



1995 RIVIERA

BY BUICK

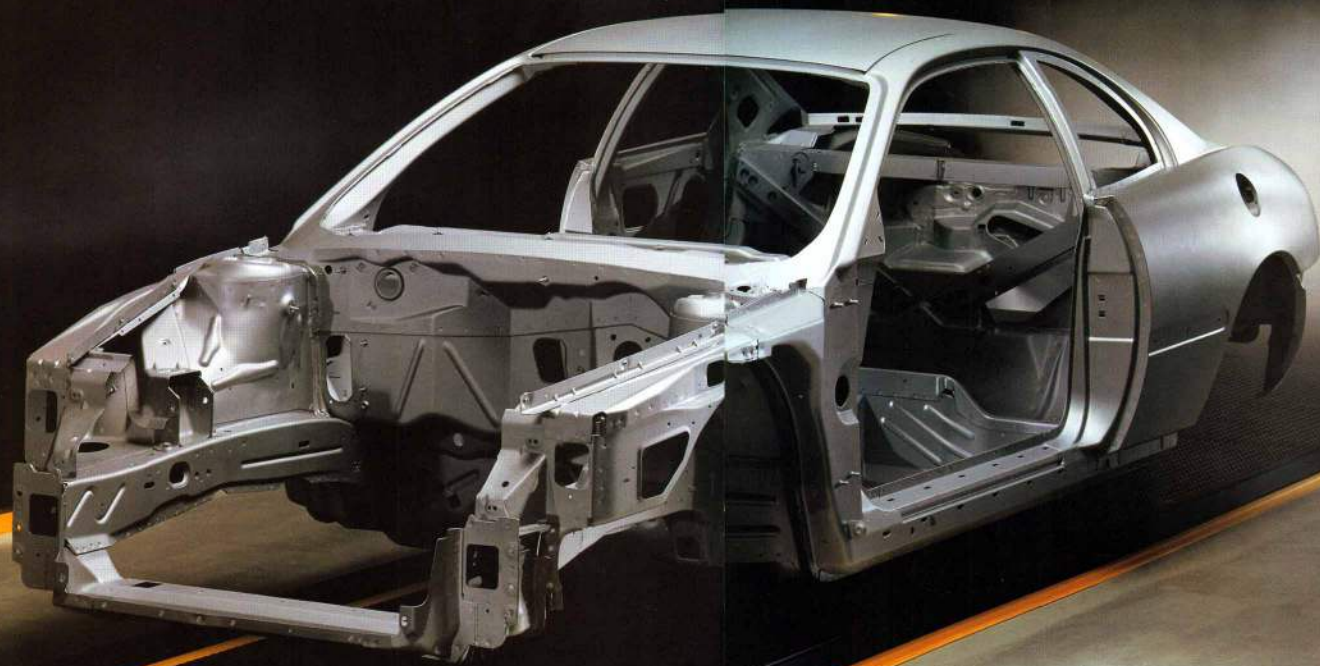


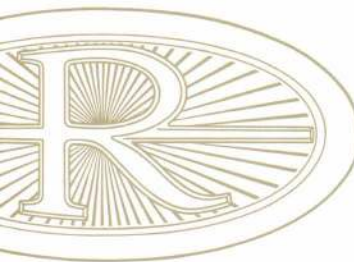
Everyone won. The stylists. The engineers. The sculptors. The safety devotees and the comfort team and the test track drivers. And, most of all, you. This is a car that speaks to the achiever in all

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





— Over thirty years ago, the first true personal luxury coupe in America was introduced and the Riviera nameplate quietly became synonymous with success — both that of the owner, and the people who built the car.

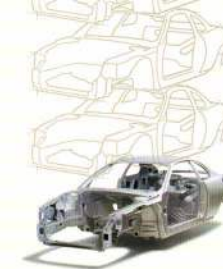
The Best of Every Buick Ever Built

— The all-new Riviera is so strong that usual measurements don't suffice; the integrity of the body structure, for example, is calibrated in terms of the frequency at which it resonates; the higher the natural frequency of a structure, the more solid it feels. The 1995 Riviera's structure is gaged at a phenomenally high 25 Hz, designed to meet new standards for structural integrity. Such integrity affects all other areas of the Riviera; an enormous feeling of strength is part of the driving experience. Glassy smoothness is a byproduct, as is library silence during operation, even on the highway.

