

WARD'S AUTO WORLD



DISCOVER A LITTLE LUXURY IN THIS



This is a

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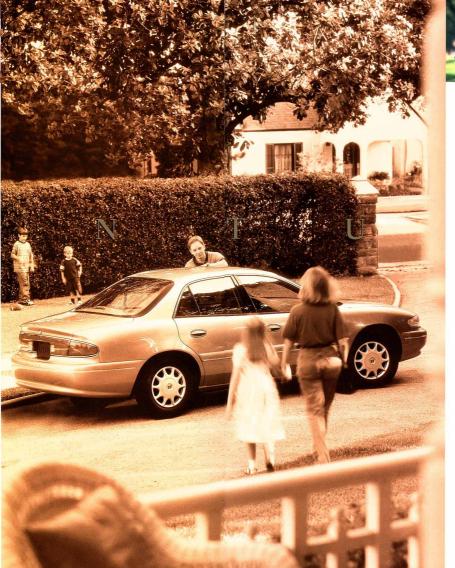


# R Y. OF DISCOVERY.

This is one competitive Century. When you compare it with others in its class for room, power, standard safety features, conveniences, quiet smoothness and performance, you'll discover that it's comparable to cars costing thousands more. You'll discover that the 1998 Century exceeds your expectations for comfort, luxury, elegance, ride, uncomplicated style and quality. Century offers standard safety features some of the others only list as available options. This six-passenger sedan has more passenger and trunk room than the Taurus, Camry or Accord sedans. And you'll find many more things to differentiate it from the crowd. Take a discovery ride.



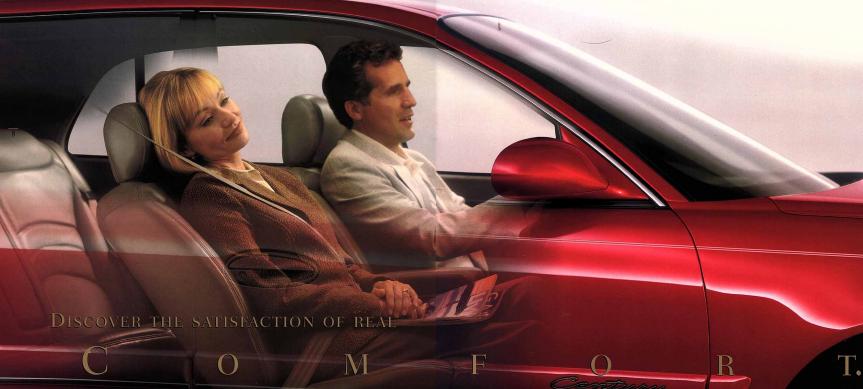
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This is one competitive Century. When you compare it with others in its class for room, power, standard safety features, conveniences, quiet smoothness and performance, you'll discover that it's comparable to cars costing thousands more. You'll discover that the 1998 Century exceeds your expectations for comfort, luxury, elegance, ride, uncomplicated style and quality. Century offers standard safety features some of the others only list as available options. This six-passenger sedan has more passenger and trunk room than the Taurus, Camry or Accord sedans. And you'll find many more things to differentiate it from the crowd. Take a discovery ride.





Shown with optional equipment.





#### DISCOVER THE SOUND OF









Buick quality, clear competitive advantages and beautiful styling attract value-conscious owners to Century. Halogen lamps are integrated into one unit with flush-mounted glass for quality, fit and wind-management. Folding mirrors are designed to reduce wind drag, resulting in a quieter surface at higher speeds.

Highly functional, wind-managing aerodynamics dictated Century's sleek silhouette and quiet cruising ability. Century's graceful, new styling and dynamic spirit are evident at a quick, overall glance or a close look at details. Turn signals, back-up lamps and side lamps are all gracefully integrated into the highly visible, wraparound tail lamp design.

Red Pearl with standard 15" wheelcovers.



Long-life engine fluids have been developed to help eliminate the need for frequent changes.\*

 $\frac{2}{0}$ 

Extensive use of two-sided galvanized steel is reflected in weather-resistant, long-lasting good looks. A stainless steel exhaust system fights corrosion and promotes long-term durability in your Century. Platinum-tipped spark plugs last much longer, providing maintenance intervals of up to 100,000 miles.\* On-board diagnostics (OBD II) pinpoints service and performance needs efficiently and quickly.

