

THE 1997 BUICKS



A very fine *balance* has been achieved in the spectrum of *new* premium automobiles

offered by Buick for 1997. All the right *choices* exist for people with particular tastes and

attitudes. Whichever choice you make, your 1997 Buick will be a *premium* automobile



1997. A New Generation of Premium Automobiles.

that exhibits durability, comfort, satisfying response, purposeful luxury and superb

craftsmanship. Whether Skylark, Century, LeSabre, Regal, Riviera or Park Avenue, it will

exceed your expectations. And when you drive it, you will know it was made just for you.

Skylark

Century

LeSabre

Regal

Riviera

Park
Avenue

I N D E X

82

62

46

38

22

2

A very fine *balance* has been achieved in the spectrum of *new* premium automobiles offered by Buick for 1997. All the right *choices* exist for people with particular tastes and attitudes. Whichever choice you make, your 1997 Buick will be a *premium* automobile



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Skylark

Skylark owners may rest assured their choice of premium Buick is the best standard-equipped car in its class—premium in everything but price.

Skylark

Century

LeSabre

Regal

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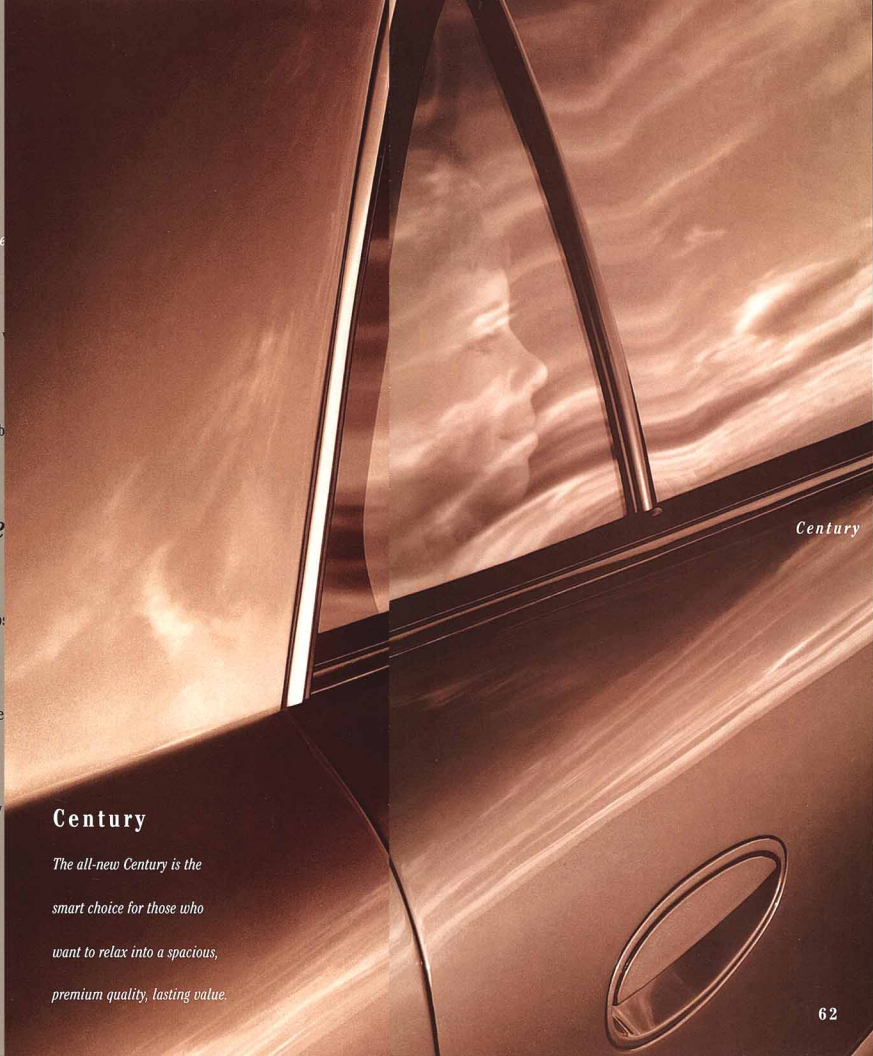


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exceed your expectations. And when you drive it, you will know



Century

LeSabre

Regal

Riviera

Park Avenue

Century

The all-new Century is the smart choice for those who want to relax into a spacious, premium quality, lasting value.

LeSabre

Peace of mind and enjoying

life to the fullest attract LeSabre

owners to America's most

popular full-size automobile.

A very fine *balance* has been achieved in the

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LeSabre

Regal

Riviera

*Park
Avenue*

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attitudes. Whichever choice yo



1997. A

that exhibits durability, confi

craftsmanship. Whether Skylar

exceed your expectations. And

Regal

Designed around your wishes —

an all-new kind of sport sedan a

high-performance family can

really get into.



Regal *Riviera*

*Park
Avenue*

A very fine bu

offered by Bu

attitudes. Wh



18

that exhibits

craftsmanship

exceed your ex



Riviera

Park
Avenue

Riviera

One of the most exquisite blends

of personal luxury, dramatic

design and assertive performance

on the roads of America.



Park Avenue

*The all-new Park Avenue
succeeds, magnificently, in
blending comfort, graceful
beauty and assuring response.*

*Park
Avenue*



The Park Avenue

Reflecting the sunset of a successful day, the stunning, *all-new* Park Avenue calmly projects *uncompromising* standards. Those inside enjoy increased roominess, 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. Linens at table, a quiet piano, delighted laughter; all are somehow *harmonious* with Park Avenue's uncomplicated elegance.



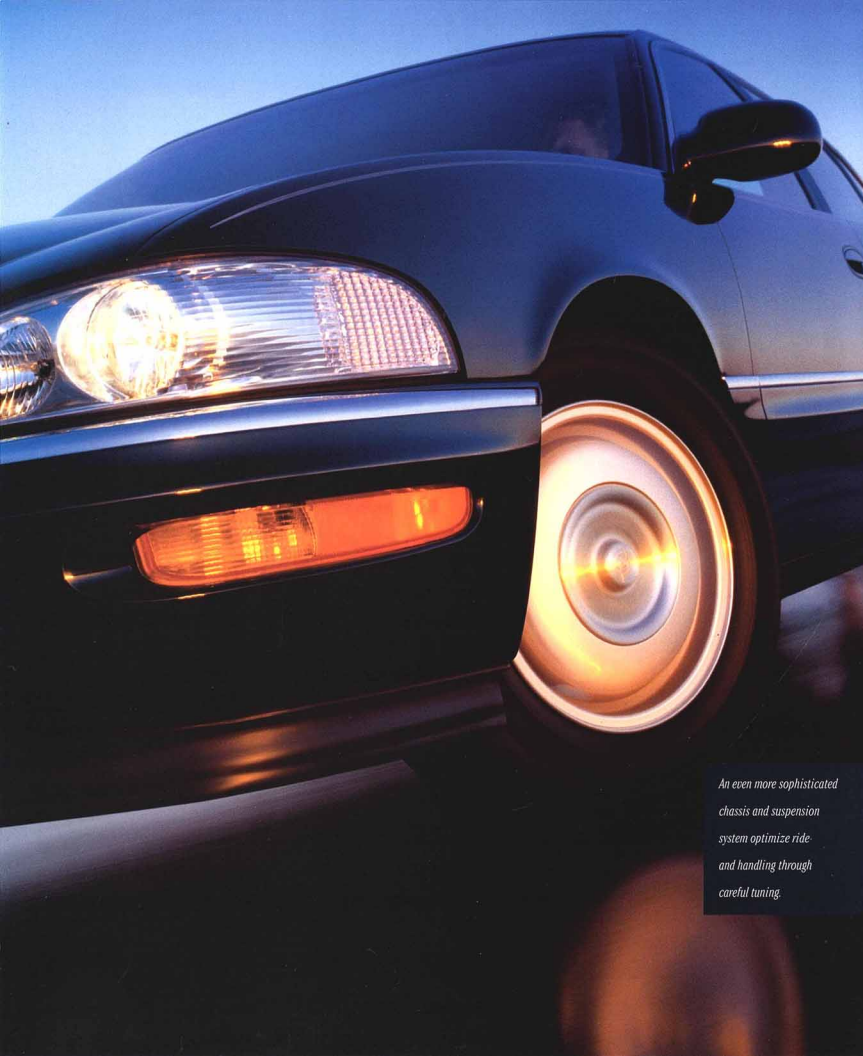
PARK AVENUE
YOU'VE EARNED IT. NOW ENJOY IT.



*Polished and refined
architecture reflects
the elegance of the
Park Avenue Ultra.*

4

P A R K A V E N U E



An even more sophisticated chassis and suspension system optimize ride and handling through careful tuning.

Structural Integrity. A rigid body structure is the core of a world-class luxury

Triple seal systems at each window opening protect the interior from wind, noise and moisture.



car, and that of the freshly designed Park Avenue begins with one of the industry's most



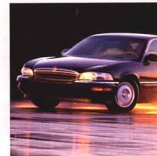
The sleek, continuous surface exterior design helps reduce wind interference and contributes to the quiet ride.

rigid unitized designs. Cast magnesium beams, roll-formed reinforcement rails and

A magnesium-beam-mounted steering column nearly eliminates steering wheel vibration on rough roads.



exceptionally stiff components result in a solid, substantial, quieter ride and enhanced

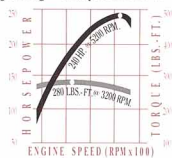


Park Avenue's longer, wider wheelbase furthers an engaging and harmonious feeling of control.

control. All of this further refines the smoothness of the ride, always a Park Avenue trait.

Performance. Smooth, assuring power is just the beginning—and you'll find it

The 3800 Series II Supercharged V6 powerplant delivers an inspiring 240 horsepower at 5200 rpm.



exhibited in abundance, in the normally aspirated or supercharged Series II V6 engines.

The 3800 Series II Supercharged V6 turns power to pure pleasure while providing an EPA estimated 18 mpg city and 27 mpg highway.



Either V6 powerplant is sure to please the most demanding driver. Fluid, authoritative



Standard on Park Avenue Ultra, full-range traction control provides reassuring grip on most slippery surfaces.

handling, control, comfort and a supremely smooth ride result from front and rear

Ride and handling are carefully balanced and optimized with available Gran Touring suspension.



independent DynaRide® suspension, coupled with a new, sophisticated chassis system.



Proven reliable power and six cylinder fuel efficiency work together in the 3800 Series II Supercharged engine.



Prized Comfort. Park Avenue owners prize spaciousness, rich accommodations

Park Avenue seats are among the most comfortable in the world with 10 adjustments and Comfort Team engineering.



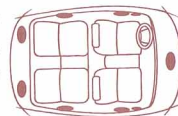
and a smooth, comfortable ride. All these award-winning attributes have been enhanced



An optional 12-disc CD changer in the trunk is programmed with ease and flexibility from the instrument panel.

in the new Park Avenue. There's more room for six occupants and more Personal Choice

The new Concert Sound III entertainment system provides front-row performance with nine speakers.



features like sound system and climate control settings. Plus independent front and rear

The handy Convenience Console helps you conduct business with pleasure efficiently, in luxurious surroundings.



suspension to minimize road vibration. Park Avenue: comfort without compromise.

P A R K A V E N U E



Spacious and beautifully appointed, the Park Avenue Ultra's interior is inviting and harmonious.

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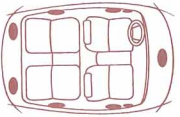
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*Powerful-looking and
sleekly impressive,
Park Avenue is shown
with standard 16-inch
aluminum wheels.*



15

P A R K A V E N U E

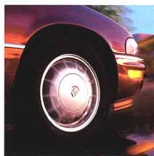
Raising the Bar. Standard features and options on a Park Avenue are hardly



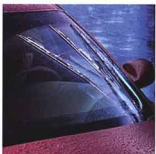
New Personal Choice features include programmable settings for seats, mirrors, temperature and radio.

standard fare. From optional magnetic variable effort steering to an abundance of seat

A new tire inflation monitoring system is a welcome feature in Park Avenue Ultra, optional in Park Avenue.

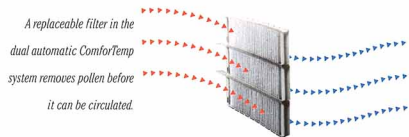


settings and thoughtful safety features like daytime running lamps, the 1997 Park Avenue



Moisture-sensing delay windshield wipers maintain visibility with moisture sensors eliminating having to reset the intervals. Standard on Ultra, available on Park Avenue.

continues to exceed expectations. This roomier, quieter, feature-rich Park Avenue



Sedan is now more impressive than ever—a good match, perhaps, for your own goals.

P A R K A V E N U E



Available leather accented seating areas provide deeply comfortable seating and invite you to enjoy your drive more than ever.

Exceeding Expectations. The world-class architecture and new design of

*Innovative safety belt travels
with the seat and fits
comfortably regardless of seat
position or occupant size.*

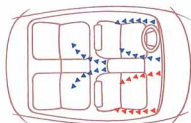


Park Avenue house amenities that elevate its status high above the ordinary. The hallmark

*Four-way power lumbar
adjustment option, as part of
the 10-way seat, is standard
on Park Avenue Ultra.*



solid, quiet ride is smoother than ever. Road manners are superior. Handling is



*Dual automatic ComforTemp
allows different temperature
settings for driver and front
seat passenger.*

responsive. Spaciousness has increased and innovations like an advanced transaxle

*The Comfort Team seating is
the most advanced seating
Buick has ever offered. And the
most comfortable.*



enhance the famous smooth ride. It's better than it's ever been—and that's extraordinary.

