

1932 BUICK VICTORIA COUPE

1932 Buick Victoria Coupe, 2-door, 5-passenger, Series 32-80

Owner: Bernie and Janice Taulborg Collection

Original price: \$1,540.00 (In 1932: average car cost \$610; average household income, \$1,650; average cost of a house, \$6,510; gallon of gas, 10 cents)

Number made: 1,800

Engine, etc.: 8 cylinders, valve-in head; 344 cu. in., 104 brake hp, 35 rated hp; 126 in. wheelbase; 4,335 lbs.

Buick is currently the oldest active North American automotive maker and one of the oldest automobiles brands in the world. It started as Buick Auto-Vim and Power Company in 1899 and was incorporated as the Buick Motor Company in 1903 by David Dunbar Buick in Detroit, Michigan. He invented the overhead valve engine which helped spur the company's success.

The first Buick made for sale, a 1904 Model B, was built in Flint, Michigan after James H. Whiting took over. He brought in William C. Durant in 1904 to manage the company. Buick soon became the largest car maker in America and Durant used its profits for corporate acquisitions. He called the new megacorporation General Motors and, instead of the units competing with each other, wanted each division to target a segment of buyers. Buick was near the top with only the Cadillac brand having more prestige.

In 1911 Buick introduced the first closed-body car, four years ahead of Ford. The overhead valve straight-8 engine and synchromesh transmission debuted in 1931.

In 1932, a Buick powered car finished in 11th place in the Indianapolis 500, further reinforcing the company's pursuit of performance.

Only two models were offered in the 1932 Buick 126 inch-wheelbase Series 80 which had a 344 cu. in. engine: a club sedan and convertible coupe, the Victoria Coupe. The Series 60 had a 272 hp engine and a 118 in. wheelbase.

New styling in 1932 included new hood doors instead of louvers, a slanted windshield, and a tapered radiator. Buick introduced its all-new Wizard Control transmission in 1932. It meant drivers were no longer required to double-clutch while shifting and it provided better free-wheeling which improved fuel mileage. Drivers also didn't have to use the clutch to shift from second into third gear.

The Victoria Coupe had two doors and seating for five. It featured a large door window and large rear side windows. A rear-mounted spare tire and wood-spoke wheels were standard.

Sources: Standard Catalog of American Cars, 1805 -1942. Beverly Rae Kimes, et al. 3rd ed. Krause Publications, 1996.

<http://www.classiccardatabase.com/specs.php?series=230&year=1932&model=2412>

<http://fineartamerica.com/featured/1932-buick-8-deluxe-two-door-victoria-r-a-w-m-.html> (Series 60)

<http://www.conceptcarz.com/vehicle/z14596/Buick-Series-60.aspx> (Series 60, historical information)

https://en.wikipedia.org/wiki/Buick#Early_years

<http://oldcarbrochures.com/static/NA/Buick/1932%20Buick/1932%20Buick%20Foldout/index1.html> (Original dealer brochure)

<http://oldcarbrochures.com/static/NA/Buick/1932%20Buick/1932%20Buick%20Reference%20Book/index1.html> (1932 Buick Reference Book – mechanical information, etc.)