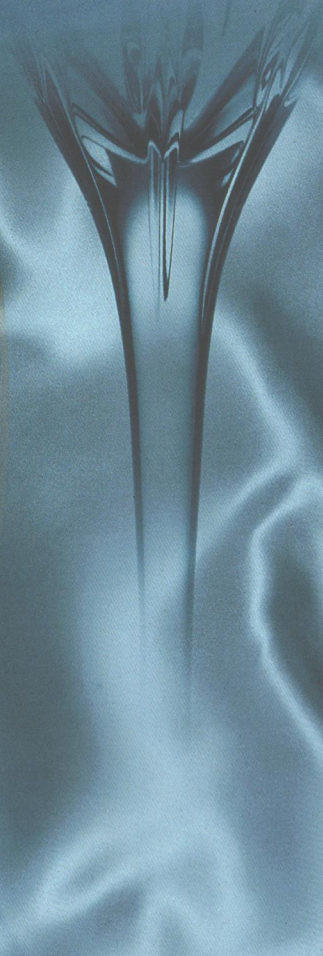




Park Avenue

*The power
of understatement.*



1997

*"...sleeker, rounder
and more aerodynamic—
in every way more
contemporary."*

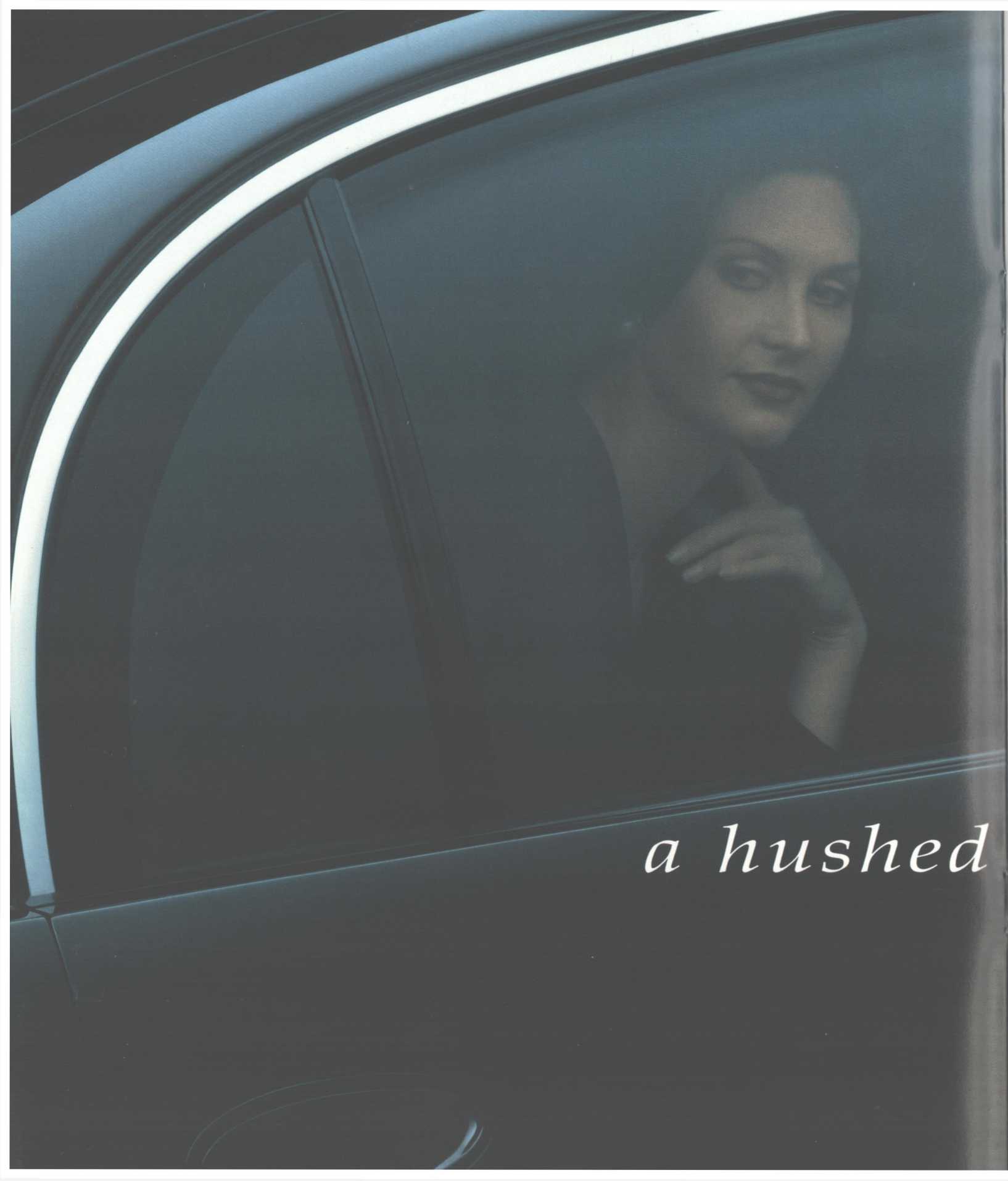
—AUTOWEEK, December 1995

Reflecting the sunset of a successful day,
the stunning all-new Park Avenue
calmly projects uncompromising standards.

