



BUICK REGAL 012



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AND SCAN OR GO TO
REGALBUICK.COM
TO DISCOVER MORE.



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.
It's luxury the way it should be.

YOUR KIND OF LUXURY.

LET YOUR HAIR DOWN. LOWER YOUR RIGHT FOOT. IT WON'T TAKE LONG FOR REGAL TO RAISE YOUR EXPECTATIONS.



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 semi-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.

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 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 Ebony interior is accented tastefully with satin-finish elements on the instrument pane, steering wheel and console.

6

FITS LIKE A
DRIVING GLOVE.

7

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.

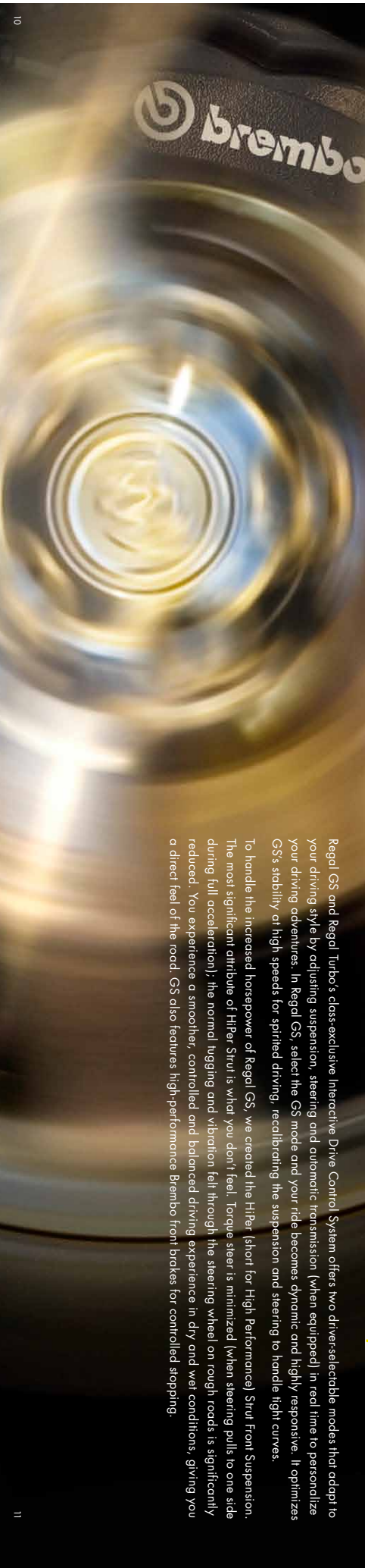




YOU LOVE YOUR FAVORITE ROADS. IT DOES, TOO.

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 judding 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.





LIFE THROWS
YOU A CURVE --
YOU SAY,
THANK YOU.



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.

