



THIS IS A NEW APPROACH TO LIVING AND TO LUXURY.

WHERE INVITATIONS AREN'T ENGRAVED, THEY SIMPLY SAY,

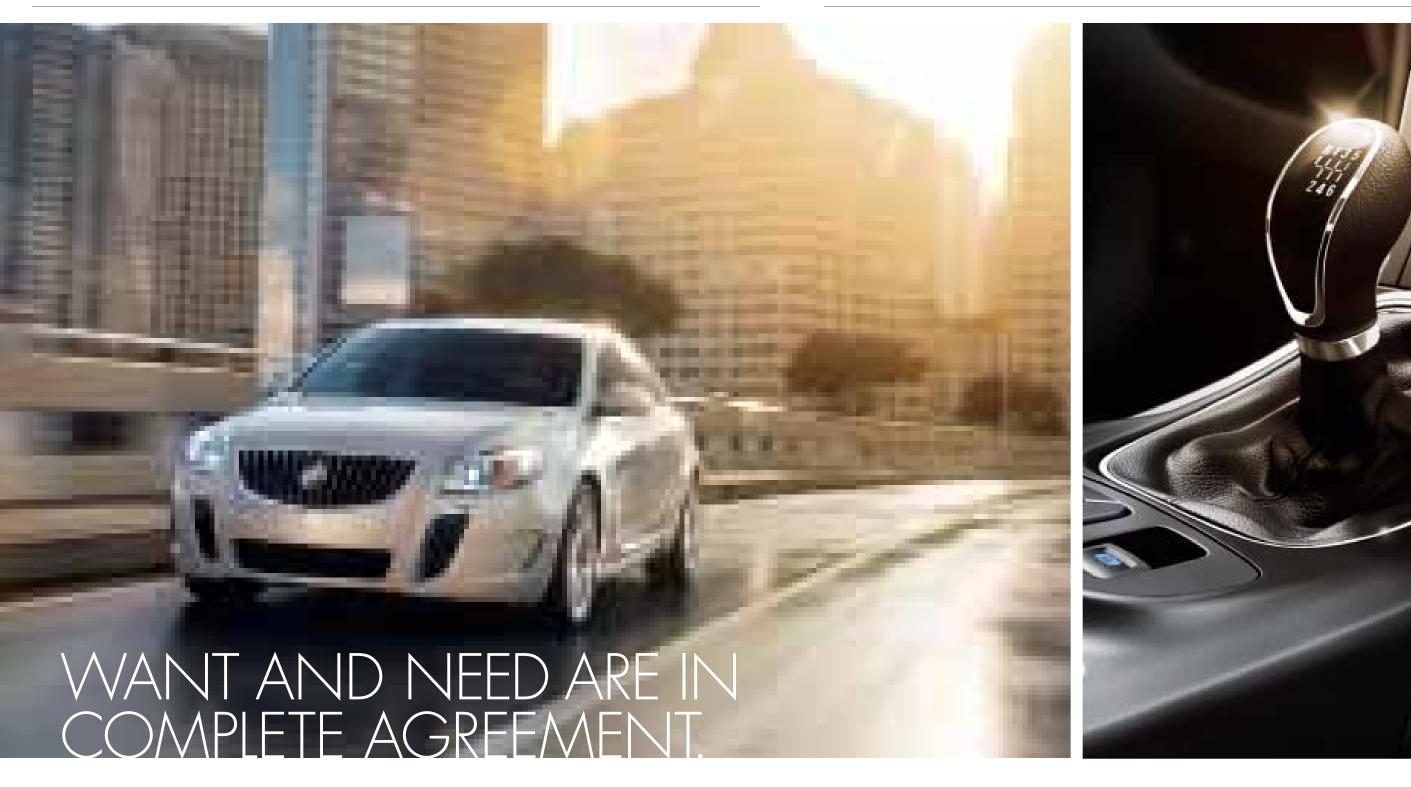
"COME AS YOU ARE." THIS IS A STYLE THAT FITS YOU.

T'S YOUR KIND OF LUXURY.





BUICK REGAL REGAL GS



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



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 mpg¹—and, of course, performance.



Regal Turbo gets its potent performance from a 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'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 wielded responsibly: With the available 6-speed manual transmission, Regal Turbo offers 20 city and 32 hwy mpg!





