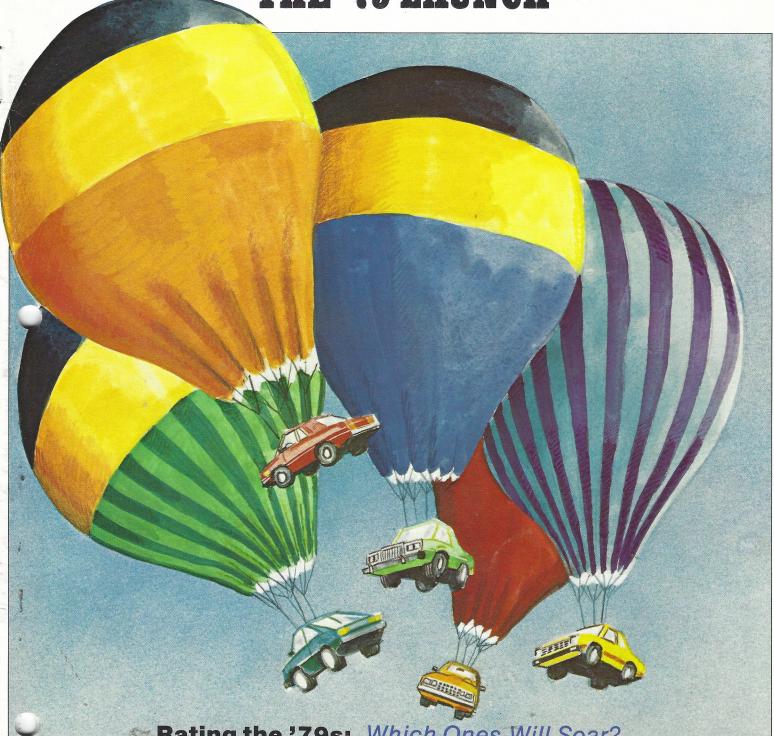
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Rating the '79s: Which Ones Will Soar?
Marketing the '79s: The Big Send-Off

Goofs & Goodies in the '79s: Some Sunbeams, Some Clouds





Buick Riviera Shades of the classic '30s.



'Best New Design in Class' Trophy

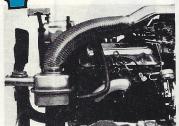


Dodge St. Regis Full-Size Medium star.



Ford Mustang Sporty standout.

Power to the People'Award



Buick turbo engine Better breathing for '79.

'Simplicity Is a Virtue' Award



Plymouth Champ "Flickwipe" innovative.



Silk Purse from a Sow's Ear' **Design Trophy**



AMC Concord Matching the marketing image.

Youth Market



Hauls mail or groceries.

Blind Leading **Buick Riviera**

Reinventing the blind spot.

'Wretched Excess' Award



Cadillac Eldorado Biarritz Stainless steel roofcap, chrome "spears" on fenders recall '50s excesses.

by Gary L. Witzenburg

radition dies hard. A lot of Americans still hanker for those overweight freeway juggernauts Detroit used to produce.

As the biggies continue to vanish from the new-car scene for the third straight model year, forgive those nostalgia buffs who might want to award a giant Goof to the U.S. auto industry for the 1979 lineup. Frustrated lovers aren't known for their dispassionate judgment.

Engineering Goodies abound on the American-made '79s, and an experienced eye detects far fewer major Goofs than usual in a first look at them. But car buyers, as they always have, will make the only decisions that count during the 365-day model year, and that's plenty of time for the inevitable recalls to influence their purchasing decisions.

Detroit nevertheless deserves a col-



lective medal for rising above adversity with a vengeance. The domestic automakers have had to get their design and engineering acts together as never before to meet the toughest challenge in their 80-year history.

On top of tightening federal regulations governing safety, damageability and exhaust emissions, the major thrust of this challenge is federally mandated CAFE—Corporate Average Fuel Economy. It's 19 miles per gallon in the new model year, which is why cars continue skinnying down.

