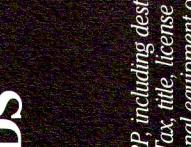


ANNOUNCING B U I C K • S

Springing SELLABRATION

Compare Regal, Camry, Accord and Intrepid!

- Regal's roomier!
- Regal offers superior comfort and interior quietness!
- Regal has the most standard safety features in its class!
- And Regal is priced THOUSANDS less, too!



THOUSANDS
less, too!

Strategic Vision's 1997 Vehicle Experience Study™ surveyed 54,749 January-March new vehicle buyers of 200+ models after the first 90 days of ownership.

Comparisons based on MSRP, including destination charges, of comparably equipped vehicles. Competitive data based on national information. Level of equipment varies. Tax, title, license fees and additional optional equipment are extra. New York residents add \$170 MSRP for required Emissions equipment. Optional equipment on Intrepid includes Electromechanic inside rear view mirror, overhead trip computer, CD changer controls, 9 Infinity speakers, automatic air conditioning, alarm system and conventional spare tire. Optional equipment on Toyota and Honda includes floor mats, fog lights and cargo net; all items that are standard on Regal. *Represents dealer installed equipment.

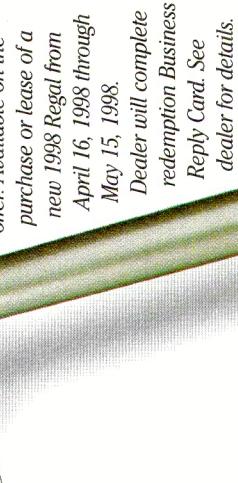
Strategic Vision's 1997 Vehicle Experience Study™ surveyed 54,749 January-March new vehicle buyers of 200+ models after the first 90 days of ownership.

**NOW—
Get GMAC Financing
as low as
1.9% APR**
for up to 36 months through June 30, 1998.*

OR

**Lease the 25th Anniversary Regal for
\$299 a month for
36 months****
\$2,119 total due at lease signing
(includes first month's payment and refundable security deposit)

*1.9 APR GMAC financing for 36 months is \$28,707 per month per \$1,000 financed. Rate increases as length of contract increases. Down payment may vary based on credit. GMAC must approve. **Tax, title, license and insurance extra. GMAC must approve lease. 36,000 miles allowed. Example based on specifically equipped vehicles. Monthly payments might be slightly higher in New York due to required emissions equipment. You must take retail delivery from dealer stock by June 30, 1998. See your dealer for details.



And if you buy or
lease any new
1998 Regal before
May 15th, the
deal gets even
sweeter. Regal
by Buick will
present you
with your very
own Callaway
BIGGEST Big
Bertha driver.
How's that for
a driving
experience that's
tough to beat? †

† This is a limited time offer. Available on the purchase or lease of a new 1998 Regal from April 16, 1998 through May 15, 1998.

Dealer will complete
redemption Business
Reply Card. See
dealer for details.

Features	1998 BUICK REGAL LS 25th ANNIVERSARY	1998 DODGE INTREPID ES	1998 TOYOTA CAMRY XLE-V6	1998 HONDA ACCORD EX-V6
Base Price (incl. Destination Charges)	\$23,905	\$23,015	\$25,288	\$24,545
Engine	3800 SEFI V-6	3.0 24V EFI V-6	3.0 24V EFI V-6	3.0 24V EFI V-6
Anti-Lock Braking System	Standard	Standard	Standard	Standard
Traction Control	Standard	Package	\$300	N/A
Power Dual Outside Heated Mirrors	Standard	N/A	Standard	N/A
Air Filtration System	Standard	Package	N/A	N/A
Dual Comfortemp Climate Control	Standard	Standard	Standard	Standard
Remote Keyless Entry	Included	N/A	N/A	N/A
Leather-Trimmed Bucket Seats	Included	N/A	Standard	Standard
Steering Wheel Radio Controls	Included	N/A	Standard	Standard
AM/FM Stereo CD and Cassette Stereo	Included	\$515	\$180	\$199*
Power Driver's Seat	Included	Standard	Standard	Standard
16" Aluminum Wheels	Included	Standard	Standard 15"	Standard 15"
Astroroof (Electric sliding glass sunroof)	Included	\$795	\$1,000	Standard
Optional Equipment/Packages	\$0	\$1,215	\$589	\$477*
MSRP	\$23,905	\$26,540	\$28,362	\$25,221
Horsepower Rating	195	220	194	200
Fuel Economy	19/30	19/29	19/27	21/28

