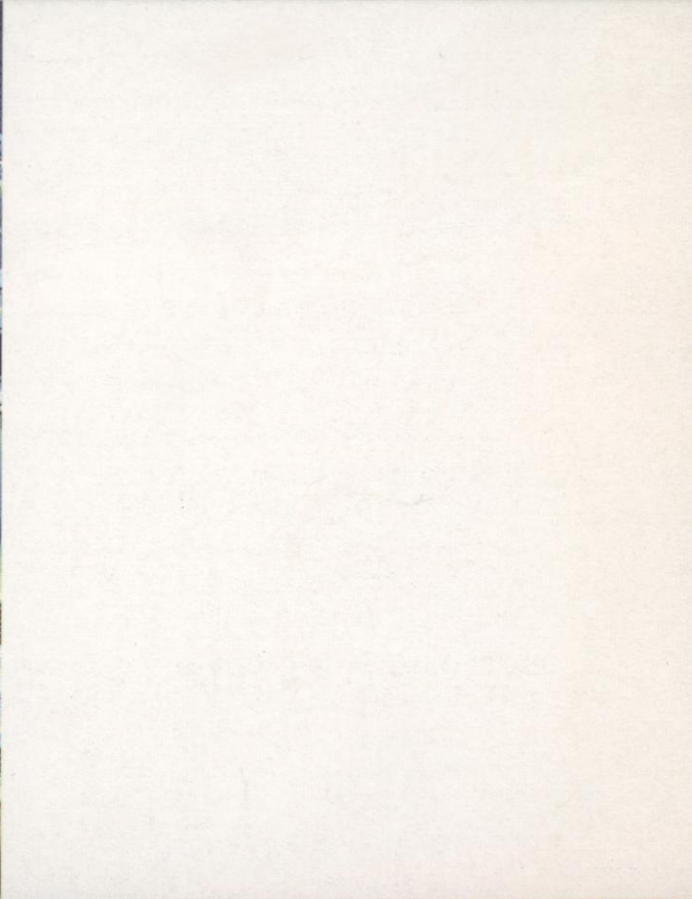
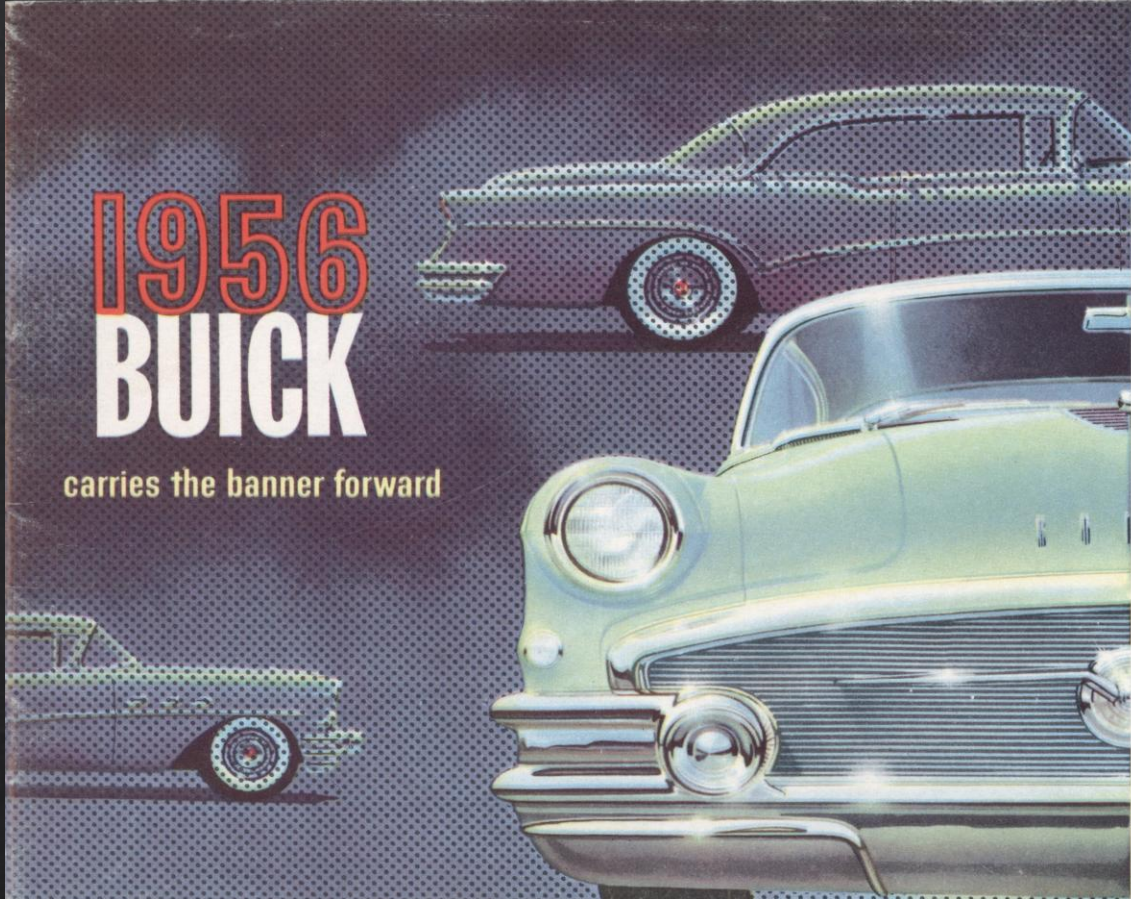


