



T H E   S P I R I T   O F   A M E R I C A N   S T Y L E



*Chrome medallion / studio contrast study*



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



Park Avenue Ultra in Platinum Metallic.





*The art of the ellipse*

## A B O R N L E A D E R

If Buick could offer only one automobile, it would be Park Avenue. Because if one vehicle epitomizes everything for which Buick stands, it is this one. Park Avenue's styling makes a statement. If you've really got it, you don't have to flaunt it. The sheet metal is sculpted in classic shapes that don't suddenly fall out of fashion. The abundant chromework captures attention without begging for it. Park Avenue is luxurious. The seats feel like a warm leather bath. The look of rich walnut or maple is plentiful. Park Avenue exhibits grace under pressure. The grace of a refined suspension that blends comfort with control. The thrilling pressure of an available supercharged engine. Park Avenue is steeped in tradition, but not stunted by it. The technology rivals the best from Stuttgart and Tokyo. If you could drive only one automobile, this one would be a singularly satisfying choice.





Studio still life / Park Avenue









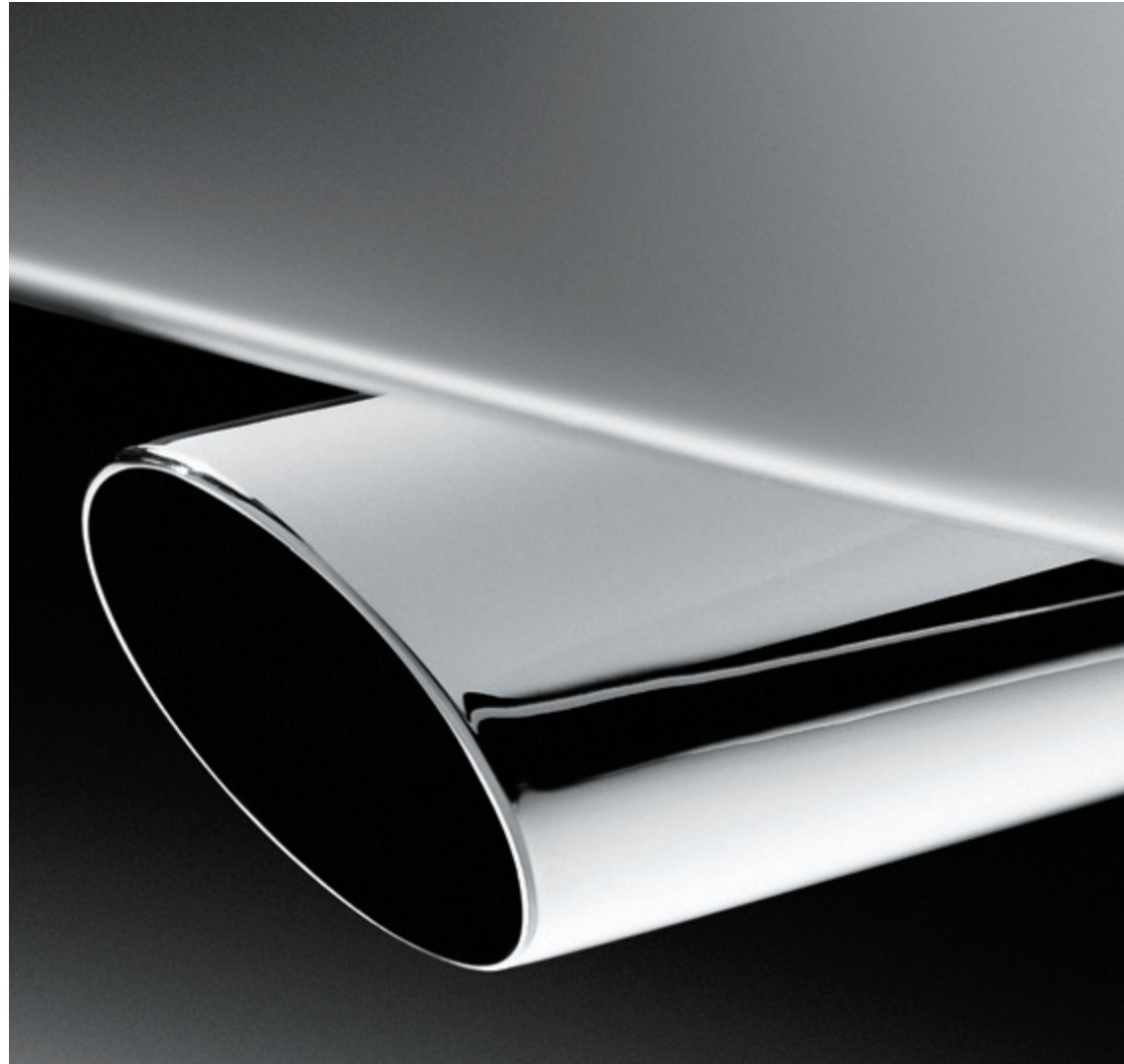
Leather painted in light











Cylindrical reflections in chrome







Park Avenue Ultra leather-appointed interior in Shale.





