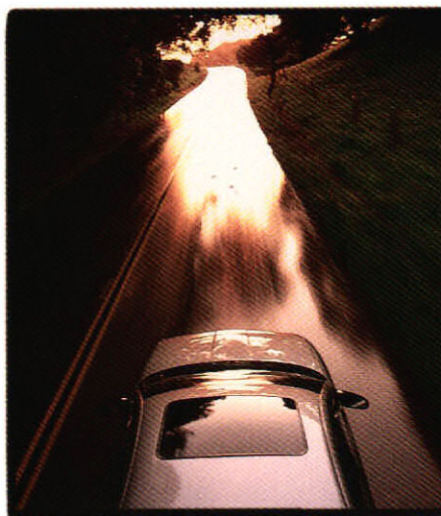


SATURN 1996



A DIFFERENT KIND *of* CAR.





So how different are Saturns—technically, that is—from any other car on the road? Well, first of all, our cars are different for pretty much the same reason our company is different: a lot of little things that add up to one big one.

In the case of the car, the big thing has always been value. And for us, the definition of that is relatively simple. Reliability—the kind everybody has come to expect from the Japanese. Performance—the kind long admired in the Europeans. And courtesy—the homespun, family way of doing business that we all wish the world hadn't outgrown.

Long ago, we figured that if we could offer an American car with these traits, then we could be a competitor, maybe even a force. At the risk of sounding as if we've lost our humble nature, we figured right.

If you want to know, right now, what features add up to make Saturns a better value, just flip over to page 16. If you like what you see there, then we hope you'll flip back through and take a look at our new 1996 models.

Oh, and by the way, a very warm welcome to this, our sixth year on the road.

Let's be real. If it were *your* car to design, wouldn't you want to play around with the latest, greatest technology? But then the question becomes, what's more important—what's practical or what's whizbang?

“As just about any engineer will tell you, it's far tougher to keep a design simple than it ever is to load it up.”

Fred Huntzicker, Control Systems Engineer

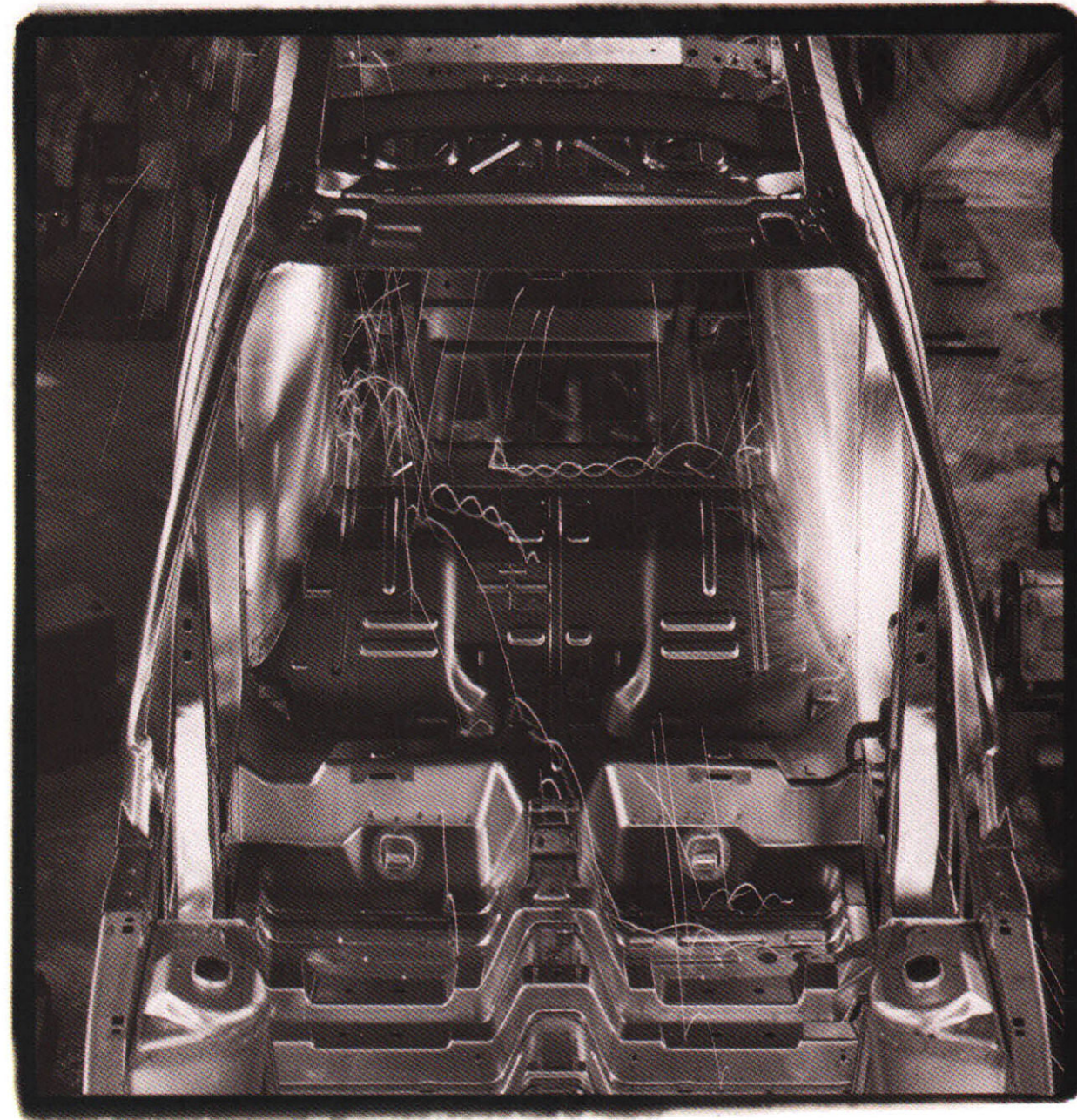
choosing this route meant a little more programming work up front for Fred and his teammates, but it also left room in the budget for other details people are likely to care just as much about. Standard features like sophisticated diagnostics, daytime running lights, dual airbags, side-impact protection, 60/40-split folding rear seats, a tachometer, a rear-window defogger, halogen headlights—the list goes on. Trust us: Nobody will feel too frugal sitting behind the wheel of the SLI.

And that's the beauty of Saturn's new SLI—this year, you get a little of both. The goal was always to build in the features but hold down the cost. The computer controlling the powertrain is a good example. “We could have opted to use a 32-bit processor, which runs faster but costs more,” explains Fred. “Instead, we went with the 8-bit version, which is less expensive but can offer similar functionality—provided you're willing to spend time tweaking the software.” Granted,

A spirited 1.9-liter single-overhead-cam sequential-port fuel-injected engine, delivering 100 horsepower at 5,000 rpm.

Torque-heavy tuning—all the pep you need for city traffic, and plenty of stamina for highway cruising.

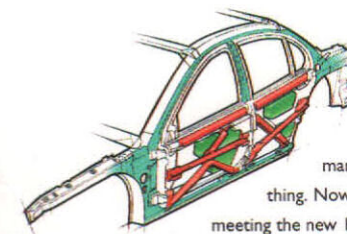
Sweet gas mileage: an estimated EPA rating of 29 mpg/city and 40 mpg/highway with a manual transmission; 27 and 36 with an automatic.



Here's a comforting image to remember while you're zipping about town in your shiny new Saturn. Peel back that glossy skin and you'll be sitting in a reinforced steel passenger cage—the formidable Saturn spaceframe. It's a crashworthy design supported by crumple zones fore and aft to help absorb front and rear impacts. Energy-absorbing bolsters in the dash to cushion knees. Ramps under the rear seats to help prevent people from sliding forward and under their belts. And dual airbags, standard on every model—with a nicely padded brow on the passenger side to help the bag inflate in just the right place.

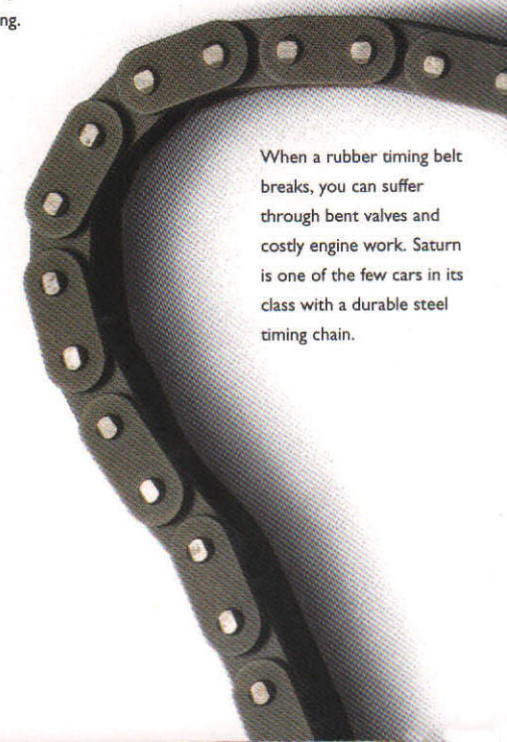
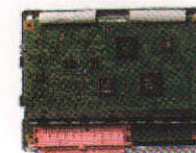


All Saturn rear seats split 60/40 to neatly stow whatever odd blend of people, pets, and packages you happen to be hauling.



As far back as four years ago, Saturn safety engineers were working on supercomputers, exploring structural solutions to manage side-impact collisions. Good thing. Now Saturn sedans and wagons are meeting the new 1997 Federal Dynamic Side Impact Standard a year early. This year, 1996.

