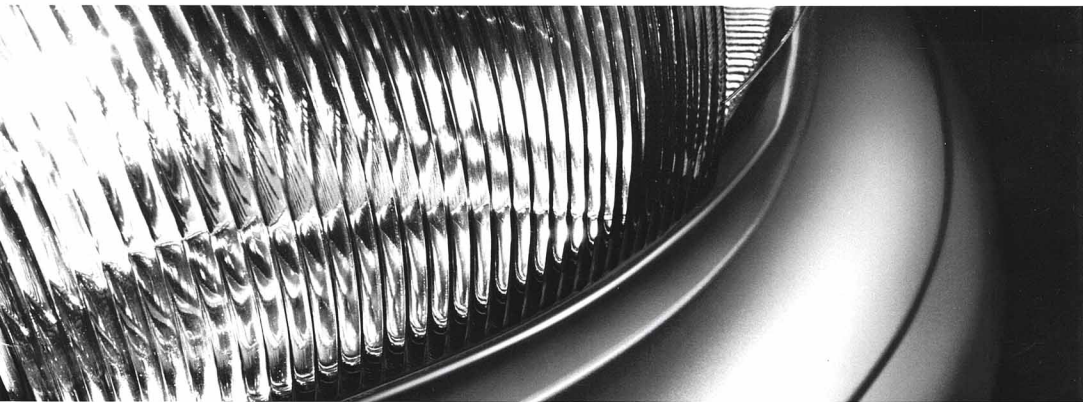


# B U I C K

2004 CENTURY



*Exploration in light forms/lens detail*

THE SPIRIT OF AMERICAN STYLE

It is flair without flamboyance. Art without artifice. Luxury without apology.

It's the flash of sun off a curve of chrome. The shine of paint that looks a foot deep. The glow of fine leather. It is the calm of a quiet cabin.

And the thrill of a finely tuned engine at full song. It's physicality informed by philosophy. The security of careful engineering and assembly.

The satisfaction of well-thought details. The idea of elegance with intelligence.

The Spirit of American Style is the ethos of legendary designer Harley Earl beautifully interpreted for a new age. It is the heritage and the heart of

Buick. Now come see how that spirit is offered in the 2004 Century.



*Studio still life / Century 2004*

A word about this brochure: Some features shown throughout this brochure are available at extra cost.





*Illuminating sculpture*

**AN UNCOMMONLY REWARDING EXPERIENCE.**

Some of life's most pleasant ownership experiences can revolve around products that don't carry an expensive price tag. Consider a pair of perfect-fitting jeans. Or a classic furniture find at a yard sale. Or the 2004 Buick Century. Century is the most affordable automobile in Buick's stable, but it is still every inch a Buick. So, despite a price that places it in the midst of much competition, Century rises above the crowd with its beautiful style and proportions, with the powerful, effortless way it drives and with a surprising array of luxurious amenities that come at no additional cost. Century proves that the term "affordable luxury" doesn't have to be an oxymoron. See for yourself. With the uncommonly rewarding experience of driving a 2004 Buick Century.



**3.1L 3100 SFI V6** The 3100 V6 has a 60° cylinder-bank angle that makes it inherently smooth. The solid cast-iron engine has a stiffened skirt that deadens vibration for a smoother ride. Sequential fuel injection precisely matches fuel delivery to each cylinder's intake stroke for smoother combustion. This is one smooth operator.

**175 HP—195 LB-FT TORQUE** The 3100 V6 produces lots of horsepower and torque across a wide rpm range. It has more horsepower and torque than the standard engine found in Toyota Camry and Honda Accord.

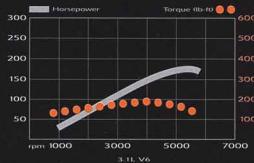
CAMRY	ACCORD	CENTURY
2.4L I4	2.4L I4	3.1L V6
157 hp	160 hp	175 hp
162 lb-ft	161 lb-ft	195 lb-ft

2003 model year competitive data.