Park Avenue in Platinum Metallic.





A. OnStar® Safety and security at the touch of a button 24 hours a day.

OnStar services require vehicle electrical system and analog wireless service to be available and operating for features to function properly. Visit [onstar.com](http://onstar.com) for system information and details.



B. Personal Choice Memory remembers seat, mirror, radio and climate control settings for two different drivers.



D. Integrated turn signals in the side mirrors are designed to help enhance safety during lane changes.

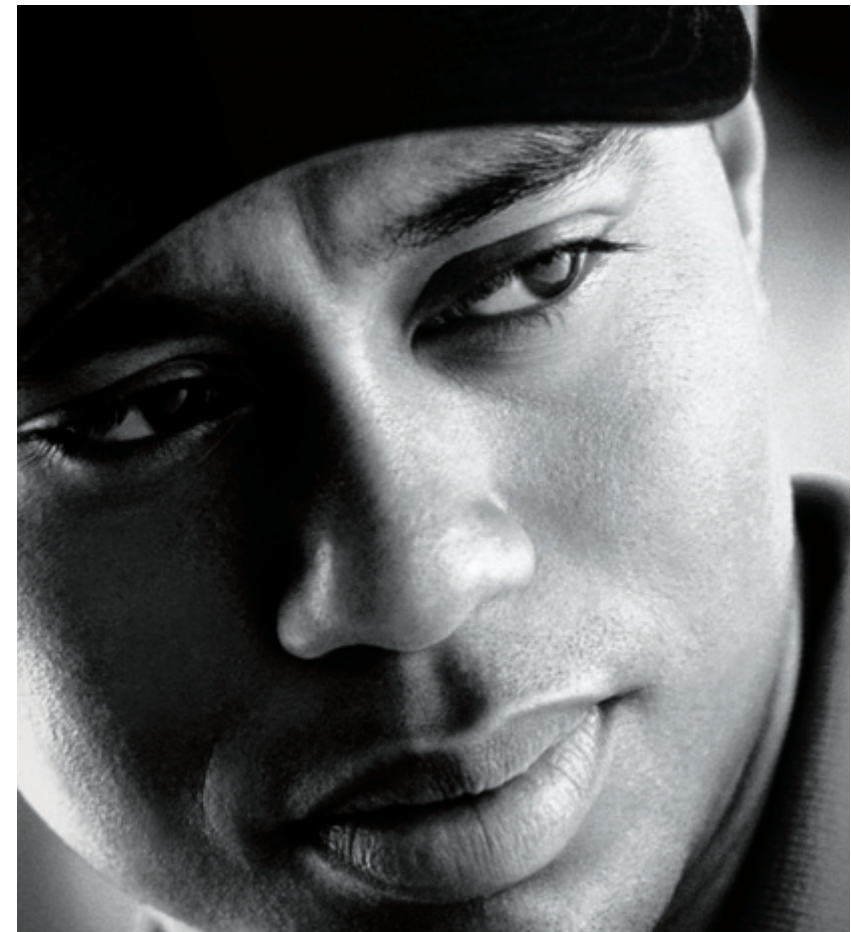


C. The EyeCue® head-up display lets you get information you need without taking your eyes off the road.

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



Park Avenue. Century. LeSabre. Rendezvous. Rainier. Regal. 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.





**White (40)**  
Interior: Cashmere  
Shale  
Gray



**White Diamond (98)<sup>(1)</sup>**  
Interior: Cashmere  
Shale  
Gray



**Platinum Metallic (67)**  
Interior: Shale  
Gray



**Light Bronzemist Metallic (54)**  
Interior: Cashmere  
Shale



**Silver Blue Ice Metallic (73)**  
Interior: Cashmere  
Shale  
Gray



**Slatestone Metallic (46)**  
Interior: Cashmere  
Shale  
Gray



**Ming Blue Metallic (25)<sup>(1)</sup>**  
Interior: Cashmere  
Shale  
Gray



**Cabernet Red Metallic (87)<sup>(1)</sup>**  
Interior: Cashmere  
Shale  
Gray



**Black (41)**  
Interior: Cashmere  
Shale  
Gray



**Cashmere Leather Trim**



**Shale Leather Trim**



**Gray Leather Trim**

<sup>(1)</sup>Available on Park Avenue Ultra and Park Avenue with Prestige Package.





