

1970 BUICK ELECTRA 225 CUSTOM CONVERTIBLE

1970 Buick Electra 225 Custom Convertible, Series 48400

Owners: Bernie and Janice Taulborg Collection

Original cost: \$4,802.00 (In 1970: Average car cost, \$3,900.00; average household income, \$9,350.00; average home cost \$23,000; gallon of gas, 36 cents)

Previous owners: Owned by two owners in Omaha, 1976 – 1986.

Number made: 6,045

Engine, etc.: 8 cyl., automatic, 455 cu. in., 370 hp; 4- barrel Rochester carburetor; 4,341 lbs.

The Electra 225 was Buick's top of the line full-size model and was offered as a 2-door, 4-door hardtop, or convertible. It was considered the most luxurious in Buick's lineup, built for both speed and comfort. The 225 was commonly referred to as a "deuce and a quarter".

This was the last year for the Electra convertible. In 1971 GM redesigned the Electra line and ceased production of the line's full-size convertibles. The Electra line was produced from 1959 – 1990.

With only 6,045 convertibles produced during its final year, the 1970 model is second only to the 1959 Electra convertible in rarity.

This was the largest Buick for this year and measured 18 feet 9 inches in length.

The Electra received a different front-end than the 1969 model and all Electras were powered by the 370 hp, 455 cu. in. V-8. This engine replaced the 430 cu. in. V-8 used from 1967 to 1969. The Electra convertible had finned aluminum

brake drums. New this year was a concealed radio antenna that consisted of two wires embedded in the windshield.

Standard equipment included automatic transmission, power steering and brakes, and the convertible also had standard power windows and 2-way power seats. Custom series cars included padded seat cushions, electric clock, trunk light, and carpeting on floors and lower part of doors.

Options included a 6-way power seat, power locks, tilt steering wheel, cruise control, air conditioning, and an under-dash stereo 8-track player. Fully equipped, the price could top \$6,000.00.

Sources: Standard Catalog of American Cars, 1946 – 1974. John Gunnell. Rev. 4th ed. Krause Publications, 2002.

<https://www.conceptcarz.com/z32388/buick-electra-225.aspx>

http://en.wikipedia.org/wiki/Buick_Electra#1965.E2.80.931970

See

also: <http://www.oldcarbrochures.com/new/171110/1970%20Buick%20Full%20Line/dirindex.html> (Original 1970 brochure, full Buick line)