YOUR KIND OF LUXURY.

What matters is what matters to you. Defined by you. Enjoyed by you. And that’s why we say, “come as you are.”

This is not luxury as you have always known it. Defined by you. Enjoyed by you.
Allow us to introduce the Regal GS, the newest member of our family. Joining Regal and Regal Turbo, it boldly announces its arrival with signature front and rear styling. The front features vertical air intakes and the rear integrated dual satin-metallic exhaust outlets. Rocker panel extensions and a rear spoiler complete the unmistakable GS persona. Slip inside and "racing-inspired" fills your thoughts. Shift into gear and suddenly you remember a lot of places you've been meaning to visit. It's all possible in the Regal GS.

Regal GS available fall 2011.

Raise your expectations. Foot it won't take long for Regal to lower your right foot.
Enter Regal GS and you’re instantly focused on the driving experience. You’ll find its controls and gauges put you in the perfect position to command performance. It also features sport steering wheel and metal pedals, along with leather-appointed 12-way power-adjustable driver and front passenger seats (including four-way power lumbar support)....
WE’VE BLURRED THE LINES.

Built on the sport-injected foundation of Regal, Regal GS is designed to be your luxury sport sedan. Its performance comes from a high-output ECOTEC 2.0L turbocharged DOHC Variable Valve Timing (VVT) engine with direct fuel injection. The engine delivers 270 horsepower and 295 lb-ft of torque. A 3-inch diameter exhaust system reduces backpressure for better breathing, allowing the turbocharger to produce higher boost pressure without compromising efficiency or durability. It’s paired with a silky-smooth 6-speed manual transmission (a 6-speed automatic will be available early 2012). Transferring its power to the road are 19-inch five twin-spoke alloy wheels. For even more fun, 20-inch wheels are also available.
Regal GS and Regal Turbo's class-exclusive Interactive Drive Control System offers two driver-selectable modes that adapt to your driving style by adjusting suspension, steering and automatic transmission (when equipped) in real-time to personalize your driving adventures. In Regal GS, select the GS mode and your ride becomes dynamic and highly responsive. It optimizes GS's stability at high speeds for spirited driving, recalibrating the suspension and steering to handle tight curves.

To handle the increased horsepower of Regal GS, we created the HiPer (short for High Performance) Strut Front Suspension. The most significant attribute of HiPer Strut is what you don't feel. Torque steer is minimized (when steering pulls to one side during full acceleration); the normal tugging and vibration felt through the steering wheel on rough roads is significantly reduced. You experience a smoother, controlled and balanced driving experience in dry and wet conditions, giving you a direct feel of the road. GS also features high-performance Brembo front brakes for controlled stopping.

You love your favorite roads, too.

YOU LOVE YOUR FAVORITE ROADS.
THANK YOU.
YOU SAY —
YOU A CURVE —
LIFE THROWS

It doesn't take an engineering degree to appreciate Regal's nimble handling. Designing and calibrating all of its precision intricacies certainly does. Regal's confident driver-tuned agility comes from its uncanny ability to seamlessly respond – in sync with your steering wheel commands. You encounter a tight curve, and Regal stays exactly where you place it, carving a precise line through the turn's arc.

Regal combines the heightened steering feel of variable-effort steering with the excellent ride tracking of its four-link independent rear suspension. This helps keep Regal on track when set on line, making it easy—and, of course, fun—to drive.
Based on EPA estimates, the engine in the Regal Turbo certainly does—with 125 million thoughts a second. Each one optimizes the performance of the 2.0L ECOTEC DOHC VVT intercooled turbocharged engine with direct cylinder fuel injection. With 220 hp, 260 lb-ft of torque and dual-scroll turbo technology, it generates nearly instantaneous acceleration. The turbo combines up to 20 psi of potent boost through an intercooler to help pack the cylinders with cooled air. Intake temperature is reduced by nearly 212 degrees Fahrenheit (100 degrees Celsius) to enhance performance because cooler air is denser for optimal combustion. This results in an impressive 20 city and 32 hwy mpg with the available 6-speed manual transmission. 

