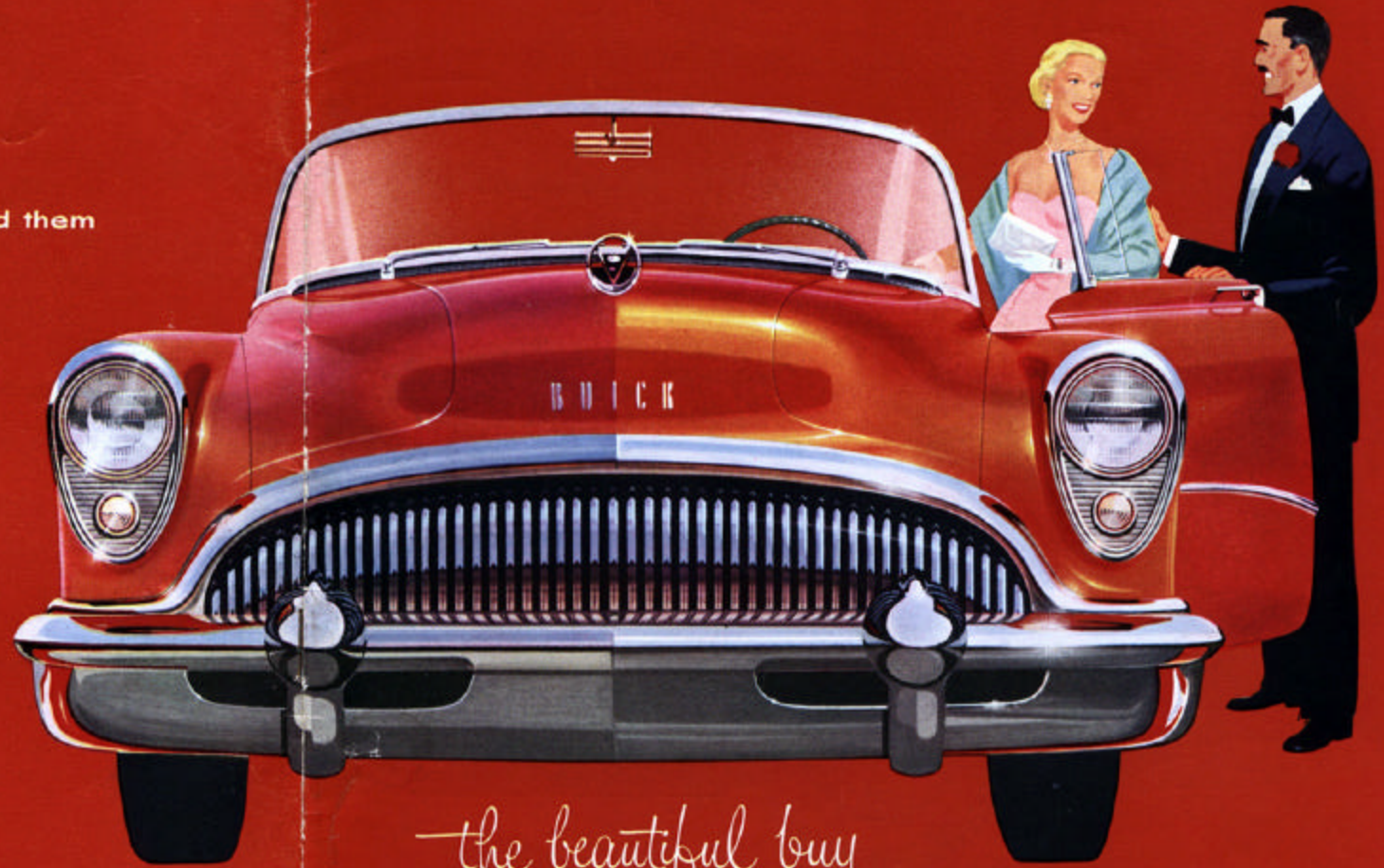


1954 BUICK



When better automobiles are built BUICK will build them

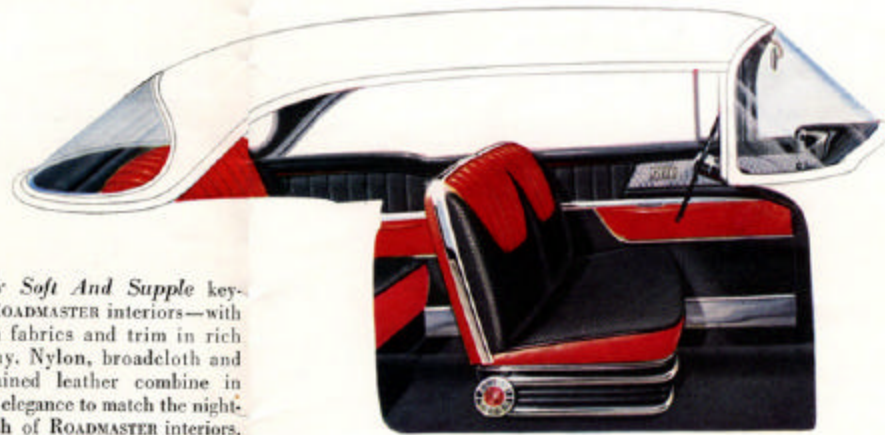


the beautiful buy



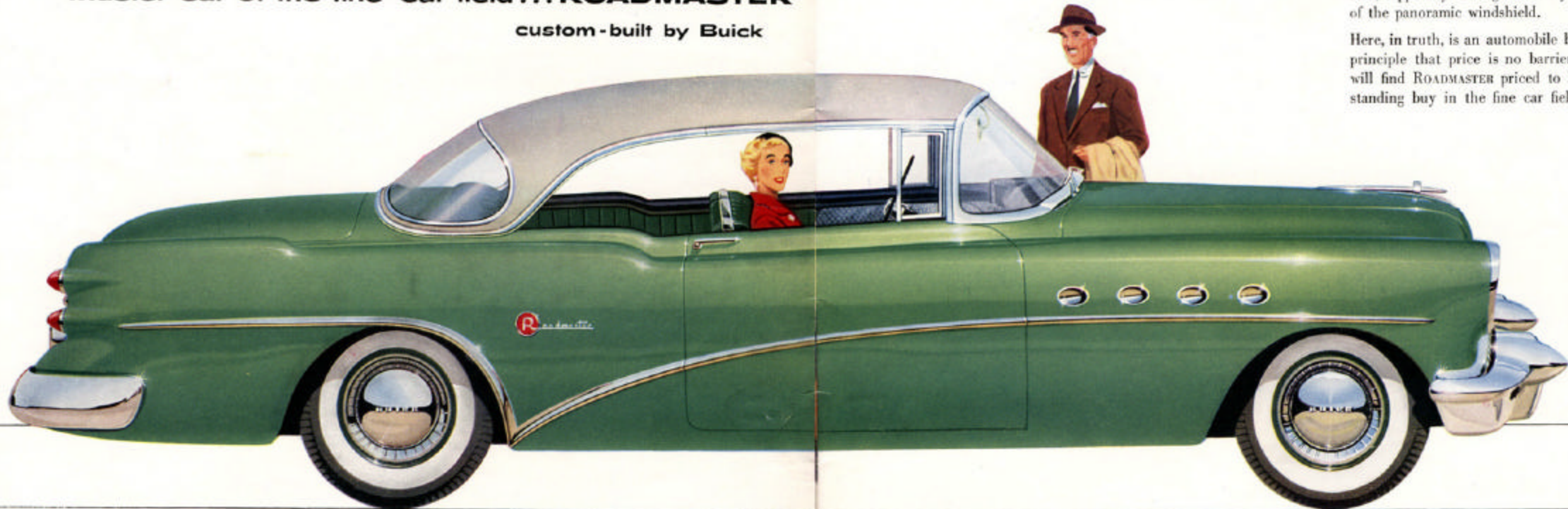
Commanding New View Of The World Around You comes from the brand-new, sweep-back shaping of the curved, panoramic windshield found in all 1954 Buicks. Up to five and one-half inches wider, up to 19% more visibility.

New High-Air Intake for car interior ventilation is located across full width of car at base of windshield—insures cleaner, rain-free air—and more of it—picked up from hood-high level.



