

A DIFFERENT KIND *of* COMPANY. A DIFFERENT KIND *of* CAR.

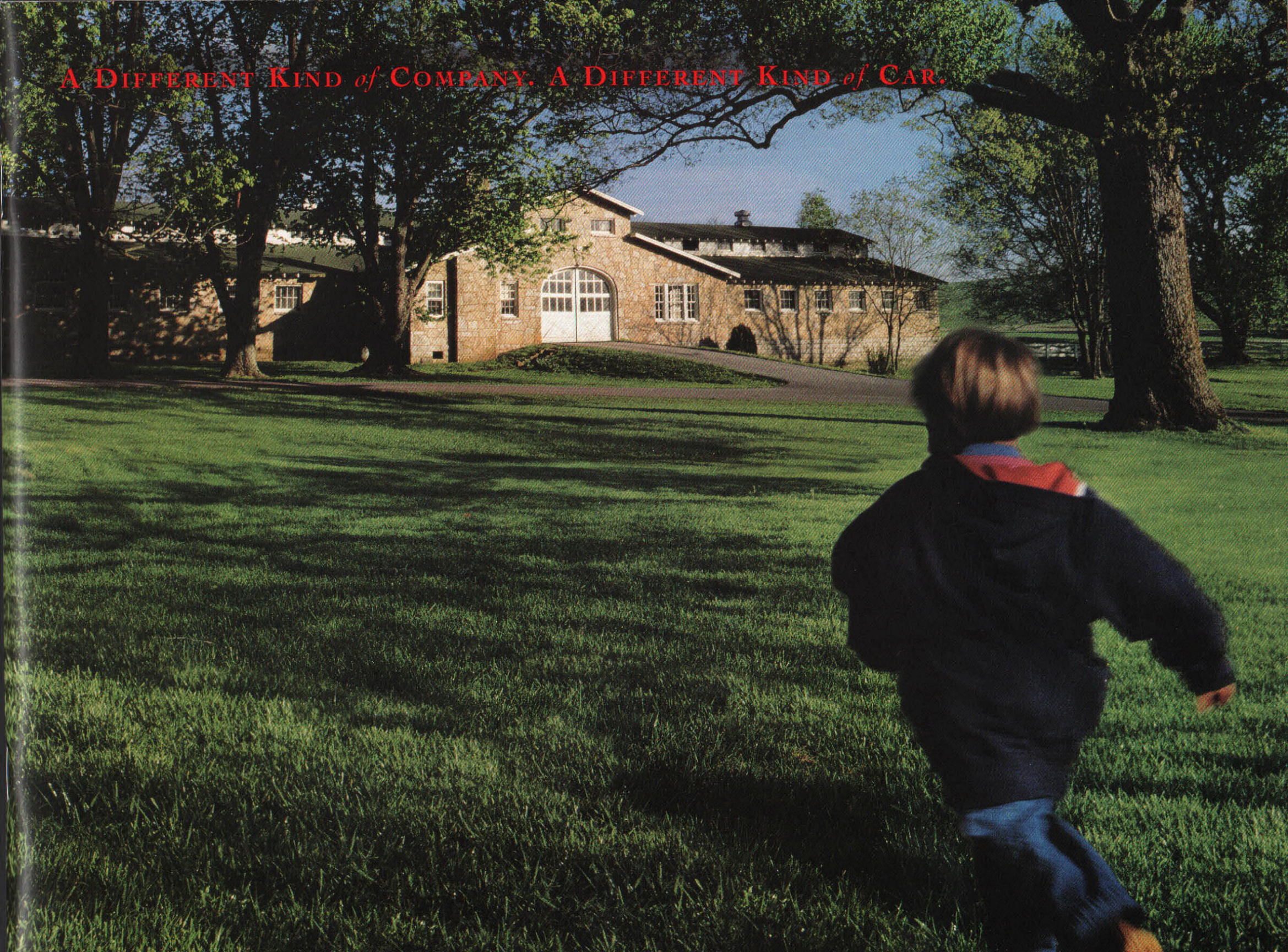


TABLE OF CONTENTS

Introduction	1
SL1	2
Retailers	4
SL2	8
Safety	10
Customer Assistance Center	12
SC1	14
Service	16
SC2	20
Used Cars from Saturn	22
SW1 and SW2	24
Interiors	26
Colors and Fabrics	28
Specifications	30
Accessories	32

The question is,

Why would you ever buy a car from a ten-year-old company that started out in a barn?

You wouldn't, if it was just any old barn. But this is a very special barn. Some sixty-odd years ago, it was the home of Haynes Peacock, Star Pointer, and a few other champions—Tennessee Pacers and Walkers, as they're known to equestrians. Of course, by the time Saturn arrived on the scene, the horses had trotted their way into history, leaving us free to make their stomping ground our own—first during factory construction, and more recently as the new site of our Welcome Center. The point of all this is that both the old barn and the town of Spring Hill have always been the perfect places for us. Heck, even the name meant something—that it was possible to start fresh, and more important, possible to reach higher ground. After six years on the road, most everybody would agree we've climbed a few hills. (Maybe more than a few.) All of which makes this as good a time as any to make a new commitment. Sometimes when companies grow really fast, the way we have, they forget their roots. They forget the customers who bought their products the first year out. They forget the people who came to build a company that many said would fail. Well, we won't forget. We'll always remember starting out in the barn. We'll always remember why we came to this tiny Tennessee town in the first place. If you're new to us and don't know how big a difference that makes to you and your car, we hope you'll read on. If you're already in the Saturn family, then a very warm welcome to our 1997 model year.



We don't have the precise date yet, but Saturn's new Welcome Center opens its big, white double doors in 1997.

Looks can be deceiving. For instance, most people think the SLI costs a bundle. (Must be those his-and-her cupholders.)

Okay, lean down and look close. There you go—really close. Yep, the SLI still looks like it should cost more. How'd that happen? Well, it's our value model. And while engineering a value isn't quite like fine-tuning an Italian sports car, it does spark competition within the home team. The rules of the game: Keep the sticker down and the features in. (Now, you're just itching to know what features, if any, got sacrificed, aren't you? All right, we'll tell you what's in and you tell us what's not. Deal?) Here goes. A 1.9-liter single-overhead-cam



sequential-port fuel-injected engine delivering 100 horsepower at 5,000

rpm and tuned for lots of power early in the torque curve. A five-speed, wide-ratio manual transmission known for its light clutch feel and easy-to-move shifter. A steel spaceframe design with crumple zones, side-impact protection, dual airbags*, and height-adjustable seatbelts. Advanced diagnostics measuring everything from torque to spark timing to throttle position. Front-wheel drive. Low-effort power steering.

Dent-resistant polymer panels. Halogen headlights. Daytime running lights. Reclining front bucket seats. Tachometer. Trip odometer. Height-adjustable steering column. Rear-window defogger. Figured out what's missing yet? We fess up. Can you get where you're going without map pockets?



All Saturn rear seats split 60/40 to more easily stow whatever odd blend of people, pets, and packages you're hauling.

