for granted.

C. Confident, controlled braking is a result of four-wheel power disc brakes channeled through an anti-lock braking system (ABS). This active safety



When driver and passengers relax

nto this personal luxury coupe, all will

eel the obvious lack of compromise

here their comfort is concerned.

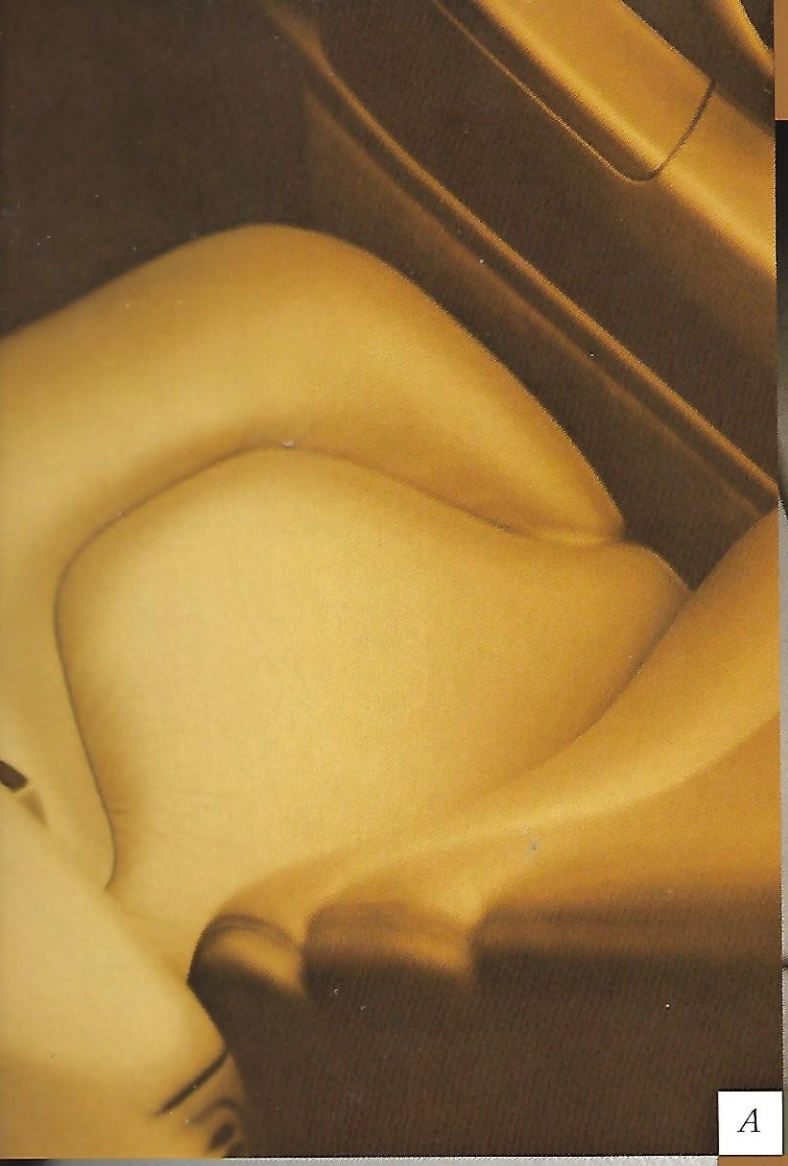
Riviera. Coupe uncooped.

