

# 1964-72 Oldsmobile Vista-Cruiser and Buick Sportwagon: Different Outlook

by John Heilig

**Y**ou look at a Buick Sportwagon or Oldsmobile Vista-Cruiser from the Sixties and you think, "I've seen that shape somewhere before." And then it dawns on you: a Greyhound bus.

The Scenicruiser bus, topped by its window-ringed "Vista Dome" roof over the rear two-thirds of the vehicle, first appeared in 1948 as a prototype for Greyhound Lines, a major General Motors bus customer. (In turn, the dome was inspired by an observation deck atop the cars of GM's predictive "Train of Tomorrow" from the previous year.) Beginning in the Fifties, GMC built Scenicruisers for Greyhound, great gleaming split-level ranch houses on wheels that gave intercity passengers a commanding view as they crisscrossed America riding high above the luggage hold and running gear.

Then, in 1964, Buick and Oldsmobile introduced station wagons with this same raised roofline feature inset with windows on three sides. But was the special roof of these wagons truly inspired by the Scenicruisers? Maybe yes . . . and maybe no.

"I don't think the idea of the wagons came directly from the buses," said Ray Koenig, who was head of GM's Body Development Studio at the time. "Pete Wozena put it together absolutely on his own. He worked in an advanced studio, looking for ideas for wagons. He developed a number of cars, and did some Motorama cars.

"Pete was sort of an offbeat designer," Koenig continued. "He brought his sketch into the Development Studio, where we did the interchangeable sheet-metal for the cars. We converted the sketch into full-size drawings. Buick and Olds bought into it."

Throughout their lifespans, both the Sportwagon and the Vista-Cruiser were built on stretched versions of the mid-size A-body platform used, respectively,

**What exactly served as the inspiration for the styling of General Motors's high-top station wagons may be open to some debate, but there's no doubt that the wagons with windows in the roof injected some new pizzazz into the old family bus.**

by the Buick Special/Skylark and Oldsmobile F-85/Cutlass. Additionally, both wagons offered the availability of forward-facing third-row seats. Competitors like the Chevrolet Impala, Pontiac Catalina Safari, Dodge Polara, and Chrysler Newport wagons all had rear-facing seats in the third row, while the big Ford wagons had rear seats that faced each other.

Buick offered skylight-roof Sportwagons through the 1969 model year, then kept the name alive for the next three seasons on a more run-of-the-mill Skylark wagon. Oldsmobile continued with the true Vista-Cruiser through 1972. There were Vista-Cruisers from 1973 to 1977, but these cars—built on GM's new "colonnade" body for intermediates—no longer had a wheelbase or roofline distinct from those of other midsize wagons in the corporate stable.

Both the Sports Wagon (as Buick called it in its first year) and the Vista-Cruiser were introduced on February 4, 1964, about five months after the rest of their

lines. While every other model of GM's four brands of midsize cars adopted a 115-inch wheelbase for '64, these new Buick and Olds wagons were mounted on a 120-inch chassis. As such, they were four to five inches longer, bumper to bumper, than the base Special and F-85 station wagons. The raised roof section created a cargo area that was almost three inches taller than in the flat-roofed wagons, which, when combined with the longer wheelbase, added up to increased cargo room. Head room also increased. This allowed passengers to ride in second- and third-row seats without removing their hats near the end of an era when that still mattered.

"The new forward-facing third seat offers more room, and with a view, thanks to the new Vista-Roof," bragged Oldsmobile sales literature. On both the Sports Wagon and Vista-Cruiser, the raised section began at a point about in the middle of the car. The full length of the forward edge of the "attic" featured a divided window. Additional long, curved panes ran along the sides. The glass filtered out heat and glare, and was as strong as a metal roof. Buick claimed that the specially developed tinted glass only transmitted 27 percent of the sun's heat, versus 60-70 percent for normal glass. (To cut down on glare even further, flip-down visors were available for the forward-facing roof windows.) Also, the rear-quarter windows on Sports Wagons and Vista-Cruisers extended to the trailing edge of the body sides, instead of terminating at the wrapped D-pillars of the more-mainstream Special/F-85 wagons.

In *Motor Trend's* March 1964 cover-story test of the two new wagons, Technical Editor Jim Wright predicted the novelty of the raised-roof design would be a big selling point. "More important, though, is the fact that the bubble is more than just a styling and sales gimmick—





An airy raised roof section with enough extra head room to accommodate passengers in an available forward-facing third seat made this Buick Skylark Sports Wagon and the related Oldsmobile Vista-Cruiser the talk of station wagon shoppers in 1964. Long-wheelbase intermediate wagons with the dome roof feature were produced until the early Seventies.