P A R K A V E N U E

15 MPH

*The available EyeCue™
Head-up Windshield
Display shows crucial
information in line
with driver's vision.*

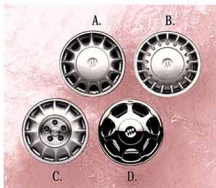




Park Avenue



Park Avenue Ultra



STANDARD AND AVAILABLE EQUIPMENT*

(S) standard, (A) available	Park Avenue	Ultra
Mechanical		
Battery – Delco Freedom II Plus	S	—
Battery – heavy-duty Delco Freedom II Plus	—	S
Brake/transmission shift interlock	S	S
Brakes – power 4-wheel disc, anti-lock	S	S
Engine – 3800 Series II V6	S	—
Engine – 3800 Series II Supercharged V6	—	S
Horn – 4-note	A	S
Remote keyless entry – with individually programmable transmitters, instant alarm, actuation verification and perimeter lighting	S	S
Security locks – rear-door, child	S	S
Steering – dealer programmable magnetic variable effort power rack-and-pinion	A	S
Steering – power rack-and-pinion	S	—
Suspension – front and rear independent DynaRide™ with automatic level control	S	S
Suspension – Coil Touring	—	A
Theft-deterrent system – PASS-Key™ III with audible alarm and starter interrupt	S	S
Traction control – full-range	A	S
Transmission – electronically controlled 4-speed automatic with electronically controlled converter clutch	S	—
Transmission, heavy-duty – electronically controlled 4-speed automatic with electronically controlled converter clutch	—	S
Wipers – variable delay	S	S
Wipers – moisture-sensing delay	A	S
Interior		
Air bags – driver and right front-seat passenger Supplemental Restraint System (SRS)	S	S
Air conditioning – CPU-free, dual automatic ComforTemp with rear-seat ComforTemp	S	S
Air filtration system	A	S
Armrest – front-seat storage with dual cup holders and large capacity coin holder	S	S
Armrest – rear-seat storage with integral dual cup holders	A	—
Console – overhead with reading lights (3), garage door opener storage	S	—
Console – overhead with reading lights (3), programmable Universal Transmitter	A	S
Cruise control – electronic	S	S
Defogger – electric, rear-window	S	S
Door trim – genuine wood accent	A	S
EyeCue™ Head-up Windshield Display – includes readouts for speed, turn signals, high beam and check gauges telltale	A	A
Five-person seating, Convenience Console Package – includes 45/45 10-way power split frame seats, Convenience Console with illuminated writing surface, cellular telephone/Fax pre-wiring, dual cup holders, dual auxiliary power outlets and bi-level rear-seat ComforTemp	A	A
Head restraints – articulating, power adjustable, front seat	A	S
Head restraints – power, adjustable, front-seat	S	—
Head restraints – integral, rear-seat	S	—
Instrumentation – backlit analog cluster with tachometer, temperature and fuel gauges and trip odometer	S	—
Instrumentation – backlit analog cluster with tachometer, temperature and fuel gauges, trip odometer and driver information center (includes tire pressure warning, oil pressure, volts, oil life and level monitors); low washer fluid, low coolant and door/trunk ajar indicators; basic trip computer (fuel economy, miles to empty, gallons used); Personal Choice programming functions	A	S
Lamps – daytime running lamps with Twilight Sentinel®	S	S
Mirror, inside rearview – electronic automatic dimming	A	S
Mirrors, visor vanity – front lighted, driver and passenger	S	S
Mirrors, vanity – dual, lighted, rear-seat passenger swing down	—	S
Rear-seat pass-through – opening to trunk compartment	A	S
Recliners – power, driver and passenger	S	S
Safety belts – front, all belts to seat, outboard lap/shoulder belt, and center lap	S	S
Safety belts – rear, outboard lap/shoulder belt, and center lap	S	S
Seats – cloth 55/45 split frame with power headrests	S	—
Seats – leather trim 55/45 with front-seat storage armrest	A	S
Seats – 10-way power, driver and passenger with metamorphic switch design	S	S
Steering column – TILT-WHEEL™ adjustable	S	S
Steering wheel – leather-wrapped (with SRS**)	A	S

CONTINUED

(S) standard, (A) available	Park Avenue	Ultra
Sunshades – supplemental, extendable, front	S	S
Trunk lock release – electric, remote with security lock	S	S
Exterior		
Astrolor® – electric, sliding and tilting with power sunshade	A	A
Cornering lamps	S	S
Mirror, driver outside – electrochromic automatic dimming, heated left and right, power remote	A	S
Mirrors, outside – driver and passenger power remote	S	S
Stripes – accent paint	S	S
Tires – P225/60R16 steel-belted, radial, ply-all-season blackwall	S	S
Tires – P225/60R16 steel-belted, radial, ply-all-season whitewall	A	A
Tires – sell-sealing whitewall	A	A
A) Wheels – specific, 16" aluminum	S	—
B) Wheels – specific, 16" aluminum	—	S
C) Wheels – 16" aluminum	A	A
D) Wheels – 16" chrome aluminum	A	A
Windows – power with driver express-down and passenger lockout features	S	S

Convenience Plus Features
 Battery RunDown Protection; electronic reminder tones for ignition key, headlamps, turn signals, parking brake "on"; delayed entry lighting; delayed exit lighting; theater dimming; flash-to-pass; lockout protection; delayed locking; auxiliary power outlet, retained accessory power; passive theft-deterrent system (PASS-Key™ III); and Twilight Sentinel™ with daytime running lamps

PERSONAL CHOICE FEATURES

Delayed locking – programmable	S	S
Memory door locks	S	S
Memory driver seat and mirrors	A	S
Memory radio and climate control presets	A	S
Perimeter lighting	S	S
Security feedback	S	S

AUDIO SYSTEMS

Antenna – rear-window	S	S
Radio – ETR™ AM-FM stereo with seek and scan, cassette player, and clock	S	—
Radio – ETR™ AM-FM stereo with seek and scan, cassette player with automatic tone control, preset 12 FM/6 AM stations, and clock; includes steering wheel controls	A	—
Radio – ETR™ AM-FM stereo with seek and scan, CD player with automatic tone control, preset 12 FM/6 AM stations, and clock; includes steering wheel radio controls	A	S
Radio – ETR™ AM-FM stereo with seek and scan, combination cassette and compact disc players, automatic tone control, preset 12 FM/6 AM stations, and clock; includes steering wheel radio controls	A	A
Speakers – Concert Sound II 6-speaker system	S	—
Speakers – Concert Sound III 154-watt, 9-speaker system	A	S

*Partial listing only – see your Buick dealer for complete lists and details.
 **Supplemental Restraint System.

OPTION PACKAGE EQUIPMENT

(SE) Prestige Package	Park Avenue SE
Driver information center – includes tire pressure monitor; basic trip computer; reminder lights for low oil level, low coolant level, low fuel level, oil life monitor, door ajar, trunk ajar; Personal Choice programming functions; two separate trip odometers; and calculations for instant fuel economy, miles to empty, and gallons of fuel used	■
Mirrors, driver outside – electrochromic, automatic dimming, remote power	■
heated left and right	■
Mirrors, inside rearview – electrochromic, automatic dimming	■
Radio – ETR™ AM-FM stereo with seek and scan, preset 12 FM/6 AM stations, cassette player with automatic tone control, TheLock™, and clock; includes steering wheel controls	■
Seats, memory – 10-way power memory driver seat, lumbar, and outboard mirrors with memory climate control and radio presets	■
Universal Transmitter – three-function, remote	■
Wipers – moisture-sensing delay	■

SPECIFICATIONS

Engine		
Type	3.8-litre 3800 SFI™ Series II V6	
Horsepower	205 @ 5200 rpm	
Torque	230 @ 4000 rpm	
Type	3.8-litre 3800 SFI™ 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) ⁽¹⁾⁽²⁾	
3800 Series II SC V6	2.93 final drive ratio 1,000 maximum gross trailer rate (lbs) ⁽¹⁾⁽²⁾	
Capacity		
Trunk, cu ft	Park Avenue	Ultra
	19.1	19.1
Fuel tank, gal	19.0	19.0
Base curb weight, lbs	3,788	3,879
Dimensions (inches)		
Length	206.8	206.8
Width	74.7	74.7
Height	57.4	57.4
Wheelbase	113.8	113.8
Front tread	62.7	62.7
Rear tread	62.3	62.3
Interior (inches)		
Legroom	front/rear	front/rear
	42.4/41.4	42.4/41.4
Headroom	39.8/38.0	39.8/38.0
Shoulder room	59.2/58.7	59.2/58.7
Hip room	56.4/55.7	56.4/55.7

(1) Sequential-port fuel injection.
 (2) 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 hitch combination.
 (3) Requires Class II frame-mounted trailer hitch.



The Riviera

Since its *spectacular* reintroduction in 1995, Riviera has become the personal luxury coupe of choice for *expressive* individuals whose lives are sources of inspiration to their peers. They would no more drive an ordinary car than they would forget a luncheon engagement. They recognize a *significant* milestone in premium automobile design and embrace it. The 1997 Riviera's *dramatic* design, structural integrity and confident *performance* are sure to be *irresistible* to certain highly original and selective free spirits.

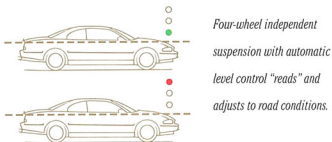


RIVIERA
EXPRESS YOURSELF.

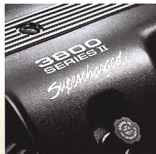


*Riviera's wind-eating
aerodynamics are one
more expressive way this
dynamic luxury coupe
sets the spirit free.*

Structural Integrity. Riviera's impressive stability of ride and sureness of



handling result directly from its rigid body which measures 25Hz. Without getting too



The available 3800 Series II Supercharged V6 maintains six-cylinder fuel efficiency while delivering 240 horsepower.

technical, that means an incredibly solid structure, the highest of any personal luxury

The quiet, predictable ride inspires confidence on any road, under virtually any condition.



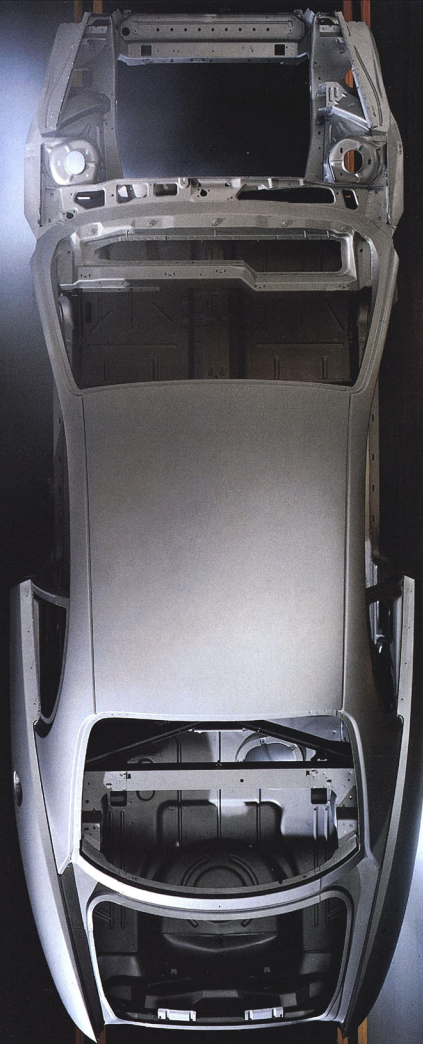
coupe in the world. This, in turn, enhances further the glide-like calm of Riviera's

Riviera's solid structure, advanced aerodynamics and sealed cabin result in soothing silence.



road-smoothing four-wheel independent suspension—and the overall driving experience.

The extraordinary structural rigidity of the 25Hz body structure adds real strength to beauty and performance.





Luxury Cabin. Riviera is one of those favored few premium automobiles that



Standard power-loading CD and cassette players with automatic tone control and ETX® AM-FM stereo include random play capability.

simply invite driving with no particular destination in mind. After sinking into the



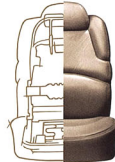
Available memory seats, mirrors and radio recall optional. Personal Choice settings with the remote keyless entry.

lumbar-supportive 6-way seat and switching on the quiet power of the 3800 Series II V6

Perimeter lighting illuminates exterior for 15 seconds, with remote keyless entry when UNLOCK is pressed.



(optional supercharged or standard normally aspirated), the desire to drive is heightened.



Available glove-soft leather accents in seating areas and years of Comfort Team research culminate in amazing comfort.

Turn on the premium sound system and conduct a virtuoso performance all your own.

R I V I E R A



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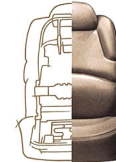
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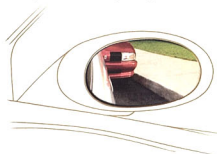
Available glove-soft leather accents in seating areas and years of research culminate in unique and comfortable seating.



Steak, powerful and aerodynamic, the 1997 Riviera is shown with standard 16-inch aluminum wheels.

Comforts and Amenities. The world's most spacious luxury coupe offers

Automatic parallel parking assist that helps line up objects through outside mirrors added to memory seat and mirror option.



beautifully executed details and personal comforts that even the most privileged would



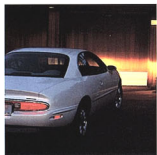
The available electric sliding Astroroof with sunshade is one more enhancement to Riviera enjoyment.

describe as generous. Superior seating made to fit comfortably 95 percent of the U.S.

There's even a Personal Choice memory setting with the available heated driver's seat.



population includes the option of a 4-way lumbar adjustment for the driver's seat.



The optional Universal Transmitter garage door opener can also be programmed to turn on house lights.

Available memory mirrors, seats and door locks tailor your preferred settings instantly.

Standard dual automatic ComfoTemp climate control allows the driver and front-seat passenger to individually vary temperatures.