Your total

COMFORT



Optional equipment sh





A B

C

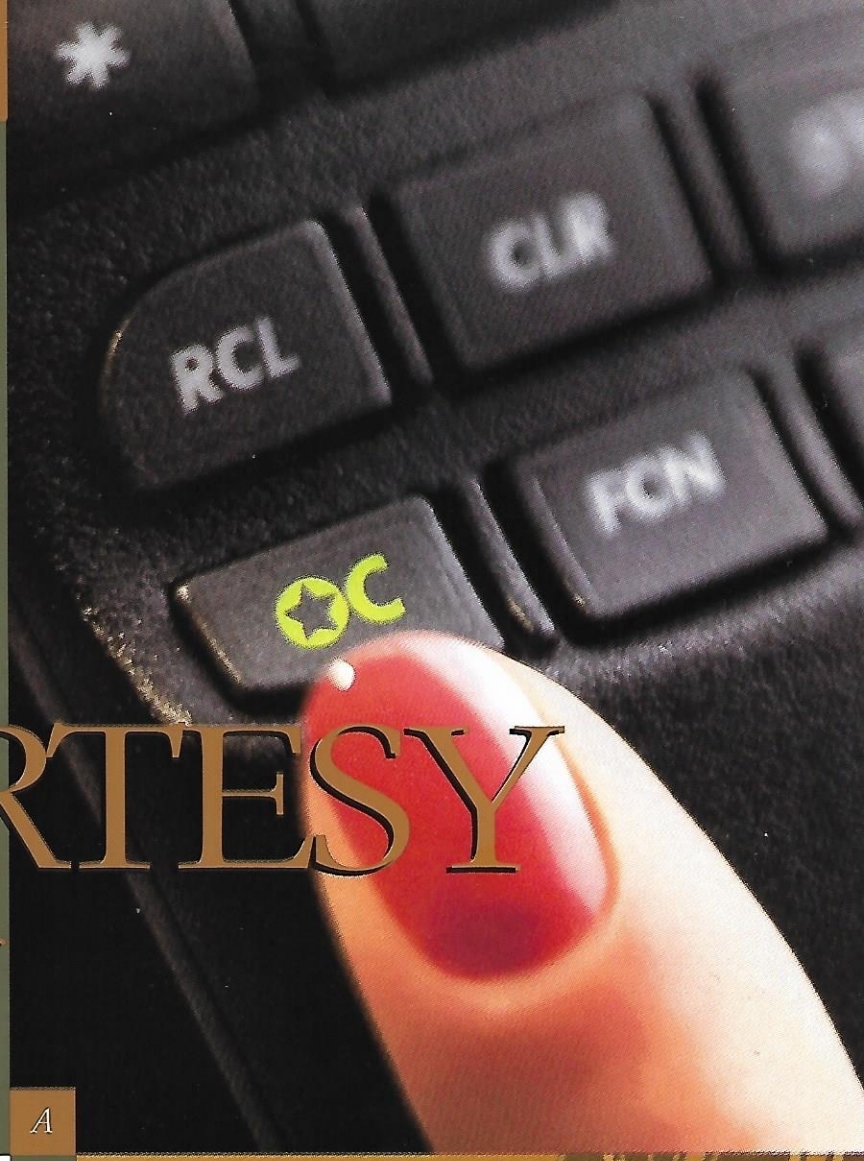


They special-teamed for comfort in this Riviera. A Seat Comfort Team, which included a physical therapist, drove hundreds of thousands of miles to evolve what may well be the most comfortable seats in the world. Smooth flight is emphasized by the optional, quiet Astroroof.

A. Available heating adjustments allow you to warm the driver's or front passenger's seat on cold mornings. Such a detail is more than merely another luxury — it's a functional comfort that enhances driver performance from the word go — a Riviera specialty.

B. Dual automatic ComforTemp climate control allows driver and front passenger to choose their own individual temperature levels, varying by as much as six degrees. The cabin is full of touches that cater to the individual in you — and others.