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1, 2. Except for a few trim details, this mock-up shows the Buick Skylark Sports Wagon design was essentially complete by February 5, 1963. 3. Four overhead windows let added light into the cabin. Special tinting cut down on glare and heat. 4, 5. Introduced in February '64, the new wagons were offered in two trim levels and with a choice of two or three seats. Base price for this three-seat Custom Sports Wagon (with later-model road wheels and steering wheel) was \$3286. (Owners: John and Mary Berkowicz) 6. Rear roof pillars and quarter windows differed from those of lesser GM mid-size wagons. (Owner: Stanley Lawson)

it's completely functional. The added glass area gives rear-seat (and to an extent front-seat) passengers a greater view of the surrounding countryside. . . . The added head room has allowed the builder to turn the problematical third seat . . . and face it forward," he wrote. But there were dissenting voices. *Consumer Reports*, in its April 1964 review of the Vista-Cruiser, called the glass inserts "far from being picture windows," and said they "turn out to be narrow tinted-glass slits, mostly facing upward." Reporting on the Sports Wagon a couple of months later, the same publication wrote that "the strips admit heat as well as light, and are merely incidental to an increase in roof height to gain 'adequate' headroom over the forward-facing third seat."

There were other special features that



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were shared by both brands of the dome-top station wagon. As Oldsmobile salesmen were told, "Entry is easy, too, through the extra-wide rear side door (4 inches wider than ordinary wagons), and the divided second seat folds easily for convenient entry." The middle-row seat that was standard in three-seaters had a one-third/two-thirds split. The shorter section, installed on the right side, folded and pivoted to allow access to the cargo area

or third-row seat. Even on three-seat models there was some room for luggage behind the rearmost row of seats, something contemporaries with rear-facing third seats couldn't offer. Buick literature noted that there were only 23 inches from the ground to the tailgate, which was the "just-about-perfect height for loading most things—and if it's a heavy object you're not likely to have to strain with unnecessary lifting."



Despite their apparently identical bodies, published cargo-hold capacities differed between the Sports Wagon and Vista-Cruiser. Buick said its high-roof haulers could accept up to 97.92 cubic feet of cargo. Capacity for the Vista-Cruiser was pegged at 98.5 cubic feet. In either event, that was a good 10 to 13 cubic feet more than what was claimed for Special and F-85 wagons.

A compartment under the cargo floor—lock optional—added 5.43 cubic feet of carrying space to two-seat models, or 3.76 cubic feet to three-seaters according to Buick's reckoning. Olds said the compartment amounted to 7.5 and 3.5 cubic feet, respectively. (In its catalogs, Oldsmobile was wont to add in the below-decks space for a stated 102-cubic-foot cargo total in three-seat models and 106 cubic feet in two-seat cars.)

Buick reported that with the tailgate closed, there was a 97.4-inch-long load floor from the back of the front seat, just enough for an eight-foot sheet of plywood. That 4x8 piece of plywood could have almost been laid flat between the wheel housings, too, since that dimension was 46.0 inches. It might have been a tighter fit in a Vista-Cruiser, though, where *The Automotive Examiner*, an Oldsmobile internal sales publication, reported the space between wheelhouses was 1.2 inches narrower.

Where the cars truly differed, of course, were in surface styling, interior trim, and powertrains. Buick Sports Wagons came standard with a 300-cid "Wildcat 310" V-8 that was new to the Buick lineup. It developed 210 bhp at 4600 rpm and 310 pound-feet of torque at 2400 revs on regular fuel, with a two-barrel carburetor and 9.0:1 compression ratio. A higher-compression "Wildcat 355" version of the same engine was optional, offering 250 bhp and 335 pound-feet of torque. Its four-barrel carburetor dined on premium gasoline.

Apparently some thought had been given to offering the Sports Wagon with the new 225-cube variant of Buick's two-year-old 90-degree V-6 (CA, December 1995); the *Motor Trend* test car had one. MT had nothing good to say about its sluggish performance in the Sports Wagon (0-60 mph in 16.5 seconds), so perhaps it was just as well left alone.