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 sharpens, 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 (eASSIST ONLY)



18" 13-SPOKE PAINTED ALLOY



18" CHROME PLATED



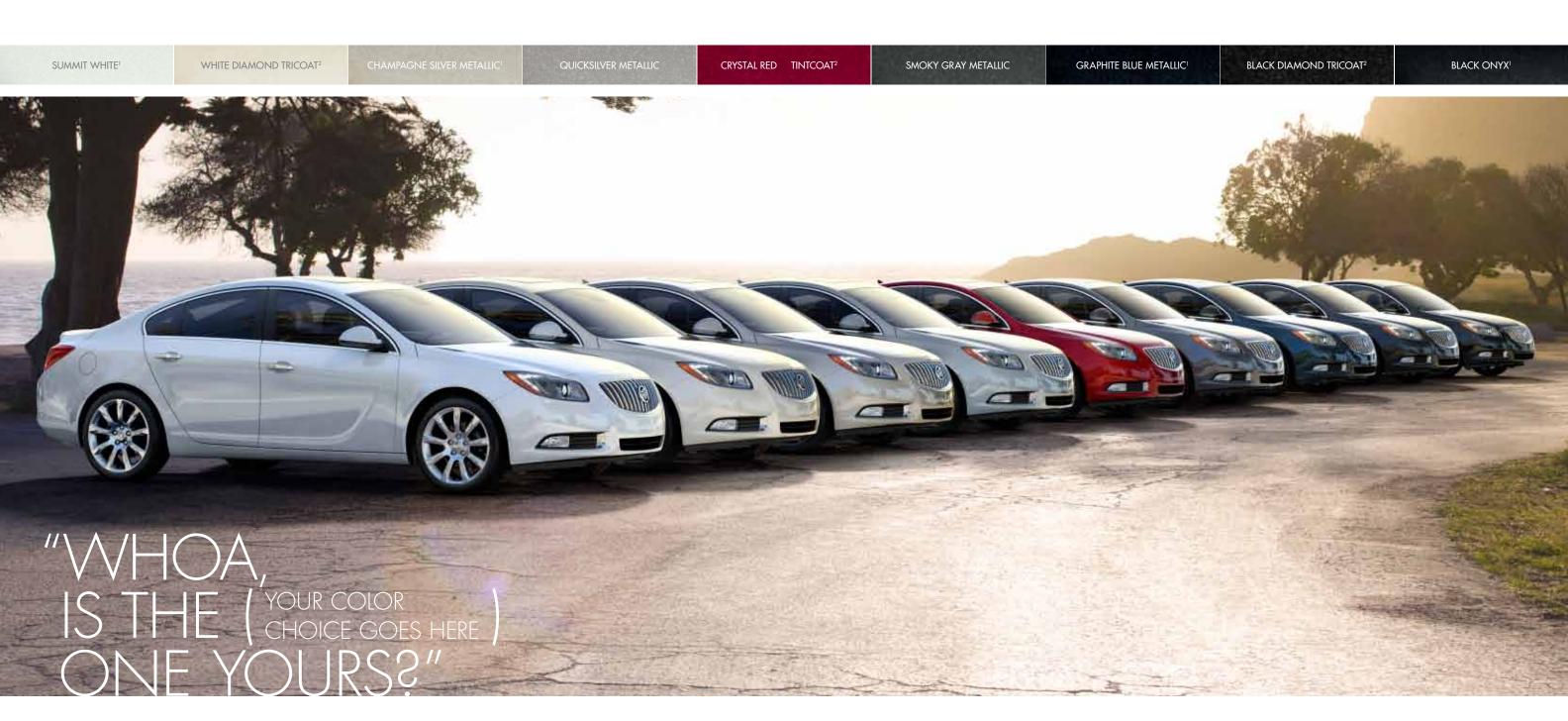
19" 9-SPOKE MACHINED ALLOY



19" 5 TWIN-SPOKE ALLOY



20" 5 TWIN-SPOKE POLISHED ALLOY



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.



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 IntelliLink¹ interactive audio system. Using Bluetooth,^{®2} 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 SmartRadioTM and satellite radio like SiriusXM3 with new SiriusXM Travel Link (with 3-month trial). There's also a USB port⁴ 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.