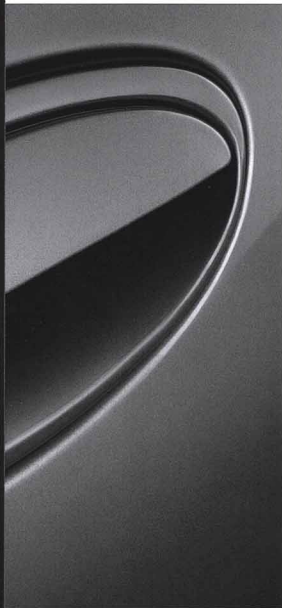
**TIRE INFLATION MONITOR** It's a simple matter of physics – an underinflated tire has a smaller diameter than a properly inflated tire – and, to cover the same distance, a tire with a smaller diameter will rotate faster than a tire with a larger diameter. Century's wheel-speed sensors constantly measure the speed at which each tire and wheel are turning, and report that information to the electronic control module computer. It compares that data and can quickly tell when one tire is turning significantly faster than the others. That's when a "low tire" advisory appears on the instrument panel, and you know you have a tire that needs attention. Simple physics in service of safer driving.



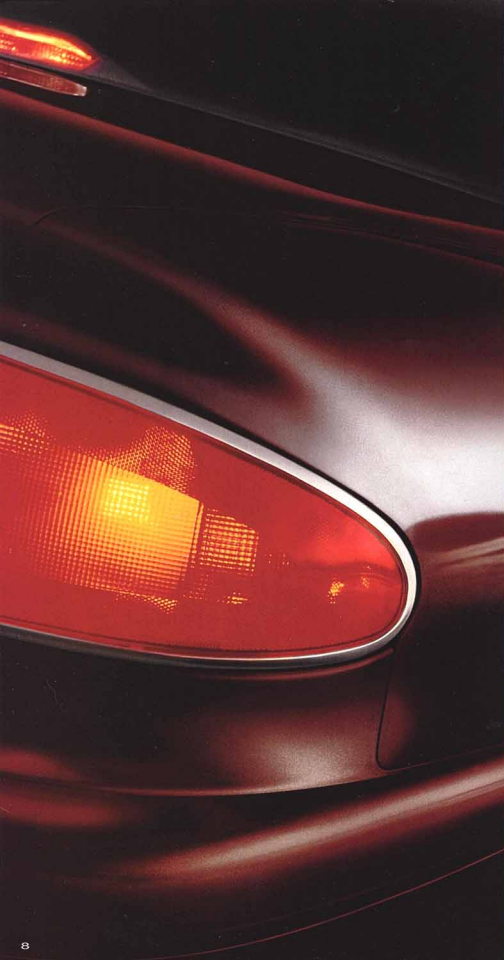
WHEEL-SPEED COMPARISON



Features described are available on some models. Refer to specifications in the back for availability.



*Curved forms that function.*



**CORNERING LAMPS** Employing technology that is usually reserved for expensive premium sedans, Century's cornering lamps form an integral part of the headlamp cluster. The cornering lamps come on when the turn signals are activated, and, with computer-designed reflectors and lenses, they cast a bright, focused white light in the direction of the turn to increase visibility and safety while driving at night.



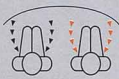
PERSONAL CHOICE CONFIGURATIONS

**PERSONAL CHOICE CONFIGURATIONS** Like customizing the look of the desktop on your personal computer, Century lets you communicate with its "mainframe" computer, the electronic control module, to personalize select features. So you can choose when the automatic locks engage and disengage and whether you hear the horn chirp or see the lights flash when you lock the doors with the remote keyless entry.



