

# 1972 Buick Riviera

2dr Sport Coupe . 8-cyl. 455cid/250hp 4bbl

#1 Concours condition

**\$60,400**

↗ +7.1%

#2 Excellent condition

**\$43,200**

↗ +21%

#3 Good condition

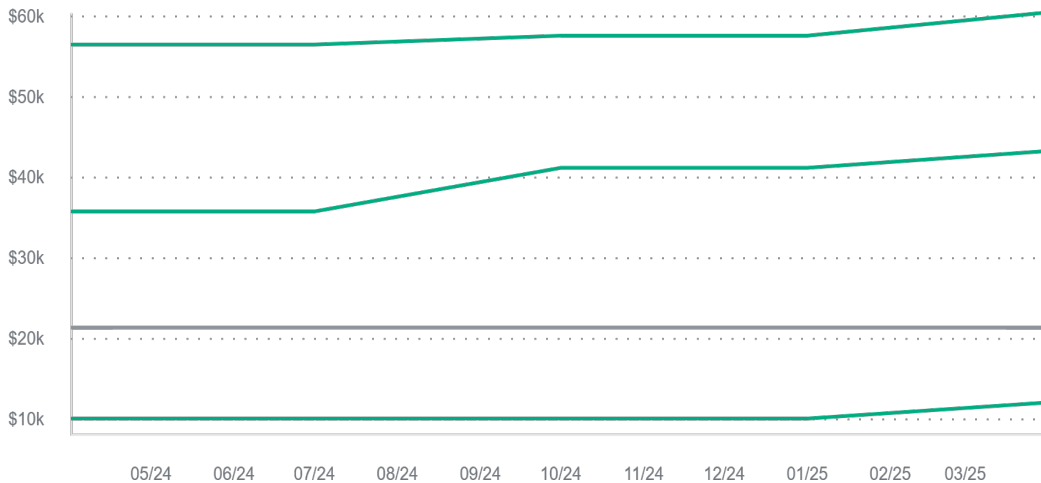
**\$21,300\***

↔ 0%

#4 Fair condition

**\$12,000**

↗ +20%



NOTE: The chart displays price changes for the last year.

## Model description

Buick tinkered very little with the 1972 Riviera, still coasting on the shock value of its introduction. Sales remained steady at 33,728, despite a continuing economic downturn. Overall, Buick slipped to sixth place in the sales race behind Oldsmobile and Pontiac.

The big news, which pretty much finished off the muscle car era, was the recalculation of horsepower into net numbers rather than just crankshaft power. This effectively cut bragging rights by about 30 percent. So 1971's base 455 cid V-8, which had claimed 315 bhp, was now rated at 225 bhp. The Gran Sport engine could only manage 270 bhp, down from 330 bhp.

This lesser figure followed the reduction of compression ratios from 10.25:1 in 1970 to 8.5:1 in 1971, as the U.S. prepared for unleaded gas. That had knocked the 455 V-8's power down from 1970's 370 bhp to 330 the next year. While lead was definitely toxic, it both lubricated engines internally and also prevented "knocking" under load. Combine both these issues with tighter emissions regulations and the insurance industry's vendetta against high horsepower and the outlook was grim. The 1973 and '74 5 mph bumper regulations would be the last straw.

From an enthusiast's standpoint the 1972 Buick Riviera was a last hurrah – the last wildly elegant design without the "battering ram" bumpers. The egg-crate grille was altered slightly, as were the taillights, and rubber strips were fitted to the bumpers. A signature "R" was attached to grille and deck lid, and a full-length side molding was fitted. Standard interiors were available in vinyl in 60/40 bench seat or optional front bucket seats.

The Riviera Gran Sport package still added heavy duty suspension and engine dress-up kit and the traction control rear axle for \$200, while a new option was a power sunroof. Other '72 Riviera options included air conditioning, power windows, Strato bucket seats, four- and six-way power seats, tinted glass, cruise control, wire wheel covers, five-spoke chrome wheels, and AM/FM stereo radio, tilt steering column, console, custom interior, power door locks and bumper overrides.

Performance figures were 0-60 mph in 9.1 seconds and a quarter-mile in 15.9 seconds. Top speed was reported as 120 mph.

The Buick Riviera's design continued to polarize buyers, though sales figures were almost exactly the same. As is often the case, though, fortune favors the bold. Excellent examples still draw crowds.

\*Please note: All prices shown here are based on various data sources, as detailed in [About Our Prices](#). For all Hagerty clients: The values shown do not imply coverage in this amount. In the event of a claim, the Guaranteed Value(s)® on your policy declarations page is the amount your vehicle(s) is covered for, even if the value displayed here is different. If you would like to discuss your policy, please call us at 877-922-3391.

**Body styles**

2dr Sport Coupe

**Engine types**

8-cyl. 455cid/250hp 4bbl

**1971-1973 Buick Riviera stats**

Highest sale	Lowest sale	Most recent sale	Sales
<b>\$72,600</b>	<b>\$1,150</b>	<b>\$34,240</b>	<b>150</b>

**Equipment****Additional Info**

Shipping Weight: 4399 lbs

Vehicle Length: 218.3 in

Wheelbase - Inches: 122 in

**Vehicle's condition classification****#1. Concours**

#1 vehicles are the best in the world. Imagine the best vehicle, in the right colors, driving onto the lawn at the finest concours. Perfectly clean, the vehicle has been groomed down to the tire treads. Painted and chromed surfaces are mirror-like. Dust and dirt are banned, and materials used are correct and superbly fitted.

**#3. Good**

#3 vehicles drive and run well but are not used for daily transportation. The casual passerby will not find any visual flaws, but these vehicles might have some incorrect parts. #3 vehicles could possess some, but not all, of the issues of a #4 vehicle, but they will be balanced by other factors such as fresh paint or a new, correct interior.

**#2. Excellent**

#2 vehicles could win a local or regional show. They might even be former #1 vehicles that have been driven or have aged. Seasoned observers will have to look closely for flaws but will be able to find some. The paint, chrome, glass and finishes will all appear as excellent. The vehicle drives as a new vehicle of its era would.

**#4. Fair**

#4 vehicles are daily drivers, with flaws visible to the naked eye. The chrome might have pitting, the windshield might be chipped and perhaps the body has a minor dent. Imperfect paintwork, split seams or a cracked dash might be present. No major parts are missing, but there might be non-stock additions. A #4 vehicle can also be a deteriorated restoration.