3-year/36,000-mile (whichever comes first) Bumper to Bumper Limited Warranty repairs include Courtesy Transportation.\*\*



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Century Limited shown in Midnight Blue Pearl with optional 15" aluminum wheels.

\*Maintenance needs vary with different driving conditions and uses. See Owner's Manual for details. \*\*See Owner's Manual for terms of Courtesy Transportation Program.





T E C

OnStar can be used to call emergency personnel or 24-hour roadside assistance you're never alone when you press the red emergency button.

Remote Door Unlock in case you lock your keys in your vehicle.

Route Support will get you right to the doorstep of your destination.

Convenience Services help you locate hotels, restaurants, service stations and more.

Hands-Free, Voice-Activated Cellular Phone lets you keep your hands on the wheel.

Stolen-Vehicle Tracking helps police find your vehicle.



Emergency Services are just a touch of a button away if needed.



Roadside Assistance with Location tells us where you are, so we can send you help.



Automatic Notification of Air Bag Deployment so we can call emergency services for you.



Available Concert Sound II entertainment system floods the quiet cabin with clear, stellar sound from six speakers.

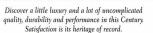
Wheelcovers - 15" deluxe bolt-on

Available hairline radio antenna wires embedded in rear window provide greater directionality than traditional antennas. Available electric sliding Astroroof with power sunshade tops off Century's feeling of luxury and flowing design.

STANDARD EQUIPMEN		30	STANDA
	Custom	Limited	Wheelcovers - 15" deluxe bolt-o
MECHANICAL			
Battery - 10" Delco Freedom II with rundown protection	S	S	Windows – power with driver of and passenger lockout feature
Brakes - four-wheel anti-lock, disc/rear drum	S	S	CONVENIENCE PLUS FI
Drive – front-wheel	S	5	Reminder tones for ignition ke
Emissions control – on-board refueling vapor recovery	5	5	parking brake "on"; delayed en
Engine – 3100 SFI V6 Exhaust – stainless steel	S	5	lighting; theater dimming; Bat
Hood release – inside, remote	S	S .	lockout protection; flash-to-pa
Remote kevless entry	S	S	and retained accessory power
Security locks – rear-door, child	S	S	"Partial listing only — see your deal
Starter protection – starter grind prevention,		3	**Supplemental Restraint System
starter protection – starter grind prevention, starter inoperative while engine is running	S	S	0
Steering - magnetic variable effort	-	S	
Steering – power rack-and-pinion	S	_	Air conditioning - dual Comfo
Suspension - front, independent DynaRide' suspension	S	S	Antenna – rear-window
Theft-deterrent system - PASS-Key* II	S	S	Armrest – rear-seat, storage; c
Transmission - electronically controlled			Astroroof – electric sliding with
4-speed automatic with overdrive and shift interlock	S	S	Carpet savers
Wipers - 2-speed with variable delay feature	S	S	Child safety seat – center, into
			Cruise control – electronic
INTERIOR	S	S	Mirrors, outside rearview – let
Acoustical insulation package	3	3	folding, body-color, heated
Air Bags - Next Generation, driver and front-seat passenger Supplemental Restraint System (SRS)**	S	S	Mirrors, visor vanity - lighted
Air conditioning – CFC free	S	S	driver and passenger, with exte
Air filtration system	S	S	OnStar* Service
Armrest – front-seat storage with dual cup holders	S	S	Radio - ETR* AM-FM stereo wi
Coat hooks – rear, sail-panel mounted	5	S	Radio - ETR* AM-FM stereo
Defogger – front- and side-window outlets	S	S	preset of 12 FM/6 AM station:
Defogger – rear-window, electric	S	S	automatic tone control, Theft
Door locks – delayed locking	S	S	Radio - ETR <sup>®</sup> AM-FM stereo, C
Door locks, memory – with lockout protection	S	S	control, preset of 12 FM/6 AM:
Instrumentation – includes speedometer, trip odometer,	3	3	Radio - ETR* AM-FM stereo
fuel and temperature gauges, and warning lights for			CD and cassette players, auto Theftlock and clock
low fuel, door ajar, trunk ajar, oil level, coolant level			Seat - 6-way power, driver
and washer fluid level	S	S	Seats – leather trim 55/45 wit
Lamp - center, high-mounted stop	S	S	Speakers – Concert Sound II
Lights - ashtray, glove box, trunk, under hood	S	S	Stripes – accent, body-side
Lights - courtesy and reading, rear sail-panel mounted			Tires - P205/70R15 steel-belted
with passenger assist handles	700	S	Trunk convenience net
Mirrors, visor vanity - cloth-covered, driver and passenger,			Wheels – 15" aluminum
with extendable sunshades	S	<u></u>	Wheels = 15 aluminum
Radio - ETR AM-FM stereo with seek and scan, and clock	5	5	OPTION PAG
Safety belts - adjustable shoulder belt anchor,	S	S	(SB) Premium and (SE) Luxury Packa
driver and front passenger Safety belts – rear, integral with seat, lap and shoulder	3	3	(SC) Premium and (SE) Prestige Pack
for outboard passengers (includes comfort guides)	S	S	Air conditioning - dual automat
Seats – cloth 55/45 with storage armrest	S	S	Antenna – rear-window
Steering column - TILT-WHEEL <sup>13</sup> adjustable	S	S	Armrest - rear-seat, center ste
Steering wheel - deluxe (with SRS)**	S	S	Carpet savers - front and rear
Trunk – low lift-over design	S	S	Cruise control - electronic
			Mirror, inside rearview - electro
EXTERIOR			Mirror, inside rearview - with
Antenna – fixed-mast	S	S	Radio - ETR* AM-FM stereo
Door handles - body-color, flush	S	S	Radio - ETR* AM-FM stereo
Glass - Soft-Ray' tinted, side	S	S	preset of 12 FM/6 AM station
Glass - Soft-Ray' solar-control windshield and rear window	S	S	automatic tone control, Theft
Lamps – daytime running lamps with Twilight Sentinel	S	S	Seat - 6-way power, driver
Mirrors, outside rearview - black, dual remote	S	_	Seats - 6-way power, driver at
Speakers - extended-range, front and rear	S	S	Speakers - Concert Sound II
Tires - P205/70R15 all-season blackwall	S	S	Steering wheel - with radio c

