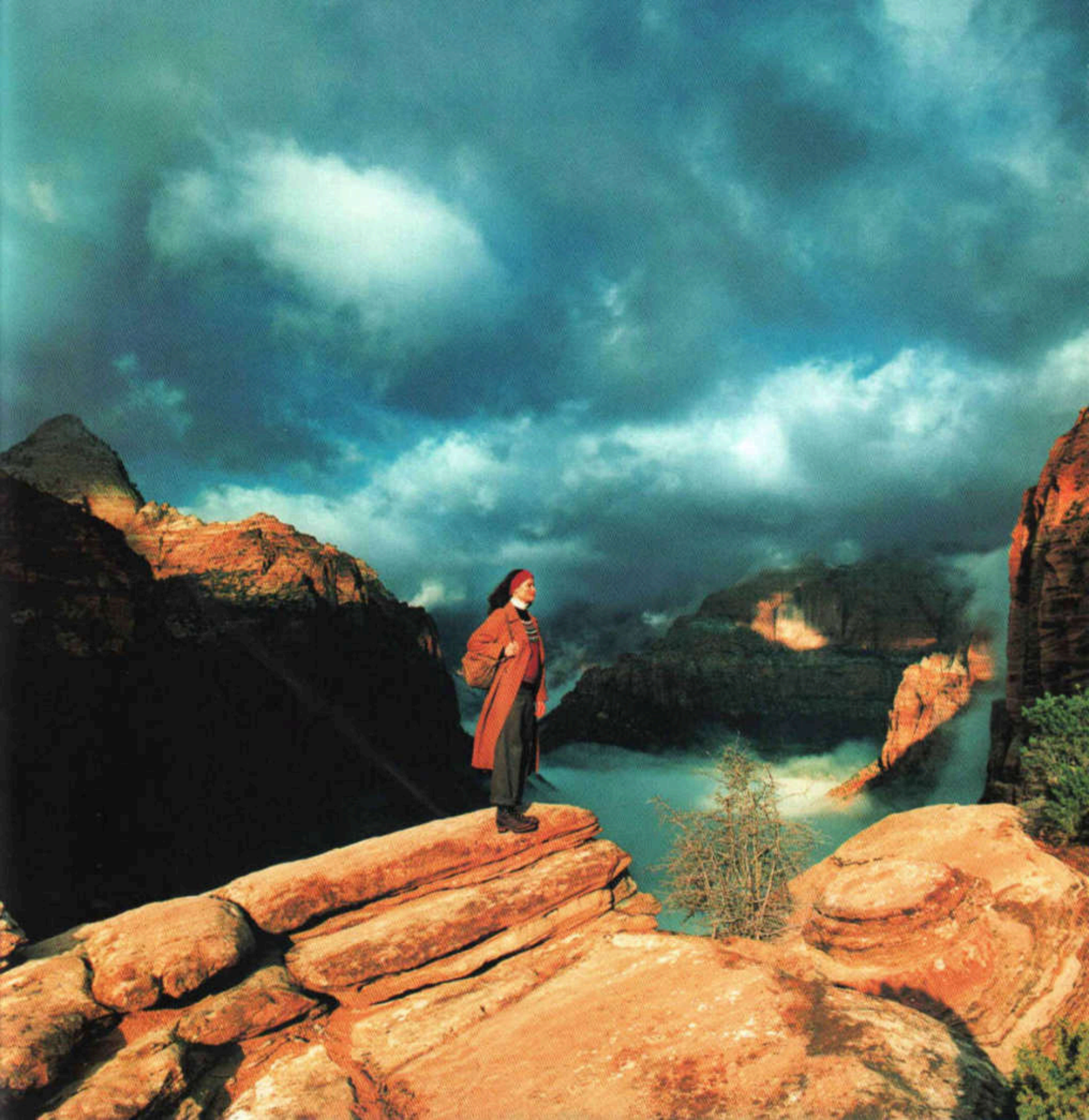
A woman in a red coat and hat stands on a rocky cliff, looking out over a valley. The scene is set against a dramatic, cloudy sky. The text is overlaid on the image.

And, one day, we set out on it to build a rather unusual car company. The first one built from scratch in just about as long as anyone could remember. We didn't have a map, or road signs, or any kind of directions at all.

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On the road ahead, all we had were people—union workers and managers—who'd never been partners before. On the road behind, all we had were folks saying, "Good-bye," "Good luck" and "You'll probably never get there." To make matters worse, the "there" we were trying to get to wasn't a place. It was an idea. Which is something very different from a place, and almost impossible to get to. But then, one day, a factory went up. And people's spirits went up with it. Soon, ideas went in one end and cars came out the other. "They thought we'd never get here," someone said. But then, the funniest thing of all happened. We realized there was more road. And so, we continued on our way. And it led us here.

The next big thing from Saturn.