Fresh linens,
a quiet piano,
delighted laughter;
all are naturally harmonious
with Park Avenue's uncomplicated elegance.

the quiet power of Park Avenue





*"...uncompromising integrity
and quietness...
rigid, substantial feel..."*

—MOTOR TREND, January 1996



The silence. The feeling of serenely secluded luxury.

These are features of the all-new Park Avenue, in which a rigid, unitized body structure plays a major role in the solid, quiet ride.

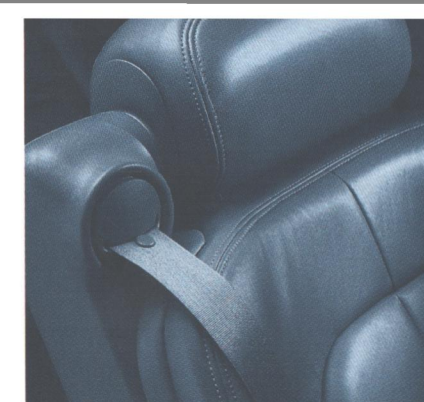
Triple door seals isolate the cabin from wind and moisture.

The sleek exterior manages airflow, contributing to the acoustic calm.

And inside, thoughts roam in peace.

a hushed environment





comfort without compromise.

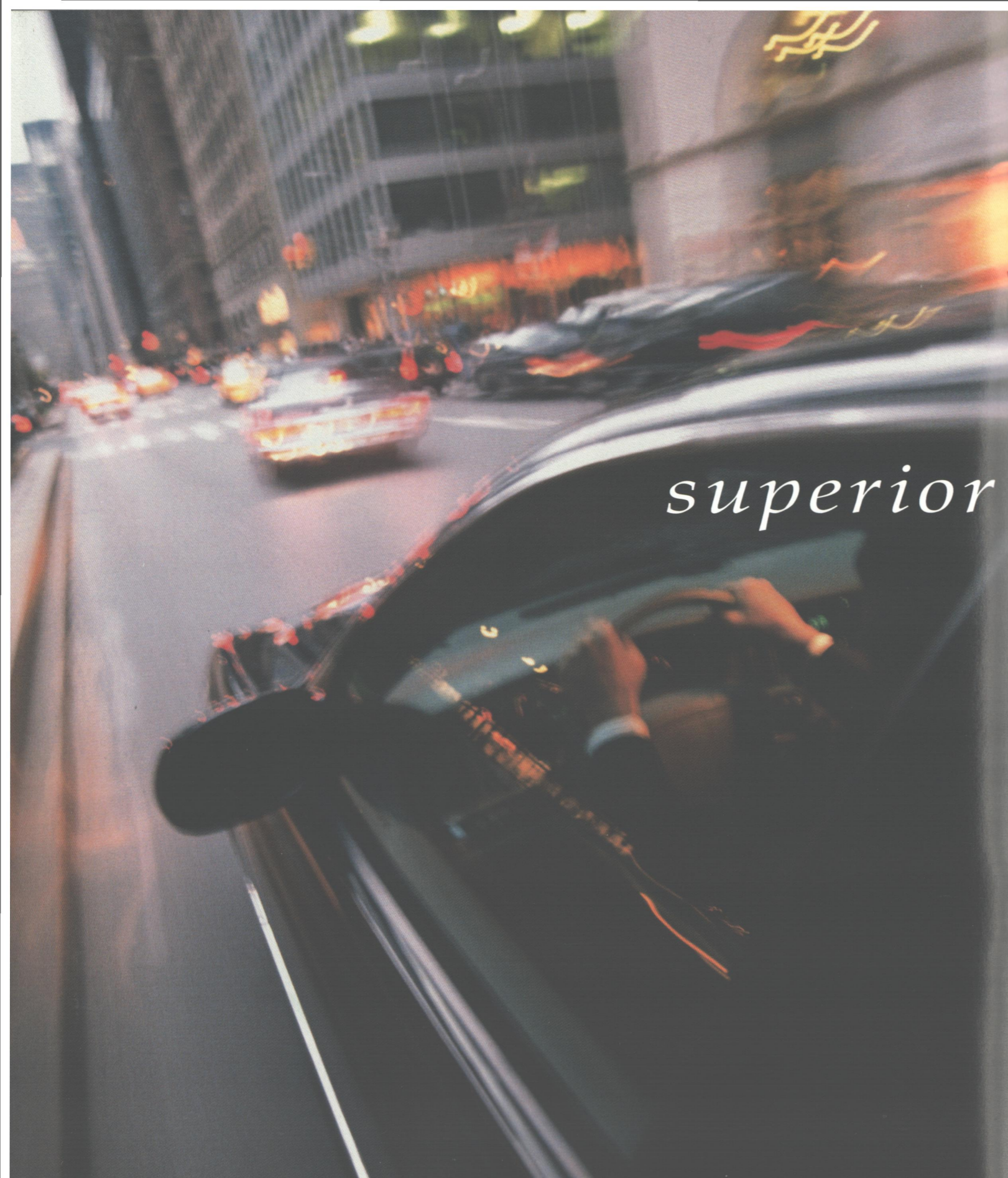
Miles of driving equivalent to many journeys around the world gave the Comfort Team the basis for the most advanced seating Buick has ever offered.