C. The metaphoric switches communicate their function through their shapes. The six-way power



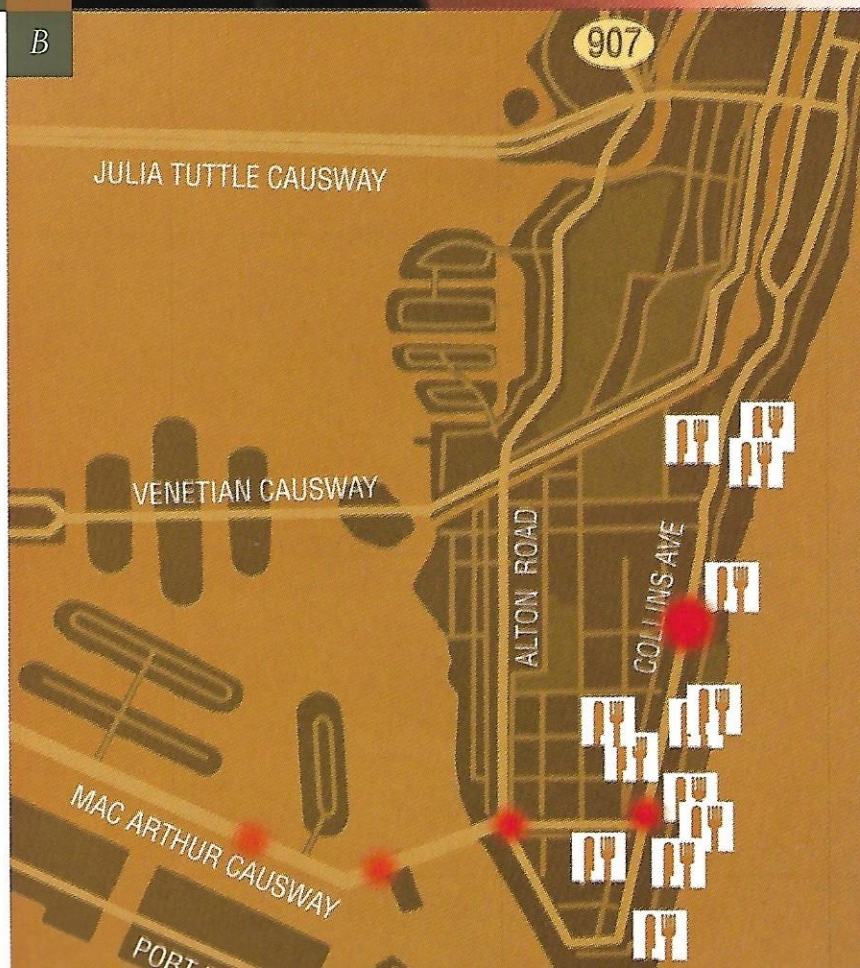
Real COURTESY

nderlines Riviera's ense of freedom.

A

B

e available OnStar® Service backs up Riviera freedom th confidence — and satellite technology. Wherever u travel in the 1998 Riviera, this constant security-nded companion can ride with you. Silent, even noticed, until such time as the need for it arises, nStar is ready in seconds. It can remotely unlock a viera with the keys locked inside, call emergency ad personnel, give you directions, find hotels, ATMs, staurants, or call for immediate help if the air bags* e deployed. You've taken care of things for a long ne — it's due time you got some of that treatment urself. ONSTAR





A. OnStar is activated by touching a button on the cellular phone. Once on, this voice-activated, hands-free service puts you in touch with all of OnStar's security and convenience offerings.

B. It's your own personal locating device, telling you where you are and how to get where you're going. OnStar uses Global Positioning System satellites to instantly locate your vehicle in relation to its surroundings.

C. OnStar Advisors, with access to enormous information resources, are your instant conduit to everything from airlines to zoos. They are "...a kind of remote 'Lone Ranger,' riding to your rescue on the white horse of a two-way data transmission."*

D. Over 100 location categories include ATMs, airports, car rental agencies, gas stations, glass repair, hospitals, hotels, restaurants, taxis and more. "The services provided by OnStar are only limited by your imagination."**

*United Airlines Hemispheres
**Automobile Industries Magazine

C

D



OnStar Service



Automatic Notification of Air Bag Deployment so we can call emergency services for you.



Emergency Services are just a touch of a button away if needed.



Theft-Detection/Notification and Stolen-Vehicle Tracking helps police find your vehicle.



Remote Door Unlock in case you lock your keys in your vehicle.



Roadside Assistance with Location tells us where you are, so we can send you help.



Route Support will get you right to the doorstep of your destination.

