

REGAL

2015 BUICK





WHEN WILL YOU KNOW YOU'VE FOUND
YOUR KIND OF LUXURY?

WHEN CURVES ARE YOUR CRAVING

Design, performance, technology and safety. In the highly competitive world of sport sedans, you've got to deliver across the board. In Buick Regal, you'll sense an intensity reflected in the available LED illumination of its wraparound headlights and taillamps. Regal GS and Regal Turbo models are available with All-Wheel Drive (AWD). Combined with an electronic limited-slip differential, AWD helps maximize traction by sending power to the wheel(s) with the most grip. And on Regal GS, put its class-exclusive Interactive Drive Control System in GS or Sport mode, and Regal GS adapts its available AWD to send more of its torque to the rear wheels, enhancing the performance driving characteristics expected from a GS.



Vehicles shown may contain optional equipment.

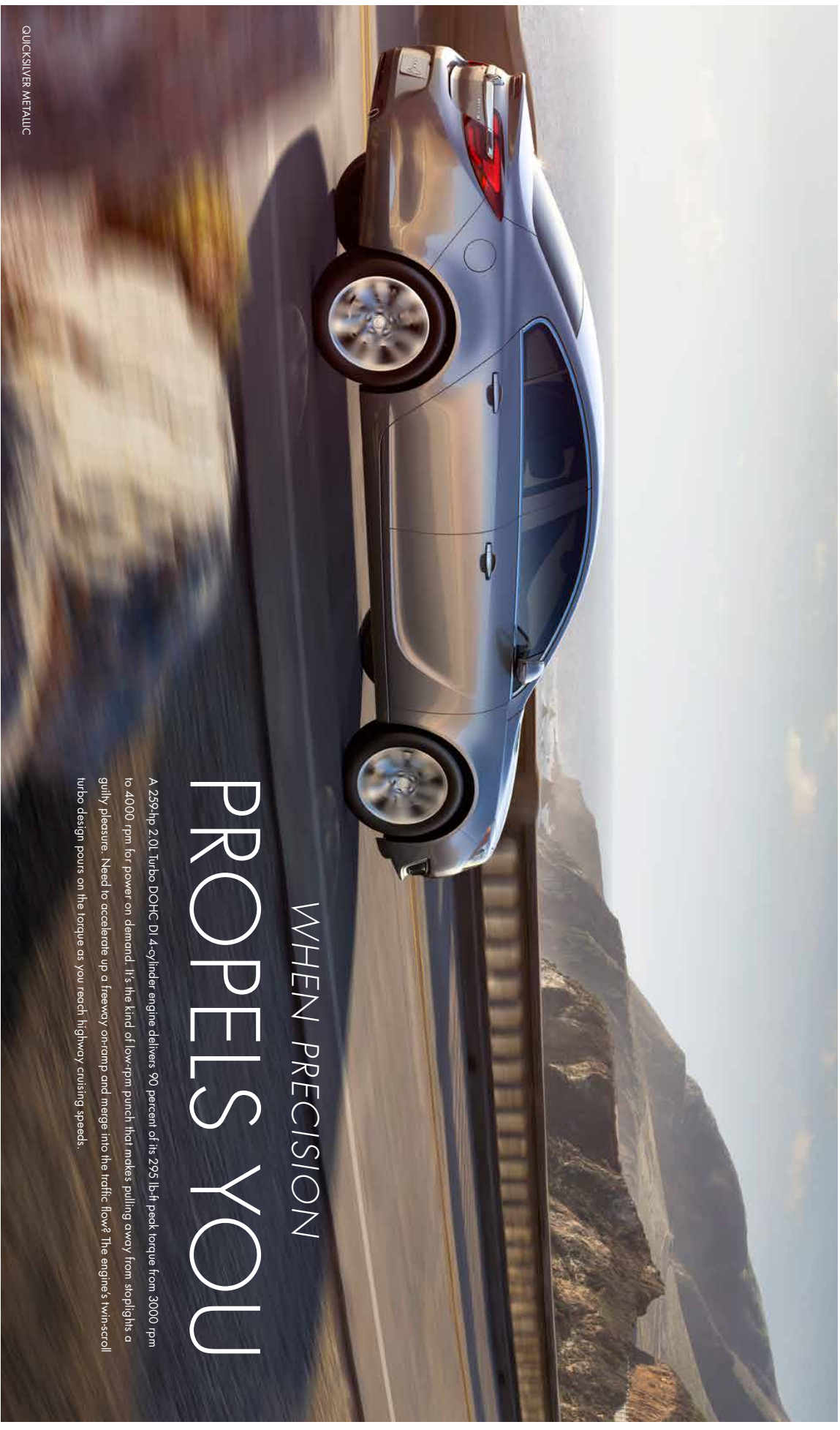
CRYSTAL RED TINTCOAT

REGAL GS



BLACK DIAMOND TRICOAT

REGAL TURBO



QUICKSILVER METALLIC

WHEN *PRECISION* PROPELS YOU

A 259-hp 2.0L Turbo DOHC DI 4-cylinder engine delivers 90 percent of its 295 lb-ft peak torque from 3000 rpm to 4000 rpm for power on demand. It's the kind of low-rpm punch that makes pulling away from stoplights a guilty pleasure. Need to accelerate up a freeway on-ramp and merge into the traffic flow? The engine's twin-scroll turbo design pours on the torque as you reach highway cruising speeds.