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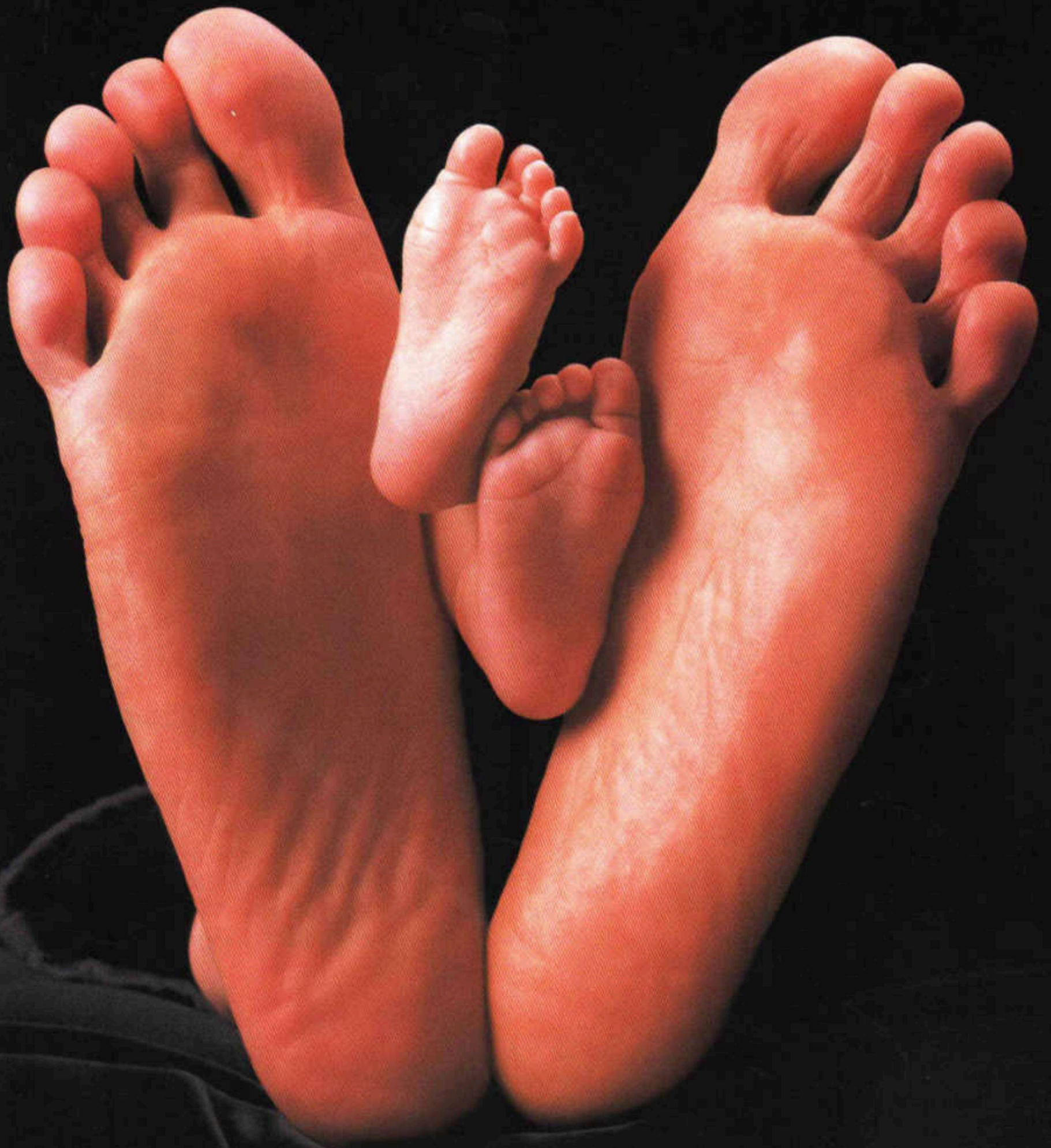
Introducing the L-Series. A bigger Saturn.



L-Series Sedans

LS2

Over the years, you've gotten to know us pretty well. The friendly car company. Smart, sincere, straightforward. Well, we're still all those things. But these days, we're also something more. Because with the arrival of our five new L-Series sedans and wagons (the LS2 sedan is shown above), you have a lot more choices about what kind of Saturn you want to drive. There's more trunk space if you need it. More power, with a 2.2-liter, 4-cylinder or 3.0-liter, V-6 engine. And a few unexpected luxuries, like optional heated leather-trimmed seats and an ear-pleasing, eight-speaker audio system. Of course, not everything has changed. Saturn's polymer panels will continue to prevent dents and dings, and our reinforced steel spaceframes are still some of the smartest structural designs around. Sure, the bigger, more powerful Saturns might take a little getting used to. But that, in our opinion, will be the fun part.



“Most great cars in history reflect the personality of one person. In our case, that person just happens to be the consumer.” We said that 10 years ago, and it’s the same kind of thinking that went into the new L-Series.



You don't need a big family to drive a wagon. Sure, we can all laugh about the wood-paneled dinosaurs from years past, but as you can tell from the photo above, the L-Series wagons are a far cry from the old cruisers. What you won't know until you take one for a test-drive is that the LW1 and LW2 are sporty and athletic—more coupe, less minivan. That's because we bundled our 137- and 182-horsepower, dual-overhead-cam engines with precise, surefooted handling. Getting space, control and power, however, doesn't mean leaving reality behind. Because every Saturn is designed to be one of the most economical cars you can own, with low fuel and maintenance costs.

L-Series Performance



You're heading into a curve. You turn the wheel and lightly press on the accelerator. The engine responds, the chassis feels solid, and you've got that in-control, one-with-the-road feeling. But you don't have to drive the back roads to appreciate the L-Series. You might simply like the way the cars look just sitting in the driveway.