	Custom	Limited
Wheelcovers – 15" deluxe bolt-on	Custom	S
Windows – power with driver express-down		
and passenger lockout feature	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 Rundown Protection; lockout protection; flash-to-pass feature and retained accessory power (Limited)	S	S
"Partial listing only — see your dealer for complete list and details. **Supplemental Restraint System		
OPTIONS	TO THE	72
	Custom	Limited
Air conditioning – dual ComforTemp	A	S
Antenna – rear-window	A	A
Armrest - rear-seat, storage; center with dual cup holders	-	A
Astroroof – electric sliding with sunshade	A	A
Carpet savers	A	S
Child safety seat - center, integral with rear seat	A	_
Cruise control – electronic	A	A
Mirrors, outside rearview – left and right remote, folding, body-color, heated	A	S
Mirrors, visor vanity - lighted, cloth-covered,		c
driver and passenger, with extendable sunshades	A	S
OnStar* Service	A	A
Radio – ETR* AM-FM stereo with cassette player and clock	A	A
Radio – ETR* AM-FM stereo with seek and scan, preset of 12 FM/6 AM stations, cassette player,		
automatic tone control, Theftlock* and clock Radio – ETR* AM-FM stereo, CD player with automatic	A	A
control, preset of 12 FM/6 AM stations, Theftlock* and clock	A	A
Radio – ETR* AM-FM stereo with combination CD and cassette players, automatic tone control,		
Theftlock* and clock	A	A
Seat - 6-way power, driver	A	
Seats - leather trim 55/45 with leather-wrapped steering who		A
Speakers - Concert Sound II	A	A
Stripes – accent, body-side Tires – P205/70R15 steel-belted, radial-ply, all-season whitewall	A	A
Trunk convenience net	A	A
Wheels – 15" aluminum	A	A
wheels = 1) aluminum	- 1	- 13.
OPTION PACKAGE EQUIP	MEN	T
(SB) Premium and (SE) Luxury Package.	Custom	Limite
(SC) Premium and (SF) Prestige Package	SB SC	SE S
Air conditioning – dual automatic ComforTemp climate control		_
Antenna – rear-window		100
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 cassette player and clock	• •	÷
Radio – ETR AM-FM stereo with cassette player and clock Radio – ETR AM-FM stereo with seek and scan,	-	
preset of 12 FM/6 AM stations, cassette player,		
automatic tone control, Theftlock* and clock		
Seat - 6-way power, driver	-	
Seats - 6-way power, driver and passenger		
Speakers - Concert Sound II		
Steering wheel - with radio controls		