1956
BUICK

carries the banner forward



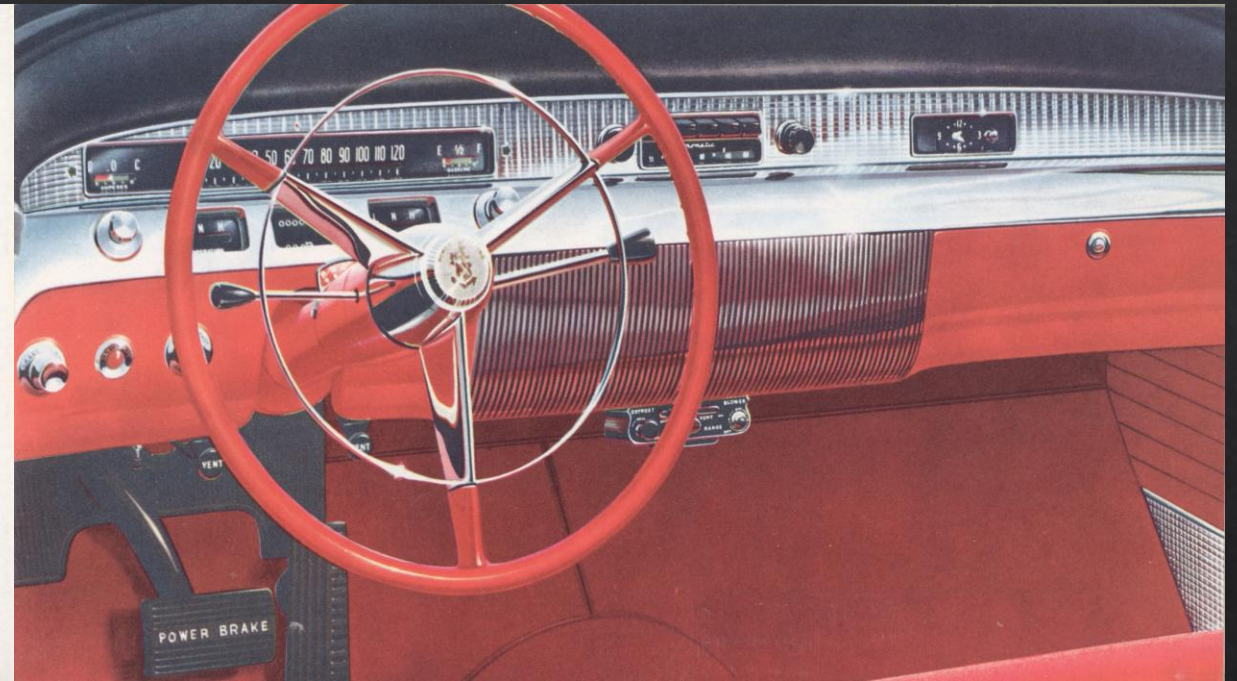
This is the start of a Great New Excitement in Car Travel

... *In fresh new fashion* with a new sweep-ahead styling front to back—new color-harmonized interiors—and a brand-new instrument panel that's as functional as it is smart looking.

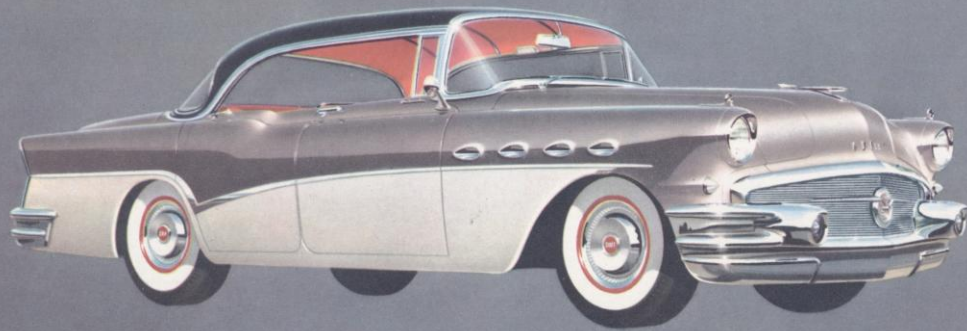
... *In surging new power*—new life and lift with all-time-high horsepower peaks of 255 in the ROADMASTER, SUPER and CENTURY—220 in the budget-priced SPECIAL—plus compression ratios as high as 9.5 to 1—and the new Buick-engineered advances of Double “Y” Exhaust Manifolds, new combustion chamber design, new built-in carburetor de-icer.

... *In the new double-action take-off and gas savings of Variable Pitch Dynaflo*—a new kind of getaway that tops even last year's phenomenal performance—getaway that's swifter, solider and smoother with just a nudge of the pedal—and with better gas savings because you rarely need open the throttle wide. But when you do want full power, you “switch the pitch” and off you go with a response that sinks you in your seat. Now standard on ROADMASTER, SUPER and CENTURY Series, optional at extra cost on the SPECIAL Series.

