FREE SAMPLE

The opening pages of

1970 Buick Riviera Restoration Guide

Read these pages exactly as they appear in the full guide.
Nothing here is rewritten or summarised — it is the product itself,
so you can judge the depth before you spend a dollar.

The full guide: https://restoreessentials.com/product/RE-GD-1970-BUICK-RIVIERA

RestorationEssentials — instant PDF download after checkout.

RESTORATIONESSENTIALS

1970 Buick Riviera

Factory-Correct Restoration Guide

Key facts at a glance

This is the RestorationEssentials factory-correct restoration guide for the 1970 Buick Riviera — one model, one year, nothing else. Every specification in this guide was checked against marque references, factory literature excerpts, and enthusiast documentation before it was written.

Our operating ethic is simple: we don't lie and we don't steal, we offer value. That means three things for this guide. First, no invented specifications — every number has a source. Second, where reputable sources disagree, the disagreement is disclosed in the text and in the Sources, Conflicts & Omissions section rather than papered over. Third, where a detail could not be verified, it is omitted and the omission is recorded — an honest gap beats a confident fabrication.

How to use this guide: start with the VIN and Fisher Body cowl-tag decoding sections to establish exactly what your car was when it left the factory. Use the engine, transmission, axle, paint, and casting sections to verify that what is on the car today matches what should be there. Use the rust and restoration-sequence sections to plan the work. And keep this guide in the shop — it is a working document, not a coffee-table book.

A final note: these cars are sixty years old. Parts have been swapped, tags have been lost, and memories have faded. Trust the metal — casting numbers, date codes, and stampings — over stories. When in doubt, photograph everything and verify against the factory service manual for your year.

1. Manufacturer History: Buick

Buick is the oldest surviving American automobile brand still in production, founded in 1903 — and the company that made General Motors possible. When William C. Durant took control of the struggling Buick Motor Company in 1904, he turned its valve-in-head engine into a sales sensation, then used Buick's profits as the foundation to assemble General Motors in 1908. Every GM division that followed was built, in a real sense, on Buick's earnings. The brand's early identity — refined power, engineering substance, quiet prestige — was set in that first decade and never really left.

The 1950s made Buick a style leader: Harley Earl's shop produced the 1951 XP-300 and LeSabre show cars, tailfins grew, and the V8 replaced the straight-eight in 1953 with the first 'nailhead' — the vertical-valve V8 whose tiny valves gave it its nickname and whose enormous torque made it a legend.

The 1960s were Buick's performance coming-of-age. The 1963 Riviera invented the American personal-luxury coupe; the 1965 Skylark Gran Sport put Buick in the muscle-car fight; and the 1970 GSX Stage 1 produced what many consider the ultimate expression of the breed — 510 lb-ft of torque from a 455 that was deliberately underrated.

Buick's engineering culture was distinct within GM: a fixation on torque over advertised horsepower (the famous 'Wildcat 445' and 'Wildcat 465' air-cleaner decals stated torque, not displacement), the switch-pitch torque converter, the Super Turbine automatics, and engines — the nailhead, the 400/430/455 big-blocks — that were built heavier and torquier than their corporate cousins. For the restorer, Buick's relative rarity is a double-edged sword: fewer cars survived than Chevelles or GTOs, but the Buick Club of America, the GS clubs, and specialists like TA Performance and nailheadbuick.com have kept parts and knowledge alive.

The 1970s brought the end of the high-compression era across the industry, and Buick adapted with the 231 V6 and, eventually, the turbocharged Grand National — the brand's second performance golden age. The Riviera ran until 1999, the Skylark until 1998. Today the 1963-1973 Rivieras and the 1965-1972 Gran

SAMPLE EXCERPT — full guide available at the link on the cover sheet

e cornerstone collector cars: luxurious, torquey, and still — by muscle-car standards — undervalued. Factory-correct restoration of these cars rewards patience, because the documentation exists if you know where to look, and the cars themselves were built to a standard their prices never quite reflected.

2. Model History: Buick Riviera

The Riviera is the car that invented its segment — the American personal-luxury coupe — and it did so by accident. The 1963 Riviera began life as a Cadillac concept called the LaSalle II; when Cadillac passed, Buick claimed it, and the result was a clean-sheet E-body coupe with a 117-inch wheelbase, razor-edge styling, and standard 401 nailhead power. It was an instant sensation: Motor Trend named it Car of the Year territory, the cognoscenti put it on the same list as the Thunderbird, and 40,000 buyers in 1963 proved the market existed.

The 1965 redesign brought stacked headlamps, concealed headlamps, and the Gran Sport option — the A9 package with the dual-quad 425 Super Wildcat, the first time Buick's performance message and its luxury flagship were officially combined. The 1966 Riviera grew to a 119-inch wheelbase and shared its new E-body shell with the Oldsmobile Toronado (though the Riviera stayed rear-drive while the Toronado went front-drive). Through 1970 the Riviera was the thinking man's luxury coupe: restrained, powerful, and built to a standard the price never quite reflected.

The 1971 boattail redesign — Bill Mitchell's sweeping fastback rear window — is one of the most polarizing designs in American automotive history and, today, one of the most collectible. The 455 replaced the 430 in 1970 and carried the big Rivieras through the end of this era in 1973, detuned year by year as compression fell and net ratings replaced gross. The Riviera would continue for decades, but the 1963-1973 E-bodies — crisp early cars, muscular middle cars, and the unforgettable boattails — are the ones collectors fight over.

3. What Makes the 1970 Unique

The 455 arrives: 1970 brought Buick's biggest big-block to the Riviera — 370 gross horsepower and a thunderous 510 lb-ft of torque. It was the most powerful standard Riviera engine ever, and the last of the high-compression big Rivieras.

Final year of the 1966-70 E-body. The 1970 cars are the only Rivieras to pair the classic formal body with the 455 — a one-year combination collectors prize.

1970 Buick Riviera

The GS option continued (3,505 built) with its handling package. Note: 1970 was the last year of high compression across the industry — the 1971 455 dropped to 8.5:1.

1970-only details: the 455's first-year components and tuning, revised grille and trim. Verify the engine production code (SF/SR) against the factory service manual for your application.

4. VIN Decoding

The 1970 VIN is on top of the dash, visible through the windshield:

Position

Meaning

First digit

'4' = Buick.

Second/third

Series: '94' = Riviera.

Fourth/fifth

SAMPLE EXCERPT — full guide available at the link on the cover sheet