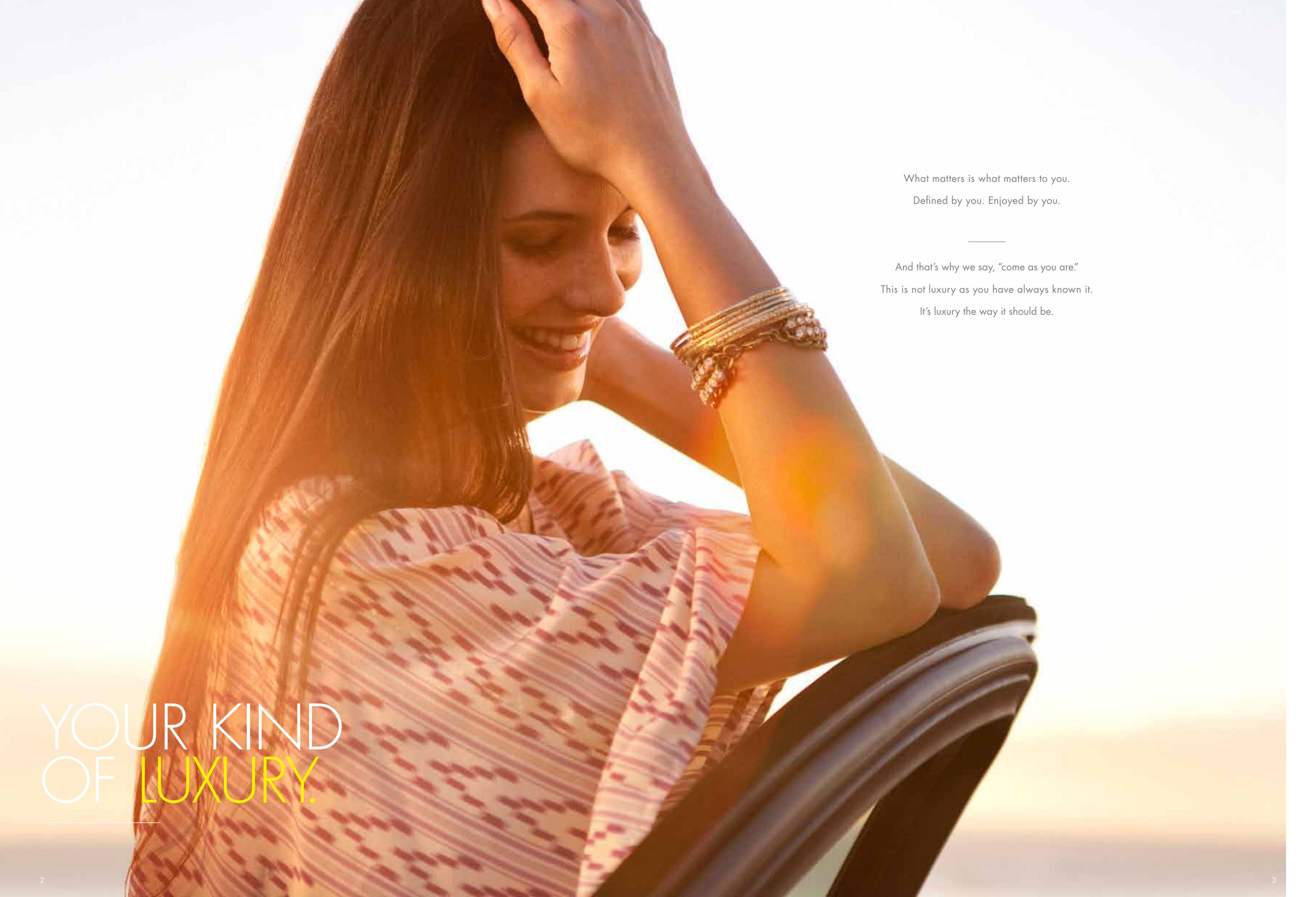


BUICK REGAL 012





YOUR KIND
OF LUXURY.

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.

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



Regal GS available fall 2011.

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 satin-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.



FITS LIKE A
DRIVING GLOVE.

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 panel, steering wheel and console.

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.

