Is there such a thing as casual performance? There is now.
TODAY, CASUAL FRIDAYS CAN HAPPEN EVERY DAY.

YOUR FORMAL DINING ROOM MAY HAVE GONE INFORMAL.

AND JEANS JUST MIGHT BECOME YOUR BLUE SUIT.

THIS IS A NEW APPROACH TO LIVING AND TO LUXURY.

WHERE INVITATIONS AREN'T ENGRAVED, THEY SIMPLY SAY, "COME AS YOU ARE." THIS IS A STYLE THAT FITS YOU.

IT'S YOUR KIND OF LUXURY.

Vehicles shown may contain optional equipment.
For precise handling, there's the HiPer (short for High Performance) Strut Front Suspension. It virtually eliminates torque steer (the sensation of the car pulling the steering wheel to one side) to improve overall control. You experience a direct feel of the road.

And for controlled stopping, GS also features high-performance Brembo front brakes.

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 easily accelerates from 0-60 in under 7 seconds thanks to a 270-horsepower, high-output turbocharged ECOTEC engine. Its DOHC and direct fuel injection produce 295 lb-ft of torque. A 3-inch diameter dual exhaust system reduces backpressure for better exhaust flow, helping the turbocharger create higher boost pressure without compromising efficiency or durability.

Putting all this power in your hand is either a 6-speed automatic or an available 6-speed manual transmission.
WITH 36 MPG HWY, THE SLOWEST MOVING THING WILL BE THE FUEL GAUGE.

Regal uses Active桅杆technology to help conserve fuel when it’s stopped at a red light. It switches the engine into idle mode, then uses the electric motor to power accessories and electric controls. It can then seamlessly change back when you lift off the brake pedal. 

Regal’s electric motor is a compact (yet powerful) electric motor and accelerator. It captures and stores energy from the conventional ECOTEC engine, and Enhances the overall performance when needed. 

36 HWY MPG — and of course, performance.
BUICK REGAL
LIKE A BREATH OF FRESH INTERCOOLED TURBOCHARGED AIR.

REGAL TURBO

Regal Turbo gains its potent performance from a 2.0L, 220-hp, 2.0L ECOTEC engine that uses a dual-scroll turbo to force cool, compressed air into each of its four cylinders. The effect is instantaneous. Press down on the accelerator and you feel back into the driver's seat and launch from a standstill down a freeway off-ramp or into the wind on the highway, all the while, all four wheels are spinning. With the available 6-speed manual transmission, Regal Turbo offers 20 city and 32 hwy mpg.

Based on EPA estimates.

REGAL TURBO
UNTIL THEY NAME IT AFTER YOU, THIS IS THE BEST WAY TO OWN THE ROAD.
BUICK REGAL

No matter which color or wheel cries out to you, we know you'll be very happy together.

Your REGAL should reflect your personality and style. So go ahead and pick the one that speaks to you.

18” 13-SPOKE PAINTED ALLOY
18” CHROME PLATED ALLOY
17” 9-SPOKE MACHINED PAINTED ALLOY
19” 9-SPOKE MACHINED ALLOY (EASY TO STO
19” 5-TWIST-SPOKE POLISHED ALLOY
19” 5-TWIST-SPOKE ALLOY

WHOA, IS THE (Your color goes here)

YOUR COLOR CHOICE GOES HERE

BLACAAA

to

to

BLACK DIAMOND TRICOAT
SMOKEY GRAY ME
SMOKEY GRAY ME, I

BLACAAA

DIA

DIA

DIA

DIA

DIA
BUICK REGAL

ROOM FOR SPECTATORS.

RACECAR INSPIRED WITH

REGAL’s designers placed controls and gauges to put you in the perfect position to command the road.

GS features a push-button start, a sport steering wheel and metal pedals, along with leather-appointed, 12-way power-adjustable driver and front-passenger heated seats (including four-way power lumbar).

The GS e mour interior is accented with contrasting GS-specific stitching and satin-finish elements on the instrument panel, steering wheel and console.
To choose exactly what you want to hear in music, news, sports, etc., all you have to do is ask for it. Your voice is all you need to control the Buick IntelliLink interactive audio system. 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 (or steering-wheel-mounted controls), you have access to audio apps such as Pandora® internet radio or Stitcher SmartRadio™ and satellite radio like SiriusXM® with new TravelLink (with 3-month trial). There’s also a USB port to connect your iPod® or iPhone®. You’re doing all of this while keeping your hands on the wheel and eyes squarely on the road.

Full functionality requires compatible Bluetooth and smartphone. Some devices require USB connectivity. Data plan rates apply. Go to gm.com/bluetooth to find out which Bluetooth phones are compatible with the vehicle. If you subscribe after your trial period, subscriptions are continuous until you call SiriusXM to cancel. See SiriusXM Customer Agreement for complete terms and geographic limitations at siriusxm.com. Other fees and taxes will apply. All fees and programming subject to change. Not compatible with all devices.
It’s not surprising that in 2012, Regal was named a Top Safety Pick by the Insurance Institute for Highway Safety.

And to give you an additional feeling of security, OnStar is standard for 6 months. Wherever you go, Automatic Crash Response alerts an Advisor to send help fast, even if you can’t ask for it. Plus, to put it all in your hand, the OnStar Remote Link smartphone app gives you access to real-time info (fuel level, remaining oil life, tire pressure, etc.). This also allows you to start Regal and unlock its doors from almost anywhere at any time.