This fall both Ford Motor Co. and Chrysler Corp. full-size cars emerge from their Vic Tanny treatment, General Motors Corp. unveils possibly the world's finest front-drive luxury coupes, American Motors Corp. brings its best offering yet to the burgeoning small-car market, and that newest U.S. carmaker—Volkswagen of America Inc.—is building up to full production on an improved Yankee version of its German Rabbit.

Additionally, Ford chips in the most exciting small sporty cars since the original Mustang, and Chrysler debuts an

equally interesting pair of Omni/Horizon front-drive specialty coupes.

The need for across-the-board weight reduction steps up the flow of material innovations (more plastic, aluminum and lightweight steel), front-wheel drive comes to the fore as a means of improving people and cargo packaging, corrosion protection increases, and handling gets better, somehow bringing with it improvements in ride and NVH (noise, vibration, harshness).

The automakers spend millions on aerodynamic "tuning" of body shapes to squeeze out the last few tenths of a mile per gallon, and damage-resistant "soft" front and rear ends not only save weight but enhance design flexibility.

All is not roses, however. These things cost piles of money, and both base car and option prices are spiraling skyward. Nitpicking can bare flaws in any car, and—nitpickers that we are—we'll disclose them one by one. Additionally, there are a few Goofs that can be applied in a generalized way across the whole 1979 U.S. product line.

CAFE consciousness, for example, is causing axle ratios to plummet yearly to the point where more manual-shift cars can barely get off the line without stumbling, and many others are dangerously slow in merging or passing situations.

And the common failing of small domestic cars is still that product planners myopically refuse to give them the content necessary to compete effectively with well-equipped imports. Toyota owners get adjustable seatbacks and power-assisted brakes as standard equipment, and they might think twice about trading for Mustangs, Omnis or Spirits where they must pay extra for these Goodies—or not even have them available as options.

Front-seat leg room in the U.S. minicars is inadequate for tall drivers, especially in Mustang/Capri and AMC's Spirit. Their packagers have sacrificed front-seat travel to get better rear leg room numbers on paper (rear dimensions are taken with front seats full back).

Correcting these Goofs would give the products much wider appeal. But there are Goodies aplenty just the same.

Elderade, Riviera and Ferenade

Easily the cleverest resizing job yet accomplished by any automaker has resulted in a trio of all-new personal luxury coupes from GM's Cadillac, Buick and Oldsmobile divisions.

Compared to the unwieldy land yachts

they replace, the '79 Eldorado and Toronado are downright svelte and sexy in appearance, agile and responsive in demeanor and measurably more elegant and refined in their trim new size. They're still instantly recognizable as Eldorados and Toronados from any angle yet have shed a half-ton of ugly fat and some 20 ins. of excess bulk, mostly from between the doors and the rear bumper.

Freshest in design to our eye is Buick's Riviera, with its swept-back, vertical-bar grillework conjuring up memories of past classics. In spite of its excessively wide C-pillar ("GM reinvents the blind spot," quipped one pundit at the magazine writers' preview), the "79 Riviera garners this year's "Best New Face" Award as well as our "Best New Design in Class" Trophy in the personal luxury field. It replaces the conventional-drive, B-car-based Riviera which already had been downsized for the "77 model year.

Technically, Cadillac's Eldorado represents an automotive landmark. It's the world's first front-drive luxury coupe with independent rear suspension, automatic level control, 4-wheel disc brakes, and electronic fuel-injected 350-cid V-8 engine.

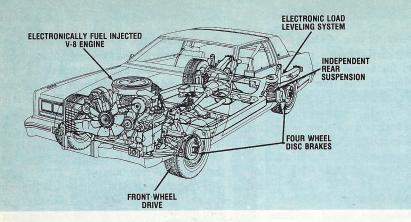
"The independent rear suspension is more for packaging than anything else," says Cadillac Chief Engineer Robert J. Templin, meaning that combined with front-wheel drive and the level control system, it allows excellent rear seat room within the much tighter 114-in. wheelbase (there's no prop shaft or differential to contend with, and wheel-travel can be kept to the minimum required for a good ride).

