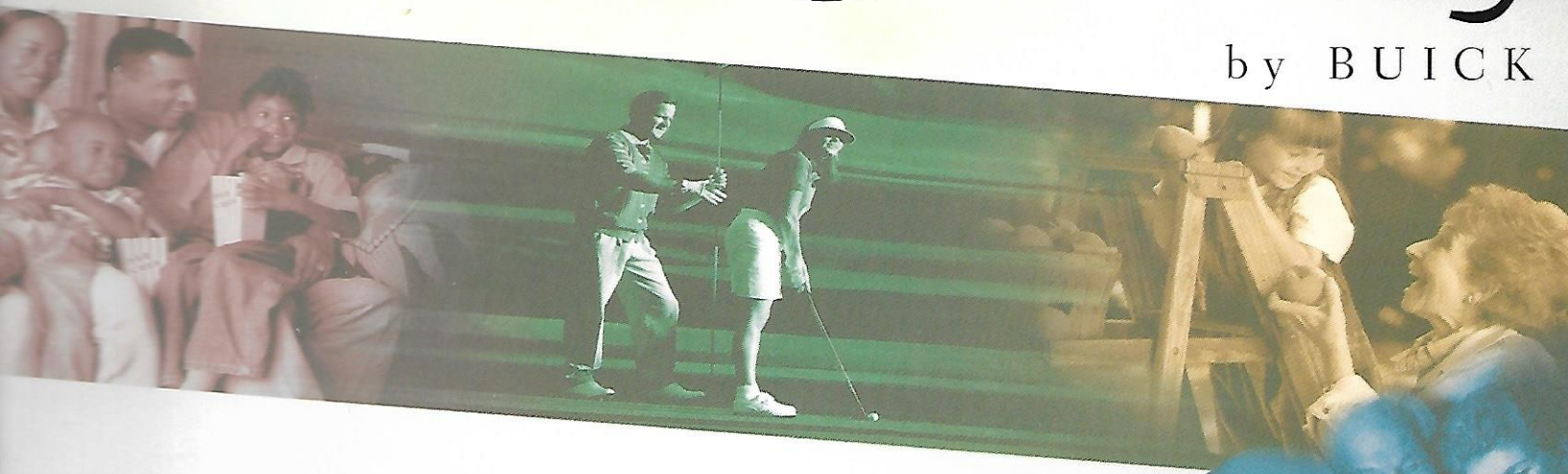
1998

Century

by BUICK









s a car that...is every bit as good
ota Avalon but for $5,000 less."
ORLANDO SENTINEL

"The new Century is considerably advanced in every way...from exterior and interior styling to sophisticated ride, handling and noise/vibration/harshness (NVH) characteristics."
WARD'S AUTO WORLD

"...shows that Buick's promise to deliver 'Premium American Automobiles' is serious."
MOTOR TREND



DISCOVER A LITTLE LUXURY IN THIS



"...it is sleek and handsomely sculpted, from its one-piece headlamp assemblies to the graceful crease in the trunklid..."
CAR AND DRIVER

"The Century's look reflects quiet elegance yet distinctive styling."
ATLANTA CONSTITUTION

"Sure enough, the Century's ri is supple, flowing, and fluid..."
CAR AND DRIVER

Century Custom shown in Platin Gray Metallic with 15" wheelcove

T U R Y



THIS IS A

C E N



T U

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 lis 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.



ersons of virtually every size and shape will find the body-contoured seats a perfect fit.

Available six-way power adjustment and Comfort Team seat engineering assure a very high level of comfort.

Century's standard air filtration system reduces a wide range of airborne contaminants, such as pollen, before they can be circulated throughout the cabin.

DISCOVER THE SATISFACTION OF REAL

C O M



Standard remote keyless entry system locks and unlocks doors, unlatches trunk, and turns on interior lights from a distance.

Available on Century (but not Taurus, Camry or Accord), dual-zone ComforTemp climate control allows driver and front passenger to vary their individual temperatures.

Rear-seat heat ducts emphas the Century's full-comfort engi for all six passengers.