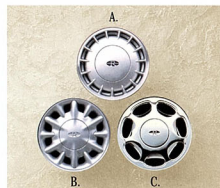
Riviera Coupe



Supercharged Riviera Coupe

STANDARD AND AVAILABLE EQUIPMENT*

(S) standard; (A) available	Coupe
Mechanical	
Battery – heavy-duty with Rundown Protection	S
Brakes – anti-lock, 4-wheel power disc	S
Cooling – heavy-duty, engine and transmission	S
Drive – front-wheel	S
Engine – 3800 Series II V6	S
Engine – 3800 Series II Supercharged V6 (includes 16" aluminum P4 wheels and Eagle GA touring tires)	A
Engine block heater – electric	A
Exhaust system – dual, stainless steel	S
Fuel filler door release – electric, remote	S
Hood lock – inside release	S
Horn – dual-note	S
Remote keyless entry – individually programmable transmitters; includes instant alarm, perimeter lighting and security feedback	S
Retained accessory power	S
Steering – magnetic variable effort	S
Suspension – automatic level control	S
Suspension – 4-wheel independent	S
Theft-deterrent system – PASS-Key® II	S
Transmission – electronically controlled 4-speed automatic with overdrive	S
Wipers – 2-speed with variable delay	S
Interior	
Acoustical Package	S
Air bags – driver and front-seat passenger Supplemental Restraint System (SRS)	S
Air conditioning – dual automatic ComforTemp climate control	S
Air conditioning – rear-seat ComforTemp	S
Armrest – front-seat storage with dual cup holders	S
ASSIST handles – two, located above doors	S
Carpet covers – front and rear	S
Carpeting – plush, front and rear	S
Console – overhead (includes front-seat reading lights and garage door opener compartment)	S
Cruise control – electronic	S
Defogger – electric, rear-window	S
Defogger – front and side window outlets	S
Door locks – automatic, programmable	S
Heated driver seat with memory driver and passenger outside mirrors, with automatic parallel park assist, and memory driver seat controls	A
Instrumentation – speedometer; tachometer; temperature gauge; trip odometer; indicators for low oil pressure, low voltage, and low washer fluid, oil, fuel, and coolant levels with parade dimming	S
Lamp – center high-mounted stop	S
Lights – door courtesy and warning with theater dimming, delayed entry and exit lighting	S
Lights – front ashtray, glove box, engine compartment, trunk compartment, instrument panel courtesy, instrument panel and theater dimming	S
Mirror, inside rearview – electrochromic, automatic dimming, includes integral digital compass	A
Mirror, visor vanity – lighted, passenger	S
Safety belts – front and rear-seat outboard positions lap/shoulder with seatbelt comfort adjuster and slack set, center rear lap belt	S
Seats – cloth, power, reclining 55/45 split bench with front storage armrest	S
Seats – leather bucket with 6-way power, recliners and operating console	A
Seats – leather 55/45 split bench with 6-way power control and power recliner	A
Seats – 6-way power, driver and passenger	S
Speakers – 6-speaker Concert Sound II	S
Steering column – TILT-WHEEL™ adjustable	S
Steering wheel – leather-wrapped (with SRS**)	S
Sunshades – front, supplemental, extendable	S
Trunk convenience net	S
Trunk release – electric, remote with security switch	S
Trunk trim – deluxe	S



CONTINUED

(S) standard; (A) available	Coupe
Exterior	
Astrorool – electric sliding sunshade	A
Glass – flush-mounting	S
Glass – Solar-Ray® solar control	S
Headlamp control – Twilight Sentinel®	S
Headlamps – composite tungsten-halogen	S
Headlamps – daytime running	S
License plate holder – slide-in rear, front-mounted	S
Mirrors, outside rearview – deluxe, electric, body-color, left and right remote with fluid controls	S
Moldings – belt reveal, wheel opening and rocker panel	S
Moldings – protective, body-color, body-side	S
Paint – clearcoat	S
Tires – P225/60R16 steel-belted, radial-ply, all-season blackwall	S
A) Wheels – 16" aluminum	A
B) Wheels – 16" aluminum	S
C) Wheels – 16" chrome	A
Windows – power with driver express-down and floodlit control	S
Convenience Plus Features	
Electronic reminder tones for ignition key, headlamps, turn signal, parking brake "on", delayed entry lighting, delayed exit lighting, theater dimming; Battery Rundown Protection; lockout protection; delayed locking; flash-to-pass signal; passive theft-deterrent system; daytime running lamps; retained accessory power and auxiliary power outlet	S

PERSONAL CHOICE FEATURES

Delayed locking (programmable)	S
Memory door locks	S
Memory driver seat and mirrors	A
Perimeter lighting	S

AUDIO SYSTEMS

Antenna – automatic power	S
Radio – ETR® AM-FM stereo with preset of 12 FM/6 AM stations, combination power-loading compact disc and cassette players, automatic tone control, music search, seek and scan, TheLock® steering wheel controls, and clock	S

* Partial listing only – See your Buick dealer for complete lists and details.
** Supplemental Restraint System.

OPTION PACKAGE EQUIPMENT

(SE) Prestige Package	SE
Accessory controls – steering wheel (radio and temperature)	■
Cornering lamps	■
Mirror, visor vanity – lighted, driver	■
Mirrors – automatic, electrochromic inside and driver outside rearview	■
Seat – power lumbar control, driver	■
Stripes – accent	■
Theft-deterrent system – includes central unlocking and starter interrupt	■
Traction control – full-range	■
Universal Transmitter – three-function, remote; replaces garage door opener compartment	■

SPECIFICATIONS

Engine	
Type	3.8-litre 3800 SFI™ Series II V6
Horsepower	245 @ 5200 rpm
Torque	230 @ 4000 rpm
Type	3.8-litre 3800 SFI™ 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) ⁽¹⁾⁽²⁾
3800 Series II SC V6	2.93 final drive ratio 1,000 maximum gross trailer rate (lbs) ⁽¹⁾⁽²⁾
Capacity	
Trunk, cu ft	17.4
Fuel tank, gal	20.0
Base curb weight, lbs	3,720
Dimensions (inches)	
Length	207.2
Width	75.0
Height	54.6
Wheelbase	113.8
Front tread	62.5
Rear tread	62.6
Interior (inches)	
Front/rear	42.6/37.1
Legroom	42.6/37.1
Headroom	38.2/36.2
Shoulder room	57.8/57.8
Hip room	54.5/52.7

(1) Sequential-port fuel injection.
(2) 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 hitch combination.
(3) Requires Class II frame-mounted trailer hitch.



The All-New 1997½ Regal

Regal is *active* rebuttal to the dulling down of the family sedan. Its *styling* and aerodynamics

are that of a *performance* car. Because it is. All Regals have one of the World's Ten Best

Engines* under the hood—and the standard engine for the Regal GS is a 3800 Series II

Supercharged V6. Spacious, deep comfort, remarkable cabin *quiet*, a smooth ride that makes

a glide path out of a back road, and driver-pleasing, responsive handling. Add over 60

standard *safety* features and you have the perfect sport sedan for high-performance families.

Regal

THE SPORT SEDAN FOR HIGH-PERFORMANCE FAMILIES.

*Ward's Auto World, 1995 and 1996.



*You get the feeling its
engineers and designers
had a wonderful time going
over your wish list.*



The Real Deal. All-new Regal's hot looks are no lie. Power and performance are



Regal's distinctive wraparound tail lamps and low, road-hugging design indicate a serious performance sedan has passed this way.

strong components of a premium sedan that energetic families can really get into. Who

The sky's all yours with the available sliding glass Astrorooft. It offers a retractable sunshade for bright days, topping off your open air enjoyment.



said high-rpm families can't stretch out in luxurious, spacious comfort? Not Regal's

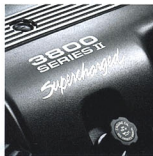


Regal's advanced Comfort Team-designed seating invites five people inside for comfort that exceeds their expectations.

designers. Safety features are also substantial and numerous. A world-class joy to drive, it's

A 3800 Series II Supercharged V6 engine is standard on Regal GS.

It will, shall we say, haul more than groceries.



so cool teenagers feel good about being seen in it — and they love the sound system, too.



Every member of the family will feel this Regal was designed around them. And it actually was.

For the latest information and to request

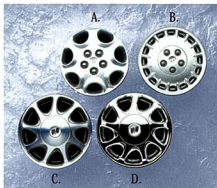
a brochure on the all-new Regal, call

1-800-4A-BUICK

or visit

<http://www.regal.com on the Web>.

STANDARD AND AVAILABLE EQUIPMENT*		LS	GS
(S) standard; (A) available			
Mechanical			
Battery - 10" Delco Freedom II with Rundown Protection		S	S
Brakes - anti-lock, power 4-wheel disc		S	S
Cruise control - electronic		S	S
Drive - front-wheel		S	S
Engine - 3800 SFI Series II V6		S	—
Engine - 3800 SFI Series II Supercharged V6		—	S
Engine block heater		A	A
Exhaust system - stainless steel, dual outlets		S	S
Hood release - inside, instrument panel mounted, remote		S	S
Horn - dual-note		S	S
Remote keyless entry (includes remote trunk release)		S	S
Security locks - rear-door, child		S	S
Starter Protection - starter grind protection feature		S	S
Steering - magnetic variable effort, power rack-and-pinion		S	S
Suspension - 4-wheel independent		S	—
Suspension - 4-wheel independent Gran Touring		A	S
Theft-deterrent system - PASS-Key® II		S	S
Tire pressure monitor		—	S
Traction control		—	S
Traction control - full-range		—	S
Transmission - electronically controlled 4-speed automatic with overdrive		S	S
Wipers - 2 speed with variable delay feature		S	S
Interior			
Air bags - driver and front-seat passenger		S	S
Supplemental Restraint System (SRS)		S	S
Air conditioning - dual ComfortTemp climate control		S	S
Air filtration system		S	S
Assist straps - front- and rear-seat passengers		S	S
Carpet savers - front and rear		A	S
Child safety seat - center, integral with rear seat		A	A
Coat hooks - rear, rail-panel mounted		S	S
Console - operating with dual cup holders and auxiliary power receptacle		S	S
Defogger - front- and side-window outlets		S	S
Defogger - rear-window, electric		S	S
Door locks - power, programmable with lockout protection		S	S
Glove box - locking, illuminated		S	S
Head restraints - adjustable, front-seat		S	S
Heat ducts - rear-seat		S	S
Instrumentation - analog gauge cluster with speedometer, tachometer, trip odometer, temperature and fuel gauges, and warning lights for low fuel, door ajar, trunk ajar, oil level, coolant level, oil life monitor and washer fluid level		S	S
Lamp - center, high-mounted stop		S	S
Lights, rear - rear rail-panel mounted, reading and courtesy		A	S
Lights - integral dome and reading		S	S
Mirrors, visor vanity - dual, covered		S	—
Mirrors, visor vanity - lighted, cloth-covered, driver and passenger		A	S
Parking brake - push-to-set-and-release		S	S
Safety belts - front- and rear-seat outboard lap/shoulder with front shoulder belt comfort adjuster and rear shoulder belt comfort guide		S	S
Seat - 6-way power, driver and passenger		A	A
Seat - rear, pass-through with fold-down armrest with dual cup holders (not available with integrated child safety seat)		S	S
Seats, front - cloth bucket with manual seat back recliners		S	—
Seats, front - bucket with leather seating surfaces in primary seating areas		A	S
Seats - heated, driver and passenger (requires leather trim)		A	A
Steering column - TILT-WHEEL™ adjustable		S	S
Steering wheel - leather-wrapped (with SRS)**		S	S
Storage - front and rear floor map pockets; and front seat back map pockets		S	S
Sunshades - extendable		S	S
Trunk convenience net		A	A
Trunk lock release - electric, remote (part of remote keyless entry only)		S	S
Trunk - low lift-over design		S	S



CONTINUED		LS	GS
(S) standard; (A) available			
Exterior			
Astroroof - electric sliding and tilting with sunshade		A	A
Glass - SolarRay solar-control, windshield and rear window		S	S
Lamps - daytime running lamps with Twilight Sentinel®		S	S
Lamps - covering		S	S
Mirrors, outside rearview - left and right power remote, body-color, heated		S	S
Moldings - body-color, body-side		S	S
Paint - two-tone lower accent		—	S
Reflectors - front and rear door warning		S	S
Tires - P215/R19 steel-belted, radial-ply, all-season blackwall		S	—
Tires - P225/R16 steel-belted, radial-ply, all season Eagle LS touring blackwall		A	S
Trunk trim - full		S	S
A) Wheelcovers - 15" deluxe, bolt-on		S	—
B) Wheels - 15" aluminum		A	—
C) Wheels - 16" aluminum		A	S
D) Wheels - 16" chrome aluminum		A	A
Windows - power with driver express-down and passenger lockout features		S	S
Convenience Plus Features			
Reminder tones for ignition key, headlamps, turn signals, parking brake "on"; low fuel reminder tone; delayed entry lighting; delayed exit lighting; theater dimming; Battery Rundown Protection; lockout protection; flash-to-pass feature; retained accessory power, daytime running lamps with Twilight Sentinel® and delayed locking		S	S

AUDIO SYSTEMS		LS	GS
Antenna - fixed-mast		S	S
Antenna - rear-window		A	A
Radio - ETR® AM-FM stereo with seek and scan, cassette player, and clock		S	—
Radio - ETR® AM-FM stereo with preset of 12 FM/6 AM stations, seek and scan, cassette player with automatic tone control, Theftlock™ and clock		A	S
Radio - ETR® AM-FM stereo with preset of 12 FM/6 AM stations, seek and scan, combination cassette and compact disc players with automatic tone control and next/previous CD track selector and random play, Theftlock™ and clock		A	A
Speakers - dual, front and rear extended-range (4)		S	S
Speakers - Concert Sound II		A	S
Steering wheel controls - remote radio		A	A

*Partial listing only - see your Buick dealer for complete lists and details.
**Supplemental Restraint System

OPTION PACKAGE EQUIPMENT		LS	GS	SE	SF
(SB) and (SE) Luxury Package; (SC) and (SF) Prestige Package					
Air conditioning - dual automatic ComfortTemp climate control		■	■	■	■
Antenna - rear-window		■	■	■	■
Carpet savers - front and rear		■	■	■	■
Lights, inside - rear-rail reading and courtesy		■	■	■	■
Mirror, inside rearview - electrochromic, automatic dimming		■	■	■	■
Mirrors, inside rearview - with map and reading lights		■	■	■	■
Mirrors, visor vanity - lighted, cloth-covered, driver and passenger		■	■	■	■
Radio - ETR® AM-FM stereo with preset of 12 FM/6 AM stations, seek and scan, cassette player with automatic tone control, Theftlock™ and clock		■	■	■	■
Seat - 6-way power, driver		■	■	■	■
Seats - 6-way power, driver and passenger		■	■	■	■
Speakers - Concert Sound II		■	■	■	■
Steering wheel controls - remote radio		■	■	■	■
Trunk convenience net		■	■	■	■

SPECIFICATIONS		LS	GS
Engine			
Type (LS)	3.8-litre 3800 SFI TM Series II V6		
Horsepower	185 @ 5200 rpm		
Torque	220 @ 4000 rpm		
Type (GS)	3.8-litre 3800 SFI TM 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) ²⁰⁰⁰		
Capacity			
Trunk, cu ft	16.7	16.7	
Fuel tank, gal	17.0	17.0	
Base curb weight, lbs	3,473	3,520	
Dimensions (inches)			
Length	196.2	196.2	
Width	72.7	72.7	
Height	56.6	56.6	
Wheelbase	109.0	109.0	
Front tread	62.0	62.0	
Rear tread	61.3	61.3	
Interior (inches)			
Legroom	42.4/36.9	42.4/36.9	
Headroom	39.3/37.4	39.3/37.4	
Shoulder room	58.0/57.1	58.0/57.1	
Hip room	54.7/53.4	54.7/53.4	

(1) Sequential-port fuel injection.
(2) Requires Class II frame-mounted trailer hitch.
(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 hitch combination.