The standard transmission was a three-speed manual with synchromesh in all the forward gears and a column-mounted shifter. Optional was a Super Turbine 300 automatic featuring a torque-







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1. Of all the first-year high-roof wagons, Oldsmobile's three-seat Custom Vista-Cruiser was the most popular with 7286 orders. 2. The lightly facelifted and subtly renamed '65 Sportwagon poses with a Special Deluxe wagon. At 120 inches, the Sportwagon's wheelbase was five inches longer than the Special's. 3. An enlarged engine and fresh sheetmetal characterized the 1966 Sportwagon. 4. Simulated wood paneling became an option in 1967. 5. The roof rack and chrome wheels of this three-seat '67 Sportwagon were extra-cost options. (Owners: Larry and Karen Miller) 6. Custom Vista-Cruisers also adopted a woodgrain treatment for 1967.



converter, variable-pitch stator, and single planetary gear set.

The entry-level engine in Vista-Cruisers was the new 230-bhp Jetfire Rocket engine. This 330-cid powerplant offered 325 pound-feet of torque at 2400 rpm. The 9.0:1-compression engine ran regular fuel through a two-barrel carburetor. With it, *Motor Trend* ran its test Cruiser to 60 mph in 11.2 seconds. The optional upgrade was a 290-horse, four-barrel 330. It had a 10.25:1 squeeze and developed 355 pound-feet of torque. A three-speed fully synchronized manual transmission with a column-mounted shifter was standard. Options included a four-speed fully synchronized manual with floor shift and a two-stage torque-converter automatic that Olds dubbed "Jetaway."

Each marque offered four versions of the dome-roof wagons: a choice of two or three seats in base or Custom trim. At Buick, the Sports Wagons essentially became the wagons for the Skylark series. (In fact, the cars were badged as Skylarks, not Sports Wagons, a name used only in print.) At Oldsmobile, though, model numbers suggest the base Vista-Cruiser was a stretched companion to the low-line F-85 wagon, while the Custom-trim Cruiser provided a station wagon for the uppercrust Cutlass series. Regardless of brand, Customs featured upgraded upholstery, an instrument-panel "crash pad," deluxe steering wheel, and full carpeting in the passenger and cargo compartments.

Vista-Cruisers enjoyed a slight starting-price advantage over Sports Wagons. Both began in the \$2900 range for a base two-seater and ran up near \$3300 for a three-seat Custom. Despite their late introductions, the high-roof wagons sold well. The Vista-Cruiser actually accounted for the vast majority of '64 F-85 station wagon production, and the Sports Wagon made up close to half of the orders for intermediate wagons at Buick.

For 1965, the Vista-Cruiser and Sportwagon (now identified as such in print and SportWagon on the car) took on new prominence at their respective divisions. That's because Oldsmobile and Buick discontinued their full-size station wagons after '64, leaving the stretched intermediates to contend with rival makes' big wagons. Here's how the Vista-Cruiser looked compared against the Chrysler and Dodge wagons in an issue of *The Automotive Examiner*: "The 2-seat Custom Vista-Cruiser, Oldsmobile's super-capac-







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In keeping with other GM intermediates, the 1968 high-roof wagons got all-new styling. They also adopted new engines and a one-inch wheelbase increase to 121 inches. 1. 2. Not quite half of the buyers of '68 Sportwagons opted for the optional woodgraining appliqué. 3. Woodgrained or not, all 1968 Sportwagons were considered Customs. A new 350-cid V-8 made 230 bhp in standard tune.



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ity station wagon with its standard 250-horsepower V-8 engine, Jetaway transmission, power steering and power brakes is priced at \$3496. The 2-seat Dodge Polara station wagon with its standard 270 horsepower engine, automatic transmission, power steering and power brakes costs \$3515. A comparably equipped Chrysler Newport costs \$3904."

The publication also noted that, "considering power-to-weight ratio, the Vista-Cruiser's standard engine pulls 14.9 pounds per horsepower, while the Dodge pulls 15.5 pounds per horsepower and the Chrysler pulls over 16 pounds."

In comparison with Chevrolet, "Oldsmobile's optional 315 horsepower Cutlass V-8 is available in the Vista-

Cruiser for only \$34.43 extra. Chevrolet's 300 horsepower Turbo-Fire V-8 costs \$137.75 more than their standard V-8 and is still 15 horsepower less than the Cutlass V-8."

Changes were few for 1965. As indicated, the Vista-Cruiser's standard engine got a horsepower boost to 250 at 4800 rpm, accompanied by 10 more pound-feet of torque. The optional version now made 315 bhp and 360 pound-feet of torque. At 7.75x14, tires for the high-top Olds and Buick wagons were .25 inch wider than in '64.