From safety belts that move with the seat to fit comfortably, regardless of seat position or occupant size, to dual automatic ComforTemp climate control, which allows different temperatures for driver and front-seat passenger, your comfort is paramount in the all-new Park Avenue.



*"Expansive and inviting
as a club room."*

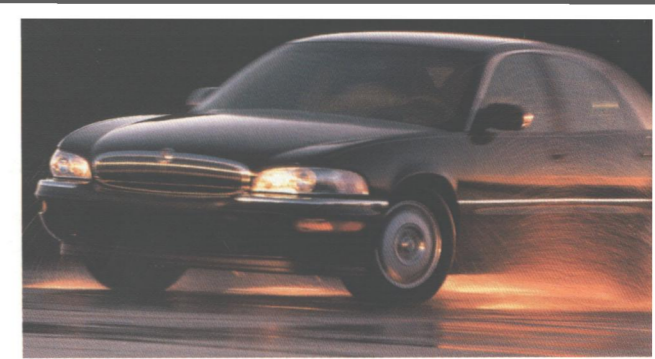
—USA TODAY, July 31, 1996



superior road manners

*"...delightful quickness and accuracy,
particularly given its generous dimensions."*

—MOTOR TREND, January 1996



The hallmark solid, quiet ride is smoother than ever.

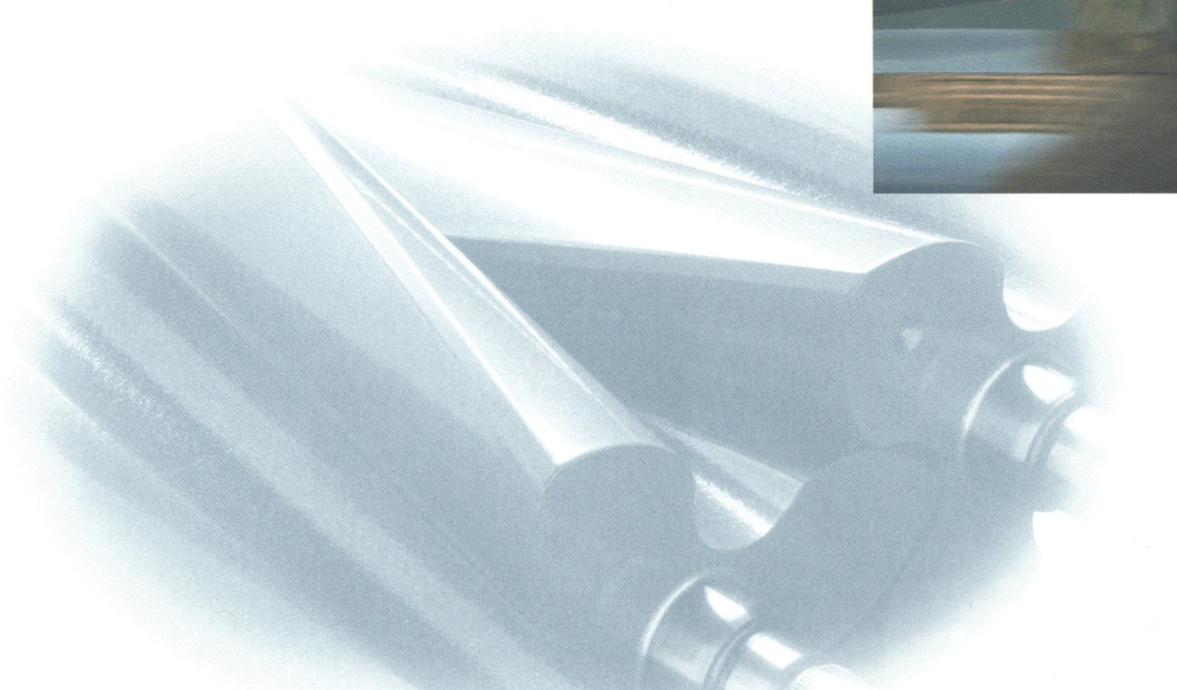
Handling is responsive. Spaciousness has increased and innovations like an advanced transaxle enhance the famous smooth ride.