16" Aluminum Wheel



16" Chrome-Plated Aluminum Wheel



17" Chrome-Plated Aluminum Wheel

INTERIOR FEATURES

	Park Avenue	Park Avenue Prestige Package	Ultra
S Standard    A Available    P Included in Option Package    — Not available			
<b>Air bags</b> — driver and right-front passenger, frontal	S	S	S
— driver and right-front passenger, seat-mounted side-impact	S	S	S
<b>Air conditioning</b> — automatic dual-zone climate control, with rear-seat outlet	S	S	S
<b>Air filtration system</b>	S	S	S
<b>Armrests</b> — front-seat storage with dual cup holders	S	S	S
— rear-seat fold-down with storage and dual cup holders	S	S	S
<b>Articulating head restraints</b> — front	S	S	S
<b>Audio systems</b> — ETR AM/FM stereo with seek/scan, digital clock, Theftlock® cassette and auto tone control	S	—	—
— ETR AM/FM stereo with seek/scan, digital clock, Theftlock, cassette, CD and auto tone control	A	P	S
— Concert Sound II six-speaker system	S	S	—
— Concert Sound III nine-speaker system	—	A	S
— remote steering-wheel controls	S	S	S
— trunk-mounted 12-disc CD changer	—	A	A
<b>Carpet savers</b> — front and rear	S	S	S
<b>Child seat anchors</b> — rear-seat upper and lower LATCH system for compatible child safety seats	S	S	S
<b>Child security door locks</b> — rear doors	S	S	S
<b>Convenience Console Package</b> — includes 45/45 10-way power split-frame bucket seats, simulated walnut woodgrain convenience console with removable writing surface, dual cup holders, auxiliary power outlets and bi-level rear-seat outlet	—	—	A
<b>Cruise control</b> — electronic	S	S	S
<b>Driver Information Center</b> — includes tire inflation monitor; basic trip computer; reminder lights for low oil and fuel levels, oil life monitor, door and trunk ajar, Personal Choice programming functions; two separate trip odometers; calculations for instant fuel economy, miles to empty and gallons of fuel used	—	P	S
<b>EyeCue® head-up windshield display</b>	—	A	A
<b>Inside rearview mirror</b> — electrochromic-auto dimming	—	P	—
— electrochromic-auto dimming with compass	—	A	S
<b>Instrumentation</b> — backlit analog cluster with tachometer, trip odometer, temperature and fuel gauges	S	S	S
<b>Lights</b> — delayed entry and exit courtesy lighting with theater dimming	S	S	S
— front ashtray, trunk, instrument panel courtesy, engine compartment and glove box	S	S	S
— reading, front and rear seat	S	S	S
<b>OnStar®</b> — includes one-year Safe & Sound service agreement*	—	P	S
<b>Overhead console</b> — includes reading lights and garage door opener storage	S	—	—
— includes reading lights and programmable turn signals	—	A	S
<b>PASS-Key® III</b> — passive theft-deterrent system	S	S	S

INTERIOR FEATURES (continued)

