

BUICK

DIMENSIONS 1990

Buick Dimensions Distribution Center

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"Let's get it together...
buckle up."



COMPUTER DISK ENCLOSED



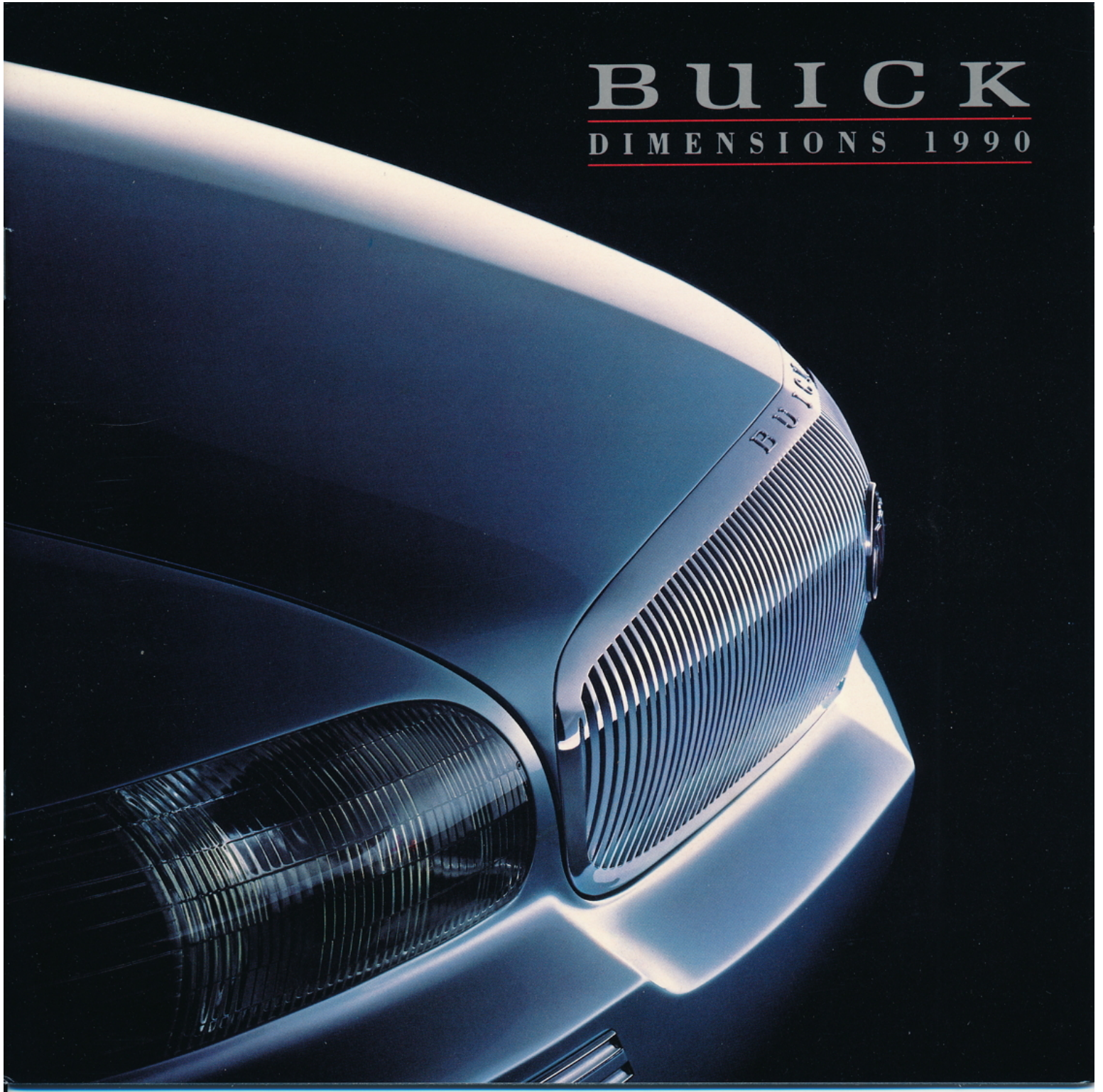
BUICK
PREMIUM AMERICAN
MOTORCARS^{® TM}

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MAC 3 1/2"