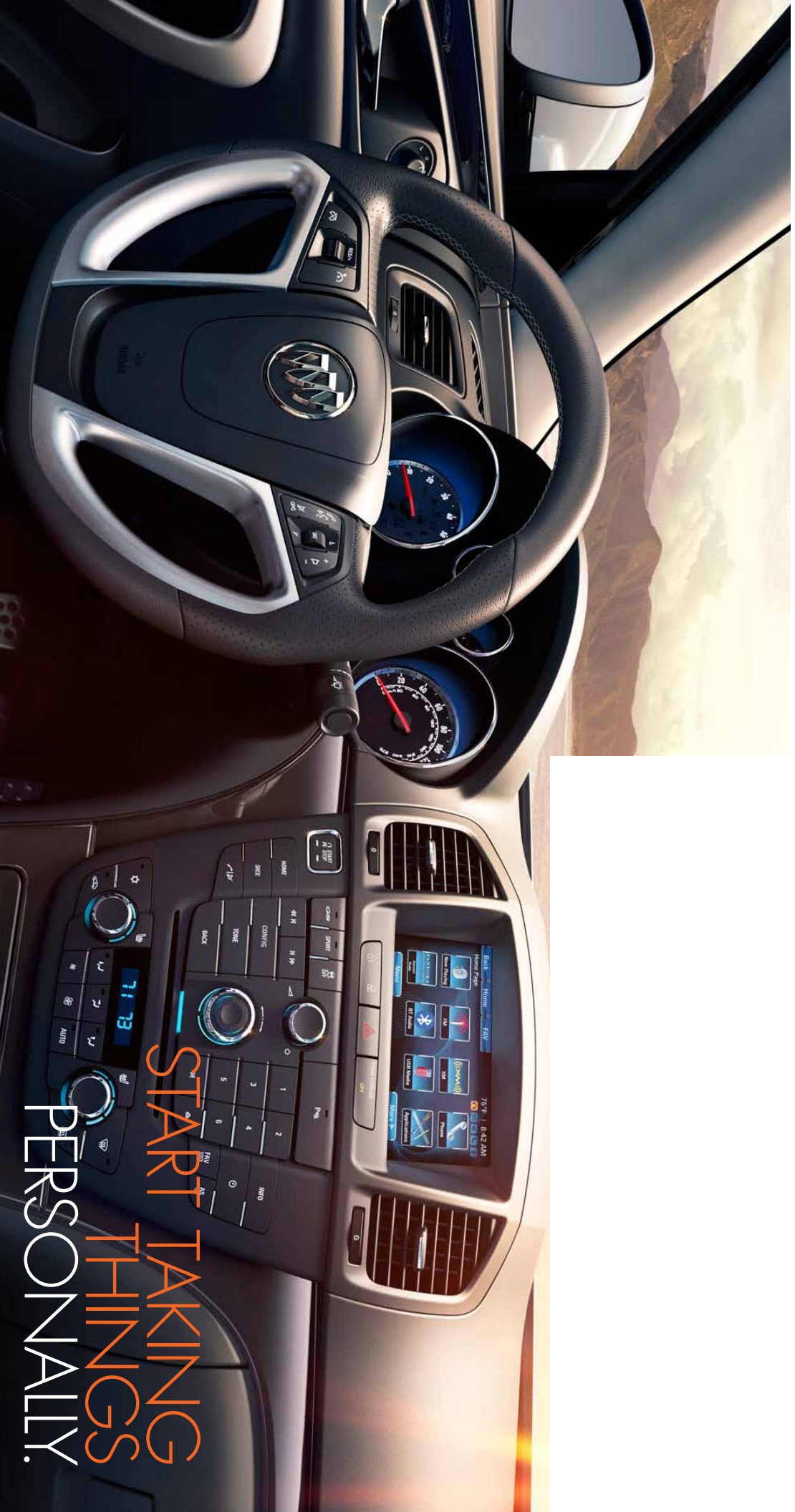




THINK QUICK.

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. Inake 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 fuel economy of 20 city and 32 hwy mpg¹ 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 hwy¹ mpg, eAssist integrates a powerful electric motor and a lithium-ion battery with the direct-injected ECOTEC engine. The system shifts from gas to electric power when the vehicle is stopped and then instantly switches back when your foot lifts off the brake pedal. Read more about it on pg. 20.



START TAKING THINGS PERSONALLY.

Your kind of 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,² it connects your compatible smartphone to an LED backlit 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. ¹Go to gm.com/bluetooth to find out which Bluetooth phones are compatible with the vehicle. ²Requires 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. ³Not compatible with all devices.



LIKE YOUR
MUSIC.

PANDORA
Internet radio



SIRIUSXM
SATELLITE RADIO



SIT BACK. RELAX. REPEAT.

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 Herman Kardon® 336-watt, 5.1 Matrix surround sound system, your ears are in for quite a ride. All nine speakers are positioned to optimize Regal's unique acoustical environment. And since Regal is all about making the most of your drive, it's available touch-screen-activated Navigation System¹ with multi-function controller helps you discover new places to explore.