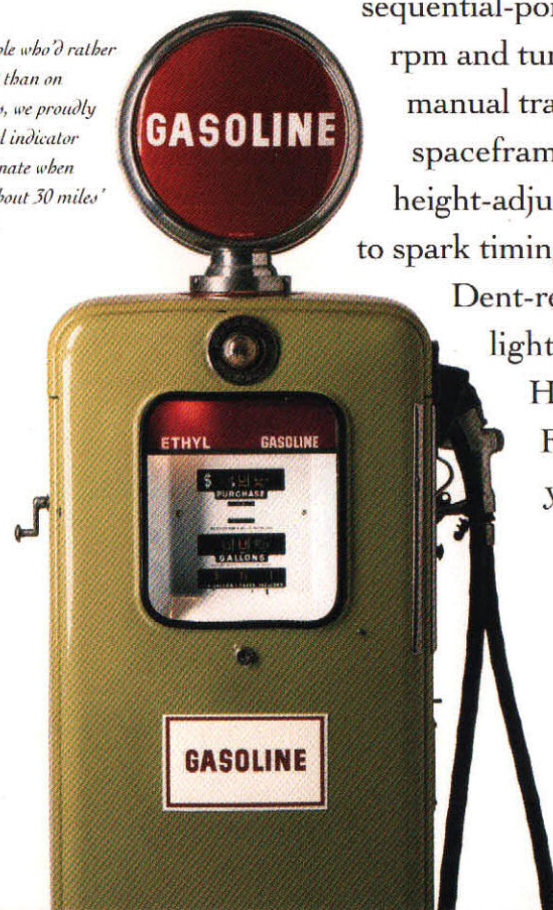


Dent-resistant polymer body-side panels are among the design team's more intriguing innovations. The panels are painted with a primer coat that flexes on impact, a waterborne acrylic color basecoat that looks wet and lustrous, and a clearcoat tough enough to fend off tree sap, ultraviolet light, and even the most wayward pigeon. Recyclable and resilient, they won't rust, oxidize, or fall prey to the usual nicks, dents, or dings inflicted by such everyday hazards as shopping carts, car doors, or even young Monica, the budding neighborhood T-ball champion.

Officially known as the brain behind the train, Saturn's powertrain control module is the computer that makes sure all the main systems (engine, automatic transmission, anti-lock brakes, traction control, cruise control) are working in sync.



For all those people who'd rather focus on the road than on their little gauges, we proudly present a low-fuel indicator light. It'll illuminate when you've still got about 50 miles' worth of gas left.



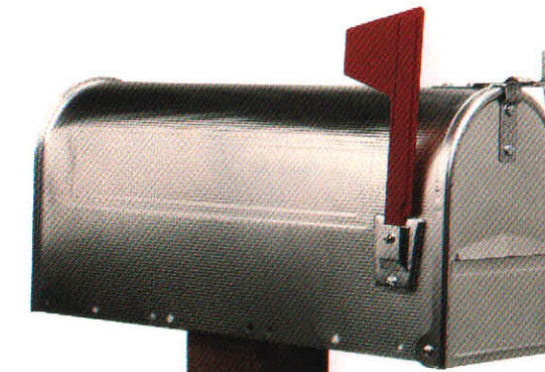
*Remember, airbags are designed to work in tandem with seatbelts. So strap in and drive safely!



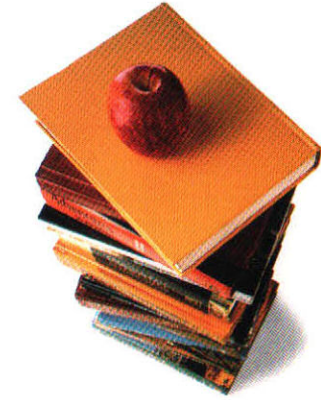


So what's the secret? How do those retailers keep their batting averages so high?

It's always been a real kick for those of us at Saturn to look back on our own short history. Truth is, a lot of smart people didn't think we stood a chance in the world of making it. Let's see, what were some of those predictions again? "Saturn is already doomed." "The excitement over Saturn proved to be short-lived." And this one: "The faster they admit it's a mistake, the better." (All this from some none-too-shabby publications, too.) There are lots of reasons why Saturn survived—the car itself being a good one. Another being the remarkable dedication of the people on the line who build it. And of course, there are the Saturn retailers—the people who decided their role in the buying and owning experience should extend beyond selling and servicing the car. It was always a given that there would be no more haggling over price, and no resorting to pressure tactics to sell a car. But it was not a given that there would be urban playgrounds, scholarship funds, Safety Days, Children's Days, or fresh, new baseball fields for eager inner-city athletes, like the ones you see to your left.



On more than one occasion, retailers have been known to go the extra mile. For example, if potential customers live in rural areas too far away from a retail facility, or if they're getting up in years and don't feel comfortable driving in the city, a sales consultant simply drives the Saturn to them.



Up north in New Hampshire, David Cadorette and his team at Saturn of Nashua certainly do their part for kids at a local elementary school. In fact, among other things, the team members go back to class themselves to help the young ones learn to care for the planet they live on. This includes curious things like how much energy it takes to recycle something versus making it brand-new. Or how many gallons of water they use with a simple task like brushing their teeth.

You may wonder what these cheerful people—a group of Saturn factory technicians—are doing popping up in a story about our retailers. They're actually a big part of the story. Back in the olden days, the people who built cars for a living rarely had a chance to get together with the people who sold them. Saturn changed all that. Today, our factory technicians journey to various facilities, and our retailers frequently come to Spring Hill to visit the line and talk to their UAW partners. It's the best way they can stay in touch with what matters most—each other, their customers, their communities, and those million or so Saturns on the road.



In some ways, we're hesitant to talk about all the good deeds our retailers are doing. What makes their generosity so unique is the selfless manner in which it's delivered. But then, that's what interests us. There were no big meetings generating ideas for community involvement, no executive memos—these deeds are all grass roots. In Baltimore, retailers Jerry Fader and Steve Griffith teamed

up with the Orioles to build three baseball fields for inner-city kids. Meanwhile, down south in San Antonio, Rick Cavender's team busied themselves landscaping a home for children with learning disabilities. They also formed a group called STAT—Saturn Transportation Assistance Team—to shuttle elderly patients to and from their treatments at the local hospital.

Up north, at Saturn of Saginaw, Mark Serra helped area teamster Don Wackerle, Saturn UAW members, and local labor groups raise nearly \$500,000 to create their dream—Camp Fish Tales, a special barrier-free camp for children and adults with disabilities. In Pennsylvania, two consultants from Hank Faulkner's retail store run for the Leukemia Association to help support an individual who's living with the disease. Farther up the coast in New Jersey, retailer Stu Lasser has done everything from sponsoring a Children's Day, to raising

\$10,000 for impoverished kids, to creating a preschool scholarship fund called Project Acorn, to helping a nearby town build a playground by giving them a car to raffle. Why do these retailers *do* so much?

You might have heard about a project called "Build a Kingdom for Kids." It's a group of Saturn retailers and team members joining customers, neighbors, and the community to construct playgrounds across the country.



From coast to coast, retailers rallied their neighbors to participate in a program called Cycle Recycle, donating thousands of old or unwanted bicycles to kids who put them to good use.

