



ANNOUNCING BUICK'S Spring 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!

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 Electrochromic 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 \$28.70 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.



Albion • MOORE-NESBITT • 716/589-7056
Auburn • FOX AUTO MALL • 315/253-3227
Batavia • ZIGROSSI BUICK • 716/343-1004
Bath • BURCH BUICK • 607/776-3041
Boonville • LEE BUICK • 315/942-2911
Brockport • COURTESY BUICK • 716/637-7070
Buffalo • BRAUN BUICK • 716/833-5000
Canandaigua • RANDALL BUICK • 716/394-0050
Cheektowaga • PAUL BATT BUICK • 716/891-5595
Collins • STEVE BALDO • 716/532-3396
Cooperstown • GARY ENCK BUICK • 607/547-2277
Cortland • ROYAL BUICK • 607/756-7555
Delhi • ROBERT H. LEWIS & SON • 607/746-2187
East Aurora • DELIA BUICK • 716/652-2600
Elbridge • H.O. CLARK • 315/689-3911
Elmira • TWIN TIER BUICK • 607/734-7111
Fairport • VINCENT BUICK • 716/377-3360
Fredonia • HANK BOKMAN BUICK • 716/679-1535
Fulton • LAQUA'S BUICK • 315/598-2215
Geneseo • BALCONI BUICK • 716/243-3170
Geneva • BOB STENZEL BUICK • 315/789-6811
Great Valley • O'LAUGHLIN BUICK • 716/945-5050
Hamilton • DEN KELLY BUICK • 315/824-3610
Hancock • KAPLAN BUICK • 607/637-2471
Honeoye Falls • ELMER SCHMIDT BUICK • 716/624-1933
Hornell • LAMAC UNLIMITED • 607/324-3265
Ithaca • CUTTING MOTORS • 607/273-5080
Jamestown • HARTLEY BUICK • 716/484-0131
LeRoy • CHIEF BUICK • 716/768-8184

Regal by Buick

Official Car of the Supercharged Family.

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.

- How likely are you to consider Buick for your next purchase/lease?
☐ Very Likely ☐ Likely ☐ Not Likely
Which Buick model? _____
- Which other vehicles will you be considering for your next new car?
Make _____ Model _____
Make _____ Model _____
- Which vehicle do you currently own?
Make _____ Model _____
Year _____ Purchased _____ Leased _____
If leased, for how long? _____ (months)

Your Great American Buick Dealer wants to improve the quality of your driving experience. During Buick's Spring Sellabration, We are going to give you one dozen Top-Flite Z Balata golf balls just for stopping in and driving a new 1998 25th Anniversary Regal, Regal LS, OR Regal GS by Buick. See attached Business Reply Card for Details.



Regal by Buick

Official Car of the Supercharged Family.



GREAT
AMERICAN
BUICK
DEALERS

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 • CHRISTMAN MOTOR SALES • 607/334-3234
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 • DORSCHER BUICK • 716/334-9440
Rochester • DOAN BUICK • 716/227-1900
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 • 315/539-5033
Wayland • BENNETT'S BUICK • 716/728-2260
Webster • PIEHLER 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 • GOVENER BUICK • 315/594-8028
Yorkville • CARBONE SALES & SERVICE • 315/736-0811

- When do you plan to purchase your next vehicle?
(months)
___ 1-3 ___ 4-6
___ 7-12 ___ 13 or more
- 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 _____

Dealership Name _____
Address _____
City _____ State _____ ZIP _____
Dealer Code _____
Salesperson Name _____
Salesperson Signature _____

Test-drive offer for one dozen golf balls is available only to the original recipient of this direct mail offer. This is a limited time offer. Test-drive 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.