— Safety is, of course, a vital area that benefits from structural integrity. So are stability, durability and reliability. Great power, properly channeled, generous room, deep comfort and thoughtful innovation — all the best of Buick with a large helping of the future. The 1995 Riviera is the most exciting automobile Buick has ever built.



The Safest Riviera Ever Built Riviera's body structure is so strong, it can support itself many times over. The entire body is a security zone with strategically placed beams and energy-absorbent materials forming a cagelike buffer around occupants. It's the basis for over one hundred other safety features.



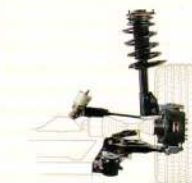
The Most Comfortable Buick Ever Built Over 80,000 miles of on-the-road research refined Riviera's seats to adjust in an orthopedically superior fashion to 96 percent of the U.S. population. These seats redefine cross-country comfort for you and your passengers, and are designed to meet new standards as well.



The Quietest Buick Ever Built A wind-parting coefficient of drag of .33 gives the Riviera a form-and-function teaming of aero-efficiency and streamlined elegance. Soothing silence is the norm at highway speed thanks to special seals, wind tunnel design for optimum air management, even specially sculpted mirrors.



The Most Roadworthy Buick Ever Built Due to the incredibly strong 25 Hz body structure, a sense of tremendous stability and certainty enhance the Riviera handling experience. Smooth four-wheel independent suspension translates that stability to a quiet, predictable ride that handles any road condition with finesse.