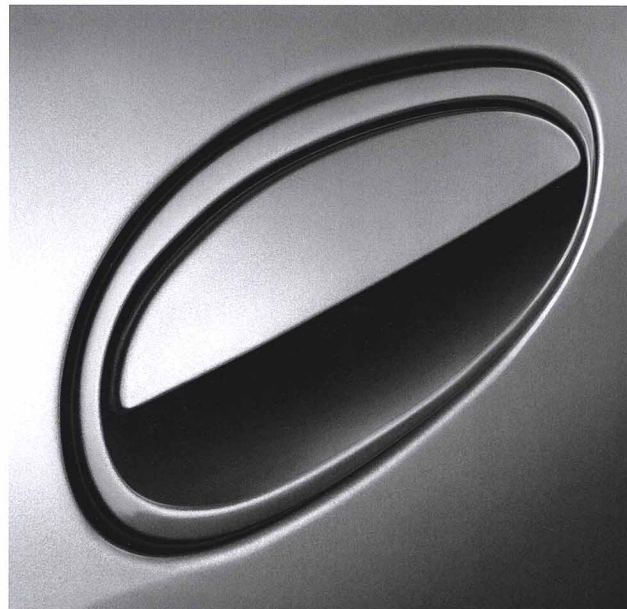
COMFORT-DESIGNED SEATS

**COMFORT-DESIGNED SEATS** Century's seats were designed from the outset to be far more than just pleasing to the eye. Using computer-based human factors research tools such as digital human modeling software, as well as real world testing techniques, Century's seats were designed to accommodate, support, help protect and be comfortable for a wide range of adult sizes – from those as small as a 5th percentile female to those as large as a 95th percentile male.



DUAL-ZONE CLIMATE CONTROL

**DUAL-ZONE CLIMATE CONTROL** If you embrace the notion that men and women are from different planets, you'll understand why this technology is so important. With dual-zone climate control, the driver and front-seat passenger can each dial in their temperature preference.



*Curved forms that function*





Century leather-appointed interior.





Please take your leather-appointed seat — the luxury is about to begin.



A. AM, FM, CDs or cassettes — play your pick. 8-track tapes not allowed.



B. Manage your audio and cruise controls without your hands ever leaving the wheel.

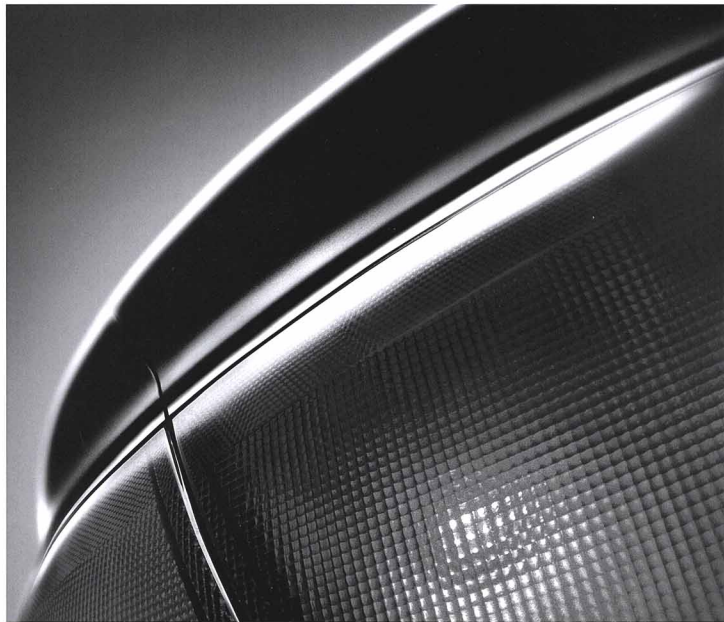


D. Unlock the doors, pop the trunk or sound an alarm right from your key ring with remote keyless entry.

C. Dial in personal comfort with dual-zone climate control.



Features described are available on some models. Refer to specifications in the back for availability.



