



'13 BUICK REGAL

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.





WANT AND NEED ARE IN COMPLETE AGREEMENT.

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 also 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.

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-spoke alloy wheels. For even more fun, 20-inch wheels are also available.

WITH 36 MPG HWY,
THE SLOWEST
MOVING THING
WILL BE THE FUEL GAUGE.

Regal uses eAssist technology to help conserve fuel when it's stopped, like at a red light. It switches the engine into auto stop (stops idling and goes from gas to electric power) and seamlessly changes back when your foot lifts off the brake pedal. eAssist integrates a compact (yet powerful) electric motor, an advanced lithium-ion battery and Regal's already efficient direct-injected ECOTEC engine. As you coast or brake, eAssist captures and stores energy in the battery. This energy is used to run accessories when Regal is in auto stop or to power the electric motor. When needed, the electric energy also enhances the horsepower and torque of the 2.4L engine for improved economy—36 hwy mpg—and, of course, performance.



Regal Turbo gets its potent performance from a 220hp 2.0L ECOTEC engine that uses a dichscroll turbo to force cool, compressed air into each of its four cylinders. The effect is instantaneous: Press down on the accelerator and you're pressed back into the driver's seat. Launch from a standstill down a freeway on-ramp, and what you feel is 260 lb-ft of peak torque coming on strong at low engine speeds—just 2000 rpm. And it's power welded responsibly. With the available 6-speed manual transmission, Regal Turbo offers 20 city and 32 hwy mpg.¹

LIKE A BREATHER OF
FRESH INTERCOOLED
TURBOCHARGED AIR.





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

The class-exclusive Interactive Drive Control System on Regal GS and available on Regal Turbo offers two driver-selectable modes that adapt to your driving style in real time. Personalize your driving adventures: In Regal Turbo, choose Tour mode and your ride comfort is enhanced during long highway cruising. Or select Sport mode and its speed-sensitive steering shapers, the throttle quickens, transmission inputs become crisper and suspension controls stiffen for tight road holding and a heightened driving feel. Regal GS also offers Sport mode, but to take full advantage of GS's increased horsepower and torque, GS mode goes beyond Sport to further tighten and stiffen components for a more dynamic, spirited driving experience. At high speeds, steering, suspension and transmission are recalibrated to optimize stability during sweeping curves.





17" MACHINED PAINTED ALLOY
(PASSIST ONLY)



18" 13-SPOKE PAINTED ALLOY



18" CHROME PLATED



19" 9-SPOKE MACHINED ALLOY



19" 5-TWIN-SPOKE ALLOY



20" 5-TWIN-SPOKE POLISHED ALLOY

SUMMIT WHITE

WHITE DIAMOND TRICOAT²

CHAMPAGNE SILVER METALLIC

QUICKSILVER METALLIC

CRYSTAL RED TINTCOAT²

SMOKY GRAY METALLIC

GRAPHITE BLUE METALLIC

BLACK DIAMOND TRICOAT²

BLACK ONYX³



"WHOA, YOUR COLOR
IS THE (CHOICE GOES HERE)
ONE YOURS?"

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.

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

Regal's designers placed controls and gauges to put you in the perfect position to command the road. GS features a pushbutton start, a sport steering wheel and metal pedals, along with leather-upholstered, 12-way power-adjustable driver and front-passenger heated seats (including four-way power lumbar). The GS Ebony interior is accented with contrasting GS-specific stitching and soft-finish elements on the instrument panel, steering wheel and console.

RACE CAR INSPIRED WITH
ROOM FOR SPECTATORS.



EVEN YOUR VOICE BECOMES MORE POWERFUL.



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 IntelliLinkSM interactive audio system. Using BluetoothSM, it connects your compatible smartphone to an LED backlit 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 PandoraSM, Internet radio or StitcherSM SmartRadioSM and satellite radio like SiriusXMSM with new SiriusXM Travel Link (with 3-month trial). There's also a USB port* to connect your iPodSM or iPhoneSM. 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. SMGo to gm.com/Bluetooth to find out which Bluetooth phones are compatible with the vehicle. SMIf 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 of siriusxm.com. Other fees and taxes will apply. All fees and programming subject to change. SMNot compatible with all devices.





Regal is all about accelerating your senses—and that definitely includes safety. 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 bags¹ 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.



EVERYTHING IS
HEIGHTENED,
ESPECIALLY YOUR
SENSE OF WELL-BEING.