Pennsylvania's Jim McClernand put it this way: "I thought I was happy where I was. But you really don't know what you're missing until you get inside Saturn." Jim says he first felt the difference at a team-building exercise in Spring Hill, where he had to climb a 40-foot wall. "I was trying my darnedest to blend into the background," Jim says, "because I'm afraid of heights—terribly afraid. But they wouldn't let me. They coached me and cheered me on." Virginia retailer John Reynolds echoes Jim's story. When he first joined Saturn, his old dealer friends razzed him, saying, "Let me see if I got this right. A domestic car with plastic parts (of course, they're not) that you don't even rebate? Oh yeah, that'll fly." As if that didn't scare him enough, then he went to Saturn's management and culture training, where he spent the

first couple of hours fuming under his breath: "If I have to do one more warm and fuzzy, touchy-feely thing, I swear I'm going to tell my wife the whole deal's off." By the end of the week, however, John realized Saturn was on to something. Now, he says, when people find out he sells Saturn cars for a living, they don't look at him as if he "had dog doo on his shoe." For Steve Trompeter in Arizona, it was the factory that blew him away. "When the people working on the line found out I helped manage a retail store, they crowded around me and started asking me questions like: 'How does the public really perceive our product? Are you comfortable selling it? Are there any problems we need to know about?' I have never experienced factory line people truly this concerned. There is something historic going on here. For me, it'll be nice to look back and say, I was a part of that. I did that."

Remember what we said when we started—that we were going to build a small car good enough to compete with the best of the Asian imports? Well, after six years on the road, we're about to play on the home field of one of our most respected peers. In 1997, we'll launch in Japan. If you're familiar with Japanese culture, then you know what this means. Most Japanese consumers already have long-term and familial relationships with the people who sell them cars. In fact, it's customary for the salesperson to visit the family's home, eat dinner, and even leave the car behind for a few days on a trial basis—all of which adds up to a hefty challenge for any new kid on the block. But, hey, you know us. We'll do our best to bend to customer desires.



Every once in a while you'll have to look in your rear-view mirror just to remind yourself you're driving a four-door.

Adulthood's funny, isn't it? You grow up, get a job, get a credit card, get a house, get married, have babies, and then, out of the blue, everybody wants to ride with you — clients, kids, groceries, parents, Smiths, Joneses. And you're thinking, "I don't want to share.

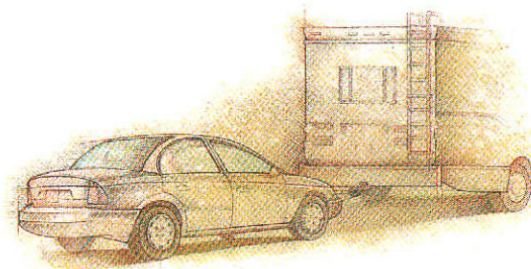
SATURN SL2

I want to zip and zoom, whiz and cruise." Yeah, well, we knew that. Which is why we designed the SL2 to be every bit as sporty as it is roomy. The 1.9-liter 16-valve dual-overhead-cam sequential-port fuel-injected engine delivers 124 horsepower at 5,600 rpm and 114 pounds of torque at a low 2,400 rpm. The four-wheel independent suspension system



If you could peel back the glossy skin of your Saturn, you'd see this reinforced steel passenger cage—the formidable Saturn spaceframe. With crumple zones fore and aft to help absorb front and rear impacts, it also houses energy-absorbing bolsters in the dash to cushion knees; ramps in the rear seats to help keep small people from sliding forward and under their belts; and dual airbags.

gives you both touring tires and sport-tuned strut valving—meaning a very smooth ride. With optional anti-lock brakes, you get traction control, integrated wheel-speed circuitry, and enough brain power to distinguish road surfaces and provide excellent steering control when you're in a big hurry to stop. And if you choose Saturn's optional automatic—with its electronic controls, 30 patents, and almost imperceptible shifts—you'll have a transmission that can actually adapt itself to wear, tear, and different driving styles or road conditions. That'll come in handy—given all that zipping and zooming you're gonna be doing.

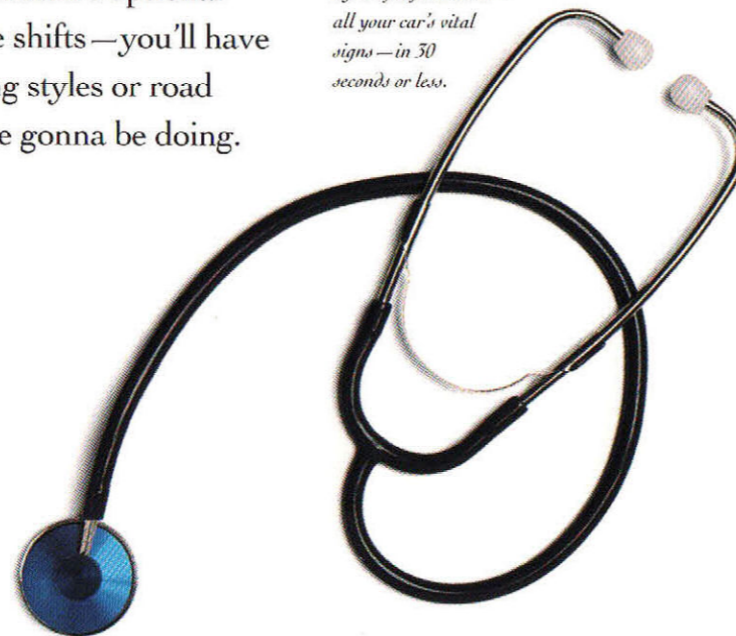


Like to flat tow? Just hook up this nifty bitch to your Saturn and don't worry about putting any extra miles on your odometer. Then, when you get where you're going, unhook it and make yourself at home.



Want to strap the little tykes in? You can, with our child safety retention feature. This ingenious and almost infinitely adjustable mechanism makes it easy to install childseats and snugly cinch the belts. It's standard on all outboard passenger seats in our coupes and sedans.

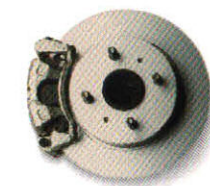
Thanks to a second generation of sophisticated on-board computer diagnostics, neither you nor your service technician will ever miss a beat. We'll merely plug a handheld computer into the port below your dash and download thousands of bytes of information—all your car's vital signs—in 30 seconds or less.





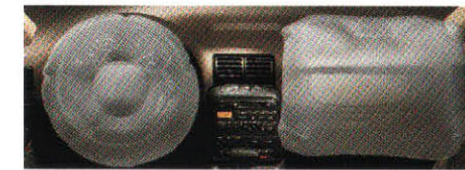
So the dummy family is out for a Sunday drive when SMASH! — they find out how smart they were to take that job at Saturn.

Every Saturn has strategically placed "crumple" zones — areas designed to help absorb and dissipate the energy of a crash before it reaches the passenger compartment.



With intelligent wheel-speed circuitry and sophisticated software, Saturn's anti-lock braking system can tell one type of road surface from another, and help you steer and stop accordingly.