The LeSabre

Have you ever wondered what goes into a *best seller*? You're about to find out. Of course,

if you're a LeSabre owner, you already know. The 1997 LeSabre is ready to take its

position as America's *favorite* full-size car with its *powerful* 3800 Series II SFI V6 that

provides effortless cruising for a family of six. Abundant *safety* features, luxurious

comfort, detailed craftsmanship, spaciousness, remarkably *smooth* ride and a reputation

for *quality*—read on, you'll find it's all best seller material.



LESABRE
PEACE OF MIND.



*LeSabre Limited Sedan
shown in Silvermist,
with optional
Gran Touring Package.*



*Safety, room and comfort
all help make a best seller.
LeSabre offers dual air
bags* as a standard feature,
as do all 1997 Buicks.*

Safe Priorities. The safety and security of yourself and your family are top

*In an emergency, you can set
off the available, attention-
drawing instant alarm with a
touch of the key fob.*



priorities in LeSabre. They're certainly reasons LeSabre is attracting families in large



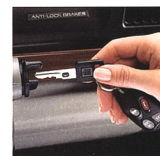
*Steel side door beams help
protect occupants and are part
of LeSabre's commitment to
safety and peace of mind.*

numbers. Standard features like dual air bags, anti-lock brakes, and a strong steel

*Standard anti-lock brakes help
maintain steering control and help
prevent skidding when braking
on most slippery surfaces.*



safety cage body unit appeal to all families concerned with safety features. It's a safe



*Thanks to the LeSabre feature
of PASS-Key® II theft-deterrent
system, only your key can
start your LeSabre.*

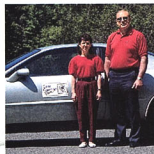
*Note: Air bag inflation can cause severe injury
or death to anyone too close to the bag. Be sure
every occupant is properly restrained.

assumption that LeSabre families put peace of mind and contentment high on the list.

L E S A B R E



Living Space. American families needn't settle for anything less than the comforts



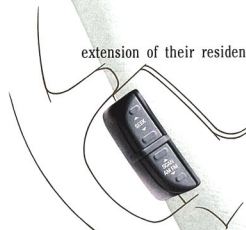
The Buick Seat Comfort Team sat in on over 100,000 miles of research to design comfortable seating that fits 95% of all U.S. drivers.

of home when they take to the highways and streets. The 1997 LeSabre is a natural

Music lovers can now leave home with such options as this dual cassette/CD player and Concert Sound II speaker system.



extension of their residence. Trips of any length are made enjoyable by legendary



Available steering wheel radio controls give the driver the option of easily and safely adjusting the audio.

DynaRide® suspension, choices of smooth power, generous six-passenger luxury, and



Standard on Limited, dual automatic ComforTemp climate control allows driver and front-seat passenger varying temperatures.

LeSabre safety, convenience and comfort features. It's family room, and so much more.

L E S A B R E



The optional leather-accented interior features a wraparound instrument panel and seating that America loves to relax in.

Living Space. American families needn't settle for anything less than the comforts



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LeSabre safety, convenience and comfort features. It's family room, and so much more.



*LeSabre Custom Sedan
shown in Bordeaux Red
with available 15-inch
aluminum wheels.*





Standard 55/45 three-person split bench front seat shown in rich cloth upholstery—best seller material.

Higher Standards. LeSabres have won awards for years, in large measure for

Convenient door-mounted power window controls offer an express-down driver window feature.



family-pleasing, not-so-standard features. The 1997 LeSabre continues the tradition of



Another powerful reason for LeSabre's best seller status: the 3800 Series II V6 engine's 205 horsepower.

abundance. From unmatched seat comfort technology to an enhanced electronically



Legendary DynaRide® suspension provides LeSabre's smooth, glide-like ride over virtually any road.

controlled automatic transmission with overdrive—from rear-door child security locks to

Peace of mind is found throughout LeSabre, even underneath—in the long-lasting stainless steel exhaust system, for instance.



glide-quiet, smooth cruising at highway speeds, the LeSabre wins hearts as well as awards.

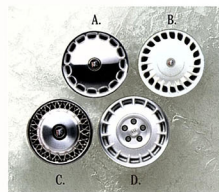
L E S A B R E



LeSabre Custom Sedan



LeSabre Limited Sedan



STANDARD AND AVAILABLE EQUIPMENT*

(S) standard, (A) available	Custom	Limited
Mechanical		
Battery - Delco Freedom II Plus	S	S
Brakes - anti-lock, power front disc/rear drum	S	S
Drive - front-wheel	S	S
Engine - 3800 SFI Series IIV6	S	S
Exhaust system - stainless steel	S	S
Locks - rear-door, child security	S	S
Remote keyless entry - includes instant alarm, perimeter lighting, security feedback and individually programmable transmitters	A	S
Steering - power rack-and-pinion	S	S
Suspension - DynaRide™	S	S
Suspension - front, independent MacPherson strut, rear, independent	S	S
Suspension - Gran Touring	A	A
Theft-deterrent system - PASS-Key® II	S	S
Traction control - full-range	A	A
Transmission - 4-speed automatic with overdrive and electronically controlled converter clutch	S	S
Interior		
Air bags - driver and front-seat passenger Supplemental Restraint System (SRS)	S	S
Air conditioning - CFC-free	S	S
Air conditioning - front dual automatic ComforTemp climate control	—	S
Air conditioning - rear seat ComforTemp	—	S
Armrest - front-seat storage with dual cup holders	S	S
Armrest - rear-seat fold down	—	S
Carpet savers - front and rear	A	S
Defoggers - electric, rear window	S	S
Defogger - front- and side-window outlets	S	S
Door locks - power with lockout protection	S	—
Door locks - memory, with lockout protection and programmable delayed locking	A	S
Head restraints - adjustable, front-seat	S	S
Instrumentation - backlit analog cluster with trip odometer	S	—
Instrumentation - analog gauge cluster (includes tachometer; voltage, temperature and oil pressure gauges; low-fuel indicator; oil level and oil life monitors)	A	S
Lights - front- and rear-door-operated dome, trunk, engine compartment, glove box, instrument panel courtesy and ashtray	S	—
Recliners - manual seatback, driver and passenger	S	S
Safety belts - outboard front-seat lap/shoulder belt system with front shoulder belt comfort adjuster, center front lap belt	S	S
Safety belts - outboard rear-seat lap/shoulder with child comfort guide, center rear lap belt	S	S
Seat - 6-way power, driver and passenger	A	S
Seats - cloth 55/45 with front-seat storage armrest, dual cup holders	S	S
Seats - leather/vinyl 55/45 with front-seat storage armrest	A	A
Steering column - TILT-WHEEL™ adjustable	S	S
Sunshades - extendable, supplemental, front	S	S
Trunk convenience net	A	S
Trunk lock release - electric, remote	A	S
Exterior		
Glass - Solar-Ray® solar-control windshield	S	S
Headlamps - wraparound composite tungsten-halogen with daytime running lamps	S	S
Mirrors, outside rearview - deluxe, body-color, left remote, right manual	S	—
Mirrors, outside rearview - deluxe, body-color, electric, left and right remote	A	S
Moldings - body-color, body-side with protective strip	—	S
Moldings - black, body-side	S	—
Stripes - accent	A	S
Tires - P205/70R15 steel-belted, radial-ply, all-season blackwall	S	A
Tires - P205/70R15 steel-belted, radial-ply, all-season whitewall	A	S
Tires - P215/60R16 Eagle GA blackwall	A	A
Tires - self-sealing whitewall	A	A
A) Wheelcovers - 15" deluxe	S	—
B) Wheels - 15" aluminum	A	S
C) Wheelcovers - 15" custom, locking, wire	A	A
D) Wheels - 16" aluminum	A	A

CONTINUED

(S) standard, (A) available	Custom	Limited
Windows - power with driver express-down and "passenger lockout" features	S	S
Convenience Plus Features		
Battery RunDown Protection; delayed locking; delayed entry lighting; delayed exit lighting; lockout protection; electronic reminder tones for ignition key, headlamps "on," turn signal "on" and parking brake "on"; theater dimming; PASS-Key® II passive theft-deterrent system; and Twilight Sentinel™ with daytime running lamps	S	S

PERSONAL CHOICE FEATURES

Delayed locking - programmable	S	S
Memory door locks	A	S
Perimeter lighting	A	S
Security feedback	A	S

AUDIO SYSTEMS

Antenna - rear-window	S	S
Radio - ETR® AM-FM stereo with preset of 12 FM/6 AM stations, seek and scan, and clock	S	—
Radio - ETR® AM-FM stereo with preset scan, seek and scan, cassette player with auto reverse and clock	A	S
Radio - ETR® AM-FM stereo with preset of 12 FM/6 AM stations, seek and scan, cassette player with auto reverse and search/repeat, automatic tone control, clock and TheLock™; includes steering wheel radio controls	A	A
Radio - ETR® AM-FM stereo with preset of 12 FM/6 AM stations, compact disc player, automatic tone control, seek and scan, clock and TheLock™; includes steering wheel radio controls	A	A
Radio - ETR® AM-FM stereo with preset of 12 FM/6 AM stations, seek and scan, combination power-loading cassette and compact disc players, automatic tone control, clock and TheLock™; includes steering wheel radio controls	A	A
Speakers - Concert Sound II 6-speaker system	A	S
Speakers - dual, front and rear extended-range	S	—

*Partial listing only - see your Buick dealer for complete lists and details.

OPTION PACKAGE EQUIPMENT

(SD) Luxury Package; (SE) Prestige Package	Custom SD	SE	Limited SE
Carpet savers - front and rear	■	■	■
Cruise control - electronic	■	■	■
Door locks - memory, automatic, programmable with lockout protection and delayed locking	■	■	■
Instrumentation - analog gauge cluster includes tachometer; voltage, temperature and oil pressure gauges; low-fuel indicator; oil level and oil life monitors	■	■	■
Lamps - cornering	■	■	■
Lighting package, headliner - includes map lights on inside rearview mirror, and driver and passenger lighted visor vanity mirrors	■	■	■
Mirror, outside rearview - left, electrochromic automatic dimming	■	■	■
Mirrors, outside rearview - deluxe, body-color, electric, left and right remote	■	■	■
Radio - ETR® AM-FM stereo with seek and scan, cassette player and clock	■	■	■
Radio - ETR® AM-FM stereo with preset of 12 FM/6 AM stations, seek and scan, cassette player with auto reverse and search/repeat, automatic tone control, clock and TheLock™; includes steering wheel radio controls	■	■	■
Remote keyless entry - includes instant alarm, perimeter lighting, security feedback and individually programmable transmitters	■	■	■
Seat - 6-way power, driver	■	■	■
Speakers - Concert Sound II 6-speaker system	■	■	■
Stripes - accent	■	■	■
Suspension - automatic level control	■	■	■
Theft-deterrent system - with alarm starter interrupt and central unlocking	■	■	■
Tires - P205/70R15 steel-belted, radial-ply, all-season whitewall	■	■	■
Trunk convenience net	■	■	■
Trunk lock release - electric, remote	■	■	■
Wheels - 15" aluminum	■	■	■

SPECIFICATIONS

Engine	
Type	3.8-litre 3800 SFI™ Series II V6
Horsepower	205 @ 5200 rpm
Torque	230 @ 4000 rpm
Towing	
3800 Series II V6	2.84 final drive ratio
1,000 maximum gross trailer rate (lbs) ⁽¹⁾⁽²⁾	

Capacity	
Trunk, cu. ft.	17.0
Fuel tank, gal.	18.0
Base curb weight, lbs.	3,441

Dimensions (inches)	
Length	200.8
Width	74.4
Height	55.6
Wheelbase	110.8
Front tread	60.4
Rear tread	60.4

Interior (inches)	
Legroom	42.6/40.4
Headroom	38.8/37.8
Shoulder room	58.1/58.9
Hip room	54.6/54.4

(1) Sequential-port fuel injection.
 (2) 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 not exceed the load rating specified for that vehicle, engine or hitch combination.
 (3) Requires Class II frame-mounted trailer hitch.



The Century

In the *all-new* 1997 Century, comfort extends well beyond the most spacious interior in its class and the elegant appointments. It's deeper than the quiet ride and body-sensitive seating. It's also found in the feeling that this premium automobile will help simplify your very existence. Uncomplicated *quality* and durability are its heritage of record, and this Century's all-new styling, coupled with a *generous* listing of *features* and standard V6 engine, leaves little doubt that this is one very *satisfying* car for the well-informed.

63



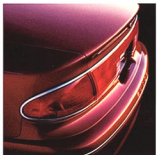
CENTURY

A CENTURY OF DEPENDABILITY.