Lockport • MIKE SMITH BUICK • 716/625-8235
Mohawk • HOLT BROS. BUICK • 315/866-2120
Newark • MARVIN BUICK • 315/331-2020

Niagara Falls • DELIA BUICK • 716/692-7810
North Syracuse • ROGER'S BUICK • 315/452-1800

Norwich • CHRISTIAN MOTOR SALES • 607/334-2234
Olean • RICK BOKMAN • 716/372-8633
Oneida • McCARTHY BUICK • 315/363-4600

Oneonta • OTSEGO AUTOMOTIVE • 607/432-2800
Orchard Park • JIM BALL BUICK • 716/667-2000
Oswego • R.M. BURRITT MOTORS • 315/343-8948
Owego • STEVE SCOVILLE BUICK • 607/754-2711

Rochester • DORSCHEL BUICK • 716/334-9440
Rome • NAVELLI BUICK • 315/337-7100
Sidney • WHITAKER AND SON • 607/563-9811

Springville • THE JOHNSON BOYS BUICK • 716/592-2848
Syracuse • ROMANO BUICK • 315/475-3181
Tonawanda • SKILL BUICK • 716/692-4333
Vestal • VAN ATTA BUICK • 607/729-6261
Waterloo • LE BRUN MOTORS • 315/539-0333
Wayland • BENNETT'S BUICK • 716/728-2260
Webster • PIERIER BUICK • 716/671-7900
Wellsville • PRESTON AUTO CTR. • 716/593-4150
Westfield • MURRY PRICE BUICK • 716/326-4675
Williamsville • TOWNE BUICK • 716/689-2900
Wolcott • GOVERER BUICK • 315/594-8028
Yorkville • CARBONE SALES & SERVICE • 315/736-0811

④ When do you plan to purchase your next vehicle?
Dealership Name _____
Address _____
City _____ State _____ ZIP _____
Dealer Code _____

⑤ Rank the following factors from 1 to 9 in importance when deciding on your next vehicle?
Style _____ Price/Value _____ Reliability _____
Quality _____ Comfort _____ Resale Value _____
Safety/Security _____ Ownership Experience _____
Other, please provide detail _____

Salesperson Name _____
Salesperson Signature _____

Testdrive offer for one dozen golf balls is available only to the original recipient of this direct mail offer. This is a limited time offer. Testdrive any new 1998 Regal between April 16, 1998 and May 15, 1998, complete this Customer Courtesy Card and have your salesperson validate the card. Limit one per customer. This card must be postmarked no later than May 15, 1998. Please allow four to six weeks to receive your golf balls from program headquarters.

⑥ Which vehicle do you currently own?
Make _____ Model _____
Year _____ Purchased _____ Leased _____
If leased, for how long? _____ (months)

⑦ Which other vehicles will you be considering for your next new car?
Make _____ Model _____
Make _____ Model _____

⑧ How likely are you to consider Buick for your next purchase/lease?
Very Likely Likely Not Likely
Which Buick model? _____

To receive your one-dozen Top-Flite® Z Balata golf balls, you must bring in this reply card to your nearest participating Buick Dealer before May 15, 1998.

⑨ Which vehicle do you currently own?
Make _____ Model _____
Year _____ Purchased _____ Leased _____
If leased, for how long? _____ (months)

Regal by Buick
Official Car of the Supercharged Family.

⑩ How likely are you to consider Buick for your next purchase/lease?
Very Likely Likely Not Likely
Which Buick model? _____