It's better than it's ever been —
and that's extraordinary.





a surplus of power



Smooth, assuring power is exhibited in abundance in the normally aspirated or supercharged Series II V6 engines.

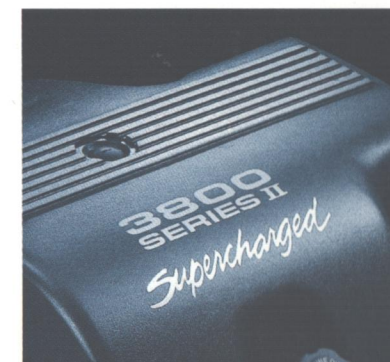
Acceleration to highway speed is not only quick, but a seamless and fluid experience that emphasizes the quiet, unmistakable strength of the 1997 Park Avenue.

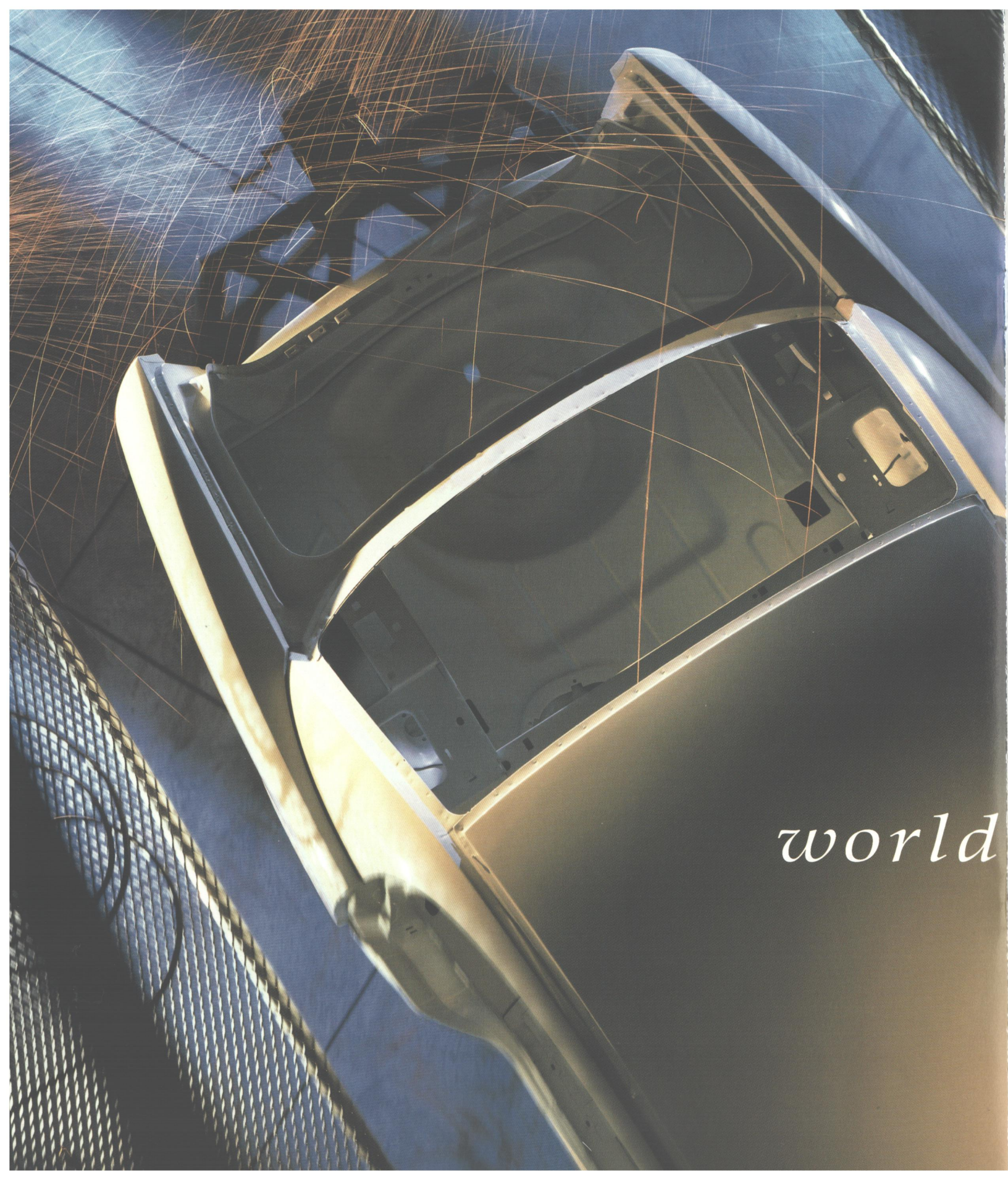
Named One of the World's Ten Best Engines (*Ward's Auto World* for 1995 and 1996),

either 3800 Series II V6 maintains six-cylinder efficiency while delivering V8-like power.