Trunk convenience net



ENGINE	
Туре	3.1-litre 3100 SFI <sup>III</sup> V6
Horsepower	160 @ 5200 rpm
Torque	185 @ 4000 rpm
TOWING	
3100 V6 3.2	29 final drive ratio, 1,000 maximum gross trailer rate (lbs) <sup>12</sup>
CAPACITY	
Trunk, cu ft	16.7
Fuel tank, gal.	17.5
Base curb weight, Ibs	3,335
DIMENSIONS (inch	ies)
Width	72.7
Height	56.6
Wheelbase	109.0
Front tread	62.0
Rear tread	61.1
INTERIOR (inches)	front/rea
Legroom	42.4/36.5
	20.2/27
Headroom	39.3/37.4
Headroom Shoulder room	58.0/57.1

<sup>(1)</sup> Sequential fuel injection.

. . . .



Wheelcovers — 15" deluxe bolt-on Standard on Custom Wheelcovers — 15" deluxe bolt-on Standard on Limited

Wheels — 15" aluminum Optional

COLORCO	MPATIBILITY
EXTERIOR	INTERIOR
Bright White (16)	Blue, Gray, Taupe, Bordeaux Red
Light Sandrift Metallic (49)	Taupe, Bordeaux Red
Platinum Gray Metallic (03)	Blue, Gray, Bordeaux Red
Jasper Green Pearl (56)	Gray, Taupe
Twilight Blue Metallic (27)	Blue, Gray
Midnight Blue Pearl (28)	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

<sup>(1)</sup> Sequential tite injection.
(2) Includes wight 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.



STANDARD EQUIPMENT\*

Available Concert Sound II entertainment system floods the quiet cabin with clear, stellar sound from six speakers.