Eldorado also offers the Olds-built 350-cid V-8 diesel (with an excellent new fast-start feature) as an option, and there's an overchromed, stainless steel-roofed Biarritz special edition that recalls '50s-era excesses.

Oldsmobile's Toronado offers a standard (carbureted) 350 V-8 or the optional 350 diesel, while Buick features its most powerful "free breathing" turbocharged V-6 as standard powerplant in the sport-oriented "S-type" Riviera and a normally-aspirated 350 gas V-8 in the luxury version. Both have independent rear suspension and automatic level control but offer 4-wheel disc brakes as an extracost option—a price-related Goof. (It seems the extra cost of 4-wheel discs would be offset by the additional cost involved in designing and developing two different systems.)

Goodies common to all three cars include aerodynamic, flush-mounted windshield and backlight glass, significantly

continued next page



Cadillac Eldorado chassis features automatic level control, 4-wheel disc brakes, an industry "first" for this combination of Goodies.

> car; and the restraint system male buckle "parks" far behind your head, so it takes a long reach and much strain to grab it.

Sure to upstage these new Ford and Mercury full-size entries, however, are the equally new and Goodie-packed Mustang and Capri. These swoopy, sexy, sporty coupes represent an obvious, all-out effort to capture the palpitating hearts of automotive excitement-starved, youth-oriented America. Like the original Mustang nearly 15 years ago, they're a sure bet to do it.

Derived from the well-designed Fairmont/Zephyr strut/coil front, four-link/ coil spring rear suspension chassis, the Mustang comes in both notchback and hatchback versions while Mercury's Capri is hatchback only for the moment. Front and rear designs on both are clean, attractive and original, the only apparent styling Goofs being the hatchbacks' fat C pillars and the performance models' outlandishly oversized hood scoops. With its Mercedes 450 SLC-like roof and rear quarter profile, the '79 Mustang notchback gets our "Best New Design" Award in the specialty subcompact class.

Aerodynamics is the name of the body game these days, and these sleek new shapes graduated from wind tunnel school with high marks: the drag coefficients are 0.48 for the stubbier-nosed Capri, 0.46 for the slant-nosed notchback Mustang, and a sterling 0.44 for the hatchback Mustang. While the base suspension does a good enough job of handling corners, there's a special hand-

GOOFS AND GOODGES

continued

lighter automatic transmission and drive units compared to the '78 Eldo and Toro, side window defoggers, plug-in-component instrument panels, gas-cylinder supports for both hood and deck, and optional electric remote side mirrors.

Possible Goofs are sealed front and rear wheel bearings built into the hubs, which are service-free but will be costly to replace, and instrument panel designs that seem too tall, flat and two-dimensional to our jaundiced eye-although Olds designers have achieved the most balanced effect by vertically dividing their Toro panel into two smaller sections.

Ford's resized LTD and Mercury Marquis achieve the visual effect of being still very large cars although they sit on a wheelbase more than 11/2 ins. shorter than the full-size Chevrolet's. The Mercury has about the same length overall as the Chevy, while the Ford is 3 ins. shorter. Both retain Ford's traditional quiet, soft ride while gaining considerably in handling and maneuverability, and interior packaging is nothing short of excellent front and rear. Designwise, the Marquis retains its traditional Mercury identity in front in spite of losing its hidden headlamps, but sports very Pontiac-like horizontally-ribbed taillamps in back.

Ford Div. designers have given their highline LTD an Oldsmobile look with its split-eggcrate grille, and they've compounded the confusion with a rear design nearly indistinguishable from that of Chrysler's Cordoba. Only the lowline LTD sports a Ford family-style front end, with rectangular parking lamps recessed into the grille and single rectangular headlamps. Both LTD and Marquis are available in 2-door, 4-door and 4-door wagon body styles.

A new stamped A-frame lower control arm replaces the previous front suspension arm-and-strut assembly, upper ball joints are a low-friction, lube-for-life design, and lower ball joints incorporate integral wear indicators similar to those on Fairmont and Zephyr.

