



Reatta Road



VOLUMN 24—ISSUE 2

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Summer 2020



DIRECTOR'S MESSAGE

Marck Barker



Wow, what a different time we are living in than last time we sent out a newsletter! Unfortunately with COVID-19 pandemic, the 2020 Buick National meet in Strongsville, OH has been postponed. The BCA Board and National Meet Committee are working hard to find a way to make that meet still happen in addition to next year's meet in Concord, NC that will be highlighting the Reatta.

One of the first events postponed was the Charlotte Auto Fair where we usually have a great turn out of Reattas. That has been moved to early June. I am hoping things will be starting to return to somewhat normal by then.

I've been using this plethora of time to catch up on all my Reatta projects, and I've been sending a lot of parts to Reatta owners all over the country who are doing the same.

On page two you'll find an excerpt from an Inside Buick magazine. It shows a couple photos of a pretty rare Reatta. It appears to be a Gunmetal Grey (or potentially Silver) convertible with a Saddle interior. According to some production sheets that Barney Eaton and I worked on making readable several years back, this car wasn't made. However, there's obviously photographic evidence of it being built. If anyone knows what may have happened to this Reatta, we would love to hear from you!

On page 7 you'll find the ballot for this year's election. Per usual, we likely won't have any changes to the officers, however, we would very much appreciate your vote on a potential change to our bylaws.

Currently, our officers serve 1-year terms, but as you'll find in the minutes from last year's meeting, Elizabeth Lane proposed extending terms to two years each.

If approved, all current officers would start two-year terms in 2020. Our next election would be in 2022. Chip, Jerry and I have all agreed to stay in office for that duration if this change is approved by the membership.

Please consider voting your conscience on this so we can act on the behalf of the membership at large!

I hope this finds you and you family in good health, and you can use this time to get your Reatta all spruced up and ready for when we can all be together again!



Photo by Paul Gomberg

Photo by Paul Gomberg



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Deadline for the next issue is Sept. 1, 2020

Introducing the 1990 Reatta convertible

Buick's new soft-top is 'crafted' at unique plant



cited about producing Buick's first soft-top model since the 1982-85 Riviera, which was converted to a convertible model by an outside supplier. Reatta is Buick's first convertible built "in house" since the 1975 LeSabre convertible.

The convertible is designed to further establish Reatta as a trend-setting luxury car, Rucker said.

"Reatta is aimed at an exclusive market that demands quality," he said.

Reatta was introduced in 1988 as an image car for the Buick line, according to Joseph J. Fitzsimmons Jr., marketing line manager.

"We're going after select buyers," he said. "Buyers who might have been Buick people years ago, but now look elsewhere for a high-stepping luxury car.

"Our target market is the highly educated buyer who demands quality and luxury along with status, flair and sporty characteristics. Basically, we intend to lure buyers who might normally drive imports."



A craftsman adds the finishing touches.

Designing and building the car was an accomplishment in itself because of the high standards set by Buick.

"We wanted the antithesis of the traditional two-seater, which is supposed to be small, cramped and harsh," he said. "So we handcrafted it, put in the leg and storage room, a comfortable ride and loaded it with extras."

The results speak for themselves. In the first year, Buick met its goals, partly by riding on a wave of excitement generated by the automotive press, and sold more than 4,500 Reattas.

After the Reatta was introduced, for example, *Motor Trend* said it was "cleanly done, fresh, modern, and not like anything else on the road. In this market, the ability to stand out from the parking-lot crowd is a big part of the deal, and Reatta does that in spades."



Plant manager Jim Rucker observes as Reatta craftsmen Robert Snow (left) and Ken Barber install a convertible top on a 1990 Reatta.

But Reatta was its own best advertisement, according to Fitzsimmons. "The more the public saw of Reatta, the more drivers wanted it."

Equally important, he said, is the fact that Reatta buyers are satisfied.

"Based on our own surveys, Reatta owners are more satisfied than owners of any other domestic car,"

he said.

Sales have increased dramatically in 1989, with surges this summer that were the envy of the industry. The model year saw an increase of more than 200 percent over the previous year.

Eventually, up to half of Reattas built will be convertible models. The



Reatta is hand built at the rate of about six cars per hour.

(Continued on next page.)



PHOTO: RANDY EDMONDS

Instead of an assembly line, the Reatta is built by teams of craftspeople at nine separate work stations called craft centers.

1990 models will have enhancements to boost reliability and customer satisfaction, according to Thomas C. Englin, product line manager.

The most dramatic change is the new instrument panel. The vacuum-fluorescent readouts help the driver get information more quickly, Englin said.