REGAL eASSIST

WHEN ELECTRICITY ASSISTS YOU

eAssist is a fuel-saving engine technology available on Regal. As the name implies, it uses a compact electric motor/generator and an advanced lithium-ion battery to assist Regal and its 2.4L DOHC DI four-cylinder gasoline engine by conserving fuel in certain situations. When Regal brakes to a stop, such as at a red light, eAssist switches its power source from the gasoline engine to the electric motor. It returns to gas power the instant the driver's foot leaves the brake pedal. eAssist also captures and stores energy in the battery as you coast or brake. This energy is used to run accessories when Regal is stopped with the engine in auto stop mode. When needed, the stored energy also powers the electric motor, increasing the horsepower and torque of the 2.4L engine for enviable fuel economy of 25 mpg city and 36 mpg hwy.¹



¹Based on EPA estimates.

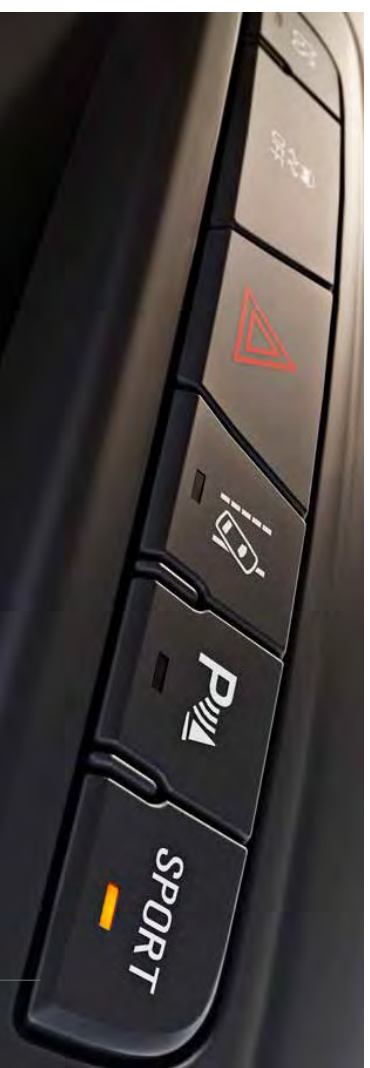
BLACK ONYX



INTERIOR

WHEN THE FOCUS IS SHARP

Slip behind the wheel of a Regal GS and you'll quickly realize this is a driver's car. You'll notice buttons centered atop the dash marked GS and Sport. They're part of the Interactive Drive Control System, available on Regal GS. Two driver-selectable modes — Sport or GS — adapt the ride and handling of Regal GS to your driving style in real time. At high speeds, steering, suspension and transmission adjust to optimize stability during sweeping curves. In GS mode, the system tightens handling response even further.



A man with a shaved head, wearing a light-colored button-down shirt and dark trousers, is driving a car. He is smiling and looking towards the right side of the frame. The car's interior is visible, featuring dark leather seats with white stitching. The sun is shining brightly from the right side of the frame, creating a lens flare effect. The background outside the car is blurred, suggesting motion.

WHEN GEARS ARE SHIFTED

REGAL GS EBONY INTERIOR SHOWN



WHEN THE FEELING IS REFINED



Take one look at Regal and let your eyes wander a bit. Signature headlamps and chrome accents draw you in while Regal's athletic lines guide your eyes all the way back to the wraparound LED taillamps. Step inside and you'll quickly sense that what you're about to drive hasn't just been engineered — it's been crafted. From surfaces to shapes to textures, every nuance of Regal's design makes you feel comfortably in command. Take a thorough test-drive in a Regal, and get to know Buick.