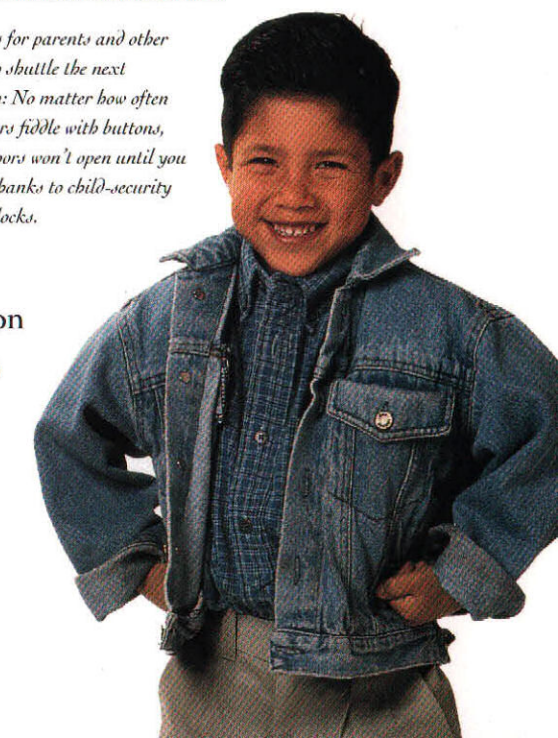
Smart? They're pushing anthropomorphic brilliance. First off, the steel cage you see them driving is distinctively Saturn. It's called a "spaceframe construction," and it's so stiff and strong it eliminates the need for steel bodyside panels. In many ways, this reinforced steel cage is the car —



All Saturns come standard with dual airbags, and with manual three-point seatbelts — height-adjustable in front to accommodate sizes small to extra tall.

and with over 3,500 strategic welds, it's one formidable opponent. (Especially when the doors are on and the side-impact beams are in place.) The truth is, our engineers go out of their way to measure the fortitude of a Saturn facing a collision. Naturally, they test to make sure our cars meet government standards. But they also test a bit more — to satisfy their own curiosity and personal peace of mind. You might notice that we don't usually play back to you the nitty-gritty details of all this testing — for example, the results of a 30-mph pole impact test or a 33.7-mph rear moving barrier test. We figured that as enlightening as these specifics may be, there's one generality you might appreciate even more: Our retailers tell us that many people who total their Saturns buy new ones a few days later. We find this particularly interesting, given that the one small consolation of totaling a car is that you get the rare chance to pick a car all over again. And while safety ranks high on everybody's list, most people don't sign on the dotted line just because they're envisioning how nicely their new front end will crumple on impact, or how their airbags will inflate at just the right time, or how the padding in the dash will help make sure they'll be playing racquetball for years to come. But our retailers tell us that's exactly why owners come back after an accident. They liked what they saw, and they came to view that cage over there in the same bright light as all those smart dummies.

Good news for parents and other people who shuttle the next generation: No matter how often little fingers fiddle with buttons, the rear doors won't open until you say so — thanks to child-security rear door locks.





Maybe it's just Tennessee, but Saturn team members find their voices carry a long way.

It all started when an anxious but very good-spirited San Antonio schoolteacher sent us a poster her class had produced, which simply read: "Where's my Saturn?" The team responded in similar good spirit—with a gift certificate, treating her class to dinner. She was thrilled. Her Saturn followed shortly.



There are many reasons why the people at Saturn's Customer Assistance Center have endeared themselves to owners who ring up. It could be they're just so darned friendly, as evidenced by the faces to your left. It could be their patience, also quickly evident, particularly if you call with a frustration. Or it could be that they always seem to be speaking with their own minds and their own hearts—which, we assure you, is every bit as genuine as it comes across. You see, we're not like other companies, where people who answer the phones are tediously scripted, carefully ruled, and cautiously monitored. Although they go through extensive training, Saturn team members manage their own retail territories and pretty much make their own judgment calls—based on what they feel is fair. So how do they know what's fair? As Saturn team member Marcus Sonnier describes it, "When I'm dealing with a customer, I just think of how I would want a member of my family

treated. If I'm not making that happen, then I'm not doing the right thing." Teammate Julie Jaggers points to Saturn training for her answer. "You walk into class one day, and out of the blue, there's this little wooden airplane kit sitting on your desk. 'Build me a plane,' the teacher says—which the class does, obediently, until all at once a few people get fed up. Their instructions don't make sense, they say. And of course, they don't—that's the whole point. It's the perfect exercise," says Julie, "because everybody learns how to take the blinders off. When a customer calls with a problem, there's no big book we pick up and go flip, flip, flip, and then say yes, here, I've found your answer, it's on page 250. It's up to us, so we try to do our best." Is it any wonder that voices like Marcus's and Julie's resonate so nicely?



Roger Tory Peterson

One of our customers is a professional bird watcher who'd been patiently watching her retail facility for the arrival of her new Saturn. Meanwhile, one of the Saturn team members went running off to the bookstore and got her something else to look at—a new bird book, complete with a note from our then-president, Skip LeFauve.

It's a tiny, tiny world. And while it's not unusual to send customers a signed T-shirt, it is a little odd to bump into that same customer, later on, miles away, in a Saturn booth at the New York Auto Show. Well, that's what happened to Marcus Sonnier. He just smiled and pointed out his signature.



Yeah, you could buy one of those fancy foreign cars. But wouldn't you get tired of eating macaroni and cheese every night?

Think of yourself slouched there, alone every night, little saucepan in hand, sitcoms blaring, while you search your savings account for that one last penny of disposable income—and all for a car. Fortunately, you can put the pan down, because Saturn's newly designed sport coupe, the SC1, might just give you the better part of your life back—or at least a more upscale noodle. Saturn's most affordable coupe is propelled by the spirited but efficient 1.9-liter single-overhead-cam sequential-port fuel-injected engine—the

SATURN SC1

one with a wide stroke and bore, for more power early in the torque curve. The EPA is a sweet 28 mpg/city and 40 mpg/highway with a manual; 27 and 37 with an

automatic. The gist of it: The SC1 does what it's supposed to do—zip through traffic, sprint up hills, and charge down freeways—without making a pig of itself at the pump. The pristine, performance-inspired instrumentation puts all the gauges perfectly in sight-line, and the switches close enough to flick with a finger. And as always, the dent-resistant polymer panels are dressed to defy the most aimless shopping carts and feathered fowl, with a finish that's lustrous, wet-looking, and applied with the good earth's future in mind. As for the safety features, check out page 30. And then maybe your nearest Saturn retailer. (They may even have directions to a good Italian restaurant.)



They're just one more commonsense feature to make sure we can all see each other coming—even in the thickest environmental haze. Saturn's daytime running lights go on and off automatically with the key, and consume 35 percent less energy than regular headlights do.



Curious about how good Saturn's traction control system really is? Just start up on a patch of ice or round a curve in the rain, and our system will kick in to help your tires grip the road. (Available on every Saturn with anti-lock brakes.)



As you've probably heard, this year all cars sold in the U.S. must meet the standard known as Dynamic Side Impact—that is, they've got to prove that they have what it takes to fend off a broadside hit. The good news is, Saturn sedans and wagons already did their proving last season, in model year 1996, and now the new coupes are simply following suit. For you and yours, that means reinforced steel side pillars, added bracing in the car's hard underbody, specially designed door padding and interior trim panels, and one of the following: In the sedans and wagons you get strengthened rear doors, and in the coupes you get an extra crossbeam in the rear quarter panels.



With some 30 patents to its credit, our smart, electronically controlled, dual-mode, four-speed, automatic transmission executes shifts that are, arguably, as smooth as butter, regardless of road or weather conditions.