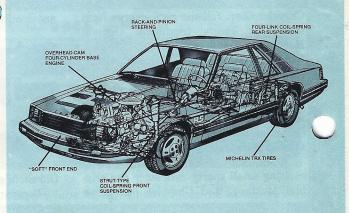
The steering box has been moved ahead of the axles and has a reduced ratio for a smaller turning diameter and better precision. Rear suspension is a four-link design with coil springs, which provides much better axle control on bumpy surfaces than the old system. And an optional handling suspension is available for both Ford and Mercury big cars.

Additional Goodies include lowered beltlines and more upright ("Command Position") seating for maximum visibility and control, huge deep-floor trunks, improved heater/vent/air conditioning systems, addition of a "resume" feature to the optional cruise control, optional dual reclining seatbacks for the "Flight Bench" seat, and various digital electronic and ultra-fidelity sound systems.

A major Goof is a steering wheel position too close to the body for our taste, combined with inadequate seat travel to get away from it-a common Ford deficiency. Also, the new four-spoke custom steering wheel is much too small, skinny and "plastic" in look and feel (you have to have it if you want cruise control, because the controls are built into its spokes); the glovebox is inadequate especially for a big



Capri cutaway drawing shows features of Mustang/Capri chassis.





Spirit-based AMX is AMC's pocket-sized version of Trans Am, with performance and handling to match racy looks.

ling suspension available and even a super-special TRX setup, designed around Michelin TRX low-profile, high pressure tires, that makes any Mustang or Capri think it's a Porsche. For this development, Ford chassis engineers carry off the WAW "We Can Handle It" Trophy for the first time in years.

Steering is rack-and-pinion, with a variable-ratio power unit optionally available, and sports-car-like full instrumentation is standard, but unfortunately surrounded by a woodgrain applique that looks fine in a luxury-version but out of place in a sporty one.

Also unfortunately, the packagers have sacrificed front seat leg room for the rear leg room number, and the wheel sits much too close to the body for many people's comfort. With no adjustable backrest available (when will they learn?) and no telescoping column, there's just no way to get far enough away from the steering wheel. The deep-dish sport wheel only adds to the discomfort, and the custom wheel is the same skinny plastic affair found in the big cars. A few more inches of front seat travel and an optional recliner would clean up this unconscionable Goof in Ford's otherwise excellent new specialty subcompact coupes.

Other standard equipment Goofscompared to the imports-can be overcome if the buyer is willing to spend more money on options: manual brakes, no radio, for example. But no power windows are available, you can't get a manual transmission with the mid-range V-6 engine, and the 4-speed that comes standard with the 302 V-8 is an overdrive gearbox with awkwardly wide spacing between second and third gears.

But the Goodie list is extensive: a clever single-belt accessory drive on the



V-8, replacing the previous three belts; speed control available with either automatic or manual transmission (we were waiting for manual-shift cruise control); an optional console with Honda Accordlike monitoring system and quartz digital clock; optional ultra-fidelity sound system; improved heating/vent/AC; more cargo room in both notchback and hatchback bodies; and even a unique "fluidic" washer nozzle that soaks the whole windshield with large shower-massage droplets. Engines range from base 2.3-liter "four" through V-6, V-8 and the muchballyhooed turbocharger four-but Ford is now talking 130 hp for the same turbo that was originally supposed to pump out nearly 150, and our early impressions of its performance were disappointing. Punch a Porsche, Saab, or even a Buick turbomotor and you definitely know the boost is there. We think Ford has been too conservative.

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Lack of power is also one of the few things we could find wrong with Chrysler's O-24 and TC-3 hatchback coupe versions of the Omni/Horizon. The VWsupplied 1.7-liter "four" just doesn't have the snap the sporty looks of these cars and their excellent handling demand. A turbo unit could really help and it could

well come when Chrysler replaces the VW engine with its own 4-cyl. powerplant in 1980 or '81.