F O R



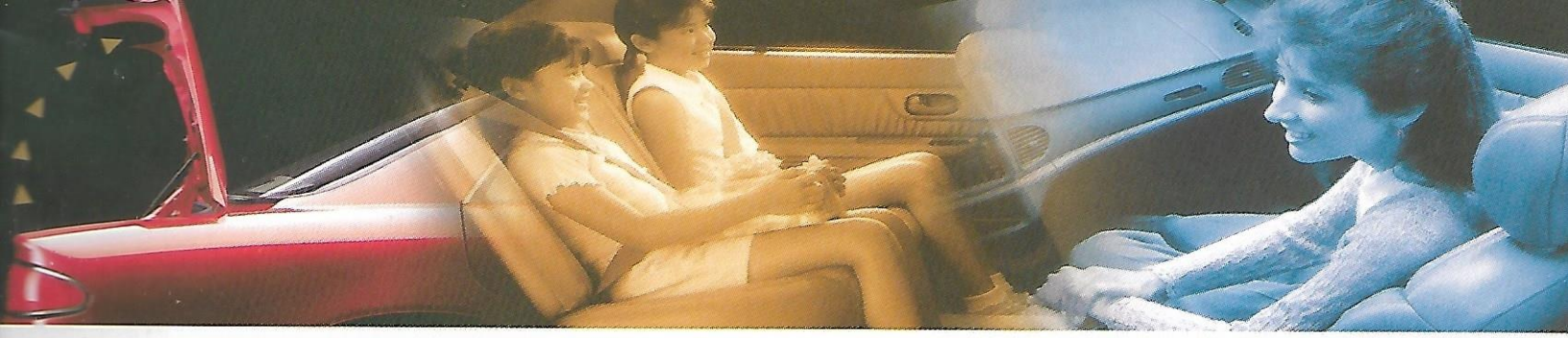
x passengers thoroughly enjoy Century's generously spacious people room — 101.6 cu ft of cabin freedom.

The roomy 16.7 cu ft trunk offers more room than any new Taurus, Accord or Camry sedan. Check out the easy loading, low lift-over height, too.

The available rear-seat armrest extends plush comfort to passengers in back, as does the raised theater seating for better viewing.

DISCOVER THE FREEDOM OF PERSONAL

S P A



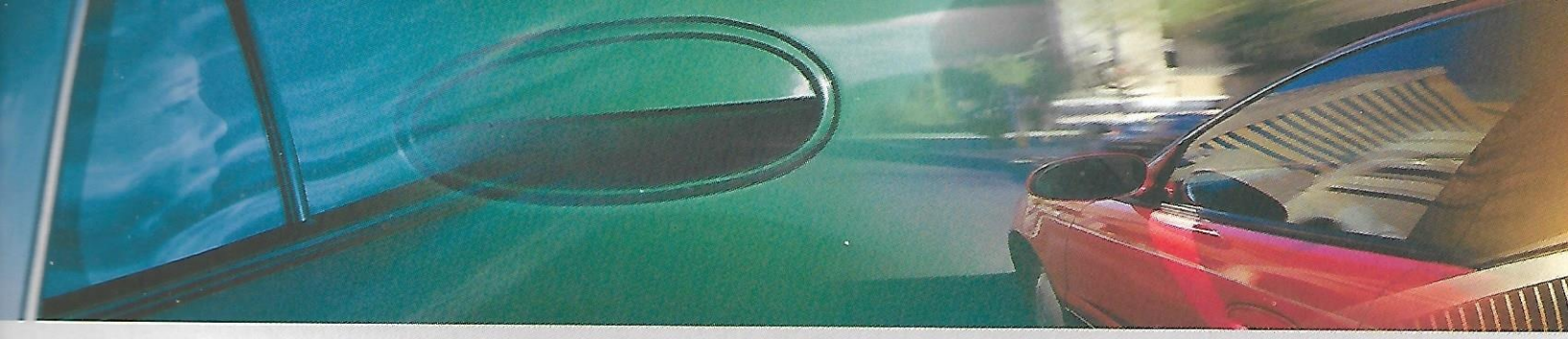
ntury's spacious trunk is engineered for convenience. The 90 degree lid pening allows plenty of headroom.

The 1998 Century is big on legroom, too. No uncomfortable shifting about to avoid others in this Century.

This is the Century in which you'll discover hip and shoulder room to be expansive and comfortable.

C E.

Centu



Micrometer door fit, wind-managing aerodynamics and triple door seals work together to minimize wind noise.

Aerodynamically designed and ergonomically inviting flush door handles help channel the wind along the one-piece sides.

Flush-mounted glass and precise seam fits join in the successful Century effort to keep noise out of the cabin.