A lot of thinking also goes into producing efficiency without sacrificing performance. Regal’s available new eAssist technology offers an impressive 36 hwy mpg. The system switches seamlessly between gas and electric power when the vehicle is stopped and then instantly shifts back to electric power when your foot lifts off the brake pedal. Read more about it on pg. 20.
Personalizing your luxury means being able to choose exactly what matches your taste in music, news, sports, etc. That’s why we’ve brought you the wireless connectivity and customizable infotainment of the new Buick IntelliLink interactive radio.

1. Using Bluetooth®, it connects your compatible smartphone to an LED back-lit high-resolution, 7-inch touch-screen. With the ease of advanced voice recognition software (and steering-wheel-mounted controls), you have access to audio apps from the likes of Pandora®Internet radio, Stitcher SmartRadio™, and SiriusXM.

3. There’s also a USB port® to connect your iPod.

You’re doing all of this while keeping your hands on the wheel and eyes squarely on the road.

Late availability.

2. Go to gm.com/bluetooth to find out which Bluetooth phones are compatible with the vehicle.

3. Requires a subscription, sold separately by SiriusXM after the trial period. SiriusXM Radio service only available in the 48 contiguous United States and the District of Columbia. For more information and to view Customer Agreement, visit siriusxm.com.

4. Not compatible with all devices.
LIKE YOUR MUSIC.
What good is performance if you can't share it with friends? That's why we gave Regal plenty of room for five to sit comfortably with leather-appointed French-seam stitched seats throughout and heated ones up front.

Making your ears equally as comfortable, Regal also packs a lot of entertainment power. With an available new Harman Kardon 356-watt, 5.1 Matrix surround sound system, your ears are in for quite a ride. All nine speakers are positioned to maximize Regal's unique acoustical environment. And since Regal is all about making the most of your drive, its available touch-screen-activated Navigation System helps you discover new places to explore.
Sometimes they take the shape of a new engine technology that helps drive the industry forward, and in others, they end up creating an entirely new way to test-drive cars long before there’s even a car.

The 2012 Buick Regal features available new eAssist technology. Its 36 hwy mpg gives you sport-injected performance without sacrificing fuel efficiency. eAssist seamlessly integrates a compact–yet powerful–electric motor and an advanced lithium-ion battery with Regal’s already efficient direct-injected ECOTEC engine. As you brake, eAssist captures energy in the battery. It’s a process known as regenerative braking. This recovered energy is used in several ways to help Regal deliver unexpected fuel economy – and an unexpected driving experience.

TEST-DRIVING GOES 3-D. Using technologies that any video gamer would love, Buick engineers created exact digital replicas of some of the world’s most challenging roads so they could drive virtual cars on them.

An innovative road scanner makes micro-detailed 3-D digital representations of real-world road surfaces. Then equally detailed digital Buick vehicles are subjected to rigorous testing before a physical prototype ever sees the light of day to find and address issues early in the development cycle.

No rabbits. No hats. But it’s still quite a trick.

At Buick, we spend our days thinking about how to bring luxury to life in more personal, meaningful ways for you.
Turbocharges your peace of mind, too.

Regal’s active approach to safety helps you and your companions feel safe and secure before, during and after your travels.

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Available Options for Equipment Groups and its Available Options

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Note: For more information, always use safety belts and the correct restraint for your child's age and size.
Additional charge, premium paint. Not available on N1 polished alloy.

19" 5 twin-spoke alloy TQ9

19" 9-spoke machined Q70

18" chrome alloy Q52

18" 1 3-spoke alloy Q56

17" machined alloy 300

Bony leather-appointed seating with cocoa trim

Smoky ashmere leather-appointed seating with carbon fiber accents

Olive wood-grain accents

Back-up Camera

Color and Material/Wheels
Living it to its fullest is a luxury we can all share. It drives people to achieve greatness on fields, courts, pools and beyond the game as well. It sets us out across the country to discover the best in food, wine and travel. And it also plots our course to find and share what draws us to America’s best-loved cities.

Experience all of it for yourself.

Discover more to like about Buick on Facebook.

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