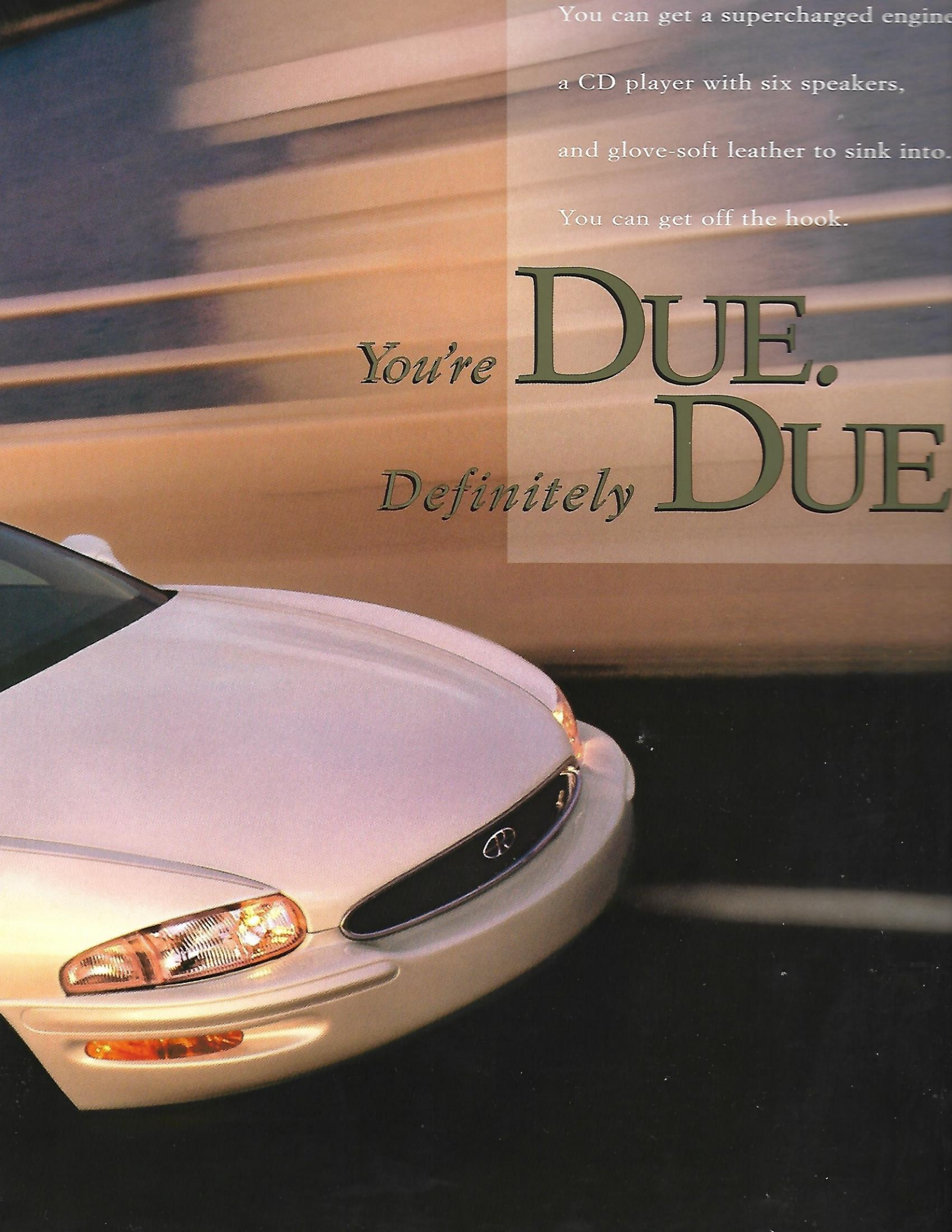


Convenience Services help you locate hotels, restaurants, service stations and more.



Hands-Free, Voice-Activated Cellular Phone lets you keep your hands on the wheel.




You can get a supercharged engine
a CD player with six speakers,
and glove-soft leather to sink into.
You can get off the hook.
You're DUE.
Definitely DUE

STANDARD FEATURES*

echanical

Battery — heavy-duty with Rundown Protection • Brakes — anti-lock, 4-wheel power disc • Cooling — heavy-duty, engine and transmission • Drive — front-wheel • Engine — 3800 Series II Supercharged V6 (includes 16" aluminum wheels and Eagle LS touring tires) • Exhaust system — dual, stainless steel • Fuel filler door release — electric, remote • Hood lock — inside release • Horn — dual-note • Remote keyless entry — individually programmable transmitters, includes instant alarm, perimeter lighting and security feedback • Retained accessory power • Steering — magnetic variable effort • Suspension — 4-wheel independent with automatic level control • Theft deterrent system — PASS-Key II • Transmission — electronically controlled 4 speed automatic with overdrive • Wipers — 2-speed with variable delay

xterior

• Glass — flush-mounted • Glass — Solar-Ray solar control • Headlamp control — Twilight Sentinel • Headlamps — composite tungsten halogen • Headlamps — daytime running • License plate holder — slide in rear, front mounted • Mirrors, outside rearview — deluxe, electric, body color, left and right remote with floodlit controls • Moldings — protective, body color body side belt reveal, wheel opening and rocker panel • Paint — clearcoat • Tires — P225/60R16 Eagle LS touring steel belted radial ply, all season blackwall • Wheels — 16" aluminum • Windows — power with driver express down and floodlit control

onvenience Plus Features

Electronic reminder tones for ignition key, headlamps, turn signal, parking brake "on", delayed entry lighting, delayed exit lighting, theater dimming, Battery Rundown Protection, lockout protection, delayed locking, flash to pass signal, passive theft-deterrent system, daytime running lamps, retained accessory power and auxiliary power outlet