DISCOVER THE SOUND OF

Q U



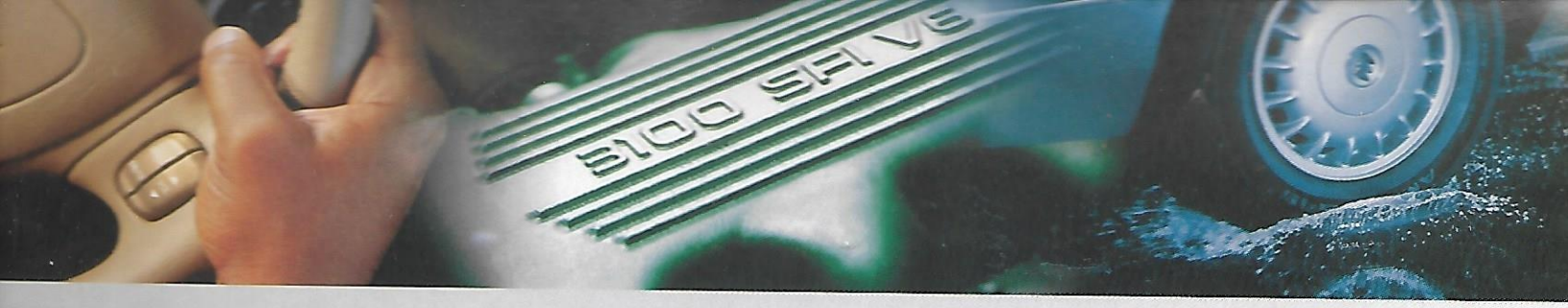
Integrated, flush-mounted tungsten-halogen headlamps evade the wind — one more way Century combines grace with performance.

The lack of buffeting and the hushed cabin at highway speeds are qualities one associates with much costlier luxury cars.

Acoustic materials in the instrume trunk floor, rear wheelhouses and panels dramatically absorb so

I E T.





Century Custom's power-assisted rack-and-pinion steering, and Limited's magnetic variable effort steering each assure a feeling of control.

The muscular 3100 V6 delivers 15 more horsepower than Taurus LX's standard V6, 15 ft-lbs more torque, too.

The 1998 Century has fully independent front and rear suspension with a vibration-resistant rubber-mounted cross member. Smooth roads ahead.

DISCOVER THE CONFIDENCE OF THE

C E N



A longer wheelbase than Taurus, Camry, or Accord helps give Century its feeling of tracking stability and luxuriously smooth ride.

Century's rigid body structure contributes to its quiet cabin and smooth ride.

The anti-lock braking system i of over 50 standard safety featu Century, but it's an option on Tau and not even available on Acco

U R Y.



entury Limited interior shown with
Mable leather accents in seating areas
and other optional equipment.


U
R
Y.



ick quality, clear competitive advantages l 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.



ISCOVER UNCOMPLICATED CONTEMPORARY

S T Y



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 si are all gracefully integrated into th visible, wraparound tail lamp d

L I N G.

Century Limited shown in San Red Pearl with standard 15" whe



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

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.



DISCOVER A CENTURY OF LASTING

QUAL

*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 com
Bumper to Bumper Limited War
repairs include Courtesy Transporta



I T Y.

Century Limited shown in Midnight Blu
with optional 15" aluminum wheel

**Maintenance needs vary with different driving con*
and uses. See Owner's Manual for detail
***See Owner's Manual for terms of Courtesy Transportat*



Also standard on every Century are driver and right front passenger Next Generation Air Bags.*

Thanks to the standard PASS-Key® II theft-deterrent feature, only your key can start your Century. Not available on Taurus or Camry.

Steel door beams help your 1998 Century meet federal side-impact requirements — a comforting thought in heavy traffic.



DISCOVER UNCOMPROMISING

S

Century Custom interior shown with optional integral child safety seat. Available on Custom only.

A Special Note to Parents: Children are generally safer if they ride in a rear seat using the appropriate child safety seats and restraints, which is why General Motors recommends that child safety seats be properly secured in the vehicle's rear seat. Never place a rear facing infant restraint in the front seat of any vehicle equipped with an active air bag. See your



Daytime running lamps and automatic headlamps with fixed delay help your Century stand out as you maneuver safely in traffic.

Century's rear safety belt child comfort guide adjusts so smaller passengers can be comfortable, too.

Braking performance and steering on most slippery surfaces are enh by standard anti-lock brakes

A F E T Y.



...star® is activated by touching a button ...e phone. This voice-activated, hands- ... system puts you in touch with all of ...r's security and convenience offerings.

OnStar Advisors, with access to enormous information resources, are your instant conduit to everything from airlines to zoos.