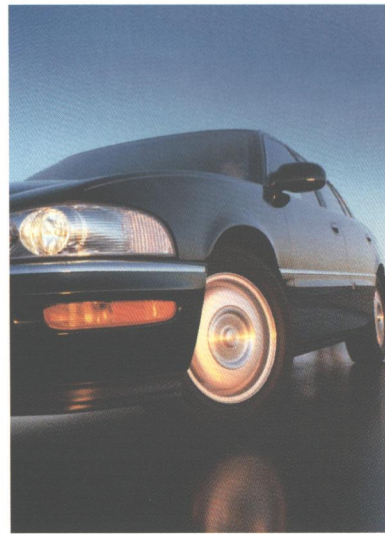
*"It's a V6,
but feels like a V8."*

—CARSMART, May 1996





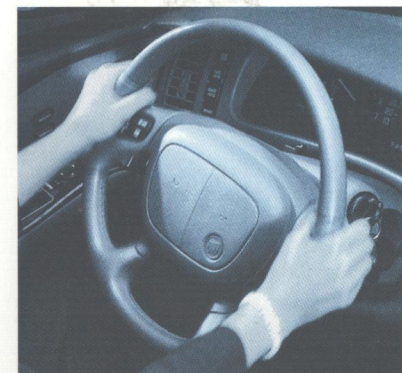
world-class architecture

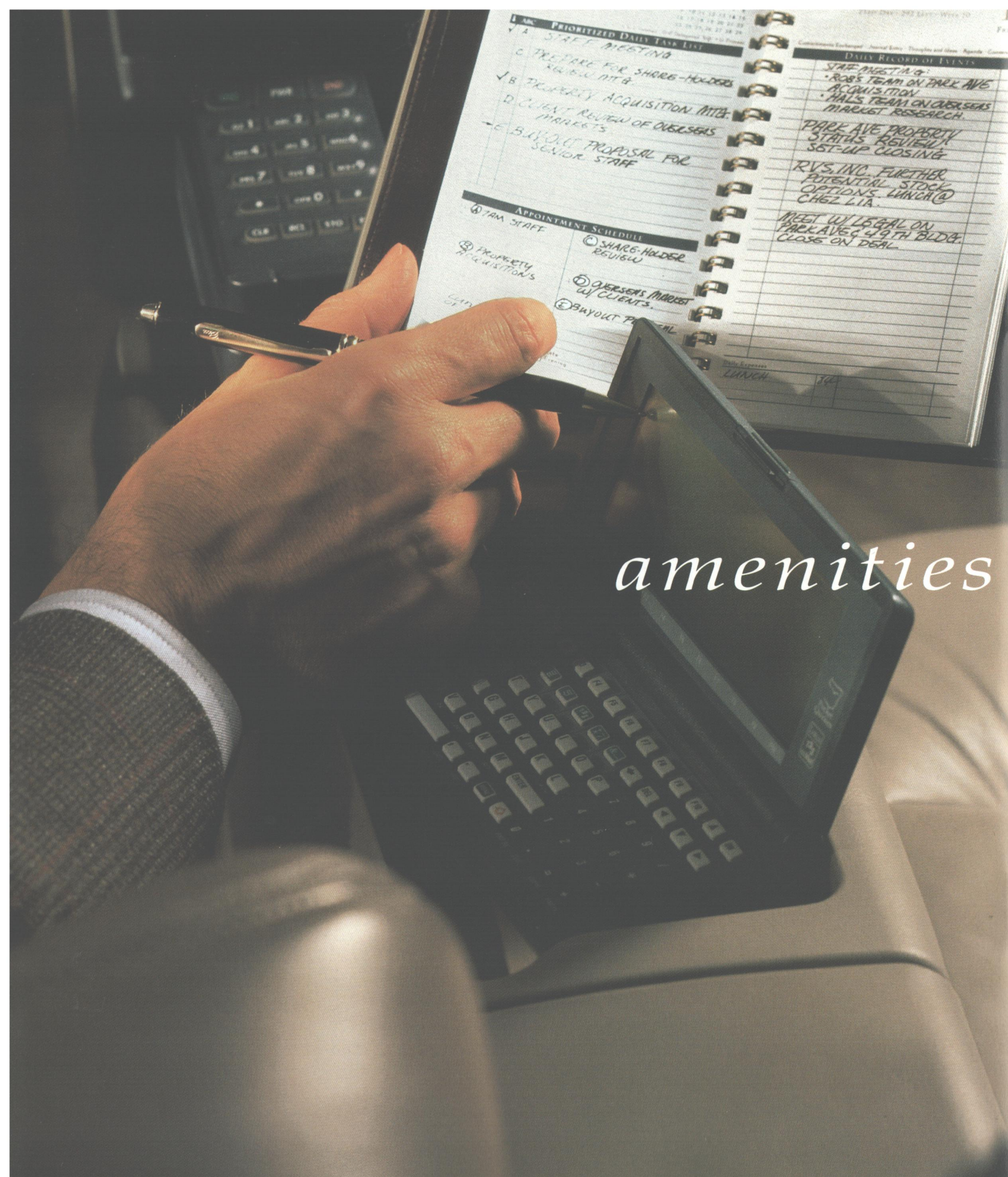


*"...the rigid, substantial feel
that the best European and Asian sedans
have enjoyed..."*

—MOTOR TREND, January 1996

Rigid body structure is the core of a world-class luxury car,
and the all-new Park Avenue begins with one of the industry's
most rigid unitized designs. Cast-magnesium beams, roll-formed reinforcement rails
and exceptionally stiff components result in a solid, substantial, quiet ride
and assured control. All of this refines, even further, the smoothness of the ride,
always a Park Avenue trait.





amenities that elevate

"...a bona fide six-passenger luxury car,
loaded with every comfort and convenience
any captain of industry could want..."