As for the looks, they're more controversial than Mustang/Capri, with some odd, angular roof pillar and window shapes. But we like them and feel they'll attract more than enough buyers for the market share Chrysler hopes to capture. Like the Ford cars, they have soft noses and are aerodynamically efficient: 0.47 drag coefficient in base form and 0.44 with the optional rear deck spoiler.

Inside, there's not as much back seat room as in the Mustang/Capri, but some 2 ins. more front leg room and, one could well ask, which is more important to a 2door sporty coupe buyer? Also, the O/H coupes don't have the Ford cars' impressive standard gauge package (a threeelement tach and gauge set is optional), but their standard equipment list is otherwise more impressive: glass-belted radial tires, electric rear window defroster, electric hatch release and AM/FM radio, to name some major items. Missing, however, are power-assisted brakes and a day/night mirror-a safety item that should be required by law if the manufacturers keep refusing to supply it. Nor are power windows or speed controls on the option list.

Other Goofs: no redline or shift points on the optional tachometer, optional flag-style outside mirrors that are attractive and drag-free but give an annoving angled view of the road behind, adjustable seatback availability for the passenger only, and-like the 5-door O/H -a large, deep-dish steering wheel that's too high and too angled for comfortable driving.

The new coupes sit on a 96.7-in. wheelbase, 2.5 ins. shorter than the 5-door, that provides even more responsive handling with little noticeable sacrifice in ride, and an optional sport suspension turns them into really quick-cornering front-drive sports cars. Steering is rack-and-pinion, with a power assist available, and the scrub radius (relationship of steering axis





AMC Spirit's optional console armrest has no storage bin and gets in the way of shifting the manual transmission.

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to tire contact patch) is negative as in many front-drive European cars for better braking stability on uneven-traction surfaces. The front disc, rear drum brakes are diagonally divided, also common European f-wd practice, to preserve at least one working front and the opposite side rear in case either system fails. And, like all '79 U.S.-built Chrysler cars, there's a diagnostic connector under the hood for quick electrical system service and repair.

Unlike Ford's LTD and Marquis, Chrysler's resized standard cars come as 4-door sedans only, but they are fine fullsize car engineering efforts nonetheless and should woo some family- and luxurycar buyers back into Chrysler-Plymouth and Dodge showrooms in '79.

Their all-important front styling is impressive and fairly original, except that the Newport and Dodge St. Regis quad headlamp in swept-back fenders effect is reminiscent of recent full-size Buicks. The topline New Yorker keeps its concealed headlamps and sprouts a rich-looking "limousine-style" padded rear roof treatment. But St. Regis gets our "Best New Design in Class" Award for its generally clean 4-door shape and attractive clear headlamp covers similar to those on the sexy Dodge Magnum.

The 118.5-in. wheelbase is still largest in the full-size class, and overall lengths compare to GM's C-body Cadillacs, but the new Chryslers and Dodges are some 800 lbs. lighter and 9 ins. shorter than the previous models. Interior packaging, quietness and ride are impressive, and handling is good, yet not up to the standard set by the excellent GM big cars. Optional open-road handling suspension packages help, but apparently the big Chryslers could use a bit more frontal structure. There's a lot of "cowl shake," and the hood ornaments disco-dance disturbingly on rough road surfaces.

Engineering Goodies include a new type of cellular foam rubber weather seal material that overlaps at the front door beltline to reduce wind noise, the industry's first use of chrome-plated aluminum bumpers front and rear, a 6-cyl. swashplate-type A/C compressor that's smoother at idle and saves 13 lbs. over the old design, and the engine and electrical diagnostic connector already mentioned for the O/H. On the Goofy side are a set of recessed, round instruments that

owners of '67-'69 Chevy Camaros will find very familiar, and which reflect a lot of light from their plastic covers; an inadequate bin-type glovebox (we know they're easy to remove for service, but they're supposed to store things conveniently too!); and a plastic-enshrouded "pentastar" hood ornament for the limited edition New Yorker Fifth Avenue that's supposed to be elegant but comes off looking like a bargain-basement Christmas tree ornament.