Luxury Soft And Supple keynotes ROADMASTER interiors—with fashion fabrics and trim in rich harmony. Nylon, broadcloth and fine-grained leather combine in tasteful elegance to match the night-fall hush of ROADMASTER interiors.

**More clearly than ever —
Master car of the fine-car field... ROADMASTER**
custom-built by Buick



ROADMASTER 2-Door 6-Passenger RIVIERA, Model 76R, 127-in. Wheelbase, 200 Horsepower

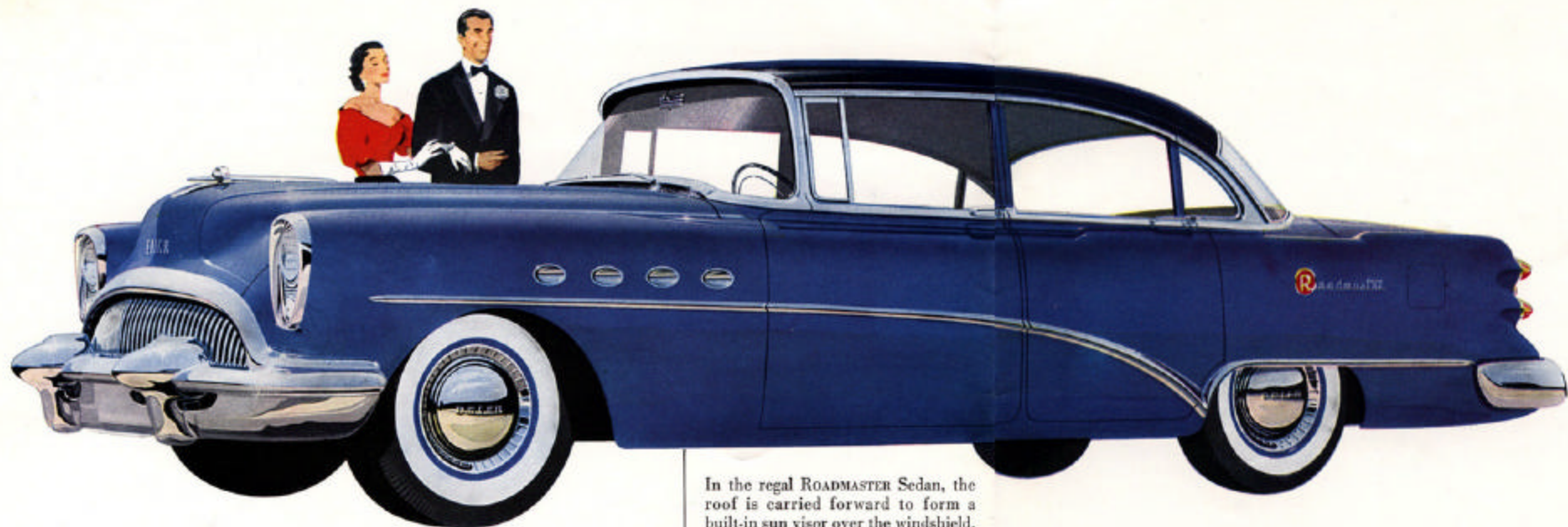
THERE is engineered into the Buick ROADMASTER for 1954 more power, more comfort, more room, more luxurious handling, more visibility and more sweeping style advances than ever before in the history of this distinguished motorcar.

The silken might of its Fireball V8 engine has been increased to 200 horsepower, with stepped-up fuel economy. Interiors are richer, more spacious, easier to enter and leave. The magnificent ride is more buoyant, more serene—and handling is a tremendously satisfying experience, with the more positive control of a new front-end geometry, improved Buick Safety Power Steering, and with the option of Buick's improved Power Brakes.

But the most striking feature of this brilliantly performing ROADMASTER is its longer, lower look—the new-day styling front to rear, capped by the high-visibility fashioning of the panoramic windshield.

Here, in truth, is an automobile built to the principle that price is no barrier—yet you will find ROADMASTER priced to be the outstanding buy in the fine car field.

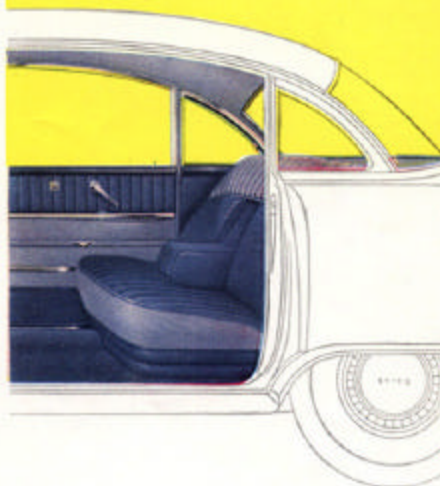
Advanced styling of the 1954 Buick is typified by this stunning beauty. Note the European look of the wide-open rear wheel well. Authentic wire wheels, with true sports-car flair, are optional at extra cost on CENTURY, SUPER and ROADMASTER Series.



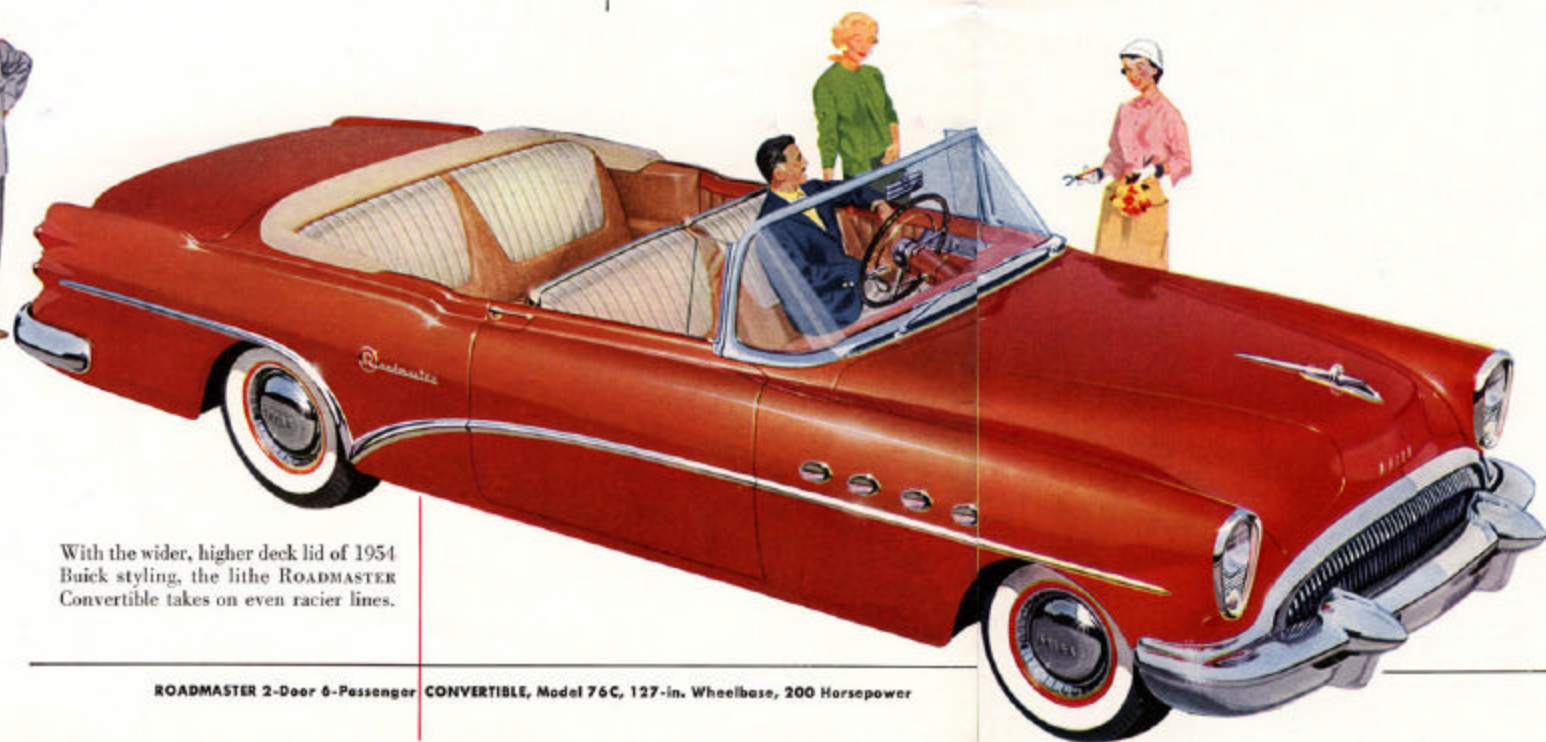
ROADMASTER 4-Door 6-Passenger RIVIERA SEDAN, Model 72R, 127-in. Wheelbase, 200 Horsepower

In the regal ROADMASTER Sedan, the roof is carried forward to form a built-in sun visor over the windshield. Rain covers over all 4 doors permit open-window driving in wet weather.