Over 100 location categories include ATMs, airports, car rental agencies, gas stations, glass repair, hospitals, hotels, restaurants, taxis and more.

DISCOVER THE CONVENIENCE OF

TECHNO



Ready in seconds, OnStar can unlock a Century with the keys locked inside, call emergency road personnel, give directions, or call for immediate help if the air bags are deployed.

Looking for an ATM? A service station? OnStar springs to life in seconds and you're on your way with a load off your mind.

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

Perhaps you thought the services of a personal assistant were the domain of the very wealthy. Not anymore. Discover how the optional OnStar® Service watches out for your security, finds directions for you, even helps you make restaurant reservations. Previously only available on luxury cars, OnStar can now back you up with satellite technology wherever you travel in the 1998 Century. It's a constant security-minded, convenience-oriented companion. Silent, even unnoticed, until such time as the need for it arises, OnStar is ready in seconds. Century — far exceeding normal expectations.

L O G Y.

Remote Door Unlock in case you lock your keys in your vehic

Route Support will get you right to the doorstep of your destinati

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

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

Stolen-Vehicle Tracking helps po find your vehicle.

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

Roadside Assistance with Locatio 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.



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

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 EQUIPMENT*

	Custom	Limited
ECHANICAL		
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
NTERIOR		
Acoustical insulation package	S	S
Air Bags – Next Generation, driver and front-seat passenger 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 with passenger assist handles	—	S
Mirrors, visor vanity – cloth-covered, driver and passenger, with extendable sunshades	S	—
Radio – ETR® AM-FM stereo with seek and scan, and clock	S	S
Safety belts – adjustable shoulder belt anchor, driver and front passenger	S	S
Safety belts – rear, integral with seat, lap and shoulder for outboard passengers (includes comfort guides)	S	S
Seats – cloth 55/45 with storage armrest	S	S
Steering column – TILT-WHEEL™ adjustable	S	S
Steering wheel – deluxe (with SRS)**	S	S
Trunk – low lift-over design	S	S
XTERIOR		
Antenna – fixed-mast	S	S
Door handles – body-color, flush	S	S
Glass – Soft-Ray® tinted, side	S	S
Glass – Soft-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	—
Speakers – extended-range, front and rear	S	S
Wheelcovers – 15" deluxe bolt-on	—	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

	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, 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	A	A
Radio – ETR® AM-FM stereo, CD player with automatic 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	A
Seats – leather trim 55/45 with leather-wrapped steering wheel	—	A
Speakers – Concert Sound II	A	A
Stripes – accent, body-side	A	S
Tires – P205/70R15 steel-belted, radial-ply, all-season whitewall	A	A
Trunk convenience net	A	A
Wheels – 15" aluminum	A	A

OPTION PACKAGE EQUIPMENT

(SB) Premium and (SE) Luxury Package, (SC) Premium and (SF) Prestige Package	Custom SB	Custom SC	Limited SE	Limited SF
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 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				■





Discover a little luxury and a lot of uncomplicated quality, durability and performance in this Century. Satisfaction is its heritage of record.

Wheelcovers — 15" deluxe bolt-on Standard on Custom

Wheelcovers — 15" deluxe bolt-on Standard on Limited

Wheels — 15" aluminum Optional

SPECIFICATIONS

INE	
	3.1-litre 3100 SFI[1] V6
power	160 @ 5200 rpm
e	185 @ 4000 rpm
ING	
V6	3.29 final drive ratio, 1,000 maximum gross trailer rate (lbs)[2]
ACITY	
, cu ft	16.7
ank, gal.	17.5
urb weight, lbs	3,335
ENSIONS (inches)	
h	194.6
	72.7
	56.6
lbase	109.0
tread	62.0
tread	61.1
RIOR (inches)	front/rear
m	42.4/36.9
om	39.3/37.4
der room	58.0/57.1
om	54.4/53.3

COLOR COMPATIBILITY

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

Bright White (16)

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)

Black (41)



Gray Leather and Cloth



Taupe Leather and Cl



Bordeaux Red Leather and Cloth



Blue Leather and Cl



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.

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 or 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. 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 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.



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Printed in U.S.A. 650 m





PARK AVENUE

THE POWER OF UNDERSTATEMENT.



Riviera

You're due. Definitely due.



Regal

Official Car of the Supercharged Family.



LeSabre

PEACE OF MIND.



CENTURY

Discover a little luxury in this Century.

CENTURY *by* BUICK