PERFORMANCE

WHEN PERFORMANCE
IS YOUR MUSE

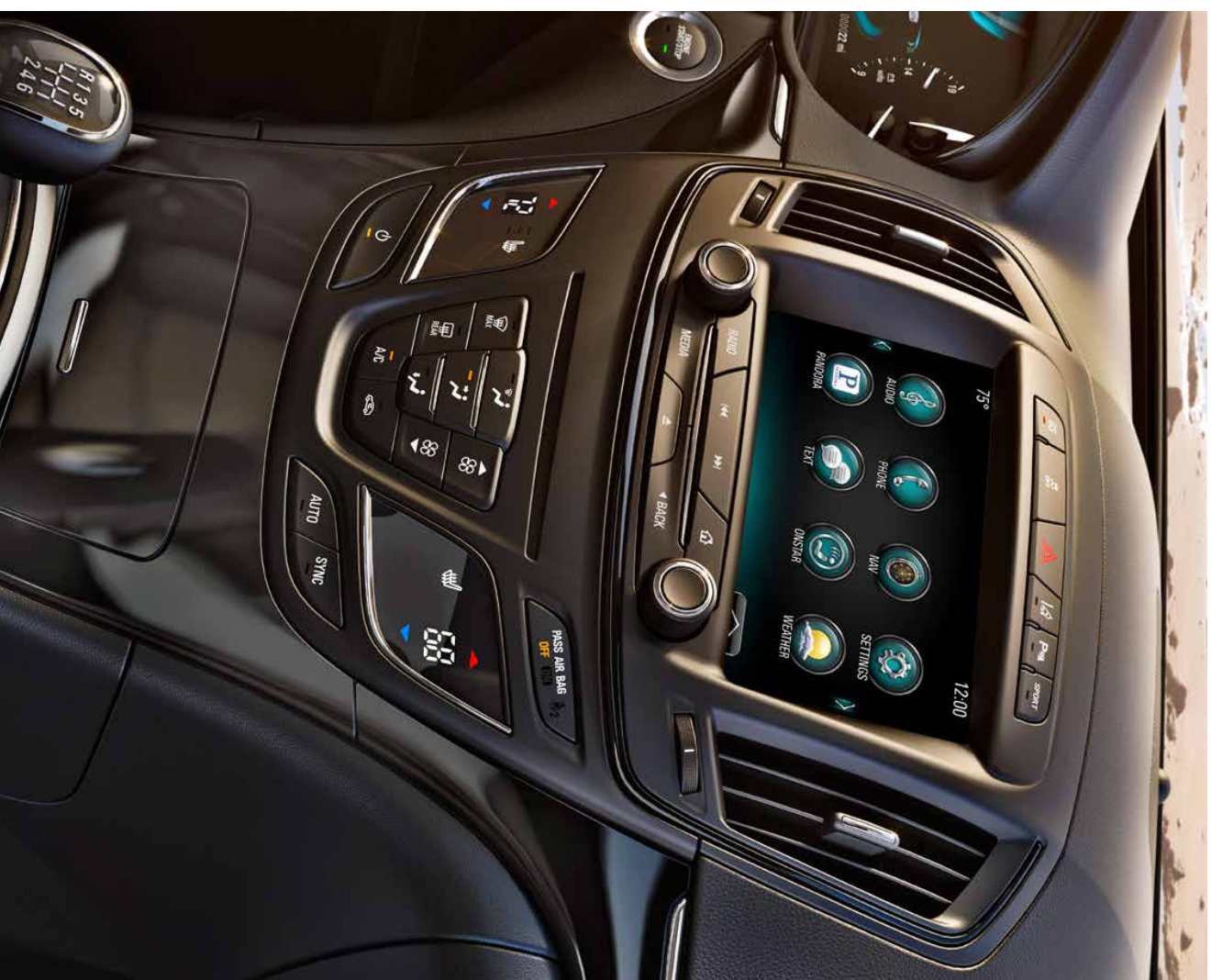


DARK SAPPHIRE BLUE METALLIC

WHEN YOUR WORD IS A COMMAND

The Buick IntelliLink¹ infotainment system keeps drivers' eyes on the road and their hands on the wheel. Control audio and available IntelliLink with navigation² via voice commands or the 8-inch diagonal color touch-screen display. NaturalLanguage voice recognition allows for conversational commands, such as "Call my office." Or to navigate content, you simply use touch, drag and swipe gestures. With app tray customization, you can keep your frequently used features at your fingertips. Also, keep tabs on your favorites with 60 presets of music, equalizer settings, contacts and destinations.

¹Full functionality requires compatible Bluetooth[®] and smartphone. Some devices require USB connectivity. ²Map coverage available in the United States, U.S. Virgin Islands, Puerto Rico and Canada.



ONSTAR 4G LTE

WHEN LIFE

GOES MOBILE

The next generation of OnStar brings you 4G LTE. The all-new available technology provides your Regal with a fast, reliable available Wi-Fi hotspot. Passengers can tap into available high-speed wireless Internet and connect up to seven mobile devices to browse Web sites, stream movies, send e-mails and more. OnStar with 4G LTE and a built-in Wi-Fi hotspot turn your vehicle into a reliable mobile hub, with great signal quality and bandwidth.

