

PRESORTED
FIRST CLASS
U.S. POSTAGE
PAID
TAMPA, FL
PERMIT NO. 171

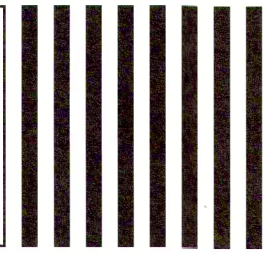
P.O. Box 25637
Rochester, NY 14625
Return Service Requested

BUSINESS REPLY MAIL
FIRST CLASS MAIL PERMIT NO. 3274 ROCHESTER, NY

POSTAGE WILL BE PAID BY ADDRESSEE

BUICK PROGRAM HEADQUARTERS
1150 MAPLEAWN DRIVE
TROY, MI 48084

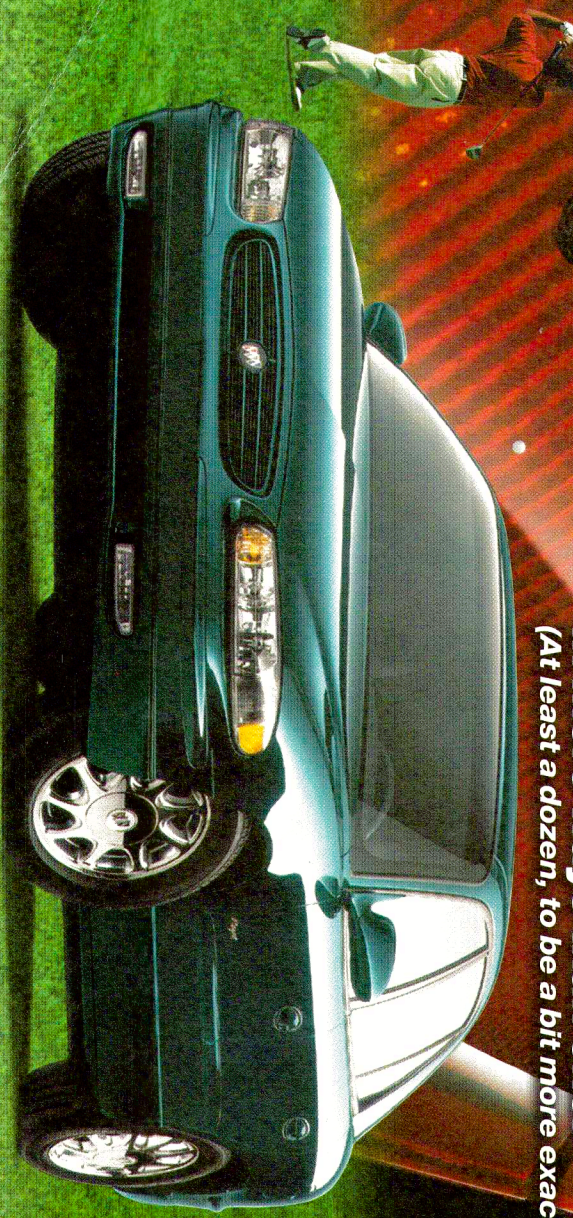
NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



How's your drive these days?

Come help us celebrate our 25th anniversary...

and we'll improve your drive
in more ways than one!
(At least a dozen, to be a bit more exact.)



Presenting the 25th Anniversary 1998 Regal LS Performance Sports Sedan.
MSRP: \$23,995.* (Includes a special \$500 option package discount)