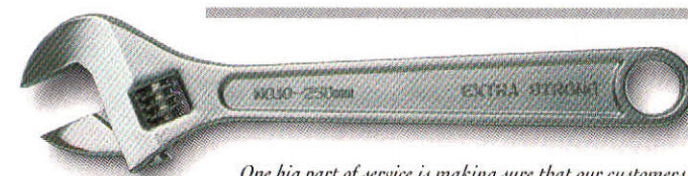


We don't normally put our cars on a pedestal. But it does make them easier for our owners to see.

To serve their community, the team at Saturn of Doylestown came up with Safety Day. The event included a fire engine, an ambulance, a local drug prevention association, MADD, crash-test dummies, safety seminars, and the police department—who did their part by fingerprinting and photographing kids free of charge.



What they're seeing isn't merely how the powertrain cradle mounts to the spaceframe, or how the stainless steel exhaust makes its way out of the catalytic convertor—though these revelations are certainly riveting. What they're really seeing is how broadly Saturn interprets the word *service*. It all started innocently enough. One service consultant stayed late to fix an ornery wiper blade, one got a hankering to deliver a car himself, and one got worried and raced to the owner's rescue ahead of the tow truck until, all at once, that's just how things were done. One after another, the thoughtful gestures mushroomed, much like the new-owner workshop you see going on to your left in Doylestown, Pennsylvania. We're not quite sure which one of our stores held the first such gathering. In Doylestown, Beth Beans-Gilbert tells us that her crew holds two workshops a month, each with about 80 people. Aside from making it a real learning experience, the service team also makes it fun—with balloons, pizza, and other festivities. Due west in Missouri, Mike Zarlingo hosts about 125 people each month. A fellow team member is also an opera singer and—yep, here it comes folks: She wrote an operetta about Saturn and performed it, along with a few

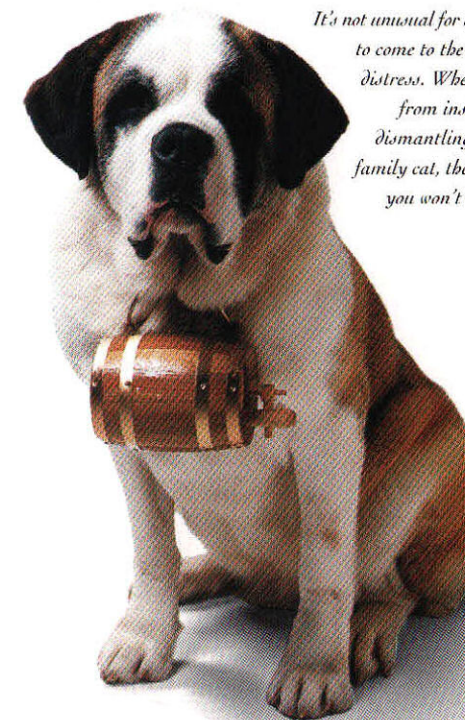


One big part of service is making sure that our customers are mobile—even people with disabilities. Through our Mobility Program, we reimburse up to \$1,000 and help find the right people to take tools in hand and outfit the Saturns appropriately.

other good-humored—if slightly off-key—consultants. According to Mike, it was an instant hit. Yeah, we know: You think we're a little kooky, don't you? There is a method to such madness. Please read on.

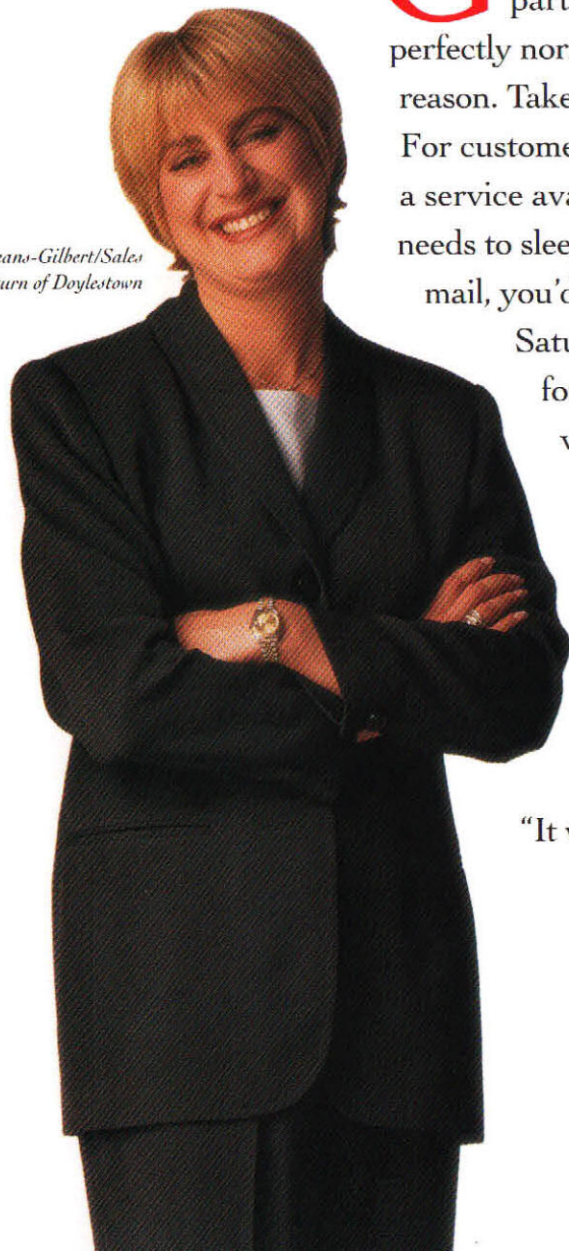


We bear that stuff like this happens all the time. A service consultant named Victor Claub returned a car to a customer working 40 miles away at the Treasury Department. He never told a soul. But she did. When we asked him why he did it, he said: "It just seemed like the right thing to do."