Connected by  on 4G LTE

Devices must be Wi-Fi compatible with active OnStar service and data plan. Wi-Fi device manufacturer required prior to 2006 may not be compatible. Please consult your device manufacturer for information regarding the Wi-Fi device compatibility. Vehicle must be parked or in accessory mode to access Wi-Fi. Visit onstar.com for system details and limitations.

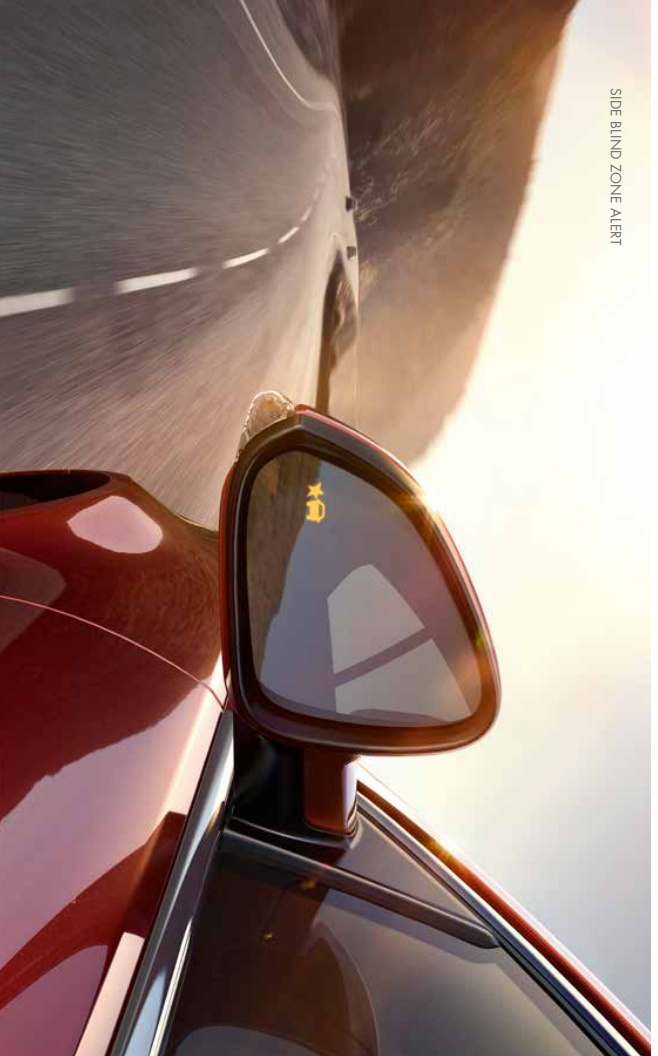
WHEN MUSIC IS YOUR ESCAPE

We know how much your music means to you. That's why Regal gives you so many ways to enjoy it. You can save up to 60 presets of your favorite music, listen to selections from your MF3 music library or stream available Pandora® internet radio from your compatible smartphone.* Plus the built-in Bluetooth† lets you play music wirelessly. And since Regal is available with Bose premium audio, the music you choose will sound especially rich, reproduced with deep bass, complex midrange and clean, crisp highs.

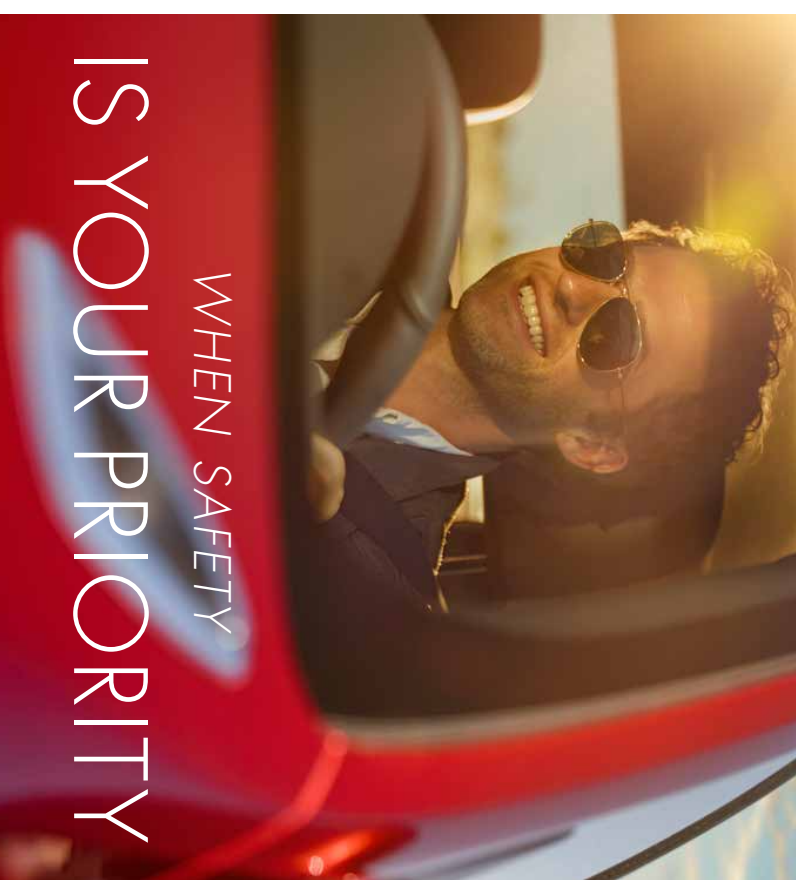
*Data plan rates apply. †Go to gmbluetoothconnect.com to find out which phones are compatible with the vehicle.