<b>Personal Choice Features</b> — 10-way power driver and front passenger seats, power mirrors and door locks with delayed locking, steering wheel-mounted radio controls, perimeter lighting, remote keyless entry security feedback and window passenger lockout	S	S	S
— memory driver seat with lumbar adjustment, outside mirrors with passenger-side parallel parking assist, radio and climate control settings	—	P	S
<b>Power door locks</b> — programmable with memory feature	S	S	S
<b>Power windows</b> — include driver express-down and passenger lockout feature	S	S	S
<b>Rear window defogger</b> — electric	S	S	S
<b>Rear-seat pass-through</b> — opening to trunk compartment	S	S	S
<b>Remote keyless entry</b> — with individually programmable transmitters, includes instant alarm, activation verification and perimeter lighting	S	S	S
<b>Safety belts</b> — front outboard seat-mounted lap/shoulder belts and center-seat lap belt	S	S	S
— rear outboard lap/shoulder belts and center-seat lap belt	S	S	S
<b>Seats</b> — leather-appointed with 10-way power adjustable 55/45 split-front bench with power recliners	S	S	S
— driver and front passenger 4-way power lumbar	—	P	S
— heated front outboard seats	—	P	S
— memory — 10-way power memory driver seat with lumbar, outside mirrors with passenger-side parallel parking assist, memory climate control and radio presets	—	P	S
<b>Steering wheel</b> — leather-appointed with audio and temperature controls	S	S	S
<b>Sunshades</b> — front, supplemental, extendable	S	S	S
<b>TILT-WHEEL™</b> — adjustable steering column	S	S	S
<b>Trunk lock release</b> — power activation with valet lockout	S	S	S
<b>Trunk release handle</b> — mounted inside the trunk	S	S	S
<b>Ultra Trim Package</b> — includes simulated walnut wood trim on the steering wheel, instrument panel, door panels and available center console; polished "Ultra" front door sill plates, embroidered front head restraints, 17" chrome-plated wheels and tires, contemporary grille, portholes and chrome-plated exhaust tips	—	—	S
<b>Universal transmitter</b> — programmable three-function remote for garage door and more	—	A	S
<b>Visor vanity mirrors</b> — lighted, driver and front passenger	S	S	S

EXTERIOR FEATURES

<b>Cornering lamps</b>	S	S	S
<b>Headlamps</b> — include daytime running lamps with Twilight Sentinel®	S	S	S
<b>Mirrors</b> — dual fold-away power remote	S	—	—
— dual heated fold-away power remote with integrated turn signals	—	P	—
— dual heated fold-away power remote with integrated turn signals and driver-side electrochromic-auto dimming feature	—	A	S

EXTERIOR FEATURES (continued)

<b>Sunroof</b> — power sliding and tilting with power sunshade (requires universal transmitter on Prestige Package)	—	A	A
<b>Tires</b> — P225/60R16 steel-belted, radial-ply all-season	S	S	—
— P225/60R16 steel-belted, radial-ply touring	—	A	—
— P235/55R17 steel-belted, radial-ply touring	—	—	S
<b>Ultrasonic rear parking assist</b> — requires EyeCue head-up windshield display	—	A	A
<b>Wheels</b> — 16" aluminum	S	S	—
— 16" chrome-plated aluminum	A	A	—
— 17" chrome-plated aluminum	—	—	S
<b>Windshield wipers</b> — two-speed with variable delay	S	—	—
— moisture-sensing	—	P	S
<b>MECHANICAL FEATURES</b>			
<b>Battery</b> — Delco® Freedom with rundown protection	S	S	S
<b>Brakes</b> — four-wheel anti-lock disc	S	S	S
<b>Engine block heater</b>	A	A	A
<b>StabiliTrak®</b> — automatic chassis control system	—	A	S
<b>Steering</b> — power-assisted rack-and-pinion	S	S	—
— dealer programmable, magnetic variable-effort, power assisted rack-and-pinion	—	A	S
<b>Suspension</b> — four-wheel independent with automatic rear-level control	S	S	S
— Gran Touring Package — includes Gran Touring suspension, P225/60R16 touring blackwall tires (17" wheels and tires on Ultra), dealer programmable magnetic variable-effort steering	—	A	S
<b>Tire inflation monitor</b>	—	P	S
<b>Traction control</b> — full-range	—	P	S
<b>Transmission</b> — four-speed electronically controlled automatic with overdrive and 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

Type (Park Avenue) .....	3.8-liter 3800 Series II V6
Horsepower .....	205 @ 5200 rpm
Torque .....	230 @ 4000 rpm
Axle ratio .....	3.05
EPA estimated mpg, city/hwy .....	20/29
Type (Ultra) .....	3.8-liter 3800 Series II Supercharged V6
Horsepower .....	240 @ 5200 rpm
Torque .....	280 @ 3600 rpm
Axle ratio .....	2.93
EPA estimated mpg, city/hwy .....	18/28
<b>CAPACITIES</b>	
Trunk (cu. ft.) .....	19.1
Fuel tank (approx. gal.) .....	18
Base curb weight (lbs.) .....	—
— Park Avenue .....	3,778
— Ultra .....	3,884

EXTERIOR DIMENSIONS (inches)

Length .....	206.8
Width .....	74.7
Height .....	57.4
Wheelbase .....	113.8
Front tread .....	62.7
Rear tread .....	62.3

INTERIOR DIMENSIONS (inches)

	front/rear
— Legroom .....	42.4/41.4
— Headroom .....	39.8/38.0
— Shoulder room .....	59.2/58.7
— Hip room .....	56.4/55.7

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.