BUICK

DIMENSIONS 1990



1990 BUICK DIMENSIONS USERS' GUIDE

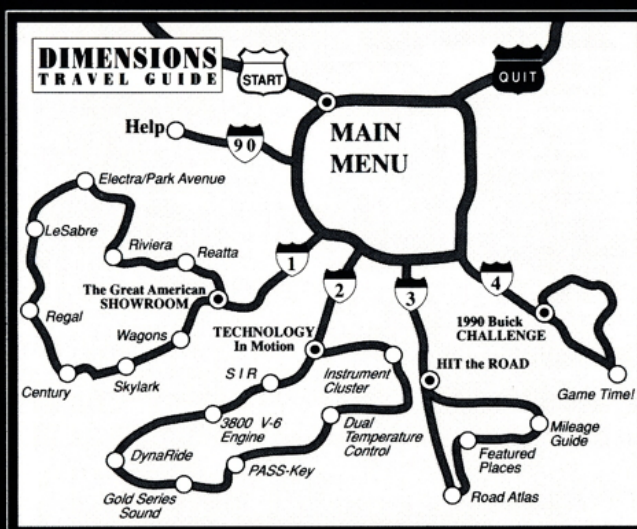
CELEBRATING A CENTENNIAL

Your 1990 Dimensions program celebrates the Great American Road, which, for one hundred years, has linked our system of National Parks. Explore the four program sections at your own pace, in any order. As shown in the Dimensions Travel Guide, you access each section directly from the Main Menu:

GREAT AMERICAN SHOWROOM



Take a good look at our entire 1990 Model Line... Investigate Technical Facts. Compare Standard Equipment and Option Packages. Find detailed descriptions of every Standard and Optional feature. Use the included Spreadsheet to determine Pricing and Payment Information for Buying or Leasing a new Buick, utilizing your own financial data. Print a Window Sticker for the 1990 Buick of your choice.



TECHNOLOGY IN MOTION



Animated sequences highlight selected Buick Technology at work for your driving enjoyment. Learn more about our Supplemental Inflatable Restraint System; 3800 V6 Engine and Drivetrain; DynaRide System; Gold Series Sound System; our

PASS-Key® System; our Dual Temperature Controls and our new Electronic Instrument Cluster.

HIT THE ROAD



Tour coast-to-coast across the forty-eight continental states with Buick's unique Road Atlas. A wealth of practical

information and traveler's notes for over 100 American cities, National Parks and landmarks.


THE 1990 BUICK CHALLENGE



Enjoy a few minutes or several hours testing your knowledge of the Great American Road. Up to four may compete in this exciting challenge. Who will Win, Lose or get totally Lost?

SHIFT YOUR BUICK INTO DRIVE

Specific directions for starting up both the Macintosh and IBM - Compatible versions of the 1990 Buick Dimensions program are located inside the back cover.

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PLEASE TURN TO INSIDE BACK COVER FOR PROGRAM INSTRUCTIONS.



The Great American Road belongs to

BUICK

TM

Bryce Canyon National Park,
on the Great American Road



Bryce Canyon National Park,
on the Great American Road

BUICK. THE PREMIUM AMERICAN DRIVING EXPERIENCE.

1990. The start of a new decade, and the year our National Parks celebrate their Centennial. 1990 is a special year for the Great American Road. And it's an extra special year for Buick. ■ This year is the ideal time to consider the true nature of the Great American Road which links us all together, and gives us access to the magnificent series of scenic wonders that comprise our National Parks. ■ Whether we're winding past seacoasts and mountains, traveling over spacious grasslands and forests, or moving along the streets of comfortable cities and towns, the vast distances around us call for automobiles of solidity and substance to command the road. ■ For 87 years, Buick has offered automobiles that are substantial, distinctive, powerful and mature. And Buicks have been the cars that have carried us on our adventures. ■ Which is why, more than ever in this special year for our National Parks...the Great American Road belongs to Buick!

POWERFUL & MATURE

As you explore the following pages, and investigate your Buick Dimensions program, you will meet the 1990 Buicks and learn about their new features, new equipment, new designs and new technology. On these pages are a few highlights, typical of the automotive excellence that Buick owners have come to expect — and more reasons why the Great American Road belongs to Buick:

Smooth, solid comfort & control.

When people think of Buick, they usually think of a comfortable ride. DynaRide suspension adds to our smooth-riding reputation with the use of deflected-disc shock-absorber valving that senses the intensity of road irregularities and reacts accordingly, providing smoothness and control.

A sense of security on the road.

