

EXPECT MORE IN THIS CENTURY





*...in this Century. Compare the all-new Century with the others in its class for room, power, standard safety features and conveniences.*

*We've designed the 1997 Century to exceed your expectations for*

## EXPECT A NEW BENCHMARK...

*comfort, elegance, ride, quiet and uncomplicated quality. Inside, it's a six-passenger sedan with more passenger and trunk room than any new Taurus, Camry or Accord sedan. And Century offers standard safety features some others offer only as options. All this, and small luxuries so inviting that your daily travels become anticipated pleasures. And, what's more, it's unexpectedly affordable.*



# EXPECT MORE STYLE...

*...and all-new appeal.*

*Slender roof pillars*

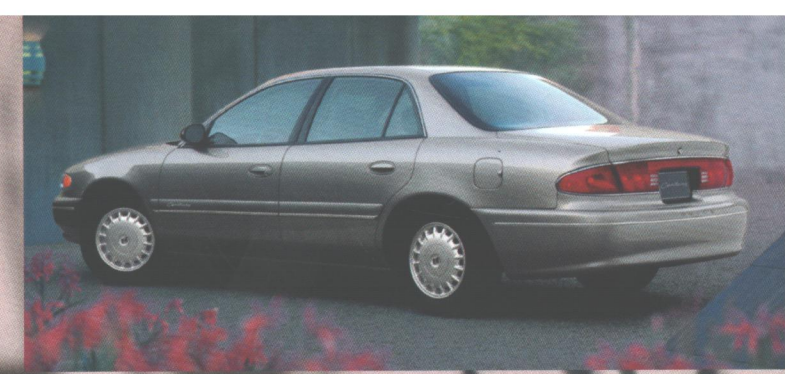
*and large glass areas*

*heighten visibility.*

*Sleek aerodynamics*

*enhance the hushed,*

*comfortable ride.*



*Century Custom  
(shown with optional 15-inch  
aluminum wheels in inset).*

*...because, more than ever,*

*Century is a car you can*

*stretch out and relax in.*

*Century offers more*

*shoulder room than*

## EXPECT MORE COMFORT...

*Taurus, Accord or Camry.*

*And persons of virtually*

*every size and shape will*

*find the body-contoured*

*seating a comforting fit.*



*Available dual-zone ComforTemp climate control option allows driver and passenger to vary their individual temperature settings.*



*Six passengers enjoy more people room (101.8 cu ft total EPA passenger room) — that's more than any new Taurus, Camry or Accord sedan.*



*Convenient front-seat armrest stores small items out of the way and offers retractable dual cup holders.*

*...and relaxation in this  
softly sculpted, luxuriously  
comfortable interior.*

*Expect the Century Sedan*

# EXPECT MORE ROOM...

*to provide more passenger  
room (and trunk room)  
than Taurus, Accord or  
Camry. And expect it to  
be beautifully appointed,  
with a generous list of  
standard equipment.*

*Century Limited interior  
shown with available leather  
accents in seating areas.*



Bright White (16)



Light Sandrift Metallic (49)



Platinum Gray Metallic (03)



Jasper Green Pearl (56)



Light Adriatic Blue Metallic (36)

### STANDARD AND AVAILABLE EQUIPMENT\*

|  | Custom | Limited |
|--|--------|---------|
| (S) standard; (A) available  |        |         |
| <b>Mechanical</b>  |        |         |
| Battery – 10" Delco Freedom II with rundown protection   | S      | S       |
| Brakes – anti-lock, disc/rear drum   | S      | S       |
| Cruise control – electronic  | A      | A       |
| Drive – front-wheel  | S      | S       |
| Emissions control – on-board fuel vapor recovery   | S      | S       |
| Engine – 3100 SFI V6   | S      | S       |
| Hood release – inside, remote  | S      | S       |
| Remote keyless entry   | S      | S       |
| Security locks – rear-door, child  | S      | S       |
| Starter protection – starter grind prevention feature, starter inoperative while engine is running | S      | S       |
| Steering – magnetic variable effort  | —      | S       |
| Steering – power rack-and-pinion   | S      | —       |
| Suspension – 4-wheel independent DynaRide® suspension  | S      | S       |
| Theft-deterrent system – PASS-Key® II  | S      | S       |
| Transmission – electronically controlled 4-speed automatic with overdrive                          | S      | S       |
| Wipers – 2-speed with variable delay feature   | S      | S       |
| <b>Interior</b>  |        |         |
| Acoustical insulation package  | S      | S       |
| Air bags – driver and front-seat passenger Supplemental Restraint System (SRS)                     | S      | S       |