1954 Buick ROADMASTER



COMPLEMENTING the great performance of the ROADMASTER Sedan is the luxury of its interior, as shown below. Here you are cuddled on *double-depth* foam rubber—and ride surrounded by the most sumptuous beauty ever tailored for ROADMASTER.



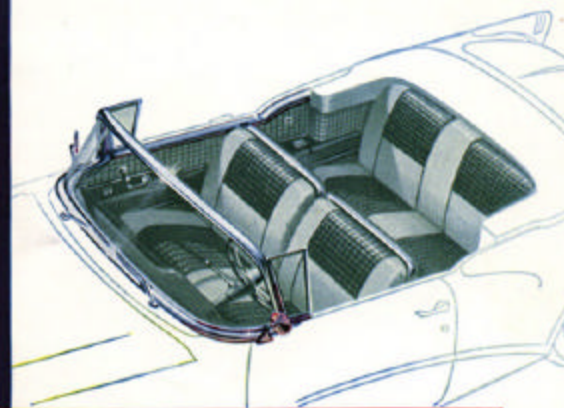
With the wider, higher deck lid of 1954 Buick styling, the lithe ROADMASTER Convertible takes on even racier lines.

ROADMASTER 2-Door 6-Passenger CONVERTIBLE, Model 76C, 127-in. Wheelbase, 200 Horsepower

THE SWIFT, sleek lines of the Convertible model emphasize the breath-taking beauty of the new ROADMASTER. Note the tasteful sweep of the fender spear, the new four-port markings, the gleaming distinction of the grille. Here, push-buttons power position the windows, the top, the horizontal adjustment of the front seat—and, at your option, the radio antenna and the *vertical* movement of the front seat. Short turning radius, Buick Safety Power Steering, Twin-Turbine Dynaflo, Power Brakes (optional), and the new front-end geometry of Buick's Million Dollar Ride make ROADMASTER handling exquisitely easy.

Like a flight into tomorrow...bold-spirited

Skylark



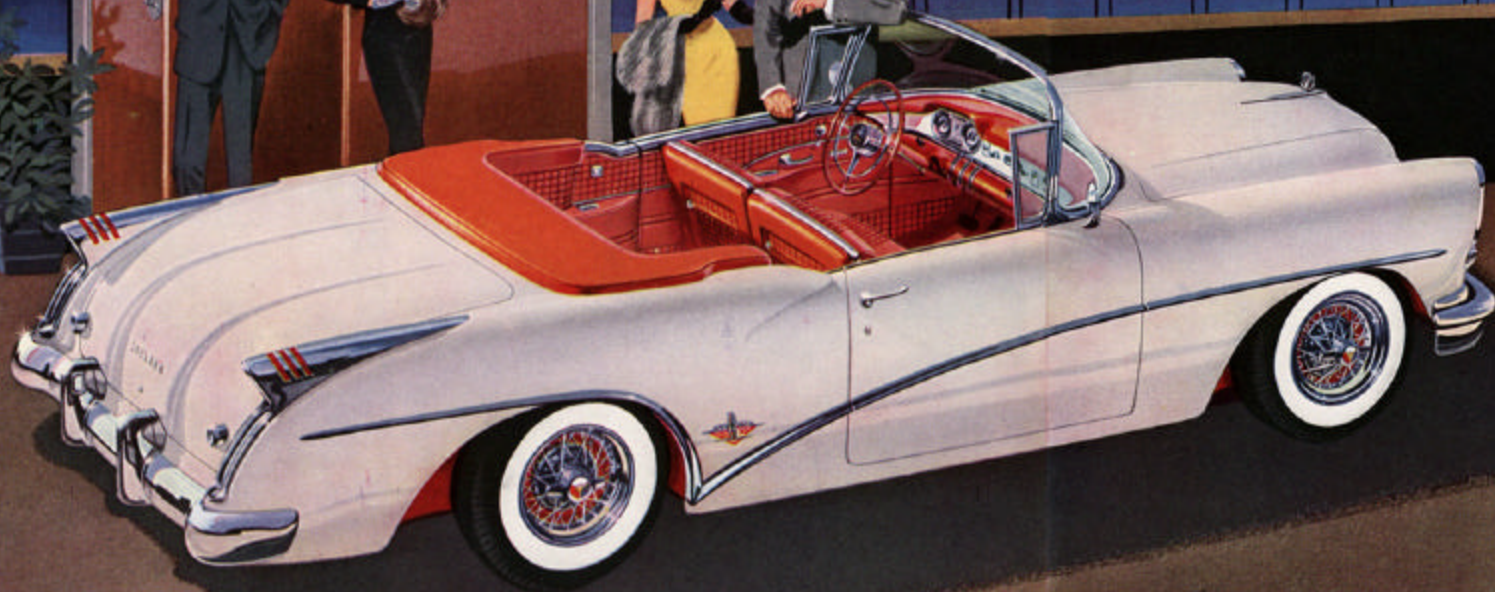
THIS is the Buick for those with a boundless zest for automotive adventure.

This is the spirit-lifting Skylark—Buick's luxury sports car—with flight-designed lines, with road-snugging compactness, with the corsair-sweep of a finned rear deck—and with pulse-pounding performance second to no Buick ever built.

Rich with many of the "tomorrow" features of Buick's experimental car, the Wildcat—the Skylark stands just four feet, 11 inches high with the top up, is lavishly fitted with soft-tanned choice cowhide in four gorgeous color combinations, rolls on a low wire-wheeled 122-inch chassis.

As you would expect, this scintillating sportster is in limited production. As you would also expect, it has the mighty 200-horsepower Fireball V8 engine, Airpower Carburetor, 8.5 to 1 compression ratio, Twin-Turbine Dynaflo, Buick Safety Power Steering—plus, as additional standard equipment, Power Brakes, 4-way Power Seat, power-operated top and windows and telescopic antenna, Easy-Eye Glass, Selectronic Radio, WeatherWarden Heater and Defroster, and whitewall tires.

**SKYLARK 2-Door 6-Passenger SPORTS CAR,
Model 100, 122-in. Wheelbase,
59 in. high with top up, 200 Horsepower**





Step In . . . Step Out . . . With Brand-New Ease. The front doors of all 1954 Buicks are now ingeniously hinged to swing clear of the body. Your entrance and exit are easier. What's more, doors close more easily, too . . . and have even better "seal" against rain, drafts, dust.

Note the sleek, twin-bullet arrangement of rear lamps. Direction signal, standard on all 1954 Buicks, is contained in lower lamp.