Chrysler's optional semi-automatic temperature control air conditioning system also is nice because it allows a choice of blower speeds-but there's no "vent" button. To get a vent effect, you have to pull out the "A/C" button to a detent position, which deactivates the compressor-but who's going to read the owner's manual to find out? Finally, the lightweight bumper system requires jacking at the rocker sills, which some customers might find objectionable.

Also new in C-P and Dodge showrooms this year will be the annual Mitsubishi pleasant surprise: a pair of handsome, peppy and innovative front-drive minicars called Plymouth Champ and Dodge Colt Hatchback that should become instant favorites with the Honda Civic, Ford Fiesta and VW Rabbit crowd.

We covered these fresh new entries in detail before (see WAW-Sept. 1978, p.68), but it bears repeating that they're loaded with Goodies: MCA-Jet three-valve cylinder head, standard power brakes and reclining seats, side window defoggers, and a fingertip "flick-wipe" feature for single wiper sweeps. They ride, handle and perform with the best in their field.

They also walk off with our "Simplicity is a Virtue" Award for interior and exterior design, a WAW "Best New Design in Class" Trophy, and the "Have Your Cake and Eat It" Award for the unique standard "twin-stick" 4 x 2 transmission, which gives a choice of power or economy driving ranges in addition to the normal four transmission speeds.

AMC may enjoy a resurgence in smallcar sales this year. That guess is based on our initial impressions of the Spirit which replaces the Gremlin, plus improvements on the surprisingly successful Concord. Spirit is available as a sedan (Gremlin body with new front end sheetmetal and large rear quarter window) or liftback (attractive new body). These little cars look, ride and handle measurably better than the hoary old-timer they replace, even though their chassis is basically a reworked version of the 96-in. wheelbase old one. The GT appearance package for the liftback is especially sharp-looking. There's an optional GT handling suspension to go with it, and a pocket-sized TransAm alternative that really performs is offered in the Spirit-based '79 AMX. The new cars are slightly lighter than the old partly due to aluminum bumpers; interior quietness is much better; available powerplants range from the VW-built 4cyl. through two different and improved "sixes" to AMC's peppy 304 V-8; and the V-8 with automatic transmission gets a fuel-saving lock-up torque converter.

Concord comes in base, D/L and Limited models, all with the well-designed Concord instrument panel and spacious glovebox. All but the base car have a handy full-width parcel shelf. The luxuri-

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Dodge Colt Hatchback dashboard is simple, attractive and has roomy glovebox.



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ous Limited version features leather seats and a host of standard equipment, but cost-conscious AMC product planners foolishly knocked the 258 "six," automatic transmission, air conditioning, AM/FM stereo, tinted glass and power-assisted brakes out of the intended Limited package at the last minute.

And there are other deficiencies, some unique and others common to most U.S. small cars: no adjustable seatbacks even at extra cost, inadequate front-seat leg room, no optional telescoping steering column or power windows. The high console armrest has no storage beneath it and gets in the way of manual shifting. You knock your knuckles on the parcel shelf when rolling the windows up or down. The 4-speed shift linkage is loose and sloppy (at least on early test cars) and topped with a supercheap-looking fake wood and plastic shift knob, and the thin plastic notched automatic floor-shift console has all the apparent quality of a cereal box. Engineering-wise, last-year's variable ratio steering has been dropped in favor of a constant ratio unit, some higher numerical axle ratios have been scrubbed from the option list as a sacrifice to CAFE, and the 4-cyl. engine still vibrates and sings a tune at 4,500 rpm.

The vaunted German VW auto works is now a full-fledged American carmaker, so it'll have to take its knocks, too.