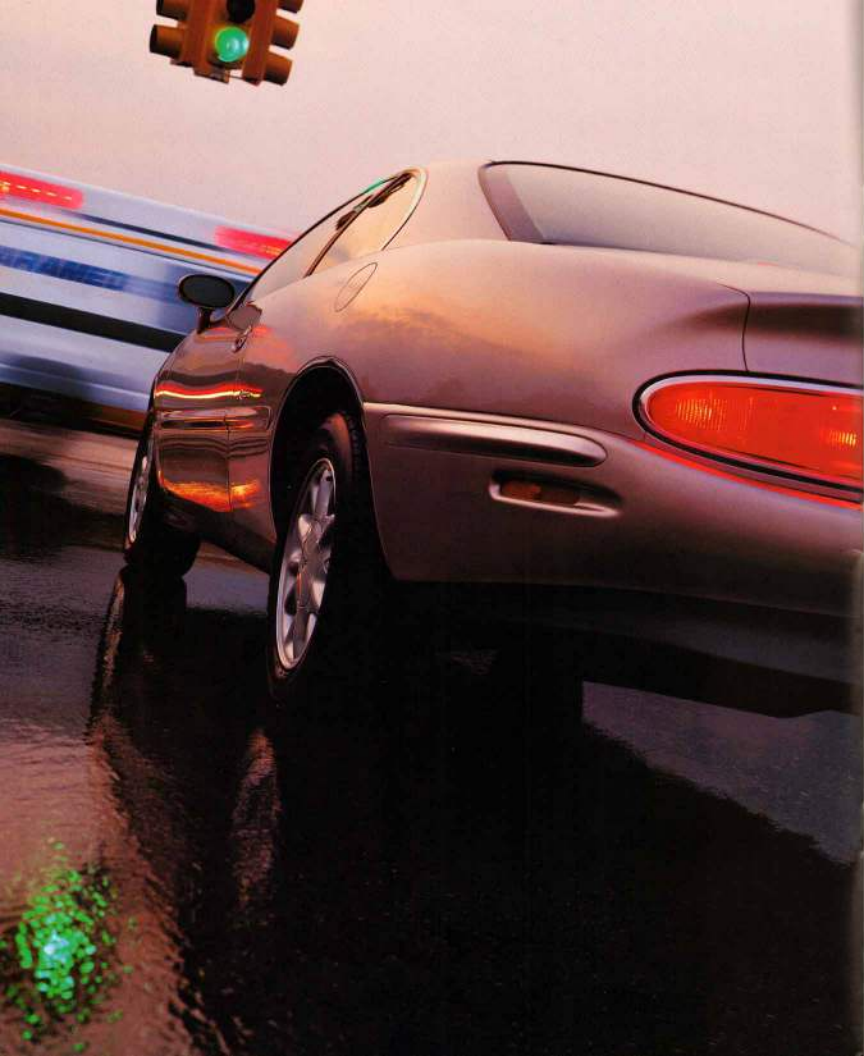
The Poetry of a Curving Line



A Song in Sheet Metal

11





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).



High-strength steel reinforcing beams in the doors improve overall rigidity, and help deflect energy from side impacts.



Remote keyless entry allows you to lock or unlock your Riviera, turn on interior lights or open the trunk from as far as 30 feet away.



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.

— On 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





Glossy-soft 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.

The Seat Comfort Team discipline was no drive in the park. They tested the new seats for over 80,000 miles on all kinds of terrain, in all kinds of weather. For your comfort.



The "Metaphoric" switches tell 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.

— The Seat Comfort Team included a physical therapist and Buick seating engineers, as well as short and tall men and women. For thousands of miles, they communicated via CB radio, compiling data used in the evolution and refinement of what they intended to be the most comfortable seating in the world. Their goal: a seat that holds you comfortably in place, distributing your weight so evenly that there are no uncomfortable pressure points.

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.





A 55/45 split-bench front seat is standard and it will comfortably accommodate three adults, with deeply padded support and its available rich leather seating surfaces.

Optional, dealer-installed cellular phone offers "hands-free" operation while driving, and can be concealed in the trunk. It can also be programmed for two separate phone numbers, in order to keep business and personal records separate.



The Essence of Absolute Control



A Metaphor for Flight



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

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



— 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.

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.

Before these specially developed overlapping window seals were approved, they underwent wet tests, cold tests, hot tests, and noise tests. Aerodynamically they had to seal smooth glass without presenting an edge to the wind. Another quiet success.



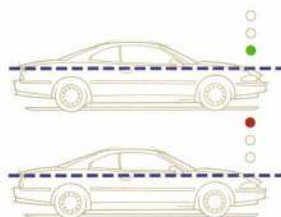
The wind treats Riviera like water over a polished rock in a stream. The absence of buffeting helps you arrive refreshed and rested at your destination.



Four-wheel independent suspension teams with magnetic variable effort steering to handle road conditions and curves gracefully. Improved suspension geometry helps the Riviera track more accurately at highway speeds.



This cross-section of the windshield A-pillar illustrates how high-strength steel reinforces the body structure, resulting in a sense of confidence-inspiring solidity and safe transport.



The "pitch and dive" that result from intense braking and acceleration in many cars is virtually nonexistent in the 1995 Riviera due to the neutralizing force of the suspension geometry.

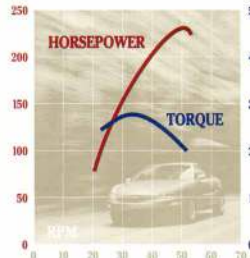
The hallmark of superior engineering is how connected a driver feels to the road without harshness. The Riviera is responsive and precise at any speed, while delivering smooth, accurate "road-feel" to the driver.

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 assertive response are characteristic qualities of Riviera's high-torque, supercharged V6 powerplant. The 3.8-litre engine generates 225 horsepower at 5000 rpm, 275 ft-lbs torque at 3200 rpm.

The Authority of an Advanced Powerplant

With its advanced supercharger and sequential port fuel injection, this muscular V6 generates more horsepower than many V8s, 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's V6 technology: the powerful 225 hp supercharged 3800.

Both the supercharged 3800 V6 and the 3800 Series II V6 offer excellent low- and mid-range torque, and a surplus of power for effortless cruising. The supercharged 3800 V6 delivers 0-to-60 acceleration in 8.5 seconds, and both engines are matched with an electronically controlled four-speed automatic transmission for seamless, fluid shifting.