Available Features

• Astroroof — electric sliding with sunshade • Engine block heater — electric • Heated driver and passenger seat with memory driver and passenger outside mirrors, with automatic parallel park assist, and memory driver seat control • Memory driver seat and mirrors • Mirror, inside rearview — electrochromic, automatic dimming, includes integral digital compass • OnStar Service — includes voice-activated cellular phone (dealer installed option with OnStar readiness standard) • Tires — P225/60R16 Michelin steel-belted, radial ply, all-season blackwall • Wheels — 16" chrome

Available SE Package

• Accessory controls — steering wheel (radio and temperature) • Cornering lamps • Mirror, visor vanity — lighted, driver • Mirrors — automatic, electrochromic inside and driver outside rearview • Seats — power lumbar control, driver and passenger • Stripes — accent • Theft-deterrent system — includes central unlocking and starter interrupt • Traction control — full-range • Universal Transmitter — 3-function, remote; replaces garage door opener compartment

Special Note To Parents:

Children are generally safer if they ride in a rear seat using the appropriate child safety seats and restraints, which is why General Motors recommends that child safety seats be properly secured in the vehicle's rear seat. See your Owner's Manual and child safety seat's instructions for more information.

* Partial listing only — See your Buick dealer for complete lists and details.
**Always wear safety belts, even with air bags.

nterior

• Acoustical Package • Air Bags — Next Generation, driver and front-seat passenger Supplemental Restraint System (SRS)** • Air conditioning — dual automatic ComforTemp climate control • Air conditioning — rear-seat ComforTemp • Armrest — front-seat storage with dual cup holders • Assist handles — two • Carpet savers — front and rear • Carpeting — plush, front and rear • Console — overhead (includes front-seat reading lights and garage door opener compartment) • Cruise control — electronic • Defogger — electric, rear-window • Defogger — front and side window outlets • Door locks — automatic, programmable • Instrumentation — speedometer; tachometer; temperature gauge; trip odometer; indicators for low oil pressure, low voltage, and low washer fluid, oil, fuel, and coolant levels; with parade dimming feature • Lamp — center, high-mounted stop • Lights — door courtesy and warning with theater dimming, delayed entry and exit lighting • Lights — front ashtray, glove box, engine compartment, trunk compartment, instrument panel courtesy and instrument panel • Mirror, visor vanity — lighted, passenger • Safety belts — front- and rear-seat outboard positions lap/shoulder with shoulder belt comfort adjuster and slack set, center rear lap belt • Seats — leather-trimmed bucket with 6-way power, recliners, lumbar and operating console • Speakers — 6-speaker Concert Sound II • Steering column — TILT-WHEEL™ adjustable • Steering wheel — leather-wrapped with Supplemental Restraint System (SRS)** • Sunshades — front, supplemental and extendable • Trunk convenience net • Trunk release — electric, remote with security switch • Trunk trim — deluxe

ersonal Choice Features

• Delayed locking (programmable) • Memory door locks • Perimeter lighting • Security feedback

udio Systems

• Antenna — automatic power • Radio — ETR® AM-FM stereo with preset of



SPECIFICATIONS

ine	
	3800 Series II Supercharged V6 with SFI[1]
ower	240 @ 5200
	280 @ 3600 rpm

ing	
Series II Supercharged V6	2.93 final drive ratio 1,000 maximum gross trailer rate (lbs)[2][3]

acity	
cu ft	17.4
ank, gal.	18.5
urb weight, lbs	3,699

tiple-port fuel injection.
roperly equipped. Includes weight of trailer, cargo, passengers and equipment. All towing recommendations are to change. Check with your Buick dealer for the latest information. Trailer tongue load should be 10% of the um trailer weight but should not exceed the load rating specified for that vehicle, engine or hitch combination.
s Class II frame-mounted trailer hitch.