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 Cash Response² 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 RemotelyLink³ smartphone app gives you access to real-time info (fuel level, remaining oil life, tire pressure,⁴ etc.). This also allows you to start Regal⁵ and unlock its doors from almost anywhere at any time.

¹Always use safety belts and child seats. Children are safer when properly secured in a rear seat in the appropriate child restraint. See the Owner's Manual for more information.
²OnStar acts as a link to existing emergency service providers. Visit onstar.com for details and system limitations. ³Requires active OnStar subscription, which is standard for 6 months, and Android[®] or iPhone[®] platform. ⁴Does not apply to spare tire. ⁵Equipped with automatic transmission and available Remote Vehicle Start System.



CASHMERE COLOR PALETTE

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 International® 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 Navigation¹ helps you discover new places to explore. The Nav system is a smart addition to IntelliLink² and offers directions to over 6 million miles of North American roads. To help you avoid traffic congestion, optional NavTraffic³ (with 3-month trial of SiriusXM) incorporates real-time traffic and road conditions into your Nav screen, directing you toward the most efficient route. And now SiriusXM introduces Travel Link⁴ to keep you informed of the latest fuel prices, weather and movie listings wherever you go.

QUICKLY
GOES FROM 0 TO 4
(OF YOUR FRIENDS).

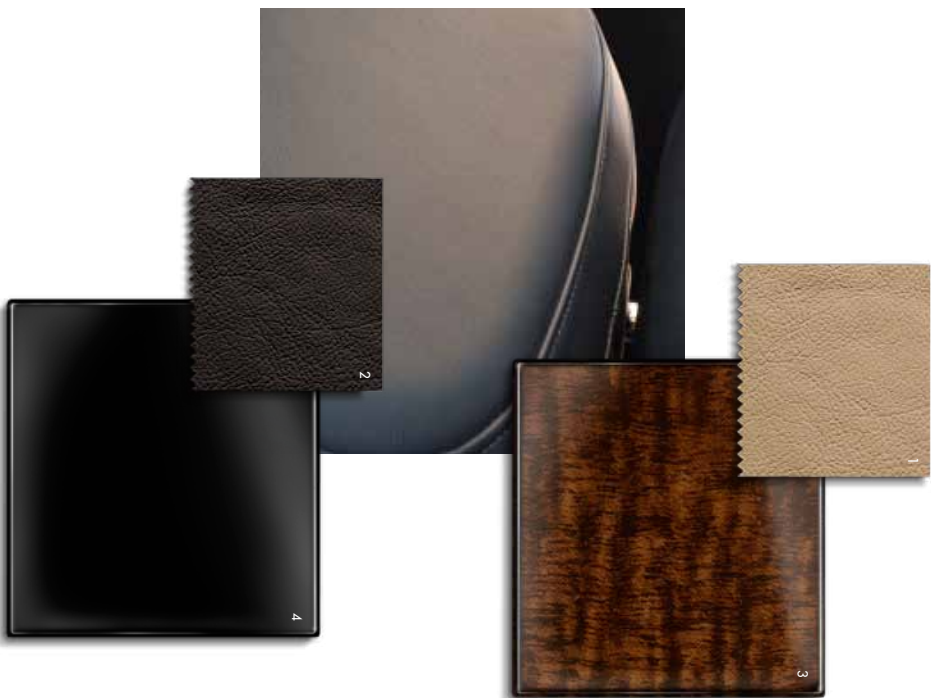


ERONYM COLOR PALETTE

¹Map coverage available in the United States, U.S. Virgin Islands, Puerto Rico and Canada. ²Full functionality requires compatible Bluetooth and smartphone. Some devices require USB connectivity. Data plan rates apply. ³If 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. ⁴Included 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, available Howden Koa wood grain and chrome accents surround you in style. Now select from the leather-appointed combinations that best suit your taste.

1 CASHMERE COLOR PALETTE

2 ERONT COLOR PALETTE

3 HAWAIIAN KOA WOOD GRAIN ACCENTS

4 PIANO BLACK ACCENTS

Not available on GS



THERE'S PLENTY OF ROOM FOR CARRY-ONS.

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 port¹ 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.

¹Not compatible with all devices.