¹Full functionality requires compatible Bluetooth and smartphone. Some devices require USB connectivity. Data plan rates apply.

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

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.

⁴Not compatible with all devices.



BUICK REGAL TECHNOLOGY







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.

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 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 RemoteLink³ 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.



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 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.







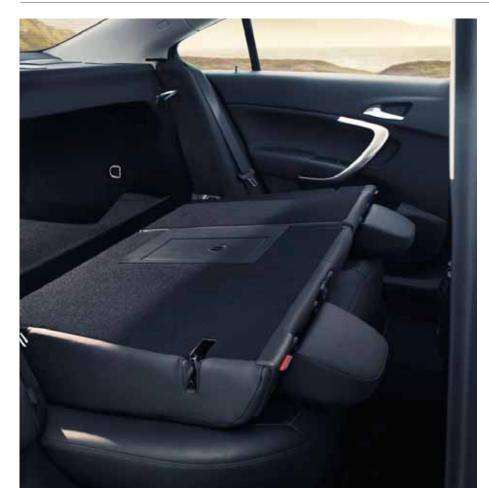
Your Regal should reflect you. Highly crafted premium materials like contrasting French-seam stitching, leather-appointed seating, available Hawaiian Koa wood grain and chrome accents surround you in style. Now select from the leather-appointed combinations that best suit your taste.

1 CASHMERE COLOR PALETTE¹

2 EBONY COLOR PALETTE

3 HAWAIIAN KOA WOOD GRAIN ACCENTS¹

4 PIANO BLACK ACCENTS





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.











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 multi-function controller offers access to navigation, audio screen menus and phone commands with a simple turn.

BUICK REGAL FEATURES AND OPTIONS

HERE'S WHAT GOES INTO REGAL. HOW YOU PUT IT TOGETHER IS UP TO YOU

Now it's your turn to make Regal your very own by personalizing it with one of the equipment groups and its available options.

SPECIFICATIONS

DIMENSIONS (INCHES)

Wheelbase	107.8
Overall length	190.2
Body width	73.1
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	54.4
Hip room, front	55.4
Hip room, rear	52.3
Leg room, front	42.1
Leg room, rear	37.3

SPECIFICATIONS AND CAPACITIES

Engine Type	2.4L ECOTEC w/eAssist technology
Horsepower	182 @ 6700 rpm
Torque	172 lb-ft @ 7900 rpm
EPA-estimated mpg	25 city/36 hwy
Engine Type	2.0L ECOTEC Turbo
Horsepower	220 @ 5300 rpm
Torque	260 lb-ft @ 2000 rpm
EPA-estimated mpg	20 city/32 hwy (manual) 18 city/29 hwy (auto)

Engine Type	2.0L ECOTEC GS Turbo
Horsepower	270 @ 5300 rpm
Torque	295 lb-ft @ 2400 rpm
GM-estimated mpg	19 city/27 hwy (manual) 19 city/27 hwy (auto)
Cargo Capacity (cu. ft.) ¹²	14.2

STANDARD EQUIPMENT

POWER AND PERFORMANCE

Drivetrain Front-wheel drive Engine 2.4L ECOTEC with VVT, DI and eAssist technology eAssist Technology Integrates an electric motor and advanced lithium-ion battery with the 2.4L ECOTEC engine. As you brake, eAssist captures energy, a process known as regenerative braking. All this provides

Regal with 36 hwy mpg.1 Transmission 6-speed automatic, electronically controlled with overdrive and Driver Shift Control Suspension Front MacPherson strut, rear 4-link

Steering Power, variable assist Brakes 4-wheel anti-lock, 4-wheel disc with brake assist

Traction Control Full function StabiliTrak Stability control system Exhaust Dual stainless steel with hidden tip

COMFORT AND CONVENIENCE

Seat Trim Leather-appointed

Seating Heated front bucket seats, rear split folding Driver Seat Adjuster 12-way (8-way power and 4-way

Front-Passenger Seat Adjuster 4-way manual and 2-way

Armrests Center and rear with 2 integral cupholders Head Restraints Front, 2-way adjustable Head Restraints Rear, outboard seats adjustable Lighting Overhead courtesy lamp, dual reading

