



Buick's new GS-340. The minipriced GS-400.



Our now-famous GS-400 (which you see lurking in the background) doesn't come for peanuts. It's a great car—but just a little rich for some people. So we set to work and designed the Buick GS-340. It has a

smaller engine (but it weighs a lot less). Its interior isn't quite as sumptuous (but it's clean and simple and tasteful). It has its own exterior paint: a broad rally stripe, and contrasting hood scoops. And its own orna-

mentation and the full complement of GM safety features. We ended up with a car that does indeed cost less than the GS-400. But one with its own brand of excitement. Give one a drive soon. It's maxidiving.

“When better automobiles are built, Buick will build them.” Still true.