*Century Limited Sedan
shown with available
15-inch aluminum wheels.*



All-New Appeal. A quick glance at the 1997 Century says dynamic spirit and



*Turn signals, back-up lights,
and side lights are integrated
into the wraparound tail lamp
design for see-and-be-seen safety.*

graceful new styling. A closer look will show you how this sleek aerodynamic elegance

*Flush door handles are typical
detail-attentive features that
fit into the gracefully flowing,
aerodynamic architecture.*

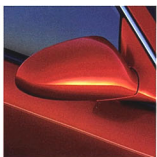


works into Century's plan to make perfect sense in every detail. Graceful is good. Grace



*Graceful exterior proportions
and steeper windshield angle
look attractive and provide
enhanced visibility all around.*

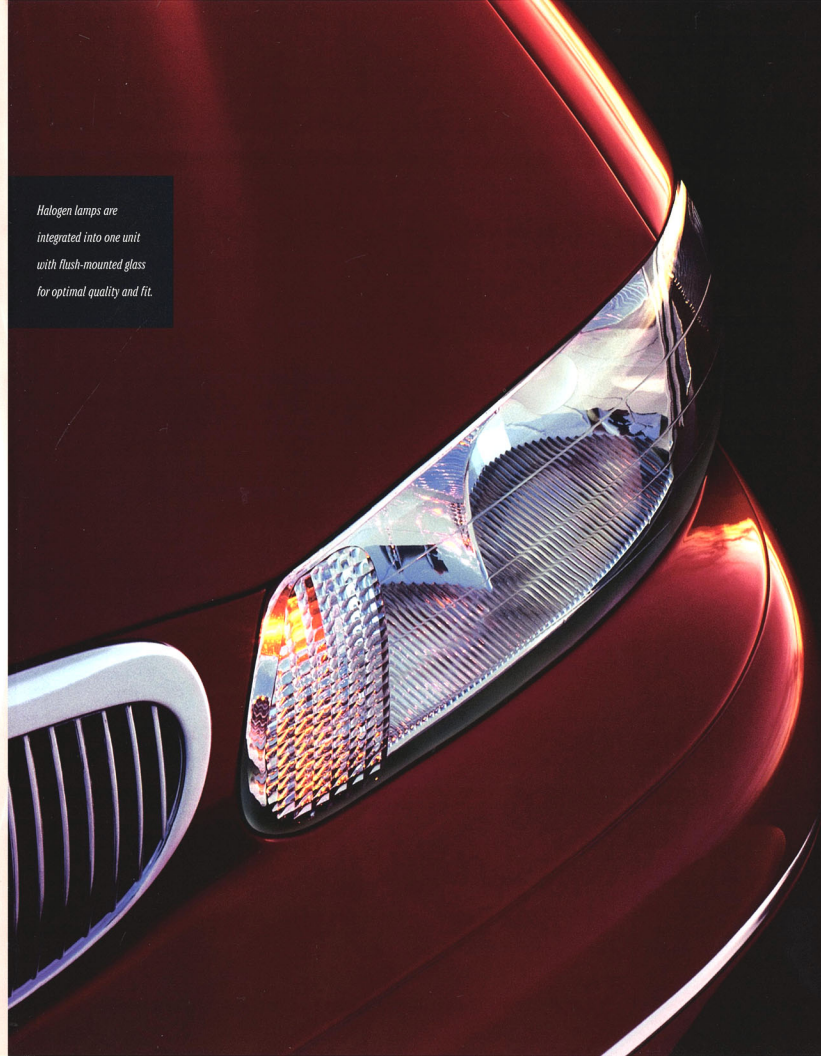
with performance is better. Slender roof pillars and large glass areas enhance visibility.



*Wind noise and drag are down,
aerodynamic efficiency and
styling up, with body-colored,
wind-controlling mirrors.*

The seals and flush areas reduce wind drag and enhance the hushed comfortable ride.

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





The 3100 SFI V6 is so quiet and smooth, it has a starter that won't grind if the key is turned when the engine is running.

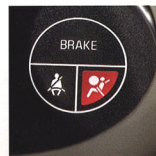
Perfect Sense. One thing wasn't changed when the all-new Century was made



The smooth, electronically controlled four-speed transmission provides virtually imperceptible upshifts and downshifts.

better than ever: it has always made excellent sense to deliver a premium car for a

The driver is alerted to critical items by trunk-ajar, door-ajar, low washer fluid, safety belt and active ABS lights.

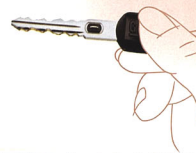


reasonable price. Now, with four-wheel independent DynaRide® suspension, a more



A stainless steel exhaust system is indicative of lower maintenance and corrosion protection considerations.

spacious interior and world-class body structure, the Century is the elegant comfort leader



PASS-Key® II theft-deterrent system allows only your key to start your Century.

in its class, with a wealth of innovative features designed to appeal to all your senses.



The Comforting Car. Century is a car you can stretch out and relax in. With



*Available dual-zone
ComfortTemp climate control
option allows driver and
passenger to vary each
separate temperature.*

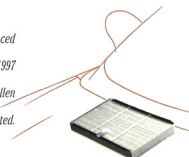
the most spacious interior in its class, both front and rear passenger leg and hip room is



*Available electric, sliding
Astrorool with sunshade tops
off Century's feeling of luxury
and flowing exterior design.*

plentiful. Six adults ride comfortably, luxuriating in the sealed-cabin quiet, air filtration,

*A technologically advanced
filter featured in all 1997
Century models removes pollen
before it can be circulated.*



and advanced Comfort Team-designed seating. Four-wheel independent suspension

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



smooths all roads, and the integrity of the strong, unitized body is comforting as well.



The Comforting Car. Century is a car you can stretch out and relax in. With



*Available dual-zone
ComfortTemp climate control
option allows driver and
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separate temperature.*

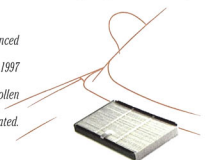
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stores small items out of the
way and offers retractable
dual cup holders.*



smooths all roads, and the integrity of the strong, unitized body is comforting as well.

*Interior volume is
increased by nearly 6 cu ft
allowing even more room,
comfort, and convenience.*

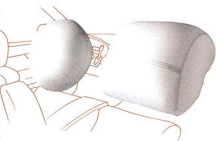


*Century Custom shown
with 15-inch wheelcovers.*



Feature Presentation. This stunning, all-new Century Sedan boasts a life-

*Driver and right front
passenger air bags are
standard, as are a number of
comforting safety features.*



Note: Air bag inflation can cause severe injury or death to anyone too close to the bag. Be sure every occupant is properly restrained.

simplifying array of advanced safety, comfort and convenience features. A newly designed

*Power window controls include
an express-down driver
window feature and passenger
window lockout.*



suspension provides a smooth, quiet ride. Variable effort steering and the muscular V6



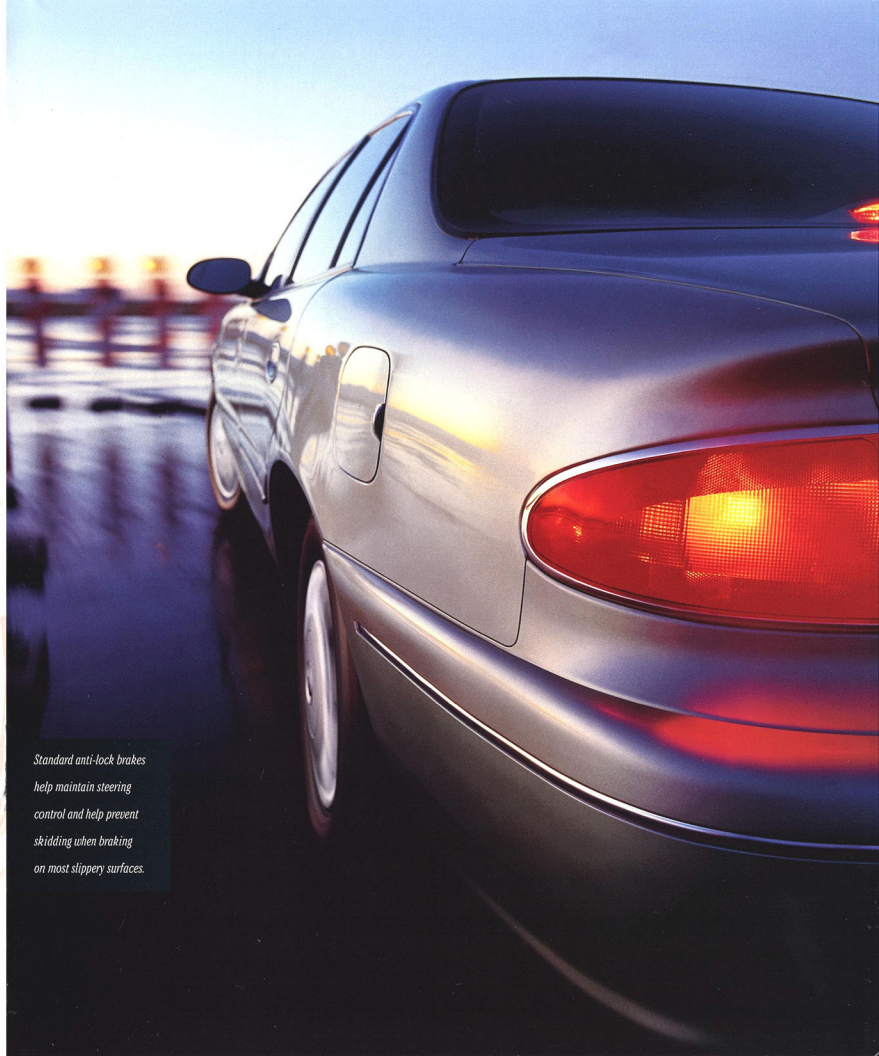
*The roomy 17 cu. ft. trunk
offers convenient loading
height and the 90 degree
lid opening gives you plenty
of headroom.*

power are standard features. So are Battery Run-down Protection and automatic lights

*Lock or unlock Century,
turn on interior lights, or
open trunk with remote
keyless entry system.*



that are daytime running lights, full lights at night—and they turn off when you exit.



*Standard anti-lock brakes
help maintain steering
control and help prevent
skidding when braking
on most slippery surfaces.*



Limited Sedan's micrometer door fit, triple door seals and precision slide glass fit all work together to reduce wind noise.

Serious Silence. When engineers take the trouble to install small rubber bulbs at



New four-wheel independent suspension has been enhanced for an even more remarkably smooth, quiet ride.

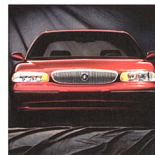
the top of window glass channels to block wind whistles, you know they're serious about

Quality comes in large packages like the entire side; one-piece stamped side emphasizes Century's fit and finish attributes.



quiet. Hydraulic engine mounts, precise seam fits, world-class body structure, triple-

Broader track dimensions help Century's feeling of stability, yet the agile turn circle is even tighter than the previous model.



sealed doors, strategically placed sound deadening acoustical materials, and graceful

Acoustic materials are placed on the instrument panel, trunk floor, rear wheelhouses and quarter panels to absorb sound.



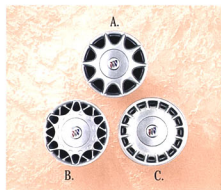
aerodynamics all help soothe you and your passengers, and silence the new 1997 Century.



Century Custom



Century Limited



STANDARD AND AVAILABLE EQUIPMENT*

(S) standard; (A) available	Custom	Limited
Mechanical		
Battery – 10" Delco Freedom II with rundown protection	S	S
Brakes – anti-lock, disc/rear drum	S	S
Cruise control – electronic	A	A
Door locks – delayed locking	S	S
Drive – front-wheel	S	S
Emissions control – on-board fuel vapor recovery	S	S
Engine – 3100 SFI V6	S	S
Exhaust – stainless steel	S	S
Hood release – inside, remote	S	S
Horn – dual note	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 – front, independent DynaRide® suspension	S	S
Thelt-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
Interior		
Acoustical insulation package	S	S
Air bags – driver and front-seat passenger	S	S
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
Carpet savers – front and rear	A	S
Child safety seat – center, integral with rear seat	A	—
Coat hooks – rear, sail-panel mounted	S	S
Defogger – front- and side-window outlets	S	S
Defogger – rear-window, electric	S	S
Door locks – delayed locking	S	S
Door locks – memory with lockout protection	S	S
Instrumentation – includes speedometer, trip odometer, fuel and temperature gauges, and warning lights for low fuel, door ajar, trunk ajar, oil level, coolant level and washer fluid level	S	S
Lamp – center, high-mounted stop	—	S
Lights – ashtray, glove box, trunk, under hood	S	S
Lights – front-seat reading	S	S
Mirrors, visor vanity – non-lighted, 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	S	S
Seat – 6-way power, driver	A	A
Seats – cloth 55/45 with storage armrest	—	S
Seats – leather trim 55/45 with leather-wrapped steering wheel	—	A
Steering column – TILT-WHEEL™ adjustable	S	S
Steering wheel – deluxe (with SRS)**	S	S
Trunk convenience net	A	A
Trunk – low lift-over design	S	S
Exterior		
Astorroof – electric sliding with sunshade	A	A
Bumper guards – front and rear	S	S
Door handles – body-color, flush	S	S
Glass – 30ft-Ray™ tinted glass in all doors	S	S
Glass – Solar-Ray® solar-control windshield and rear window	S	S
Lamps – daytime running lamps with Twilight Sentinel®	S	S
Mirrors, outside rearview – black, dual remote	S	—

CONTINUED

(S) standard; (A) available	Custom	Limited
Mirrors, outside rearview – left and right power remote, body-color, heated	A	S
Moldings – body-color, body-side	S	S
Stripes – accent, body-side	A	S
Tire – compact spare	S	S
Tires – P205/75R15 all-season blackwall	S	S
Tires – P205/75R15 steel-belted, radial-ply, all-season whitewall	A	A
Trunk – low lift-over design	S	S
A) Wheelcovers – 15" bolt-on	S	—
B) Wheelcovers – 15" bolt-on, deluxe	—	S
C) Wheels – 15" aluminum	A	A
Windows – power with driver express-down and passenger lockout features	S	S
Windshield and rear window – solar control with center dot matrix sunshade	S	S
Convenience Plus Features		
Reminder tones for ignition key, headlamps, turn signals, parking brake "on"; delayed entry lighting; delayed exit lighting; theater dimming;		
Battery Run-down Protection; lockout protection; delayed locking; flash-to-pass feature and retained accessory power (Limited)	S	S

AUDIO SYSTEMS

	Custom	Limited
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 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.
**Supplemental Restraint System.

OPTION PACKAGE EQUIPMENT

	Custom	Limited		
	SB	SC	SE	SF
(SB) and (SE) Luxury Package; (SC) and (SF) Prestige Package				
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	■	■	■	■
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, TheLock™ 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	■	■	■	■

SPECIFICATIONS

Engine	
Type	3.1-litre 3100 SFI ¹ V6
Horsepower	160 @ 5200 rpm
Torque	185 @ 4000 rpm
Towing	
3100 V6	3.29 final drive ratio
	1,000 maximum gross trailer rate (lbs) ²
Capacity	
Trunk, cu ft	16.7
Fuel tank, gal	17.0
Base curb weight, lbs	3,364
Dimensions (inches)	
Length	194.6
Width	72.7
Height	56.6
Wheelbase	109.0
Front tread	62.0
Rear tread	61.1
Interior (inches)	
Legroom	42.4/36.9
Headroom	39.3/37.4
Shoulder room	58.0/57.1
Hip room	54.7/53.4

(1) Sequential fuel injection.
(2) 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 hitch combination.



The Skylark

How does the best-equipped car in its class get away with being *premium* in everything

but price? Skylark owners find it a matter of the ideal balance. As are large measures of

both beauty and practicality. Skylark exhibits a wealth of such seeming contrasts, making

it more of a *value* than ever. A *solid* track record of *quality* safety and comfort, striking

good *looks* and a high level of standard features such as anti-lock brakes, traction control

and Battery Rundown Protection system—make Skylark a most attractive value.