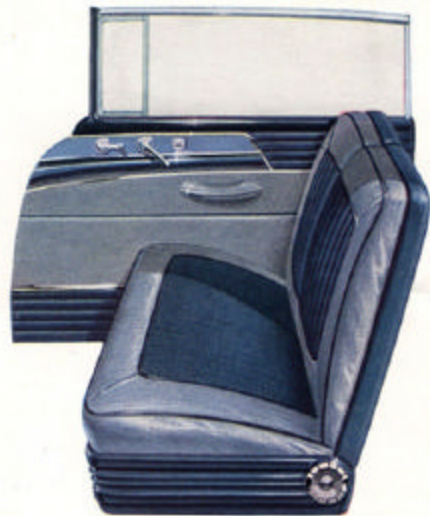
SUPER 4-Door 6-Passenger RIVIERA SEDAN, Model 52,
127-in. Wheelbase, 182 Horsepower with Twin-Turbine Dynaflow

**Sparkling style . . .
stunning value
highlight Buick SUPER**

WHEN you take the 1954 Buick SUPER, you take brand-new beauty, truly broad seats, sparkling new performance—and value that's a beacon light in the medium-price field. Here you get long, low style lines—the whisper and wallop of a great 182-horse-

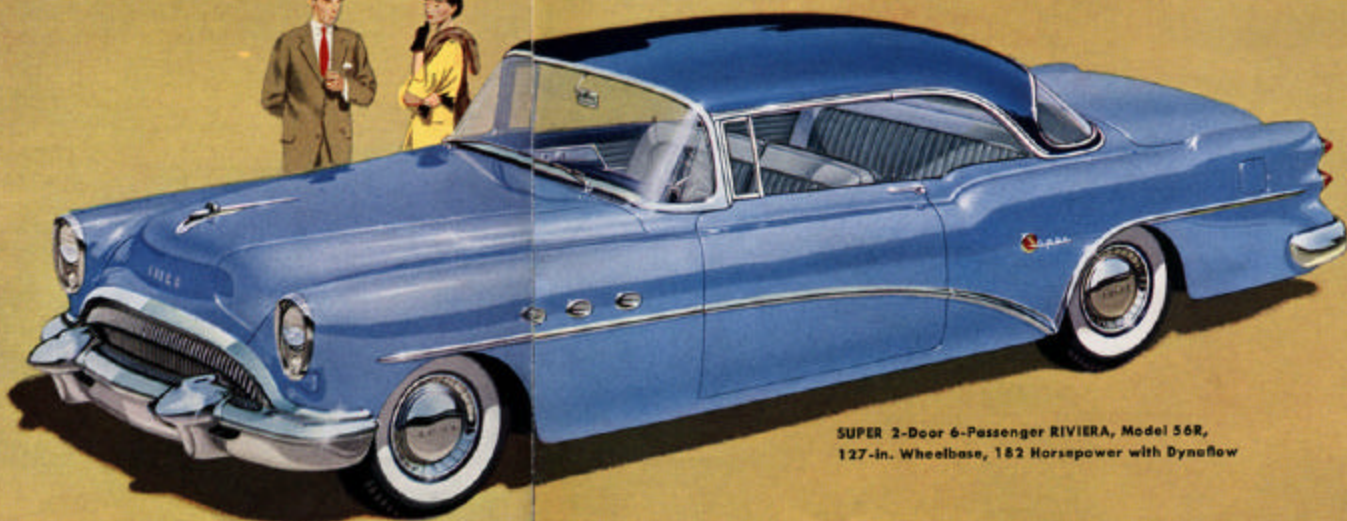
power Fireball V8 engine with Twin-Turbine Dynaflow—the superbly gentle Million Dollar Ride—the deep comfort of spacious room, all-around visibility, feather-light handling—plus a host of the many new Buick advances for 1954—all for the modest

price that sets the SUPER as a car apart in its medium-price class. New from its far quieter tires to its rain-deflecting roof rail covers, the SUPER is a thrilling new experience in travel and comfort—and a buy on every count.

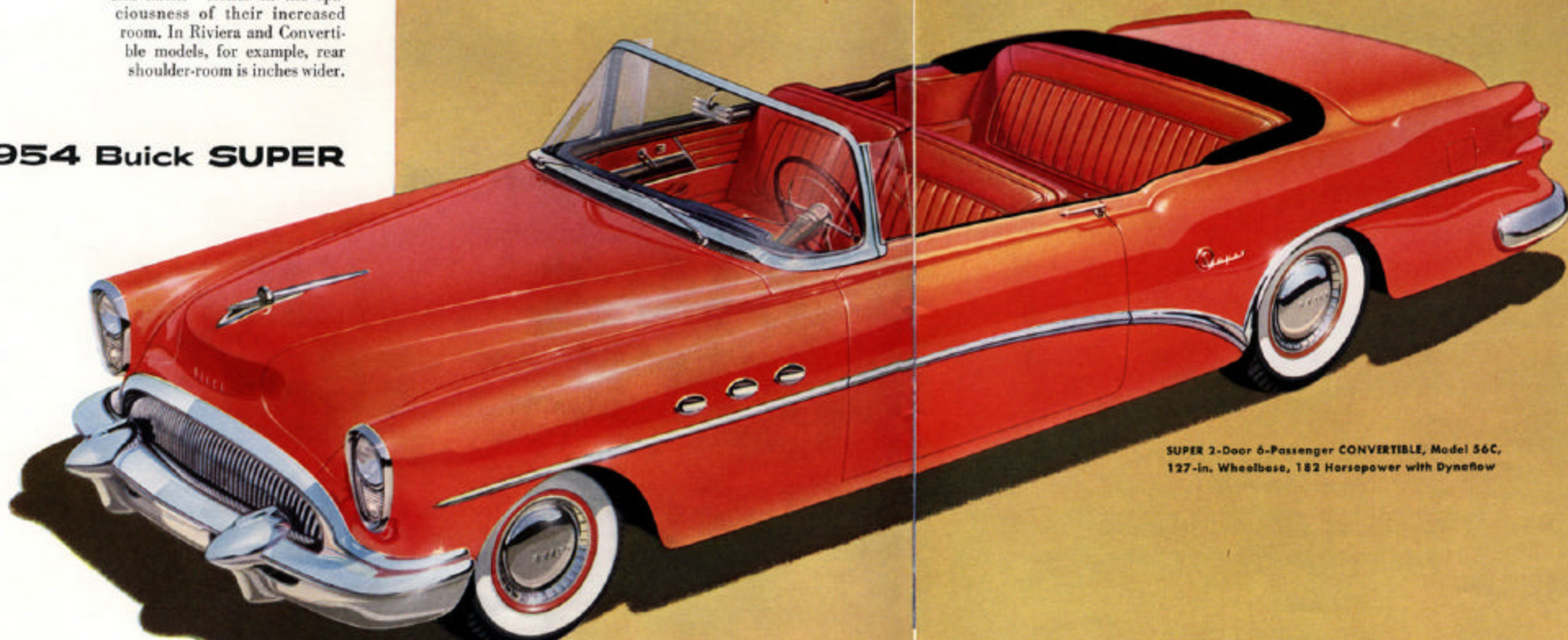


SUPER Interiors Are Two-Way Richer—richer in the luxury of their opulent new fabrics, fittings and finish—richer in the spaciousness of their increased room. In Riviera and Convertible models, for example, rear shoulder-room is inches wider.

1954 Buick SUPER



SUPER 2-Door 6-Passenger RIVIERA, Model 56R,
127-in. Wheelbase, 182 Horsepower with Dynaflo



SUPER 2-Door 6-Passenger CONVERTIBLE, Model 56C,
127-in. Wheelbase, 182 Horsepower with Dynaflo

Dashing distinction is a major keynote in the 1954 Buick SUPER Riviera. As you can see in this view of this high-fashion beauty, the whole sweep of its lines seems to lend motion to the car even at standstill. But with this new beauty goes superb new performance, new comfort, new visibility, and new interior luxury.

The sparkle of the Buick SUPER Convertible for 1954 extends well beyond its gay and graceful dress. It's in the action of its great 182-hp V8 engine of 8.5 to 1 compression ratio. It's in the richness of its magnificent ride. It's in the very quality of its Buick craftsmanship—the solidity of its heavier frame, the added jewels in the electric clock, the horizontal sweep of its new Redliner Speedometer. Literally, the SUPER is the superlative value in the medium-price field.

Buick CENTURY

Back again — Dazzling Performer in Scintillating Dress...



CENTURY 2-Door 6-Passenger RIVIERA, Model 66R, 122-in. Wheelbase, 200 Horsepower with Dynaflo

TO YOU who recall the Buick CENTURY of prewar years, little more need be said than that this spectacular performer is now back in the line—in modern power and performance and new-day dress.

