

Buick Riviera 1970

A bold cruiser with French flair and Niagara soul.

This mellow yellow Riviera comes from Buffalo, New York. Its previous owner worked at Niagara Falls National Park, selling boat tickets to daring tourists cruising beneath the thunderous waterfalls. Not a bad job—or a bad ride.

The Riviera's earlier models (1966–1969) were big sellers, so GM's VP of Design, Bill Mitchell, wanted to take things in a more European, more "French" direction. He handed the task to rising design talent Donald D. Lasky.

The result? A Riviera with enclosed rear wheel arches, an unusual body crease just below the beltline, and a long, lean coupé silhouette. Bold? Absolutely. Loved by everyone? Not quite. But that's part of its unique charm. The 1970 Riviera also said goodbye to hidden headlights—now exposed, making way for the more dramatic redesign of 1971. Under the hood? A massive 7.5-liter V8, built for long, leisurely drives with smooth style.

Today, it's a head-turner with character—just like the roaring waters it once called home.