Officially known as the "powertrain control module," it's the brain behind the train—the computer that makes certain all the car's key systems (engine, automatic transmission, anti-lock brakes, traction control, cruise control) are communicating.



When a rubber timing belt breaks, you can suffer through bent valves and costly engine work. Saturn is one of the few cars in its class with a durable steel timing chain.

When William says "they," he means Bob Downs and Larry Nitz, two team leaders who've been with Saturn from day one and have helped many engineers spirit a string of impressive features into Saturn's powertrain. "They infect everybody with their zeal," William explains,

"If you can imagine it, then you can build it. That's what they taught us, and that's what keeps happening."

William Aldrich, Powertrain Engineer

"giving us the leeway to work free-form, to really run with our ideas."

Naturally, some of those ideas found their way into Saturn's upper-level sport sedan, the vehicle designed for people who love the twist of a good country lane, but whose lifestyles call for a car with four doors. In addition to new styling, the SL2 comes with an enhanced suspension system, including touring tires and strut valving

geared for an especially smooth ride. There's also a new sequential-port fuel-injection system that delivers fuel to the combustion chamber more precisely. And if you're into cool options, you'll appreciate these: An anti-lock braking system, with enhanced wheel-speed circuitry and computer software to help distinguish road surfaces and provide good steering control while you're stopping. Refined cruise control, capable of discerning uphill from down—and compensating without the expected jerky motion. And a new remote keyless entry system—encrypted, in case the bad guys try to play Bond and intercept your signal.

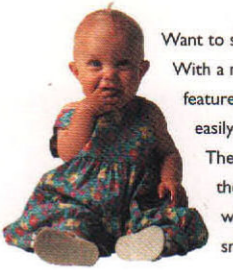
Our performance engine—a 1.9-liter dual-overhead-cam sequential-port fuel-injection version, delivering a lively 124 horsepower at 5,600 rpm.

Impressive gas mileage: an estimated EPA rating of 25 mpg/city and 35 mpg/highway with a manual transmission; 24 and 34 with an automatic.

Standard front-wheel drive, a sport-tuned four-wheel independent suspension, and a five-speed, close-ratio transmission that's pure joy to shift.



Dent-resistant polymer body-side panels are still among Saturn's more remarkable automotive innovations. Just so you know, they're painted with a primer coat that flexes on impact, a waterborne acrylic color base that looks wet and lustrous, and a clearcoat tough enough to fend off natural enemies such as tree sap and ultraviolet light. The panels are also recyclable and resilient. No more worries about oxidation or rust. And no more fretting over nicks, dents, or dings inflicted by everyday hazards such as shopping carts, car doors, or young Timmy, the budding neighborhood T-ball champion.

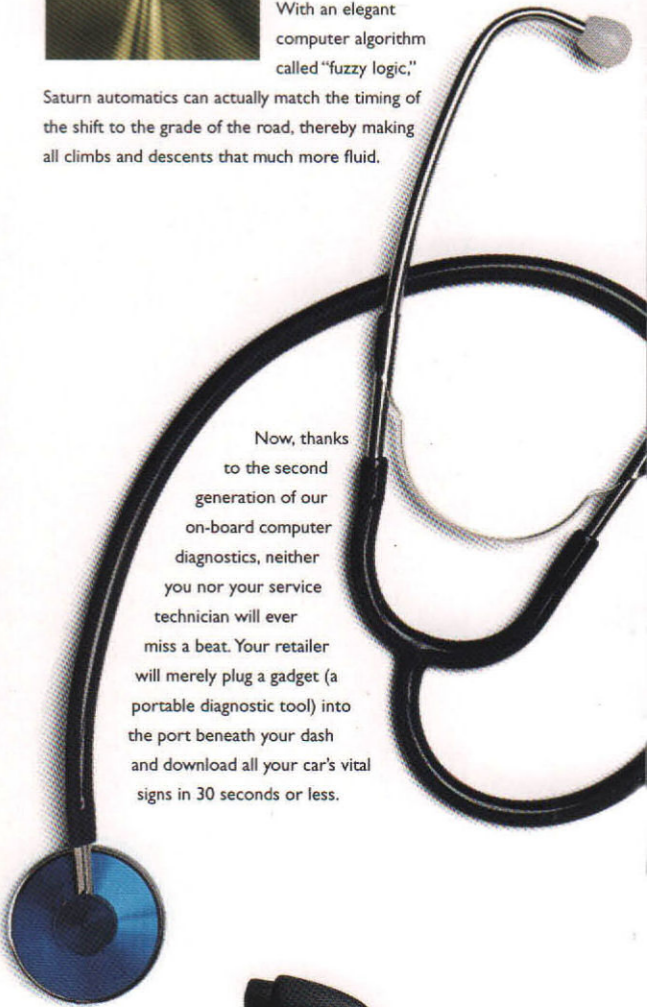


Want to strap the little tykes in? With a new child safety retention feature, you can install child seats easily and cinch belts snugly. The new belts (standard in the rear seats of all sedans) will adjust and lock in very small increments.



Hills are a blast to drive—but not in an erratic automatic. With an elegant computer algorithm called "fuzzy logic,"

Saturn automatics can actually match the timing of the shift to the grade of the road, thereby making all climbs and descents that much more fluid.



Now, thanks to the second generation of our on-board computer diagnostics, neither you nor your service technician will ever miss a beat. Your retailer will merely plug a gadget (a portable diagnostic tool) into the port beneath your dash and download all your car's vital signs in 30 seconds or less.



Pick your driving pleasure in a Saturn automatic: "Performance" mode if you like revving up to a higher RPM before shifting, or "Normal" mode if you'd rather shift sooner and amble smoother.

Not that you would ever need to flick the engineering team's little trick switch, because hopefully, the Saturn wagon will never be a car to act up. Especially given that it was designed to feel like a sport sedan and

perform like a trooper—shuttling you, the client you're wooing, or the soccer team back and forth across town. As Mark puts it: "If everything goes as it should, all our on-board diagnostic work will be for naught, and the computer codes we've written to record possible mishaps will never even execute." Then again, if your Saturn ever does feel under the weather, you can rest assured that Saturn

"If your Saturn ever hiccups, you can flick your cruise control switch three times and take a snapshot of the moment."

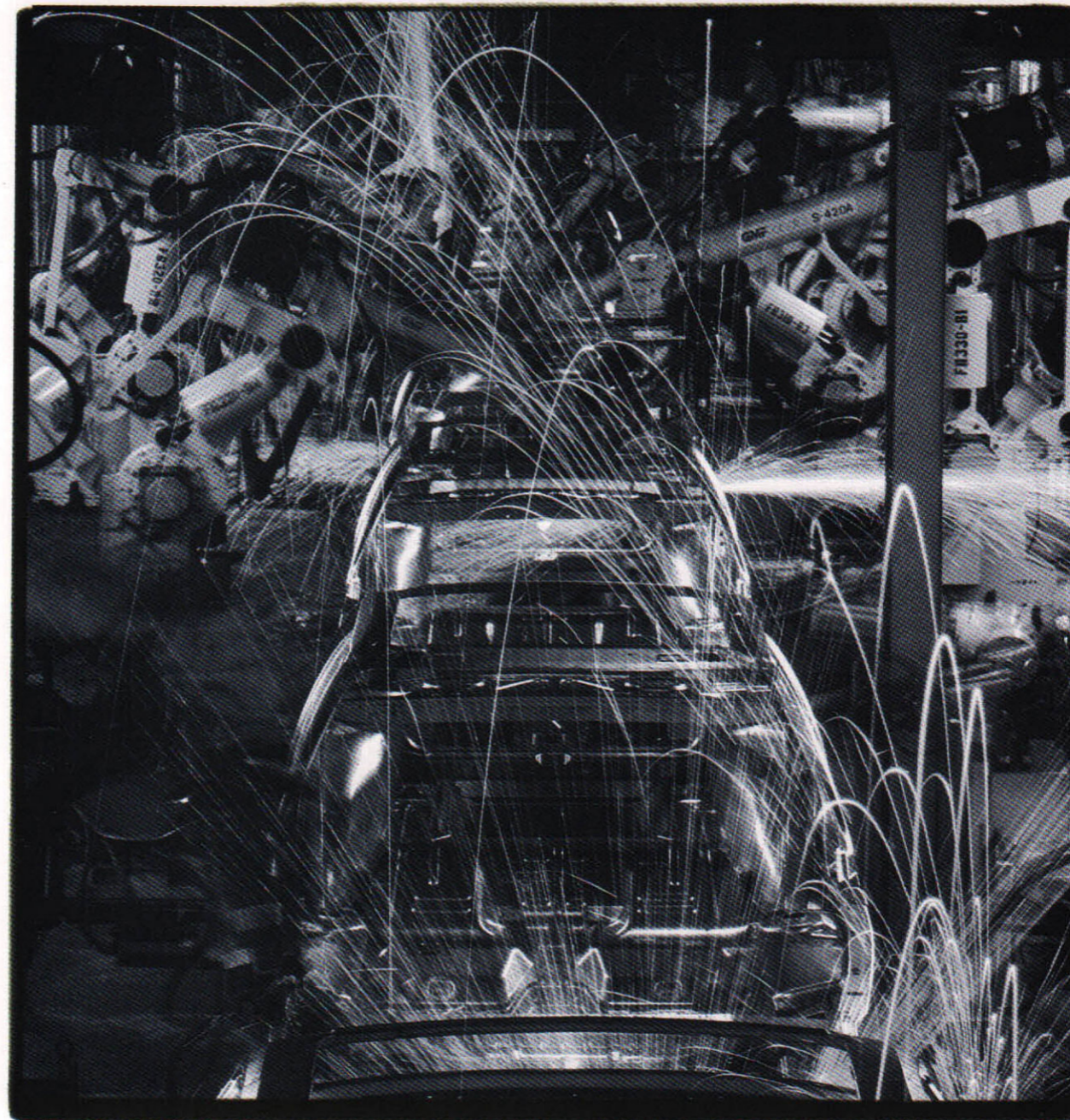
Mark DeBacker, Diagnostics Engineer

diagnostics will be humming along—recording, remembering, and then helping give service technicians the inside track. Oftentimes, they will simply call up the diagnostic trouble codes to help identify the source—even before popping the hood. In the new Saturn wagons (or any Saturn, for that matter), it will take no more than 30 seconds to download information from memory—thousands of bytes of data monitoring everything from your torque converter to your actuators to your throttle positions. Which means that you can spend all your time concentrating on what's going so well—the sporty feel, the nimble ride, the roomy interior, and all those nifty little places for storing things.

