

Buick
'65
Buick



We changed the Buick a lot this year. And you may never be the same again yourself.

We doubt you'll want to be the same. Not once you set eyes on our new Buicks.

On the Buick Special and the Skylark. The LeSabre, Electra 225, Riviera.

And on the sleek, modified fastback of the wild, wilder, Wildcat in the picture.

True, there's a new high-style touch. But that's hardly all. Engineering still has the emphasis. It's a Buick tradition. So are the extras

Buick spends a little extra on. Like brakes that do a little better.

And smoother drivelines. A tuned suspension to smooth ribcage roads.

Now add Buick's Super Turbine transmissions—and you have an idea of what Buick owners have always liked about Buick. We think you'll feel the same.



Wouldn't you really rather have a Buick?