L-Series Performance

Naturally, a bigger car needs more power. So let's talk engines, horsepower and transmissions. The LS, LS1 and LW1 come with a 2.2-liter, 137-horsepower, dual-overhead-cam engine that has plenty of torque to get you up to speed and past 18-wheelers on the highway. The LS2 and LW2 are equipped with a 3.0-liter, 182-horsepower, dual-overhead-cam V-6. Beyond adding sheer muscle, we designed both engines to work seamlessly with their transmissions, to make the most of available horsepower. So whether you're driving the five-speed manual or four-speed automatic, you'll get crisp, quiet shifting and high-level responsiveness. Plus, L-Series transmissions use fill-for-life technology, so they're practically maintenance free.



L-Series Handling





If every road were smooth, suspension systems wouldn't be all that important. But let's face it, in most parts of the world, potholes, dips and cracks are the norm. And so, we set out to design a suspension system that could take the sting out of asphalt's imperfections, without making you feel out of touch with the road. Thanks to front and rear stabilizer bars and gas-pressurized shocks, you get a balanced ride that's neither too stiff nor too spongy. The details: MacPherson struts up front and fully independent multi-link suspension in the rear, mounted on subframes designed to reduce road noise and vibration.



Ten years ago, we traveled a little bit lighter. Maybe you did, too. Since then, we seem to have accumulated a lot of, well, stuff. Maybe that's why our L-Series comes with so much cargo space. Of course, how you choose to fill the space is entirely up to you.



Just look at all that cargo space—71.3 cubic feet with the rear seats folded down, to be exact. We can't blame you for thinking, "Hey, I don't need that much room." In which case, you might want to recall the last time you tried to fit five passengers and all their luggage into one car. But it's not just our wagons that are so accommodating. Our sedans have 17.5 cubic feet of trunk space—more than any other midsize car. We also made the L-Series sedans and wagons easy to load. It may seem like a little thing, but when you're trying to put suitcases, bags and boxes back there, it means a lot.





Go ahead, spend a whole day in the driver's seat. Ours are specially designed to be comfortable even after a thousand miles of road. (Just ask our hardworking test-drivers.) Now, if you want to be truly indulgent (or simply want to take the chill off a winter morning), you might give our optional heated leather-trimmed seats a try. Then there are the extras that come standard with every L-Series car except the LS base model: power windows and doors, remote keyless entry, cruise control, chrome and woodgrain interior touches, and dual heated exterior mirrors. Our favorite feature of all? Well, while the air conditioning with the dust and pollen filtration system *is* great, we really love the impressive, true-to-life sound you get out of the eight-speaker audio system. After all, every drive should have an inspiring sound track.

L-Series Interiors



Here at Saturn, we've always been open to new ideas. And, over the years, we've learned an important lesson—namely, innovation rarely comes from a single person or a single source. So when we had the opportunity to work with engineers from companies like Opel, Lotus and Saab, how could we refuse?



L-Series Development

The idea of building the L-Series started with just a few Saturn team members, the kind who like to shake things up a bit. But as the project grew, we thought it would be interesting to try something new: involve ourselves with engineers from around the world. Locating the right people took a bit of legwork, but eventually, we assembled a global team of powertrain, safety, durability, chassis and manufacturing experts. Designs were drafted and prototypes built. Then the testing began: in extreme heat and brutal cold, on test tracks and city streets. And where did we wind up? With a line of cars that combines agile European performance and Saturn smarts.



For Saturn team members working on the L-Series, life became a whirlwind of activity for a solid two years. Because we were working closely with our counterparts at Opel, flights to Frankfurt became nearly as common as trips to the grocery store.

Considering the time she spent working on the L-Series in Germany, it's no surprise that Saturn Manufacturing Engineer Julie Menendez nearly became one of the family at the hotel where she stayed. The staff there threw her a birthday party two years running and has unofficially named a suite in her honor.

To check out ABS with Traction Control on the new L-Series, we drove up to Arjeploeg, Sweden, where winter daylight is in short supply, temperatures dip to an arctic 30° below and frozen lake beds are a dime a dozen. Our plush accommodations: small huts with very hardworking electric heaters. Brrrrrr.

In the end, L-Series test-drivers had logged more than one million miles on the odometer in the blazing hot Australian Outback and frosty Kapuskasing, Canada. If there's a better way of putting all of our cars' components and systems to the test, we have yet to find it.



A diverse group of people, including men and women of various ages and ethnicities, are gathered around a large red sign. They are all smiling and cheering, with many raising their fists in a gesture of excitement or triumph. The background is a plain, light-colored wall.