A voluminous 48.7 cubic feet of space with the rear seats down—room enough for a 20-inch TV in its box, or a big dog.

The spirited 1.9-liter single-overhead-cam engine in the SW1, or the aggressive dual-overhead-cam engine in the SW2.

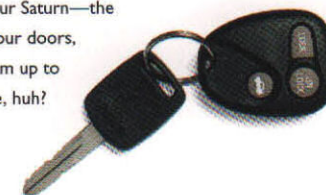
A tight and rigid body structure—designed to handle and perform more like a sport sedan than your typical wagon.



Come 1997, all cars sold in the U.S. will have to meet a new Federal Dynamic Side Impact Standard—that is, prove that they can better fend off a broadside hit, the type that typically occurs at city intersections. Well, rest easy, because Saturn sedans and wagons are doing their fending a year early—meeting the standard in 1996. For you, that means reinforced steel side pillars, strengthened rear doors, and added bracing in the car's hard underbody, as well as specially designed door padding and interior trim panels—all engineered to work together to help absorb and manage the energy of a crash, if one comes your way.



With the new remote keyless entry system, you can unlock your Saturn—the driver's door, all four doors, or the trunk—from up to 30 feet away. Nice, huh?

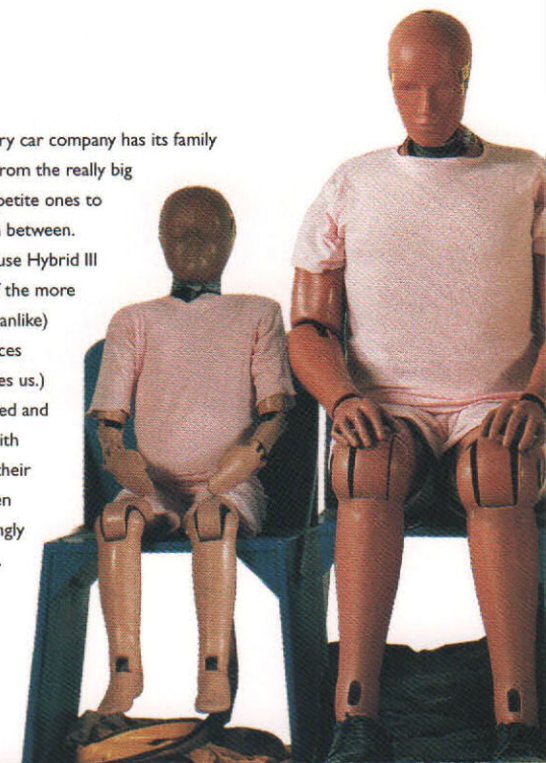


Europeans have been enjoying daytime running lights for years, so why shouldn't you? It's an extra precaution to make sure all drivers can see one another coming. The lights come on and off automatically with the key, and use 35 percent less energy than the regular headlights.

Every Saturn under warranty is covered by 24-hour roadside assistance. Just dial our 800 number, and help will be on the way—to you or to whoever else is driving. (For details, turn back to the tiny type on page 15.)

OPEN
24 hours

Of course, every car company has its family of dummies—from the really big ones to more petite ones to various ones in between. At Saturn, we use Hybrid III models, one of the more biofidelic (humanlike) crash-test devices around. (Besides us.) We perform sled and barrier tests with them, analyze their scores, and then design accordingly to protect you.



The top-of-the-line Saturn stereo is a four-speaker system with a cassette player and graphic equalizer; six AM and twelve FM presets; an up and down seek feature; pop-out adjustments for balance control and fade; a theft-deterrent feature; and a nice, precise LCD clock.



In case you didn't know, all Saturns come standard with dual airbags, and with three-point manual seatbelts—height-adjustable in front for petite or more robust people.



If you want to sit on a leather surface and grip a leather-wrapped steering wheel, gearshift knob, and parking brake handle, you certainly can. Our leather option comes in black on the SC2; tan on the SL2, SW2, and SC2; and grey on the SL2.



Controls placed within a mere fingertip's reach. Gauges strategically positioned for the slightest glance. Little knobs that turn when you twist them. Hello? *Hello!* Honestly, where else would you put a car's gauges and controls? In the trunk? Our point is this: every year, car companies get so excited about their ergonomics that they gush on and on. Well, we're excited too. But this year, how about a simple, straightforward list of the facts. We'll focus on the new sedans and wagons. Here goes: Big greenhouse feeling, thanks to the arc of the roof and the rounded styling. A good field of vision—due to a wide front windshield, tall windows, and a slightly elevated driving position. Sportier seats, with more support for the hips and shoulders. And 60/40-split folding rear seats; a nice, wide cargo opening; map pockets in the doors; a big glove box; cupholders; and cubbyholes galore. Not to mention a thing we call the "center pod"—the place where we put all the heater switches, power knobs, and stereo buttons, just so you can reach them. Easily. Sometimes, even with your fingertips.



Saturn's optional air-conditioning system uses CFC-free refrigerant, so it'll go easy on the ozone while keeping you cool.



And why does it matter that people can point to what they've built? Because something pretty important happens when people feel a sense of ownership: They care more. Not just about how the part they built performs, but how the whole car performs. All of which explains why

“That’s the cool thing. Everybody here can walk up to a Saturn in any parking lot, point, and say: ‘Hey, that’s my part.’”

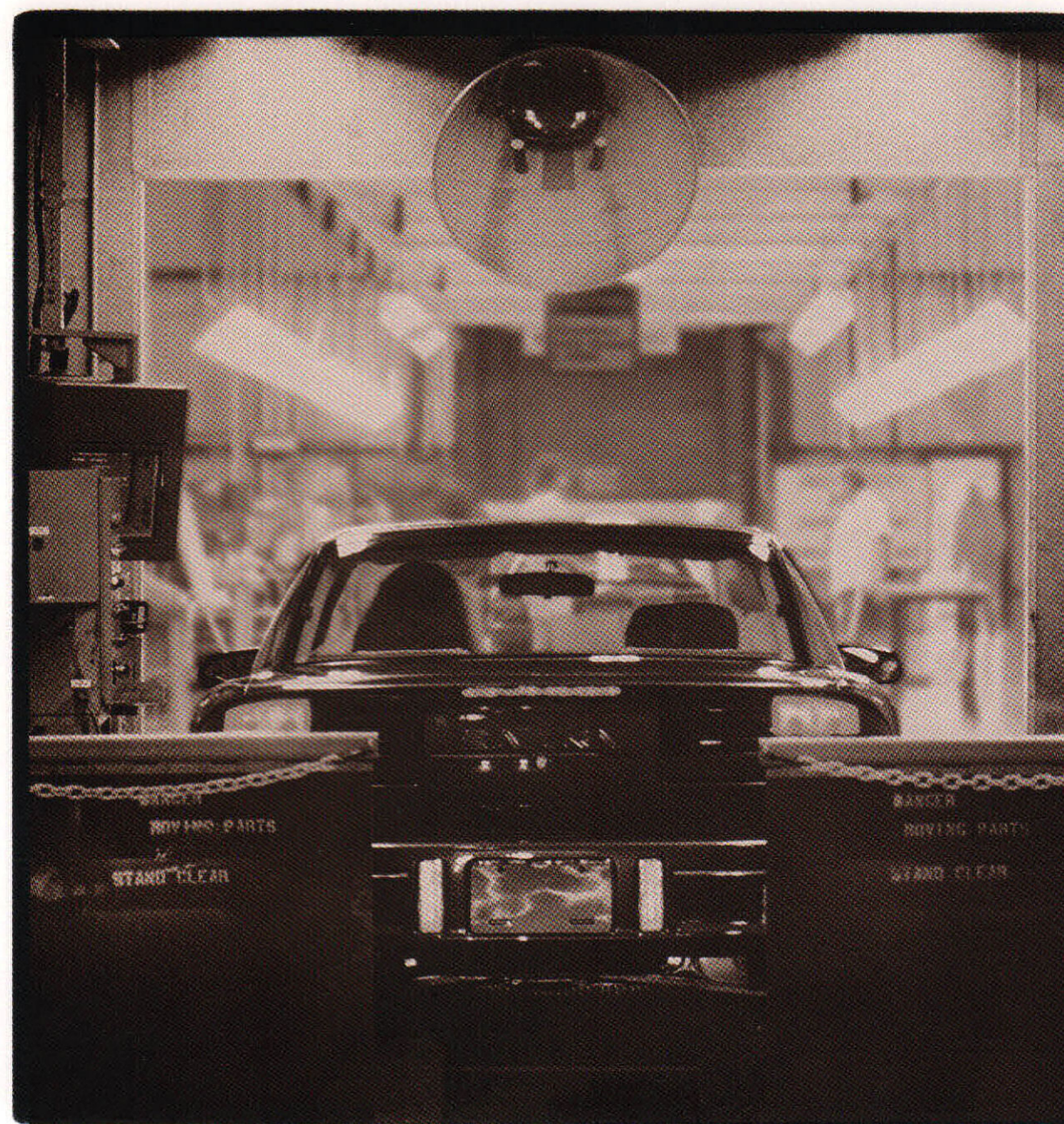
Brian Latouf, Safety Engineer

Saturns—including the SC1, our most affordable sport coupe—keep rolling off the line with so many interesting and well-thought-out features. The thinking that went into the SC1 includes sequential-port fuel-injected engines, designed with a wide stroke and bore, for more power early in the torque curve. A sport-tuned suspension, with a true MacPherson strut design in the front and an optimized tri-link in the rear—to minimize body roll and hug sharp corners. Adaptive gear modes (fuzzy logic and shift stabilization) built into the automatics, for beautifully timed shifts on inclines, as well as the sensitivity to compensate for wear and adjust to different driving styles. Plus an interior that’s particularly ergonomic—not to mention a little quieter, due to new sound-absorbing layers of steel and fiberglass tucked neatly behind the dash. And as always, one very smart paint job, this year in yet another classy new color—deep, deep purple.

