



### TRUCKS ARE BIG NEWS AT BUICK FOR 2004

Truck-based vehicles are becoming a bigger part of the Buick model lineup than at any other time in the division's 100-year history. For 2004, Buick launches the all-new Rainier, the only mid-size, short-wheelbase SUV in the GM family available with a V-8 engine. With its impressive combination of power, comfortable ride, interior quietness and style in a full-frame, rugged SUV, Rainier adds an athletic, youthful dimension to the Buick lineup.

Also new for 2004 is the luxurious Rendezvous Ultra, with elegant interior and exterior refinements that set it apart from its CX and CXL siblings. Rendezvous Ultra is the first primary front-wheel-drive vehicle to offer General Motors' new 3.6L V-6 VVT (variable valve timing) engine.

Christine Mazglad, Buick marketing director for trucks, said Buick trucks are "being positioned as refined utility vehicles – combining the best Buick sedan values with the utility so necessary in today's marketplace."

These new entries are designed to help Buick build a full line of vehicles to broaden its customer base. Buick continues to offer Park Avenue, LeSabre, Regal and Century with the quality, comfort and convenience features that have given Buick its solid reputation for premium value automobiles.

Buick celebrates the 100th anniversary of its incorporation in 2003. However, the 2004 model year is also a centennial milestone for the automaker which began building the first production Buicks during the summer of 1904 in Flint, Mich.

As a company whose success comes as much from innovation as tradition, Buick continues to focus on products that meet the needs of tomorrow's market. For the 2005 model year, Buick will offer a new premium American crossover sport van with an impressive list of features.

#### **Buicks for 2004**

The following are highlights of the Buick lineup for 2004:

- **Rainier:** All-new for 2004, Buick Rainier comes with an optional all-aluminum V-8 or the award-winning standard Vortec 4200 inline six-cylinder engine. Along with its impressive powertrain, Rainier features strong body-on-frame construction with on-demand, all-wheel-drive capability. The result is true truck-like functionality and power with the added dimension of a superior highway ride and sure-footed off-road agility. Rainier's refined powertrains and precision-engineered chassis system contribute to a comfortable, quiet ride. All 2004 Rainier models also feature "QuietTuning" with a new sound-absorbing laminate in the windshield and front door glass, and increased sound absorption in the engine compartment, all four doors, and quarter panels. Rainier's upscale interior easily seats five adults, and is among the segment's most generous in terms of head, shoulder and hip room. Trimmed in rich burled walnut, Rainier's premium interior is unmistakably Buick. Front bucket seats and rear seating areas are trimmed in perforated leather, with standard



programmable memory and available heat functions. Other key Rainier features include four-wheel, vented anti-lock (ABS) disc brakes, Bilstein shocks, 17-inch wheels with premium Michelin tires and electronic rear air-spring suspension system with automatic level control. Two-wheel-drive Rainiers come standard with traction assist and locking differential.

- **Rendezvous/Rendezvous Ultra:** For 2004, Buick introduces Rendezvous Ultra to the Rendezvous line, bringing upscale appointments to an already strong-selling luxury crossover vehicle. Rendezvous Ultra is the first front-wheel drive/all-wheel drive application of GM's new 245-horsepower (183 kw) 3.6L V-6 VVT engine, offering performance that is both refined and exhilarating. Beyond performance, Rendezvous Ultra features a more refined exterior with monochromatic body-color treatment and jewel-like accents. On the inside, Rendezvous Ultra features upscale appointments with wood and chrome accents, captain's chairs and leather seats with soft sueded fabric inserts. Other available features include XM Satellite Radio (continental U.S. only), DVD entertainment system, GPS Satellite Navigation, head-up instrumentation, automatic level control and Ultrasonic Rear Park Assist.
- **Park Avenue:** Park Avenue features new cluster graphics and interior colors including a new Light Cashmere or Shale trim with Dark Birdseye Maple woodgrain, and a new Medium Gray trim with Satin Walnut woodgrain. Park Avenue Ultra comes with large 17-inch, chrome-plated aluminum wheels and low profile tires. The chrome exhaust tips, chrome accents and front fender portholes allude to the supercharged powerplant under Ultra's hood.
- **LeSabre:** Buick continues to produce the limited LeSabre Celebration Edition that includes exterior and interior trim accents, OnStar 24-hour direct-link driver assistance and navigation system, StabiliTrak, head-up display and XM Satellite Radio (continental U.S. only). LeSabre has been the best-selling full-size car in the U.S. market for the last 11 years.
- **Regal:** Once again, Regal GS offers strong performance with its 240-horsepower (179-kw), supercharged 3800 Series II V-6 engine. Regal LS is equipped with a 200-horsepower (149-kw), naturally aspirated version of the same acclaimed powerplant. Regal is offered with a Luxury Package that includes 16-inch aluminum wheels, Gran Touring Package, steering-wheel-mounted radio controls, illuminated visor vanity mirrors, assist grips at all four doors, and color-keyed front and rear carpeted floor mats. There's also a Leather & Luxury Package that includes all Luxury Package content plus leather seating surfaces, dual-zone automatic climate control and a split folding rear seat. The 2004 Regal also features new interior wood trim, and new exterior colors of Cashmere Metallic, Steelmist Metallic and a two-tone lower accent Cashmere Metallic on the popular Joseph Abboud appearance package.
- **Century:** For 2004, Century is available with three new package options: Standard, Custom and Limited. Each of these packages offers a number of attractively priced groupings with features such as dual-zone climate control, four-wheel anti-lock brakes, engine block heater and the OnStar 24-hour direct-link driver assistance and navigation system. Century has consistently ranked among the best mid-size cars in the industry for its quality, and has long been one of Buick's sales leaders.

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