

The tuned car requires one (1) pilot and up to five (5) passengers.

All seats first class.

What makes a car a car is styling, performance, ride and handling. Only when they're all tuned together is the car a Buick. Like this 1966 Riviera Gran Sport.

You know how well your car's engine runs after a tuneup? Buick tuning has the same effect on the whole car. Not just the engine. The whole Buick. Everything blends with everything else. Styling. Performance. Ride. Handling. All tuned to work together in harmony. That's what the tuned car is. A Buick.

Traveling in a 1966 Riviera is one of the great joys of modern life. The man behind the wheel feels a certain kinship to a pilot.

And the passengers feel like royalty.

This is because the new Riviera (like every Buick) is the tuned car. And the tuned car is every bit as pleasant to travel in as it is to look at, whether you're driving or riding.

What tuning is. The art of tuning is a fine and exacting one. For instance, the exhaust note on a Riviera is a whisper more insistent than it is on some other Buicks. But it's a clue to the way a Riviera performs: you'd have to

be cool-blooded indeed to deny a Wildcat V-8 its joy in motion. And the handling matches the engine. Steering is quick, light and precise. Even the ride is tuned: a Riviera brushes off bumps in its path, yet conveys a sense of the road to its driver.

In short, the Riviera operates just as you'd hope a car that looks like this would operate. And that's tuning.

What the tuned car will do for you. To

begin with, it will give you plenty of room. (The Riviera now has six-passenger seating as regular equipment, or you can have bucket seats, if you prefer.) It will keep you comfortable, even after hours behind the wheel. It will stay out on the road, where a car of this character belongs, with no more than ordinary care. Surprisingly, it may save you money: a Riviera costs far less than you might expect to pay for such a car. And it

will make you the pride of the neighborhood.

How to get the tuned car. Nothing could be simpler. You just visit your Buick dealer. He may turn out to be your friend for life.

Wouldn't you really rather have a Buick?

**1966 Buick.
The tuned car.**