GM is proud to be the only car company that can help you save for college with Upromise — for you, your children, your grandchildren, or any child you care about. GM has teamed up with Upromise, a free service that can help you turn your everyday spending into college savings. Once you join Upromise, every time you use your credit card, make a long distance phone call, shop online, buy gas, dine out — even buy an eligible new GM car or truck — you can get a portion of your purchase back for college. Learn more and join for free at upromise.com/gmcatalog.

**ENHANCE YOUR OWNERSHIP EXPERIENCE.** The Owner Center at My GMLink 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!



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 Rainier is a trademark of GM Corp. OnStar and the OnStar emblem are registered trademarks of OnStar Corporation.

Ident. No. 04-PA-001  
Printed in U.S.A.  
260m

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).

**Assembly.** Buick vehicles and their components are assembled or produced by different operating units of General Motors, its subsidiaries or suppliers to GM worldwide. We sometimes find it necessary to produce Buick vehicles with different or differently sourced components than originally scheduled. Since some options may be unavailable when your vehicle is assembled, we suggest that you verify that your vehicle includes the equipment you ordered or, if there are changes, that they are acceptable to you.

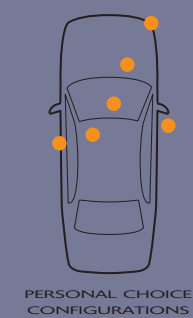
**Engines.** Buicks are equipped with engines produced by different operating units of GM, its subsidiaries or suppliers to GM worldwide.







**PERSONAL CHOICE CONFIGURATIONS** Just like customizing the look of the desktop on your personal computer, Park Avenue lets you communicate with its main computer to personalize select features. Two different drivers can pick their own individual memory settings for the driver seat, outside mirrors, climate control system and preset radio stations. You can also choose how long the headlamps stay on after you get out, when the automatic door locks engage and which doors unlock when you press the remote keyless entry.



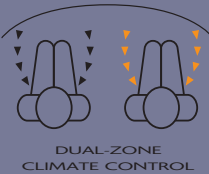
PERSONAL CHOICE CONFIGURATIONS

**COMFORT-DESIGNED SEATS** Using digital human factors modeling software, and real-world testing techniques, Park Avenue’s driver and passenger 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.



COMFORT-DESIGNED SEATS

**AUTOMATIC DUAL-ZONE CLIMATE CONTROL** With this technology, the driver and front seat passenger can each select their temperature preference. The blower and dampers in the system then automatically adjust to put each person in their respective comfort zone.

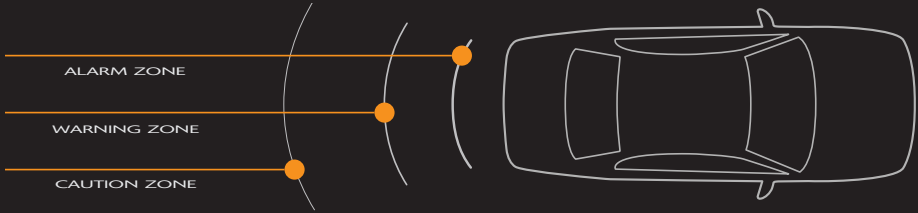


DUAL-ZONE CLIMATE CONTROL

**MOISTURE-SENSING WIPERS** When this system is activated, a light emitter sends pulses of infrared light through a focusing lens and into the windshield at a 45° angle. If no moisture is present on the windshield, all the beams of light are reflected by the outside surface of the windshield, and bounce back into a light sensor, which measures their intensity. If moisture is present on the windshield, it alters the angle at which the beams diffuse, reducing the intensity of light coming back into the light sensor. When this is detected, the system knows there is moisture on the windshield and automatically activates the wipers.



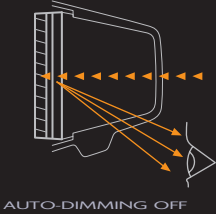
Features described are available on some models. Refer to specifications in the back for availability.



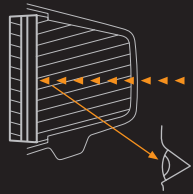
**ULTRASONIC REAR PARKING ASSIST** Nuclear submarine technology surfaces in your driveway. When you shift into reverse, sonar waves are sent out from ultrasonic transmitter/receivers in the rear bumper. When a stationary object — at least ten inches high — is detected in the vehicle’s intended path, while backing up at low speed, the sonar waves bounce off the obstacle and back to the sensors in the bumper. The sensors then activate both audio and LED warning signals.



