

FREE SAMPLE

The opening pages of

1968 Buick GS Restoration Guide

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1968 Buick GS

Factory-Correct Restoration Guide

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About This Guide

This is the RestorationEssentials factory-correct restoration guide for the 1968 Buick Gran Sport (GS) — 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 1968 Buick Gran Sport

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



the 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 Gran Sport (GS)

The Gran Sport is Buick's muscle car — and it started as a skunkworks. In 1965, Buick engineers dropped the 401 nailhead into the Skylark, called it the Gran Sport, and marketed the engine as a '400' to slip under GM's 400-cubic-inch limit on intermediates. It worked: 15,780 buyers in 1965 made the GS an instant contender, and the formula — Buick torque in the A-body — never changed.

The 1967 GS became its own series with the new 400 wedge-head V8, and the 1968 redesign split the line into the GS 350 and GS 400 (plus the budget California GS). The 1969 Stage 1 turned the wick up to 345 hp; the 1970 GS 455 and the GSX (with the Stage 1's 360 hp and 510 lb-ft) are the peak of the breed — the 1970 Stage 1 is widely considered the ultimate Buick muscle car. Compression fell in 1971 (8.5:1), net ratings arrived in 1972, and the party wound down — but the 1971-72 Stage 1 cars, especially the 1972s with their VIN-embedded V engine code, remain blue-chip collectibles.

For the restorer and buyer, the GS is a numbers game played with the VIN: series 46 (GS 400/455) or 34 (GS 350/GS) in the 1965-71 VIN is the birth certificate of a real Gran Sport, and the 1972's G-series VIN with the V fifth character is the Stage 1's. The GS is among the most cloned muscle cars — this guide series teaches you to verify before you pay.

3. What Makes the 1968 Unique

All-new A-body for 1968 and a split GS line: the GS 350 (280-hp 350 small-block) and the GS 400 (340-hp 400 big-block), plus the new budget California GS — a Special/Skylark-based coupe with GS equipment at a lower price (4,831 built).

The California GS is the value play and the clone risk: it was a real factory package, but its Special/Skylark-based VIN coding means the build sheet is the proof. Verify the equipment against factory literature.

1968 federal details: side-marker lights, the VIN on top of the dash, emission controls. The 112-inch wheelbase (two-doors) changed the car's proportions — verify trim against 1968 literature.

1968 Buick Gran Sport

The 1968 GS 400 (PR engine code, 340 hp / 440 lb-ft) is the performance benchmark of the small-bumper GS years. Verify the engine production code, casting numbers, and date codes.

4. VIN Decoding

The 1968 VIN is on top of the dash, visible through the windshield (TeamBuick 1968 reference). 1968 GS

series codes:

Position

Meaning

First digit

'4' = Buick.

Second/third

Series: '34' = GS 350, '46' = GS 400. (The California GS used

Special/Skylark-based coding — see the build sheet.)

Fourth/fifth

Body style code.