Styling was updated inside and out in line with the rest of the F-85/Cutlass and Special/Skylark models. The Vista-Cruiser's newest appearance feature was a grille that showed the first flowering of

the "barbell" look (deeper spaces for the headlights than for the grille opening between them) that would be an Oldsmobile styling cue for the next few years. Side trim on Customs matched the new full-length lower-body brightwork applied to Cutlasses and F-85 Deluxes. Sportwagons traded in a front bumper that dipped in the center for one that rose. The round emblem in the center of the '64 grille was deleted, replaced by a small hood ornament that bore the Buick tri-shield logo. Though other 1965 Skylarks adopted new spearlike side trim, Sportwagons carried over a wide, brushed-metal panel from the previous year that contained the signature Buick "ventiports."

It was Buick's turn to pick up more power in '66. A stroked version of the 300-cid V-8 was developed for the Sportwagon and full-size LeSabre. It displaced 340 cubic inches, and made 220 bhp with a two-barrel carburetor and a 9.0:1 compression ratio, or 260 horses with a four-barrel and 10.25:1 compression.

Though the basic bodyshell for the dome-roof wagons remained the same, a thorough reshaping of sheetmetal took place. On the Sportwagon, a pointed hood stretched out beyond the grille, imparting a sense of direction and motion. The grille design itself resembled that of the '65 full-size Buicks (CA, April 2004), with a thick chrome cross in the center backed by thinner horizontal slats. In back, wedgelike taillights now wrapped around the quarter panels just above the bumper. The Vista-Cruiser lost the sculpted "fin" that ran the length of the fenderline in 1964-65, replacing it with a more imposing, slab-sided look. A midbody "kick-up" now began in each rear door. The hood and grille were revised, and larger vertical taillights were adopted. Overall lengths stretched to 209 inches for the Buick and 209.1 inches for the Olds.

Tires grew meatier again, to 8.25x14. Nineteen sixty-six also marked the first year that seatbelts were offered as standard equipment for all seats as a result of new federal safety regulations. Other new safety equipment included a padded instrument-panel top, padded sun visors, and wiper arms that were brush-finished to reduce glare. Back-up lamps and an outside rearview mirror were also standard across the board.

GM's high-roof wagons continued to hold up well in *Motor Trend's* eyes. In a comparison of six wagons of different





sizes and prices, it found the Vista-Cruiser to be "a well-thought-out station wagon." *MT* said the folding and latching process for the second-row seat was too cumbersome for one person, but once on the road, the Cruiser couldn't be faulted. "The best handling wagon with or without a load proved to be the Olds," it said in the September '66 issue. "This was due almost entirely to an optional load compensator that didn't allow any deflection under our 720-pound test load. The car cornered with ease laden or empty."

The Vista-Cruiser and Sportwagon were, by now, the favorites of Oldsmobile and Buick station wagon buyers. Even as they outstripped their F-85 and Special brethren, a pecking order emerged among the bigger haulers: Customs sold

better than base versions; three-seaters did better than two-seaters. The trend was especially pronounced in the Vista-Cruiser line, and after producing only 5075 of the base six-passenger model in the first three seasons, Olds dropped it for the 1967 model year.

As 1967 was the last year of the original design, changes to the Buick and Olds long-wheelbase station wagons were mostly cosmetic. Grilles and side-trim details were revised on both. The Sportwagon shed its hood ornament and the Vista-Cruiser got a revised front bumper because the parking lights were moved up to a spot between each pair of headlights. Power on the optional Cruiser engine was nudged up to 320 bhp.

The "big" news for 1967 was the avail-

1. The 1968 Vista-Cruiser (seen here with dealer-installed wire wheels) got an updated version of the "barbell" grille design that had been used on mid-sized Oldsmobiles since '65. 2. The new body design featured rear-quarter windows that rose higher into the roof than before. 3. The forward roof window was now a one-piece affair. Flip-down visors were handy for third-row passengers. 4. In the new instrument-panel design, three round gauges burrowed deep into the dash panel. (Owner: Larry Martin)

ability of simulated wood trim on the sides of Custom models. Buick's treatment covered the entire lower body from a line roughly halfway down the body-sides. Oldsmobile confined its fake wood to below the sheetmetal crease that ran low on the body. A woodgrain appliqué



extended across the tailgate on both marques.