... *And with a host of Buick-engineered Safety Features*: Overlapping SAFETY-LOCK DOOR LATCHES and SAFETY-AIM HEADLAMPS with new sealed beam for greater visibility, both introduced by Buick in 1955, are standard on all Series. Other Safety features such as a soft foam rubber SAFETY PAD COVER on the instrument panel, a more responsive and more powerful SAFETY POWER STEERING and new color matched SEAT BELTS come in your 1956 Buick as either standard or optional equipment.



1956 ROADMASTER
custom built by Buick

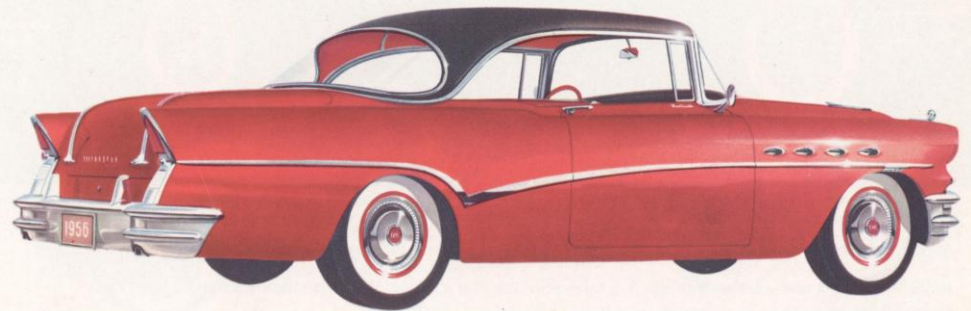


ROADMASTER 6-Passenger, 4-Door RIVIERA, Model 73, 127-in. Wheelbase, 255 Horsepower

You see here fine car motoring beyond the usual—with fashion distinctive and distinguished throughout a thoroughbred Series—with master power and performance—with luxurious ride and powered handling.

This is ROADMASTER—masterwork of Buick building and finest worth in the fine car field.

A limited edition paint treatment is one mark of ROADMASTER ownership—twin front fender bombsights and chromed bands on the trunk are another. Inside, you'll find a new instrument panel with a new cordaveen and foam rubber cover plus a truly exclusive array of custom-finished fabrics and trims to choose from.



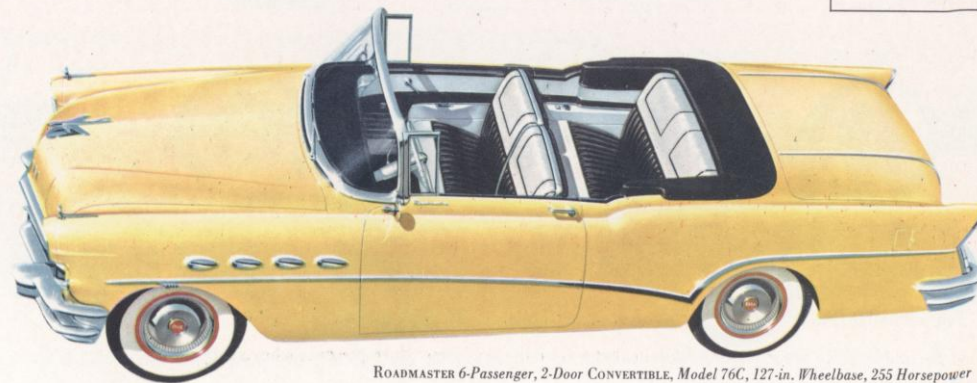
ROADMASTER 6-Passenger, 2-Door RIVIERA, Model 76R, 127-in. Wheelbase, 255 Horsepower



ROADMASTER 6-Passenger, 4-Door SEDAN, Model 72, 127-in. Wheelbase, 255 Horsepower

Among the many ROADMASTER features that are yours to enjoy as part and parcel of this fine car—and without extra cost—is the double-action take-off of the new Variable Pitch Dynaflow—a new In-line Safety Power Steering System, and dual exhausts that deliver even more horsepower to rear wheels.

In this leather-upholstered Convertible and the two ROADMASTER Rivieras—windows and horizontal seat adjustment are electrically operated. In all ROADMASTERS you find a host of convenience and comfort items such as windshield washers, back-up lights, parking-brake warning light, electric clock, and double-depth foam rubber cushions.



ROADMASTER 6-Passenger, 2-Door CONVERTIBLE, Model 76C, 127-in. Wheelbase, 255 Horsepower



1956 BUICK SUPER

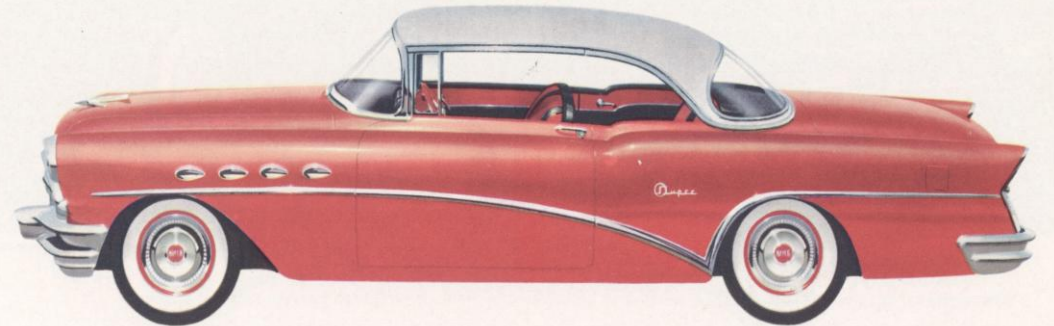
superb value in power, ride,
and roominess