Map coverage available in the United States, U.S. Virgin Islands, Puerto Rico and Canada.

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.



3.6

THE ECOTEC ENGINE WITH eASSIST TECHNOLOGY ACHIEVES A HIGHLY EFFICIENT 25 CITY AND 36 HIGHWAY MPG¹



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.

CONSERVATION GETS A BOOST: The 2012 Buick Regal features available new eAssist technology. Its 36 hwy¹ 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.



¹EPH estimated 25 city/36 hwy mpg.

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.



Everything in Regal is about heightening your senses, including your sense of well-being. That's why it's designed to take a highly active approach to safety.

It starts with an optimized Body Frame Integral (BFI) structure that helps protect you and fellow passengers in impact situations. This holistically designed structure strategically positions high-strength steel to enable refined ride and handling while creating a protective safety cage for occupant security. Technology includes dual pretensioners for front safety belts, a pedal release system, side-impact door beams and a lot more.

Regal's front air bags use two-stage inflation to help prevent injuries caused by the air bags themselves.¹ Front-seat side-impact air bags and head curtain side-impact air bags for front and rear outboard occupants provide additional protection in side crashes.² Regal also offers available rear outboard seat-mounted thorax air bags.³

In 2011, Regal was chosen as a Top Safety Pick by the Insurance Institute for Highway Safety.

With OnStar's Automatic Crash Response² standard for 6 months, you can get help fast even if you can't ask for it. Plus, with the OnStar RemoteLink² smartphone app, you have access to real-time info (fuel level, remaining oil life, tire pressure, etc.) about your Regal. You're also able to perform commands like starting (if equipped with the available Remote Vehicle Start System) and unlocking its doors from almost anywhere.



RemoteLink

1>All bag inflation can cause severe injury or death to anyone too close to the air bag when it deploys. Be sure every occupant is properly restrained. Always use safety belts and the correct restraint for your child's age and size. Even in vehicles equipped with the Passenger Sensing System, children are safer when properly secured in a child seat in the back seat of the vehicle. Always use proper tie-up technique. For more information on child safety seats, visit www.safercar.gov or call 1-800-4-A-SAFER. 2>OnStar acts as a link to existing emergency service providers. Visit onstar.com for details and system limitations. 3>Available on Android[™] and iPhone[®] platforms.



Standard Equipment

Power and Performance	Comfort and Convenience
<p>DriveTrain Front-wheel drive</p> <p>Engine 2.4L ECOTEC with VTI, DI and 1835 cc capability</p> <p>Transmission 6-Speed automatic, electronically controlled with overdrive and Driver Shift Control</p> <p>Suspension Front MacPherson strut, rear 4-link</p> <p>Steering Power, variable assist</p> <p>Brakes 4-wheel anti-lock, 4-wheel disc with brake assist</p> <p>Traction Control Full function</p> <p>Stability Control Roll-over mitigation</p> <p>Exhaust Dual stainless steel with hidden tips</p>	<p>Seat/Tim Leather-appointed</p> <p>Seating Front bucket seats, rear split-folding</p> <p>Driver Seat Adjuster 12-way, 8-way power and 4-way power lumbar</p> <p>Rear Passenger Seat Adjuster 4-way manual and 2-way power vertical</p> <p>Armrests Center and rear with 2 integral cupholders</p> <p>Head Restraints Front, 2-way adjustable</p> <p>Head Restraints Rear, outboard seats adjustable</p> <p>Lighting Overhead courtesy lamp, dual reading</p> <p>Assist Handles Front passenger and rear outboard</p> <p>Display Enhanced 1-color with Driver Information Center</p> <p>Compass Display Located in the Driver Information Center</p> <p>Center Console</p> <p>Steering Wheel Leather-wrapped, 4-spoke</p> <p>Steering-wheel-mounted audio and cruise controls</p> <p> tilt and telescopic steering, manual</p>

