



Matt White

Diecast Report

1913 Buick Model 25

The car that turned Buick into what it is today is replicated nicely by CSM.

China Scale Model (CSM) is a division of China Shipbuilding Industry Corporation (CSIC), a very large, state-owned builder of full-scale civilian and military ships. Like most huge corporations, business is split into divisions, one of which was specifically created to manufacture diecast military models. With such a huge area of manufacturing capacity available, it was easy to diversify and eventually include diecast model cars in the conglomerate's production output. The



Mounted atop an impressive display plinth, the model is ready for addition to any diecast collection.

1913 Buick Model-25 was a popular choice for many upper middle-class and wealthy buyers, which became Durant's target audience for Buick. Only the luxury Cadillac brand stands above it. An interesting fact to emerge while researching the history of the Model-25 is GM sells more Buicks in China, by approximately two to one, than at home. Buick has a long history in China and is one of the most popular cars to own. It is therefore quite natural for CSM to go back to the early days and replicate a car that is historically popular both domestically and internationally. Personally, I believe it is a master stroke.

The full-scale Buick Model-25 had a 22hp four-cylinder, 166ci overhead valve (OHV) engine. Buick's twin-pair four was the first engine to have inner valves, a feature that eventually became the norm with all car engines. The



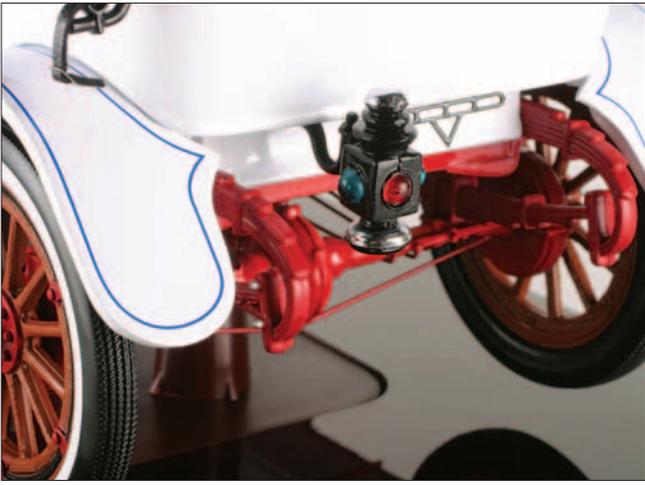
The body is painted white with blue pinstriping applied to the fenders and hood. The cloth top is equipped with the correct leather straps and metal buckles but does not fold.

brand CSM was accordingly created to manufacture models for the Chinese domestic and international markets.

Buick is America's oldest car manufacturer, having started production in 1899 and incorporated in 1903. It was managed by William C. Durant, whose promotional skills quickly led to Buick becoming America's largest automotive manufacturer. Durant acquired more independent car manufacturers and in 1908 formed an automotive corporation known as General Motors. The Buick brand was renowned for its reliability and robust construction. The



Details such as a photo-etched grill and simulated wood spoke wheels that include the proper speedometer gear add up to an authentic reproduction.



Tail light replication, which includes the period-correct green side marker lens and the noticeably red rear suspension detail, is prominent when viewing the model from this angle.

car was equipped with a two-speed transmission and rolled on 32-inch wood spoke wheels fitted with 3.5-inch rubber tires. And it could reach speeds of 50mph with five people on board. The Model-25 was very expensive for the time, but it was probably the best-built American car of that era and was much sought after by those who could afford one.

The first international offering from CSM is a 1/18 scale replica of a 1913 Buick Model-25 Touring Car (#01001). This is a wonderful entry into the diecast market. In one fell swoop, CSM has stunned all with this delightfully intricate model of the car that is said to have

“made” Buick. Vintage cars are rarely tackled by manufacturers, which is a pity, as these fine old pioneers paved the way for our modern automotive industry and therefore deserve to be remembered.

The CSM rendition is a reflection of the robustness and quality so evident in the full-scale car. The model is painted white with blue pin striping on the fenders and hood. The body is mounted atop a period-correct, red-painted chassis and suspension and has wood-look wheels. The tires have whitewalls that really give the old girl a touch of elegance.



The model features a tool box that can be opened, although the tools and thoughtfully equipped working gloves cannot be removed from the tray.

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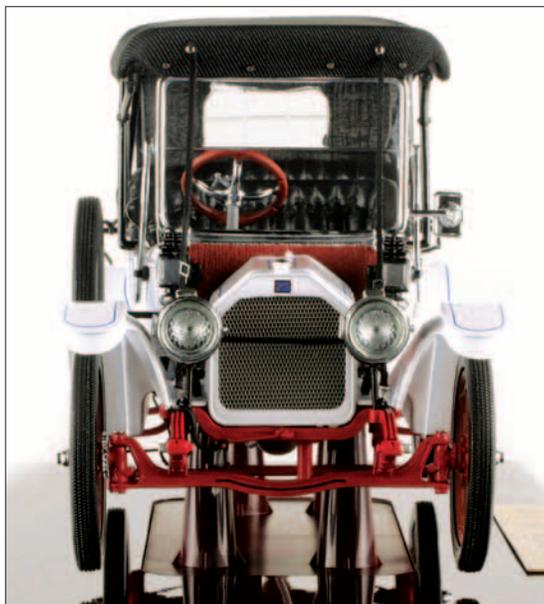
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But it's the intricacies that capture attention. This little Buick captivates with its three opening doors on tiny hinges, a miniature toolbox that can be opened to show wrenches, a hammer, work gloves (how thoughtful), acetylene gas bottle for the many exquisite lamps, side-mounted spare tire and a perfectly fitted cloth soft top (non working) with leather belts and metal buckles. The front radiator grille is photo-etched metal as are many other parts of the model.

The very detailed chassis includes a beautifully replicated and wired engine with separate intake and exhaust pipes. Also present are the many exposed gears, linkage rods, and other components. On the inside of the right front wheel is a small gear that was used to drive the speedometer via a cable. Such attention to detail is commendable.

The interior is a wonder to behold, with lots of wood and nickel-plated parts. Seat pleating is represented with soft, vinyl-feel material, and the instruments are faithfully reproduced in nickel-plated housings. Interior trim is evident on the doors and floor by using simulated materials for leather and carpet. The steering wheel is of the old reverse four-spoke type with a thick wood rim.



The Buick Model-25 appears similar to many cars of its time, but it is different in a number ways.

A minor complaint when comparing photos of the full-scale model-25 is that the method of fixing the canvas top at the front of the windshield differs on the model car. The full-scale car doesn't have such a long overlap on the windshield frame. However, because these cars were hand-built, this could be explained by constant build changes or the individual touch of a trimmer when the full-scale car was built.

Overall, this Buick is an excellent tribute to the early days of automotive engineering and manufacturing. Vintage cars need to be given closer attention by diecast manufacturers, as they have much character and individuality that often reflects its original creator's own way of life and spirit of adventure. Hopefully, more of these vintage pioneers will be replicated; the American Thomas and Stutz Bearcat are only two examples. Perhaps CSM will take these on for future model planning. However,

they already have plans to release two other cars in the very near future. These will be a modern Buick Enclave SUV (#01010) and Chevrolet Cruze (#01020). Both should be available soon and will have super detail and many features to admire. **HM**

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