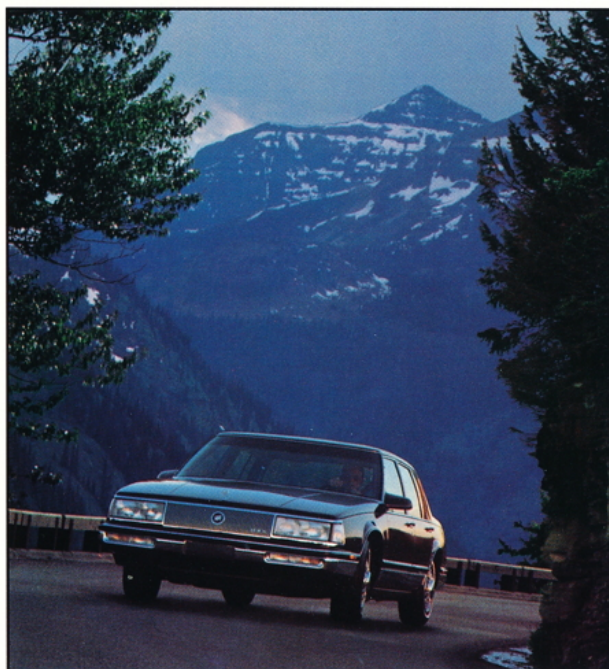
Anti-lock braking systems, available on many 1990 Buick models, have added to safety on the Great American

Road. With conventional brakes, hard braking can cause a car's wheels to lock up and make steering impossible. With ABS, the anti-lock system monitors the rotational speed of each wheel, reacting when the rotating speed of any wheel doesn't match the deceleration rate. In a "panic" stop, ABS automatically begins controlling the brake pres-

sure at the wheels that need it, applying and releasing pressure independently up to 15 times per second. The result: retained steering and enhanced stopping power with most road conditions.

A new generation of V-6 engines.

Buick pioneered strong, quiet V-6 powerplants. Now, with engines like the 3300 and the 3800, and the new generation



SUBSTANTIAL & DISTINCTIVE

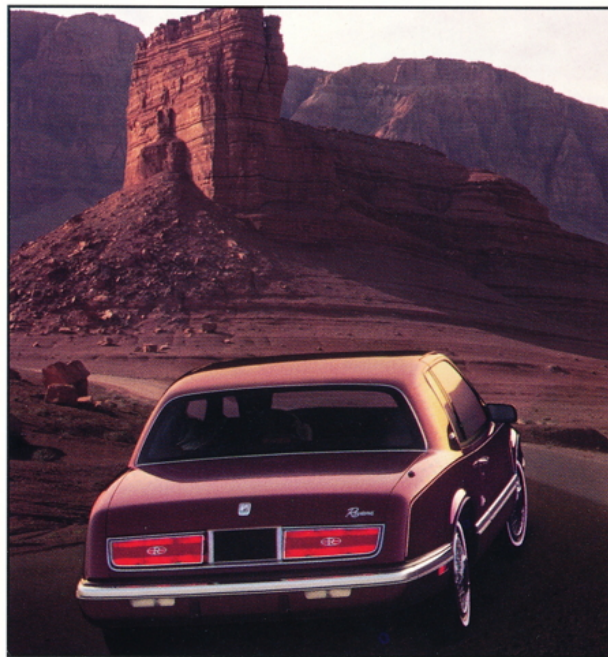
3800 with tuned-port injection available at mid-year, we have arrived at the smoothest, most sophisticated production V-6s ever used in a Buick. All of these V-6 engines provide efficient, reliable power that comes on smoothly and without a fuss.

New safety feature.

A supplemental inflatable restraint system (SIR), or air bag, is standard on Riviera and Reatta, and can provide an added measure of driver protection in the event of a frontal collision. Sensors react as soon as the car makes frontal impact above approximately 14 mph and instantaneously inflate a protective air bag in the steering wheel hub. Nitrogen, a harmless gas, is the inflation medium.

More peace and quiet.

Buick has always had a reputation as a solid, quiet automobile. And now technical advancements in sound insulation have made



it possible for Buicks to be even quieter. The use of high density materials to isolate engine and suspension components from the body structure, plus new insulating mats in places like the underhood, beneath the carpeting and in other strategic locations, all make a significant difference. The kind of difference you have come to expect from us.

Beautiful sounds.

Because Buicks are so smooth and quiet, an outstanding sound system can be an important part of added driving pleasure. That's why there are a variety of different sound and speaker systems (plus compact disc players and a cassette deck which may be specified with AM-FM stereo radios) to choose from. Whether your

preference is the clear, crisp sounds of music and news on your favorite stations, or the full audiophile treatment including multi-speaker systems with separate woofers and tweeters for your own stereo CD or cassette tape selections, Buick is always prepared to please your ears.