Assist Handles Front passenger and rear outboard Display Enhanced 1-color with Driver Information Center Compass Display Located in the Driver Information Center Steering Wheel Leather-wrapped, 4-spoke with steering-wheel-mounted audio and cruise controls Tilt and telescopic steering column, manual

Cruise Control

Parking Brake Electric powered Mirror Inside rearview, auto-dimming

Climate Control Dual-zone automatic air conditioning Air Filtration System

Defogger Rear-window electric

Windows Power with driver express-up/down, rear

Cupholders 2 front console, covered, 2 rear armrest Auxiliary Power Outlets 2 12-volt outlets

Floor Mats Carpeted front and rear with front anchors Vanity Mirrors Driver and front-passenger illuminated visor Trunk Cargo Net

Remote Keyless Entry Extended range

ENTERTAINMENT SYSTEMS

Audio System AM/FM/SiriusXM² stereo with MP3 CD player, USB3 and auxiliary port, IntelliLink4 with 7" color LED touch-screen display, MP3/WMA playback, iPod® support and upgradeable software

SiriusXM Satellite Radio² Includes 3 trial months of service Buick IntelliLink⁴ Smartphone control via voice activation and steering-wheel-mounted controls. It also enables streaming stereo audio from the phone through services like Pandora® internet radio and Stitcher SmartRadio.™ Audio 7-speaker system

USB Port³ Connectivity for various digital media and

Bluetooth®5 Personal cell-phone connectivity to vehicle

SAFETY AND SECURITY

Safety Belts 3-point, all seating positions LATCH (Lower Anchors and Top tethers for CHildren) system for child safety seats in all rear seating positions Air Bags⁶ Dual-stage frontal and side-impact, driver and right front passenger and head curtain side-impact, front and rear outboard seating positions

Power Door Locks Programmable with lockout protection OnStar⁷ 6 months of Directions & Connections Plan Theft-Deterrent System PASS-Key III, engine immobilizer

Tire Pressure Monitor System Child Security Lock Electronic

STYLING AND FUNCTIONALITY

Antenna Integral rear roof-mounted, body-color Lights Halogen headlamps automatic on and off,

with flash-to-pass feature

Fog Lamps Front halogen (not available on GS) Daytime Running Lamps Switchable

Glass Solar-Ray light-tinted Door Handles Body-color

Outside Mirrors Heated, power-adjustable, with integrated turn signal indicators

Grille Black chrome, waterfall style Moldings Bright window surround

Lamps Center High-Mounted Stop Lamp (CHMSL)

Sill Plates Bright front

Wipers Front intermittent with washers Wheels 17" alloy 9-spoke painted

AVAILABLE OPTIONS

COLORS

Sunroof Power, tilt-sliding with sunshade

EQUIPMENT GROUPS

PREMIUM I

INCLUDES ALL STANDARD EQUIPMENT PLUS:

Passive Entry System Remote Vehicle Start System (Requires auto transmission) Push-Button Start 12-Way Power Seating Front passenger Universal Garage Door Opener Chrome Accents On door handles Wheels 18" alloy 13-spoke (Turbo only) Rear Parking Assist Power Outlet 120-volt AC

Heated Steering Wheel (Turbo only) (Except GS)

AVAILABLE OPTIONS FOR PREMIUM I GROUP

Sunroof Power, tilt-sliding with sunshade Engine 2.0L ECOTEC Turbo with 220 horsepower Wheels 18" chrome plated (Not available with eAssist)

Transmission 6-Speed Manual (Requires Turbo engine)

PREMIUM II

INCLUDES ALL STANDARD EQUIPMENT PLUS:

Passive Entry System Remote Vehicle Start System (Requires auto transmission) Push-Button Start 12-Way Power Seating Front passenger Universal Garage Door Opener Chrome Accents On door handles Wheels 18" alloy 13-spoke (Turbo only) Rear Parking Assist Power Outlet 120-volt AC

Heated Steering Wheel (Turbo only) (Except GS) Thorax Air Bags⁶ Rear seat (Turbo only)

Premium Audio System Harman Kardon® HID Headlamps Bi-Xenon AVAILABLE OPTIONS FOR PREMIUM II GROUP