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.

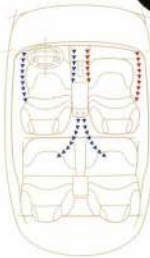




The steering wheel houses controls for the ETR® AM-FM stereo radio, and cabin temperature. Magnetic variable effort steering provides accuracy and a refreshingly light touch.

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

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



The option of a heated seat helps the driver get comfortable upon entering the Riviera on a cold day.



— 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 assertive 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 800 hotline. Rarely used, the feature is worth its weight in gold should it be needed.



To ensure that the Riviera ownership experience is as pleasurable as the luxury coupe itself, even service is special. Your dealer provides courtesy transportation when repair is under warranty.



— 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:

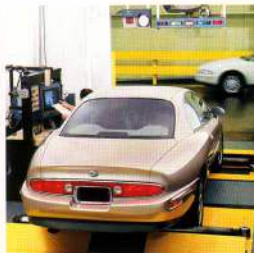
- Quality Plus Delivery to help you become completely familiar with your new car
- Bumper to Bumper Limited Warranty
- Courtesy Transportation
- Roadside Assistance toll-free 800 number system — and a nationwide dealer network that works for you as long as you own your Riviera

— 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.



Each car is computer tested in-line on a dynamometer at 60+ mph to check cruise control, transmission, engine, anti-lock brakes and idle, to guarantee a smooth-running Riviera at the showroom. This is only one of over 200 quality tests that all Rivieras must pass.

This word, cast in metal, signifies solid excellence. Meaningful luxury. Reliability. Safety engineered beyond government standards. Mature power. Elegance. In a word, quality. Buick quality.

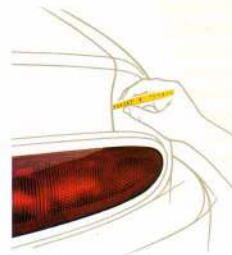
Equidistant panel gaps and seams are only one "fit and finish" test, along with microscopically examining the paint surface of cars from the assembly line.



— "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 1995 Riviera to you. There's the very real feeling at Orion that they are making a classic automobile.

Built-in Classic Quality

— 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 ComfortTemp climate control with rear-seat ComfortTemp
- Antenna — automatic power
- Armrest — 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 — 3800 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 — lighted visor vanity, passenger
- Mirrors — deluxe, electric, body-color, outside, rearview (left and right remote with floodlit controls)
- Radio — ETR® AM-FM stereo with seek/scan, cassette with auto reverse, search/repeat and clock
- Seatbelts — Front- and rear-seat lap/shoulder with seatbelt comfort adjustment
- Seats — cloth, power, reclining 55/45 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-WHEEL™ adjustable
- Steering wheel — leather-wrapped
- Sunshades — front, supplemental, extendable
- Suspension — automatic level control
- Theft-deterrent system — PASS-Key® II
- Tires — P225/60R16 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 floodlit controls
- Wipers — 2-speed with low-speed delay feature

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

OPTIONS

- Astrorool — electric, sliding with power sunshade
- Engine — supercharged 3800 V6
- Engine block heater
- Memory — driver's seat (heated), and driver and passenger outside mirrors
- Radio — ETR® AM stereo®-FM stereo with seek and scan, cassette with auto reverse and search/repeat, compact disc player, and clock
- Radio — ETR® AM stereo®-FM stereo with seek and scan, compact disc player, and clock
- Seat — heated, driver
- Seats — leather/vinyl 55/45 with driver and passenger recliners
- Seats — leather/vinyl buckets, and steering wheel with operating console
- Tires — P225/60R16 Eagle GA Touring blackwall

OPTION PACKAGE EQUIPMENT

- Convenience Package — Twilight Sentinel, driver lighted vanity mirror SD¹ SE²
- Security Package — automatic programmable door locks, audible theft-deterrent system, cornering lumps SD SE
- Stripes — accent SD SE
- Mirrors — automatic dimming inside, and electric outside rearview with left and right remote SE
- Seat — power lumbar support, driver SE
- Steering wheel-mounted controls for radio and cabin temperature SE
- Traction control system SE