A host of changes marked the '68s. All of GM's intermediates underwent a complete redesign, splitting off into a 112-inch-wheelbase platform for two-door models and 116 inches for four-doors and basic wagons. The high-roof Buick and Oldsmobile station wagons not only shared the new styling, but got a wheelbase extension of their own to 121 inches. Overall lengths increased to 214.1 inches for the Sportwagon and 217.5 inches for the Vista-Cruiser.

Both now came standard with newly

developed 350-cid V-8s, but all these engines had in common was displacement. The Buick engine had nearly square bore and stroke dimensions. With a two-barrel carb, it was good for 230 bhp and 350 pound-feet of torque, or, at extra cost, 280 bhp and 375 pound-feet with a four-pot carb. The Olds 350 was an oversquare design that started at 250 horsepower with a two-barrel carb, and stepped up to 310 bhp with four-barrel induction. Then, too, both cars could be ordered with 400-cid four-barrel powerplants that likewise differed in dimensions and output. The Buick engine, bor-

rowed from the racy GS-400 (CA, June 1994) pumped out 340 bhp and 440 pound-feet of torque. The Oldsmobile mill, cribbed from the muscular 4-4-2 (CA, February 1989), developed 325 bhp and 440 pound-feet—though a 290-bhp "Turnpike Cruising" variant with a two-barrel carb and long-legged axle ratio was available.

A synchromesh three-speed transmission remained standard for all, but automatics—Turbo Hydra-Matic in the Olds, Super Turbine in the Buick—were available. The Vista-Cruiser also could still be ordered with a wide-ratio floor-shift



1. Buick made its final use of the dome-top station wagon style in 1969. 2, 3. Aside from woodgraining, this '69 Sportwagon is packed with optional comfort and convenience features, plus an extra-cost 340-bhp 400-cid V-8. (Owners: Fred and Jan Syrdal) 4. Newly optional was a two-way tailgate that eased access to the cargo deck. 5. In keeping with the new divisional styling identity, a divided grille graced '69 Vista-Cruisers. 6. Despite what it says on the door of this 1970 Vista-Cruiser, it was *not* the pace car for that year's Indianapolis 500; a 4-4-2 convertible was, but Olds supplied other support cars for the event.



four-speed manual. Tires were 8.25×14 on two-seat wagons, 8.55×14 on three-seaters.

All Sportwagons and Vista-Cruisers now were considered Customs—though Buick did track separate production for its cars ordered with the *faux* woodgrain option. A flowing creaseline ran down from near the tops of the front fenders through the rear wheel openings on Sportwagons. When ordered, woodgraining was applied below this crease. The softer contours of the new Vista-Cruiser no longer had a lower-body character line, but the premium Olds wagon

and right front passenger. All cars also had energy-absorbing steering columns that compressed up to eight inches upon impact.

"We had our first [fully] padded dashes in 1968," said Blaine Jenkins, chief interior designer for Oldsmobile from 1967 to 1970. "There was padding all around. It was the beginning of the safety stuff. The head-swing test was important. It was the first time we had to have padding on the instrument panel, and even behind the instrument panel. There couldn't be anything to contact."

"Oldsmobile was good about spending

tailgate could be opened from the side like a door, or drop down like a conventional tailgate. When opened as a door, a portion of the bumper came with it, exposing a built-in step that aided access to the cargo area.

Otherwise, change was fairly limited for the year. The side woodgraining on Sportwagons was now placed above the sweepspear, and the vertical center bar in the '68 grille was replaced by a horizontal piece. Vista-Cruiser appearance revisions center on the front, where the barbell look was out in favor of a divided grille to match what was becoming the new divisional styling identity. The headlights were moved back together, and the grille consisted of two groups of nine vertical slats separated by a portion of the hood that dipped down to meet a raised section of the front bumper. Powertrains were mostly unaltered, though Sportwagons could now be ordered with the three-speed Turbo Hydra-Matic 350 transmissions; the 290-bhp version of the 400-cube Olds V-8 did not return from '68.

Then, for 1970, there was only one flavor of the GM high-roof wagon available. Buick revived a full-size station wagon, the Estate Wagon, on the 124-inch LeSabre/Wildcat chassis, and made it available with a choice of two or three seats. This seemingly squeezed out the 121-inch-wheelbase Sportwagon. "There was a lot of competition among [division] general managers," Koenig remembered. "Canceling the cars when they did was a general-manager call, not a marketing call."

Despite the decisions of Buick management, Oldsmobile continued to build the dome-top Vista-Cruiser through 1972, even though it added a full-size wagon of its own—the 127-inch-wheelbase Custom Cruiser—in 1971. Demand remained fairly consistent, and it seems the only thing that could stop the Vista-Cruiser was a change in GM's intermediate bodysells.

