

availability and price

Radial ply tires are available in whitewalls only, at extra cost, on all 1967 Buicks (in comparable sizes between 7.75 x 14 and 8.85 x 15). In ordering, specify option F7.

Radial Ply Whitewall Tire Application:	Manufacturer's Suggested Retail Price*
Special, Special Deluxe, Skylark, GS-340.....	\$ 88.47
Sportwagon.....	77.93
GS-400.....	56.87
LeSabre, Wildcat, Riviera (without GS option).....	107.36
Electra 225.....	89.47
Riviera GS.....	64.21

*Includes Federal Excise Tax.

comparable sizes

Conventional Tire Size	Available Radial Ply Tire Size
7.75 x 14	205 R 14*
8.25 x 14	205 R 14**
8.45 x 15	225 R 15*
8.85 x 15	225 R 15

*Oversize tire.

**Available from Flint
plant only.

inflation

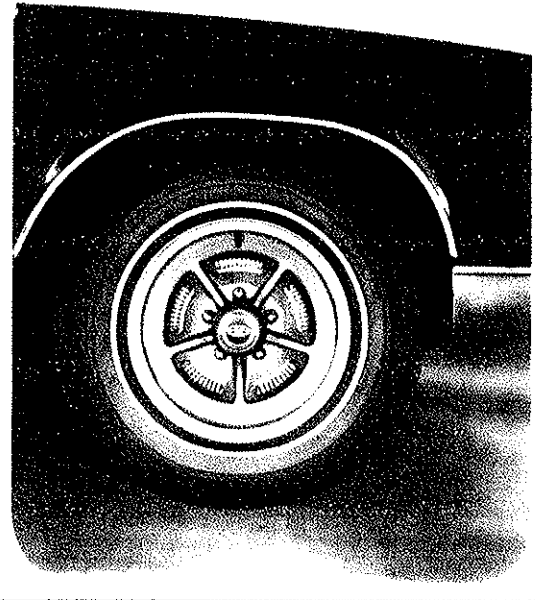
Radial tires, when properly inflated, have the appearance of under inflation. CAUTION the buyer not to over-inflate and to periodically check tire pressures.

rotation

Radial ply tires should be rotated every 5,000 miles . . . following the instructions outlined in the Buick Owner's Guide.

RADIAL TIRES

the inside story



The whole idea of radial tires . . . and the buyers they appeal to . . . is probably new to you.

You're not alone. Radial tires have been available in the American car market for only a very short time. As a result, few automobile salesmen are familiar with them.

The purpose of this booklet is to supply you with essential selling information on radial tires.

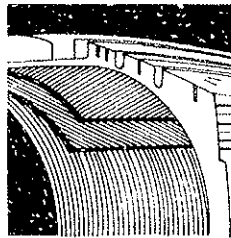
It will help you close important sales with interested buyers . . . the kind who want something extra.



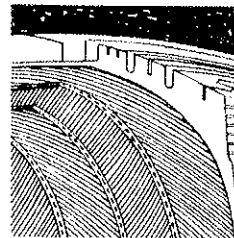
**this is a
radial tire**

You can identify a radial tire by its rounded shoulders . . . and the tire's tendency to appear somewhat "softer" in the sidewalls than a conventional tire.

what's different about radial tires?



Radial



Conventional

In a radial tire, cords run across the tire from rim to rim at a 90° angle. In a conventional tire, the cords run diagonally at about a 40° angle to the rim.

The casings beneath the rubber are, therefore, quite different.

In addition, a radial tire has a reinforcing belt of four plies of cord that are parallel to the tread.



Radial



Conventional

At low speeds (below 40 mph), radial tires give the car a stiffer or "harsher" ride because of their greater tread rigidity.

However, this same rigidity reduces rolling resistance and "drag." With less engine power needed, radial ply tires will help increase fuel economy.

The 4-ply reinforcing belt in a radial tire increases tread life . . . and the rounded shoulder helps to move the tires out of road ruts.

are radial tires best suited to particular prospects?

The most important qualifying points for radial ply tires are the prospect's personality, driving habits, and how well radial tires fulfill his needs. Direct your selling efforts accordingly.

what are the advantages of radial tires?

- More prolonged tread life
- Improved ride at higher speeds
- Improved fuel economy
- Higher resistance to punctures and road hazards.

sell radial tires to

- Anyone who drives long distances regularly
- Anyone who uses his car on rough roads
- Those who want an added measure of fuel economy
- Those who want increased tire life.