SAFETY



SIDE BLIND ZONE ALERT

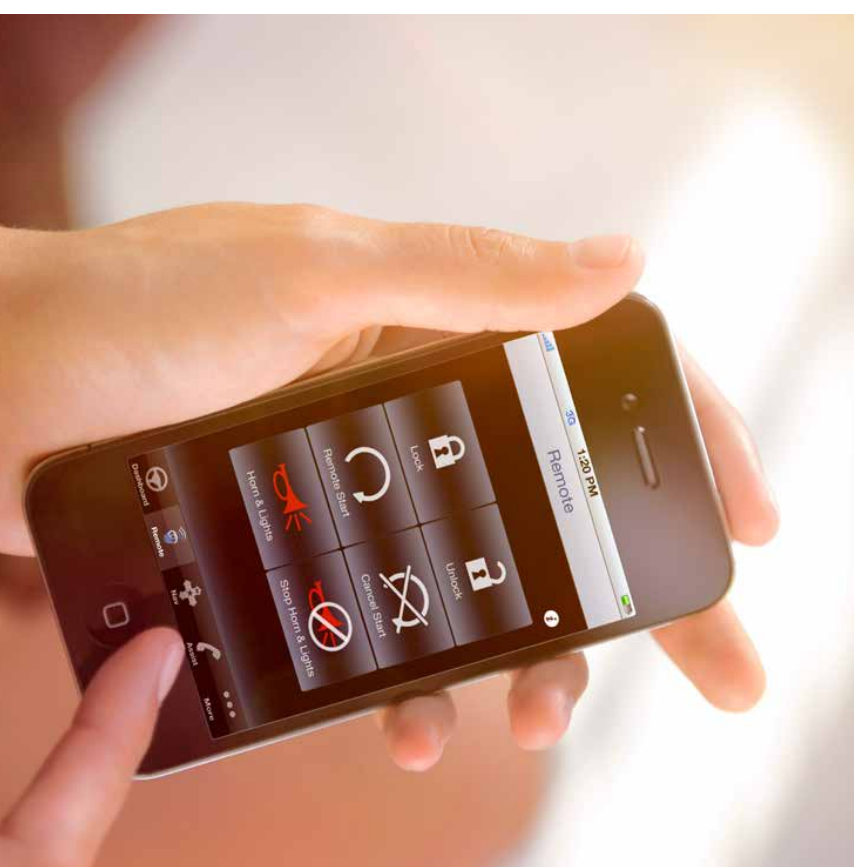


Regal offers a full suite of safety innovations. Available FORWARD COLLISION ALERT notifies the driver of a potential collision with a vehicle ahead. If necessary, available FRONT AUTOMATIC BRAKING can even automatically apply the brakes if it detects you may not be reacting quickly enough to this threat. The available ADAPTIVE CRUISE CONTROL automatically adjusts the vehicle speed to maintain a driver-selected following gap to vehicles ahead, even in stop-and-go traffic. LANE CHANGE ALERT is an available feature included with SIDE BLIND ZONE ALERT. Together, they warn you of vehicles in the next lane approaching fast from behind and of vehicles in your side blind zones. And to help you avoid unintentional slow lane drifts, available LANE DEPARTURE WARNING reads the lane markings at speeds above 35 mph. If you haven't put on your turn signal and the system senses your car departs its lane, it flashes a yellow icon to alert you. Safety features are no substitute for the driver's responsibility to operate the vehicle in a safe manner. The driver should remain attentive to traffic, surroundings and road conditions at all times. Read the vehicle Owner's Manual for more important safety information.



WHEN YOUR BACK IS COVERED

Available REAR CROSS TRAFFIC ALERT helps you know something is headed your way when backing up. A camera in the rear captures a view behind the car, while radar sensors detect vehicles approaching from the left or right within 65 feet. The system alerts you with an audible “beep” and by flashing a warning signal on the REAR VISION CAMERA screen.