Equipment Groups

Premium I	Premium II
<p>Includes All Standard Equipment Plus</p> <p>Passive Entry System</p> <p>Remote Vehicle Start System (Requires Auto Transmission)</p> <p>Push-Button Start</p> <p>Front Passenger Power Seat Adjuster, 12-Way</p> <p>Universal Home Remote</p> <p>Chrome Accents on Door Handles</p> <p>Rear Folding Assist</p> <p>Power Outlet, 120V/60 AC</p>	<p>Includes All Standard Equipment Plus</p> <p>Passive Entry System</p> <p>Remote Vehicle Start System (Requires Auto Transmission)</p> <p>Push-Button Start</p> <p>Front Passenger Power Seat Adjuster, 12-Way</p> <p>Universal Home Remote</p> <p>Chrome Accents on Door Handles</p> <p>Rear Folding Assist</p> <p>Power Outlet, 120V/60 AC</p> <p>Rear Seat Thorax Air Bags⁴</p> <p>Premium Harmon Kardon[®] Audio System</p> <p>Headlamps, HID Bi Xenon</p>

Available Options for Premium I Group	Available Options for Premium II Group
<p>Smoked Power Mirrors with sunshade</p> <p>Engine, 2.4L ECOTEC With Assist Technology</p> <p>Headlamps (LED) 17" duty wheels, all-season low-profile tires</p> <p>Engine, 2.0L ECOTEC Turbo With 220 Horsepower</p> <p>ICD21 Wheels, 18" Chrome Alloy (Not available for the Atlatl)</p> <p>6-Speed Manual Transmission (Requires Turbo engine)</p>	<p>Smoked Power Mirrors with sunshade</p> <p>Engine, 2.4L ECOTEC With Assist Technology</p> <p>Headlamps (LED) 17" duty wheels, all-season low-profile tires</p> <p>Engine, 2.0L ECOTEC Turbo With 220 Horsepower</p> <p>ICD21 Wheels, 18" Chrome Alloy (Not available for the Atlatl)</p> <p>Audio System With Navigation⁶ AM/FM/SiriusXM stereo, 7" color touch screen display, MP3 CD player, USB and auxiliary ports, iPod® support, GPS navigation system and SD card reader in center console (requires SiriusXM)</p> <p>6-Speed Manual Transmission (Requires Turbo engine)</p>



MAKE IT YOUR OWN.

Make Regal your own by ordering it with just the standard equipment, or choose one of the additional equipment groups and its available options.

Premium III	Entertainment Systems
<p>Includes All Standard Equipment Plus</p> <p>Passive Entry System</p> <p>Remote Vehicle Start System (Requires Auto Transmission)</p> <p>Push-Button Start</p> <p>Front Passenger Power Seat Adjuster, 12-Way</p> <p>Universal Home Remote</p> <p>Chrome Accents on Door Handles</p> <p>Rear Folding Assist</p> <p>Power Outlet, 120V/60 AC</p>	<p>Cruise Control</p> <p>Parking Brake Electric powered</p> <p>Mirror Inside review, auto dimming</p> <p>Climate Control Dual-zone air conditioning</p> <p>Air Filtration System</p> <p>Deluge[®] Rear window electric</p> <p>Windows Power with front express/zip/down, rear express-down</p> <p>Cupholders 2 front console, covered; 2 rear armrest</p> <p>Auxiliary Power Outlets 2 12-volt outlets</p> <p>Floor Mats Carpeted front and rear with front anchors</p> <p>Vanity Mirrors Driver and front passenger illuminated</p> <p>Rear Cargo Net</p> <p>Trunk Keyless Entry Extended range</p>