—AUTOMOBILE MAGAZINE, March 1996

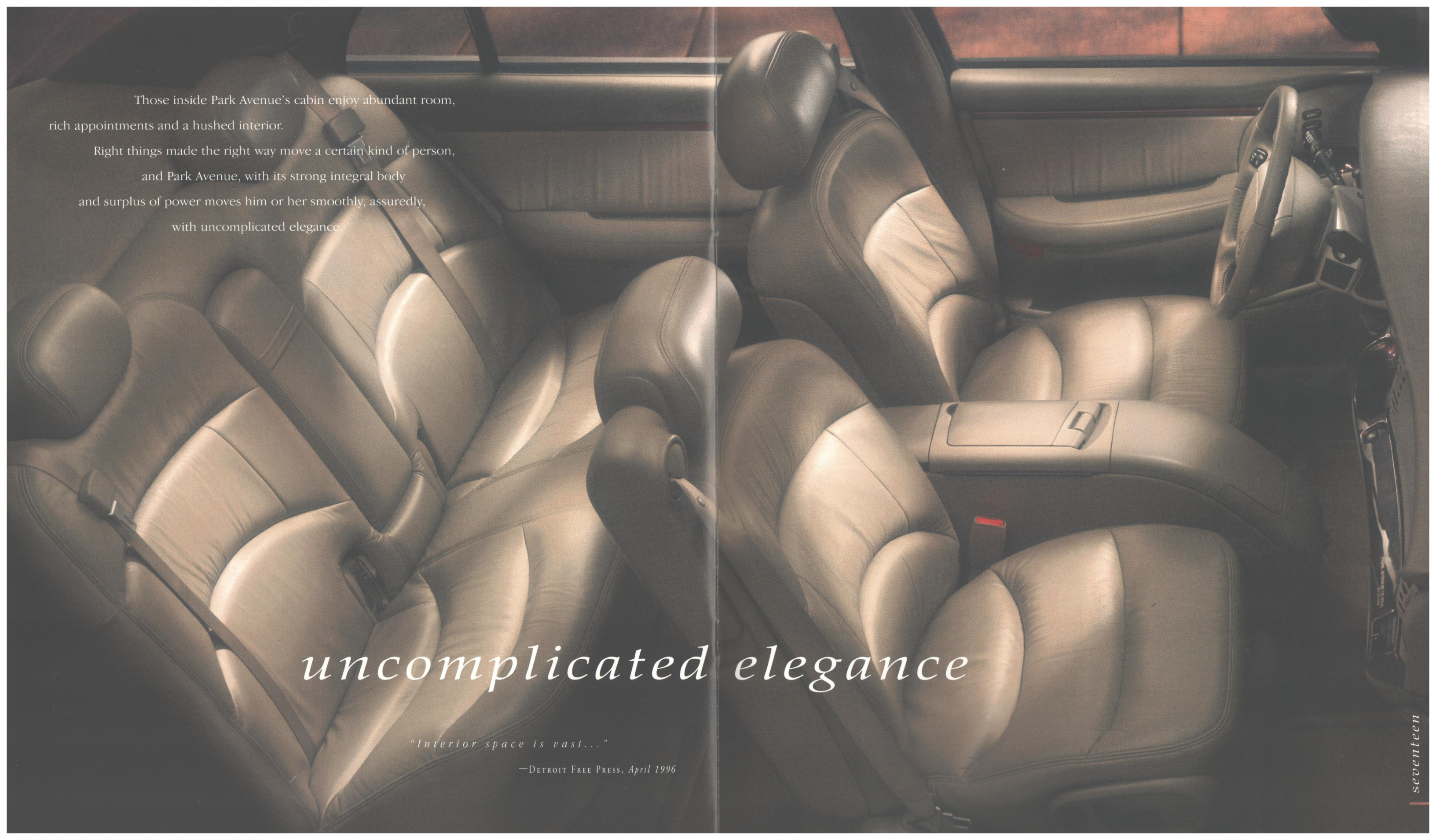


15 MPH

Conduct business with pleasure in the luxurious surroundings of the spacious Park Avenue. Slide back the available Astrorooftop and escape the bounds of office routine. An optional EyeCue® Head-up Windshield Display shows a businesslike range of information with no need for your eyes to leave the road. Available Personal Choice features include programmable settings for seats, mirrors, temperature and radio.

If you have a drive to succeed, drive Park Avenue while doing so.



A photograph of a car's interior, showing the front and rear seats upholstered in light-colored leather. The seats have a tufted design. A steering wheel is visible on the right side of the frame. The lighting is warm and focused on the seats.

Those inside Park Avenue's cabin enjoy abundant room,
rich appointments and a hushed interior.

Right things made the right way move a certain kind of person,
and Park Avenue, with its strong integral body
and surplus of power moves him or her smoothly, assuredly,
with uncomplicated elegance.

uncomplicated elegance

"Interior space is vast..."

—DETROIT FREE PRESS, April 1996

standards

- Air bags — driver and front passenger Supplemental Restraint System (SRS)
- Air conditioning — dual automatic ComforTemp, with rear-seat ComforTemp
- Antenna — rear window
- Armrest — front-seat storage dual cup holders
- Brakes — anti-lock, 4-wheel power disc
- Cruise control — electronic
- Defogger — electric, rear-window
- Door locks — memory power
- Engine — 3800 Series II V6
- Glass — Solar-Ray® solar-control
- Instrumentation — backlit analog cluster with tachometer, temperature and fuel gauges, and trip odometer
- Lamps — cornering
- Lights — door courtesy and warning
- Lights — front ashtray, trunk, instrument panel courtesy, engine compartment and glove box
- Lights — reading, front and rear seat
- Locks — rear-door child security
- Mirrors — lighted visor vanity, front
- Mirrors — outside, driver and passenger power remote
- Radio — power-loading cassette player with ETR® AM-FM stereo⁽¹⁾
- Recliners — power, driver and passenger
- Remote keyless entry — with individually programmable transmitters, instant alarm, activation verification and perimeter lighting