*Light textures and soft focus*



**UP TO 100,000-MILE IRIIDIUM SPARK PLUGS** Iridium is a precious, silver-white metal (No. 77 on the periodic table) and one of the densest materials on earth. Platinum-tipped spark plugs have an Iridium core in the conductor that allows the plugs to fire with less voltage and also improve combustion efficiency.\*



IRIDIUM SPARK PLUG

**OIL LIFE SYSTEM** If you changed your oil only when it was really necessary, you'd save time and money. You'd avoid inconvenience. And you'd use less of the earth's non-renewable resources while you protected the environment. But you'd need a computer to figure out when your oil was nearing the end of its true useful life. And, with Century, you have one. The 3100 V6 engine has a powerful computer that is constantly recording engine speed, temperature, rpm variance, and the time of engine operation at any given temperature. Provided with this information, the Oil Life System calculates oil degradation and recommends an oil change when one is actually needed.\*



OIL LIFE SYSTEM

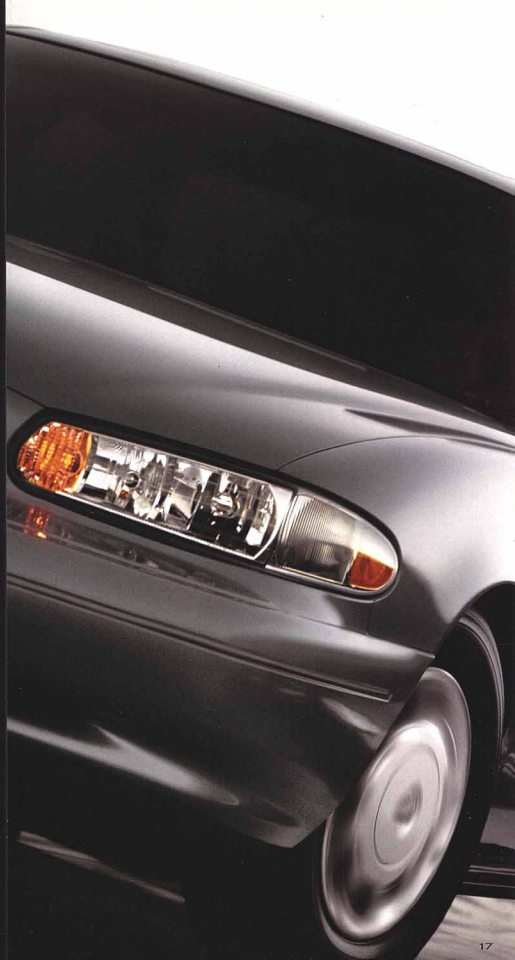
**ONE-PIECE SIDE FRAME** The entire side of Century's body structure, from the front door hinges all the way back to the tail lamps, is formed in one continuous piece, eliminating joints and welds. This one-piece side frame yields better dimensional integrity, which means tight-fitting doors, tight-sealing seals and less outside noise entering the passenger compartment.

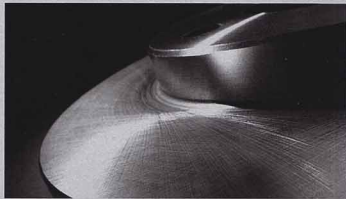


ONE-PIECE SIDE FRAME

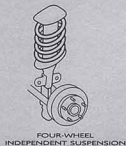
**STAINLESS STEEL EXHAUST** Buick wants your relationship with Century to be one of long-term satisfaction and enjoyment. That's why the Century comes with an exhaust system made of stainless steel.

\*Maintenance needs vary with different uses and driving conditions. See Owner's Manual for more information.



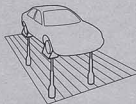


**FOUR-WHEEL DISC BRAKES** Unlike most cars in its class, Century comes with four-wheel disc brakes as standard equipment. Disc brakes at all four wheels mean quieter operation with more consistent braking and less overheating and brake fade. Disc brakes also have an important performance advantage in unfavorable weather braking situations.