Engine 2.0L ECOTEC Turbo with 220 horsepower Wheels 18" chrome alloy (Not available with eAssist) Audio System With Navigation 8 AM/FM/SiriusXM 2 stereo, single CD/DVD player and MP3 player with navigation, IntelliLink⁴ with 7" diagonal touch-screen display, GPS navigation system, USB port,³ Radio Data System (RDS)⁹ and auxiliary input jack (Requires sunroof) Transmission 6-Speed Manual (Requires Turbo engine)

PREMIUM III

INCLUDES ALL STANDARD EQUIPMENT PLUS:

Passive Entry System Remote Vehicle Start System (Requires auto transmission) Push-Button Start 12-Way Power Seating Front passenger Universal Garage Door Opener Chrome Accents On door handles Rear Parkina Assist Power Outlet 120-volt AC Heated Steering Wheel (Turbo only) (Except GS)

> Thorax Air Bags⁶ Rear seat (Turbo only) Premium Audio System Harman Kardon HID Headlamps Bi-Xenon

Engine 2.0L ECOTEC Turbo with 220 horsepower Interactive Drive Control System Wheels 19" alloy 9-spoke machined

AVAILABLE OPTIONS FOR PREMIUM III GROUP

Audio System With Navigation⁸ (Requires sunroof) Transmission 6-Speed Manual

GS EQUIPMENT GROUPS

INCLUDES ALL STANDARD EQUIPMENT PLUS:

Passive Entry System Remote Vehicle Start System (Requires auto transmission) Push-Button Start 12-Way Power Seating Front passenger Universal Garage Door Opener Chrome Accents On door handles Power Outlet 120-volt AC

Thorax Air Bags⁶ Rear seat Premium Audio System Harman Kardon HID Headlamps Bi-Xenon

Transmission 6-Speed Automatic

Engine 2.0L ECOTEC GS Turbo with 270 horsepower Interactive Drive Control System (GS specific) Wheels 19" alloy 9-spoke machined

GS-Specific Fascias and Rockers GS-Specific Dual Exhaust GS-Specific Badging GS Sport Seats, Steering Wheel, Sport Pedals Brembo Front Brakes, 4-Wheel Anti-Lock Disc HiPer Strut Front Suspension Moldings Satin Finish Surround Rear Spoiler Front and Rear Parking Assist

AVAILABLE OPTIONS FOR GS GROUP

Sunroof

Audio System With Navigation⁸ (Requires sunroof) Wheels 20" 5 twin-spoke polished alloy With performance tires (Summer only) Transmission 6-Speed Manual

WHEELS









19" 5 TWIN-SPOKE ALLOY 20" 5 TWIN-SPOKE POLISHED ALLOY

SUMMIT WHITE¹⁰ WHITE DIAMOND TRICOAT11 CRYSTAL RED TINTCOAT¹ SMOKY GRAY METALLIC GRAPHITE BLUE METALLIC¹⁰ BLACK DIAMOND TRICOAT BLACK ONYX¹⁰

1EPA estimated. 21f you subscribe after your trial period, subscriptions are continuous until you call SiriusXM to cancel. See SiriusXM Customer Agreement for complete terms at siriusxm.com. Other fees and taxes will apply. All fees and programming subject to change. For more information about NavTraffic, visit siriusxm.com/navtraffic. For more information about Travel Link, visit siriusxm.com/travellink. XM satellite service is available only to those in the 48 contiguous USA and DC. Sirius, XM and all related marks and logos are trademarks of SiriusXM Radio, Inc. 3Not compatible with all devices. 4Full functionality requires compatible Bluetooth and smartphone. Some devices require USB connectivity. Data plan rates apply. 5Go to gm.com/bluetooth to find out which Bluetooth phones are compatible with the vehicle. 6A NOTE ON CHILD SAFETY: Always use safety belts and 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.

OnStar services require vehicle electrical system (including battery), wireless service and GPS satellite signals to be available and operating for features to function properly. OnStar acts as a link to existing emergency service providers. Subscription Service Agreement required. Call 1-888-40NSTAR (466-7827) or visit onstar.com for OnStar's Terms and Conditions, Privacy Policy, details and system limitations.

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

*RDS functions only where stations broadcast RDS information.

*TON or available on GS. **

*Additional charge, premium paint. 12 Cargo and load capacity limited by weight and distribution.