Grille textures changed in each of the final years, from a fine rectangular mesh in 1970 to thin horizontal bars in '71, and finally a bold eggcrate. The grille area was enlarged over time, first by descending slightly into the bumper for 1970, then up into the hood for 1971-72. Front-bumper-mounted parking lights became large round units in 1970, the same year the taillights grew deeper. Powerful-looking twin bulges were stamped into Vista-Cruiser hoods starting in 1971.



continued to confine its simulated wood to low on the bodysides. Rear-quarter windows rose a little higher into the roof than before, and the forward-facing glass in the dome roof was now undivided.

Safety received greater recognition in 1968. Shoulder belts with pushbutton buckles and special overhead storage provisions were offered for the driver

money on the interior. It made my job easier. The interior was very important to Oldsmobile. They gave us a lot of freedom."

The cosmetically touched-up 1969 versions of both wagons became a bit more user-friendly when equipped with a newly optional dual-action tailgate. A feature first seen on 1960 Ramblers, the





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1-4. Big square grille openings capped by powerful hood bulges gave the 1971 Vista-Cruiser a decidedly beefy look from the front. Inside, simulated wood trim spread over the dash, which since 1970 included a flatter instrument panel. This original Saturn Gold Cruiser is powered by the base 350-cid V-8. Newly detuned to run on regular and unleaded fuel, it was rated at 240 bhp. As a two-seat model, it is relatively rare: Less than one-third of the 29,883 Vista-Cruisers made for 1971 were of the six-passenger type. (Owner: Jim Maher) 5. An eggcrate texture for the twin grille openings and black-painted headlamp bezels were the most-obvious physical changes for the 1972 Vista-Cruiser. On paper, the biggest alteration was a switch to net horsepower ratings for the engines. Demand rose slightly to just shy of 32,000 cars in this, the high-top wagon's final season.



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Inside, 1970's revised instrument panel continued to use a trio of round dials, but without the deep-set "tunnel" effect of the 1968-69 dash.

Availability and ratings of 350-cid V-8s stayed put for 1970, but with the 400-cube engine now dropped, the Vista-Cruiser could be ordered with Oldsmobile's big-bruise 455-cid. Buyers could select 320- or 365-bhp variants, the latter with manual transmissions. For 1971, General Motors detuned all its engines to run on regular fuel. As such, the horsepower ratings in the standard Vista-Cruiser 350 V-8 slipped to 240. Among optional 455s, the 320-horse engine was untouched, but the top power choice shed 25 bhp and was down to 340. For '72, with the corporation's switch to recording horsepower in net figures, the standard-equipment engine was rated at 160, the optional upgrade at 180, and the 455 at 225.

In their day, the Buick Sportwagon and Oldsmobile Vista-Cruiser attracted a devoted band of customers. Between them, more than 370,000 examples were sold during their runs. (When the producers of the television comedy *That '70s Show* needed a typical period family car for the main characters, they cast a '70 Vista-Cruiser in the role.) Considering that they have become popular collectible vehicles today, the appeal of GM's dome-top wagons remains strong. **CA**

## Clubs for 1964-72 Buick Sportwagon and Oldsmobile Vista-Cruiser Fans

GM Skywagon Club  
Website: [www.vistacruiser.com](http://www.vistacruiser.com)

American Station Wagon Owners Association  
624 Matthews-Mint Hill Road, Suite 232  
Matthews, NC 28105  
Telephone: (704) 847-3360  
Website: [www.aswoa.com](http://www.aswoa.com)

Buick Club of America  
P.O. Box 360775  
Columbus, OH 43236-0775  
Telephone: (614) 472-3939  
Fax: (614) 472-3222  
E-mail: [BuickClubOffice@aol.com](mailto:BuickClubOffice@aol.com)  
Website: [www.buickclub.org](http://www.buickclub.org)

Oldsmobile Club of America, Inc.  
P.O. Box 80318  
Lansing, MI 48908  
Telephone: (517) 663-1811  
Fax: (517) 663-1820  
E-mail: [oca@oldclub.org](mailto:oca@oldclub.org)  
Website: [www.oldclub.org](http://www.oldclub.org)