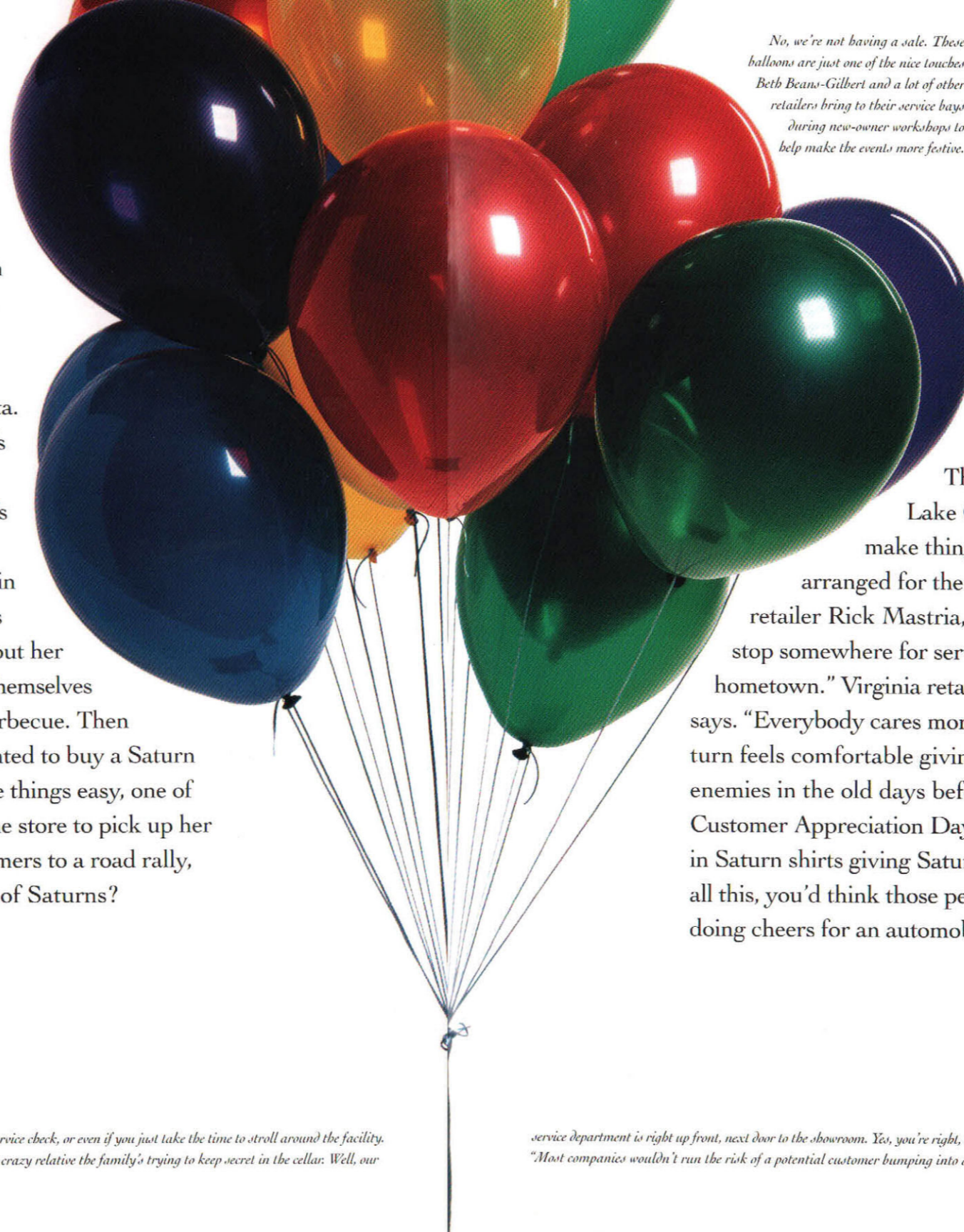
It's not unusual for a service consultant to come to the aid of an owner in distress. Whether rescuing keys from inside a locked car, or dismantling a dash to free the family cat, they come running so you won't have to go it alone.

Beth Beans-Gilbert/Sales
Saturn of Doylestown



Granted, for people who have never owned a Saturn, some of the things we do in the name of service may seem — well, how can we put it — a little over the edge, particularly for a car in Saturn's price range. But bear with us. These are perfectly normal, everyday, smart people doing things for one another — and for good reason. Take Wes Rydell and George Honiotes's three retail stores in St. Paul, Minnesota. For customers who need an oil change — quickly and without an appointment — there's a service available from Monday through Saturday. And if somebody's Saturn ever needs to sleep over, their team tries to locate a loaner car. Plus, if you ever read George's mail, you'd find all kinds of letters from customers saying how much they love their Saturns — not just after the initial purchase, mind you, but after they've come in for service. As George puts it: "People never used to talk about their cars this way." (Funny. Can't imagine why.) Down south a bit, Jackie Butler helps out her father, Jim, at his stores in St. Louis. Their service consultants took it upon themselves to write their own mission statement, sign it, and then celebrate with a barbecue. Then there was the day Jackie got a call from a couple in New York who wanted to buy a Saturn for their daughter, who was about to start college in St. Louis. To make things easy, one of the consultants greeted her at the airport and then drove her back to the store to pick up her shiny new Saturn. Is it any wonder that when Jackie invited her customers to a road rally, complete with a scavenger hunt and cookout, the park was chock-full of Saturns? "It was quite a sight," says Jackie.

Oh, there's one more thing we should point out regarding Saturn's attitude toward service. You'll notice it the minute you go back for a service check, or even if you just take the time to stroll around the facility. You know how a service visit usually works: The service department is either stuck off to the side, or tucked away in the back, like some crazy relative the family's trying to keep secret in the cellar. Well, our



No, we're not having a sale. These balloons are just one of the nice touches Beth Beans-Gilbert and a lot of other retailers bring to their service bays during new-owner workshops to help make the events more festive.

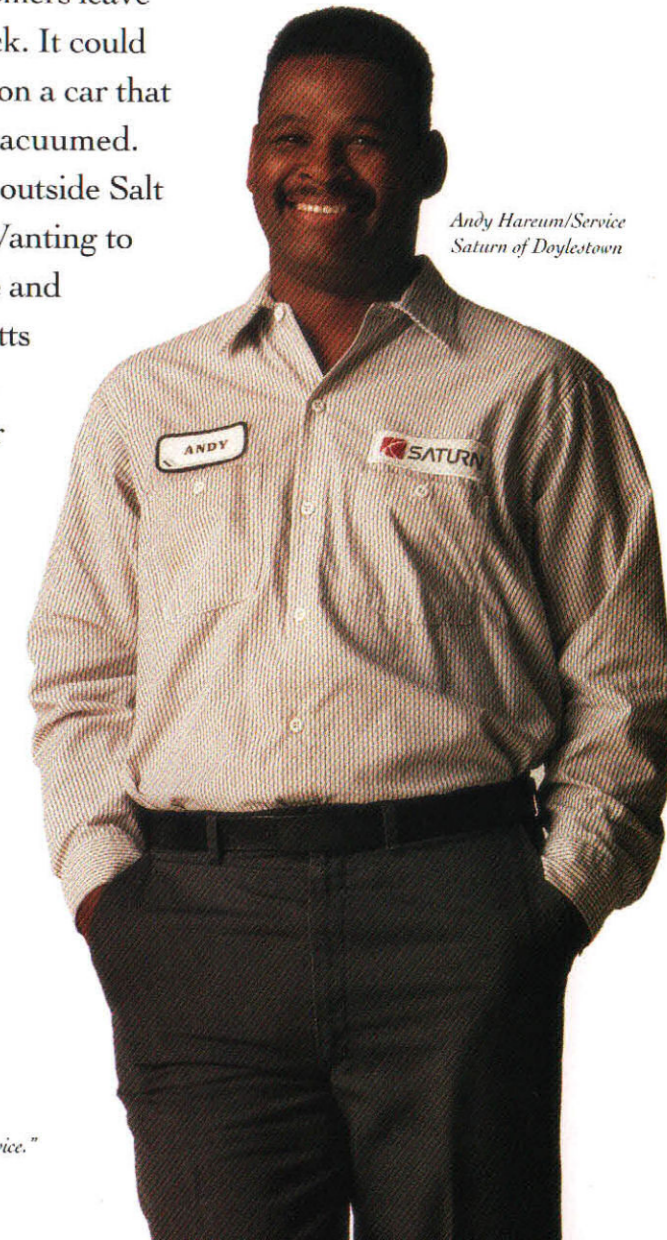
Out west in California, there are John Campbell's stores. To help keep his busiest customers happy, John started a mobile service van, which scurries off to their homes and offices. And when his customers leave their cars for service, they never know what they'll get back. It could be a flower, a sewing kit, a pair of sunglasses — not to mention a car that looks much better, now that it's been freshly washed and vacuumed. There's even an early story about a couple who had car trouble outside Salt Lake City, at that time 200 miles from the nearest Saturn retailer. Wanting to make things right in a difficult situation, John flew the customers home and arranged for the car to make it back, too. "The bottom line," says Massachusetts retailer Rick Mastria, "is that owners driving cross-country believe if they need to stop somewhere for service, they'll be treated the same way they were treated in their hometown." Virginia retailer Huddy Hyman agrees. "It's a very respectful system," he says. "Everybody cares more about everybody. The customer senses our honesty, and in turn feels comfortable giving honest feedback. We car dealers were our own worst enemies in the old days before Saturn." To express his gratitude, Huddy held a Customer Appreciation Day at Busch Gardens, an event that drew around 400 people in Saturn shirts giving Saturn cheers in the middle of the park. Now, if you hadn't read all this, you'd think those people were loopy, wouldn't you? A bunch of people in a park doing cheers for an automobile company? Who'd a thunk it?