Available hairline embedded in rear w directionality than

Lecurvicy	Custom	Limite
Battery – 10" Delco Freedom II with rundown protection	S	S
Brakes – four-wheel anti-lock, disc/rear drum	S	S
Drive - front-wheel	S	S
Emissions control – on-board refueling vapor recovery	S	S
Engine – 3100 SFI V6	S	S
Exhaust – stainless steel	S	S
Hood release – inside, remote	S	S
Remote keyless entry	S	S
Security locks - rear-door, child	S	S
Starter protection - starter grind prevention,		
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
Theft-deterrent system - PASS-Key* II	S	S
Transmission - electronically controlled		
4-speed automatic with overdrive and shift interlock	S	S
Wipers – 2-speed with variable delay feature	S	S
N T E R I O R		
Acoustical insulation package	S	S
Air Bags - Next Generation, driver and front-seat passenger	125	
Supplemental Restraint System (SRS)**	S	S
Air conditioning – CFC free	S	S
Air filtration system	S	S
Armrest – front-seat storage with dual cup holders	S	S
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	S
Lights - ashtray, glove box, trunk, under hood	S	S
Lights - courtesy and reading, rear sail-panel mounted		
	_	S
with passenger assist handles		
with passenger assist handles Mirrors, visor vanity – cloth-covered, driver and passenger,	2	
with passenger assist handles Mirrors, visor vanity – cloth-covered, driver and passenger, with extendable sunshades	S	_
with passenger assist handles  Mirrors, visor vanity – cloth-covered, driver and passenger, with extendable sunshades  Radio – ETR' AM-FM stereo with seek and scan, and clock	S	S
with passenger assist handles' Mirrors, visor vanity – cloth-covered, driver and passenger, with extendable sunshades Radio – ETR' AM-FM stereo with seek and scan, and clock Safety belts – adjustable shoulder belt anchor.	S	
with passenger assist handles Mirrors, visor vanity - doth-covered, driver and passenger, with extendable sunshades Radio - ETR' AM-FM stereo with seek and scan, and clock Safety belts - adjustable shoulder belt anchor. driver and front passenger		s s
with passenger assist handles Mirror, vitor vanity - cloth-covered, driver and passenger, with extendable sunshades Radio – ETR' AM-FM stereo with seek and scan, and clock Safety belts - adjustable shoulder belt anchor. driver and front passenger Safety belts - area, integral with seat, lap and shoulder	S S	s
with passenger assist handles Mirrors, visor ratin; – cloth-covered, driver and passenger, with extendable sunshades Radio – EIFR *AM-FM stereo with seek and scan, and clock Safety belts – adjustable shoulder belt anchor, driver and front passenger Safety belts – rear, integral with seat, lap and shoulder for outboard passengers (includes comfort guides)	S	
with passenger assist handles Mirrors, visor vanity - cloth-covered, driver and passenger, with extendable sunshades Radio – ETR' AM-FM sterco with seek and scan, and clock Safety belts – adjustable shoulder belt anchor. driver and front passenger Safety belts – rear, integral with seat, lap and shoulder for outboard passengers (includes comfort guides) Seats – cloth 55/48 with storage armest	s s	s s
with passenger assist handles Mirrors, visor vanity – cloth-covered, driver and passenger, with extendable sunshades Radio – EIFR *AM-FM stereo with seek and scan, and clock Safety belts – adjustable shoulder belt anchor, driver and front passenger Safety belts – rear, integral with seat, lap and shoulder for outboard passengers (includes comfort guides) Seats – cloth 55/45 with storage armrest Steering column – TILT-WHEELEW adjustable	S S S S	S S S
with passenger assist handles Mirrors, vior vanity - cloth-covered, driver and passenger, with extendable sunshades Mirrors, lost AM-FM stereo with seek and scan, and clock Safety belts - adjustable shoulder belt anchor. driver and from passengers Safety belts - rear, integral with seat, lap and shoulder for outboard passengers includes comfort guides) Seats - cloth 53745 with storage armrest Steering column - TILT-WHEEL <sup>18</sup> adjustable Steering wheel - cloduse (with SRS)**	S S S	S S
with passenger assist handles Mirrors, vior vanity – cloth-covered, driver and passenger, with extendable sunshades Mirrors, between the state of th	S S S S	S S S S
with passenger assist handles Mirrors, vior ratin) + Coth-covered, driver and passenger, with extendable sunshades Radio – EITR *AM-EM stereo with seek and scan, and clock Safety helts – adjustable shoulder belt anchor, driver and fron passenger Safety belts – rear, integral with seat, lap and shoulder for outboard passengers (includes comfort guides) Seats – cloth 55:45 with storage armest Steering column – TILTA/HELE/IL adjustable Steering wheel – deluxe (with SRS)** Trunk – low lift over design EVTERIOR	S S S S S	\$ \$ \$ \$ \$ \$
with passenger assist handles Mirrors, vior vanity – cloth-covered, driver and passenger, with extendable sunshades Mirrors, between the state of th	S S S S S S	S S S S S
with passenger assist handles Mirrors, vior ratin) + Coth-covered, driver and passenger, with extendable sunshades Mirrors, liver hard. Filt stere with seek and scan, and clock Safety helts - adjustable shoulder belt anchor. driver and front passenger so. Safety belts - rear, integral with seat, lap and shoulder for outboard passengers (includes comfort guides) Seats - Cloth 55/45 with storage armrest Steering column - TILT-WHEELEW adjustable Steering wheel - deluxe (with SRS)** Trink - low lift-over design  V T F R TO R  Antenna - fixed-mast Door handles - body-color, flush	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	S S S S S S S S S
with passenger assist handles Mirrors, vior vanity – cloth-covered, driver and passenger, with extendable sunshades Radio – EIFR ANI-FM sterero with seek and scan, and clock Safety belts – adjustable shoulder belt anchor. driver and front passenger Safety belts – rear, integral with seat, lap and shoulder for outboard passengers (includes comfort guides) Seats – cloth 53-45 with vorage ammets Steering column – IILT-WHE EL <sup>12</sup> adjustable Steering wheel – debtax (with SRS) ** Trank – low life over design EXTERIOR Antenna – fixed-mast Door handles – body-color, flush Glass – Solt-Ray' (inted, side	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$
with passenger assist handle's Mirrors, vior ratin; v cloth-covered, driver and passenger, with extendable sunshades Radio – ETR* AM-FM stereo with seek and scan, and clock Safety helts – adjustable shoulder belt anchor, driver and front passenger Safety helts – rear, integral with seat, lap and shoulder for outboard passengers (includes comfort guides) Seats – cloth 55/45 with storage armrest Steering column – TILT-WHEEL'W adjustable Steering wheel – deluxe (with SRS)** Trunk – low lift-over design  ENTERIOR Antenna – fixed-mast Door handles – body-color, flush Glass – Soft-Ray* intect, side Glass – Soft-Ray* olar-control windshield and rear window	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$
with passenger assist handle's Mirrors, vior vanity – cloth-covered, driver and passenger, with extendable sunshades Radio – EIFR ANI-FM stereo with seek and scan, and clock Safety helts – adjustable shoulder belt anchor. driver and front passenger Safety helts – rear, integral with scat, lap and shoulder for outboard passengers (includes comfort guides) Seats – cloth 53-45 with storage ammets Steering column – IILT-WHE EL. adjustable Steering wheel – debaxe twith SKS3.** Trank – low life over design EXTERIOR Antenna – fixed-mast Door handles – body-color, flush Glass – Soft-Ray* (inted, side Glass – Soft-Ray* (inted, side Glass – Soft-Ray* solar-control windshield and rear window Lamps – daytime running lamps with Twilight Sentine!*	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$
with passenger assist handle's Mirrors, vior ratin; – cloth-covered, driver and passenger, with extendable sunshades Radio – EIFR *AM-FM stereo with seek and scan, and clock Safety belts – adjustable shoulder belt anchor, driver and front passenger Safety belts – rear, integral with seat, lap and shoulder for outboard passengers (includes comfort guides) Seats – cloth 55/45 with storage armrest Steering column – TILT-WHEEL'IL adjustable Steering wheel – deluxe (with SRS)** Trunk – low life-over design  EXTERIOR Antenna – fixed-mast Door handles – body-color, flush Glass – Soft-Ray' intred, side Glass – Soft-Ray' solar-control windshield and rear window Lamps – daytime running lamps with Twilight Sentinel' Mirrors, ousside rearriev – black, dual remote	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$
with passenger assist handle's Mirrors, vior vanity – cloth-covered, driver and passenger, with extendable sunshades Radio – EIFR ANI-FM stereo with seek and scan, and clock Safety helts – adjustable shoulder belt anchor. driver and front passenger Safety helts – rear, integral with scat, lap and shoulder for outboard passengers (includes comfort guides) Seats – cloth 53-45 with storage ammets Steering column – IILT-WHE EL. adjustable Steering wheel – debaxe twith SKS3.** Trank – low life over design EXTERIOR Antenna – fixed-mast Door handles – body-color, flush Glass – Soft-Ray* (inted, side Glass – Soft-Ray* (inted, side Glass – Soft-Ray* solar-control windshield and rear window Lamps – daytime running lamps with Twilight Sentine!*	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$