FOUR-WHEEL INDEPENDENT SUSPENSION

**FOUR-WHEEL INDEPENDENT SUSPENSION** Century's fully independent suspension lets each wheel react to road inputs on its own, without being affected by the movements of the other wheels. Aluminum knuckles in the suspension help lower unsprung weight. Front and rear stabilizer bars allow more efficient roll control for a more level ride in curves and corners. It's all working together to help Century deliver a smooth, quiet ride while giving the driver added control.



FOUR-POST ROAD SIMULATOR

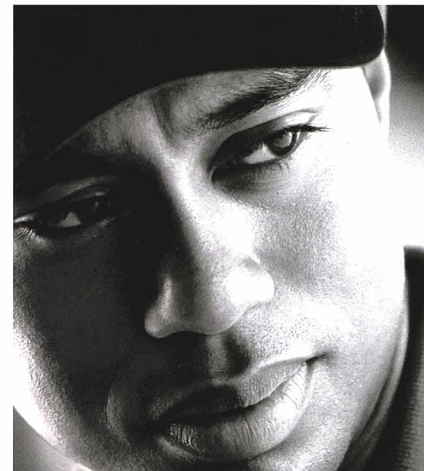
**RIGID BODY STRUCTURE** In humans, body stiffness is something to be avoided. In automobiles, more body stiffness results in less torsion and bending, and that helps our engineers design-in the smooth, quiet ride and responsive handling. Thanks to the application of the latest computer-based analytical tools, the 2004 Century enjoys a significant increase in bending and torsional stiffness over its last generation predecessor. You'll feel the difference the first time you take a test drive.

**A BENCHMARK ASSEMBLY PLANT** GM's Oshawa Plant near Toronto, Ontario (where Century is assembled), has won many awards for quality. It automates 97% of its welds to help attain accuracy to 1/1000th of an inch. Four-post road simulators test vehicles using dynamic road inputs to confirm long-term quality.





Century. LeSabre. Rainier. Rendezvous. Regal. Park Avenue. Each with its own personality, yet each embodying Buick's mission to bring you a beautifully designed, carefully assembled vehicle that will deliver exceptional satisfaction with every mile you drive. The Spirit of American Style is alive and well — and at your Buick dealer now.

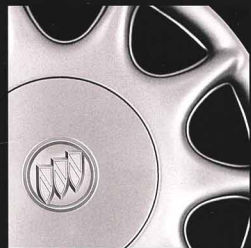


*Tiger Woods*

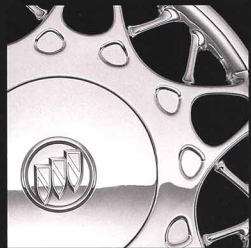
Buick is the Official Car of the PGA TOUR. Buick has been involved in the game of golf for nearly 50 years.

That's why we're so proud to be partnered with the man pictured above. You see, we have a long history of

supporting the game with style and elegance — and he's making history by playing the game in the very same way.



15" Deluxe Wheelcover



15" Chrome-Plated Wheelcover



15" Aluminum Wheel

White (40)

Interior: Taupe  
Gray  
Graphite



Cashmere Metallic (15)

Interior: Taupe



Cardinal Red Metallic (63)

Interior: Taupe  
Gray  
Graphite



Sterling Silver Metallic (12)

Interior: Gray  
Graphite



Dark Bronzemist Metallic (76)

Interior: Taupe



Graphite Metallic (32)

Interior: Gray  
Graphite



Steelmist Metallic (88)

Interior: Gray  
Graphite



Augusta Green Metallic (47)

Interior: Taupe  
Gray  
Graphite



Black (41)