Reatta's convertible top is designed for easy operation. It is available in five colors: black, white, tan, dark red and dark blue. Reatta's exterior colors are gunmetal gray, Maui blue, light driftwood, white, black, silver, bright red and dark red.

Reatta is powered by the smooth 3800 V-6, a 165-horsepower engine with sequential-port fuel injection, balance shaft and hydraulic roller valve lifters, coupled to a four-speed automatic transmission with overdrive. A new standard auxiliary transmission cooler is situated in front of the radiator.

But innovations in design and engineering are only as good as the people — and the system — that install them.

At the Reatta Craft Centre, the assembly line is a thing of the past — an innovation designed to boost employee morale as well as produce a better product.



Tom Englin, Reatta product line manager (left), confers with Joseph Fitzsimmons Jr., marketing line manager.

It has a low-volume production process that produces about six cars an hour, compared with 60 vehicles per hour in a regular assembly plant.

Instead of an assembly line, the Reatta is manufactured at nine separate craft centers. The car is moved

from center to center by an AGV (automated guided vehicle).

"We have time with each Reatta to do the job right," said Greg Putney, who has been with General Motors since the mid-1960s. "If it's not done right, we don't let it go to the next center. We don't ship it."

Jim Johnson heads up one of the craft centers as a team coordinator, a job to which he was elected by co-workers. The entire system is designed to foster a sense of pride and responsibility, he said.

"If we have a problem, we figure it out and solve it," he said. "If we have a problem with a supplier, I get on the phone and there's an engineer here in two hours."

And how does all this affect Reatta?

"Better worker involvement, better worker attitude, makes for a better car," Putney said. □

— Pat Murphy is a reporter who has covered the automotive industry for newspapers in Flint and Detroit for more than 20 years.

Minutes - Reatta Division Meeting: Midwest City, OK: Saturday, 6/15/2019

Meeting called to order by Director Anne Gibson at 3:05.

A Sign-In sheet was passed around, and Anne asked each member to introduce themselves. There were a total of 22 members in attendance. Anne reminded everyone that the Minutes of the Reatta Division (RDiv) Meeting last year were in the most recent Reatta Road newsletter. Ed Lenny made a motion to accept the minutes, seconded by Sid Meyer. The Motion initially passed and then one correction was later made by Elizabeth Lane. At the meeting last year Elizabeth had proposed that the Terms of Office for the Elected Officers be changed from 1 year to 2 year terms, and Anne would review the Bylaws to determine if a change would be required. The minutes incorrectly stated that Elizabeth had suggested staggered terms, which she stated was not part of her proposal. The correction was noted, and the Minutes were then accepted as corrected.

Secretary/Treasurer Jerry Richstein distributed copies of the Treasure's Report for the period 6/9/18 through 5/31/19. Elizabeth Lane made a motion to accept, seconded by Ed Farnell. The Motion passed. Marck Barker made a motion to change the RDiv Fiscal Year to match the BCA Fiscal Year when the BCA makes the change next year. The RDiv Fiscal Year currently begins on July 1st each year to approximately match one BCA National to the next. The BCA Fiscal Year will probably be changed to the calendar year. There was some discussion and the motion was then tabled for further discussion next year. Elizabeth made a motion that the Terms of Office for the Elected Officers be changed from 1 year to 2 year terms. Anne stated that this proposal will be presented to the membership in the next Reatta Road newsletter and voted on at the RDiv meeting next year. This will be a change to the By-Laws and will be voted on at the same meeting.

Elizabeth Lane presented her Newsletter Editor's report.

Anne reminded everyone that the RDiv is selling Reatta hats and visors, and that other Reatta items are available from Land's End on their website. Ordering info is in the Reatta Road.

Anne announced that two current members of the Nominating Committee have asked that they be replaced on the Committee and that Bill Landers has agreed to continue serving on the committee. She asked for volunteers. Paul Gomborg and Mike Glaz volunteered to serve on the Committee with Bill.

Jerry presented the results of the Election of Officers. A total of 27 ballots were received from the 236 members. Officers for 2019-2020 will be Director Marck Barker, Asst. Director Chip Aeppli and Secretary/Treasurer Jerry Richstein. Anne volunteered to serve on the Advisory Board since Chip will no longer be on that Board and was appointed.

Anne stated that we had a Peterson Award to be presented and asked Marck to make the presentation. Marck presented the Peterson Award to Elizabeth Lane for her service as Reatta Road newsletter editor. She was surprised and pleased at receiving this award.