GS	Safety and Security
<p>Includes All Standard Equipment Plus</p> <p>Passive Entry System</p> <p>Remote Vehicle Start System (Requires Auto Transmission)</p> <p>Push-Button Start</p> <p>Front Passenger Power Seat Adjuster, 12-Way</p> <p>Universal Home Remote</p> <p>Chrome Accents on Door Handles</p> <p>Rear Folding Assist</p> <p>Power Outlet, 120V/60 AC</p>	<p>AWM/Stream Single-disc CD and MP3 player, audio input jack, seek-and-scan, digital clock, auto-tone control, speed-compensated volume and TheftLock</p> <p>SiriusXM Satellite Radio Includes 3 trial months of service. For more information, visit siriusxm.com.</p> <p>Audio 7-speaker system</p> <p>USB Port Connectivity for various digital media and iPod® support</p> <p>Bluetooth[®] Personal call-phone connectivity to vehicle audio system</p> <p>Roof Racks</p> <p>Roof Anchors and Top Tethers for Children's Seats for child safety seats in all rear seating positions</p>

Available Options for Premium III Group	Available Options for GS Group
<p>Smoked Power Mirrors with sunshade</p> <p>Engine, 2.0L ECOTEC Turbo With 220 Horsepower</p> <p>ICD21 Wheels, 18" Chrome Alloy (Not available for the Atlatl)</p> <p>Audio System With Navigation⁶ AM/FM/SiriusXM stereo, 7" color touch screen display, MP3 CD player, USB and auxiliary ports, iPod® support, GPS navigation system and SD card reader in center console (requires SiriusXM)</p> <p>6-Speed Manual Transmission (Requires Turbo engine)</p>	<p>Smoked Power Mirrors with sunshade</p> <p>Engine, 2.0L ECOTEC Turbo With 220 Horsepower</p> <p>ICD21 Wheels, 18" Chrome Alloy (Not available for the Atlatl)</p> <p>Audio System With Navigation⁶ AM/FM/SiriusXM stereo, 7" color touch screen display, MP3 CD player, USB and auxiliary ports, iPod® support, GPS navigation system and SD card reader in center console (requires SiriusXM)</p> <p>6-Speed Manual Transmission (Requires Turbo engine)</p>

Available Options	Specifications and Capacities
<p>Smoked Power Mirrors with sunshade</p> <p>Engine 2.4L ECOTEC With Assist Technology</p> <p>ICD21 Wheels 18" chrome alloy (Not available with Assist)</p>	<p>1078</p> <p>Wheelbase</p> <p>Overall length 190.2</p> <p>Body width 73.1</p> <p>Overall height 58.4</p> <p>Front track width 62.4</p> <p>Rear track width 62.5</p> <p>Head room, front 38.8</p> <p>Head room, rear 36.8</p> <p>Shoulder room, front 56.7</p> <p>Shoulder room, rear 54.4</p> <p>Hip room, front 55.4</p> <p>Hip room, rear 52.3</p> <p>Leg room, front 42.1</p> <p>Leg room, rear 37.3</p> <p>Engine Type 2.4L ECOTEC w/Assist technology</p> <p>Horsepower 182 @ 6700 rpm</p> <p>Torque 172 lb-ft @ 4900 rpm</p> <p>GM-estimated mpg⁷ 20 city/31 hwy</p> <p>Fuel Tank (approx.) 18 gallons</p> <p>Engine Type 2.4L ECOTEC w/Assist technology</p> <p>Horsepower 182 @ 6700 rpm</p> <p>Torque 172 lb-ft @ 7900 rpm</p> <p>GM-estimated mpg 25 city/36 hwy</p> <p>Engine Type 2.0L ECOTEC Turbo</p> <p>Horsepower 220 @ 5300 rpm</p> <p>Torque 26.0 lb-ft @ 2000 rpm</p> <p>GM-estimated mpg 20 city/29 hwy (manual) 18 city/29 hwy (auto)</p> <p>Engine Type 2.0L ECOTEC GS Turbo</p> <p>Horsepower 220 @ 5300 rpm</p> <p>Torque 295 lb-ft @ 2400 rpm</p> <p>GM-estimated mpg⁷ 17 city/28 hwy (manual) 17 city/28 hwy (auto)</p> <p>Cargo Capacity (cu ft)⁸ 14.2</p>