ensions (inches)	
h	207.2
	75.0
t	54.6
lbase	113.8
tread	62.5
tread	62.6

erior (inches)	front/rear
om	42.6/37.1
oom	38.2/36.2
der room	57.8/57.8
	54.5/52.7

Exterior	Interior
Bright White (16)	Blue, Gray, Lt. Green, Taupe, Bordeaux Red
Bright White Diamond Tri-Coat (78)	Blue, Gray, Lt. Green, Taupe, Bordeaux Red
Silvermist Metallic (17)	Blue, Gray, Bordeaux Red
Sandstone Beige Metallic (50)	Taupe, Bordeaux Red
Slate Green Pearl (61)	Gray, Lt. Green, Taupe
Emerald Green Pearl (38)	Gray, Lt. Green, Taupe
Majestic Teal Pearl (43)	Gray, Taupe
Twilight Blue Metallic (27)	Blue, Gray
Midnight Blue Pearl (28)	Blue, Gray, Taupe
Bordeaux Red Pearl (51)	Gray, Taupe, Bordeaux Red
Santa Fe Red Pearl (53)	Gray, Taupe
Black (41)	Blue, Gray, Lt. Green, Taupe,

Bright White (16)

Bright White Diamond Tri-Coat (78)

Silvermist Metallic (17)

Sandstone Beige Metallic (50)

Slate Green Pearl (61)

Emerald Green Pearl (38)

Majestic Teal Pearl (43)

Twilight Blue Metallic (27)

Midnight Blue Pearl (28)

Bordeaux Red Pearl (51)

Santa Fe Red Pearl (53)

Black (41)