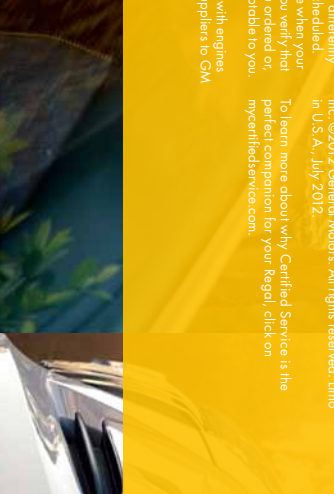
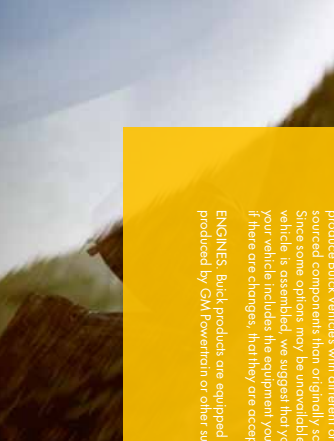
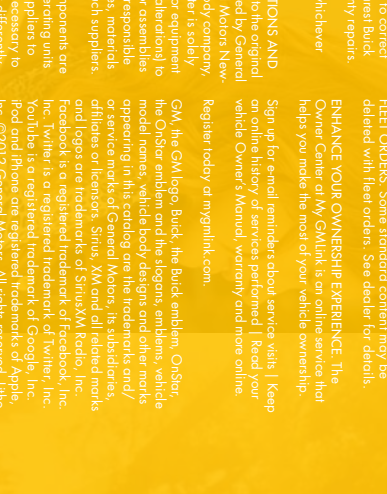
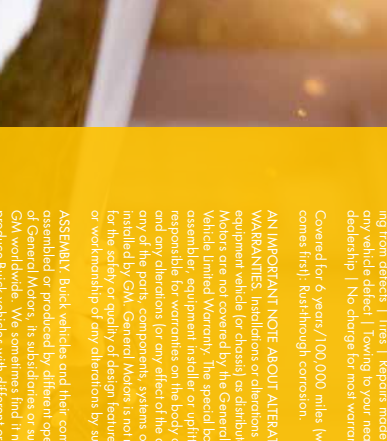
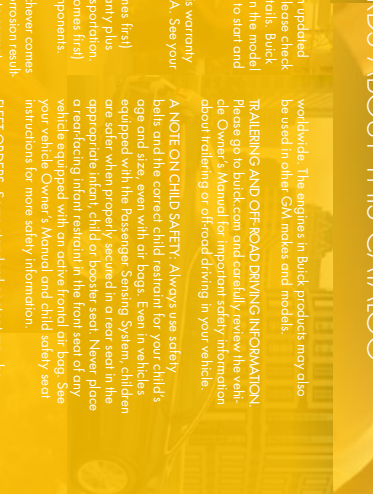




NOTHING SHOULD
EXCEED YOUR REACH.

Out on the road, you want your eyes on the road. In Regal, 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 multifunction 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.



IMPORTANT WORDS ABOUT THIS CATALOG

Since some information may have been updated since the time of printing (July 2012), 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 6-year/70,000-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 A/E/SS components.

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

AN IMPORTANT NOTE ABOUT ALTERATIONS AND WARRANTIES: Installations or alterations to the original equipment vehicle (or chassis) as distributed by General Motors are not covered by the General Motors New-Vehicle Limited Warranty. The special body company, assembler, equipment installer or lighter is solely responsible for warranties on the body or equipment and any alterations (or any effect of the alteration) 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.

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

A NOTE ON CHILD SAFETY: Always use safety belts on the correct child restraint for your child's age and size, even with air bags. 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 an active frontal air bag. See your vehicle 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 Center at MyGMLink.com is an online service that helps you make the most of your vehicle ownership.

Sign up for email reminders about service visits.† Keep an online history of services performed.† Read your vehicle Owner's Manual, warranty and more online. Register today. at mygmink.com.

GM, the GM logo, Buick, the Buick emblem, OnStar, the OnStar emblem and the slogans, emblems, vehicle model names, vehicle body designs and other marks appearing in this catalog are the trademarks and/or service marks of General Motors, its subsidiaries, affiliates or licensors. Sirius, XM and all related marks and logos are trademarks of SiriusXM Radio, Inc. Facebook is a registered trademark of Facebook, Inc. Inc., Twitter is a registered trademark of Twitter, Inc. iPod and iPhone are registered trademarks of Apple, Inc. ©2012 General Motors. All rights reserved. Only in U.S.A., July 2012.

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



REGAL GS

SHARE WITH US: [FACEBOOK.COM/BUICK](https://www.facebook.com/buick)



[TWITTER.COM/@BUICK](https://twitter.com/buick)



[YOUTUBE.COM/BUICK](https://www.youtube.com/buick)



[BUICK.COM](https://www.buick.com)