INSPIRATION POINT

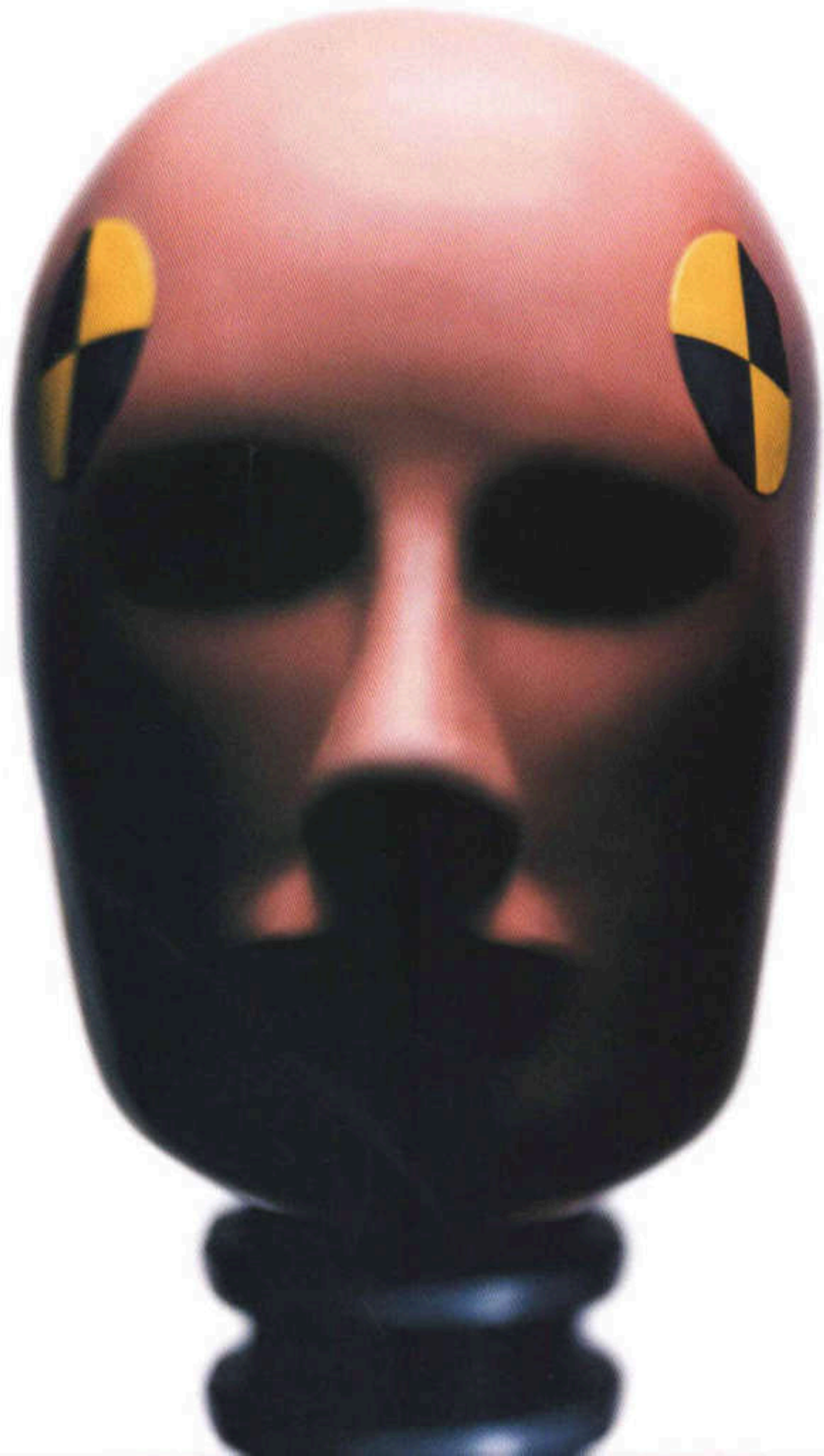
 SATURN 



Our roots will always be in Spring Hill, Tennessee. But when it came to building the L-Series, we knew it was time for us to grow, and even open a plant in another state. Exciting, yes. Scary, definitely. But compared to the leap of faith we took when we first started this company, it didn't seem so daunting. After all, our philosophy has always been that the best cars start with the basics: smart people, teamwork and innovative ideas. Here at Saturn, we're fortunate enough to have all three. But don't take our word for it. The only way to know for sure is to road test the new L-Series for yourself.

Partnership







It doesn't matter whether it's an L-Series or S-Series car. If it's a Saturn, engineers (not to mention our extended family of Hybrid III crash-test dummies) have been hard at work, ensuring that all our cars are well equipped with lots of safety features. For instance, every car we make uses spaceframe construction, and has side-impact door beams, crumple zones, daytime running lamps, anti-submarining rear seat ramps, child-safety seat top tether anchors and Reduced Force Air Bags.* For an added measure of control, you can also choose optional ABS with Traction Control on any Saturn. After all, we want to help make sure you're still safe, sound and driving a Saturn for many years to come.

Safety

*Always use safety belts and proper child restraints, even with Reduced Force Air Bags. Children are safer when properly secured in a rear seat. For more Saturn safety information, see the enclosed L-Series and S-Series specification brochures.

Just as a road can carry you forward, to places you've never been, it can also lead you back, giving you not only the opportunity to view past accomplishments in a new light, but the chance to enhance them as well.



And so the day came when our two millionth car rolled off the line. We stopped what we were doing to take a look back on the distance we'd come. Over the years, we'd changed the way union workers and managers teamed up to produce cars. We'd changed people's attitudes about the car-buying experience. We'd even changed their attitudes toward car companies in general, as we tried to become the best-liked car company of them all. You'd think we would've been content for a while. But, no, that wasn't about to happen. Someone spoke up. "You know, we've done a lot we can be proud of. But I've been thinking . . ." And the spark ignited, and eventually it brought us here.