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-litre
	3800 Series II V6
Horsepower	205 @ 5200 rpm
Torque	230 @ 4000 rpm
Type	3.8-litre
	supercharged 3800 V6
Horsepower	225 @ 5000 rpm
Torque	275 @ 3200 rpm

TOWING

3.8-litre Series II V6	3.0:1 final drive ratio 1,000 maximum gross trailer rate (lbs) ³
3.8-litre supercharged V6	2.9:1 final drive ratio 1,000 maximum gross trailer rate (lbs) ³

EXTERIOR DIMENSIONS (inches)

Length	207.2
Width	75.0
Height	55.2
Wheelbase	113.8
Front tread	62.5
Rear tread	62.6

INTERIOR DIMENSIONS (inches)

	front/rear
Legroom	42.6/37.3
Headroom	38.2/36.2
Shoulder room	57.9/57.9
Hip room	53.7/52.8

CAPACITIES

Trunk, cu ft	17.4
Fuel tank, gal	20.0
Base curb weight, lbs	3,742

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.

² For your convenience Buick has packaged many of your favorite options. Choose between the SD Luxury Package and the SE Prestige 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.





Occupant Protection

- Supplemental Restraint System driver and passenger air bags
- Manual lap/shoulder safety belts, front and rear outboard positions
- Manual lap safety belts, center-seat positions
- 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
- Safety armrests
- Head restraints, adjustable or integral, front
- Breakaway inside rearview mirror
- Security door locks and door retention components
- Automatic door locking system
- Tempered safety glass, side and rear windows
- Pressure-relief fuel cap
- Front and rear crush zones
- Pressure-lock radiator cap
- Dual sun visors

Accident Avoidance

- Anti-lock brakes
- Side marker lamps and reflectors
- Parking lamps
- Four-way hazard warning flashers
- Backup lamps
- Center high-mounted stop lamp
- Directional signal control
- Windshield defrosters, washers 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)
- Illuminated heater and defroster controls
- Tires with built-in tread wear indicators
- Safety road wheel rims
- Traction control (available)
- Audible disc brake lining wear indicators
- Door warning light/reflectors
- Electric rear-window defogger
- Brake/transmission shift interlock

Theft Deterrence

- Visible vehicle identification number
- Laser-etched VIN plate
- Theft-deterrent steering column lock
- PASS-Key® II personal security system
- Remote inside hood release

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/50,000-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-2CARD.

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



Light Windsor Gray Metallic



Bright White



Dark Jadestone Metallic



Adriatic Blue Metallic



Light Jadestone Metallic



Light Adriatic Blue Metallic



Black



Ruby Red Metallic



Dark Cherry Metallic



Platinum Beige Metallic



Dark Platinum Beige Metallic



Smokey Amethyst Metallic

EXTERIOR

Light Windsor Gray Metallic (14)

Bright White (16)

Dark Jadestone Metallic (18)

Adriatic Blue Metallic (30)

Light Jadestone Metallic (24)

Light Adriatic Blue Metallic (36)

Black (41)

Ruby Red Metallic (72)

Dark Cherry Metallic (77)

Platinum Beige Metallic (83)

Dark Platinum Beige Metallic (89)

Smokey Amethyst Metallic (91)

INTERIOR

Graphite, Dark Ruby Red

Adriatic Blue, Platinum Beige, Jadestone, Graphite, Dark Ruby Red

Platinum Beige, Jadestone, Graphite

Adriatic Blue, Platinum Beige

Jadestone, Graphite

Adriatic Blue

Platinum Beige, Jadestone, Graphite, Dark Ruby Red

Platinum Beige, Graphite, Dark Ruby Red

Platinum Beige, Graphite, Dark Ruby Red

Platinum Beige

Platinum Beige, Graphite

Platinum Beige, Graphite, Dark Ruby Red



Prestwich cloth

Optional Sierra grain leather

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