Jim Finn thanked Anne for her 4 years of service as RDiv Director. Ed Farnell thanked Jerry for his 2 years of service as Secretary/Treasurer. Jerry thanked Ed Farnell for his service as Secretary/Treasurer for approximately the previous 15 years and for making the transition very easy. Jim Finn thanked all those involved with saving the Reatta Prototype last year and getting it moved to its new home at the National Auto & Truck Museum in Auburn, Indiana.

Anne announced that the 2020 BCA National will be held July 15-18 in Strongsville, OH, near Cleveland, and also thanked Chip for taking on the Asst. Director position. She noted that since he lives near Cleveland he will be able to plan the Reatta Rendezvous next year.

Chip thanked Anne for her service as Director.

Anne announced that we will celebrate the 30th Birthday of the 1989 Reatta with cake after the meeting and said that she bought a bigger cake than last year because there wasn't enough last year, and now we have a smaller crowd.

Ed Lenny invited all RDiv members to join the Buick Driving Enthusiasts Division (BDE) and stated that the BDE was the 1st BCA Division and is currently celebrating their 25th Anniversary and is running a membership promotion.

Anne had two door prize items to be given away, one for a man and one for a woman. The drawing included the names of all those present at the meeting along with the names of any member that had returned an election ballot and paid dues. The 1st door prize was a 1991 Reatta Service Manual and was won by Bill Landers. The 2nd door prize was a Reatta tote bag and was won by Jean Richstein.

Sid Meyer thanked Marck Barker for work done on Sid's Reatta at the National. Marck made a motion to adjourn, seconded by Frank Blizzard. Meeting was adjourned at 3:45.

Respectfully submitted: Jerry Richstein, Secretary/Treasurer

REACTA DIVISION BUICK CLUB of AMERICA TREASURER'S REPORT June 1, 2019 to May 31, 2020

<u>BALANCE As Of 5/31/19:</u>	\$15,822.24
<u>TOTAL INCOME:</u>	\$2,161.89
<u>TOTAL EXPENSES:</u>	(\$2,189.92)
<u>BALANCE As Of 5/31/20:</u>	\$15,794.21

The full report, which includes all income & expense details, has been sent to all Officers and Committee Members. It will be emailed to any member upon request.

"Reports have been received about a Reatta vendor, that items ordered and paid for, but not received and no replies to inquiries. As always BUYER BEWARE. If you need suggestions as to reputable Reatta vendors, contact one of the Reatta Board of Directors."

Original "Barney cranks" are still available. Steel replacement headlight bellcranks are \$40 ea. (\$35 ea. to BCA members). Kits that include bellcrank, rollers & up-stop instructions are \$45 (BCA members \$40). Rebuilt Reatta headlight motors, \$55 per side (exchange plus \$5 shipping) Plastic wing nuts and receptacles (to hold the cover in the rear of the engine compartment) \$2 each plus \$2 shipping. Rebuilt power antenna W/steel cord \$60 (+\$15 return shipping). Trunk lock cover repair kits \$9.50. Custom Reatta car covers and all other cars in 14 fabrics and several colors, also 7 sizes of motorcycle covers (call for prices on covers). **Call Barney @ 512-869-5114 for info or Reatta tech assistance. Barney Eaton, 20111 Deerfield Dr., Georgetown, TX 78633. (12/19)**

Lots of Reatta parts from 175 parts cars. Located in a salvage yard in Tucson, AZ. **Call Roger McCrone at 520-977-5463. (12/19)**

Reatta parts.....21st year.....Large inventory at very reasonable prices. I also have exact reproductions of the convertible visor clips in all factory colors. Contact Jim Finn at **reattas60@gmail.com (12/19)**

Reatta Literature: over 125 pieces. **John Kilbane**, North Royalton, Ohio. Call – **440-552-6932. (12/19)**

Largest selection of Reatta parts in the country. You name it we have it. Parts and technical support available. We ship world wide. Call or email with your needs. **Orders@EastCoastReattaParts.com, 919-233-1973. (12/19)**

VERY LARGE REATA MEMORIBILIA COLLECTION FOR SALE. This collection which was previously referenced in the Bugle December 2008 edition consists of over 750 individual items totaling over \$20,000.

The collection includes literature, posters, videos, illuminated signs, promo items, various magazines featuring Reatta and many very rare items some of which were acquired directly from the library at the Reatta Craft Centre in Lansing, Michigan. Many Reatta parts are also for sale.

There is a separate smaller collection of general Buick items available. The owner will be moving soon and will no longer have the four car Reatta Garage which currently houses this vast collection of interesting items. Offers for the entire collection will be considered.