- Safety belts — front, all belts to seat, outboard lap/shoulder belt, and center lap
- Safety belts — rear, outboard lap/shoulder belts, and center lap
- Seats — cloth, reclining 55/45 split frame with power headrests⁽¹⁾
- Seats — 10-way power, driver and passenger
- Speakers — 6-speaker Concert Sound II⁽¹⁾
- Steering — power rack-and-pinion
- Steering column — TILT-WHEEL™ adjustable
- Sunshades — front, supplemental, extendable
- Suspension — front and rear independent DynaRide® with automatic level control
- Theft-deterrent system — PASS-Key® III
- Tires — P225/60R16 steel-belted, radial-ply, all-season blackwall
- Transmission — electronically controlled 4-speed automatic
- Trunk convenience net
- Trunk release — electric, remote with security lock
- Wheels — 16" aluminum
- Windows — power with driver express-down and passenger lockout
- Wipers — 2-speed with variable delay

options

- Air filtration system⁽²⁾
- Armrest — rear-seat storage with integral dual cup holders⁽²⁾
- Astroroof — electric, sliding and tilting with power sunshade
- Cellular phone — readiness package⁽²⁾
- Console — overhead⁽²⁾
- Engine — 3800 Series II Supercharged V6⁽²⁾
- Engine block heater
- EyeCue® Head-up Windshield Display
- Head restraints, articulating — power, front⁽²⁾
- Instrumentation — backlit analog cluster with Driver Information Center⁽²⁾
- Mirror — driver outside, electrochromic automatic dimming (heated left and right), power remote⁽²⁾
- Mirror — inside rearview, electrochromic automatic dimming⁽²⁾
- Radio — power-loading CD player with automatic tone control and ETR® AM-FM stereo⁽²⁾
- Radio — power-loading CD and cassette players with automatic tone control and ETR® AM-FM stereo
- Rear-seat pass-through⁽²⁾
- Seat — heated, driver and passenger⁽²⁾
- Seats — leather/trimmed 55/45 split frame⁽²⁾
- Seats — memory, 10-way power memory driver seat, and outside mirrors, climate control and radio presets⁽²⁾
- Speakers — 9-speaker, Concert Sound III⁽²⁾
- Steering — dealer programmable, magnetic variable effort power rack-and-pinion⁽²⁾
- Steering wheel controls — remote radio and temperature⁽²⁾
- Traction control — full-range⁽²⁾
- Universal Transmitter — three-function, remote⁽²⁾
- Wipers — moisture-sensing delay⁽²⁾