A very advanced security system.

Having made a commitment to real quality in the things they own, Buick owners have a natural interest in the security of those possessions. The Pass-Key® personalized anti-theft system, standard on Riviera and Reatta, provides that security. A resistor built into the ignition key is checked each time you insert it into the ignition to see if it matches a pre-programmed value. If it doesn't match, the starter and fuel delivery circuits are not energized, and a warning light on the instrument panel indicates a breach in security.

REATTA

SHEER LUXURY EXCLUSIVELY FOR TWO

Reatta belongs to a very exclusive class of automobiles — the luxury 2-seater. Available now as a Coupe, and starting in spring as a Convertible, every luxury and convenience you

can think of comes included on Reatta. Powered by a 165-horsepower 3800 V-6 powerplant, and riding on a 4-wheel independent suspension, this world-class limited-production automobile offers its owner

both the constant exhilaration of a sports car and the premium quality of a Buick.

Genuinely sporting in its performance, yet uncompromisingly luxurious in its appoint-

ments, Reatta's impressive list of features is so complete that until now, its only options were a Sliding Astrorooftop, a 16-way Power Driver's Seat, and CD Player. Soon there will be one more decision for the Reatta owner: Choosing either a vinyl or cloth top for the Convertible model.

Reatta features include: the Remote Keyless Entry System; PASS-Key® Security System; ETR® Premium Sound system with C-Quam® AM stereo; a new digital/analog instrument cluster; 6 Concert Sound speakers; the new Supplemental Inflatable Restraint System (SIR); Antilock Brakes (ABS); DynaRide and more.



RIVIERA

A PREMIUM POSSESSION OF CLASSIC STYLE

From the very first, Riviera has been one of the few automobiles to find their way to the ranks of the Classics, with a distinctive style, outstanding capabilities and pure luxury.

Now Riviera is a modern classic with the looks, the

power, the handling and the appointments that make it a premium, personal luxury coupe among its peers. Long, low and graceful, the Riviera certainly looks like a classic. From the sculptured lines that give it such an exciting profile, to the touches like electroluminescent coach lamps and

the available landau top option, the Riviera has a style that's unmistakable, even from a distance.

But under all the style, there's substance. Looks tell only part of the story. Beneath the sleek sheet metal, working with the DynaRide 4-wheel independ-

ent suspension, are revised suspension mounts and a new direct-acting stabilizer bar for remarkable handling. Its body structure has been stiffened to provide a solid platform for all this handling and control, yet without giving up a bit of the smooth, roadhugging ride you expect from Riviera.

It's easy to see why its owner considers Riviera to be a prized possession. Standard features include: Electronic Touch Air Conditioning; 4-wheel power disk brakes; a new electronic instrument panel with analog and digital readouts; Supplemental Inflatable Restraint System; ETR® AM/FM Radio with Cassette; Concert Sound speakers and more.



ELECTRA ■ PARK AVENUE ■ ULTRA

THE REWARDS OF OWNING A PREMIUM AMERICAN MOTORCAR

Some of the finest automobiles reward you with value, some with outstanding performance and comfort. Buick Electra does both. Whether you choose the Electra, Park Avenue, Park Avenue Ultra or the exhilarating T Type, you will find yourself at the wheel of a premium American motorcar.

The Ultra, for example, with its lavish leather seating, silver lower body paint, smooth DynaRide suspension, anti-lock brakes and 3800 engine, sets a whole new standard for American luxury sedans.

The Park Avenue shares many luxury appointments with the Ultra, including its electroluminescent coach

lamps and electric trunk release, while the T Type provides ultimate precision in its rapport with the road.

Electra. Truly designed and executed for the individual who insists on distinctive style and genuine substance.



LESABRE

NEW STANDARD FOR FULL-SIZE QUALITY AND STYLE

In this era of shrinking cars, room is one of the greatest luxuries there is.

And when you find full-size room combined with real quality and style, you've truly

found lasting value. A fresh new look sets Buick LeSabre apart, with aerodynamic lines

and understated trim. And beyond its dependable 3800 V-6 engine and DynaRide suspension, LeSabre has a surprising list of standard equipment, like air conditioning and automatic transmission.

No wonder the 1989 J.D. Power & Associates Initial Quality Survey,* covering November and December 1988, ranked the 1989 Buick LeSabre as the most trouble-free American car.

* This survey was based on owner related complaints during the first 90 days of ownership.