The assertive 1.9-liter single-overhead-cam sequential-port fuel-injected engine—the one with the nice, broad torque curve.

A five-speed, wide-ratio manual transmission—known for its light clutch feel and easy-to-manuever gear shifter.

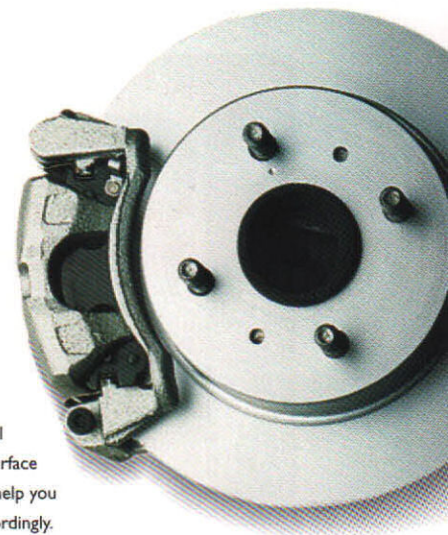
Good mileage, too: an estimated EPA rating of 29 mpg/city and 40 mpg/highway with a manual transmission; 27 and 37 with an automatic.



We test the vital signs of every Saturn before it rolls out the door. But that’s nothing compared to how we tested the components before we ever put them in. For the engine, more than 10,000 hours on a brutal dynamometer. For the transmission, 48 million accumulated shifts. For the keyless remote, the most grueling ordeal known to man or microchip—one made it through 48 cycles in a common household washing machine. For the car body, millions of miles of twisting, wrenching, and jostling on a computerized road simulator. And of course, the real-world challenge: thousands of miles on the proving grounds—all the way from sun-parched Mesa, Arizona, to snow-bound Kapuskasing, Canada.

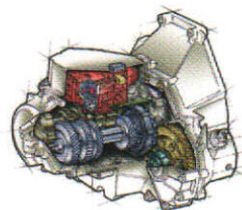


Now with improved wheel speed circuitry and a few software tweaks, Saturn's anti-lock braking system can even tell one type of road surface from another, and help you steer and stop accordingly.



This year, traction control comes on every model outfitted with anti-lock brakes—be it a manual or an automatic transmission. Just start up on an icy driveway or cruise over a slippery patch, and traction control will step in to help your tires get a grip on the road.

Want to feel a nice big gust of wind in your hair? Too bad—you won't be able to with our optional sunroof. It's designed to pop open and tilt back over the roof, so you can catch rays on your head without mussing your 'do. (There's also a wind deflector accessory, in case you want to avoid even the least little breeze.)



With 30 patents to its credit, Saturn's smart, electronically controlled, four-speed automatic transmission is particularly perceptive and smooth—regardless of road or weather conditions.

“And that’s our moment of truth,” explains Stan, who, like a lot of Saturn’s development engineers, has a rather passionate infatuation with motorsports. In fact, it doesn’t even matter to these diehards whether

“When your foot’s pressed to the floor, and the track’s moving outside at a blur, nothing is subtle.”

they’re driving a race track or a test track, just as long as they get to push their cars to the edge. As Stan will tell you, it’s only under these make-or-break conditions that you can really measure all those engineering terms that otherwise sound so nebulous —things like balance, integration, and finesse. The SC2 was designed to be playful, even rambunctious. That’s why the engine is tuned to be so

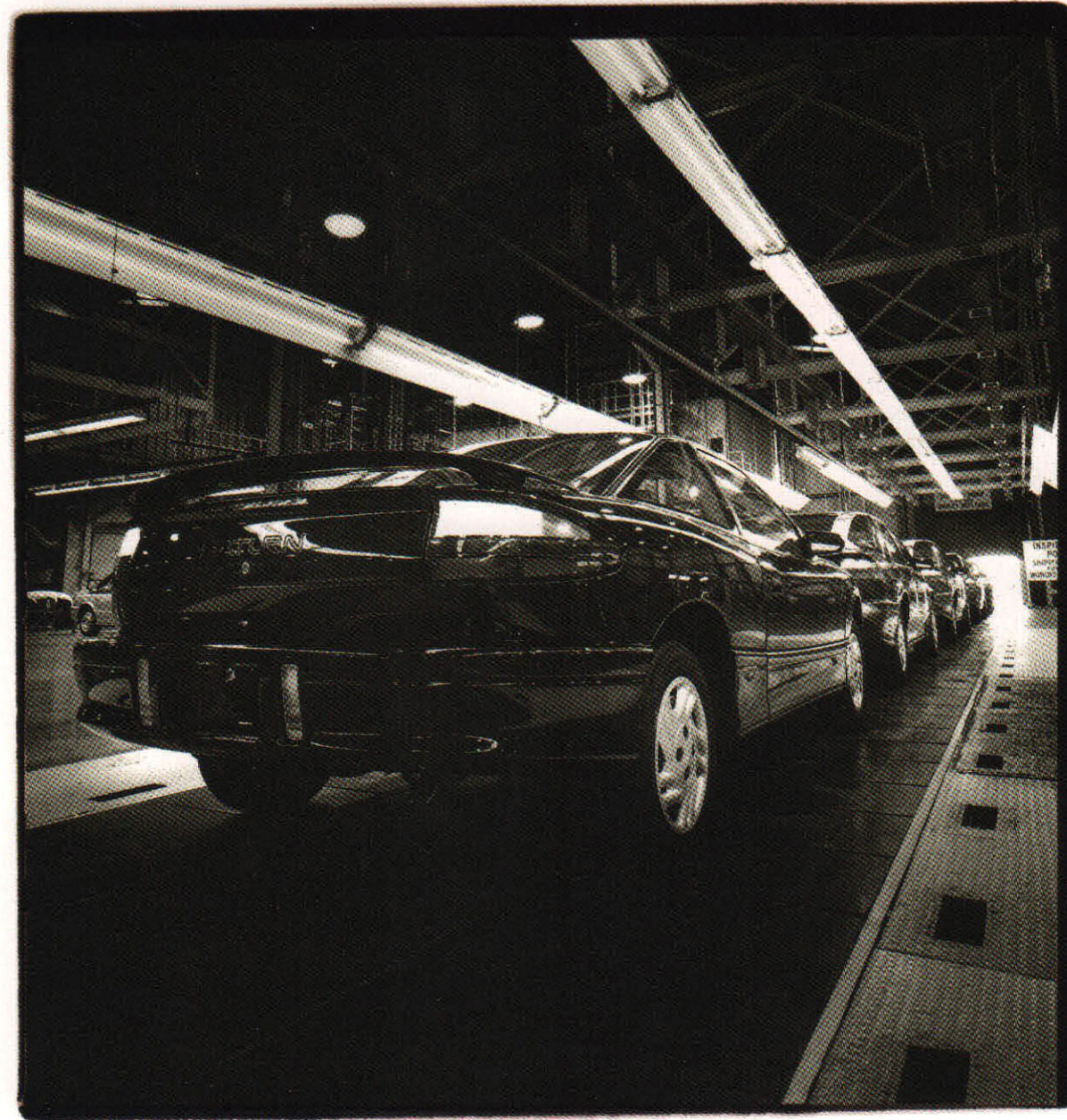
Stan Fowler, Chief Development Engineer torque-heavy—114 foot-pounds at a low 2,400 rpms.

“When you press the pedal, you’ll be rewarded with the right sensation,” Stan says, “and that sensation will be defined by every nuance of the SC2’s handling—bushings, shocks, steering, struts, frame, tires, stabilizer bars, and the ease with which you can glance at the controls.” Then again, it was also designed to be predictable, to let you know its limits. This explains the long wheelbase and wide track, engineered to help keep your tires kissing the ground even when you’re sweeping a curve. Combine all this with a few other choice attributes—Firestone Firehawk performance tires, leather-wrapped steering wheel, wet-looking paint—and you can understand why this car is so much fun to pilot. Even without a track.

Our most aggressive engine: the 1.9-liter 16-valve dual-overhead-cam sequential-port fuel-injected performance model.

Saturn’s sport-tuned suspension, but with a larger stabilizer bar in front and an additional bar on the rear.

If you opt for anti-lock brakes, you get traction control, too—to help you stay in command on mud, gravel, ice, or snow.