SKYLARK

PREMIUM IN EVERYTHING BUT PRICE.



*Skylark Gran Sport Sedan
shown in compelling Black
with stylish 16-inch
aluminum wheels.*



Driver's Choice. Whether Coupe or Sedan, the 1997 Skylark Gran Sport is truly a



*The muscular 3100 SFI V6
is standard, and develops
155 horsepower and a strong
feeling of personal freedom.*

standout, both in the eye-widening "What a beauty!" sense, and in the less emotional, but

*Lock or unlock your
Gran Sport, turn on interior
lights, open trunk, with available
remote keyless entry.*



equally gratifying, bottom-line sense. The powerful V6 engine is exhilarating. The list of



*Available steering wheel radio
controls make superb audio even
more accessible—and your
hands needn't leave the wheel.*

features is impressive. The comfortable interior invites you to find new and longer routes.

*Gran Sport offers a sportier,
responsive feel with its stiffer
Gran Touring suspension and
16-inch aluminum wheels.*



And your Gran Sport decision will put a decidedly brighter perspective on future driving.

S K Y L A R K



Surrounding you with luxury and control, the Gran Sport cockpit is shown with available leather accents in the seating areas.

Driver's Choice. Whether Coupe or Sedan, the 1997 Skylark Gran Sport is truly a



The muscular 3100 SFI V6 is standard, and develops 155 horsepower and a strong feeling of personal freedom.

standout, both in the eye-widening "What a beauty!" sense, and in the less emotional, but

Lock or unlock your Gran Sport, turn on interior lights, open trunk, with available remote keyless entry.



equally gratifying, bottom-line sense. The powerful V6 engine is exhilarating. The list of



Available steering wheel radio controls make superb audio even more accessible—and your hands needn't leave the wheel.

features is impressive. The comfortable interior invites you to find new and longer routes.

Gran Sport offers a sportier, responsive feel with its stiffer Gran Touring suspension and 16-inch aluminum wheels.



And your Gran Sport decision will put a decidedly brighter perspective on future driving.

S K Y L A R K

Style and Abundance. Its innovative design and fluid silhouette flashing

Another key to a secure feeling—Skylark features single key convenience for both ignition and trunk.

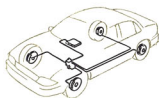


along a city street or passing on a highway will certainly attract your eye. A great deal

Standard traction control helps prevent loss of traction on most slippery surfaces—another featured comfort.



more about the Skylark Limited will capture your heart. The responsive 2.4-litre Twin



Standard anti-lock brakes help maintain steering control and help prevent skidding when braking on most slippery surfaces.

Cam engine is standard, and so are traction control, power rack-and-pinion steering,

The sleek Limited Coupe's spirited 150-horsepower 2.4-litre Twin Cam engine is one of many standard features.



automatic power door locks, air conditioning, anti-lock brakes, dual air bags and more.

Smooth, 2.3-litre Twin-Cam power matches smooth-riding DynaRide® comfort in the streamlined Limited Sedan.





*The 1997 Skylark Custom
Sedan with available
14-inch polycast wheels.*

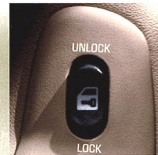


S K Y L A R K



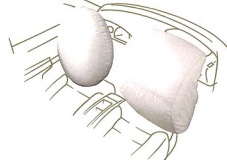
Custom's richly upholstered cloth bench seat features a fold-down center storage armrest.

Interior Comforts. When you slip behind the wheel of your Skylark decision,



Standard automatic power door locks have relock and programmable automatic unlock features.

you'll find much with which to be at ease. The seating seems contoured for you. Bold



Driver and right front passenger air bags are standard, as are a number of comforting safety features.

Note: Air bag inflation can cause severe injury or death to anyone too close to the bag. Be sure every occupant is properly restrained.

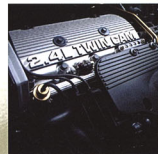
analog gauges are grouped for easy reading. Controls are within reach. Adjust the wheel,



Even the air conditioning comes standard, and now it features new backlit controls for easier nighttime operation.



turn the key. A choice of powerful engines springs quietly to life. Rear passengers have their



The standard 2.4-litre Twin Cam engine provides 150 horsepower of smooth, quiet, and exceptional acceleration and cruising.

own heating and cooling ducts. The 1997 Skylark is, indeed, one very comfortable decision.



Skylark Custom Sedan



Skylark Custom Coupe



Skylark Limited Sedan



Skylark Limited Coupe



Skylark Gran Sport Sedan



Skylark Gran Sport Coupe



STANDARD AND AVAILABLE EQUIPMENT*

	Custom Coupe/Sedan	Limited Coupe/Sedan	Gran Sport Coupe/Sedan
(S) standard, (A) available			
Mechanical			
Anti-theft system - PassLock™	S	S	S
Battery - Delco Freedom II (Rundown Protection System)	S	S	S
Brakes - anti-lock, power front disc/rear drum	S	S	S
Drive - front-wheel	S	S	S
Engine - 2.4-litre Twin Cam I4	S	S	S
Engine - 3.1-litre 3100 SFI V6	A	A	A
Engine block heater	A	A	A
Exhaust system - stainless steel	S	S	S
Remote keyless entry	A	A	A
Security locks - rear-door, child	—	—	—
Steering - power rack-and-pinion	S	S	S
Suspension - DynaRide™	S	S	S
Suspension - front independent MacPherson strut/rear tubular axle spring-on-center	S	S	S
Suspension - Gran Touring	—	—	S
Traction control	S	S	S
Transmission - electronically controlled, 4-speed automatic	S	S	S
Wipers - 2-speed with variable delay	S	S	S
Interior			
Air bags - driver and front-seat passenger	S	S	S
Supplemental Restraint System (SRS)	S	S	S
Air conditioning - CPC-free	S	S	S
Armrest - front-seat storage with dual cup holders (split bench seat)	S	S	—
Carpet savers - front and rear	S	S	S
Console - front overhead storage (with integral courtesy lights)	S	S	S
Console - full-length operating with bucket seats	A	A	A
Cruise control - electronic	A	A	S
Defogger - rear-window, electric	S	S	S
Door - map pockets and pull straps	S	S	S
Door locks - automatic power	S	S	S
Heat ducts - rear-seat	S	S	S
Instrumentation - bacelit analog gauge cluster with speedometer, trip odometer, oil level indicator, and coolant temperature and fuel gauges	S	S	—
Instrumentation - bacelit analog gauge cluster with speedometer, tachometer, voltmeter, trip odometer, oil level indicator, and oil pressure, temperature and fuel gauges	A	A	A
Lights - glove box, engine compartment instrument panel and front courtesy, and trunk compartment	S	S	S
Lights - theater dimming, delayed entry lighting, and delayed exit lighting	S	S	S
Multifunction control lever - turn signal, headlamp high/low beam, flash-to-pass signal, windshield wiper/washer controls	S	S	S
Recliners - seatback, driver and passenger	S	S	S
Safety belts - manual front and rear safety system with front-seat comfort adjuster and rear-seat child comfort guide	S	S	S
Seat - 6-way power, driver	A	A	A
Seats - cloth 55/45 split bench	S	S	—
Seats - cloth bucket with full-length operating console	A	A	A
Seats - leather trim bucket; includes leather-wrapped shifter and steering wheel, cruise control, and up-level instrument cluster	—	—	A
Seats - reclining cloth bucket with driver side manual lumbar control	A	A	A
Seats - split, folding rear seat back with inertia lock	—	A	A
Shift handle - leather-wrapped (included with leather seats)	—	A	A
Steering column - TILT-WHEEL™ adjustable	S	S	S
Steering wheel - leather-wrapped (with SRS**); included with leather seats	—	A	A
Trunk convenience net	—	S	S
Trunk lock release - remote	S	S	S

CONTINUED

	Custom Coupe/Sedan	Limited Coupe/Sedan	Gran Sport Coupe/Sedan
(S) standard, (A) available			
Exterior			
Astroroof - electric, sliding	A	A	A
Glass - Soft-Ray™ tinted	S	S	S
Headlamps - composite tungsten-halogen	S	S	S
Mirrors, outside rearview - deluxe, black, left and right remote	S	—	—
Mirrors, outside rearview - deluxe, black, electric, left and right remote	—	S	S
Tire - compact spare	S	S	S
Tires - P185/70R14 steel-belted, radial-ply, all-season blackwall	S	S	—
Tires - P205/55R16 steel-belted, radial-ply, Eagle GA touring blackwall	—	—	S
Tires - P185/70R14 steel-belted, radial-ply, all-season whitewall	A	A	—
Tires - P185/55R15 steel-belted, radial-ply, TA touring blackwall	A	A	—
A) Wheelcovers - 14" styled	S	—	—
B) Wheelcovers - 14" polycast (not available with whitewalls)	A	A	—
C) Wheelcovers - 15" styled	A	A	—
D) Wheels - 16" aluminum	—	—	S
Windows - power with driver express-down; passenger lockout on Sedan	A	A	S
Convenience Plus Features			
Electronic reminder tones for ignition key, headlamps, turn signal "on"; delayed entry lighting; delayed exit lighting; theater dimming; Battery Rundown Protection; flash-to-pass signal; passive theft-deterrent system and auxiliary power outlet (requires bucket seats)	S	S	S

AUDIO SYSTEMS

	Custom Coupe/Sedan	Limited Coupe/Sedan	Gran Sport Coupe/Sedan
Antenna - fixed mast, black	S	S	S
Antenna - rear-window	A	A	A
Radio - ETR™ AM-FM stereo with seek and scan, preset of 12 FM/6 AM stations, and clock	S	—	—
Radio - ETR™ AM-FM stereo with seek and scan, cassette player, and clock	A	A	S
Radio - ETR™ AM-FM stereo with seek and scan, preset of 12 FM/6 AM stations, cassette player with auto reverse, automatic tone control, TheftLock™ and clock	A	A	A
Radio - ETR™ AM-FM stereo with seek and scan, preset of 12 FM/6 AM stations, combination cassette and compact disc players, automatic tone control, TheftLock™ and clock	A	A	A
Speakers - 2 front door, 2 rear shelf, up-level	S	S	S
Speakers - Concert Sound II	A	A	A

*Partial listing only - see your Buick dealer for complete lists and details.
**Supplemental Restraint System.

SPECIFICATIONS

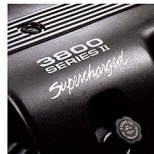
Engine	Coupe	Sedan
Type	2.4-litre Twin Cam I4	
Horsepower	150 @ 5600 rpm	
Torque	155 @ 4400 rpm	
Type	3.1-litre 3100 SFI™ V6	
Horsepower	155 @ 5200 rpm	
Torque	185 @ 4000 rpm	
Towing		
3100 V6	2.93 final drive ratio	
	1,800 maximum gross trailer rate (lbs) ⁽¹⁾	
Capacity	Coupe	Sedan
Trunk, cu ft	13.3	13.3
Fuel tank, gal	15.2	15.2
Base curb weight, lbs	2,945	2,985
Dimensions (inches)		
Length	188.4	188.2
Width	68.2	68.2
Height	53.5	53.5
Wheelbase	103.4	103.4
Front tread	55.8	55.8
Rear tread	55.4	55.4
Interior (inches)	front/rear	front/rear
Legroom	43.1/32.5	43.1/33.4
Headroom	37.8/36.5	37.8/37.0
Shoulder room	52.2/50.0	52.2/52.3
Hip room	49.1/50.3	49.6/51.0

(1) Sequential-port fuel injection.
(2) 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 hitch combination.

The "pushrod heart" of the 3800 Series II V6 helps maintain lower cost, higher quality, with fewer parts.



Powerful Attributes. Turning power to pleasure attracts many to the Buick



The 3800 Series II Supercharged V6 engine delivers 240 horsepower while maintaining six-cylinder efficiency.

tri-shield. Each engine offered represents its own commitment to one goal—to enhance



The 3800 Series II V6 was voted one of the Top Ten Engines* in the world due to its quiet, smooth, powerful operation.

*Source: Ward's Auto World 1986

your experience while driving and owning a premium Buick. Testimony to the newest

The fuel efficient 2.4-litre Twin Cam I4 engine with balance shafts delivers an impressive 150 horsepower.

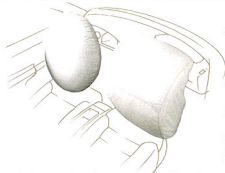


technology, striking in their simplicity, all engines used in Buicks are superior products.

SPECIFICATIONS					
Engine	Fuel System	Horsepower	Torque (ft.-lb.)	EPA Estimated City/Hwy. MPG	Availability
3800 Series II V6	SPI ⁽¹⁾	205 @ 5200 rpm	230 @ 4000 rpm	19/28	Riviera, Park Avenue LeSabre
		195 @ 5200 rpm	220 @ 4000 rpm	19/30	Regal LS
3800 Series II Supercharged V6	SPI ⁽¹⁾	240 @ 5200 rpm	280 @ 3600 rpm	18/27	Riviera, Park Avenue Ultra
				18/28	Regal GS
3100 V6	SPI ⁽¹⁾	160 @ 5200 rpm	185 @ 4000 rpm	20/29	Century
		155 @ 5200 rpm	185 @ 4000 rpm	20/29	Skyllark
2.4L I4	SPI ⁽¹⁾	150 @ 5600 rpm	155 @ 4400 rpm	22/32	Skyllark

(1) Sequential port fuel injection.