Trying to keep the price down, VW unfortunately has fallen into the same standard-equipment abyss as the other U.S. makers: you have to buy the luxury "L" model Rabbit to get reclining seats, a day-night mirror, a lock for the mail slot that passes as a glovebox, an inside hood release or even a console box or a flat surface on which to put your coffee cup, cigarettes, sunglasses, toll booth change, or whatever. Power-assisted brakes, taken for granted on most Japanese and many other European cars, come only with the "L" version or automatic transmissionequipped mid-range "C" model. And the interior, formerly a black hole, is now so color-coordinated it's monotone. Also, the famous passive restraint system is standard in the highline "L" car, a Goof for those who prefer conventional restraints.

On the good side, few cars today offer the excellent combination of spirited performance and frugal economy, dazzlingly quick handling and bump-soaking rough-road ride as does the Rabbit. The large, well marked stalk controls are perfectly positioned for fingertip operation, and everything else is easy to find and use. And the base package has been improved somewhat by the addition of carpeting, padded headliner, swiveling sunvisors, trunk trim, and larger standard tires.

Engineering improvements for '79 include self-adjusting rear brakes, a highertemperature thermostat for better warmup performance, and female restraint system receptacles attached directly to the seat frame to slide along with it. Important new options are a 5-speed transmission available with either gas or diesel engine and a cruise control unit that works with any transmission. The U.S. Rabbit is easily recognized by its rectangular headlamps and vertical rectangular side marker lamps.

In addition to all these new cars, there are many other Goofs and Goodies

and WAW Awards to cover, so here's a broad-brush view of the high- and low-

The annual "Silk Purse from a Sow's Ear" design presentation goes hands down to AMC's Concord, which now has a classy face to match its luxury compact marketing image, new trim and color improvements, and some downright sexy spoked custom wheels.

The "Youth Market Madness" Trophy goes to the Plymouth Volare and Dodge Aspen flared and spoilered Sport Wagons, a fresh new idea for the supermarket set who would really rather be racing. Our "Wretched Excess" and "Blind Leading the Blind" Awards go to GM Design for the Eldorado Biarritz and the Riviera's extra-wide sail panel, respectively, as mentioned earlier.

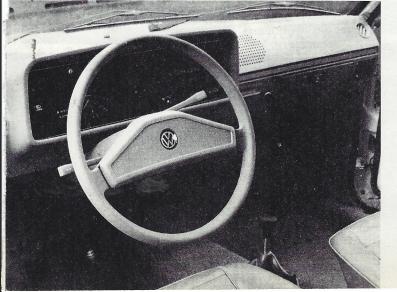
Competition was fierce among the luxury cars, mostly GM's, for the '79 "Tremendous Trifles" Trophy, WAWwhich has been firmly held in recent years by Lincoln's ridiculous Mark V fake convertible and "Designer Series" trim jobs, but Cadillac Div. emerges victorious for its DeVille Phaeton phony ragtop, featuring "Electro-luminescent Opera Lamps" and "Reduced Coupe Quarter Window Size."

On a more serious note, the CAFE consciousness "Energy Conservation" Award goes to domestic diesel pioneer Oldsmobile Div. for its new 4.3-liter diesel V-8 for mid-size cars, and especially for its breakthrough fast-start glow-plug control

Finally, the big "Power to-the-People" Trophy goes to sister GM division Buick for improving its V-6's intake and exhaust flow enough to give a 5-to-15 horsepower (and equivalent torque) boost to its various versions of the engine. Runner-up is Pontiac Div. for its redesigned, lightened 2.5-liter "four," now sporting a cross-flow head, which benefits from a 10% horsepower increase. Chevrolet deserves honorable mention as well for squeezing a few more horses from its anemic 1.6-liter Chevette "four.'

It's certainly an exciting and noteworthy year in auto industry history, perhaps the most technically interesting ever, with far too many Goodies to include in one article and few significant Goofs. But next year promises even more excitement and interest: mid-year introduction of GM's front-drive Nova-series replacements, plus reskinned GM big cars and an all-new front-drive Seville in the fall; re-sized luxury cars and intermediates from Ford; possibly all-new midsized, front-drive Omni/Horizon-based cars from Chrysler; and who knows what else.

Watch this space.





VW's U.S. Rabbit interior is so colorcoordinated that it's monotone.