SUPER 6-Passenger, 4-Door RIVIERA, Model 53, 127-in. Wheelbase, 255 Horsepower

You will find that in pure spaciousness and great performance, the 1956 SUPER is the big buy of the middle price range. Styling takes its theme from the sky-borne. Horsepower reaches a surging 255. And the new pickup and gas savings of Variable Pitch Dynaflow are yours at no extra cost.

And the SUPER's ride this year is the finest ever, with a more massive frame, the new deep-oil cushioning of the direct-acting rear shock absorbers and a new over-all riding smoothness—plus a more responsive Safety Power Steering.

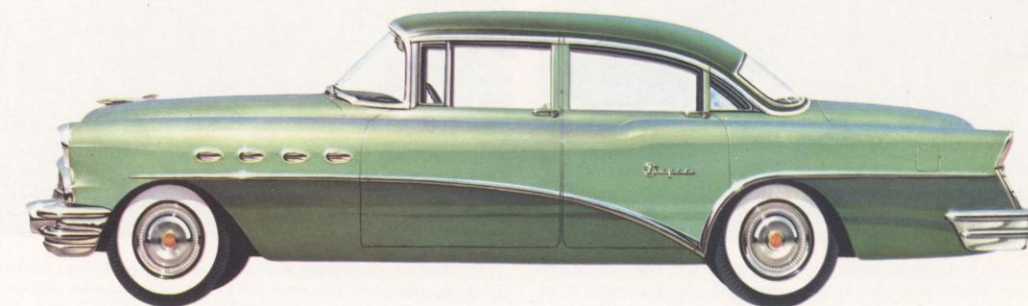


SUPER 6-Passenger, 2-Door RIVIERA, Model 56R, 127-in. Wheelbase, 255 Horsepower



SUPER 6-Passenger, 2-Door CONVERTIBLE, Model 56C, 127-in. Wheelbase, 255 Horsepower

The sports-car snap of this swift-lined Convertible is highlighted by rich, all-cordaveen interiors. And convenience is the keynote with windows and the horizontal seat adjustment electrically controlled. In all SUPERS you find foam rubber seat cushions, automatic trunk light, electric clock and new sealed beam headlights.



SUPER 6-Passenger, 4-Door SEDAN, Model 52, 127-in. Wheelbase, 255 Horsepower

Spaciousness is certainly the byword for SUPER. Hiproom in this new Sedan, for example, measures 64.9 inches across the front seat — 65.7 inches across the back. And headroom, legroom and shoulder-room are just as generously proportioned. And matching the roominess of SUPER interiors is the beauty of its new cordaveen and patterned nylon upholsteries.



From Series to Series...Buick interiors set a new measure of beauty and craftsmanship



In the ROADMASTER Rivieras and Sedan—rich nylon fabrics in custom-designed patterns—with tailored cordaveen seat bolsters and instrument panel cover to match—create an air of regal splendor. In the Convertible, you select from four different hues of soft, supple leather.



In the SUPER—interiors are as stunning as they are spacious in their individualized fabric and trim. Three color combinations of nylon and cordaveen (in addition to three custom interiors), await your choice in the Sedan, four in the Rivieras, and four all-cordaveen selections in the Convertible.



In the CENTURY—bold beauty matches flashing performance. For here you have four tri-tone trims in the 4-Door Riviera, three tri-tones plus three dual-tone all-cordaveen interiors for the 2-Door Riviera. And you choose from four colors of genuine leather for the Convertible.



In the SPECIAL—The 2-Door Riviera offers three custom trims in all cordaveen, like the one shown here, at slight extra cost. Three truly beautiful color combinations of nylon and cordaveen are offered for the first time at no extra cost in this budget-priced Series. The Convertible offers four all-cordaveen interiors: red, two-tone blue, two-tone green, and black and ivory.



1956 BUICK CENTURY
for the performance-minded...
America's biggest
horsepower-per-dollar buy

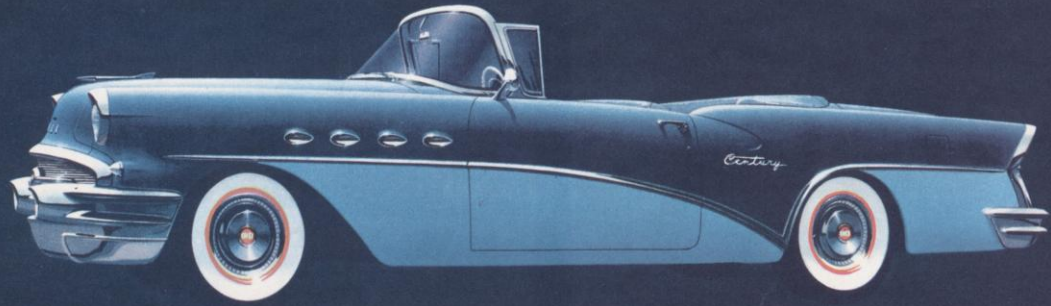
CENTURY 6-Passenger, 4-Door RIVIERA, Model 63, 122-in. Wheelbase, 255 Horsepower

Drive the CENTURY and you command thrills that set the pulse of even sports-car enthusiasts to pounding. You command 255 horsepower, Buick's mightiest engine, built to Buick's compact and agile 122-inch wheelbase. And all at a low price that makes it literally America's biggest horsepower buy per dollar, bar none.