WHEN APPS LINK YOU

The 2015 Regal comes with a 5-year OnStar Basic Plan.¹ This standard plan gives you access to the RemoteLink Key Fob Services,² which let you lock and unlock your car doors, activate the horn and lights and even start your Regal remotely from your smartphone or tablet. Plus, get OnStar Vehicle Diagnostics and Dealer Maintenance Notification to make service scheduling simple. Along with the 5-year OnStar Basic Plan, you'll also receive a 6-month trial of the Directions & Connections Plan³ that includes Automatic Crash Response, Emergency Services, Stolen Vehicle Assistance, Live Advisor Assistance and available Hands-Free Calling.⁴

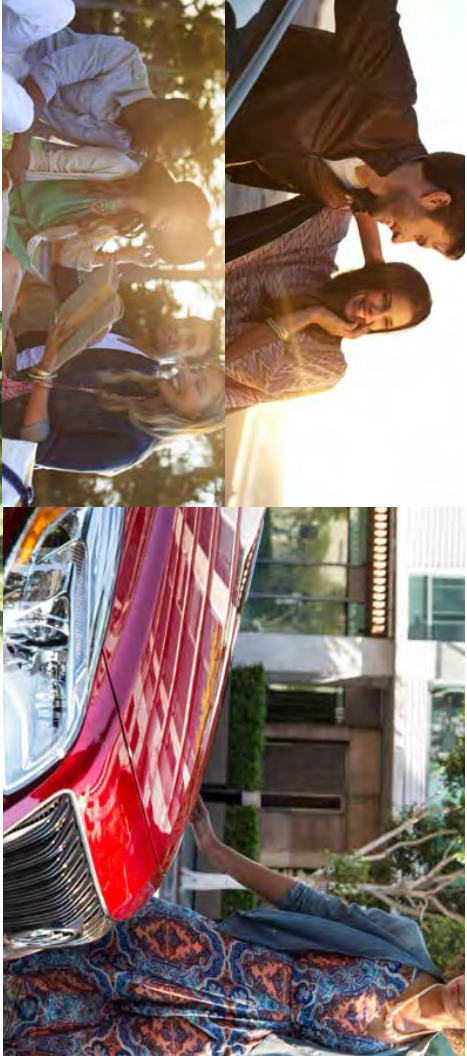
¹Access is available for 5 years from the date of vehicle delivery and is transferable. Does not include any emergency services or other OnStar services. To cancel OnStar RemoteLink Key Fob Services, or if your vehicle is sold, it is important to contact an OnStar Advisor. See onstar.com/mobile for full details. ²Available on select Apple, Android™ and BlackBerry® devices. Services vary by device, vehicle and conditions. Requires an active OnStar subscription, which is included for 6 months. ³Visit onstar.com for coverage map, details and system limitations. Services vary by model and conditions. OnStar acts as a link to existing emergency service providers. Not all vehicles may transmit all crash data. ⁴OnStar Hands-Free Calling requires an existing OnStar service contract and prepaid minutes. Not available in certain markets. Visit onstar.com for coverage map, details and system limitations.

QUIETTUNING

WHEN THE JOURNEY

IS THE DESTINATION





IMPORTANT WORDS ABOUT THIS CATALOG

Since some information may have been updated since the time of printing (June 2014), please check with your Buick dealer for complete details. Buick reserves the right to lengthen or shorten the model year for any product for any reason, or to start and end model years at different times.

NEW/VEHICLE LIMITED WARRANTY. This warranty is for GM vehicles registered in the USA. See your Buick dealer for terms and conditions.

4 years/50,000 miles (whichever comes first):

Bumper-to-Bumper Limited Warranty. The entire vehicle is warranted for repairs, including parts and labor, to correct defects in materials or workmanship. The warranty covers having to have the vehicle towed, and there is no deductible for towing or repairs during the warranty period. The vehicle is warranted specifically with vehicle owner ship during the warranty period.

6 years/70,000 miles (whichever comes first):

Transferable Powertrain Limited Warranty plus Roadside Assistance and Courtesy Transportation.

6 years/100,000 miles (whichever comes first):

Body and sheet metal components are warranted against rust-through corrosion.

EXPERIENCE BUCK PROTECTION. Every 2015 Buick model includes a maintenance program that covers scheduled oil and filter changes, tire rotations and 25-point safety inspections. The program is available for up to 2 years or 24,000 miles, whichever comes first (does not include oil filter). The program covers a maximum of four service visits and is fully transferable to subsequent owners. See participating dealer for other restrictions and complete details.