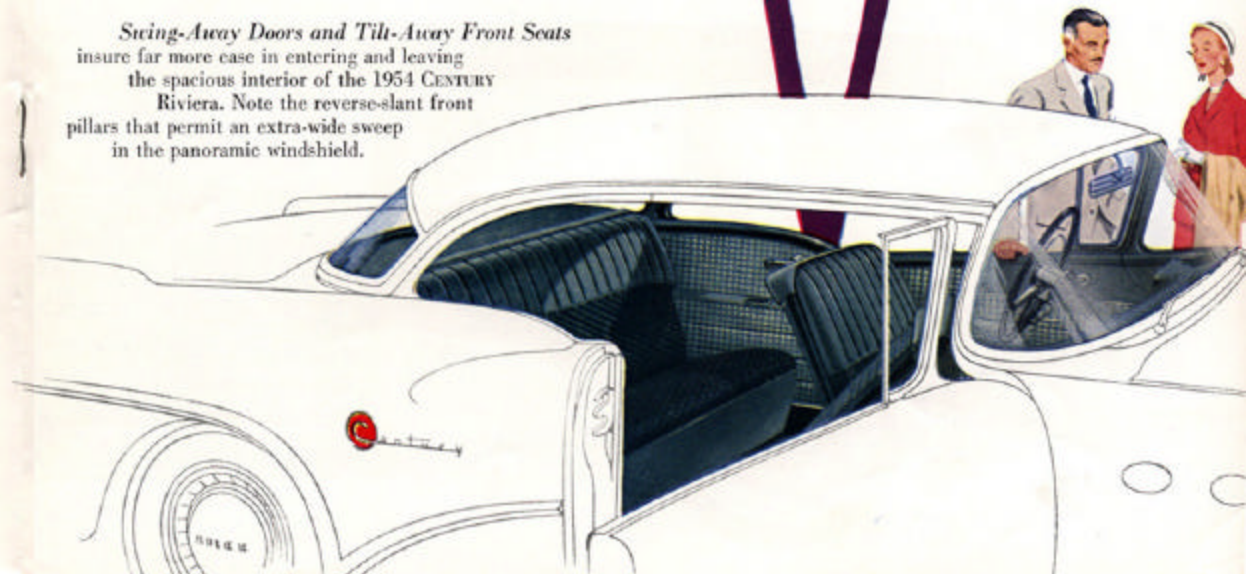
To you who never knew its prowess—these simple facts will explain the news excitement of the return of the CENTURY:

This is the Buick—reborn in 1954—that has top-of-the-line power in the extra-compact chassis of 122-inches.

Thus, it has the most favorable power-to-weight ratio in Buick history—and the dazzling performance that results from this ratio.

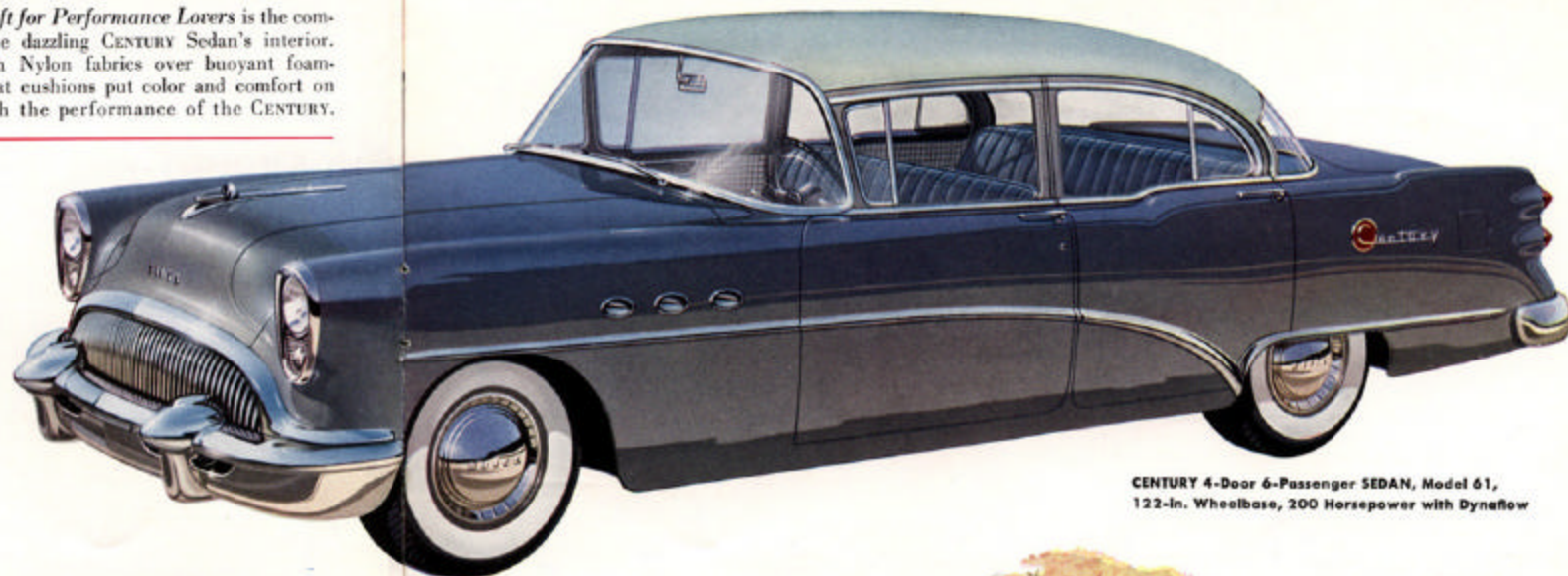
But beyond its 200-horsepower Fireball V8 engine and its highly maneuverable chassis—beyond the beauty of its stunning new body and the rich comfort of its interiors, its visibility, its handling, its ride—the big news of this big-performance automobile is *price*. For the CENTURY returns in 1954 at a price level just a step above Buick's lowest.

Swing-Away Doors and Tilt-Away Front Seats insure far more ease in entering and leaving the spacious interior of the 1954 CENTURY Riviera. Note the reverse-slant front pillars that permit an extra-wide sweep in the panoramic windshield.





Pretty Soft for Performance Lovers is the comfort of the dazzling CENTURY Sedan's interior. Here, rich Nylon fabrics over buoyant foam-rubber seat cushions put color and comfort on a par with the performance of the CENTURY.



CENTURY 4-Door 6-Passenger SEDAN, Model 61,
122-in. Wheelbase, 200 Horsepower with Dynaflo

1954 Buick CENTURY

WITH THE spectacular performance of the CENTURY, as it is reborn in 1954, goes a long list of the engineering advances brought forth in this pace-setting Buick year. There is the long, low styling—with

the body line lowered a full three inches, yet maintaining full road clearance.

There is the superb visibility and grace of greater glass area—and the comfort of seeing the high-line

front fenders through the swept-back panoramic windshield.

There is the responsive handling of even lower over-all steering-gear ratios—plus, at your option, the convenience of Buick Safety

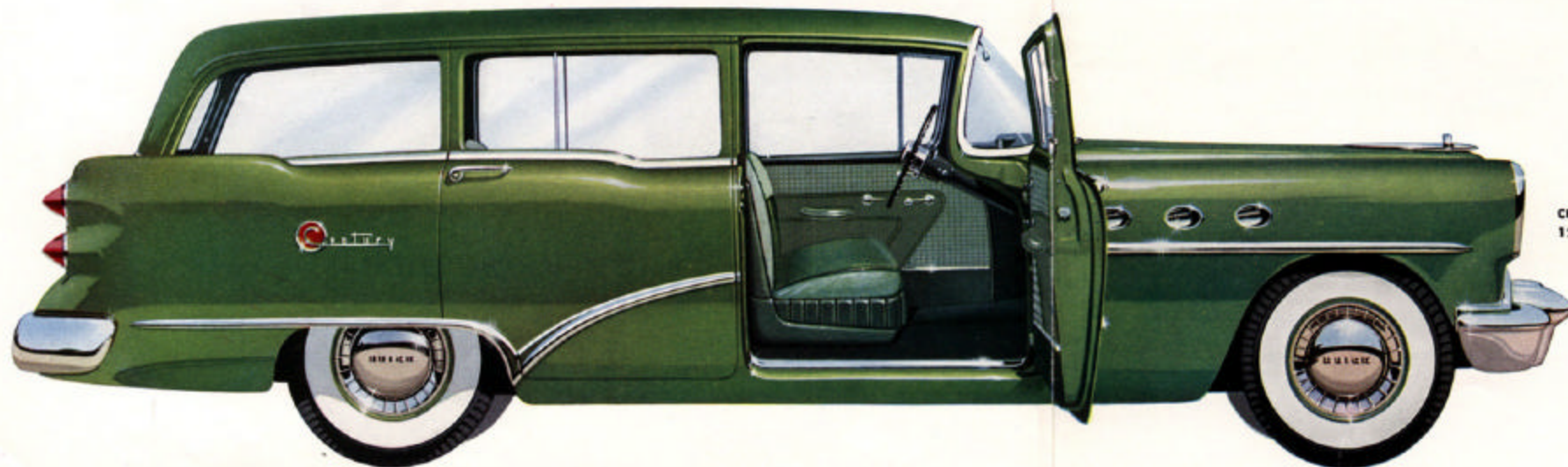
Power Steering and Power Brakes.