|   |   |   |
|---|---|---|
| Air conditioning – CFC free   | S | S |
| Air conditioning – dual ComforTemp  | A | S |
| Armrest – front-seat storage with dual cup holders  | S | S |
| Armrest – rear-seat, storage; center with dual cup holders  | — | A |
| Child safety seat – center, integral with rear seat   | A | — |
| Defogger – front- and side-window outlets   | S | S |
| Defogger – rear-window, electric  | S | S |
| Door locks, memory – with lockout protection and delayed locking  | S | S |
| Instrumentation – includes speedometer, trip odometer, fuel and temperature gauges, and warning lights for low fuel, door ajar, trunk ajar, oil level, coolant and washer fluid level | S | S |
| Lamp – center, high-mounted stop  | S | S |
| Lights – front-seat reading   | A | A |
| Mirrors, visor vanity – nonlighted, cloth-covered, driver and passenger with extendable sunshades   | S | — |
| Mirrors, visor vanity – lighted, cloth-covered, driver and passenger, with extendable sunshades   | A | S |
| Safety belts – adjustable shoulder belt comfort guide, driver and front passenger   | S | S |
| Safety belts – rear, integral with seat, lap and shoulder and comfort guides  | S | S |
| Seat – 6-way power, driver  | A | A |
| Seats – cloth 55/45 with storage armrest  | S | S |
| Seats – leather trim 55/45 with leather-wrapped steering wheel  | — | A |
| Steering column – TILT-WHEEL™ adjustable  | S | S |



Adriatic Blue Pearl (30)



Royal Orchid Pearl (89)



Santa Fe Red Pearl (53)



Bordeaux Red Pearl (51)



Black (41)

|   |   |   |
|---|---|---|
| Steering wheel – deluxe (with Supplemental Restraint System)                | S | S |
| Trunk convenience net   | A | A |
| <b>Exterior</b>   |   |   |
| Astrorooft – electric sliding with sunshade                                 | A | A |
| Headlamps – daytime running lamps with fixed delay                          | S | S |
| Mirrors, outside rearview – black, dual remote                              | S | — |
| Mirrors, outside rearview – left and right power remote, body-color, heated | A | S |
| Tires – P205/70R15 all-season blackwall                                     | S | S |
| Tires – P205/70R15 steel-belted, radial-ply, all-season whitewall           | A | A |
| Wheelcovers – 15" bolt-on   | S | — |
| Wheelcovers – 15" bolt-on, specific   | — | S |
| Wheels – 15" aluminum   | A | A |
| Windows – power with driver express-down and passenger lockout features     | S | S |

|   |   |   |
|---|---|---|
| <b>Convenience Plus Features</b>  |   |   |
| Reminder tones for ignition key, headlamps, turn signals, parking brake "on"; delayed entry lighting; delayed exit lighting; theater dimming; |   |   |
| Battery Rundown Protection; lockout protection; delayed locking; flash-to-pass feature and retained accessory power (Limited)                 | S | S |

### AUDIO SYSTEMS

|  |   |   |
|--|---|---|
| Antenna – fixed-mast   | S | S |
| Antenna – rear-window  | A | A |
| Radio – ETR® AM-FM stereo with seek and scan, and clock  | S | S |
| Radio – ETR® AM-FM stereo with seek and scan, cassette player and clock  | A | A |
| Radio – ETR® AM-FM stereo with seek and scan, preset of 12 FM/6 AM stations, cassette player, automatic tone control, Theftlock™ and clock                     | A | A |
| Radio – ETR® AM-FM stereo with seek and scan, preset of 12 FM/6 AM stations, CD player, automatic tone control, Theftlock™ and clock                           | A | A |
| Radio – ETR® AM-FM stereo with seek and scan, preset of 12 FM/6 AM stations, combination cassette and CD players, automatic tone control, Theftlock™ and clock | A | A |
| Speakers – extended-range, front and rear  | S | S |
| Speakers – Concert Sound II  | A | A |

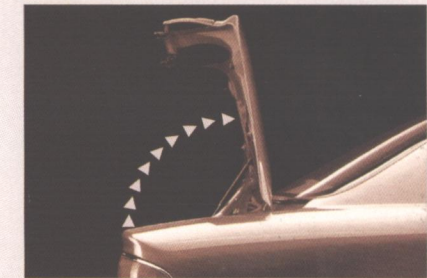
\*Partial listing only — see your dealer for complete lists and details.