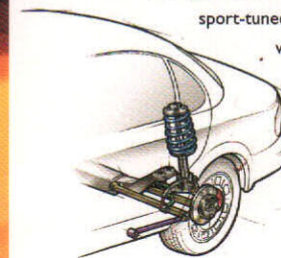
People who work at Saturn know it as Inspiration Point—the place in the factory where the cars roll off the line. It’s the area where people can come to watch as the product they fuss over, labor over, and even argue over, makes its way out the door. As engineer Linda Ringlein puts it: “Saturn may not be the perfect world, but it is a world where I’ve seen people work their lunch hours, their weekends, and way past quitting time—just because they believe in the cars they’re building and in what Saturn stands for.”



Saturn engines are designed to be torque-heavy. If you're not sure what that means, punch the throttle when the light turns green. You'll get the picture.

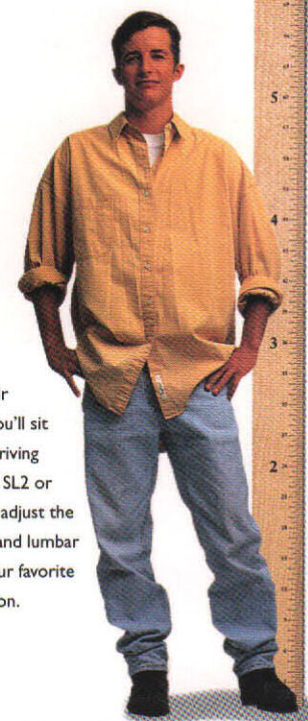


Itching to take on a few mountain switchbacks? Our sport-tuned, four-wheel independent suspension will help keep you hugging the road. MacPherson struts in the front. An optimized tri-link in back.



Variable-effort power steering offers just the right touch of assistance—whether you're whizzing down a country road or squeezing out of a tight spot.

Whatever your dimensions, you'll sit comfortably driving an SC2 (or an SL2 or SV2). Simply adjust the height, angle, and lumbar support to your favorite cruising position.



TECHNICAL FEATURES

	SEDANS			WAGONS		COUPES	
	SL	SL1	SL2	SW1 [†]	SW2 [†]	SC1	SC2
1.9-liter, SOHC, 8-valve inline 4-cylinder engine	S	S	N	S	N	S	N
1.9-liter, DOHC, 16-valve inline 4-cylinder engine	N	N	S	N	S	N	S
5-speed manual transmission	S	S	S	S	S	S	S
Electronically controlled 4-speed automatic transmission with lockup torque converter and driver-selectable performance/normal shift-mode switch	N	O	O	O	O	O	O
Manual rack-and-pinion steering	S	N	N	N	N	N	N
Power rack-and-pinion steering (vehicle-speed sensitive, variable-effort feature on SL2, SW2, and SC2)	N	S	S	S	S	S	S
Power-assisted ventilated front disc/rear drum brakes	S	S	S	S	S	S	S
Sport-tuned suspension system with front and rear stabilizer bar	N	N	S	N	S	N	S

SAFETY FEATURES

Driver and front passenger airbags (supplemental inflatable restraints)	S	S	S	S	S	S	S
Anti-lock Braking System (ABS) and Traction Control	O	O	O	O	O	O	O
Daytime running lights (DRL)	S	S	S	S	S	N	N
Power door locks with remote keyless entry system (includes 2 key fob remotes)	N	O [†]	O [†]	O [†]	O [†]	I	I
Dynamic side impact protection (meeting 1997 standards)	S	S	S	S	S	N	N
Child-security rear door locks	S	S	S	S	S	N	N

EXTERIOR FEATURES

Dent/corrosion-resistant polymer bodyside panels	S	S	S	S	S	S	S
Black bumper fascias	S	S	N	S	N	N	N
Color-keyed bumper fascias	N	N	S	N	S	S	S
Tinted glass	S	S	S	S	S	S	S
Halogen headlights (SC2 retractable)	S	S	S	S	S	S	S
Driver-side black mirror (manual)	S	S	S	S	S	S	N
Passenger-side black mirrors (manual)	O [†]	S	S	S	S	S	N
Dual color-keyed mirrors (manual)	N	N	N	N	N	N	S
Full wheel covers	S	S	S	S	S	S	S
Trunklid reflex panel	N	N	S	N	N	N	S

COMFORT AND CONVENIENCE

Adjustable steering column	S	S	S	S	S	S	S
Remote hood, fuel-filler door and trunklid/liftgate door releases	S	S	S	S	S	S	S
Rear window defogger with manual shutoff and timed reset	S	S	S	S	S	S	S
Front intermittent wipers with 3 variable-speed settings	S	S	S	S	S	S	S
Rear wiper/washer system	N	N	N	S	S	N	N
Heat/ventilation system with 4-speed fan	S	S	S	S	S	S	S
Rear footwell air ducts	S	S	S	S	S	N	N
Warning chimes for headlights-on, key-in-ignition, and seatbelt	S	S	S	S	S	S	S
Full-length front console with two cupholders, storage, and movable ashtray	S	S	S	S	S	S	S
Rear seat console with two cupholders/storage	N	N	N	N	N	S	S
Glove compartment	S	S	S	S	S	S	S
Front door storage pockets	S	S	S	S	S	S	S
Front passenger-side seatback storage pocket	N	N	S	N	S	N	S
Coat hooks and passenger assist grips	S	S	S	S	S	S	S
Cargo area light	S	S	S	S	S	S	S
Cargo area cover with storage bag	N	N	N	O [†]	S	N	N
Cargo area convenience net	A [†]	A [†]	A [†]	S	S	A [†]	A [†]
3-way dome light (delayed shut-off feature with power door locks)	S	S	S	S	S	S	S
Passenger-side visor vanity mirror	S	S	S	S	S	S	S

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 Saturn retailer for complete details.

A WORD ABOUT THE SATURN MOBILITY PROGRAM

On new vehicles, Saturn's mobility program will reimburse up to \$1,000 for the cost and installation of adaptive equipment for some physically challenged consumers. Please check with your retailer for complete details.

INTERIOR/SEAT TRIM

	SEDANS			WAGONS		COUPES	
	SL	SL1	SL2	SW1 [†]	SW2 [†]	SC1	SC2
Reclining front bucket seats	S	S	S	S	S	S	S
Adjustable front headrests	N	N	S	N	S	N	S
Driver seat with adjustable lumbar support and cushion height	N	N	S	N	S	N	S
60/40 split fold-down rear seatbacks	S	S	S	S	S	S	S
Cloth/vinyl seat upholstery	S	N	N	S	N	S	N
Full cloth seat upholstery	N	S	S	N	S	N	S
Cut-pile passenger compartment carpet	S	S	S	S	S	S	S
Cargo area carpet and full trim	S	S	S	S	S	S	S
Leather-wrapped steering wheel	A	A	A [†]	A	A [†]	A	S

INSTRUMENTATION

Standard Analog—110-mph speedometer, 7000-rpm tachometer, trip odometer, fuel gauge, and engine coolant temperature gauge	S	S	N	S	N	S	N
Performance Analog—150-mph speedometer, 8000-rpm tachometer, trip odometer, fuel gauge, and engine coolant temperature gauge	N	N	S	N	S	N	S

AUDIO SYSTEMS

AM/FM stereo with seek, digital clock, and four 6-inch speakers (SL includes 2 front speakers only)	S	S	S	S	S	S	S
AM/FM stereo with cassette, seek, digital clock, and four 6-inch speakers	O [†]	O [†]	O [†]	O [†]	O [†]	O [†]	O [†]
AM/FM stereo with cassette, graphic equalizer, theft-deterrent feature, digital clock, and four 6-inch speakers (coaxial front/extended range rear on factory installations)	O [†]	O [†]	O [†]	O [†]	O [†]	O [†]	O [†]
Coaxial front/extended range rear speakers (only available with AM/FM stereo with cassette)	O [†]	O [†]	O [†]	O [†]	O [†]	O [†]	O [†]

OTHER OPTIONAL EQUIPMENT

Air conditioning with "CFC-free" refrigerant	O	O [†]	O [†]	O [†]	O [†]	O [†]	O [†]
Alloy wheels—"Double Fin" style, 15-inch	N	N	O [†]	N	O	O [†]	N
Alloy wheels—"Teardrop II" style, 15-inch	N	N	N	N	N	N	O [†]
Cruise control	A [†]	O [†]	O [†]	O [†]	O [†]	O [†]	O [†]
Floor mats	O [†]	O [†]	O [†]	O [†]	O [†]	O [†]	O [†]
Foglights	N	N	O	N	O	O	O
Leather Appointments—includes leather seating areas, leather-wrapped parking brake grip, gearshift knob, and steering wheel (only available with Factory Option Package)	N	N	O	N	O	N	O
Power sunroof with tilt-up feature, inner sliding shade, and dual map lights	N	O	O	N	N	O	O
Rear spoiler	N	N	O	N	N	O	O

FACTORY OPTION PACKAGES

	SL1	SL2	SW1 [†]	SW2 [†]	SC1	SC2
Air conditioning with "CFC-free" refrigerant	I	I	I	I	I	I
Alloy wheels—"Double Fin" style, 15-inch		I				
Alloy wheels—"Teardrop II" style, 15-inch						I
Cruise control	I	I	I	I	I	I
Power door locks with remote keyless entry system	I	I	I	I	I	I
Power passenger-side mirror	I	I	I	I	I	I
Power windows with driver "express down" feature	I	I	I	I	I	I

KEY

S Standard Equipment O Option (Factory Installed) N Not Available
 A Accessory (Retailer Installed) I Included in Factory Option Package

[†] Expected availability Fall, 1995 [†] Includes storage pockets
[†] SC1 with optional "Double Fin" alloy wheels includes 185/65R15 86T touring tires

[†] Retailer installation requires vehicle to be equipped with one of the following options: air conditioning, automatic transmission, anti-lock braking system, power windows, or sunroof.