REGAL

SLEEK AND SUBSTANTIAL IN COUPE OR NEW SEDAN

For 1990, Buick adds a new dimension to its popular lineup of

Regal Coupes with the Regal Sedans (Custom, Limited and Gran Sport) available around

midyear. Here you will find all the dashing flair of the coupe, in a 4-door style all their own.

Regal's sleek profile gives it a low drag coefficient that rivals the wind resistance of all-out racing cars. And, in addition to its quiet, elegant interiors, Regal includes 4-wheel disk brakes, ETR® AM/FM stereo radio w/optional CD player, 4-speed automatic transmission with overdrive, and a smooth 3.1 litre V-6. An optional 3800 V-6 with tuned-port injection, available in spring, will be offered exclusively on Regal.

1990 Regal. A new statement of classic Buick virtues.



CENTURY

WELCOME COMFORT AND LUXURY IN THE NEW CENTURY

Buick Century is no ordinary automobile. As a Coupe, Sedan, or Wagon, Century's mature style and distinctive looks stand out proudly on the Great American Road. The quality is evident, not only in the rich detail and generous passenger room, but even in the way it is equipped.

Every Century features the 2.5 Tech IV engine with electronic fuel injection, power steering, air conditioning, automatic safety belts in the

front outboard seats, and more. Optional features let you round out this best-selling

motorcar to suit your own needs, tastes and aspirations. The new Century provides a

setting of comfort, confident control and pleasing luxury for you and your passengers.



SKYLARK

ONE TO MATCH YOUR PERSONALITY COMFORTABLY

Simple, elegant lines, consistent reliability, and effective use of space are among the attributes most appreciated by Skylark owners. Add the luxury of Skylark's appointments, and you have an automobile that merits serious consideration.

A 2.5 Litre Tech IV engine, an automatic transmission, power front disc brakes, power steering, DynaRide suspension and an ETR® AM/FM stereo radio are standard on Buick Skylark. Many features

available with larger Buicks are available on Skylark, too. Like elegant interiors, power

windows and door locks, tilt steering wheel and formal vinyl tops. Skylark has the

looks and the performance that will be noticed out on the Great American Road.



ESTATE WAGON

ROOM FOR EVERYTHING INCLUDING LUXURY

The ideal wagon is one that makes you forget it's a wagon. The Buick Estate Wagon fits that definition, combining the solid comfort and smooth performance that make it a Buick with

a degree of practicality that belies its luxury: Like its impressive 87.9 cubic foot cargo capacity with the third seat (standard) folded down. And a counterbalanced rear door that swings open like a door or

down like a tailgate for easy access and versatility.

Comfort, convenience and luxury features abound in the Estate Wagon, including rich woven velour upholstery, full

carpeting throughout, automatic transmission with overdrive, tilt steering column, power steering, power front disc brakes, automatic safety belt systems for the driver and front seat passenger, an ETR® seek and scan AM/FM stereo radio and, of course, the greatest luxury of all: room.

A sumptuous menu of available options, including leather upholstery in seating areas, help make your Buick Estate Wagon distinctively yours.

In a world of compromises, the uncompromising Estate Wagon stands as something out of the ordinary. It is the premium American wagon.

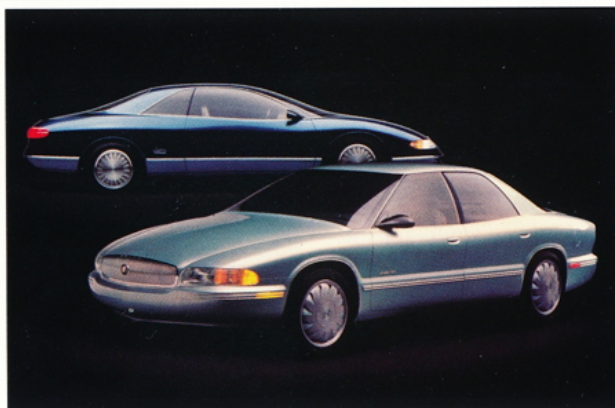


BUICK DIMENSIONS 1990



We invite you to learn more about 1990 Buick technology and features with the enclosed Buick Dimensions program. See why Buicks are substantial, distinctive, powerful and mature. Investigate the entire line of Buick models on your computer, in the comfort of your home or office. But bits and bytes just begin to tell the Buick story, so we also invite you to visit your local Buick Dealer. To experience the Premium American Motorcars from Buick for yourself, and to take a test drive in the 1990 model of your choice.

You will find ample evidence that from here to the future, the Great American Road belongs to Buick.