AN IMPORTANT NOTE ABOUT ALTERATIONS AND WARRANTIES. Installation of or alterations to the original equipment vehicle for chassis is claimed by General Motors are not covered by the General Motors NewVehicle Limited Warranty. The special body company, assembler, equipment installer or upfitter is solely responsible for warranties on the body or equipment and any alterations (or any effect of the alterations) to any of the parts, components, systems or assemblies installed by GM. General Motors is not responsible for the safety or quality of design features, materials or workmanship of any alterations by such suppliers.

ASSEMBLY. Buick vehicles and their components are assembled or produced by different operating units of General Motors, its subsidiaries or suppliers to GM worldwide. We sometimes find it necessary to produce

Buick vehicles with different or differently sourced components than originally scheduled. Since some options may be unavailable when your vehicle is assembled, we suggest that you verify that your vehicle includes the equipment you ordered or, if there are changes, that they are acceptable to you.

ENGINES. Buick products are equipped with engines produced by GM Powertrain or other suppliers to GM worldwide. The engines in Buick products may also be used in other GM models and models.

TRAINING AND OFF-ROAD DRIVING INFORMATION. Please go to buick.com and carefully review the vehicle Owner's Manual for important safety information about handling or off-road driving in your vehicle.

A NOTE ON CHILD SAFETY. Always use safety belts and the correct child restraint for your child's age and size, even with our bags. Even in vehicles equipped with the Passenger Sensing System, children are safe when properly secured in a rear seat in the appropriate infant, child or booster seat. Never place a rear-facing infant restraint in the front seat of any vehicle equipped with an active front air bag. See your vehicle's owner manual for child safety seat instructions for more safety information.

FLEET ORDERS. Some standard content may be deleted with fleet orders. See dealer for details.

TAKE OWNERSHIP TO THE NEXT LEVEL. Go to Owner'sManual to gain unrestricted access to everything you need to get the most out of your new vehicle. Receive alerts and service offers, schedule service, view vehicle-specific how-to videos and check service records. All online, anytime. Go to mybuick.com to take a tour or register your Buick today.

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To learn more about why Certified Service is the perfect companion for your Buick, click on myentelliaservice.com.

THE BUYPOWER CARD™ FROM CAPITAL ONE®

Now it's even easier to get into the Buick of your dreams. Every purchase gives you Earnings toward part or even all of an eligible, new Buick or any other GM vehicle. Every year, enjoy 5% Earnings on your first \$35,000 in purchases and unlimited 2% Earnings on all. No expiration on Earnings and no limit on how much you can earn or redeem. Learn more at buickbuypowercard.com/catalog. YOUR CARD IS THE KEY.



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STANDARD EQUIPMENT

POWER AND PERFORMANCE

Driver/air Front-wheel drive
Engine 2.0L turbo DOHC SIDI with VVT
Transmission 6-speed automatic, electronically controlled with overdrive and Driver Shift Control
Suspension Front MacPherson strut, rear 4-link FWD only
Steering Power, electric
Brakes 4-wheel antilock, 4-wheel disc with brake assist
Traction Control Full function
StabilityControl Stability control system
Exhaust Dual outlet stainless steel with brightlips

COMFORT AND CONVENIENCE

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EQUIPMENT GROUPS

PREMIUM | GROUP

INCLUDES ALL STANDARD EQUIPMENT PLUS

- E-Z Key Passive Entry System
- Remote Vehicle Start System (Requires auto transmission)
- Push-Button Start
- 10-Way Power Seating (Front passenger)
- Universal Garage-Door Opener
- Rear Parking Assist
- Power Outlet 110-volt AC
- Heated Steering Wheel

SROUF

STANDARD EQUIPMENT PLUS.

Entry System	Requires auto transmission
Shift System	
Seat	
Seating	Front passenger
Door Opener	
Assist	
110-volt AC	
Steering Wheel	

GS GROUP

INCLUDES ALL STANDARD EQUIPMENT PLUS:

<ul style="list-style-type: none"> 2.0 Turbo with 259 horsepower Interactive Drive Control System Wheels 19" V-spoke painted alloy Transmission 6-Speed automatic SS specific: Focus and Rockers SS specific: Dual Exhaust SS specific: Bodging SS specific: Sport Seats Heated Steering Wheel Brembo Front Brakes 4-wheel on/off lock disc 17" Strut Front Suspension 17" Coil Over Rear Suspension Modelling Scan math surround Front and Rear Parking Assist Audio System With Navigation Driver Information and Climate Display Enhanced 8" diagonal multi-configurable 	<ul style="list-style-type: none"> E-Z Key Entry System Remote Vehicle Start System Push-button Start 10-Way Power Seating Front passenger Universal Garage-Door Opener Power Outlets 110V/120V Thorax Air Bags Rear seat Base Premium Audio System HID Headlamps Brewerton 	<ul style="list-style-type: none"> Requires auto transmission
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AVAILABLE OPTIONS FOR PREMIUM 1 GROUP:

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Engine 2.4L with VTEC. Direct-injection technology. 174D only.
eAssist technology. Integrates an electric motor and advanced lithium-ion battery with the 2.4L engine. As you accelerate, eAssist captures energy, a process known as regenerative braking. All this provides Regal with 25 city/36 hwy mpg.¹
Audio System with Navigation.
Wheels GSC 18" chrome alloy. [Not available with eAssist]
Wheels RSC 17" silver painted alloy. [eAssist only]
Steering Power, variable assist, electric [AWD only]

NS FOR PREMIUM III GROUP.