Light Sandrift Metallic (49)



Platinum Gray Metallic (03)



Jasper Green Pearl (56)



Twilight Blue Metallic (27)



Midnight Blue Pearl (28)



Royal Orchid Pearl (89)



Bordeaux Red Pearl (51)



Santa Fe Red Pearl (53)















Wheelcovers — 15" deluxe bolt-on Standard on Limited

Wheels — 15" aluminum Optional

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Bright White (16)	Blue, Gray, Taupe, Bordeaux Red
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Black (41)	Blue, Gray, Taupe, Bordeaux Red

## SEND THE CARD, MAKE THE CALL, SCAN THE HOME PAGE.

Discover Century via PC — just drive

your mouse to www.century.buick.com and explore the 1998 Century on the Web.

It's a great way to compare Century, feature by feature, to the competition —
you'll quickly discover that Century does, indeed, exceed your expectations.

Net-cruising can acquaint you, but nothing beats the feeling of turning the key, and
pulling out into the real world in the latest Century. 1-800-4A-BUICK is another way
to get customer assistance or information. This toll-free number is a service of
Quality Plus, a Buick institution that deals with aspects of the buying/owning experience
such as Premium Roadside Assistance, Quality Plus Delivery and the generous
3-year/36,000-mile Warranty. When shopping for your Century,
ask about all the reassuring backup you'll receive along with the car itself.



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BUICK INFORMATION CENTER PO BOX 2255 FLINT MI 48501-9919