A list and photos of the items and pricing may be requested by contacting **Charles Parry at (315) 383-0707 (call or text), or email: gm33@twcny.rr.com. (12/19)**

Have 2 Reatta leather bound manual containers, both in excellent condition. One is complete including the flashlight, pen and tire gauge; the other is missing the flashlight and pen but has the tire gauge. One has the red colored manual, the other is blue. **Frank : 248-593-6391(03/20)**



Photo by Paul Gomberg

CARS FOR SALE

1988 Coupe. Red/ Tan. 106,000 Miles. Maintenance since I took over ownership: Transmission mount, Timing belt, Water pump, Power steering pump , Struts/Shocks all around. **\$2,100 obo. Michelle 619 990-4763** please leave message if no answer or text. Email: **servingsd@yahoo.com** (9/19)

1989 Reatta sunroof coupe, blue/blue, not running, restore or parts. Needs a lot of TLC, but definitely not a basket case. \$1,000, includes shop manual. Email questions: **dustyink@tabletoptelephone.com**. Dave Howard, BCA 16232, RDiv 237 (Southern Arizona) (9/19)

1989 Coupe, burgundy/burgundy, 98000 miles, stored six months each year. Fully loaded, including 16 way power seat and factory sunroof. A/C converted, recharged this year. One small ding in passenger door and small rust bubble on sunroof. Runs and drives great. \$5,500. Located near Akron, Ohio. **Andy Eisenman 330-571-4217 leave message, or email to afeisenman@gmail.com. BCA 42380, RDIV 854.** (9/19)

1990 Convertible: White/white top/ blue interior. 67,000 miles, **kenclausen38@gmail.com, (616)466-1758 asking \$5,000.** Kenneth Clausen - Spring Hill, Fla (12/19)

1990 Convertible. Red/Tan top/Tan interior. Less than 50,000 miles. New Top, AC blows cold, 16 way seat. Car is clean inside & out, & always garage stored. Contact **Larry Peterson 316-655-9725.** Asking **\$11,000 O.B.O.** You may email **gpstubby@gmail.com** if you want to see pictures. (9/19)

1990 Convertible, white/blue/white top. 99000 miles. New suspension, brakes, tires, top, A/C converted, exterior/Interior 99%garaged. Pictures available, service records since owned. second owner. Drive anywhere. Bob Oneil RDiv#2229,email **boneil88@twlakes.net, phone 931-885-6286 (5/20)**

1990 Buick convertible with just over 61k original miles . My dad bought it used in 1995 with 35k miles and only put 23k miles on it over 20 years. When he could no longer drive it I bought it from him 4 yearsago and have only put 4k miles more and have put new tires, wheels and full maintenance on the car. It has always been garaged and never driven in bad weather since we have had it.

I'm asking **\$7,500** but would consider all offers. The car runs great but we will be downsizing our house later this year and I won't have room .I really want this car to go to a good home since both my dad and I have taken very good care of this car since 1995. I can be reached at **770-377-4514 or on the weekends and evenings at LJKOZENY@YAHOO.COM.** (9/19)

1990 Convertible: White/white top/ burgundy interior with 116,211. Asking **\$5500.** James McCall from El Paso, Texas, at **MDS9001@GMAIL.COM** (9/19)

1990 Convertible: White/blue top/blue interior, 44,000 miles, no damage, older repaint. Runs great. Has recent brakes and top. Interior like new. Have original, refinished wheels and tires. A nice car for your collection. With pictured wheels and tires **\$12,500. \$11,000** with original wheels. Call Ed at **610-366-0234 or cell 484-707-6146.** (9/19)

1991 Coupe with only 67000 miles. **White exterior with white belt trim and very nice red interior.** Completely serviced including engine and transmission oil and filters, brake system flush, and A/C service. New fuel tank, pump, and filter. Paint has a few issues but this is a very dependable driver. **\$6,900.** Car is in Louisiana. Contact **Ralph Artall at 337-592-0044 or email: ralph@artallfarms.com.** RDIV # 2133 (9/19)

1991 Convertible, White Exterior, White Top and molding, White Interior with Blue Accents. Production Records indicate this is one of two 91's with white interior, both having the blue accents. This is believed the only one of those two with the 16 way seat, and white wheels option. The odometer currently shows 43,600K miles. The car has only been driven to shows and on several tours. Senior Gold, 399 point car and Senior Preservation in North Carolina. I have the original letter from a GM employee requesting the car on the Drive to Buy Program. It comes with the Factory Sticker., Factory car cover and lots of literature. This Reatta appears to be the rarest one built. **\$25,000.** **Frank Blizzard, 850 910-1444, frankblizz@aol.com** (9/19)