A WORD ABOUT UPDATED SERVICE INFORMATION

Saturn regularly sends its retailers useful service bulletins about Saturn products. Saturn monitors product performance in the field. We then prepare bulletins for servicing our products better. Now you can get these bulletins, too. Ask your retailer. For ordering information, call 1-800-553-6000.

A WORD ABOUT THE SATURN SERVICE PLAN

Every Saturn owner has different needs. That's why Saturn offers several Saturn Service Plan options to supplement an owner's warranty coverage. Some cover the powertrain only and others cover virtually the entire car. Together with the other Owner Protection Plan features, the Saturn Service Plan—fully backed by Saturn—offers greater convenience and added peace of mind. Coverage available up to 6 years or 100,000 miles, whichever comes first.



SL



SL1



SL2



SW1



SW2



SC1



SC2

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[†] Expected availability Fall, 1995

COLORS



Black Gold



Dark Green



Gold



Light Plum



Medium Red



Purple



Red



Silver



White

ACCESSORIES



They go nicely on the floor of any Saturn. Available in tan, black, or grey, our floor mats help protect your pretty carpets from splashes, spills, and filthy feet.

If you want to make sure virtually no wind sneaks in when your sunroof's open, you can opt for our wind deflector. It's translucent. It's high-impact polymer. And it's downright spiffy. (Available for all models except the wagons and the SL.)



Now you can rest your elbow and store your coins, cassettes, and CDs in a locking center console. This handy accessory comes in black or tan to complement your car's interior. (Available for all models and also pictured in the big photo on page 9.)

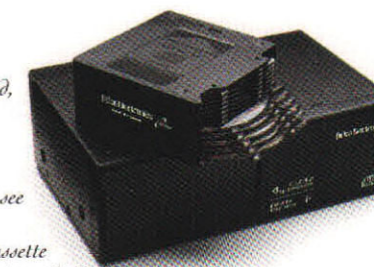
Our car cover's advanced, four-layer, moisture-resistant Evolution® 4 material actually "breathes" to help keep your Saturn snug and dry, whatever the weather. A locking cable secures it to your car. (Available for all models.)



Check with your retailer for an updated list of available items.



This corrosion-resistant, aerodynamically styled, fixed-mount roof rack comfortably carries your gear and secures it with a sturdy lock. Adding attachments for bikes and skis and whatnot is a cinch. (Available only for the wagons.)



This special trunk-mounted, 12-disc CD changer stores all your favorite traveling tunes where you can bear them—but no bandits can see them. It only works with Saturn's AM/FM stereo cassette with graphic equalizer. (It's available for all models but the wagons, which of course have no trunks.)



Not only will this tough, stretchy, Lycra® net keep stuff from sliding around in your cargo area—it will also give you a few extra pockets to stick stuff in. It's just the thing to hold grocery bags upright all the way home. (And by the way, there is a single-panel version that comes standard on the wagons.)

OTHER AVAILABLE ACCESSORIES

Item	Availability
Cruise control	All
Passenger-side mirror (manual)	SL only
Front-end cover	All
Touch-up paint	All
Car care kit	All
Driver-side vanity mirror	All
Cargo cover and bag	SW1 only
Engine block heater	All
Wheel lock nuts	All

INTERIORS



COLOR COMBINATIONS

Model	Exterior	Standard Cloth	Optional Leather
SL	Black Gold Gold Medium Red Silver* White	Tan Tan Grey or Tan Grey Grey or Tan	
SL1	Black Gold Dark Green Gold Light Plum Medium Red Purple Silver* White	Tan Grey or Tan Tan Grey Grey or Tan Grey or Tan Grey Grey or Tan	
SL2	Black Gold Dark Green Gold Light Plum Medium Red Purple Silver* White	Tan Grey or Tan Tan Grey Grey or Tan Grey or Tan Grey Grey or Tan	Tan Grey or Tan Tan Grey Grey or Tan Grey or Tan Grey Grey or Tan
SW1*	Dark Green Gold Medium Red Purple Silver* White	Grey or Tan Tan Grey or Tan Grey or Tan Grey Grey or Tan	
SW2*	Dark Green Gold Medium Red Purple Silver* White	Grey or Tan Tan Tan Grey or Tan Grey Grey or Tan	Tan Tan Tan
SC1	Black Gold Dark Green Gold Light Plum Purple Red White	Tan Grey or Tan Tan Grey Grey or Tan Grey or Tan Grey or Tan	
SC2	Black Gold Dark Green Gold Light Plum Purple Red White	Black or Tan Black or Tan Black or Tan Black Black or Tan Black or Tan Black or Tan	Black or Tan Black or Tan Black or Tan Black Black or Tan Black or Tan Black or Tan

* Expected availability Fall, 1995

SPECIFICATIONS

ENGINE/ELECTRICAL/CAPACITIES		
Availability	SL/SL1/SW1/SC1	SL2/SW2/SC2
Engine Type	1.9-liter, SOHC, 8-valve inline 4-cylinder	1.9-liter, DOHC, 16-valve inline 4-cylinder
Displacement	116.03 cu. in. (1901.17cc)	116.03 cu. in. (1901.17cc)
Horsepower (SAE Net)	100 hp @ 5000 rpm	124 hp @ 5600 rpm
Torque (SAE Net)	114 ft. lbs. @ 2400 rpm	122 ft. lbs. @ 4800 rpm 114 ft. lbs. @ 2400 rpm
Redline	5600 rpm	6500 rpm
Bore & Stroke	3.23 in. x 3.54 in. (82 mm x 90 mm)	3.23 in. x 3.54 in. (82 mm x 90 mm)
Compression Ratio	9.3:1	9.5:1
Fuel System	Sequential-port fuel-injection	Sequential-port fuel-injection
Valve Train	2 valves per cylinder, chain-driven	4 valves per cylinder, chain-driven
Engine Block	Aluminum alloy with cast-iron cylinder liners	Aluminum alloy with cast-iron cylinder liners
Cylinder Head	Aluminum alloy	Aluminum alloy
Emission System	3-way catalyst with linear EGR	3-way catalyst with linear EGR
Ignition System	Distributorless electronic	Distributorless electronic
Alternator	12-volt, 96-amp	12-volt, 96-amp
Battery	12-volt, 525 cold cranking amps	12-volt, 525 cold cranking amps
Recommended Fuel	87 octane unleaded regular	87 octane unleaded regular
Fuel Tank	12.8 gallons (48.5 liters)	12.8 gallons (48.5 liters)
Engine Oil	4.0 quarts (3.8 liters)	4.0 quarts (3.8 liters)
Engine Coolant	7.0 quarts (6.7 liters)	7.0 quarts (6.7 liters)
TRANSMISSIONS		
Transmissions:	Manual	Optional Automatic
Gear ratios (1)	SL/SL1/SW1/SC1	SL2/SW2/SC2
1st	3.250	3.250
2nd	1.809	2.055
3rd	1.172	1.423
4th	0.811	1.032
5th	0.606	0.730
Final Drive	4.060	4.060
Powertrain Type: Transverse front-engine/front-wheel drive with equal-length halfshafts		
BODY/SUSPENSION/CHASSIS		
Body Type	Steel spaceframe (All)	
Exterior Panels	Polymer vertical bodyside panels and bumper fascias; galvanized steel hood and roof (All); steel trunklid (SL/SL1/SL2/SC1/SC2); sheet molded compound rear liftgate (SW1/SW2); polymer rear spoiler (optional SL2/SC1/SC2)	
Bumpers	5-mph front and rear (All)	
Front Suspension	Independent MacPherson strut lateral link and tension strut/stabilizer bar	
Rear Suspension	Independent tri-link with strut/spring module (stabilizer bar on SL2/SW2/SC2)	
Steering Type, rack-and-pinion	Manual (SL); power steering (SL1/SW1/SC1); variable-effort power steering (vehicle-speed sensitive) (SL2/SW2/SC2)	
Steering Ratio	24.4:1 (SL); 18.3:1 (SL1/SW1/SC1); 16.3:1 (SL2/SW2/SC2)	
Steering Wheel Turns, lock-to-lock	4.0 (SL); 5.0 (SL1/SW1/SC1); 2.67 (SL2/SW2/SC2)	
Turning Circles, curb-to-curb	37.1 ft./11.3 meters (SL/SL1/SL2/SW1/SW2); 36.1 ft./11.0 meters (SC1/SC2)	
Braking System	Dual-diagonal, power-assisted front disc/rear drum (All)	
Front Disc	Ventilated, 9.86 in. (250.5 mm) diameter	
Rear Drum	7.87 in. (200 mm) diameter	
Optional Anti-lock (ABS)	Front disc/rear drum (SL/SL1/SW1/SC1/SW2); Power 4-wheel disc (SL2/SC2)	
Wheels	14-inch forged steel with full covers (SL/SL1/SW1/SC1); 15-inch forged steel with full covers (SL2/SW2/SC2)	
Tires, Steel-Belted Radial	P175/70R14 84S Firestone 680 all-season (SL/SL1/SW1/SC1) P185/65R15 86T Firestone Affinity T1 touring (SL2/SW2)* P195/60R15 87H Firestone Firehawk GTA performance (SC2)* P115/70R14 88M compact spare (All) *Tire chains/cables may not be used with P185/65R15 86T or P195/60R15 87H tires	
Exhaust System	Full stainless steel (All)	

A WORD ABOUT THE SATURN OWNER PROTECTION PLAN

Moneyback Guarantee: Within the first 30 days or 1,500 miles of delivery, whichever comes first, the original purchaser may return his or her 1996 Saturn vehicle—for any reason—if not completely satisfied. In the event that an owner of a new Saturn returns his or her car, he or she may select another one or ask for a full refund of the purchase price. Program provisions are detailed in our 1996 Owner Protection Plan Brochure.