Acknowledgments

Package 1 Includes Side Blind
Cross-Traffic Alert, Rear Cross
Traffic Alert, Forward Collision
Warning, Lane Change Alert,
Adaptive Cruise Control, and
Memory Seats.

AVAILABLE OPTIONS FOR GS GROUP:

ALL WELSH DATES: A full list of dates for the year 2000 is available from the author.

- Wheels: R17 20" Vespale polished alloy
- Transmission: 8-speed manual (Not available on AWD)
- Driver Confidence Package 1: Includes Side Blind Zone Alert with Lane Change Alert, Rear Cross Traffic Alert, Lane Departure Warning, Forward Collision Alert
- Following Distance Indicator and Memory Seats. (Requires power tilting moonroof)
- Driver Confidence Package 2: Includes Front Automatic Braking and Adaptive Cruise Control

ENTERTAINMENT SYSTEMS

Audio 7-speaker system USB ports Connectivity for various digital media and USB ports Personal cellphones connectivity to vehicle Bluetooth® Personal cellphone connectivity to vehicle audio system
OnStar Wi-Fi™ With Wi-Fi hotspot with third party service providers available in select markets.
3 months of 3GB, whichever comes first

SAFETY AND SECURITY

<p>Safety Seats 3-point, of seating positions</p> <p>LATCH (Lower Anchors and Top Tethers for Child) system for child safety seats in a rear seating position</p> <p>Air Bags Dual-stage frontal and side-impact, driver and front passenger and head curtain side-impact, front and rear outboard seating positions</p> <p>Power Door Locks Programmable with lockout protection</p> <p>OnStar 3-year Basic Plan and 6 months of Directions & Connections Plus</p> <p>Third-Deerment System Content theft alarm</p> <p>The Pressure Monitor System Does not monitor spare tire</p> <p>Child Security Locks 16-car</p> <p>Color Vision Camera</p>	<p>10</p>
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STYLING AND FUNCTIONALITY

- Antennae/light LEDs (red/infrared, body-color)
- Lights (hydrogen headlamps ultraviolet and soft with flash-pose feature)
- Fog lamps (from hydrogen [Not available on GS.]
- Daytime Running lamps (Switchable)
- Glass (safety, tinted)
- Door Handle Body-color
- Outside Mirrors Heated, power-adjustable, manual (belting with integrated turn signal indicators)
- Grille (black plastic, waterfowl style)
- Moldings Bright, window surround
- Lamps Center High/Mounted Stop lamp (CHMSL)
- Side Plates Bright, hot
- Wipers From intervention with wipers
- Wheels PXR 18 silver painted alloy

AVAILABLE OPTIONS

Moonroof, Power, tiltsliding with sunshade
All-Wheel Drive With H-Power front suspension
Steering Power, variable assist, electric (AWD only)
Wheels 18" chromed alloy
Audio System: Buick IntelliLink¹ radio with Navigation
AM/FM stereo and CD player, includes USB port
and Bluetooth[®] streaming for audio and select phone

WHEELS

SPECIFICATIONS

SPECIFICATIONS AND CAPACITIES

Wheelbase	1078
Overall length	190.2
Body width	79.1
Overall height	58.4/58.0 (GS)
Track width, front	62.4
Track width, rear	62.5
Head room, front	38.8
Head room, rear	36.8
Shoulder room, front	56.7
Shoulder room, rear	55.4
Hip room, front	55.4
Hip room, rear	52.3
Leg room, front	42.1
Leg room, rear	37.3

Engine type	2.0L DOHC SIDI w/VTEC Turbo
Horsepower	259 @ 5300
Torque	295 lb-ft @ 3000 - 4000 rpm Turbo 295 lb-ft @ 2500 - 4000 rpm GS
Estimated mpg	21 city/30 hwy FWD 19 city/27 hwy AWD 20 city/31 hwy GS FWD with manual transmission
Gauge Capacity (cu. ft.) ¹⁹	14.2

¹Full functionality requires compatible Bluetooth and smartphone. Some devices require USB connectivity. Data plan rates apply. ²Not compatible with all devices.

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EXTERIOR COLORS



INTERIOR COLORS



¹Not available on GS. ²Additional charge, premium paint.