1991 Coupe White with Tan interior. CD player. 37500 miles, looks and drives fantastic. 399 point Gold Senior in 2015. driven only 1200 miles since the award. For more information contact **Herb Morris 314-852-0272 or email: reatta90@sbcglobal.net.** (9/19)

1991 Convertible, white exterior, white top, red interior. 8800 original miles. I purchased the car in October 2015 when it had 6480 miles on it and have used it for two tours. I have replaced the AC compressor, new tires and radio. The original window sticker is in the car. This car is in like new condition and drives like a new car. Asking **\$22,500.00. GEORGE BRADY, 1810 Whispering Pines Circle, Englewood, FL. 941-223-1237. Email: georgecyndy@yahoo.com** (03/20)

Classified ads will run for one year (4 issues) and then dropped, unless editor is notified to continue the ad.

CLUB HATS AND VISORS

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The Reatta Division has purchased hats for sale from Lands End: 3 colors are available: red, black and white (adjustable size) – all with the Sunburst Logo.

Also available white visor with “Reatta” in script.

All are \$15 each plus shipping for Reatta Division members (\$20 each non-members). Please contact Anne Gibson (agibson36@gmail or (336)599-9589 to order.



Ballots

DIRECTOR: Marck Barker

☐

Write In: _____

ASSISTANT DIRECTOR: Chip Aepli

☐

Write In: _____

SECRETARY/TREASURER: Jerry Richstein

☐

Write In: _____

Please mark your ballot with an X or write in a name, cut it out & send it by August 1, 2020 to: Jerry Richstein, 4798 Grants Way NE, Marietta, GA 30066

Officer Terms By-law Change

Elizabeth Lane made a motion that the Terms of Office for the Elected Officers be changed from 1 year to 2 year terms. Anne Gibson stated that this proposal will be presented to the membership in the next Reatta Road newsletter and voted on at the Reatta Division meeting next year (2020). This will be a change to the By-Laws and will be voted on through the Mail as there isn't a meeting this year. Please submit your vote to Jerry.

☐ Yes, change By-laws.

☐ No, Leave as is.

Reatta Division Buick Club of America Officers & Key Division Positions

WEB SITE ADDRESS:

www.reatta.org

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89reatta@gmail.com

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Anne Gibson: agibson36@gmail.com

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REATA ROAD EDITOR:

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buffylane39@sbcglobal.net



LAND'S END STORE FOR MEMORABILIA

<https://business.landsend.com/store/reatta>

MEMBERS ONLY PASSWORD FOR THE
REATA DIVISION WEB SITE IS:

Buick3800 (CASE SENSITIVE).

PLEASE NOTE THIS WILL APPEAR HERE
IN EACH NEWSLETTER. CHECK EACH
NEWSLETTER FOR A NEW PASSWORD.
IT WILL CHANGE FROM TIME TO TIME.



**HAPPY 30TH
BIRTHDAY
1990
REATTAS**



Photo by Paul Gomberg

MEMBERSHIP & DIVISION INFORMATION

Reatta Division dues are still only \$10/year and can be paid for up to 3 years at a time. You can either mail a check payable to the Reatta Division to me via "snail mail", or you can pay online through PayPal. The PayPal account is: ReattaClub@gmail.com

Please note that a **pink** highlighter mark on the RDIV number on your mailing label means that your Reatta Division dues are either due or past due. In order to continue receiving the Reatta newsletter, your RDIV membership status needs to be current.

Please make checks payable to: **REATA DIVISION, BCA**

Send all dues payments and address changes (include your RDIV # on your check) to:
SECRETARY/TREASURER, JERRY RICHSTEIN, 4798 Grants Way NE, Marietta, GA 30066

NOTE: All Reatta Division members are required to be members of the national organization, Buick Club of America, of which we are an authorized division. Please note that a **blue** highlighter mark on your BCA number on your mailing label means that you are not a current member of the BCA. In order to continue receiving the Reatta Division newsletter, your BCA membership status needs to be current. The national organization can be contacted at: **BUICK CLUB OF AMERICA, % Cornerstone Registration, Ltd., PO Box 1715, Maple Grove, MN 55311-6715; PHONE: 763-420-7829; FAX: 763-420-7849; EMAIL: bca@cornerstonereg.com**

Please send all classified ads and newsletter submissions to: **NEWSLETTER EDITOR, Elizabeth Lane, 39 Cockle Hill Road, Salem, CT 06420 or email at: buffylane39@sbcglobal.net**