### OPTION PACKAGE EQUIPMENT

|  | Custom |    |    | Limited |    |    |
|--|--------|----|----|---------|----|----|
|  | SB     | SC | SH | SE      | SF | SG |
| (SB) and (SE) Luxury Package; (SC) and (SF) Prestige Package; (SH) and (SG) CMI Value Package for the states of CA, WA, OR and ID          |        |    |    |         |    |    |
| Air conditioning – dual automatic ComforTemp climate control   |        |    |    | ■       | ■  |    |
| Antenna – rear-window  |        |    | ■  |         | ■  | ■  |
| Armrest – rear-seat, center storage with dual cup holders  |        |    |    |         | ■  | ■  |
| Carpet savers – front and rear   |        | ■  | ■  |         |    |    |
| Cruise control – electronic  |        | ■  | ■  |         | ■  | ■  |
| License plate mounting package   |        |    | ■  |         |    | ■  |
| Mirror, inside rearview – electrochromic, automatic dimming  |        |    |    |         |    | ■  |
| Mirror, inside rearview – with map reading lights  |        | ■  | ■  |         | ■  | ■  |
| Radio – ETR® AM-FM stereo with seek and scan, cassette player, and clock   |        |    | ■  |         | ■  |    |
| Radio – ETR® AM-FM stereo with seek and scan, preset of 12 FM/6 AM stations, cassette player, automatic tone control, Theftlock™ and clock |        |    |    |         |    | ■  |
| Seat – 6-way power, driver   |        | ■  | ■  |         |    | ■  |
| Seats – 6-way power, driver and passenger  |        |    |    |         |    | ■  |
| Speakers – Concert Sound II  |        |    | ■  |         |    | ■  |
| Steering wheel – with radio controls   |        |    | ■  |         |    | ■  |
| Trunk convenience net  |        | ■  | ■  |         | ■  | ■  |



Remote keyless entry system locks, unlocks doors, unlatches trunk and turns on lights from a distance. It costs extra on Taurus, Accord DX and Camry LE.



The 16.7 cu ft trunk offers more room than Taurus, Accord or Camry sedans, and the 90 degree lid opening gives you plenty of headroom.



Tungsten-halogen lamps are integrated into one unit with flush-mounted glass for optimal quality and fit.

# EXPECT HIGHER STANDARDS...

The 1997 Century is  
emphatic testimony that  
expecting more is a  
Buick-owner's privilege.

It has an all-new  
architecture. Plus, it's  
roomier, quieter, smoother  
riding, more graceful and  
elegant than ever before.

## EXPECT MORE.

And it's full of innovative  
convenience features and  
little luxuries. Evidence  
that you can expect more  
in this Century.

Important: A word about this catalog

We have tried to make this catalog as  
comprehensive and factual as possible.

We reserve the right, however, to make  
changes at any time, without notice,  
in prices, colors, materials, equipment,  
specifications, models and availability.

Since some information may have been  
updated since the time of printing,  
please check with your Buick dealer for  
complete details. Some models as shown  
may not be available in California,  
Oregon, Idaho and Washington.

A word about engines Centurys are  
equipped with engines produced by  
different operating units of GM, its  
subsidiaries or GM suppliers worldwide.

A word about assembly of Centurys  
Centurys are assembled by different  
operating units of General Motors, its  
subsidiaries or GM suppliers worldwide.

Centurys incorporate thousands of  
components produced by different  
operating units of GM, its subsidiaries or  
GM suppliers worldwide. We sometimes

find it necessary to produce Centurys  
with different or differently sourced  
components than originally scheduled.

All such components have been approved  
for use in Centurys and will provide the  
quality performance associated with  
the Buick name. Since some options  
may be unavailable when your vehicle  
is assembled, we suggest you verify with  
your dealer that your vehicle includes the  
equipment you ordered, or if there are  
changes, that they are acceptable to you.

A word about updated service information

Buick regularly sends its dealers useful  
service bulletins about Buick products.

Buick monitors product performance in  
the field. We then prepare bulletins for  
servicing our products better. Now you  
can receive these bulletins, too. Ask your  
dealer. For ordering information, call  
toll-free 1-800-551-4123.

A word about warranty The GM  
3-year/36,000-mile (whichever comes  
first) Bumper to Bumper Warranty covers  
repairs for any new Century, including

labor and parts, to correct any defects  
in material or workmanship occurring  
during the warranty period. The complete  
vehicle (including tires) will be covered  
for 3 years or 36,000 miles, whichever  
comes first. See your Buick dealer for  
terms of this limited warranty.

Supplemental Restraint System coverage  
is 3 years regardless of mileage.

The GM Card® For information or to  
apply for the GM Card or GM Gold Card,  
call 1-800-8GM-CARD.



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Buckle up, America!