And, of course, there is the ruggedness of Buick's construction—of an X-braced frame, 122-inch wheelbase, torque-tube drive, coil-spring cushioning, wide Safety-Ride rims mounting soft, low-pressure tires that are now quieter underway.



Front-Page News In More Ways Than One Is The All-Steel Buick Estate Wagon—for this famed Buick body style now comes in its first all-steel version—in a new, lower price range—and with the sheer brilliance of CENTURY performance.

CENTURY 4-Door 6-Passenger ESTATE WAGON, Model 69,
122-in. Wheelbase, 200 Horsepower with Dynaflo



In this tremendously able traveler, you get versatility with verve. You get the correct car for casual country living and the correct car for dress affairs. You get stretch-out room for six, plus abundant loading room. And you get this luxury-fitted, dual-purpose, all-steel beauty at a budget price.



*Bold And Rakish
Beauty On The Inside*
matches the dash and
verve of the swift-lined
Buick SPECIAL Convertible
for 1954. Note the rich
harmony of colors in
fabrics and finish. The
smartly tailored seats carry
six persons—and even
more comfortably, thanks
to the better-balanced
Million Dollar Ride. Note,
too, in the exterior view
below, the sports car touch
of *full* rear-wheel opening.

Thrifty-Priced Thriller with plenty of Zoom...

Buick SPECIAL



SPECIAL 2-Door 6-Passenger CONVERTIBLE, Model 46C, 122-in. Wheelbase, 150 Horsepower with Dynaflo

YOU WILL find that the SPECIAL is
the lowest priced of the beautiful
new Buicks for 1954.

Yet you will find in each model of this
brilliant Buick Series every basic that
makes Buick the beautiful buy.

You will find the long, low, style sweep
of Buick's new lines, new sweepspears,
new profile. You will find new roominess,
new luxury interiors, new comfort. You
will find new and quieter tires, new
handling ease in the famed Million
Dollar Ride, new convenience in entering
and exiting through wider door openings.

But most of all, you will find new thrills
and new satisfactions in bossing *the
highest horsepower ever placed in a Buick
Special*. For here is a brand-new Fireball
V8 engine with new Power-Head pistons
to give you performance and response
second to no other Buick ever built in
this budget-price class.

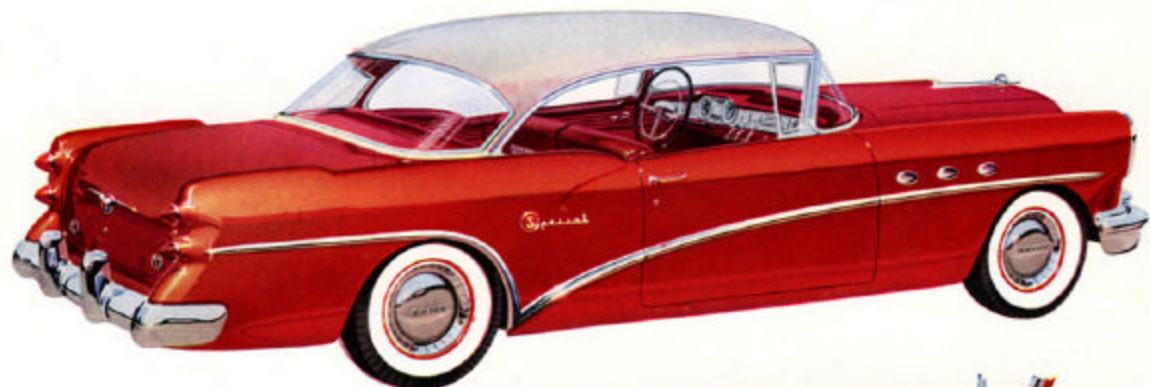
With its great new V8 engine, with its
beautiful new body, with its new grace
and luxury and superb new ride—*all
yours at a bedrock price just a step above
the "low-price-three"*—the spectacular
SPECIAL is a very special buy.



SPECIAL 4-Door 6-Passenger ESTATE WAGON, Model 49, 122-in. Wheelbase, 150 Horsepower with Dynaflo

Suavely styled and ready for duty driving or social travel—the Buick All-Steel Estate Wagon makes its bow in the budget-priced SPECIAL Series.

1954 Buick SPECIAL



SPECIAL 2-Door 6-Passenger RIVIERA, Model 46R, 122-in. Wheelbase, 150 Horsepower with Dynaflo

Special Comfort For Special Travelers comes from the deep, wide, soft cushions with zigzag-type springs—from truly spacious interiors—from lustrous Nylon fabrics—from front- and rear-door armrests designed to leave maximum hiproom across both seats, and provide a convenient handhold for pulling doors closed.



SPECIAL 2-Door 6-Passenger SEDAN, Model 48D, 122-in. Wheelbase, 150 Horsepower with Dynaflo

HERE, in the big and beautiful and thrillingly able 1954 SPECIAL, you have a true-blue Buick in a full choice of models—each priced to do the most justice to a modest budget.

Included here, as you see, is the famed Buick Estate Wagon, now in the much-wanted all-steel body styling—

first time this luxury body model has ever been offered in the low-priced SPECIAL Series.

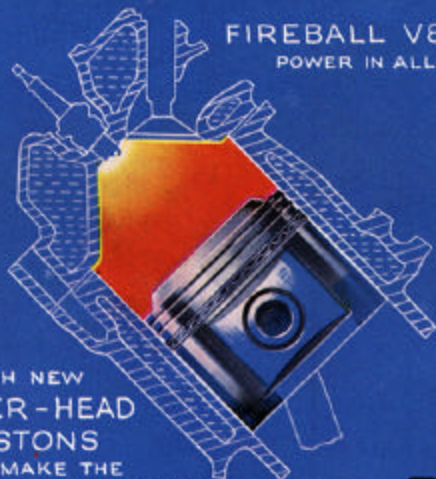
Included, too, is a long list of Buick engineering advances. In every SPECIAL model, you have the new high-air intake for car interior ventilation—new rotary door latches—

hydraulic valve lifters in the powerful, new V8 engine—12-volt battery—new air cleaner and silencer—new throttle linkage for greater pedal ease—new instrument panel with aircraft-type controls—and, of course, the great new glass areas, with sweep-back panoramic windshield.

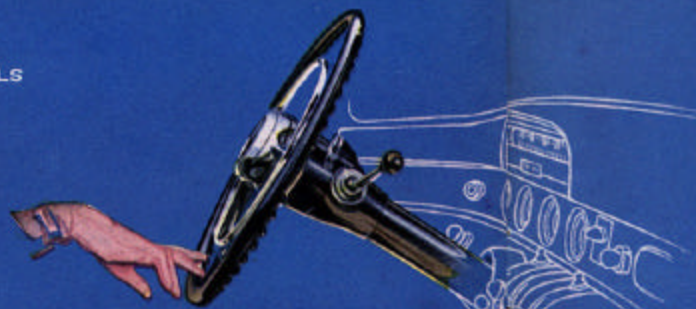
SPECIAL 4-Door 6-Passenger SEDAN, Model 41D, 122-in. Wheelbase, 150 Horsepower with Dynaflo