Available Options for Premium I Group	Available Options for Premium II Group
<p>Smoked Power Mirrors with sunshade</p> <p>Engine, 2.4L ECOTEC With Assist Technology</p> <p>Headlamps (LED) 17" duty wheels, all-season low-profile tires</p> <p>Engine, 2.0L ECOTEC Turbo With 220 Horsepower</p> <p>ICD21 Wheels, 18" Chrome Alloy (Not available for the Atlatl)</p> <p>6-Speed Manual Transmission (Requires Turbo engine)</p>	<p>Smoked Power Mirrors with sunshade</p> <p>Engine, 2.4L ECOTEC With Assist Technology</p> <p>Headlamps (LED) 17" duty wheels, all-season low-profile tires</p> <p>Engine, 2.0L ECOTEC Turbo With 220 Horsepower</p> <p>ICD21 Wheels, 18" Chrome Alloy (Not available for the Atlatl)</p> <p>Audio System With Navigation⁶ AM/FM/SiriusXM stereo, 7" color touch screen display, MP3 CD player, USB and auxiliary ports, iPod® support, GPS navigation system and SD card reader in center console (requires SiriusXM)</p> <p>6-Speed Manual Transmission (Requires Turbo engine)</p>

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

⁷2014 EPA estimate. Actual mileage may vary. See dealer for more information.

⁸With second row folded down. Cargo and load capacity limited by weight and distribution. Always use proper tie-down technique. See dealer for more information.

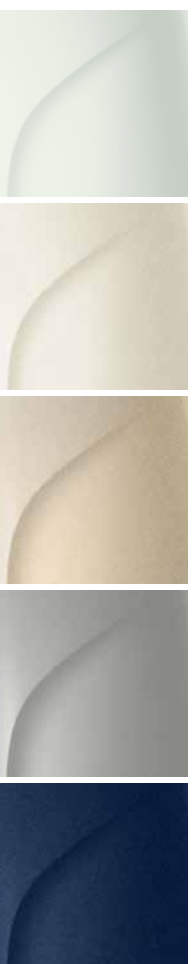
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⁷2014 EPA estimate. Actual mileage may vary. See dealer for more information.

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Color and Materials/Wheels

Exterior Colors



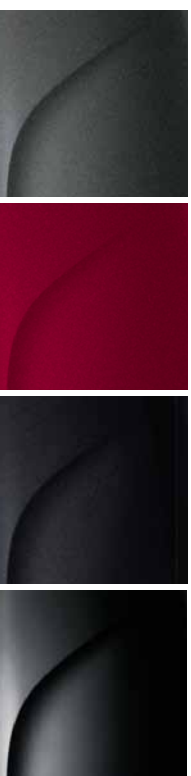
Summit White¹

White Diamond Tricoat^{1,2}

Gold Mist Metallic¹

Quicksilver Metallic

Midnight Blue Metallic^{1,3}

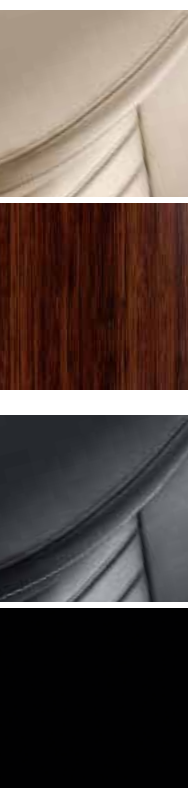


Smoky Grey Metallic¹

Crystal Red Tricoat^{2,3}

Carbon Black Metallic¹

Interior Colors



Cashmere leather-appointed seating with Cocoa trim and Framo tan Koa wood-grain accents

Ebony leather-appointed seating with Ebony trim and Framo Black accents

Wheels



Q05 17" machined alloy

Q56 18" 13-spoke alloy

Q52 18" chrome alloy

Q70 19" 9-spoke machined alloy

Q97 19" 5-spoke alloy

R01 20" 5-spoke polished alloy

¹Not available on GS. ²Additional charge, premium paint. ³Late availability.