service department is right up front, next door to the showroom. Yes, you're right, we're using our architecture to make a point — and a big one. As Georgia sales consultant Bill Devenie explains: "Most companies wouldn't run the risk of a potential customer bumping into an owner coming in for service. This just shows how much confidence we have in our ability to deliver good service."

It's not unusual for a Saturn store to see 80 people attend a new-owner workshop. What's impressive is to see them do it in frigid 15-degree weather. Believe it or not, they go home after a long day, eat dinner, and then brave the cold to come on in to the workshop.



Andy Hareum/Service
Saturn of Doylestown



When we built the SC2, we gave our engineers very simple instructions: "Okay kids, go nuts."

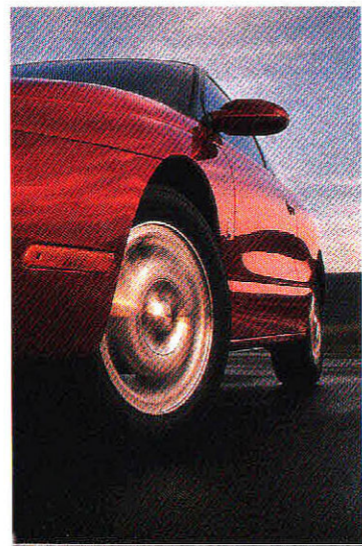
That made them happy—and no big surprise. The newly designed SC2 is our upper-level sport coupe with the all-out performance engine and the sport-tuned suspension—the car every engineer wants to sneak onto the test track and drive the living daylights out of. To heck with all those fancy computer simulations and algorithms—these engineers want to know how the new driving machine feels against their backside when it sweeps a curve, hugs a turn, or cruises flat out. So what's the verdict? Sleek styling makes it aerodynamic.

SATURN SC2

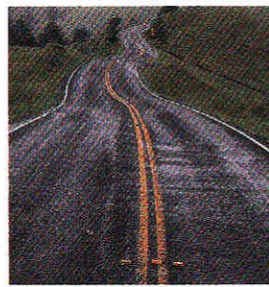
New sound-absorbing fibers in door cavities and seals make it quieter. A longer wheelbase works with the wide track to give a better grip on tight corners. And every bushing, shock, strut, frame, tire, stabilizer bar, and steering component that figures into the handling has been tweaked and retweaked. Which is great—as long as you don't get so caught up in sweeping, hugging, and cruising that you forget yourself and drive past the office. Hey, don't blame us if you're tardy. Blame whoever's jamming in the dash or back there on that trunk-mounted CD player. Tunes. Gotta have tunes.



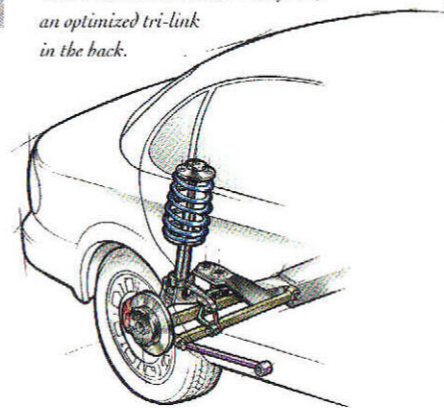
Naturally, we have all sorts of sophisticated computer equipment to assess your Saturn's vital signs before letting it out the door. But that's nothing compared to how we tested all the various components before we ever put them in. For the engine, more than 10,000 hours on a brutal dynamometer. For the transmission, 48 million accumulated shifts. For the keyless remote, the most grueling ordeal known to man or microchip—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 snowbound Kapuskasing, Canada.



Curvy roads are a blast to drive—unless your automatic is erratic. Not to worry. An elegant computer algorithm with a weird name—fuzzy logic—enables Saturn automatics to match the timing of the shift to the slope of the road, making all those climbs, curves, and descents remarkably fluid.



Heck to take on a few mountain switchbacks? We thought so. Saturn's sport-tuned, four-wheel independent suspension will help keep your tires gripping the roadway. True MacPherson struts in the front, an optimized tri-link in the back.



If you find yourself parked in so tight you need a shoeborn to slip out—don't lose it. Saturn's variable-effort power steering offers just the right touch of assistance for squeezing out of a cramped space or twisting down a country road.





The way we see it, there are used cars and then there are used cars.

Okay, okay. So a used Saturn isn't exactly a vintage 1956 Corvette with whitewall tires, composite body, and the legendary, small block V-8. But if you close your eyes for a minute, it just might feel like it. Because when you buy a used car from us—be it a Saturn, a Honda, or even a Jeep—our goal is to make the experience special. That's why when we created our own used car process (cleverly named *Used Cars from Saturn*), we—ever the contrarians—had to make ours a little different. It starts off like most, with a nice limited warranty. But then it throws a curve, beginning with an extremely extensive, 150-plus-point inspection that sniffs out everything from a dysfunctional EGR valve to an old cracker crumb lurking in the glove compartment. Then, just as with a new Saturn, the price is the price—no haggling. And finally, you get a 30-day/1,500-mile trade-in policy, plus three days to bring the car back if you change your mind. So far, it's worked out pretty well—except for a few customers who have trouble getting the hang of it. For instance, in Texas, Bill Leonard says his customers keep looking over their shoulders, waiting for somebody to pounce—or for the sales consultant to run off and ask some sales manager to drop the price \$50. Undaunted, however, Bill's team forges ahead, treating customers buying used cars just like customers buying new ones—spreading the Saturn philosophy and not worrying about who makes the sale.



*We promise not to pounce
when you walk in the door.*

You see, at Saturn, it doesn't really matter which sales consultant gets credit for the sale, or how much it amounts to. Nope. Once again, we had to be different.

Ever think about how Saturn's dent-resistant, rust-proof and oxidation-proof polymer body-side panels figure into the equation of a used Saturn? Quite nicely. They always look brand-new.



Just like a fine-tooth comb, Saturn's 150-plus-point inspection makes sure you get a car you can trust, and a good night's sleep.



For all those who love the rush of a good hairpin curve, but want to bring the kids, groceries, Fido, and the weed whacker along.



At Saturn, instead of struggling to attach parts to a car that's passing by on a conveyor belt, our factory technicians can move with the car, by riding on "skillets"—comfortable wooden platforms like the orange ones you see in the photo above. What's more, these skillets come with pneumatic lifts, which means the technicians can raise and lower the entire car to the height most ergonomically comfortable for them. The way we see it, the happier our team members are, the happier you'll be in the end.

