



# BUICK

BUICK was started by a Scottish industrialist in 1903. The early models featured overhead valves which at the time was a rare feature.

In 1908, Buick became part of the General Motors group. Buicks were positioned between the Oldsmobile and Cadillac makes targeting professionals looking for a high value car with class. Bad timing affected Buick sales firstly with the decision to offer costlier eight-cylinder cars just before the Wall Street crash of the early 1930's, and secondly launching a re-styled line-up in 1942 just prior to production stopping as a result of America's war effort for World War II. Once production had re-gained momentum, the 1949 Roadmaster became a big hit being both eye catching style and luxurious. In 1954, the Roadmaster and Century models lost the 'swept back' look and in 1958 the somewhat ostentatious Century was launched with it's monster front grill made up of 160 individual chrome squares.

The car followed the trend of 'bigger was better' but without increased engine power the extra weight degraded the car's performance.

In the early 1960's new models like the Electra, Invicta and Riviera started to appear with cleaner lines and less gimmicks. Pre-empting the 70's energy crisis, 1977, saw the first of GM's cars that were both reduced in size and weight... and so to the present day where you still find many folks who would 'rather have a Buick'.



[www.buick.com](http://www.buick.com)