Important Words about this Catalog

Since some information may have been updated since the time of printing (July 2011), 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 U.S.A. See your Buick dealer for terms and conditions.

A 5-year/100,000-mile (whichever comes first) Transferable Powertrain Limited Warranty plus Roadside Assistance and Courtesy Transportation. An 8-year/100,000-mile (whichever comes first) Limited Warranty on certain exhaust components.

Covered for 4 years/50,000 miles (whichever comes first): The complete vehicle | Cosmetic corrosion resulting from defects | Tires | Repairs made to correct any vehicle defect | Towing to your nearest Buick dealership | No charge for most warranty repairs. Covered for 6 years/100,000 miles (whichever comes first): Rust-through corrosion.

An Important Note About Alterations and Warranties. Installations or alterations to the original equipment vehicle (or class) as distributed by General Motors are not covered by the General Motors New-Vehicle 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 makes and models.

Towing and Off-Road Driving Information. Please go to buick.com and carefully review the vehicle Owner's Manual for important safety information about towing or off-road driving in your vehicle.

A Note About Child Safety. Always use safety belts and the correct restraint for your child's age and size. Even in vehicles equipped with the Passenger Sensing System, children are safer 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 a passenger air bag. See the Owner's Manual and child safety seat instructions for more safety information.

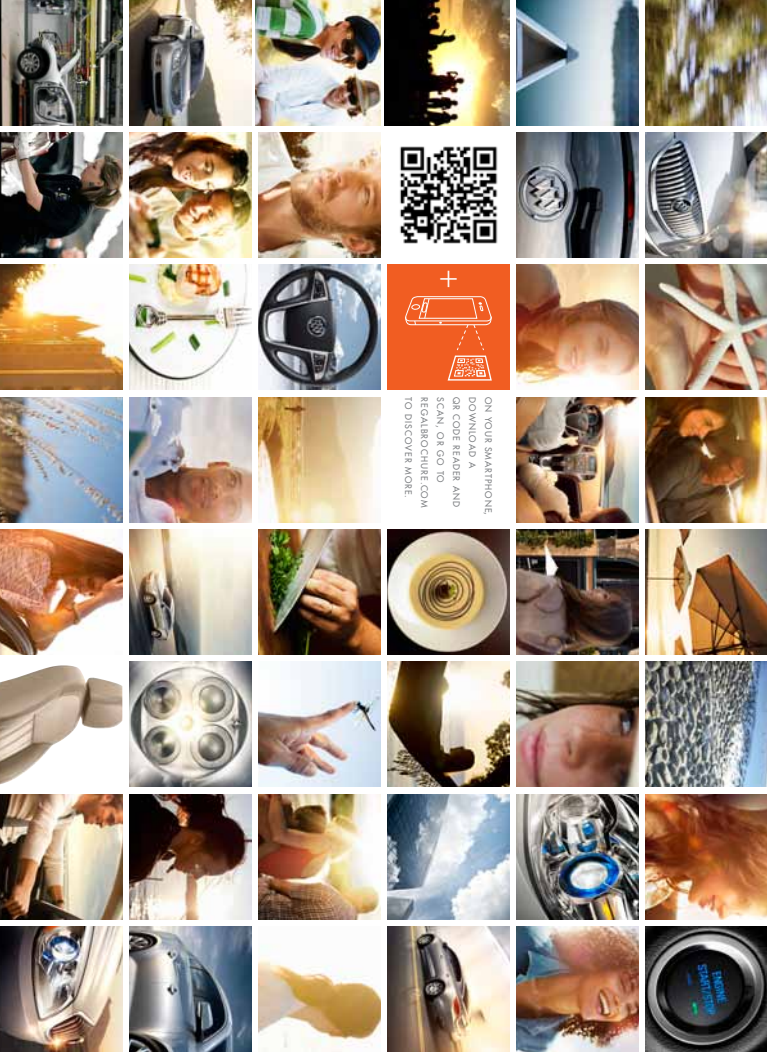
Fleet Orders. Some standard content may be deleted with fleet orders. See dealer for details.