Contury

1998 C	OMPETIT	IVE CON	I P A R I S O N	
	Buick Century Custom Sedan	Ford Taurus LX Sedan	Toyota Camry LE Sedan	Honda Accord LX Sedan
Standard Engine	3.1-litre V6 with SFI	3.0-litre V6 with SEFI	2.2-litre Twin Cam with EFI	2.3-litre SOHO I-4 with MPFI
Standard Horsepower	160@5200	145@5250	133@5200	150@5700
Standard Torque (ft-lbs)	185@4000	170@3250	147@4400	152@4900
Standard Transmission	Elec 4-Spd Auto with OD	Elec 4-Spd Auto with OD	Elec 4-Spd Auto with OD	4-Spd Auto with OD
Drivetrain	FWD	FWD	FWD	FWD
Standard Brakes (front/rear)	ABS Disc/Drum	Disc/Drum	Disc/Drum	Disc/Drum
Standard Tires	P205/70R15	P205/65R15	P195/70R14	P195/65R15
Wheelbase (in.)	109.0	108.5	105.2	106.9
Curb Weight (lbs)	3335	3294	3120	3053
Overall Length (in.)	194.6	197.5	188.5	188.8
Overall Width (in.)	72.7	73.0	70.1	70.3
Tread (front/rear in.)	62.0/61.1	61.6/61.4	61.1/59.9	61.2/60.4
EPA Mileage Estimates (city/hwy)	20/29	20/28	23/30	23/30
Highway Range (mi)	507.0	448.0	555.0	513.0
Maximum Towing Capacity (lbs)	1000	1250	2000	N/A
MSRP <sup>2</sup>	\$18,765	\$18,795	\$20,638	\$19,4852

<sup>12</sup>Manufacturer's suggested retail price as reported 10/19/7 includes destination charge and automatic transmission.
<sup>12</sup>Manufacturer's suggested retail price as reported 10/19/7 includes destination charge and automatic transmission.
Taxes, license, tille and other fees extra.
Century price may be higher in California, Washington, Idaho and Oregon.

See Additional Comparison Information On Other Side.



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Printed on recyclable paper from a renewable source.

Ident. No. 98-BA-500





## SEND THE CARD, MAKE THE CALL, SCAN THE HOME PAGE.

Discover Century via PC — just drive

your mouse to www.century.buick.com and explore the 1998 Century on the Web.

It's a great way to compare Century, feature by feature, to the competition —
you'll quickly discover that Century does, indeed, exceed your expectations.

Net-cruising can acquaint you, but nothing beats the feeling of turning the key, and pulling out into the real world in the latest Century. 1-800-4A-BUICK is another way to get customer assistance or information. This toll-free number is a service of Quality Plus, a Buick institution that deals with aspects of the buying/owning experience such as Premium Roadside Assistance, Quality Plus Delivery and the generous

3-year/36,000-mile Warranty. When shopping for your Century,

ask about all the reassuring backup you'll receive along with the car itself.



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1998 COMPETITIVE COMPARISON (continued						
	Buick Century Custom Sedan	Ford Taurus LX Sedan	Toyota Camry LE Sedan	Honda Accor LX Sedan		
Turning Diameter (ft)	37.5	38.0	35.4	36.4		
Front Headroom (in.)	39.3	39.2	38.6	40.0		
Front Legroom (in.)	42.4	42.2	43.5	42.1		
Front Hip Room (in.)	54.4	55.8	54.0	54.9		
Front Shoulder Room (in.)	58.0	57.4	56.2	56.9		
Rear Headroom (in.)	37.4	36.2	37.6	37.6		
Rear Legroom (in.)	36.9	38.9	35.5	37.9		
Rear Hip Room (in.)	53.3	56.3	54.1	54.1		
Rear Shoulder Room (in.)	57.1	56.6	56.1	56.1		
Seating Capacity	6	6	5	5		
EPA Passenger Room (cu ft)	101.8	101.0	96.9	101.7		
EPA Trunk Room (cu ft)	16.7	15.8	14.1	14.1		
EPA Interior Volume Index (cu ft)	118.5	116.8	111.0	115.8		
Fuel Tank Capacity (gal.)	17.0	16.0	18.5	17.1		
MSRP*	\$18,765*	\$18,795*	\$20,638	\$19,485*		



Century Custom. Very well equipped for \$18,765.\*

\*Manufacturer's suggested retail price as of 10/197 includes destination charge and automatic transmission. Taxes, license, title and other fees extra.

Century pice may be higher in California, Washington, lidab and Oregon.



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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 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 equipmen 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 prepubulletins for servicing our products better. You can receive these bulletins, too. Ask your dealer. For ordering information, call toil-free

A word about warranty. The GM 3-year/
36,000-mile Bumper to Bumper Warranty
covers repairs for any new Buck, 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, whicheve
comes first. See your Buick dealer for terms of th
limited warranty. Supplemental Restraint System
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The GM Card. For information or to app for The GM Card or GM Gold Card, call

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