## 1964-72 Buick Sportwagon/ Oldsmobile Vista-Cruiser: Models, Prices, Production

|                                       | Weight | Price | Prod          |
|---------------------------------------|--------|-------|---------------|
| <b>1964 (wb 120)</b>                  |        |       |               |
| Sports Wagon                          |        |       |               |
| 4d wagon, 2S                          | 3,557  | 2,989 | 2,709         |
| Sports Wagon                          |        |       |               |
| 4d wagon, 3S                          | 3,689  | 3,124 | 2,586         |
| Custom Sports Wagon                   |        |       |               |
| 4d wagon, 2S                          | 3,595  | 3,161 | 3,913         |
| Custom Sports Wagon                   |        |       |               |
| 4d wagon, 3S                          | 3,727  | 3,286 | 4,446         |
| <b>Total Buick Sports Wagon</b>       |        |       | <b>13,654</b> |
| Vista-Cruiser                         |        |       |               |
| 4d wagon, 2S                          | 3,652  | 2,938 | 1,305         |
| Vista-Cruiser                         |        |       |               |
| 4d wagon, 3S                          | 3,729  | 3,072 | 2,089         |
| Custom Vista-Cruiser                  |        |       |               |
| 4d wagon, 2S                          | 3,714  | 3,146 | 3,320         |
| Custom Vista-Cruiser                  |        |       |               |
| 4d wagon, 3S                          | 3,781  | 3,270 | 7,286         |
| <b>Total Oldsmobile Vista-Cruiser</b> |        |       | <b>14,000</b> |
| <b>1965 (wb 120)</b>                  |        |       |               |
| Sportwagon                            |        |       |               |
| 4d wagon, 2S                          | 3,642  | 2,989 | 4,226         |
| Sportwagon                            |        |       |               |
| 4d wagon, 3S                          | 3,750  | 3,123 | 4,664         |
| Custom Sportwagon                     |        |       |               |
| 4d wagon, 2S                          | 3,690  | 3,160 | 8,300         |
| Custom Sportwagon                     |        |       |               |
| 4d wagon, 3S                          | 3,802  | 3,285 | 11,166        |
| <b>Total Buick Sportwagon</b>         |        |       | <b>28,356</b> |
| Vista-Cruiser                         |        |       |               |
| 4d wagon, 2S                          | 3,732  | 2,937 | 2,110         |
| Vista-Cruiser                         |        |       |               |
| 4d wagon, 3S                          | 3,809  | 3,072 | 3,335         |
| Custom Vista-Cruiser                  |        |       |               |
| 4d wagon, 2S                          | 3,762  | 3,146 | 9,335         |
| Custom Vista-Cruiser                  |        |       |               |
| 4d wagon, 3S                          | 3,864  | 3,270 | 17,205        |
| <b>Total Oldsmobile Vista-Cruiser</b> |        |       | <b>31,985</b> |
| <b>1966 (wb 120)</b>                  |        |       |               |
| Sportwagon                            |        |       |               |
| 4d wagon, 2S                          | 3,713  | 3,025 | 2,469         |
| Sportwagon                            |        |       |               |
| 4d wagon, 3S                          | 3,811  | 3,173 | 2,667         |
| Custom Sportwagon                     |        |       |               |
| 4d wagon, 2S                          | 3,720  | 3,155 | 6,964         |
| Custom Sportwagon                     |        |       |               |
| 4d wagon, 3S                          | 3,844  | 3,293 | 9,510         |
| <b>Total Buick Sportwagon</b>         |        |       | <b>21,610</b> |
| Vista-Cruiser                         |        |       |               |
| 4d wagon, 2S                          | 3,735  | 2,935 | 1,660         |
| Vista-Cruiser                         |        |       |               |
| 4d wagon, 3S                          | 3,806  | 3,087 | 1,869         |
| Custom Vista-Cruiser                  |        |       |               |
| 4d wagon, 2S                          | 3,765  | 3,137 | 8,910         |
| Custom Vista-Cruiser                  |        |       |               |
| 4d wagon, 3S                          | 3,861  | 3,278 | 14,167        |
| <b>Total Oldsmobile Vista-Cruiser</b> |        |       | <b>26,606</b> |
| <b>1967 (wb 120)</b>                  |        |       |               |
| Sportwagon                            |        |       |               |
| 4d wagon, 2S                          | 3,713  | 3,025 | 5,440         |
| Sportwagon                            |        |       |               |
| 4d wagon, 3S                          | 3,811  | 3,173 | 5,970         |