Enhance Your Ownership Experience. The Owner's Center at My GMLink is an online service that helps you make the most of your vehicle ownership.

Sign up for e-mail reminders about service visits | Keep an online history of services performed | Read your vehicle Owner's Manual, warranty and more online. Register today at mygmlink.com.

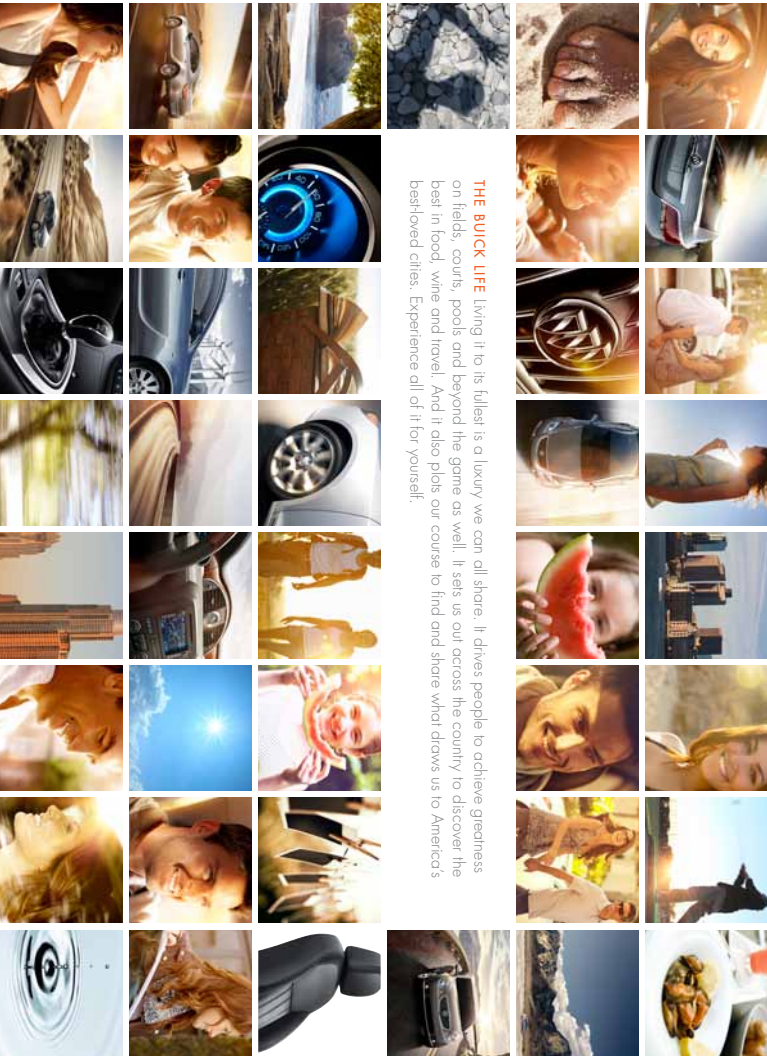
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THE BUICK LIFE living it to its fullest is a luxury we can all share. It drives people to achieve greatness on fields, courts, pools and beyond the game as well. It sets us out across the country to discover the best in food, wine and travel. And it also plots our course to find and share what draws us to America's best-loved cities. Experience all of it for yourself.



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