1990 DIMENSIONS PROGRAM INSTRUCTIONS

FOR MACINTOSH COMPUTERS -

Your 1990 Buick Dimensions Package consists of one 3 1/2" disk. To use the program you will need an Apple Macintosh Model 512E (800 internal floppy drive) or a newer model and System Version 3.2, Finder Version 5.3 or higher. A second floppy drive or hard disk is strongly recommended.

Color is available throughout the program for those with more than a megabyte of memory and appropriate hardware.

■ TO START THE PROGRAM USING ONE FLOPPY DRIVE -

Make sure your computer is on, then start up from your System Tools or other System disk. After the System has loaded, eject the System disk and insert the 1990 Buick Dimensions disk. Double click the Buick Icon and follow the System prompts.

■ TO START THE PROGRAM USING DUAL FLOPPY DRIVES -

Make sure your computer is on, then start up from your System Tools or other System disk. Insert the 1990 Buick Dimensions disk into the second drive. Double click the Buick Icon.

■ TO START THE PROGRAM USING A HARD DISK DRIVE -

Start up from your hard disk's System. Insert the 1990 Buick Dimensions disk into a floppy drive. Double click the Buick Icon.

Navigating through the Buick Dimensions program is very easy: All portions of the program are accessed through the Main Menu. Click the Buick Icon in the upper left corner of each screen to return to the Main Menu from any point in the program. Click "Next" to advance to the next screen in a section. Click "Previous" to return to the last screen viewed. If you need assistance, "HELP" is available under the APPLE from any screen in the program.

■ A Window Sticker for the Buick of your choice may be printed on any Macintosh compatible printer by selecting "Print" from the File menu while in the Spreadsheet. ■ If you copy the contents of the Buick Dimensions disk to your hard disk, and have an attached ImageWriter printer, you may print ANY screen by holding the Command and Shift keys while typing the number 4.

FOR IBM / COMPATIBLE COMPUTERS -

Your 1990 Buick Dimensions Package consists of two 5 1/4" disks, or one 3 1/2" disk. To use the program you will need an IBM PC, XT, AT, PS/2 or compatible computer, a minimum of 512K RAM, and DOS 2.0 or higher.

Those with VGA/MCGA may select individual colors of the car models in the program's Showroom section.

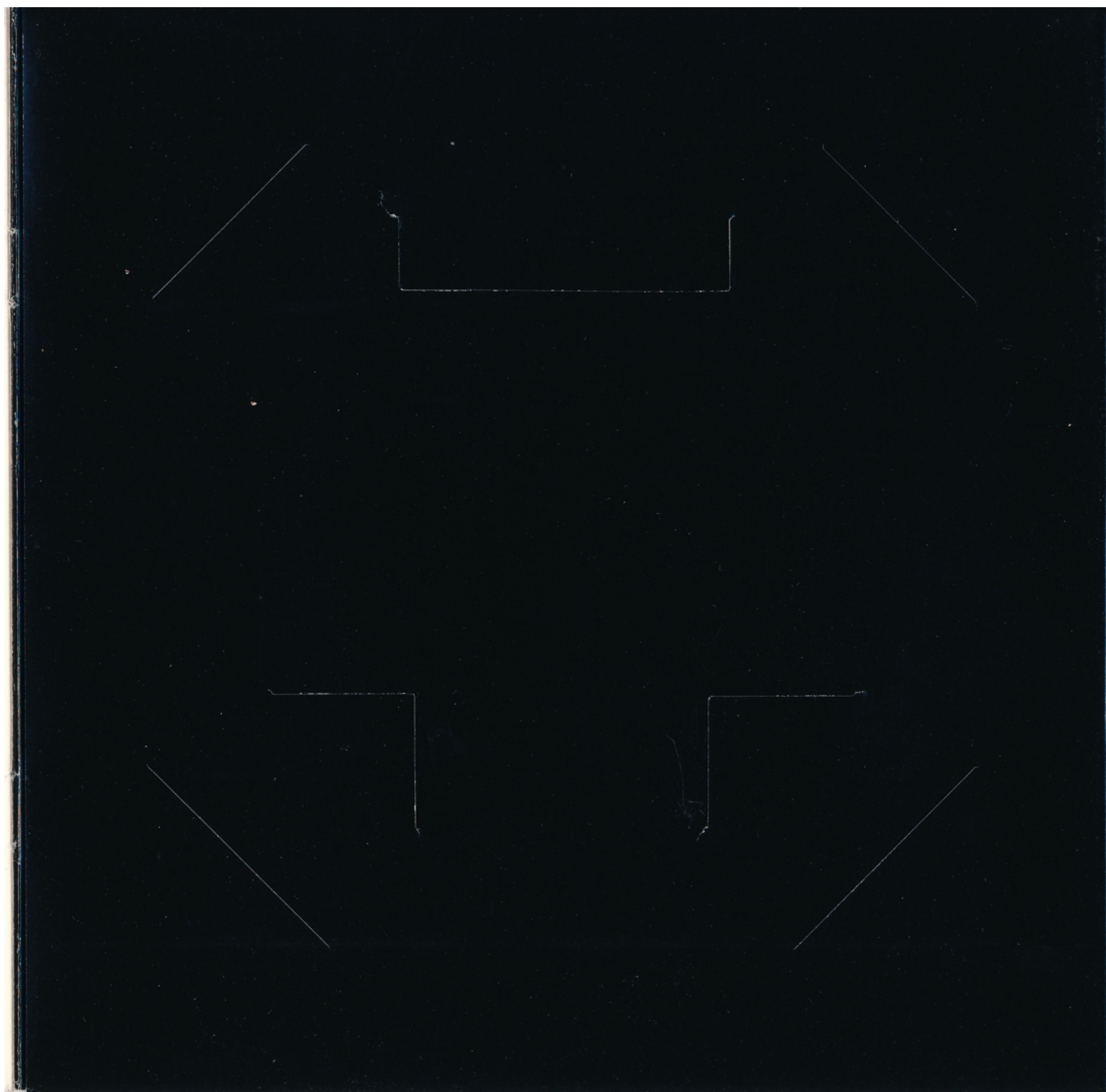
■ TO START THE PROGRAM USING ONE 3 1/2" FLOPPY DISK DRIVE -
Make sure your computer is on and DOS is loaded. When the A:> prompt appears, insert the 1990 Dimensions disk. Type BUICK and press Enter.