FIREBALL V8
POWER IN ALL MODELS



WITH NEW
POWER-HEAD
PISTONS
THAT MAKE THE
MOST OF HIGH COMPRESSION



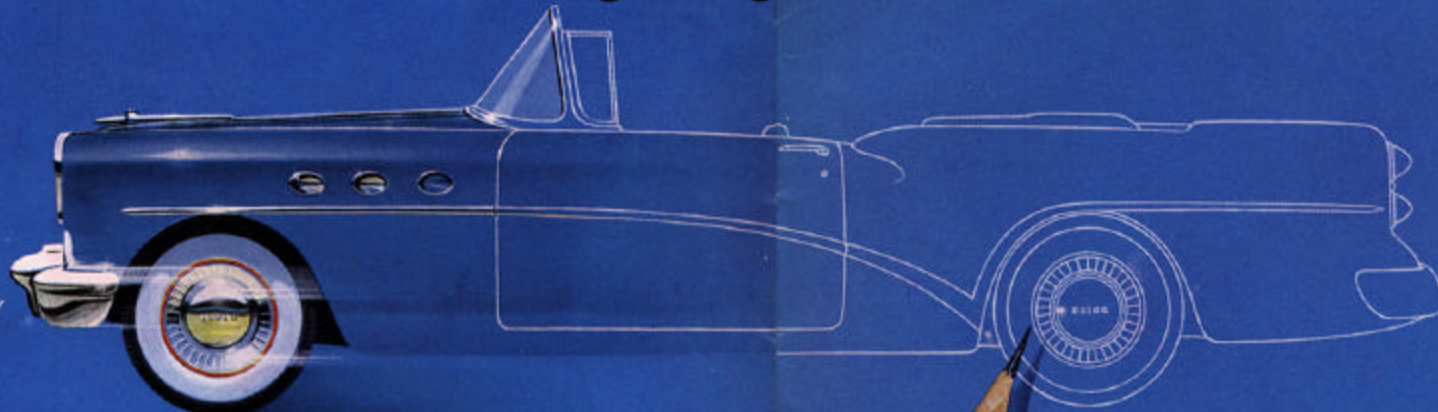
IMPROVED
BUICK SAFETY POWER STEERING
WITH FASTER, MORE POSITIVE CONTROL



IMPROVED POWER
NOW AVAILABLE
IN ALL SERIES

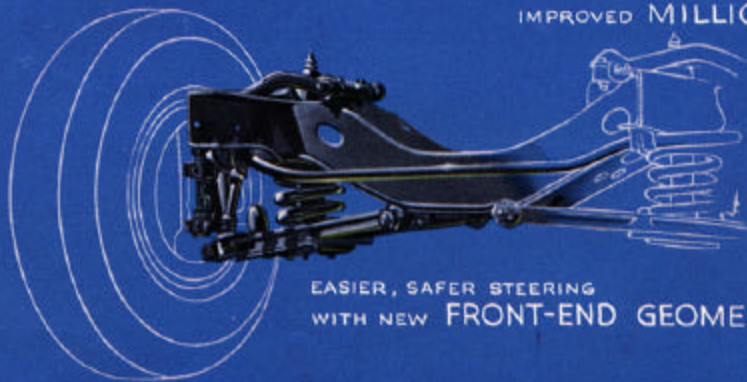


Buick's Advanced Engineering Sets A New Pace in Performance, Comfort, Economy



IMPROVED
TWIN-TURBINE
DYNAFLOW
FOR SILKEN, SOLID,
EVEN MORE SILENT GETAWAY

IMPROVED MILLION DOLLAR RIDE



EASIER, SAFER STEERING
WITH NEW FRONT-END GEOMETRY

BROUGHT together in the beautiful new 1954 Buick is a combination of engineering features that are as advanced as the lines that cloak them are modern.

There is advanced V8 power in every new Buick from *vertical-valve* V8 engines of true high compression—and from new

Power-Head Pistons that insure extra drive thrust and extra fuel efficiency by exposing the fuel charge to a *minimum* of metal area.

There is the spectacular Twin-Turbine Dynaflow that provides instant getaway response with supreme smoothness—and now with even more silken silence.

There is the superbly balanced

Million Dollar Ride, now made even smoother, more buoyant.

There is the new pin-point control and almost effortless ease of Buick Safety Power Steering. There is surer, easier control with even better Power Brakes. There is in fact, a combination of performance and comfort and honest economy rare indeed at any price—yet yours, here, at price levels that beacon-light Buick as the beautiful buy in 1954.



New High-Visibility Instrument Panels of double-roll design, with recessed dials and new aircraft-type controls, give you easier reading of and access to instruments—plus superb new knee-room spaciousness in the front seat. Illustrated above is the ROADMASTER panel, with the new Redliner Speedometer which indicates speed with a horizontally-gliding red bar.

New High-Air Intake for car interior ventilation is located across full width of car at base of windshield—brings in more and cooler, and cleaner outside air, at this hood-high level. Complete water separation of this incoming air during rainy weather is provided for by a series of baffles, as shown in the sketch. Buick's famed WeatherWarden Heater and Defroster system, optional, also operates through the new High-Air Intake.

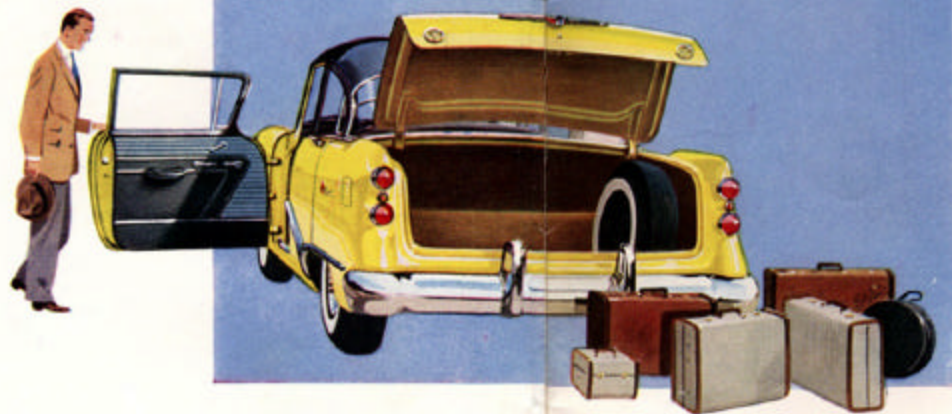


Buick Airconditioner cools, freshens, filters the air you breathe—even in high summer temperatures. Exclusive Buick feature permits scientific ducting of cooled air to all parts of car with draft-free flow, with the further provision of individual control by driver and window-seat passengers. Stale air is quickly drawn out, cooled outside air is constantly introduced.



New Swing-Out Front Doors widen the doorway areas of all 1954 Buicks, make it easier to enter and leave, and provide better sealing, easier closing.

Deep, Wide Trunk provides extra-spacious luggage area—more room than you probably will ever use. New, wider opening area and low lid rim combine to make loading and unloading of the roomy compartment even easier. A turn of the key unlocks the lid, which then rises with finger-tip pressure and stays up. No key required for locking.



ROADMASTER SERIES 70

BUICK VALVE-IN-HEAD V-8 ENGINE—Bore and stroke, 4.0 x 3.2 inches. Displacement, 322 cubic inches. Full-pressure lubrication to main, connecting rod, and camshaft bearings, and low pressure lubrication to rocker arms. Oil capacity (with), 9 quarts. Compression ratio 8.5, 200 h.p.

FUEL SYSTEM—Thermostatic heat control, automatic choke, automatic idle control, intake silencer and oil bath air cleaner. Fuel strainer. Fuel tank capacity, 19 gallons.

COOLING SYSTEM—Thermostat and By-Pass Temperature Control; pressure relief valve in filler cap. Water capacity, 18.5 quarts; 20.0 quarts with heater.

DYNAFLOW DRIVE—Torque converter with gears. No clutch pedal. Total oil capacity, 10 quarts.

REAR AXLE—Torque-tube drive, semi-floating rear axle with hypoid gears. One universal joint automatically lubricated from transmission. Gear ratios, 3.4-1.

SUSPENSION—Independent front wheel suspension with ride stabilizer. All coil springs.

STEERING—Buick safety power steering standard; 24.1 to 1 over-all ratio.

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

SHOCK ABSORBERS—Front Double Acting Direct Type, Rear Double Acting Lever type.

BRAKES—Four-wheel hydraulic. Buick cast brake drums. Size 12-inch diameter. StopOn parking brake. Power brakes optional at extra cost.

ELECTRICAL SYSTEM—Delco-Remy. Solenoid starter. Battery mounted under hood. 12 volt system.

WHEELS AND TIRES—Broadrim, demountable steel disc wheels, 15 x 6. Wire wheels optional at extra cost. Tire size 7.50-15—4 ply.

