The T₁₋S₀ absorption spectrum of gas phase 1,3-butadiene was recorded over the region from 20,500 to 23,000 cm⁻¹ using cavity ring-down spectroscopy. The origin is located at 20,777 cm⁻¹, and several vibronic bands are observed. These bands are assigned to vibrations of a planar triplet structure based on Franck-Condon calculations. This structure has been calculated to be about 3 kcal mol⁻¹ higher in energy than the twisted structure, in which one CH₂ group is oriented perpendicular to the plane of the rest of the molecule. A two-dimensional torsional calculation involving the rotation of the two terminal CH₂ groups suggests that the planar structure is located in a shallow minimum at the top of a barrier between two twisted structures.