## 1967 (wb 120) continued

|                                       |       |       |               |
|---------------------------------------|-------|-------|---------------|
| Custom Sportwagon                     |       |       |               |
| 4d wagon, 2S                          | 3,772 | 3,202 | 3,114         |
| Custom Sportwagon                     |       |       |               |
| 4d wagon, 3S                          | 3,876 | 3,340 | 4,559         |
| <b>Total Buick Sportwagon</b>         |       |       | <b>19,083</b> |
| Vista-Cruiser                         |       |       |               |
| 4d wagon, 3S                          | 3,836 | 3,136 | 2,748         |
| Custom Vista-Cruiser                  |       |       |               |
| 4d wagon, 2S                          | 3,796 | 3,228 | 9,513         |
| Custom Vista-Cruiser                  |       |       |               |
| 4d wagon, 3S                          | 3,907 | 3,369 | 15,293        |
| <b>Total Oldsmobile Vista-Cruiser</b> |       |       | <b>27,554</b> |
| <b>1968 (wb 121)</b>                  |       |       |               |
| Custom Sportwagon                     |       |       |               |
| 4d wagon, 2S                          | 3,975 | 3,341 | 5,916         |
| Custom Sportwagon                     |       |       |               |
| 4d wagon, 3S                          | 4,118 | 3,499 | 6,063         |
| Custom Sportwagon                     |       |       |               |
| 4d wgn, 2S, wdgrain                   | 3,975 | 3,711 | 4,614         |
| Custom Sportwagon                     |       |       |               |
| 4d wgn, 3S, wdgrain                   | 4,118 | 3,869 | 6,295         |
| <b>Total Buick Sportwagon</b>         |       |       | <b>22,888</b> |
| Custom Vista-Cruiser                  |       |       |               |
| 4d wagon, 2S                          | 3,917 | 3,367 | 13,375        |
| Custom Vista-Cruiser                  |       |       |               |
| 4d wagon, 3S                          | 4,027 | 3,508 | 22,768        |
| <b>Total Oldsmobile Vista-Cruiser</b> |       |       | <b>36,143</b> |
| <b>1969 (wb 121)</b>                  |       |       |               |
| Custom Sportwagon                     |       |       |               |
| 4d wagon, 2S                          | 4,106 | 3,465 | 9,157         |
| Custom Sportwagon                     |       |       |               |
| 4d wagon, 3S                          | 4,321 | 3,621 | 11,513        |
| <b>Total Buick Sportwagon</b>         |       |       | <b>20,670</b> |
| Custom Vista-Cruiser                  |       |       |               |
| 4d wagon, 2S                          | 3,952 | 3,457 | 11,879        |
| Custom Vista-Cruiser                  |       |       |               |
| 4d wagon, 3S                          | 4,052 | 3,600 | 21,508        |
| <b>Total Oldsmobile Vista-Cruiser</b> |       |       | <b>33,387</b> |
| <b>1970 (wb 121)</b>                  |       |       |               |
| Custom Vista-Cruiser                  |       |       |               |
| 4d wagon, 2S                          | 4,064 | 3,636 | 11,758        |
| Custom Vista-Cruiser                  |       |       |               |
| 4d wagon, 3S                          | 4,166 | 3,778 | 23,336        |
| <b>Total Oldsmobile Vista-Cruiser</b> |       |       | <b>35,094</b> |
| <b>1971 (wb 121)</b>                  |       |       |               |
| Custom Vista-Cruiser                  |       |       |               |
| 4d wagon, 2S                          | 4,163 | 3,866 | 9,317         |
| Custom Vista-Cruiser                  |       |       |               |
| 4d wagon, 3S                          | 4,251 | 4,008 | 20,566        |
| <b>Total Oldsmobile Vista-Cruiser</b> |       |       | <b>29,883</b> |
| <b>1972 (wb 121)</b>                  |       |       |               |
| Custom Vista-Cruiser                  |       |       |               |
| 4d wagon, 2S                          | 4,150 | 3,774 | 10,573        |
| Custom Vista-Cruiser                  |       |       |               |
| 4d wagon, 3S                          | 4,241 | 3,908 | 21,340        |
| <b>Total Oldsmobile Vista-Cruiser</b> |       |       | <b>31,913</b> |

Sources: *Encyclopedia of American Cars*, by the Auto Editors of Consumer Guide®, Publications International, Ltd., 2002; *Standard Catalog of Buick 1903-2000*, Ron Kowalke, editor, Krause Publications, 1999; *Setting the Pace: Oldsmobile's First 100 Years*, by Helen Jones Earley and James R. Walkinshaw, Oldsmobile Division of General Motors Corp., 1996