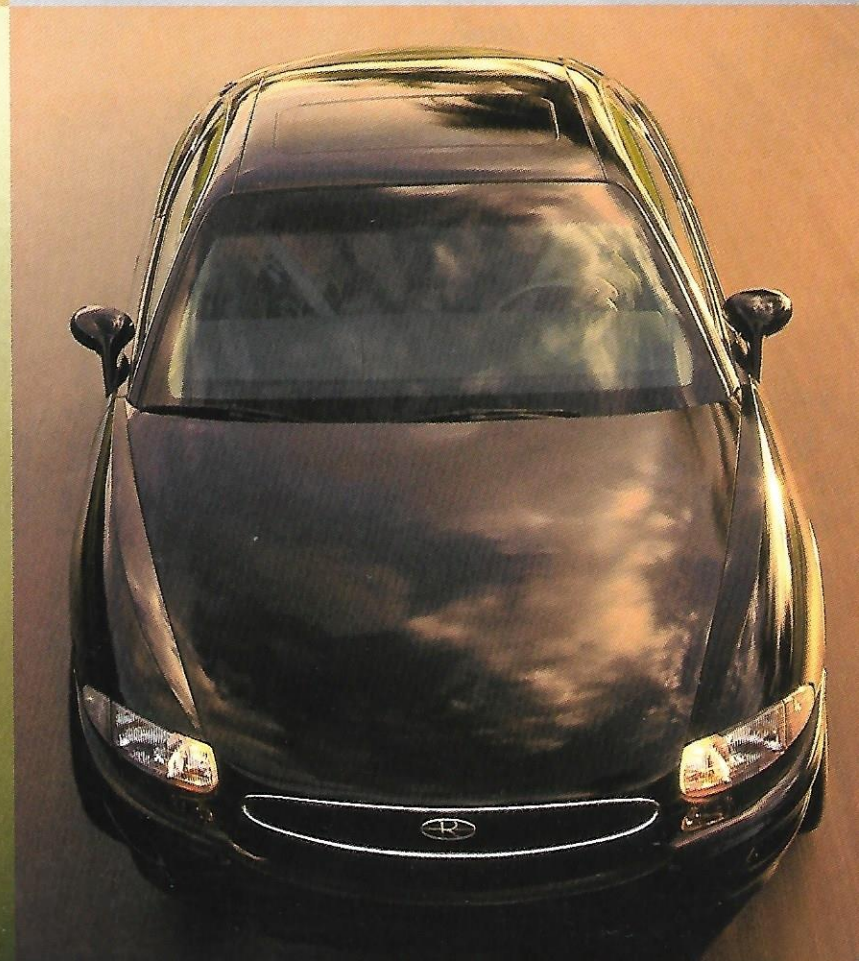


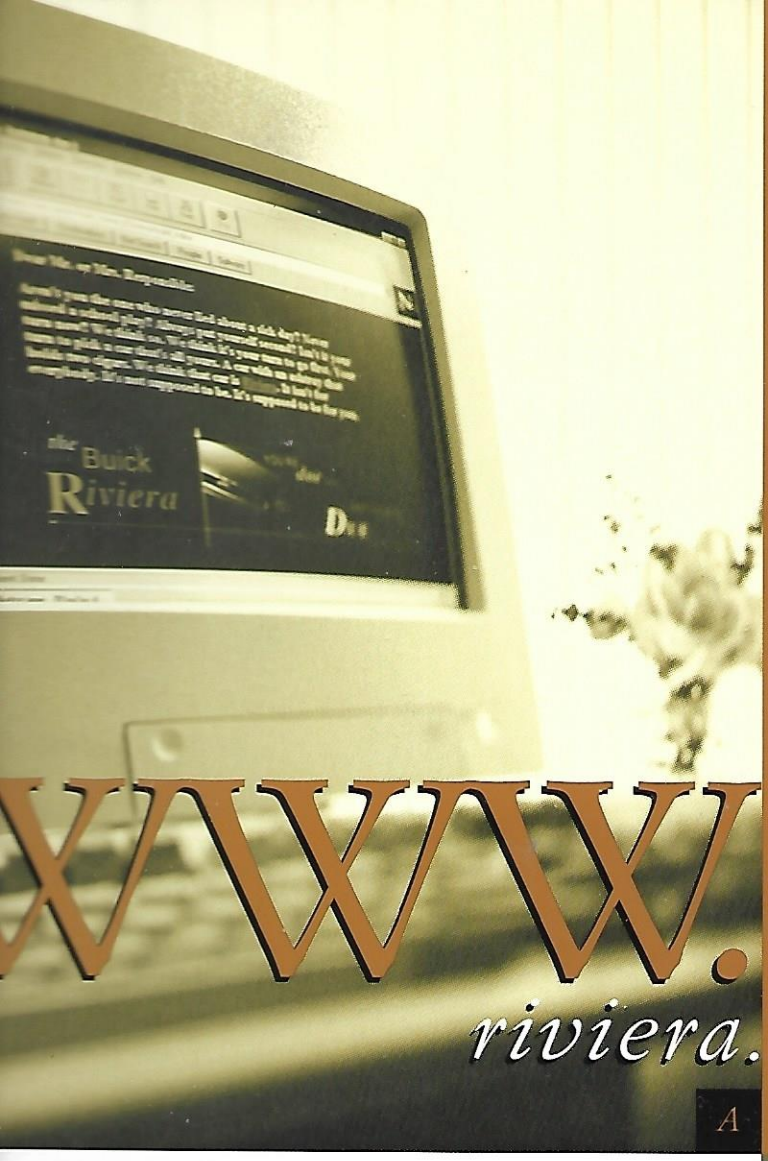












www.riviera.buick.com

A

The powers of Riviera are accessible by PC — just
e your mouse to www.riviera.buick.com and explore
many facets of your luxury coupe-to-be on the Web.
cruising is a way to become partially acquainted
the 1998 Riviera, but nothing can approximate the
ng of turning the key, and pulling out into the real
ld in this latest edition of the world-class luxury car.

Quality Plus. 1-800-4A-BUICK is another way
et customer assistance or information. Quality Plus
Buick institution that deals with aspects of the
ng/owning experience such as Premium Roadside
stance, Quality Plus Delivery and the generous
ar/36,000-mile Warranty.* When shopping for
Riviera, ask about all the reassuring backup
ll receive along with the car itself.

Riviera, through GM's Concept: Cure program,

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. Some models as shown may not be available in California, Idaho, Oregon and Washington.

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 you verify with your dealer that your vehicle includes the equipment you ordered, or if there are changes 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. You can receive these bulletins, too. Ask your dealer. For 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 (including tires) will be covered for 3 years or 36,000 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.

Buick product information. Call 1-800-4A-BUICK.

B

GM®
©1997 GM Corp. All rights reserved.
Riviera is a registered trademark of GM Corp.
Buckle up, America!