WHEELBASE—127 inches on all models. Over-all car length, 215.8 inches.

Distinctive SKYLARK

The distinctive Skylark sport car has the 200 h.p. Fireball V-8 engine, compression ratio 8.5, 122-inch wheelbase, over-all car length 206.3 inches, over-all car height, 51.2 inches, ground rise 15.5-inch chrome-plated wire wheels. The interior is lavishly trimmed in genuine leather and the top is the wondrous fabric "Orion" available in black and white.

All equipment and accessories that are standard or optional on Roadmaster are standard on the Skylark, including Dynaflo, Buick Safety Power Steering, Power Brakes, electronic radio, electric antenna, horizontal and vertical adjustable seat. (Excluding air conditioner.)

Century SERIES 60

BUICK VALVE-IN-HEAD V-8 ENGINE—Bore and stroke, 4.0 x 3.2 inches. Displacement, 322 cubic inches. Full-pressure lubrication to main, connecting rod, and camshaft bearings, and low pressure lubrication to rocker arms. Oil capacity (with), 9 quarts. Compression ratio 8.5, 200 h.p. with Dynaflo.

FUEL SYSTEM—Thermostatic heat control, automatic choke, automatic idle control, intake silencer and oil bath air cleaner. Fuel strainer. Fuel tank capacity, 19 gallons.

COOLING SYSTEM—Thermostat and By-Pass Temperature Control; pressure relief valve in filler cap. Water capacity, conventional transmission 16.5 quarts, 18.0 quarts with heater. With Dynaflo Drive, 18.5 quarts, 20.0 quarts with heater.

DYNAFLOW DRIVE—(Optional at extra cost) Torque converter with gears. No clutch pedal. Total oil capacity, 10 quarts.

REAR AXLE—Torque-tube drive, semi-floating rear axle with hypoid gears. One universal joint automatically lubricated from transmission. Gear ratio 3.9-1 on models with Synchro-Mesh, 3.4-1 all models with Dynaflo.

SUSPENSION—Independent front wheel suspension with ride stabilizer. All coil springs.

STEERING—Ball bearing Worm and Nut; 26.7 to 1 over-all ratio. Buick Safety Power Steering available with 24.1 to 1 over-all ratio.

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

SHOCK ABSORBERS—Front Double Acting Direct type, Rear Double Acting Lever type.

BRAKES—Four-wheel hydraulic. Buick cast brake drums. 12-inch diameter. StopOn parking brake. Power Brakes optional at extra cost.

ELECTRICAL SYSTEM—Delco-Remy. Solenoid starter. Battery mounted under hood. 12 volt system.

WHEELS AND TIRES—Broadrim, demountable steel disc wheels, 15 x 6. Wire wheels optional at extra cost. Tire size 7.50-15—4 ply.

WHEELBASE—122 inches on all models. Over-all car length, 206.3 inches all models.

Super SERIES 50

BUICK VALVE-IN-HEAD V-8 ENGINE—Bore and stroke, 4.0 x 3.2 inches. Displacement, 322 cubic inches. Full-pressure lubrication to main, connecting rod, and camshaft bearings, and low pressure lubrication to rocker arms. Oil capacity (with), 9 quarts. Compression ratio 8.5, 177 h.p. with Synchro-Mesh; Compression ratio 8.5, 182 h.p. with Dynaflo.

FUEL SYSTEM—Thermostatic heat control, automatic choke with idle control, intake silencer and oil bath air cleaner. Fuel strainer. Fuel tank capacity, 19 gallons.

COOLING SYSTEM—Thermostat and By-Pass Temperature Control; pressure relief valve in filler cap. Water capacity, 18.5 quarts; 20.0 quarts with heater.

CLUTCH AND TRANSMISSION—Sheet Metal spring, single dry-plate clutch. Facing area, 100.8 square inches. All-steel Synchro-Mesh Transmission, bevel gears.

DYNAFLOW DRIVE—(Optional at extra cost)—Torque converter with gears. No clutch pedal. Total oil capacity, 10 quarts.

REAR AXLE—Torque-tube drive, semi-floating rear axle with hypoid gears. One universal joint automatically lubricated from transmission. Gear ratios, 3.9 Synchro-Mesh; 3.4 with Dynaflo.

SUSPENSION—Independent front wheel suspension with ride stabilizer. All coil springs.

STEERING—Ball bearing Worm and Nut; 26.7 to 1 over-all ratio. Buick Safety Power Steering available with 24.1 to 1 over-all ratio.

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

SHOCK ABSORBERS—Front Double Acting Direct type, Rear Double Acting Lever type.

BRAKES—Four-wheel hydraulic. Buick cast brake drums. Size 12-inch diameter. StopOn parking brake. Power Brakes optional at extra cost.

ELECTRICAL SYSTEM—Delco-Remy. Solenoid starter. Battery mounted under hood. 12 volt system.

WHEELS AND TIRES—Broadrim, demountable steel disc wheels, 15 x 6. Wire wheels optional at extra cost. Tire size 7.50-15—4 ply.

WHEELBASE—122 inches on all models. Over-all car length, 215.8 inches.

SPECIFICATIONS

Special SERIES 40

BUICK VALVE-IN-HEAD V-8 ENGINE—Bore and stroke, 3.625 x 3.2 inches. Displacement, 264 cubic inches. Full-pressure lubrication to main, connecting rod, and camshaft bearings, and low pressure lubrication to rocker arms. Oil capacity (with) 6 quarts. Compression ratio 7.2, 143 h.p. with Synchro-Mesh, Compression ratio 8.1, 150 h.p. with Dynaflo.

FUEL SYSTEM—Thermostatic heat control, automatic choke with idle control, intake silencer and oil bath air cleaner. Fuel strainer. Fuel tank capacity, 19 gallons.

COOLING SYSTEM—Thermostat and By-Pass Temperature Control; pressure relief valve in filler cap. Water capacity, conventional transmission, 16.5 quarts, 18.0 quarts with heater. With Dynaflo Drive, 18.5 quarts, 20.0 quarts with heater.

CLUTCH AND TRANSMISSION—Sheet Metal spring, single dry-plate clutch. Facing area, 100.0 square inches. All-steel Synchro-Mesh Transmission, bevel gears.

DYNAFLOW DRIVE—(Optional at extra cost)—Torque converter with gears. No clutch pedal. Total oil capacity, 10 quarts.

REAR AXLE—Torque-tube drive, semi-floating rear axle with hypoid gears. One universal joint automatically lubricated from transmission. Gear ratios, 2.9-1 on all models, With Dynaflo Drive, 3.9-1 on all models.

SUSPENSION—New Independent front wheel suspension with ride stabilizer. All coil springs.

STEERING—Ball bearing Worm and Nut; 26.7 to 1 over-all ratio. Buick Safety Power Steering available with 24.1 to 1 over-all ratio.

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

SHOCK ABSORBERS—Front Double Acting Direct type, Rear Double Acting Lever type.

BRAKES—Four-wheel hydraulic. Buick cast brake drums. 12-inch diameter. StopOn parking brake. Power Brakes optional at extra cost.

ELECTRICAL SYSTEM—Delco-Remy. Solenoid starter. Battery mounted under hood. 12 volt system.

WHEELS AND TIRES—Broadrim, demountable steel disc wheels, 15 x 6. Tire size 7.50-15—4 ply.

WHEELBASE—122 inches, all models. Over-all car length, 206.3 inches.

Buick provides for your constant comfort, your every convenience

YOU'LL FIND THESE IMPORTANT NEW FEATURES IN THE 1954 BUICKS, TOO

New Roof Rail Cover—provides dry driving in the rain with windows lowered on SUPER and ROADMASTER Sedans

New Electric Window Lifts, available on SUPERS and ROADMASTERS

New Lighted Ignition Key Slot

New Rear-License-Plate Lamps

New Outside Mirrors on both sides of all Convertibles and Model 76R

New Illuminated indicator for Dynaflo lever setting

Rich-Toned Buick Sonomatic or Selectronic Radio

Power Positioned Front Seat moves back and forth and up and down for your right height and distance from the wheel. As seat is power-raised, front edge tips down slightly to make pedals more easily accessible. This luxurious 4-way power seat is controlled by electric push-button, stops exactly where you want it.



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