"Bumper To Bumper" Warranty: Our "Bumper to Bumper" New Car Limited Warranty does precisely what the name implies—covers virtually everything on the vehicle from the front bumper to the rear for the first 3 years or 36,000 miles, whichever comes first. (Except for the tires, which are covered separately by Firestone.) There are no deductibles and the warranty covers the cost of any repairs to correct any vehicle defect related to materials or workmanship during the warranty period. Maintenance and wear items are covered up to their first scheduled maintenance inspection or replacement period. In the event that the vehicle is sold, the balance of the warranty remains in effect for subsequent owners at no additional cost. If you want to know more about the Saturn "Bumper to Bumper" Warranty, please refer to the warranty and owner assistance booklet inside the Owner's Handbook.

BASE CURB WEIGHT WITH OPTIONAL AIR CONDITIONING

	Manual Transmission	Optional Automatic Transmission
SL/SL1	2347.7 lbs. (1064.9 kg)	SL1 2377.2 lbs. (1078.5 kg)
SL2	2421.1 lbs. (1098.2 kg)	SL2 2450.6 lbs. (1111.6 kg)
SW1	2437.2 lbs. (1105.5 kg)	SW1 2466.7 lbs. (1118.9 kg)
SW2	2505.7 lbs. (1137.5 kg)	SW2 2537.3 lbs. (1150.9 kg)
SC1	2281.5 lbs. (1034.9 kg)	SC1 2311.7 lbs. (1048.6 kg)
SC2	2362.9 lbs. (1071.8 kg)	SC2 2392.4 lbs. (1085.2 kg)

EPA ESTIMATED MILEAGE (CITY MPG/HIGHWAY MPG)

Estimated Miles Per Gallon (MPG)	SL	SL1	SW1	SC1	SL2/SW2/SC2
Manual Transmission	29/40	29/40	28/38	29/40	25/35
Automatic Transmission	N/A	27/36	27/36	27/37	24/34

EXTERIOR DIMENSIONS/AERODYNAMICS

	SL/SL1/SL2	SW1/SW2	SC1/SC2
Wheelbase	102.4 in. (260.1 cm)	102.4 in. (260.1 cm)	99.2 in. (252.0 cm)
Overall Length	176.8 in. (449.2 cm)	176.8 in. (449.2 cm)	173.2 in. (440.0 cm) — SC1 174.6 in. (443.4 cm) — SC2
Overall Height	54.5 in. (138.5 cm)	54.5 in. (138.5 cm)	50.6 in. (128.6 cm)
Overall Width	66.7 in. (169.5 cm)	66.7 in. (169.5 cm)	67.6 in. (171.6 cm)
Track, front	56.8 in. (144.3 cm)	56.8 in. (144.3 cm)	56.8 in. (144.3 cm)
Track, rear	56.0 in. (142.2 cm)	56.0 in. (142.2 cm)	56.0 in. (142.2 cm)
Coefficient of Drag (Cd)	.315 — SL/SL1 .318 — SL2	.356 — SW1 .360 — SW2	.329 — SC1 .314 — SC2

INTERIOR DIMENSIONS/VOLUMES

	SL/SL1/SL2	SW1/SW2	SC1/SC2
Front			
Head Room	39.3 in. (99.8 cm)	39.3 in. (99.9 cm)	37.5 in. (95.2 cm)
Shoulder Room	54.5 in. (137.8 cm)	54.5 in. (137.8 cm)	53.7 in. (136.4 cm)
Hip Room	50.7 in. (128.8 cm)	50.7 in. (128.8 cm)	51.3 in. (130.4 cm)
Leg Room	42.5 in. (108.0 cm)	42.5 in. (108.0 cm)	42.6 in. (108.1 cm)
Rear	SL/SL1/SL2	SW1/SW2	SC1/SC2
Head Room	38.0 in. (96.5 cm)	38.7 in. (98.3 cm)	35.0 in. (88.8 cm)
Shoulder Room	53.5 in. (136.0 cm)	53.5 in. (136.0 cm)	51.3 in. (130.4 cm)
Hip Room	51.6 in. (131.0 cm)	51.6 in. (131.0 cm)	49.2 in. (125.1 cm)
Leg Room	32.8 in. (83.2 cm)	32.8 in. (83.2 cm)	26.5 in. (67.2 cm)
EPA Passenger Volume	91.1 cu. ft. (2578.1 liters)	91.8 cu. ft. (2597.9 liters)	76.4 cu. ft. (2162.1 liters)
EPA Cargo Volume	12.1 cu. ft. (342.7 liters)	24.9 cu. ft. (705.1 liters) seats up 48.7 cu. ft. (1379.1 liters) seats down	10.9 cu. ft. (308.7 liters)

A WORD ABOUT SATURN SAFETY FEATURES

Occupant Protection: Driver and front passenger airbags (supplemental inflatable restraint system) • Height-adjustable manual three-point active safety belt system for driver and right front passenger, including visible and audible warning system • Dual-mode lap belt retractor • Manual shoulder/lap safety belts, outboard rear seat positions (Sedans include child safety retention feature) • Manual lap safety belts, center rear positions (Sedans and Wagons only) • Patented rear seatbelt latchplate assembly (Coupes and Wagons only) • Instrument panel passenger-side brow for low-speed, non-deploy impacts • Energy-absorbing steering column • Energy-absorbing instrument panel • Energy-absorbing knee bolsters for driver and front passenger • 3-ply laminated windshield with urethane bonding • Safety tempered side and rear window glass • Interlocking door latches • Security door locks and door retention components (striker plates and hinges) • Head restraints, driver and front passenger (adjustable or integral) • Breakaway inside rearview mirror • Passenger-guard inside door handles • Child-safety rear seat anchor points (tethers) • Steel spaceframe construction • Side-door beams cross bracing • Front crumple zones • Rear crumple zones • Rear seat anti-submerging ramp • 5-mph front and rear bumpers • Dual sunvisors • Pressure lock radiator cap

Accident Avoidance: Daytime running lights (DRL) • Side marker lights and reflectors • Parking lights that illuminate with headlights • Four-way hazard warning flashers • Backup lights • Center high-mounted stop light • Flash-to-pass headlights (except SC2) • Windshield defroster • Rear window defogger with auto reset timer • Front intermittent wipers with washer system • Rear window washer/wiper system (Wagons) • Inside manual day/night rearview mirror • Dual action hood latch (front opening) • Easy-to-read gauges (analog) • Power assisted brake system with dual master cylinder and warning light • Dual outside rearview mirror (driver-side only on SL) • Starter safety switch • Low glare finish (windshield moldings, wiper arms, and blades) • Illuminated heater and defroster controls • Tires with built-in tread wear indicators • Audible brake lining wear indicators • Uphill/downhill grade logic (automatic transmission only) • Brake/transmission shift interlock • Safety road wheel rims


Theft Deterrence: Visible vehicle identification number • Laser-etched VIN plate • Theft-deterrent steering column lock • Theft-deterrent key locking system

24-Hour Roadside Assistance: From the moment of purchase, throughout the term of the car's "Bumper to Bumper" Warranty, every Saturn owner is enrolled in Saturn's "24-Hour Roadside Assistance Program." If a problem is experienced, the owner can dial toll-free 1-800-553-6000 and Saturn advisors will arrange towing service or other assistance that is needed. If the problem is due to a warranty-covered defect, Saturn will pay for the cost of the towing service. New Saturn owners receive an information package in the mail within a few weeks after vehicle delivery. This package describes the program and includes an ownership card.

Owner Assistance: If Saturn owners need help, or just have questions about their cars, they can call their retailers and ask for the Customer Assistance Liaison, who personally handles the requests. Or, Saturn owners can take advantage of a direct link to Saturn by calling the Saturn Assistance Center at 1-800-553-6000.



See your Saturn retailer for more details about the Owner Protection Plan.




Polymer panels help fend off  *dents and dings • Sport-tuned suspension makes for tight handling • Daytime running lights signal you're*


coming • On-board diagnostics record most any hiccup • Steel spaceframe  *helps absorb front and rear impacts • Sedans and wagons meet*

Federal Side Impact Standards one year early • Traction control helps tires grip the road • Height-adjustable seatbelts accommodate little and big people


Anti-lock brakes help you steer  *while you're stopping • Torque-heavy tuning renders engines*  *assertive • Electronic automatic transmission*

A DIFFERENT KIND *of* CAR

smooths shifts and earns 50 patents • Polymer fuel tank beats back corrosion • Waterborne paint process is nicer to  *the environment • Sequential-port*

injection delivers  *fuel more precisely • Dual airbags help protect folks in the front • Aluminum radiator core wards off leaks • Accessible parts make*

servicing easier • Keyless remote unlocks doors faster • Refined cruise control takes hills without the expected hesitation • New tires and strut valving make the ride

even smoother • Rear seatbelt mechanism helps  *moms and dads install child seats • 30-day money-back guarantee takes the fear out of buying*

Some features are standard, some optional. To find out which is which, turn to the tiny type on pages 14-15.