The CENTURY brings you not only the command of thrilling performance but command of rakish styling—in hardtops—or a full range of models. With a ride of velvet luxury on a chassis made stronger than ever. With steering of new ease and aliveness.

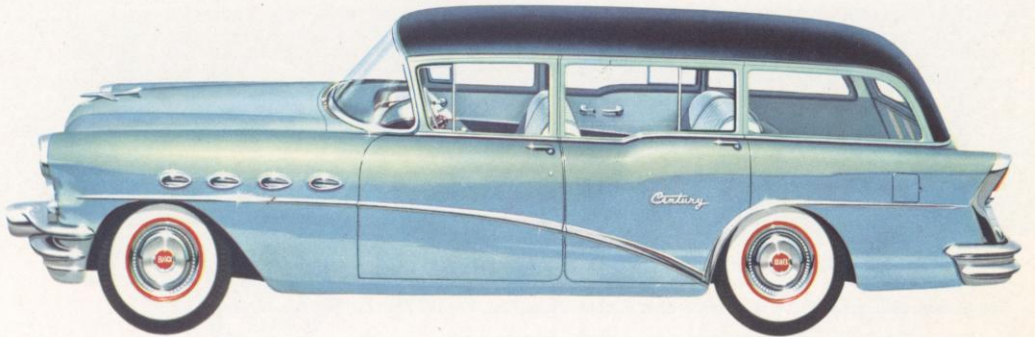


*CENTURY 6-Passenger, 2-Door RIVIERA,
Model 66R, 122-in. Wheelbase, 255 Horsepower*



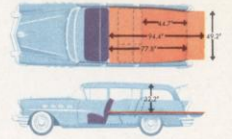
CENTURY 6-Passenger, 2-Door CONVERTIBLE, Model 66C, 122-in. Wheelbase, 255 Horsepower

In this dashing CENTURY Convertible, you have a choice of four striking color selections of interiors in soft, supple leather. Windows and horizontal seat adjustment here are electrically controlled. In all CENTURIES, you get Variable Pitch Dynaflo, foam rubber seat cushions, electric clock, and many other features as standard equipment.

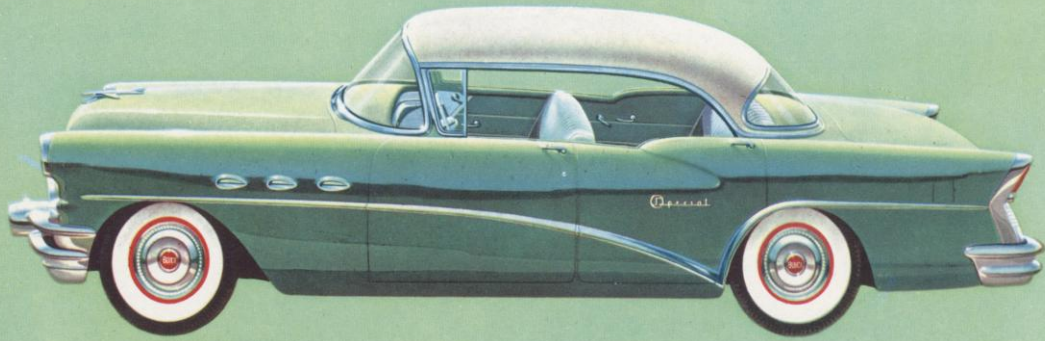


CENTURY 6-Passenger, 4-Door ESTATE WAGON, Model 69, 122-in. Wheelbase, 255 Horsepower

In the 1956 CENTURY edition of the Buick Estate Wagon, fashion is on a par with spaciousness. Custom-finished interiors are offered in five color choices—with fully carpeted floors front and rear. When rear seat is folded down, load space here is 94.4 inches from back of front seat to tip of lowered tail gate, with tail gate up—77.8 inches.