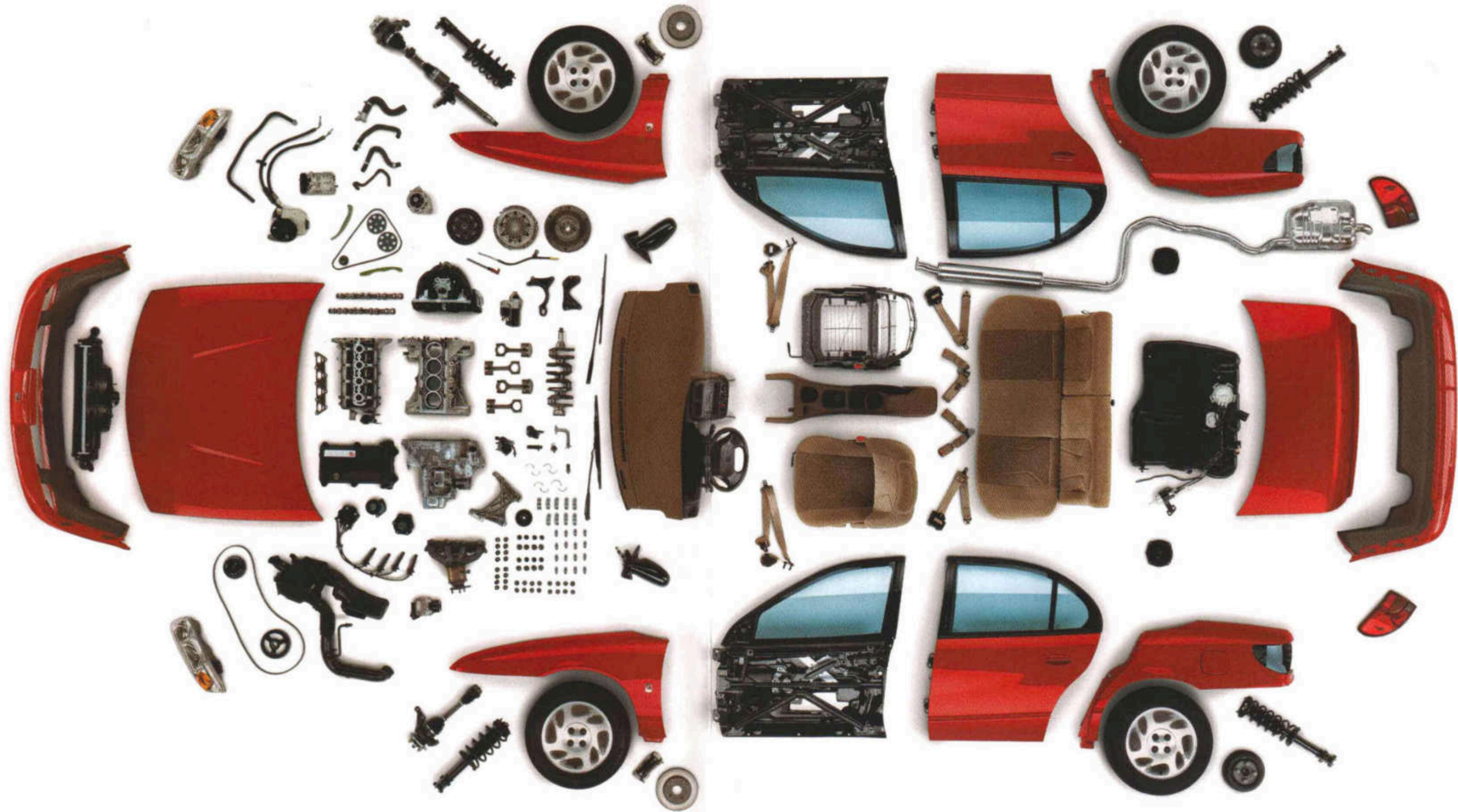


The new, thoughtfully redesigned S-Series.



What transforms our philosophy of “Continuous Improvement” into a reality is simple. It’s dedicated, curious, resourceful, hardworking, talented people. People who never stop thinking there are newer, better ways of getting things done.

S-Series Refinements



One of our goals this year was to make our cars more user-friendly than ever. The result, as you'll see over the following pages, is an S-Series with hundreds of refinements and over 1,000 new parts. We hope you like it.



One trip through the Rain Room lets these guys know their cars can handle everything from a light drizzle to the occasional hurricane. (Left to right: Daniel Thayer, Daniel Wood, Annette Eberly, Carla Andonegna, Frederick Cowey, Thomas Downs.)



With an exterior this water-resistant, maybe the horn should quack. Thanks to what we call a waterborne paint system, every one of our cars comes with a shield that helps protect against such forces as rain, tree sap and the occasional dirty bird. On the technical side of things, it also works in conjunction with our dent-resistant polymer panels to help your car look new longer. Of course, as long as we're admiring the exterior of this sedan, let's not overlook the upswept bodyside styling—one of several design features from the very first Saturns, now being reintroduced 10 years later.

S-Series Exteriors



There're a lot of stories out there about Saturns being truly unlike any other cars on the road. We believe this to be the result of extreme user-friendliness. Take the handsome SL2 sedan featured above. On one hand, its 1.9-liter, 124-horsepower engine features torque-heavy tuning that provides plenty of power throughout the entire rpm band. On the other hand, the engine's efficient, delivering terrific city and highway gas mileage. Add in its precision handling and variable-effort power steering, and you can see why people have been talking. (By the way, did you catch those handsome reflector-optics headlights and wraparound tail lights? They're just a couple of the distinctive design elements being featured on the new S-Series.)



Our Interior Design Team never seems to have a problem getting comfortable. Climb inside a new S-Series and you won't either.
(Left to right: Glenn Henige, George Strand, Lynn Rossi, Dennis Dwyer, Tonya Gibson, Christopher Shortridge.)



