

'64 Buick Wildcat—available in 2-door Sport Coupe (below), 4-door Hardtop, 4-door Sedan, Convertible . . . also new from Buick: Special/Skyark/LeSabre/Electra 225/Riviera.



Buick Motor Division

Everybody out

of the rut... the '64 Buicks are here!

Our happiest problem for '64 was: how to beat a winner? According to thousands of owners, the 1963 models just about had it made in all departments. But—when your name is *Buick*—you just don't rest on your laurels. You keep pushing to make a great car greater. So . . . the '64 Buicks are new—but *new*. New engines, V-6 or V-8 (you'll like their new gas economy), new, smoother, extra-cost option, Super Turbine Transmissions (and who, but Buick, would build in an altitude compensator?). Youngest looking Fisher Bodies in town! Visit a showroom, sit in any one of the new Buicks, and practice this short easy line: "My Buick." Sounds good, doesn't it?

...above all, they're BUICKS!