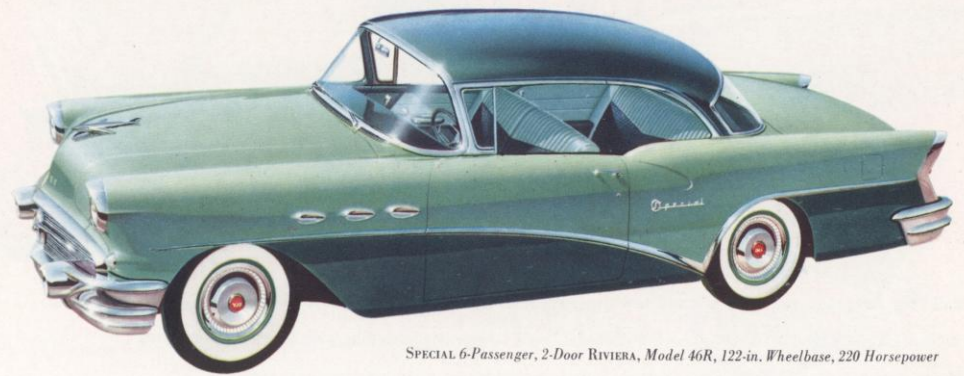
1956 BUICK SPECIAL
for the budget-minded...
220 horsepower
and sweep-ahead styling



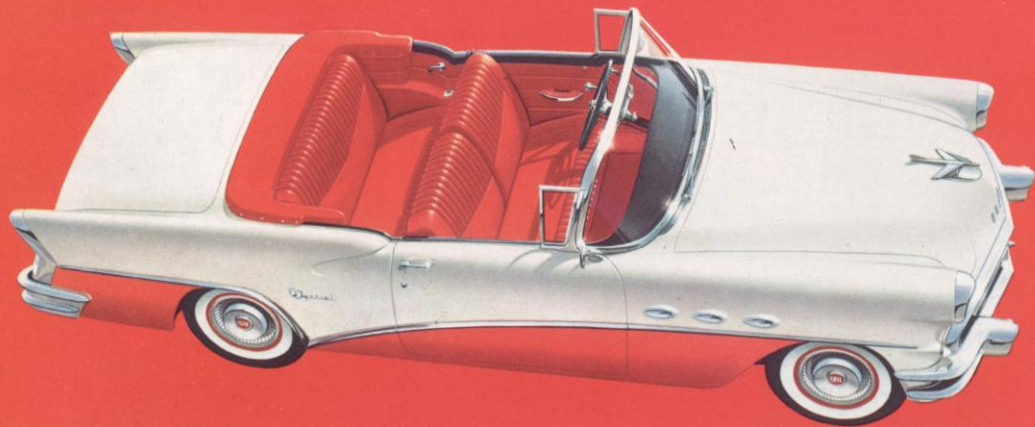
SPECIAL 6-Passenger, 4-Door RIVIERA, Model 43, 122-in. Wheelbase, 220 Horsepower

You see here solid proof that a small price need not buy a small car. For the SPECIAL Series is big Buick value at its best in ride, power, and room—but at a price in line with that of the well-known smaller cars.

The SPECIAL is beautifully big in style with all the 1956 Buick glamor notes of “flying V” grille—rakish rear fenders—new instrument panel—3 rich choices of interiors. And it’s tremendously big in performance—with 220 horsepower ready and waiting to serve you from a new larger engine.



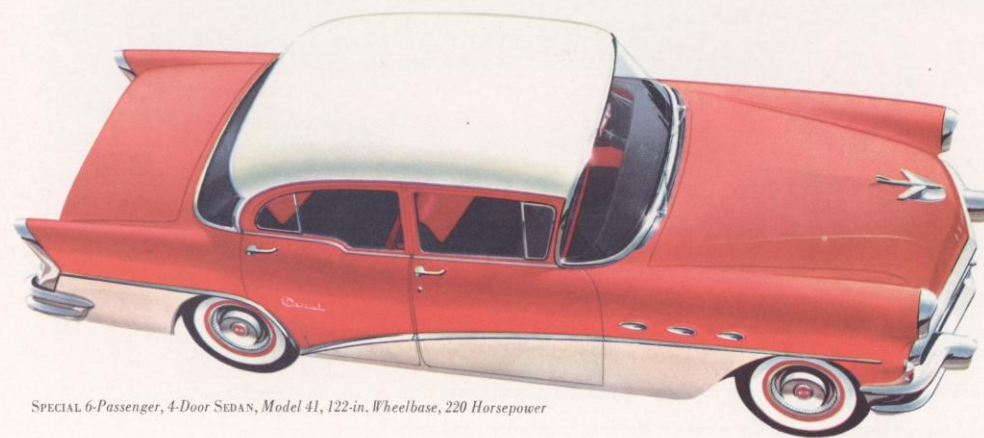
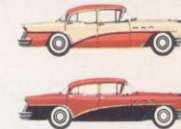
SPECIAL 6-Passenger, 2-Door RIVIERA, Model 46R, 122-in. Wheelbase, 220 Horsepower



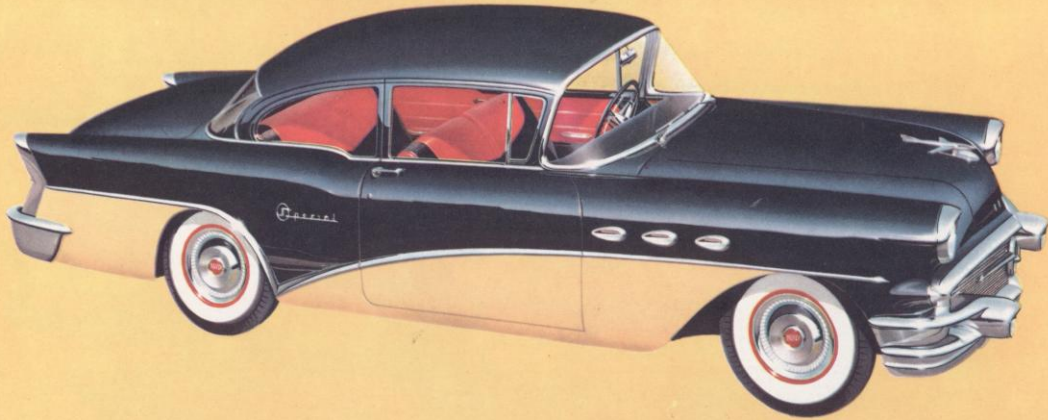
SPECIAL 6-Passenger, 2-Door CONVERTIBLE, Model 46C, 122-in. Wheelbase, 220 Horsepower

