



To hear some people tell it, buying a Saturn was kind of nice.



Neither snow, nor rain, nor gloom of night can keep a Saturn owner from telling us how much they enjoyed buying their car. That's right, enjoyed. Although words such as "elated" and phrases like "I can't tell you how pleased" are often substituted, we figure they mean enjoyed just the same. What we can't figure, however, is why this is anything to write home about. After all, when we first started selling Saturns we figured we'd just treat people the same way we would want to be treated ourselves. It's an experience rooted in common courtesy more than anything else. Yet apparently, it's an experience that is not all that common. Or so we've been told. And told. And told.



THE 1997 SATURN SL

I ♥ SATURN

Not every letter we get comes via the mail. A lot of it comes via computer. If you haven't visited the Saturn Internet site, you might want to give it a try. It's a great way to learn about Saturn and the cars we're building this year—like our new coupe.

Dear Saturn,

One of the nice features of owning a Saturn is our Customer Assistance Center.

Thank you for

Got a question about your car? Interested in finding your nearest Saturn retailer? Want

the Wonderful Way

directions to Spring Hill? Operators are standing by. Actually, they're sitting, but what the hey.

you treated me.

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

This 1997 Saturn SL has an M.S.R.P. of \$10,995, including retailer prep and transportation. Of course, the total cost will vary seeing how options are extra, as are things like tax and license. We'd be happy to provide more detail at 1-800-522-5000 or look for us on the Internet at <http://www.saturncars.com>. ©1996 Saturn Corporation.