SATURN 1996



A DIFFERENT KIND *of* COMPANY





You get there by driving south on I-65, exiting on Saturn Parkway, then veering left on State Highway 31, which takes you alongside the factory to the building that houses the corporate offices.

On the second floor of this building, there's a bank of windows that look onto the hills the town was named for—a landscape that turns an iridescent green when the rains come in May, and then just seems to roll on forever beneath a big blue sky that never quits.

Visually, the scene is about as far removed as you can get from how anyone pictures a factory town. And spiritually, it's even farther—the sort of setting where authors hole up to write, artists to paint, and leaders to think.

Ever since the first car rolled off the line in Spring Hill (and that was well over a million cars ago), Saturn has become a breath of fresh air to the American auto industry—and to a good many other industries as well.

The following pages should help explain why—as well as what any of this has to do with a car you might buy.



Jill's son, Robert, playing Superman



It was a really small store, and very much a family business in a very small town. Breakfast, lunch, and dinner, we would talk about the car business, and on Saturday mornings I would follow Dad around—we'd go and get doughnuts, and then I would wander back into the service department. I thought it was cool to go into the parts area and play with all that stuff, and I just developed a real love for it. I got to know all of the

“Other kids went to the park with their dads; I went to the dealership. That’s where we played.”

Jill Lajdziaik, Director of Customer and Retail Support

guys in the shop, and it became a natural place for me to be. My dad, he didn't know a lot about cars—he just liked the people part of the business. In a town of 2,500, you had to take care of people so that most of them would come back and buy cars from you. It was the family way to do business. That's why,

when it came time to select the first Saturn retailers, I wanted to go to their stores personally. I thought I could learn the most by watching candidates interact with their employees. We needed to find people who were risk-takers and wanted to change the industry. We also wanted to find people who had the spirit to take care of others—to treat customers the way you would want your mother treated, as I always say. There are some people who just enjoy giving back to the community, who get a kick out of sponsoring, say, a Little League team. And that's who we wanted. Saturn has always been an emotional thing for me. And I think if all of us in this company can keep it up, be the leaders over the next few years, there will be no way anybody can catch us.”



Jill with her two sons, Andrew and Robert

I was only about eight, and I just loved the thing because it was motorized. I'd be at it for six or seven hours, and they would have to peel me off it because I was frozen to it. I'd go in and stand around the stove, my thumb so frozen from holding the throttle that I couldn't move it. Then one day something happened—it started stuttering, and broke. I got it towed back, and I went in to my dad and grandfather and said, 'Hey,

snowmobile's broke.' The instant response was just a stare, and I said, 'You going to fix it?' 'No,' they said, 'you're driving it, you broke it, you fix it.' I shot back: 'I don't know how to fix it.' 'Well you will, soon enough,' they said. So they opened the garage door and we took it in and started tearing it apart—and sure enough, that was how my parents got me started. After I graduated from Cornell, I knew I wanted to do something automotive, but I didn't like what engineering was turning out to be—it was the corporate nightmare I'd always envisioned and feared. I didn't want to sit at a desk or work in a lab.

“Before the race cars, there were the dirt bikes, and before the bikes, my grandfather's snowmobile.”

Pat Hodgins, Development Engineer

I wanted to get dirty working on cars, because for me that's where it's at—not drawing pictures or talking. I wanted to be right there. So when I interviewed with this engineer at Saturn, I asked him, 'Give me the straight scoop, do you really get to work on cars?' He held his hand out across the table. He'd just come back from the desert test



track, his wrench had slipped, and he'd hit the exhaust and burned himself straight across four knuckles. I figured, yeah, okay, that's what I like to see. When the offers came, I went with Saturn because it was the newest and most daring. You'll find a lot of people came to Saturn for similar reasons—because they could do here what they couldn't do anywhere else.”



Pat, admiring his skid marks on the test track



Barbara with Eddie, who works in the factory in Vehicle Systems

“I used to go to Patsy’s across the street—she was my best friend, and we’d sit on her swingset all the time, singing, pretending we were song people. I’ve always admired anybody who could sing, but I knew it wasn’t in my cards. I got married to Eddie, and we raised a family. I’d met him at the roller skating rink, but he was older than me by four years. He was on the speed team, and I had a bad crush on him. I used to follow him around and say, ‘Eddie, skate with me,’ and he’d say, ‘Get away from here—we don’t want to be bothered with a little kid.’ But then one day, my mother sent me around the corner to get milk. I’d been swimming in the pool, so I walked up in my bathing suit. It was a small town.

“When I was a little girl growing up, I always wanted to be a singer.”

*Barbara Moffo, wife and mother
Her husband, Eddie, joined Saturn in 1995*

Eddie was just passing by in his convertible, and he saw me and pulled over. We dated for about a year or so, then got married. That was almost 26 years ago. When we had the chance to join Saturn, we both talked about it, and agreed we’d do it and not look back. It was hard, because I miss my sisters—I come from a family of eight. Also, Eddie was never laid off. His plant was on the closing list, but they said it wouldn’t close for another three years—and it’s still open. I have no regrets. Where he worked before, he brought home good money, but it was just a job—he went there and came home, and it was like, so what? He didn’t hang around with that many people from work. It’s different here. Eddie loves his job and feels that he’s a part of something. And I feel that way, too. Saturn’s not just some place where he goes to work. We go dancing in Nashville all the time with friends from the plant. We didn’t have that before. And it’s made us closer. I may not be singing, but I am dancing.”



Barbara, with her new best friend, Joni, whose husband also works at Saturn



It was really impressive how that coach made people believe in themselves. I was a place kicker, so I got a chance to follow him around, watch him. I think a lot of why I like training teams here is because of how people like him helped me. When I was a kid, I also had an uncle who kind of took me under his wing. He taught me how to drive, how to farm—that's what I wanted to be when I was a kid, a farmer. He sensed that there was this fourteen-year-old kid who was trying, struggling. He just reached over—as a matter of fact, he came over and got me, and he said, 'Hey, I want you to come and spend time with me.' He didn't do things for me, he helped me figure things out for myself. And I think that's important—

“I had this football coach once who was really strict, but also made you believe you could run through a brick wall.”

*Leonard Lang,
Conflict Resolution Training / Development,
People Systems, UAW*

especially when you consider how things work here at Saturn. For instance, we've taken all these people, put them into a team environment, and said: 'We want you to solve all your own problems.' Well, think about it. That's not how we're taught. When you were growing up, and your brother bit you, what did you do? Run to your parents. When you went to school, and someone stole your homework, who took care of it? The principal. When you went to work and a colleague treated you badly, who dealt with it? The boss, the



Ashley's buddy, Roc

foreman. The most rewarding part to me, now, is when people come back and tell me, 'I tried what you taught me and it worked.' Or they'll come back and say, 'You know, my team is really improving. We're trying some of the things you taught me in class.' After teaching history for a few years myself, I really think most Americans are looking for something to believe in. People want to be able to say, 'This is American, and I'm proud of it.' I think Saturn is that. There's a lot of pride wrapped up in this car.”



Leonard and his daughter, Ashley



Shari, trekking on the historic Natchez Trace

“When I was a little girl, I would go with my dad just about everywhere—working in the cornfields, riding through the pastures, hiking in the woods. I guess I spent the majority of my childhood outdoors. When you live off the land, as my family did, you can’t help but be affected by the beauty of it. And it wasn’t until I started traveling outside our community, seeing more and more types of pollution, that I began to realize that not everybody shared my view of the world. In fact, I managed to get all the way to college before I understood I had been an environmentalist all my life. Saturn is a car company, and I know cars are part of the problem. But the way Saturn approaches it, they also try to be a big part of the solution. For instance, when they built the plant, instead of just coming in and clearing out all the trees, they carefully removed them and created a living nursery. Then, after the plant was completed, they landscaped the area with those trees—not a cheap proposition, and

“I was raised on a farm in Kentucky. I plowed fields, fed calves, fished—and never knew how it all affected me until I left.”

*Shari Meghreblian,
Environmental Engineer*



not something required by any law or regulation. It may sound like a cliché to say this, but I think the quality of our environment really does affect the quality of our lives. So, if for no other reason than that, preserving it has to be everyone’s responsibility. Our environmental team here has little problem obtaining funding for the projects we submit. More often than not, we’ve found that what’s good for the environment is also good for business—and that’s the way it should be.”

8,000 people move cross-country



to build a new car • Dealers become retailers and stop hagglng over their prices • Executives ditch ties and

start wearing khakis • Company plants soybeans to earn first income • Employees become team members and



stop punching time clocks • Labor

and management chow down in the same cafeteria • First Saturn engine



wins 1990 endurance race—the first all-new design to win since Mercedes-Benz

in '54 • Foremen go away and teams manage themselves • Saturn outsells Honda per dealership after only two years • Stores throw



picnics and

A DIFFERENT KIND *of* COMPANY

serve up barbecue • Stores sponsor clinics



for people who tinker • Company newsletter connects owners, retailers, and everybody who works at Saturn

Company finds bad coolant in engines and replaces the 1,800 affected cars • Saturn cycling team members participate in



'92 summer games

Retailers build community playgrounds known as



“Kids’ Kingdoms” • Company posts profit after only three years • In '95, Saturn ranks as the best overall

car line in sales satisfaction*—followed by Infiniti • Owners start car clubs all across the nation • 44,000 people come to Spring Hill for a big celebration



*J.D. Power and Associates 1995 Sales Satisfaction Study based on a total of 58,961 consumer responses.