■ TO START THE PROGRAM USING ONE 5 1/4" FLOPPY DISK DRIVE -
Make sure your computer is on and DOS is loaded. When the A:> prompt appears, insert the disk marked "CENTURY" into the drive. Type BUICK and press Enter. The program will automatically tell you when to insert the disk marked "REGAL," as well as any other necessary disk changes.

■ TO START THE PROGRAM USING TWO 5 1/4" FLOPPY DISK DRIVES -
Make sure your computer is on and DOS is loaded. Put the disk marked "CENTURY" into drive A and the disk marked "REGAL" into drive B. When the A:> prompt appears, type BUICK and press Enter. Leave the disks in the drives until after you exit the program to DOS.

You will use menus and function keys to gain access to all program sections and features. Specific screen instructions are found on a bar across the bottom of each screen. Onscreen "HELP" is available at all times. Press <ESC> while viewing any screen for pull-down menus.

■ The use of a mouse, printer or hard drive is optional. ■ To use an attached mouse, be sure the mouse driver is loaded prior to beginning Buick Dimensions. Highlight available selections or instructions with the mouse cursor, then click with either button. ■ An attached parallel interface printer may be used to print a Window Sticker for the Buick of your choice by pressing <F10> while in the Spreadsheet. Check to be sure that your printer is on line BEFORE attempting to print from the Buick Dimensions program! ■ Buick Dimensions may be loaded on your hard drive by using the standard DOS Copy command. ■ Please consult the appropriate software/hardware manuals for information about installing a mouse driver, loading on a hard disk drive, or connecting printers to your computer.





7/10/00

Thank you for your interest in Buick

To show our appreciation, there's a

**CENTENNIAL CERTIFICATE
ENCLOSED**



The Great American Road Belongs to Buick



BUICK MOTOR DIVISION, GENERAL MOTORS CORPORATION, FLINT, MI 48550

Dear Computer Owner:

Thank you for requesting the all new 1990 Buick Dimensions program.

The information in your program is designed to help you make an intelligent purchase decision. It contains facts and figures on all 1990 Buick models.

Your 1990 Dimensions program celebrates the Great American Road which, for one hundred years, has linked our system of National Parks. The four program sections allow you to tour the Great American Showroom full of 1990 Buick models; see Technology in Motion on those 1990 Buick models; take the 1990 Buick Challenge to test your knowledge of the Great American Road; or Hit the Road with Buick's unique computerized Road Atlas.

To show our appreciation for your interest in Buick, we are also including a special Centennial Certificate. If you purchase a new and unused previous or current model year Buick between November 15, 1989 and September 28, 1990, you may redeem your Centennial Certificate for a Great American Picnic Basket to take with you on your tour of The Great American Road. The total number of Centennial Certificates available is limited to the first 150,000 Buick Dimensions programs issued. Complete details are on the reverse side of this Certificate.