S-Series Interiors

One of the chief reasons the S-Series is so much fun to drive is its interior. And we don't mind saying that our customers have had quite a bit to do with that. From letters to postcards to phone calls, they've brought plenty of good ideas to the table over the years. The result is a comfortable new interior space that redefines the term ergonomic. Features range from six (count 'em, six) cupholders and easy-to-read instrumentation to handy controls in the center console and an "Oops, I left the parking brake on" warning chime. All in all, you'll find the S-Series loaded with really good, really intuitive ideas.

S-Series Wagons



SW2

Something we've always set out to do here at Saturn is build reasonably priced cars that deliver exceptional performance, dependability and value. And over the last 10 years, we like to think we've found some pretty remarkable ways of doing that. A sophisticated spaceframe, front and rear crumple zones, and five-mph bumpers are just a few of the things we've come up with so far. This year, you'll find your Saturn equipped with a bunch of new safety and security features—among them a theft-deterrent mechanism that keeps your car from starting by disabling the fuel system should somebody try to force or tamper with the ignition. They join our remote key fob,* which lets you unlock your car from up to 30 feet away, and a panic button that signals you're in some kind of trouble. Sound like your parents? Relax, they're just some of the safeguards on S-Series and L-Series models.

*Not available on SL.



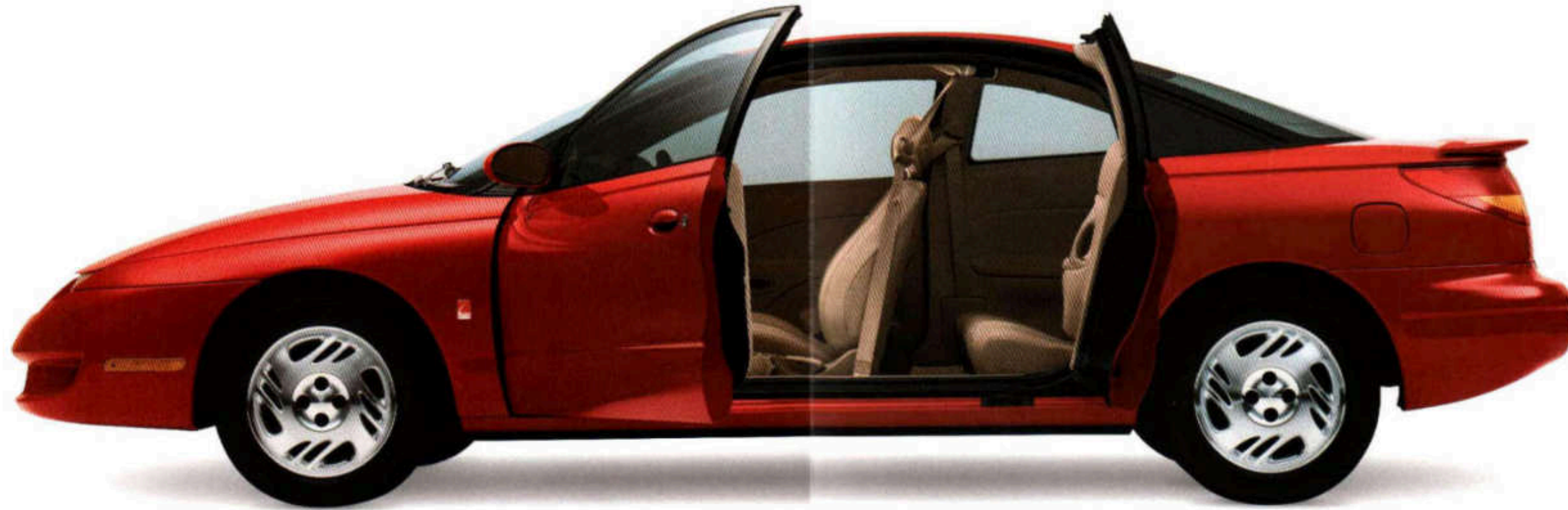
Considering how much fun these engineers and designers had developing our torque-heavy tuning, it's no wonder the S-Series is so enjoyable to drive.
(Left to right: Mike Richardson, Brad Cabrew, Ronald Mario, Paul Kapa.)



S-Series Performance

When you've got some of the smartest cars out there, that must mean you've got some of the smartest people as well. (At least that's what the group on the left likes to think.) All kidding aside, the technology behind our optional 30-patent, four-speed automatic transmission is so smart it'll actually adapt itself to your personal driving style. Its advanced uphill/downhill grade logic can contribute to exhilarating mountain driving. And there's a sophisticated algorithm (remember advanced math in high school?) that uses the way you drive to determine exactly when to inform you it's time to change the engine oil. Of course, all the usual Saturn under-the-hood ingenuity—including see-through fluid containers, color-coded dipsticks, and quick-change filters and spark plugs—is still there, too. We encourage you to pop open a hood and take a look.

Three-Door Coupe



SC2

The first thing you'll probably notice when you get inside a new Saturn coupe is how you actually get inside it. The secret lies in the third door (the world's first). If you've got stuff to load, it's bound to be your best friend. Once inside, you'll quickly discover why our coupe is the perfect blend of functionality and sportiness. There's a peppy, 1.9-liter, dual-overhead-cam engine, complemented by a five-speed manual transmission* with a new self-adjusting clutch for easier shifting. A four-wheel independent suspension gives you precise control on twisting, turning roads. And the SC2's plush, leather-wrapped steering wheel and new, sweeter-sounding audio system will have you feeling so satisfied you may not want to pull over long enough to refuel. Although when you finally do, people will surely stop to admire the spoiler and foglamps—standard on every SC2. So, go ahead. Grab a friend and maybe some bulky cargo for good measure and take a spin.