Note: This is a partial listing. See your Buick dealer for complete details.

engines

Type (Park Avenue)	3.8-litre 3800 Series II V6
Horsepower	205 @ 5200 rpm
Torque	230 @ 4000 rpm
Type (Ultra)	3.8-litre 3800 Series II Supercharged V6
Horsepower	240 @ 5200 rpm
Torque	280 @ 3600 rpm

towing

3800 Series II V6	3.05 final drive ratio 1,000 maximum gross trailer rate (lbs) ⁽³⁾⁽⁴⁾
3800 Series II Supercharged V6	2.93 final drive ratio 1,000 maximum gross trailer rate (lbs) ⁽³⁾⁽⁴⁾

dimensions

Exterior	inches
Length	206.8
Width	74.7
Height	57.4
Wheelbase	113.8
Front tread	62.7
Rear tread	62.3
Interior	front/rear
Legroom	42.4/41.4
Headroom	39.8/38.0
Shoulder room	59.2/58.7
Hip room	56.4/55.7

capacities

Trunk, cu ft	19.1
Fuel tank, gal	19.0
Base curb weight, lbs (Park Avenue)	3,788
Base curb weight, lbs (Ultra)	3,879

⁽¹⁾ Park Avenue only.

⁽²⁾ Standard on Ultra.

⁽³⁾ When properly equipped. Includes weight of trailer, cargo, passengers and equipment. All towing recommendations are subject to change. Check with your Buick dealer for the latest information. Trailer tongue load should be 10% of the maximum trailer weight but should not exceed the load rating specified for that vehicle, engine or combination.

⁽⁴⁾ Requires Class II frame-mounted trailer hitch.

compatibilities

Exterior	Interior
Bright White (16)	Blue, Gray, Lt. Green, Taupe, Bordeaux Red
Silvermist Metallic (17)	Blue, Gray, Bordeaux Red
Sandstone Beige Metallic (50)	Blue, Taupe, Bordeaux Red
Light Autumn Green Metallic (58)	Gray, Lt. Green, Taupe
Medium Autumn Green Metallic (47)	Gray, Lt. Green, Taupe
Majestic Teal Pearl (43)	Gray, Taupe
Light Adriatic Blue Metallic (36)	Blue, Gray
Adriatic Blue Pearl (30)	Blue, Gray, Taupe
Santa Fe Red Pearl (53)	Gray, Taupe
Bordeaux Red Pearl (51)	Gray, Taupe, Bordeaux Red
Black (41)	Blue, Gray, Lt. Green, Taupe, Bordeaux Red

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. Buicks are equipped with engines produced by different operating units of GM, its subsidiaries or GM suppliers worldwide.

A word about assembly of Buicks. Buicks are assembled by different operating units of General Motors, its subsidiaries or GM suppliers worldwide. Buicks incorporate thousands of components produced by different operating units of GM, its subsidiaries or GM suppliers worldwide. We sometimes find it necessary to produce Buicks with different or differently sourced components than originally scheduled. All such components have been approved for use in Buicks 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 Buick, 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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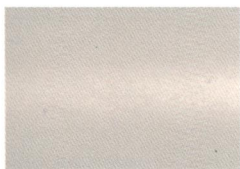
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colors



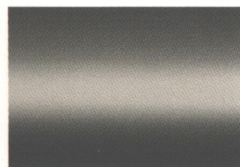
Bright White (16)



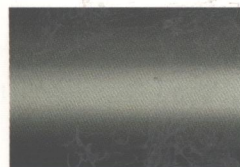
Silvermist Metallic (17)



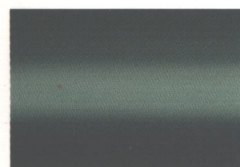
Sandstone Beige Metallic (50)



Light Autumn Green Metallic (58)



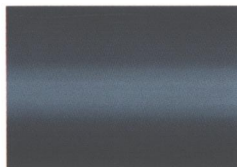
Medium Autumn Green Metallic (47)



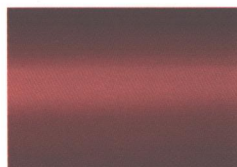
Majestic Teal Pearl (43)



Light Adriatic Blue Metallic (36)



Adriatic Blue Pearl (30)



Santa Fe Red Pearl (53)



Bordeaux Red Pearl (51)



Black (41)

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