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# Century

## 1997 COMPETITIVE COMPARISON

|   | Buick Century<br>Custom Sedan      | Ford Taurus<br>GL Sedan    | Toyota Camry<br>LE Sedan   | Honda Accord<br>LX Sedan        |
|---|------------------------------------|----------------------------|----------------------------|---------------------------------|
| Standard Engine                                 | <b>3.1-liter V6<br/>with SFI</b>   | 3.0-liter V6<br>with SEFI  | 2.2-liter I-4<br>with EFI  | 2.2-liter SOHC<br>I-4 with MPFI |
| Standard Horsepower                             | <b>160@5200</b>                    | 145@5250                   | 133@5200                   | 130@5300                        |
| Standard Torque (ft-lbs)                        | <b>185@4000</b>                    | 170@3250                   | 147@4400                   | 139@4200                        |
| Standard Transmission                           | <b>Elec 4-Spd Auto<br/>with OD</b> | Elec 4-Spd Auto<br>with OD | Elec 4-Spd Auto<br>with OD | 4-Spd Auto<br>with OD           |
| Drivetrain                                      | <b>FWD</b>                         | FWD                        | FWD                        | FWD                             |
| Standard Brakes (front/rear)                    | <b>ABS Disc/Drum</b>               | Disc/Drum                  | ABS Disc/Drum              | ABS Disc/Drum                   |
| Standard Tires                                  | <b>P205/70R15</b>                  | P205/65R15                 | 195/70R14                  | P185/65R15                      |
| Wheelbase (in.)                                 | <b>109.0</b>                       | 108.5                      | 105.1                      | 106.9                           |
| Curb Weight (lbs)                               | <b>3364</b>                        | 3326                       | 3086                       | 2965                            |
| Overall Length (in.)                            | <b>194.6</b>                       | 197.5                      | 188.5                      | 185.6                           |
| Overall Width (in.)                             | <b>72.7</b>                        | 73.0                       | 70.1                       | 70.1                            |
| Tread (front/rear in.)                          | <b>62.0/61.1</b>                   | 61.6/61.4                  | 61.1/59.9                  | 59.6/59.1                       |
| EPA Mileage Estimates (city/hwy) <sup>(1)</sup> | <b>20/29</b>                       | 20/29                      | 23/30                      | 23/30                           |
| Highway Range (mi)                              | <b>493.0</b>                       | 464.0                      | 555.0                      | 510.0                           |
| Maximum Towing Capacity (lbs)                   | <b>1000</b>                        | 1250                       | N/A                        | N/A                             |
| MSRP <sup>(2)</sup>                             | <b>\$18,395</b>                    | \$19,535                   | \$20,288                   | \$20,235                        |

<sup>(1)</sup>Equipped with standard engine and automatic transmission.

<sup>(2)</sup>Manufacturer's suggested retail price includes delivery and automatic transmission.

Taxes, license, title and other fees extra.

Century price may be higher in California, Washington, Idaho and Oregon.



See Additional Comparison Information On Other Side.



1997 COMPETITIVE COMPARISON (continued)

|                                   | Buick Century<br>Custom Sedan | Ford Taurus<br>GL Sedan | Toyota Camry<br>LE Sedan | Honda Accord<br>LX Sedan |
|-----------------------------------|-------------------------------|-------------------------|--------------------------|--------------------------|
| Turning Diameter (ft)             | 37.5                          | 38.6                    | 35.4                     | 36.1                     |
| Front Headroom (in.)              | 39.3                          | 39.2                    | 38.6                     | 39.4                     |
| Front Legroom (in.)               | 42.4                          | 42.2                    | 43.5                     | 42.7                     |
| Front Hip Room (in.)              | 54.7                          | 55.8                    | N/A                      | 52.6                     |
| Front Shoulder Room (in.)         | 58.0                          | 57.4                    | 56.2                     | 55.7                     |
| Rear Headroom (in.)               | 37.4                          | 36.2                    | 37.6                     | 37.6                     |
| Rear Legroom (in.)                | 36.9                          | 38.9                    | 35.5                     | 34.3                     |
| Rear Hip Room (in.)               | 53.4                          | 56.3                    | N/A                      | 51.4                     |
| Rear Shoulder Room (in.)          | 57.1                          | 56.6                    | 56.1                     | 54.3                     |
| Seating Capacity                  | 6                             | 6                       | 5                        | 5                        |
| EPA Passenger Room (cu ft)        | 101.8                         | 101.0                   | 96.9                     | 94.7                     |
| EPA Trunk Room (cu ft)            | 16.7                          | 15.8                    | 14.1                     | 13.0                     |
| EPA Interior Volume Index (cu ft) | 118.5                         | 116.8                   | 111.0                    | 107.7                    |
| Fuel Tank Capacity (gal)          | 17.0                          | 16.0                    | 18.5                     | 17.0                     |
| MSRP <sup>(1)</sup>               | \$18,395                      | \$19,535                | \$20,288                 | \$20,235                 |



Century Custom. Very well equipped for \$18,395.<sup>(1)</sup>

<sup>(1)</sup>Manufacturer's suggested retail price includes delivery and automatic transmission. Taxes, license, title and other fees extra. Century price may be higher in California, Washington, Idaho and Oregon.

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Visit <http://www.century.buick.com> or call  
1-800-4A-BUICK for more information.