*Automatic transmission also available.



Though the road has carried us to many new places, some things haven't changed a bit: our concern for the natural environment, deep commitment to our communities, respect for our business partners and high regard for the people who own and drive our cars.



Environment

It seems like we're always busy planting seeds of one kind or another. We're partnered with the University of Tennessee in a land-use program that has us reintroducing thousands of native trees and shrubs to our Spring Hill grounds. At the same time, we're involved with the school and the EPA in developing software for car designers that informs them how friendly or unfriendly the materials they're considering may be to the environment. Activities like these and ongoing efforts to reduce plant wastes (we reclaimed 85 percent of the total waste we generated in building last year's cars) grow out of our desire to lend Mother Nature a hand whenever we can.

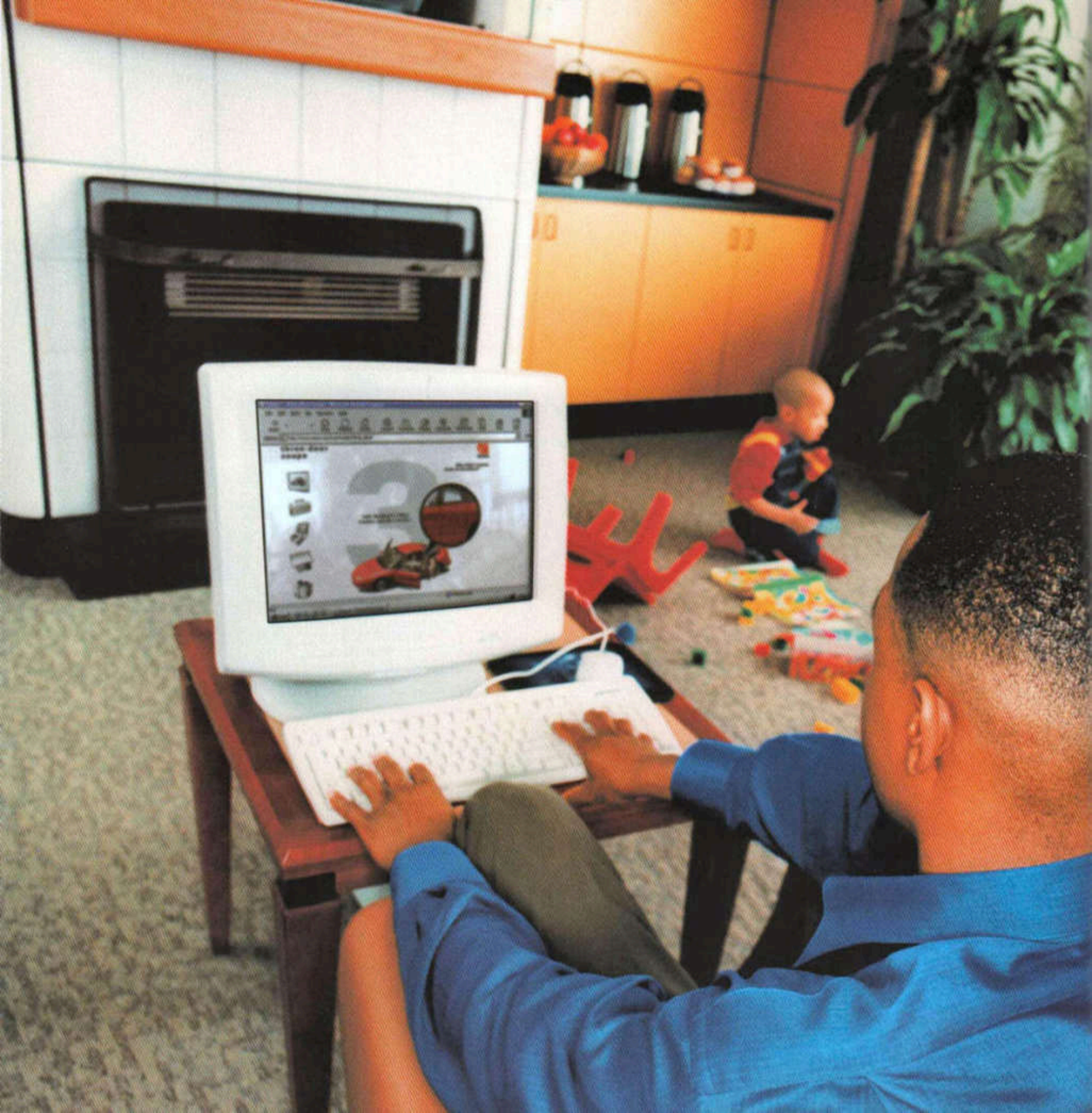




Community

When it comes to teamwork, we try our best to practice what we preach. It might be cosponsoring a low-cost Habitat for Humanity house with UAW Local 1853 in Columbia, Tennessee—a house otherwise out of reach for a deserving family. Or working with UAW Local 453 to help people in Wilmington, Delaware, master basic reading skills. Or joining with concerned citizens to rebuild ballparks in the Baltimore area. Or maybe raising funds to send kids with disabilities from all over the country to Camp Fish Tails up in Bay City, Michigan. All of these fit in well with the business of selling Saturns. We make sure of it.