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



AUTO-DIMMING OFF



AUTO-DIMMING ON

**ELECTROCHROMIC AUTOMATIC-DIMMING MIRRORS** When glare is encountered on the road, these mirrors can help control it for better nighttime vision. Electrochromics is the process of temporarily darkening materials by applying electricity. Each electrochromic mirror is really two glass plates with a thin film of electrochromic gel sandwiched in between. When the mirror’s rearward-facing sensor detects glare, it tells a microprocessor how much is present. Then proper voltage is sent to the electrochromic gel, the gel darkens, and the mirror dims in proportion to the level of glare behind you. When the glare is gone, the gel becomes transparent again.



WHEEL-SPEED COMPARISON

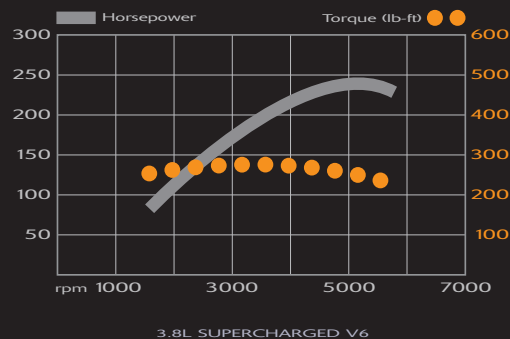
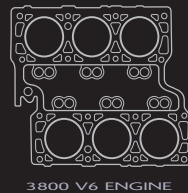
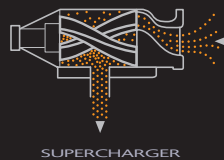
**TIRE INFLATION MONITOR** To cover the same distance, an underinflated tire has to rotate faster than a properly inflated tire. Wheel-speed sensors constantly measure the speed at which each tire is turning. When one tire is turning significantly faster than the others, a “check tire pressure” message appears in the Driver Information Center, showing a tire that needs attention.





**SUPERCHARGED 3.8L 3800 SERIES II V6** Supercharging compacts air – making it denser, with more oxygen per cubic inch. Denser air can atomize more fuel. So when a supercharger forces a dense fuel/air mixture into an engine’s combustion chamber, and a spark plug lights it off, the result is a bigger explosion, and more power. The 90 cu. in. Eaton supercharger helps the 3800 V6 deliver the kind of horsepower and torque figures often associated with a V8: 240 hp, 280 lb-ft torque. Coupled with its electronically-controlled four-speed automatic transmission, it generates power in a linear fashion with virtually no supercharger lag.

**3.8L 3800 SERIES II V6** Even without a supercharger, the 3800 has much to offer. It was named one of “The 10 Best Engines of the 20th Century” by *Ward’s AutoWorld* magazine. It’s a benchmark for pushrod-actuated, overhead valve V6 engines. It excels in packaging efficiency, smoothness and reliability. And, measured by output, efficiency and emissions, it equals or bests many overhead-cam engines while delivering superb low-speed power and response. Its overhead valve design assures lots of low rpm power and torque. 205 hp, 230 lb-ft torque to be specific.



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

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



#### GRAN TOURING SUSPENSION/VARIABLE-EFFORT STEERING

Specifically tuned for a firm ride and well-controlled handling, this suspension has larger front and rear stabilizer bars as well as P225/60R16 tires on 16" aluminum wheels (17" wheels and tires on Ultra). The magnetic variable-effort power steering uses an electromagnetic controller that senses the amount of effort needed to turn the wheel and applies the correct amount of hydraulic assistance based on vehicle speed. The result is increased road feel at higher road speeds, and more power assist at low speeds and while parking.

**STABILITRAK®** One of Park Avenue’s most dramatic demonstrations of intelligence is its chassis stability control system, StabiliTrak. Here, data from Park Avenue’s sensors is tracked, evaluated and acted upon to help you stay on your intended course. Using yaw sensors, lateral accelerometers, steering-wheel angle sensors, and wheel-speed sensors, StabiliTrak is constantly comparing the actual path the vehicle is taking with the path in which the driver is steering. If StabiliTrak senses that the vehicle is not properly responding to steering input, it modulates individual front brakes or reduces power or both to help the driver maintain control and continue on course. This intervention can be so subtle you may never sense it’s occurring. But, while StabiliTrak is ingenious, it cannot repeal the laws of physics. So drive carefully.