The big challenge here? Design a wagon that packs like a minivan but sprints like a roadster. (That's stretching it a bit, but you get our drift.) To accommodate lifestyles, our engineers actually designed two wagons: the SW1, outfitted with the peppy and efficient single-overhead-cam engine; and the SW2, driven by our powerful **SATURN SW1 & SW2** dual-overhead-cam powerplant. Either way, if you walk around to the rear bumper, pop open the liftgate, and fold down the rear seats, you'll be looking at a bounteous 58.2 cubic feet of space—room for a 20-inch TV (still in its cumbersome cardboard box) or Fido in full canine sprawl. Walk back around to the front, slide behind the wheel, and get ready for a little surprise. Weighing in at about 64 pounds more than a Saturn sedan, the wagon delivers an admirably taut and nimble ride, with a suspension that's well tuned to manage such unpleasant interruptions as potholes, dips, bumps, or whatever else. And if you prefer driving an automatic, you're in for a bonus: adaptive gear modes (fuzzy logic and shift stabilization) that produce beautifully timed shifts on inclines, plus the sensitivity to compensate for wear and adjust to different driving styles. Who knows? With all this technology spiriting you to and fro, you may come to enjoy toting kids, dogs, and whackers. Just as long as there are a few good hairpins in it for you.



Saturn's Security System lets you unlock your door—driver's side alone, all doors at once, or the trunk—from as far as 50 feet away. If you see something suspicious, just punch this red panic button to make your horn honk and your dome light flash. And if anyone tries to start your car while the system is armed, the engine will be immobilized—for a good 30 minutes. (Or until you disarm it.)



The SW1 comes with our spirited 1.9-liter single-overhead-cam engine, a slightly different interior, one less map pocket on the seatbacks, and—oh yes, the cargo cover will cost extra.



Every car company has its family of dummies—from the big Papa ones to the wee baby ones. At Saturn, we use Hybrid III models, probably the most biofidelic (that means humanlike) and sensitive crash-test homo sapien look-alikes around. Besides us.



Ergonomics: a Latin term for "You know, it would be kind of dumb to put that knob over there."

Yes, we know, it sounds like a simple enough matter to position a car's knobs, gauges, and pockets.

But think about it for a second—considering all that has to go into it, the real estate around the driver is pretty darn valuable. Besides that, everybody's different. Take a cupholder, for instance. It had better be just as good at holding one of those itty-bitty coffee cups as a fat liter of pop. See? It's tougher than you thought. But then, so are our designers. In fact, they're sort of like tenacious terriers—once they sink their teeth into something, they won't let go. For you, that translates into this cool thing they call "the centerpod"—one place where you can quickly twist, turn, or push all your heater switches, stereo buttons, and other various knobs. Next comes cruise control, which you can flick with a finger—middle or index, the choice is yours. Then a broad field of vision—thanks to the nice arc of the roof, the wide windshield, the tall

windows, and a slightly elevated driving position. And there are a few other well-thought-out features—sporty seats with good support for the hips and shoulders; rear seats that split 60/40 to hold an assortment of people and packages; a wide cargo opening; a very big glove box; cubbyholes galore; and, last but not least, two cupholders. Or four—if you're really thirsty and decide to buy one of our new coupes. Anyway, we don't think we did anything dumb. But the only way you'll know for sure is to give us a sit.

If you're into leather, you'll go crazy for this option. It comes on the seats, the steering wheel, the gearshift knob, and the parking brake handle—in black on the SC2; grey or tan on the SL2, SC2, and SW2.



Whatever your dimensions, you'll be sitting pretty and comfortably with us. Simply adjust the height, angle, and lumbar support to your favorite cruising position. (SL2, SC2, SW2 only)



Keep yourself cool and the good earth's ozone layer intact, by opting for Saturn's air-conditioning system—which, of course, uses a CFC-free refrigerant.



The top-of-the-line Saturn stereo is a four-speaker system with a CD 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. (Works quite nicely with one of your retailer's accessories—a trunk-mounted 12-disc changer.)



If you're about to read the next four pages, our relationship must be getting serious.

COLOR COMBINATIONS

LEATHER



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

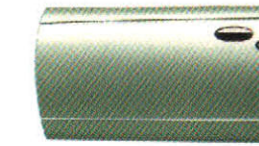
FABRICS



Black Gold



Dark Green



Light Green



Purple



Silver



Copper



Gold



Medium Red



Red



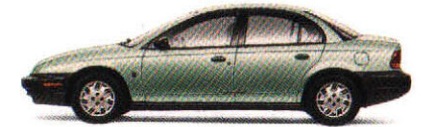
White

COLORS

SL



SL1



SL2



SC1



SC2



SW1



SW2



1997 MODELS

*SW2 available with grey or tan only.

Yes, we even have ways to make a different kind of car different.



This special trunk-mounted, 12-disc CD changer stores all your favorite traveling tunes so you can hear them, but bandits can't see them. It works with Saturn's AM/FM stereo cassette or AM/FM CD player, both with graphic equalizer. (All models but the wagons, which of course have no trunks.)



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. (All models)



Color-coordinated to look nice beneath your toes, floor mats come in tan, black, or grey—all to help protect your pretty carpets from splashes, spills, and muddy shoes. (All models)



Hate to get muddy? Well, check out our nice new splash guards—a fancy name for good ol' mud flaps. (All models)

ACCESSORIES



Not only will this tough, stretchy, Lycra® net keep stuff from sliding around in your cargo area—it'll 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. (A single-panel version comes standard on the wagons.)



If you want to make sure virtually no wind sneaks in through your open sunroof, you can buy this wind deflector. Made of translucent high-impact polymer, it's downright spiffy. (All models except the wagons and the SL.)



Worried about your pretty nose? This front-end cover is the perfect bib to shield that snout from flying critters and loose gravel. (All models)

Keep your Saturn under wraps with this four-layer, moisture-resistant, Evolution® 4 car cover—which actually breathes to help keep your finish snug and dry, whatever the weather. (All models)



This corrosion-resistant, aerodynamically styled, and 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. (For wagons only)

OTHER AVAILABLE ACCESSORIES	
Item	Availability
Cruise control	All
Passenger-side mirror (manual)	SL only
Saturn Security System	All*
Touch-up paint	All
Car care kit	All
Driver-side vanity mirror	All
Cargo cover	SW1 only
Engine block heater	All
Wheel lock nuts	All

*Not needed on '97 models with factory-installed Saturn Security System. The retailer-installed accessory differs from the factory option package listed on page 30.



You may be wondering what this little critter is doing on the back of your brochure. Well, he's been with us every year and we've kind of grown attached. What's his point? He's the only mammal we know of with body armor, and we're the only auto manufacturer we know of who uses extensive dent-resistant thermocet-plastic body-side armor. Now how could we leave him out?



A DIFFERENT KIND *of* COMPANY. A DIFFERENT KIND *of* CAR.

© 1996 Saturn Corporation. All rights reserved. No portion of these materials may be reproduced, stored or transmitted without prior written approval of Saturn Corporation.
100 Saturn Parkway, Spring Hill, TN 37174. For general information about Saturn, call 1-800-522-5000. Look for us on the Internet at <http://www.saturncars.com>. SAT97FL 7/96