In all 1956 SPECIALS, you enjoy a brand-new experience in big car ride. A ride oil-cushioned with Buick's new direct-acting rear shock absorbers—made even easier handling with Buick's new steering linkage—made even safer with bigger brakes, a more rugged frame, a stronger rear axle assembly.

To the impressive list of "extras" you get at no extra cost in your SPECIAL, you may add your choice of Buick's many fine options, such as Variable Pitch Dynaflo, Power Brakes, improved Safety Power Steering and Buick's new 4-Season Airconditioner.



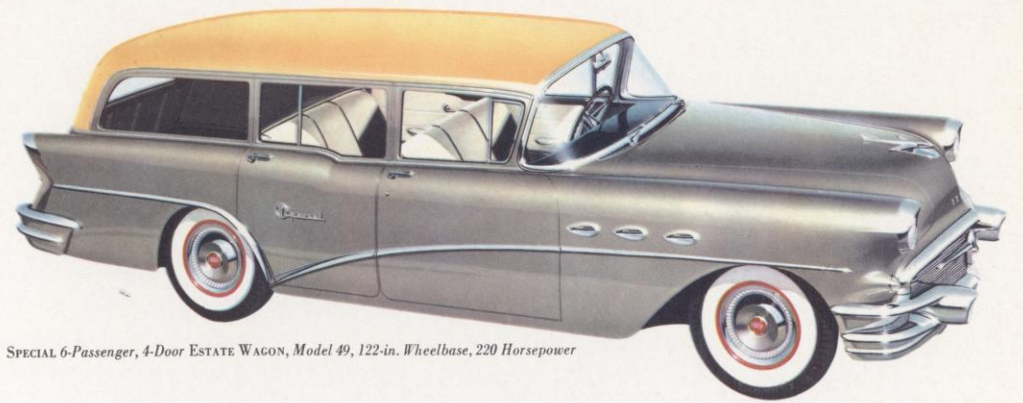
SPECIAL 6-Passenger, 4-Door SEDAN, Model 41, 122-in. Wheelbase, 220 Horsepower



SPECIAL 6-Passenger, 2-Door SEDAN, Model 48, 122-in. Wheelbase, 220 Horsepower

This is Buick's lowest-priced car—the 2-Door Sedan. It's sweep-ahead styled, 6-passenger-big, with 220 of Buick's finest horsepower. And equipped—as all Buicks are—with such wanted features as StepOn Parking Brake, front and rear direction signals, heavy insulation against heat and sound, trip mileage indicator, Redliner Speedometer and more.

Thrillingly beautiful—mightily powered—wonderfully handy—and priced for the thrifty is the SPECIAL Estate Wagon. There's 79.8 cubic feet of load space here—94.4 inches depth with tail gate dropped. You can also order a rear seat which folds away by one-third or two-third sections for greater load capacity while carrying rear seat passengers.



SPECIAL 6-Passenger, 4-Door ESTATE WAGON, Model 49, 122-in. Wheelbase, 220 Horsepower

1956 Buick Specifications

ROADMASTER SERIES 70

BUICK VALVE-IN-HEAD V8 ENGINE — 255 horsepower, compression ratio 9.5 to 1. Bore and stroke 4.0 x 3.2. Displacement 322 cubic inches. 4-barrel Airpower Carburetor. Double "Y" exhaust manifolds and dual exhaust mufflers. Maximum torque, 341 ft. lbs. at 3200 rpm. Full-pressure lubrication to main, connecting rod and camshaft bearings. Full-flow Oil Filter.

VARIABLE PITCH DYNAFLOW DRIVE — Standard. Torque converter with gears. No clutch pedal. Variable pitch stator and second stator. Maximum torque ratio at stall, 3.5 at 2800 rpm. Total oil capacity (refill) 21 pints.

WHEELBASE — 127 inches on all models. Front tread, 59 inches. Rear tread, 62.2 inches. Over-all car length, 213.6 inches.

REAR AXLE—Torque-tube drive, semi-floating rear axle with hypoid gears. Built-in oil pump lubricates bearings and differential. Gear ratio, 3.36.

STEERING—Buick Safety Power Steering standard with In-line gear. Over-all ratio 19.8 to 1.

WHEELS AND TIRES—Tubeless tires. Broad rim, demountable steel disc wheels, 15 x 6. Tire size, 8.00 x 15, 4-ply.