Everything is heightened, especially your sense of well-being.

From advanced air bags to safety-belt tensioners, you can feel confident in your Regal. And with safety in mind, the Insurance Institute for Highway Safety has named Regal a Top Safety Pick. This means helping you avoid a crash and protecting you and your companions if one occurs.

Things like front safety belts that automatically tighten to reduce belt slack, a pedal release system to help prevent leg injuries and side-impact door beams. Front-seat side-impact air bags and head curtain side-impact air bags provide additional protection in side crashes. And to help prevent injuries caused by the bags themselves, the front air bags use two-stage inflation. Regal also offers available rear-seat thorax air bags.

Always use safety belts and child restraints. Children are safer when properly secured in a rear seat in the appropriate child restraint. See the Owner’s Manual for more information.

OnStar acts as a link to existing emergency service providers. Visit onstar.com for details and system limitations.

Requires active OnStar subscription, which is standard for 6 months, and Android or iPhone platform.

Does not apply to spare tire.

If equipped with automatic transmission and available Remote Vehicle Start System.
What good is performance if you can’t share it with friends? That’s why we gave Regal room for five. The seats are leather-appointed with contrasting French-seam stitching. Up front, the seats are heated, too. With an available Harman Kardon® 336-watt 5.1 Matrix nine-speaker surround sound system, your sense of hearing is in for quite a joy ride. Speakers are positioned to optimize Regal’s unique acoustical environment. And to make the most of your ride, available touch-screen-activated Navigation helps you discover new places and traffic conditions to help you enjoy your travels. The Nav system is a smart addition to IntelliLink and offers directions to over 6 million miles of North American roads. To help you avoid traffic congestion, optional NavTraffic with 3-month trial of SiriusXM incorporates real-time traffic and road conditions to help you plan your route. And now SiriusXM introduces Travel Link to help you plan and book of the nearest rest stops, weather and more depending on where you go.

(fdw 773x943)

1 Map coverage available in the United States, U.S. Virgin Islands, Puerto Rico and Canada.
2 Full functionality requires compatible Bluetooth and smartphone. Some devices require USB connectivity. Data plan rates apply.
3 If you subscribe after your trial period, subscriptions are continuous until you call SiriusXM to cancel. See SiriusXM Customer Agreement for complete terms and geographic limitations at siriusxm.com. Other fees and taxes will apply.
4 Included with 3-month SiriusXM trial.
INDULGE YOUR SENSE OF STYLE.

Your Regal should reflect you. Highly crafted premium materials like contrasting French-seam stitching, leather-appointed seating, and chrome accents surround you in style. Now select from the leather-appointed combinations that best suit your taste.

COLOR PALETTE

- 1 CASHMERE
- 2 EBONY COLOR PALETTE
- 3 HAWAIIAN KOA WOOD GRAIN
- 4 PIANO LACQUER

INTERIOR DESIGN

NOT AVAILABLE ON GS.
We understand no one travels unaccompanied. That's why Regal has a place designed for almost everything you bring along.

For your smartphone or portable device, there's an easy to reach USB port close by.

You'll find ultra-convenient storage compartments throughout, including a handy folding 60/40-split rear seat to accommodate extra-long items.

Even your rear-seat passengers get their own cupholders in the armrest.

There's plenty of room for carry-ons.

Not compatible with all devices.
On the road you want your eyes on the road, your mind on the road. Everything you need is within easy reach.

Gauges and controls follow a design philosophy based on ergonomic ease. You'll find it in the optional push-button starter discretely blended into the instrument panel. Blue-highlighted gauges display what you need to know with just a quick glance.

The steering wheel provides fingertip controls for cruise control, Bluetooth, phone and audio commands. While the conveniently located available multi-function controller offers access to navigation, audio screen menus and phone commands with a simple turn.

Go to gm.com/bluetooth to find out which Bluetooth phones are compatible with the vehicle.
<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Headlamp</td>
<td>Automatic on/off (not available on front halogen)</td>
</tr>
<tr>
<td>Trunk</td>
<td>Rear roof-mounted, body-color chrome trim, with chrome exterior handle</td>
</tr>
<tr>
<td>Audio System</td>
<td>7-speaker system, steering-wheel-mounted audio and cruise controls</td>
</tr>
<tr>
<td>Safety Features</td>
<td>Anti-lock braking system, electronic stability control (ESC), traction assist</td>
</tr>
<tr>
<td>Powertrain</td>
<td>2.0L Turbocharged I4, 250 horsepower, 350 lb-ft torque</td>
</tr>
<tr>
<td>Fuel Economy</td>
<td>20 city/32 hwy (manual)</td>
</tr>
<tr>
<td>Storage</td>
<td>54.4 cu. ft. cargo capacity</td>
</tr>
<tr>
<td>Dimensions</td>
<td>36.8 in. wheelbase, 180.1 in. overall length</td>
</tr>
<tr>
<td>Comfort</td>
<td>12-way adjustable driver's seat, heated front seats, power-adjustable lumbar support</td>
</tr>
<tr>
<td>Entertainment</td>
<td>SiriusXM® satellite radio, Bluetooth® connectivity</td>
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</tbody>
</table>

**Note:** Pricing, availability, and specifications may vary. Always consult your local dealership for the most accurate information.