Interior: Taupe  
Gray  
Graphite



Taupe Cloth



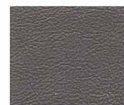
Gray Cloth



Graphite Cloth



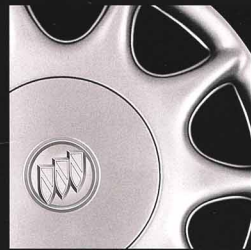
Taupe Leather Trim



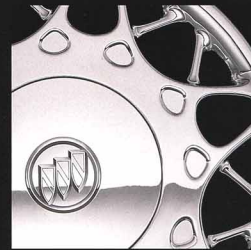
Gray Leather Trim



Graphite Leather Trim



15" Deluxe Wheelcover



15" Chrome-Plated Wheelcover



15" Aluminum Wheel

INTERIOR FEATURES	Century	Custom Package	Limited Package
S Standard A Available P Included in Option Package — Not available			
<b>Acoustical Insulation</b>	S	S	S
<b>Air bags</b>			
— driver and right front passenger, frontal	S	S	S
— driver-side, seat-mounted side-impact	—	—	A
<b>Air conditioning</b> — dual-zone climate control	S	S	S
<b>Air filtration system</b>	S	S	S
<b>Assist handle</b>			
— front passenger	S	S	S
— rear passenger, dual	—	P	S
<b>Audio systems</b>			
— ETR AM/FM stereo with seek/scan, digital clock, Theftlock, RDS display, CD, speed compensated volume and auto tone control	S	S	S
— ETR AM/FM stereo with seek/scan, digital clock, Theftlock, RDS display, cassette, CD, speed compensated volume and auto tone control	A	A	A
— steering wheel audio controls	—	—	P
<b>Carpenter savers</b> — front and rear	A	P	P
<b>Child seat anchors</b> — rear-seat upper and lower LATCH system for compatible child safety seats	S	S	S
<b>Convenience Plus features</b> — reminder tones for ignition key, headlights, turn signals, parking brake "on", delayed entry/exit lighting; theater dimming; battery rundown protection; lockout protection; daytime running lamps with Twilight Sentinel <sup>®</sup> and delayed locking; flash-to-pass feature	S	S	S
<b>Cruise control</b> — electronic	A	P	P
<b>Head restraints</b> — adjustable, outboard front seats	S	S	S
<b>Heat ducts</b> — rear-seat	S	S	S
<b>Hood release</b> — inside, instrument panel-mounted, remote	S	S	S
<b>Horn</b> — dual note	S	S	S
<b>Inside rearview mirror</b> — includes map reading lights	S	S	S
<b>Instrumentation</b> — includes speedometer, trip odometer, fuel and temperature gauges; and warning lights for low fuel, door ajar, trunk ajar, washer fluid level and oil life monitor	S	S	S
<b>Lights</b>			
— dome, glove box and trunk	S	S	S
— rear reading and courtesy	—	P	P
<b>OnStar<sup>®</sup></b> — includes one-year Safe & Sound service agreement*	A	A	A
<b>PASS-Key<sup>®</sup> II</b> — passive theft-deterrent system	S	S	S
<b>Power door locks</b> — include programmable automatic locking with memory and lockout protection features	S	S	S
<b>Power windows</b> — include driver express-down and passenger lockout feature	S	S	S