SUPER SERIES 50

BUICK VALVE-IN-HEAD V8 ENGINE — 255 horsepower, compression ratio 9.5 to 1. Bore and stroke 4.0 x 3.2. Displacement 322 cubic inches. 4-barrel Airpower Carburetor. Double "Y" exhaust manifolds. Maximum torque, 341 ft. lbs. at 3200 rpm. Full-

pressure lubrication to main, connecting rod and camshaft bearings. Full-flow Oil Filter. Dual exhausts, optional at extra cost.

VARIABLE PITCH DYNAFLOW DRIVE — Standard. Torque converter with gears. No clutch pedal. Variable pitch stator and second stator. Maximum torque ratio at stall, 3.5 at 2800 rpm. Total oil capacity (refill) 21 pints.

WHEELBASE — 127 inches on all models. Front tread, 59 inches; rear tread, 62.2 inches. Over-all car length, 213.6 inches.

REAR AXLE—Torque-tube drive, semi-floating rear axle with hypoid gears. Gear ratio, 3.36.

STEERING—Buick Safety Power Steering standard with In-line gear. Over-all ratio 19.8 to 1.

WHEELS AND TIRES—Tubeless tires. Broad rim, demountable steel disc wheels, 15 x 6. Tire size, 7.60 x 15, 4-ply.

CENTURY SERIES 60

BUICK VALVE-IN-HEAD V8 ENGINE — 255 horsepower, compression ratio 9.5 to 1. Bore and stroke 4.0 x 3.2. Displacement 322 cubic inches. 4-barrel Airpower Carburetor. Double "Y" exhaust manifolds. Maximum torque, 341 ft. lbs. at 3200 rpm. Full-pressure lubrication to main, connecting rod and camshaft bearings. Full-flow Oil Filter. Dual exhausts, optional at extra cost.

VARIABLE PITCH DYNAFLOW DRIVE — Standard. Torque converter with gears. No clutch pedal. Variable pitch stator and second stator. Maximum

torque ratio at stall, 3.5 at 2800 rpm. Total oil capacity (refill) 21 pints.

WHEELBASE — 122 inches on all models. Front and rear tread, 59 inches. Over-all car length, 205.1 inches.

REAR AXLE—Torque-tube drive, semi-floating rear axle with hypoid gears. Gear ratio, 3.36.

STEERING—Ball Bearing Worm and Nut; 29.2 to 1 over-all ratio. Buick Safety Power Steering available at extra cost.

WHEELS AND TIRES—Tubeless tires. Broad rim, demountable steel disc wheels, 15 x 6. Tire size, 7.60 x 15, 4-ply.

SPECIAL SERIES 40

BUICK VALVE-IN-HEAD V8 ENGINE — 220 horsepower, compression ratio 8.9 to 1. Bore and stroke 4.0 x 3.2. Displacement 322 cubic inches. Double "Y" exhaust manifolds. Maximum torque, 319 ft. lbs. at 2400 rpm. Full-pressure lubrication to main, connecting rod and camshaft bearings. Full-flow Oil Filter. Dual exhausts optional at extra cost.

WHEELBASE — 122 inches on all models. Front and rear tread, 59 inches. Over-all car length, 205.1 inches.

CLUTCH AND TRANSMISSION—Coil springs, single dry-plate clutch. Facing area, 106.8 square inches. All-Silent Synchro-Mesh Transmission, helical gears. Variable Pitch Dynaflo Drive optional at extra cost.

REAR AXLE—Torque-tube drive, semi-floating rear axle with hypoid gears. Gear ratios, 3.9 on all

models. With Dynaflo Drive, 3.2 on all models.

STEERING—Ball Bearing Worm and Nut; 29.2 to 1 over-all ratio. Buick Safety Power Steering available at extra cost.

WHEELS AND TIRES—Tubeless tires. Broad rim, demountable steel disc wheels, 15 x 5.50. Standard tire size, 7.10 x 15. Optional tire size, 7.60 x 15.

ALL SERIES

FUEL SYSTEM—Thermostatic heat control, automatic choke with idle control. Built-in Carburetor De-icer. Intake silencer and oil-bath air cleaner. Sintered bronze fuel filter. Fuel tank capacity, 19 gallons.

COOLING SYSTEM — Thermostatic and By-Pass Temperature Control. Pressure relief valve in filler cap. Water capacity 18 quarts; 19 quarts with heater.

SUSPENSION—Independent front suspension with ride stabilizer. Coil springs, front and rear. Rear sway control by radius rod.

FRAME—Double Drop, Channel X Center Cross Member, Box-Type Front Cross Member.

SHOCK ABSORBERS—Double Acting Direct Type, front and rear.

BRAKES—Four-wheel hydraulic. Cast brake drums, 12-inch diameter, front and rear. StepOn Parking Brake. Power Brakes optional at extra cost on Dynaflo-equipped models.

ELECTRICAL SYSTEM—12-volt Delco-Remy. Solenoid starter. Battery mounted under hood. New-type sealed beam headlamps.

Buick Motor Division, General Motors Corporation, reserves the right to make changes, at any time, without notice, in prices, colors, materials, equipment, specifications and models, and also to discontinue models.

BUICK MOTOR DIVISION • • • General Motors Corporation • • • FLINT 2, MICHIGAN