

# Why Electra owners keep buying Electras.



They're spoiled.

Once they've owned an Electra, there just doesn't seem to be another automobile that can measure up to their standards.

No wonder.

Take Electra's ride. You have to experience it to believe it. But until you can, try to imagine a living room on wheels. You'll be close.

Craftsmanship? Even the smallest details inside and outside an Electra stand up to the closest inspection. We're fussy that way.

The men who sell Electras keep Electra owners coming back, too. Buick dealers. They treat you the way you expect to be treated when you own a luxury car.

Notice who owns Electras. They're discriminating people. And that's one important reason why we keep improving Electra.

So, in a way, Electra owners have helped make the Electra what it is today. They're doing a fine job. Proof? In the last five years, Electra's share of the luxury car market has increased by nearly fifty per cent. And its resale value remains high.

As they say, good news travels fast.

## 1972 Buick Electra 225. Something to believe in.