Safety Firsts. In 1924, GM and Buick established the world's first automotive



*Also standard on every Buick:
driver and right front passenger
air bags—two more comforting
thoughts about safety.*

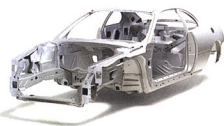
Note: Air bag inflation can cause severe injury
or death to anyone too close to the bag.
Be sure every occupant is properly restrained.

proving grounds, for durability and safety testing. This heritage, and the commitment to

*Braking performance and
steering control on most
slippery surfaces are enhanced
by standard anti-lock brakes.*



your safety, has only grown stronger, year after year. From air bags to crush zones,



*Safety cage construction
is designed to help preserve
the integrity of the passenger
compartment during impact.*

GM's leadership in innovative safety research is a point of continuing pride, and the



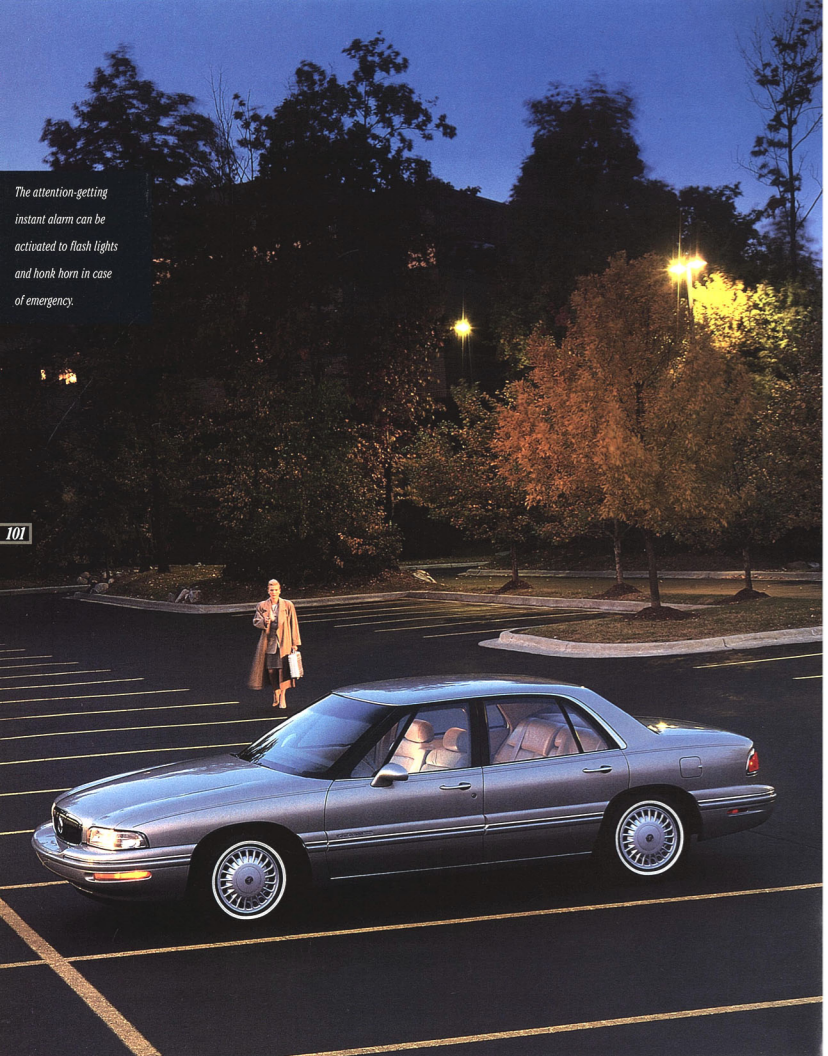
*Safety needs of an adult differ
from those of a child—GM
pioneered the use of a family
of test dummies to evaluate
individual safety needs.*

distinction should inspire confidence for the owner of any Buick premium automobile.

*Daytime running lamps
with fixed delay help
you stand out as you
maneuver in traffic.*



The attention-getting instant alarm can be activated to flash lights and honk horn in case of emergency.



Safe Assumptions. As Buick continues to make your safety and security



PASS-Key® II ensures that only your specially coded key will start your premium Buick automobile.*

a priority, you can be sure you'll benefit from the continuous effort. That effort has



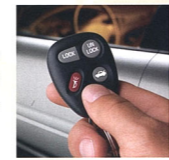
The added touch of child security door locks is no small thing when your children's safety is concerned.*

produced, for example, electrochromic mirrors, inside and out, which dim automatically,



Available perimeter lighting is activated by pressing UNLOCK on your remote keyless entry.*

reducing headlamp glare up to 94 percent. Other advances include dual front air bags,



Light your Buick's interior from up to 30 feet away with available remote keyless entry.*

door warning lights, audible brake-wear indicators, traction control—and many more.

*See chart on the following pages for availability of features on specific Buick models.

Safety Features	Riviera	Park Avenue	LeSabre	Regal	Century	Skylark
1 Anti-Lock Brakes, Front and Rear	■	■	■	■	■	■
2 Brake/Transmission Shift Interlock	■	■	■	■	■	■
3 Disc Brakes, Front	■	■	■	■	■	■
4 Disc Brakes, Front and Rear	■	■	■	■	■	■
5 Disc Brakes, Audible Wear Indicator	■	■	■	■	■	■
6 Dual Master Cylinder/Warning Light	■	■	■	■	■	■
7 Maintenance-Free Battery	■	■	■	■	■	■
8 Safety Road Wheel Rims	■	■	■	■	■	■
9 Tires with Built-In Tread Wear Indicators	■	■	■	■	■	■
10 Traction Control	□	□*	□	■	■	■
11 Audible Reminder, Ignition Key Removal	■	■	■	■	■	■
12 Laser-Etched VIN Plate	■	■	■	■	■	■
13 PASS-Key® Theft-Deterrent System	■	■	■	■	■	■
14 Remote Decklid Release (part of Remote Keyless Entry on Regal)	■	■	□	■	■	■
15 Remote Hood Release	■	■	■	■	■	■
16 Remote Keyless Entry	■	■	□*	■	□	□*
17 Backup Lamps	■	■	■	■	■	■
18 Center High-Mounted Stop Lamp	■	■	■	■	■	■
19 Cornering Lamps	□	■	□*	■	■	■
20 Door Warning Lights or Reflectors	■	■	■	■	■	■
21 Four-Way Hazard Warning Flashers	■	■	■	■	■	■
22 Halogen Headlamps	■	■	■	■	■	■
23 Inside Day/Night Rearview Mirror, Manual	■	■	■	■	■	■
24 Inside Day/Night Rearview Mirror, Electrochromic	□	□*	□*	□	□	■
25 Outside Rearview Mirrors	■	■	■	■	■	■
26 Outside Rearview Mirrors, Power	■	■	□*	■	□	□
27 Outside Rearview Mirrors, Heated	□	□	■	■	■	■
28 Parking Lamps	■	■	■	■	■	■
29 Rear-Window Defogger	■	■	■	■	■	■
30 Side Marker Lamps/Reflectors	■	■	■	■	■	■
31 Side-Window Defogger, Front	■	■	■	■	■	■
32 Tinted-Glass Windshield	■	■	■	■	■	■
33 Solar-Ray® Solar-Control Glass	■	■	■	■	■	■
34 Solar-Control Windshield	■	■	■	■	■	■
35 Automatic Exterior Lamp Control (Twilight Sentinel®)	■	■	■	■	■	■
36 Windshield Defroster/Washer/Wiper	■	■	■	■	■	■
37 Manual Lap/Shoulder Belts, Front	■	■	■	■	■	■
38 Manual Lap/Shoulder Belts, Rear	■	■	■	■	■	■
39 Adjustable Shoulder Belt Anchors, Front (Sedan)	■	■	■	■	■	■
40 Shoulder Belt Comfort Guides, Rear	■	■	■	■	■	■
41 Air Bag, Driver and Right Front Passenger	■	■	■	■	■	■
42 Automatic Door Locks	■	■	■	■	■	■
43 Integrated Child Safety Seat	■	■	■	□	□*	■
44 EyeCue® Head-up Windshield Display	■	□	■	■	■	■
45 Daytime Running Lamps with Twilight Sentinel®	■	■	■	■	■	■

Safety Features (continued)	Riviera	Park Avenue	LeSabre	Regal	Century	Skylark
46 Moisture - Sensing Delay Wiper System	■	□	■	■	■	■
47 Driver Information Center	■	■	■	□*	■	■
48 Tire Pressure Monitor	■	□	■	□*	■	■
49 Passenger Window Lockout	■	■	■	■	■	■
50 Belt-Use Reminder System	■	■	■	■	■	■
51 Child Seat; Safety Belt Cinch Capability	■	■	■	■	■	■
52 Child Security Door Locks (Sedan)	■	■	■	■	■	■
53 Crush Zones, Front and Rear	■	■	■	■	■	■
54 Dual Hood Latch	■	■	■	■	■	■
55 Emergency Belt-Locking Retractors	■	■	■	■	■	■
56 Energy-Absorbing Instrument Panel	■	■	■	■	■	■
57 Energy-Absorbing Steering Column	■	■	■	■	■	■
58 Folding Front Seat Back Locks (Coupe)	■	■	■	■	■	■
59 Folding Hood	■	■	■	■	■	■
60 Head Restraints, Front (Separate/Integral)	■	■	■	■	■	■
61 Laminated Windshield Glass	■	■	■	■	■	■
62 Pressure-Relief Fuel Cap	■	■	■	■	■	■
63 Side Door Beams	■	■	■	■	■	■
64 Tempered Safety Glass	■	■	■	■	■	■

(■) standard; (□) optional; (□*) optional some models



Quality Plus. Words are meaningless without the proper deeds behind them. The

*You're going to find more
than Buicks at your dealership.
You're going to find quality
from the start.*



words Quality Plus have plenty of such reassuring backup. It all starts when you walk

*Premium Roadside Service:
the spare key container also
contains a handy 800 number to
call when in need of assistance.*



through the door of any Buick dealership, and includes your Bumper to Bumper Warranty.*

*Quality Plus Delivery
assures your new Buick is
ready to drive away, with all
questions answered.*



Buick is absolutely dedicated to building great automobiles—and great customer



*3-year or 36,000-mile
(whichever comes first)*

Warranty repairs include*

Courtesy Transportation.

**See dealer for details of this
limited warranty.*

relations to go with them. That way, you may always be a customer—a real plus, indeed.

Q U A L I T Y P L U S

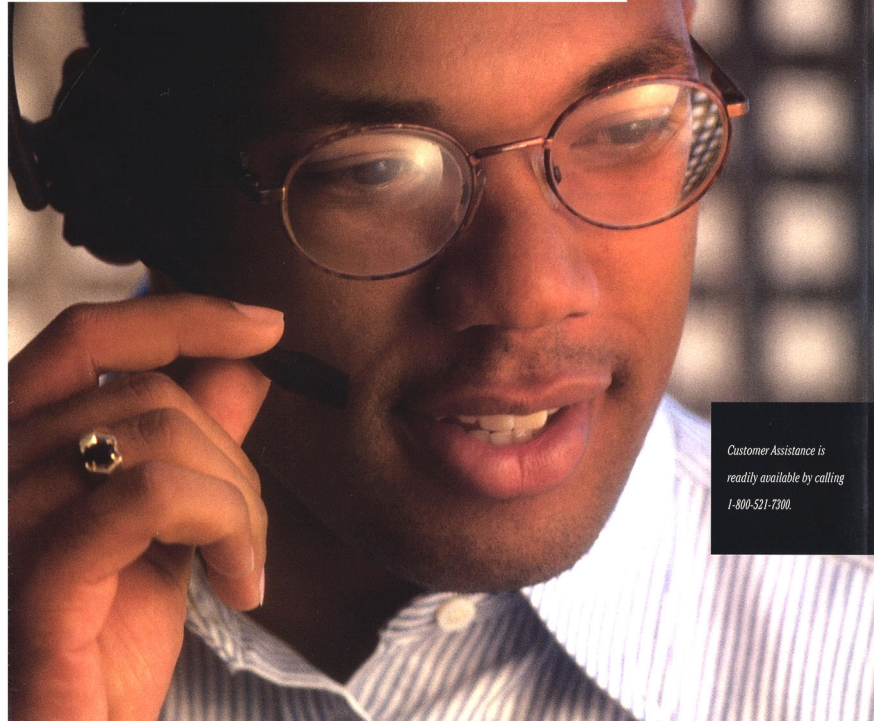


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FLINT MI 48501-9919



*Customer Assistance is
readily available by calling
1-800-521-7300.*

Quality

For additional information about 1997 Buicks, complete and mail this postage-paid card, visit our Web site at <http://www.buick.com> or call 1-800-4A-BUICK.



NAME (Mr./Ms./Mx.) _____
 ADDRESS _____
 CITY, STATE, ZIP _____
 HOME PHONE () _____ WORK () _____
 (Aunt/)

Do you own a Buick? _____
 When do you plan to purchase or lease your next vehicle? _____
 Do you intend to purchase or lease your next vehicle? _____
 What vehicles do you have in your household?
 MAKE _____ MODEL _____ YEAR _____
 MAKE _____ MODEL _____ YEAR _____
 MAKE _____ MODEL _____ YEAR _____
 MAKE _____ MODEL _____ YEAR _____
 (Other) _____

What vehicles are you considering for your next purchase?
 MAKE _____ MODEL _____ YEAR _____
 MAKE _____ MODEL _____ YEAR _____
 MAKE _____ MODEL _____ YEAR _____
 (Other) _____

Do you have a preferred Buick dealer?
 How often do you replace your vehicles?
 How many Buicks have you owned?
 What are the most important attributes when considering the purchase of a new vehicle?

- Price
- Styling
- Resale Value
- Safety
- Comfort
- Quality
- Owner Endorsement
- Other _____

BY78

words Quality Plus have plenty of such reassuring backup. It all starts when you walk

Premium Roadside Service:
 the spare key container also
 contains a handy 800 number to
 call when in need of assistance.



through the door of any Buick dealership, and includes your Bumper to Bumper Warranty.*

Quality Plus Delivery
 assures your new Buick is
 ready to drive away, with all
 questions answered.