Thank you again for test driving Buick by means of your Dimensions program. After you've reviewed it, we invite you to visit your local Buick Dealer for an actual test drive.

Sincerely,

CASH ALLOWANCE

CERTIFICATE NUMBER: **C N° 641559**

R.E. Coletta
General Sales
and Service Manager

Retain above portion. Take portion below, including Certificate to any Buick Dealer.

The Great American Picnic Basket



The classic Longaberger Basket®, "handmade to be handed down," custom engraved with your name on a brass nameplate. Each basket is filled with a handmade liner, a comfortable red Tartan plaid stadium blanket, and full place settings for four—including picnic tumblers, Corning Corelle™ plates, flatware in convenient holders, easy-care napkins and a special 1990 United States Road Atlas.

Take this certificate to any Buick Dealer

Buick Dimensions Disk

Centennial Certificate

Offer valid from November 15, 1989 through September 28, 1990*

Customer Name _____

Address _____

City _____ State _____ Zip _____

Dealer Code Number _____ Delivery Date _____

VIN of vehicle purchased _____

Dealer Firm Name _____

Address _____

City _____ State _____ Zip _____

Dealer Signature _____ Customer Signature _____

Your Certificate Number:

C N° 641559

Certificate quantity limited to 150,000 nationally.

* This Centennial Certificate may be redeemed for a Great American Picnic Basket if you purchase a new and unused previous or current model year Buick between November 15, 1989 and September 28, 1990. Dealer note: All Centennial Certificates must be received by the Buick Dimensions Disk Center, 902 E. Hamilton Ave., Room #329, Flint, MI 48550, no later than October 28, 1990.

PROGRAM RULES

1. The recipient of a 1990 "Buick Dimensions" disk package who purchases or leases an eligible new and unused previous or current model year Buick between November 15, 1989 and September 28, 1990, may redeem their Centennial Certificate for the Great American Picnic Basket detailed on this certificate.
2. The original Centennial Certificate must be presented to an authorized Buick Dealer at the time of purchase or retail lease of an eligible previous or current model year Buick.
3. Only the original Centennial Certificate will be honored. Mechanical reproductions or facsimiles are not valid. Certificate may be used by recipient or member of their immediate family.
4. This Centennial Certificate may be used in addition to any other consumer retail incentive program that is available.
5. Only one Centennial Certificate can be redeemed per retail purchase or retail lease of an eligible vehicle. Centennial Certificates must be used by September 28, 1990.
6. The total number of Centennial Certificates available is limited to the first 150,000 Buick Dimensions disk sets issued. Inquiries regarding the program should be made to the Buick Dimensions Disk Center, 902 E. Hamilton Ave., Room #329, Flint, MI 48550.

Dealer: Please forward this portion to the Buick Dimensions Disk Center for auditing.

Complete the following information and forward this certificate to the Buick Dimension Disk Center, 902 E. Hamilton Ave., Room #329, Flint, MI 48550.

TYPE OF TRANSACTION: (Check one)

☐ Purchase ☐ GMAC Direct Lease Plan
Year, Make, and Model of car TRADED (if none, N/A)

OPTIONAL CUSTOMER PROFILE:

Age ____ ☐ Male ☐ Female

Marital Status (Check one) ☐ Married ☐ Single

Education (Check one) ☐ Less than 12 years ☐ High School Graduate
 ☐ College Graduate ☐ Post Graduate Study

How many cars in family?

☐ one ☐ two ☐ three ☐ four or more

Do you own a foreign car? ☐ Yes ☐ No

Do you own or rent your home? ☐ own ☐ rent

Annual household income: (check one)

<input type="checkbox"/> \$15,000 to \$19,999	<input type="checkbox"/> \$35,000 to \$39,999	<input type="checkbox"/> \$55,000 to \$59,999
<input type="checkbox"/> \$20,000 to \$24,999	<input type="checkbox"/> \$40,000 to \$44,999	<input type="checkbox"/> \$60,000 to \$64,999
<input type="checkbox"/> \$25,000 to \$29,999	<input type="checkbox"/> \$45,000 to \$49,999	<input type="checkbox"/> \$65,000 to \$69,999
<input type="checkbox"/> \$30,000 to \$34,999	<input type="checkbox"/> \$50,000 to \$59,999	<input type="checkbox"/> \$70,000 plus