INTERIOR FEATURES (continued)	Century	Custom Package	Limited Package
<b>Rear window defogger</b> — electric	S	S	S
<b>Remote keyless entry</b> — includes instant alarm and trunk/release	S	S	S
<b>Safety belts</b>			
— front-seat outboard lap/shoulder belts with shoulder belt comfort adjuster and center position lap belt	S	S	S
— rear-seat outboard lap/shoulder belts with center position lap belt	S	S	S
<b>Side and front window defogger</b>	S	S	S
<b>Seats</b>			
— cloth	S	S	—
— leather-appointed	—	—	P
— front 55/45 reclining split-bench with armrest and dual cup holders	—	S	S
— power six-way driver	A	P	P
<b>Steering wheel</b> — leather-appointed	—	—	P
<b>Storage</b>			
— front and rear door map pockets	S	S	S
— glove compartment with locking feature	S	S	S
<b>TILT-WHEEL™</b> — adjustable steering column	S	S	S
<b>Trunk convenience net</b>	—	P	P
<b>Trunk lock release</b> — power remote (part of remote keyless entry only)	S	S	S
<b>Trunk release handle</b> — mounted inside the trunk	S	S	S
<b>Visor vanity mirrors</b>			
— cloth-covered driver and passenger	S	—	—
— cloth-covered driver and passenger with lighting feature	—	P	P
<b>EXTERIOR FEATURES</b>			
<b>Antenna</b> — fixed mast, fender-mounted	S	S	S
<b>Cornering lamps</b>	S	S	S
<b>Grille</b> — chrome-plated with graphite-colored accent	S	S	S
<b>Headlamps</b> — includes daytime running lamps with Twilight Sentinel	S	S	S
<b>Mirrors</b>			
— dual black fold-away with power remote	S	—	—
— dual body-color fold-away with power remote	—	P	P
<b>Paint</b> — basecoat-clearcoat with anti-chip protection	S	S	S
<b>Tinted glass</b> — Solar-Ray <sup>®</sup> solar-control windshield and rear window; Soft-Ray <sup>®</sup> side glass	S	S	S
<b>Tires</b> — P205/70R15 steel-belted, radial-ply all-season blackwall	S	S	S
<b>Wheels</b>			
— 15" steel wheel with bolt-on wheelcover	S	S	—
— 15" steel wheel with bolt-on chrome-plated wheelcover	—	A	P
— 15" aluminum	—	A	A
<b>Windshield wipers</b> — two-speed with variable delay	S	S	S

MECHANICAL FEATURES	Century	Custom Package	Limited Package
<b>Battery</b> — Delco <sup>®</sup> Freedom with rundown protection	S	S	S
<b>Brakes</b>			
— four-wheel anti-lock	A	A	A
— four-wheel disc	S	S	S
<b>Engine block heater</b>	A	A	A
<b>Exhaust system</b> — stainless steel	S	S	S
<b>Front-wheel drive</b>	S	S	S
<b>Starter protection</b> — starter grind protection	S	S	S
<b>Steering</b> — power rack-and-pinion	S	S	S
<b>Suspension</b> — four-wheel independent	S	S	S
<b>Tire inflation monitor</b> (requires ABS brakes)	A	A	A
<b>Traction control</b> (requires ABS brakes)	A	A	A
<b>Transmission</b> — electronically controlled four-speed automatic with overdrive and brake/transmission shift interlock	S	S	S

\* OnStar services require vehicle electrical system and analog wireless service to be available and operating for features to function properly. OnStar uses existing emergency service providers as well as analog wireless and satellite technologies and is subject to their limitations. The U.S. Federal Communications Commission (FCC) ruled that wireless carriers will no longer be required to support the analog wireless network after February 16, 2008. After that time, if the carriers for OnStar elect to only provide digital service, OnStar service will only be available through dual-mode hardware, which may require the purchase of a system upgrade. Call 1-888-4ONSTAR (1-888-466-7827), see your OnStar Owner's Guide, or visit onstar.com for system information and details.

ENGINE	Century	Custom Package	Limited Package
<b>Type</b> — 3.1-liter 3100 SFI V6			
<b>Horsepower</b> — 175 @ 5200 rpm			
<b>Torque</b> — 195 @ 4000 rpm			
<b>Asdr ratio</b> — 3.05			
<b>EPA estimated mpg, city/hwy</b> — 20/30			
<b>CAPACITIES</b>			
<b>Trunk (cu. ft.)</b> — 16.7			
<b>Fuel tank (approx. gal.)</b> — 17			
<b>Base curb weight</b> — 3,342			
<b>EXTERIOR DIMENSIONS (inches)</b>			
<b>Length</b> — 194.6			
<b>Width</b> — 72.7			
<b>Height</b> — 56.6			
<b>Wheelbase</b> — 109.0			
<b>Front tread</b> — 62.0			
<b>Rear tread</b> — 61.1			
<b>INTERIOR DIMENSIONS (inches)</b>			
<b>Legroom</b> — 42.4/36.9			
<b>Headroom</b> — 39.3/37.4			
<b>Shoulder room</b> — 58.0/57.1			
<b>Hip room</b> — 54.4/53.3			

**A NOTE ABOUT CHILD SAFETY.** Always use safety belts and proper child restraints, even in vehicles equipped with air bags. Children are safer when properly secured in a rear seat. Never place a rear-facing infant restraint in the front seat of any vehicle equipped with an active air bag. See your vehicle Owner's Manual and child safety seat instructions for more information.