Printed on recyclable paper from a renewable source.
Ident. No. 98-RV-200
Printed in U.S.A. 150m

BUICK®

1-800-4-RIVIERA



PARK AVENUE

THE POWER OF UNDERSTATEMENT.



Riviera

You're due. Definitely due.



Regal

Official Car of the Supercharged Family.



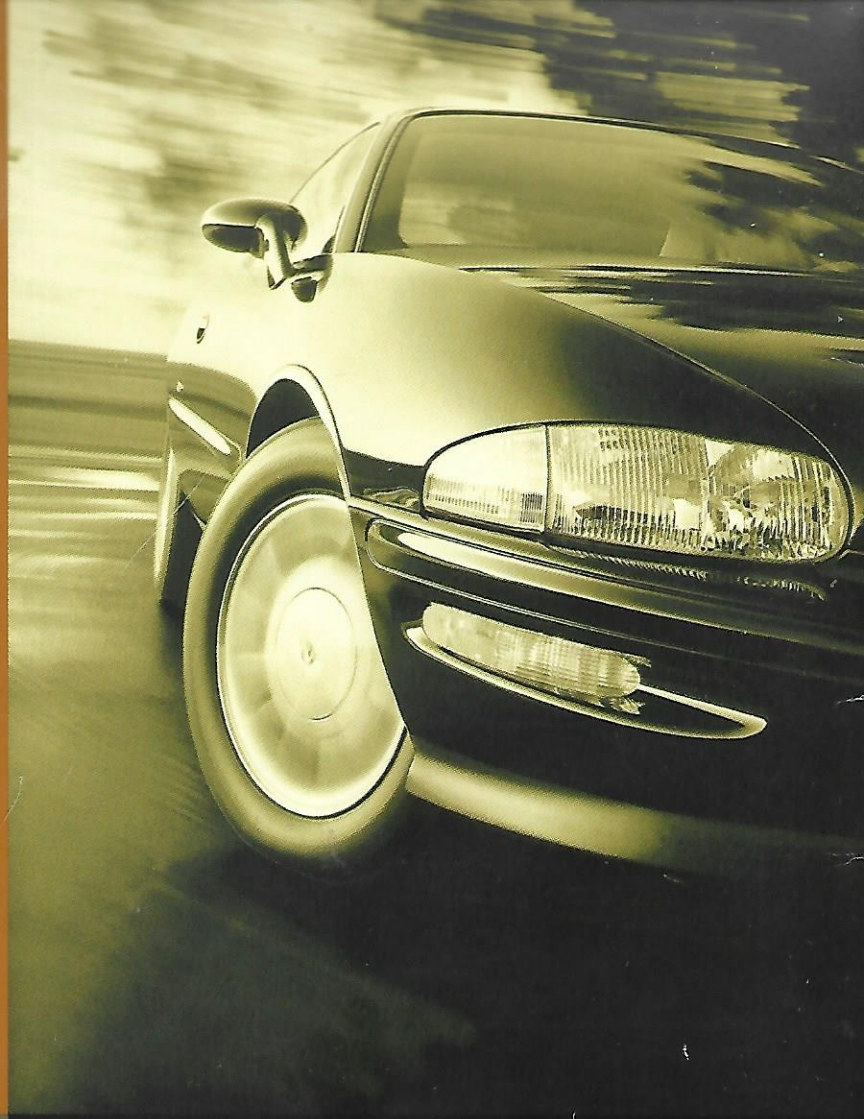
LeSabre

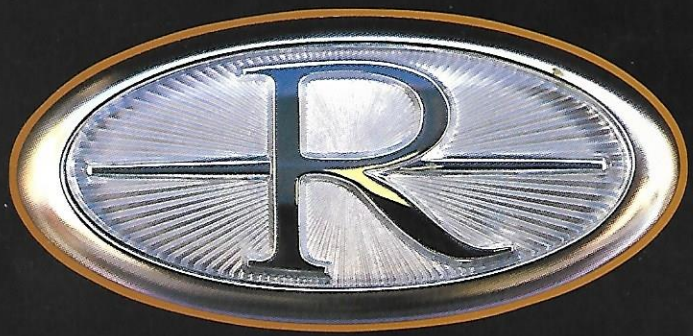
PEACE OF MIND.



CENTURY

Discover a little luxury in this Century.





Riviera by Buick