Buick is absolutely dedicated to building great automobiles—and great customer



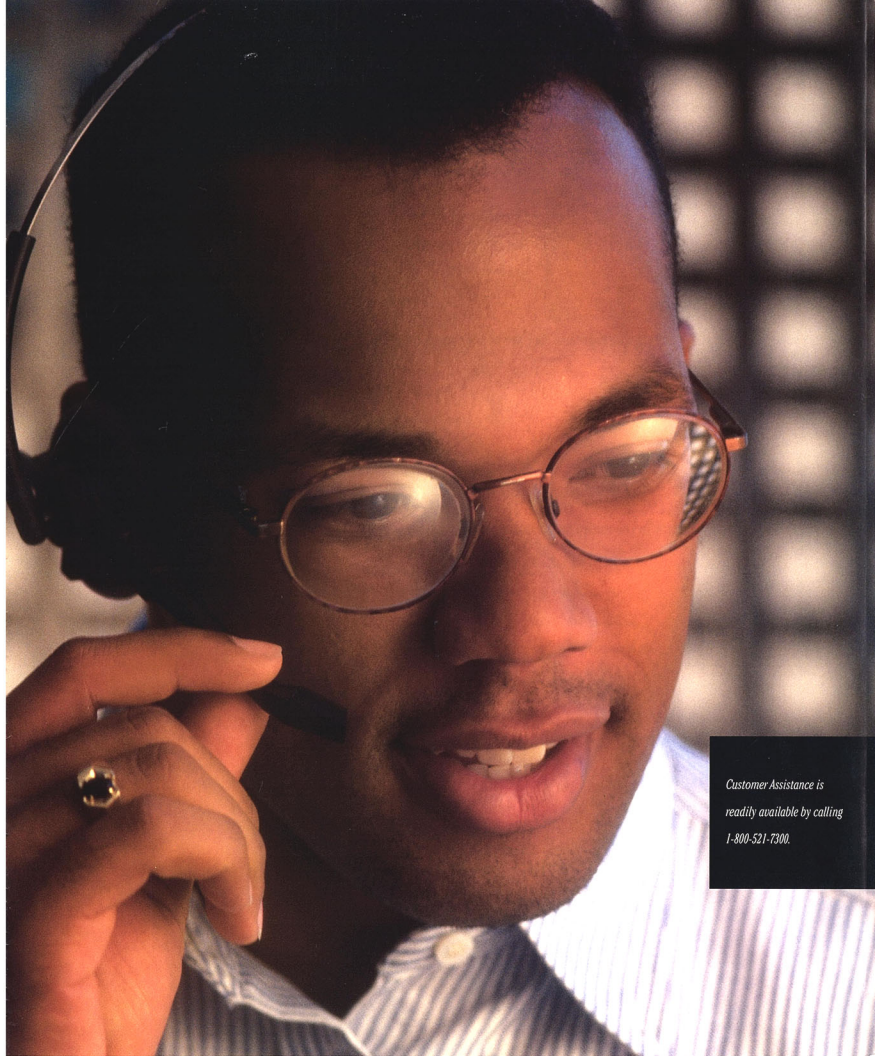
3-year or 36,000-mile
 (whichever comes first)

Warranty* repairs include
 Courtesy Transportation.

*See dealer for details of this
 limited warranty.

relations to go with them. That way, you may always be a customer—a real plus, indeed.

QUALITY PLUS



Customer Assistance is
 readily available by calling
 1-800-521-7300.

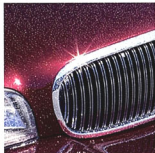
Quality Build. These are two of the most important words in the Buick vocabulary.



*Stainless steel exhaust systems
fight corrosion and promote
long term durability.*

Separately, and together, they are at the core of everything we do for you. Quality is a must,

*Extensive use of two-sided
galvanized steel is reflected
in weather-resistant,
long-lasting good looks.*

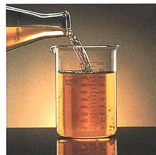


evident in the entire production process, and in the treatment of our customers thereafter.

*Platinum-tipped spark plugs
provide extended life and
longer maintenance intervals.*



It's our heritage, yet only as good as the last car to leave a Buick plant yesterday



*Long-life engine coolants
have been developed
to eliminate the need for
frequent fluid changes.*

at closing time. Be assured of our vigilance to these words, and all their implications.

Q U A L I T Y B U I L D

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, Idaho, Oregon 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. **Buick product information.** Call 1-800-4A-BUICK.



The GM Card is one of a kind. Not only is it convenient for day-to-day purchases, it can also help you buy your next Buick.



A \$1,000 reimbursement is available through the GM Mobility Program for disabled drivers desiring specially equipped Buicks. Call 1-800-323-9335.



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<http://www.buick.com>

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I N F O R M A T I O N

PARK AVENUE



SIERRA GRAIN LEATHER
Blue, Gray, Lt. Green (shown), Taupe, Bordeaux Red

DORSET CLOTH
Blue, Gray, Lt. Green (shown), Taupe, Bordeaux Red

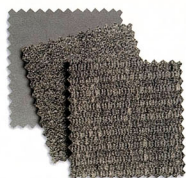
REGAL



SIERRA GRAIN LEATHER
Blue (shown), Gray, Taupe, Bordeaux Red

WILTSHIRE CLOTH
Blue (shown), Gray, Taupe, Bordeaux Red

CENTURY



SIERRA GRAIN LEATHER
Blue, Gray (shown), Taupe, Bordeaux Red

UNIQUE CLOTH
Blue, Gray (shown), Taupe, Bordeaux Red

TAPESTRY CLOTH
Blue, Gray (shown), Taupe, Bordeaux Red

RIVIERA



SIERRA GRAIN LEATHER
Blue, Gray, Jadestone (shown), Taupe, Bordeaux Red

PRESTWICK CLOTH
Gray, Taupe (shown)

LE SABRE



SIERRA GRAIN LEATHER
Blue, Gray, Taupe, Bordeaux Red (shown)

WILTSHIRE CLOTH
Blue, Gray, Taupe, Bordeaux Red (shown)

UNIQUE CLOTH
Blue, Gray, Taupe, Bordeaux Red (shown)

SKYLARK



SIERRA GRAIN LEATHER
Graphite (shown), Taupe, Pewter Gray

REGIMENT CLOTH
Graphite (shown), Jadestone, Taupe, Pewter Gray

Note:
Leathers and cloths shown are in scaling areas only.

PARK AVENUE

Exterior	Interior
Bright White (16)	Blue, Gray, Lt. Green, Taupe, Bordeaux Red
Silvermist Metallic (17)	Blue, Gray, Taupe, Bordeaux Red
Sandstone Beige Metallic (30)	Blue, Gray, Taupe, Bordeaux Red
Light Autumn Green Metallic (38)	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
Bordeaux Red Pearl (51)	Gray, Taupe, Bordeaux Red
Santa Fe Red Pearl (53)	Gray, Taupe
Black (41)	Blue, Gray, Lt. Green, Taupe, Bordeaux Red

REGAL

Exterior	Interior
Bright White (16)	Blue, Gray, Taupe, Bordeaux Red
Light Sandrith Metallic* (49)	Blue, Gray, Taupe, Bordeaux Red
Platinum Gray Metallic** (03)	Blue, Gray, Taupe, Bordeaux Red
Jasper Green Pearl (56)	Gray, Taupe
Light Adriatic Blue Metallic* (36)	Blue, Gray
Adriatic Blue Pearl (30)	Blue, Gray, Taupe
Royal Orchid Pearl (89)	Gray, Taupe
Bordeaux Red Pearl (51)	Gray, Taupe, Bordeaux Red
Santa Fe Red Pearl (53)	Gray, Taupe
Black (41)	Gray, Taupe, Bordeaux Red

*Not available on GS Sedan.

**Not available on GS two-tone Sedan.

†Not available on GS monotone option Sedan.

CENTURY

Exterior	Interior
Bright White (16)	Blue, Gray, Taupe, Bordeaux Red
Light Sandrith Metallic (49)	Blue, Gray, Taupe, Bordeaux Red
Platinum Gray Metallic (03)	Blue, Gray, Taupe, Bordeaux Red
Jasper Green Pearl (56)	Gray, Taupe
Light Adriatic Blue Metallic (36)	Blue, Gray
Adriatic Blue Pearl (30)	Blue, Gray, Taupe
Royal Orchid Pearl (89)	Gray, Taupe
Bordeaux Red Pearl (51)	Gray, Taupe, Bordeaux Red
Santa Fe Red Pearl (53)	Gray, Taupe
Black (41)	Blue, Gray, Taupe, Bordeaux Red

RIVIERA

Exterior	Interior
Bright White (16)	Blue, Gray, Jadestone, Taupe, Bordeaux Red
Bright White Diamond Tri-Coat (78)	Blue, Gray, Jadestone, Taupe, Bordeaux Red
Silvermist Metallic (17)	Blue, Gray, Jadestone, Taupe, Bordeaux Red
Sandstone Beige Metallic (30)	Blue, Gray, Jadestone, Taupe, Bordeaux Red
Medium Autumn Green Metallic (47)	Gray, Taupe
Light Jadestone Metallic (34)	Gray, Jadestone
Majestic Teal Pearl (43)	Gray, Jadestone, Taupe
Light Adriatic Blue Metallic (36)	Blue, Gray
Adriatic Blue Pearl (30)	Blue, Gray, Taupe
Bordeaux Red Pearl (51)	Gray, Taupe, Bordeaux Red
Santa Fe Red Pearl (53)	Gray, Taupe
Black (41)	Blue, Gray, Jadestone, Taupe, Bordeaux Red

LE SABRE

Exterior	Interior
Bright White (16)	Blue, Gray, Taupe, Bordeaux Red
Silvermist Metallic (17)	Blue, Gray, Taupe, Bordeaux Red
Sandstone Beige Metallic (30)	Blue, Gray, Taupe, Bordeaux Red
Medium Autumn Green Metallic (47)	Gray, Taupe
Jamaican Teal Pearl (42)	Gray, Taupe
Majestic Teal Pearl (43)	Gray, Taupe
Light Adriatic Blue Metallic (36)	Blue, Gray
Adriatic Blue Pearl (30)	Blue, Gray, Taupe
Bordeaux Red Pearl (51)	Gray, Taupe, Bordeaux Red
Santa Fe Red Pearl (53)	Gray, Taupe
Black (41)	Gray, Taupe, Bordeaux Red

SKYLARK

Exterior	Interior
Bright White (16)	Jadestone, Graphite, Taupe, Pewter Gray
Light Sandrith Metallic* (49)	Taupe, Pewter Gray
Medium Jadestone Pearl* (44)	Jadestone, Graphite, Taupe, Pewter Gray
Caribbean Green Metallic (37)	Graphite, Taupe, Pewter Gray
Light Jadestone Pearl* (42)	Jadestone, Graphite, Taupe, Pewter Gray
Platinum Blue Pearl* (24)	Graphite, Taupe, Pewter Gray
Royal Orchid Pearl (89)	Graphite, Taupe, Pewter Gray
Ruby Red Pearl (72)	Graphite, Taupe, Pewter Gray
Bright Red (31)	Graphite, Taupe, Pewter Gray
Black (41)	Jadestone, Graphite, Taupe, Pewter Gray

*Not available on Gran Sport.

PARK AVENUE



SIERRA GRAIN LEATHER
Blue, Gray, Lt. Green (shown), Taupe, Bordeaux Red

DORSET CLOTH
Blue, Gray, Lt. Green (shown), Taupe, Bordeaux Red

RIVIERA



SIERRA GRAIN LEATHER
Blue, Gray, Jadestone (shown), Taupe, Bordeaux Red

PRESTWICK CLOTH
Gray, Taupe (shown)

REGAL



SIERRA GRAIN LEATHER
Blue (shown), Gray, Taupe, Bordeaux Red

DUNBAR CLOTH
Blue (shown), Gray, Taupe, Bordeaux Red

LE SABRE



SIERRA GRAIN LEATHER
Blue, Gray, Taupe, Bordeaux Red (shown)

WILTSHIRE CLOTH
Blue, Gray, Taupe, Bordeaux Red (shown)

UNIQUE CLOTH

Blue, Gray, Taupe, Bordeaux Red (shown)

CENTURY



SIERRA GRAIN LEATHER
Blue, Gray (shown), Taupe, Bordeaux Red

UNIQUE CLOTH
Blue, Gray (shown), Taupe, Bordeaux Red

TAPESTRY CLOTH
Blue, Gray (shown), Taupe, Bordeaux Red

SKYLARK



SIERRA GRAIN LEATHER
Graphite (shown), Taupe, Pewter Gray

REGIMENT CLOTH
Graphite (shown), Jadestone, Taupe, Pewter Gray

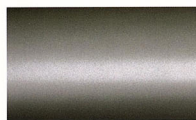
Note:
Leathers and cloths shown are in seating areas only.



BRIGHT WHITE (16)
Riviera
Park Avenue
LeSabre
Regal
Century
Skylark



BRIGHT WHITE DIAMOND TRI-COAT (78)
Riviera



SILVERMIST METALLIC (17)
Riviera
Park Avenue
LeSabre



LIGHT SANDRIFT METALLIC (49)
Regal⁽¹⁾
Century
Skylark⁽²⁾



SANDSTONE BEIGE METALLIC (50)
Riviera
Park Avenue
LeSabre



PLATINUM GRAY METALLIC (83)
Regal⁽¹⁾
Century



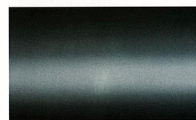
LIGHT AUTUMN GREEN METALLIC (58)
Park Avenue



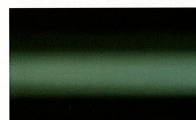
MEDIUM AUTUMN GREEN METALLIC (47)
Riviera
Park Avenue
LeSabre



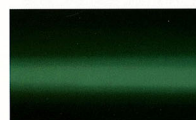
LIGHT JADESTONE METALLIC (34)
Riviera



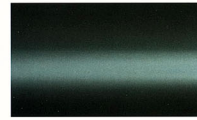
MEDIUM JADESTONE PEARL (44)
Skylark⁽²⁾



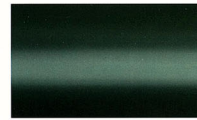
JASPER GREEN PEARL (56)
Regal
Century



CARIBBEAN GREEN METALLIC (37)
Skylark



JAMAICAN TEAL PEARL (42)
LeSabre
Skylark⁽²⁾



MAJESTIC TEAL PEARL (43)
Riviera
Park Avenue
LeSabre



PLATINUM BLUE PEARL (24)
Skylark⁽²⁾



LIGHT ADRIATIC BLUE METALLIC (36)
Riviera
Park Avenue
LeSabre
Regal⁽¹⁾
Century



ADRIATIC BLUE PEARL (30)
Riviera
Park Avenue
LeSabre
Regal
Century



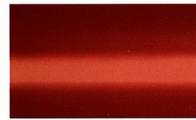
ROYAL ORCHID PEARL (89)
Regal⁽¹⁾
Century
Skylark



SANTA FE RED PEARL (53)
Riviera
Park Avenue
LeSabre
Regal
Century



RUBY RED PEARL (72)
Skylark



BRIGHT RED (81)
Skylark



BORDEAUX RED PEARL (51)
Riviera
Park Avenue
LeSabre
Regal⁽¹⁾
Century



BLACK (41)
Riviera
Park Avenue
LeSabre
Regal
Century
Skylark

(1) Not available on Regal GS Sedan.
(2) Not available on Skylark Gran Sport.
(3) Not available on Regal GS two-tone Sedan.
(4) Not available on Regal GS monstone option Sedan.



ACS 109

GS

DODGE



THE 1997 BUICKS