**Corrosion Protection.** Buick vehicles are designed and built to resist corrosion. All body and sheet metal components are warranted against rust-through corrosion for six years or 100,000 miles, whichever comes first. Application of additional rust-inhibiting materials is not required under the corrosion coverage and none is recommended. See your Buick dealer for terms of this limited warranty.

**Updated Service Information.** Buick dealers receive useful service bulletins about Buick products. You may purchase them from Helm Incorporated by calling 1-800-551-4123 or by visiting [www.helminc.com](http://www.helminc.com).

**Enhance Your Ownership Experience.** The Owner Center at MyGLink is a free online service that helps you make the most of your vehicle ownership.

- Sign up for e-mail reminders about service visits
- Keep an online history of services performed
- Read your Owner's Manual, warranty, and more, online
- Receive only the recall notices that apply to your vehicle
- Watch do-it-yourself videos and much more

Register today at [MYGMLINK.COM](http://MYGMLINK.COM)

**Printed on recyclable paper from a renewable source.**

©2003 GM Corp. All rights reserved. Regal, Park Avenue, LeSabre, Century, Rendezvous and Buick are registered trademarks and Buick is a trademark of GM Corp. OnStar and the OnStar emblem are registered trademarks of OnStar Corporation.

Ident. No. 04-CE-001  
Printed in U.S.A.  
225m

**IMPORTANT WORDS ABOUT THIS BROCHURE**

We have tried to make this brochure comprehensive and factual. 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. Buick reserves the right to lengthen or shorten the model year for any product for any reason, or to start and end model years at different times.

**New Vehicle Limited Warranty.** This warranty is for GM vehicles registered in the USA. See your Buick dealer for terms and conditions.

Covered for 3 years/36,000 miles (whichever comes first). The complete vehicle. Tires. Towing to your nearest Buick dealership. Cosmetic corrosion resulting from defects. Repairs made to correct any vehicle defect. No charge for most warranty repairs.

Covered for 6 years/100,000 miles (whichever comes first). Rust-through corrosion.

**Corrosion Protection.** Buick vehicles are designed and built to resist corrosion. All body and sheet metal components are warranted against rust-through corrosion for six years or 100,000 miles, whichever comes first. Application of additional rust-inhibiting materials is not required under the corrosion coverage and none is recommended. See your Buick dealer for terms of this limited warranty.

**Updated Service Information.** Buick dealers receive useful service bulletins about Buick products. You may purchase them from Helm Incorporated by calling 1-800-551-4123 or by visiting [www.helminc.com](http://www.helminc.com).

**Enhance Your Ownership Experience.** The Owner Center at MyGLink is a free online service that helps you make the most of your vehicle ownership.

- Sign up for e-mail reminders about service visits
- Keep an online history of services performed
- Read your Owner's Manual, warranty, and more, online
- Receive only the recall notices that apply to your vehicle
- Watch do-it-yourself videos and much more

Register today at [MYGMLINK.COM](http://MYGMLINK.COM)

**Printed on recyclable paper from a renewable source.**

©2003 GM Corp. All rights reserved. Regal, Park Avenue, LeSabre, Century, Rendezvous and Buick are registered trademarks and Buick is a trademark of GM Corp. OnStar and the OnStar emblem are registered trademarks of OnStar Corporation.

Ident. No. 04-CE-001  
Printed in U.S.A.  
225m



*Buick goddess hood ornament / 1933*



BUICK.COM / 800 4 A BUICK