We all know there's no place like home. But that's not to say you won't feel cozier the next time you visit your Saturn retailer. That's because the Study—a friendly environment where you can relax or do some business while your car's being attended to—will soon be appearing at new retailers and shortly after at existing ones. It features desks with phones and computer hookups—plus refreshments, a TV, reading chairs and a library area for online research. In some Studies, you'll even be able to warm your feet in front of a fire or check out an aquarium full of exotic fish. Who knows? You may start dropping by your Saturn retailer *between* oil changes.

Retailers



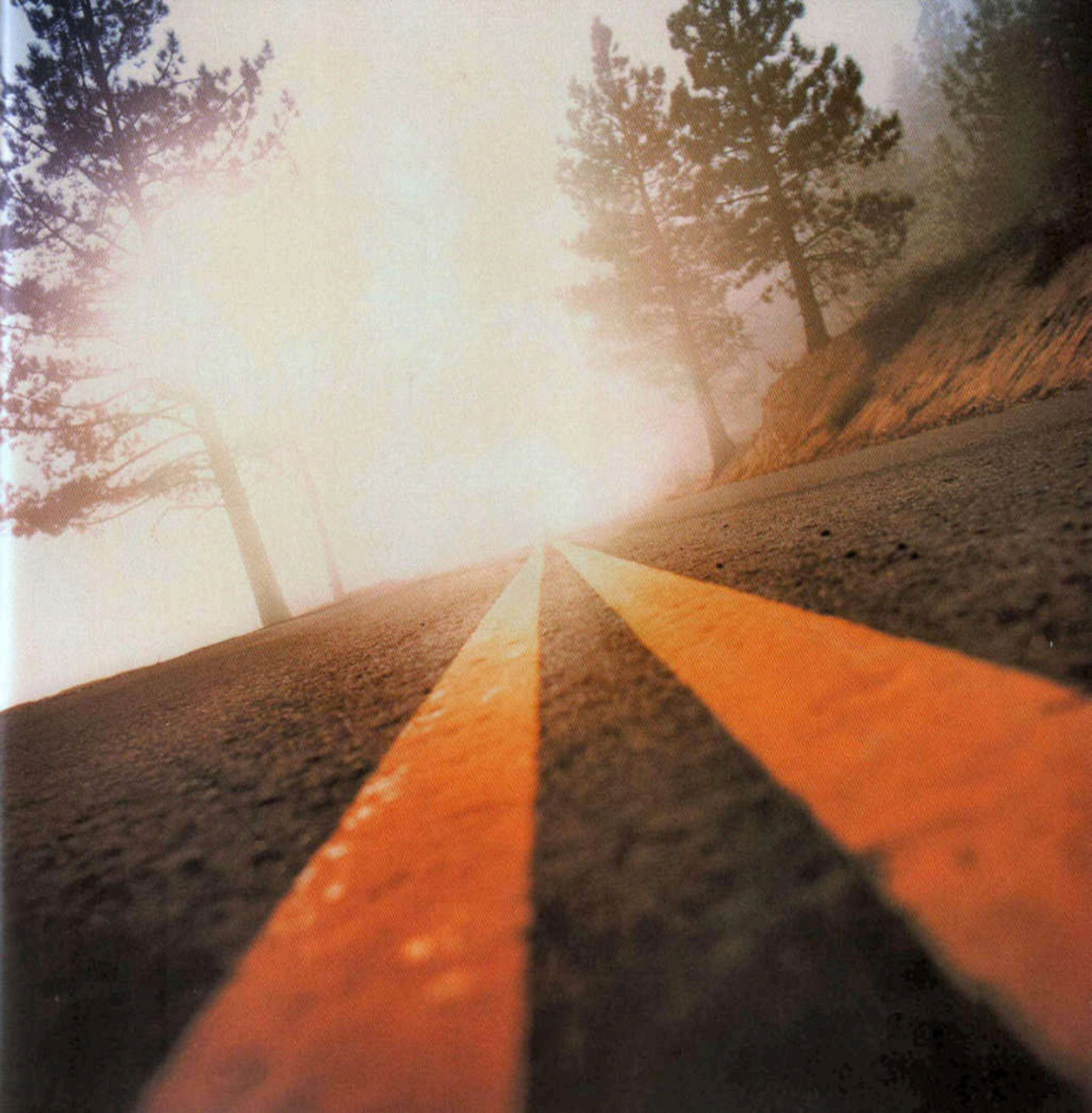
Homecoming

It's more than a big party. It's as good a way as any to sum up our unique relationship with the folks who've taken their Saturns to heart. It's Homecoming, our tribute to Saturn owners, which features plant tours and test-drives, entertainment, games, sports, and rides. What other car company would try to bring thousands of people together—people with maybe nothing more in common than their cars—for a weekend celebration? With festivities at Spring Hill and various retailers across the country, Homecoming says loudly and clearly, "We're sure happy to know you."

Saturn
Homecoming



Ahead, a road stretches to the horizon, a road promising challenges and satisfactions alike. It's the same road we chose when we began 10 years ago, and it's beckoning again. One thing is certain—our journey's far from over.







A Different Kind of Company. A Different Kind of Car.

Visit us at www.saturn.com.

For more information on us or our cars, please call 1-800-522-5000.

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