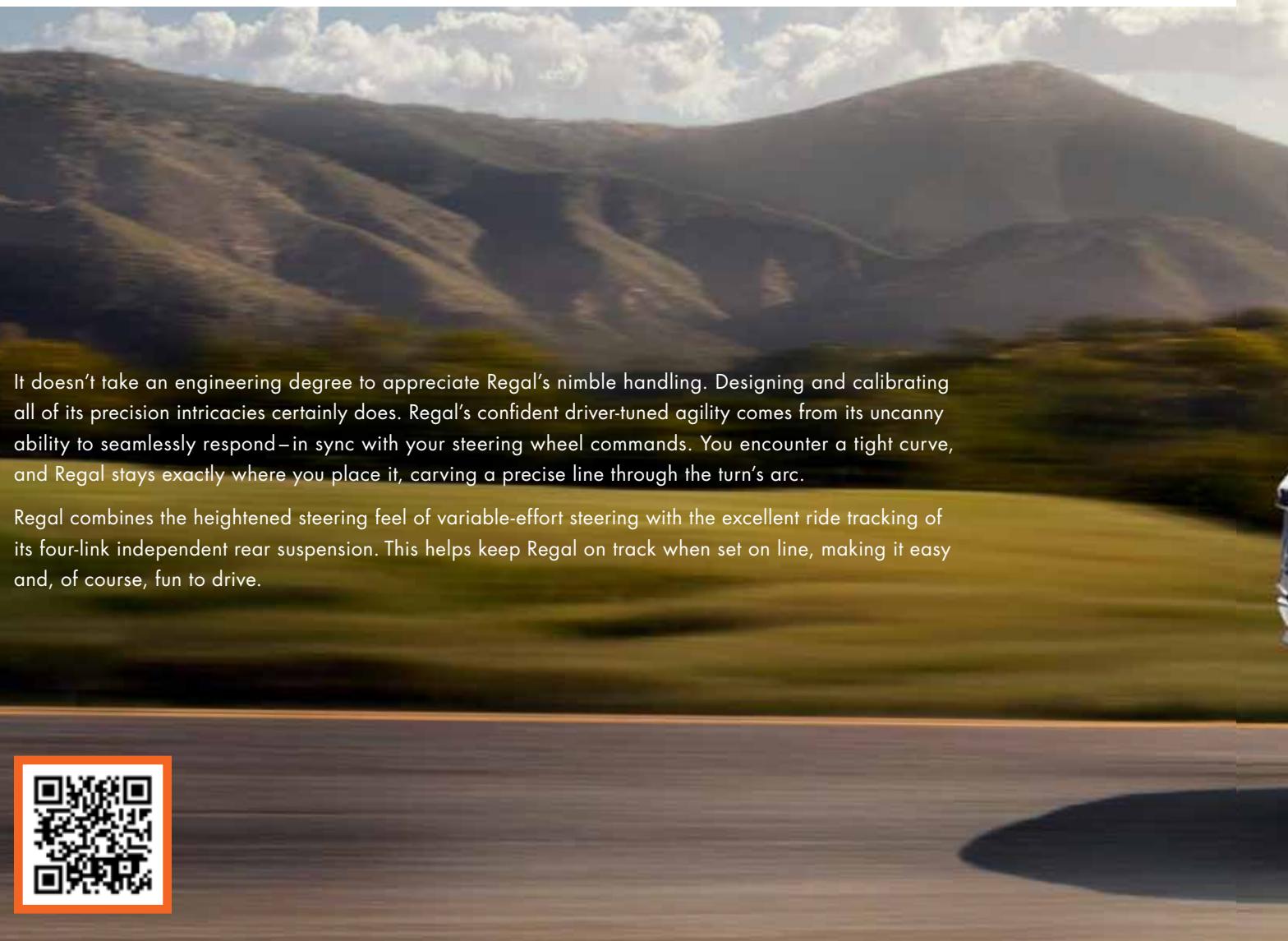


Regal GS and Regal Turbo's class-exclusive Interactive Drive Control System offers two driver-selectable modes that adapt to your driving style by adjusting suspension, steering and automatic transmission (when equipped) in real time to personalize your driving adventures. In Regal GS, select the GS 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 tugging 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. Intake 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 hwy¹ 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.

¹Based on EPA estimates.



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 back-lit 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 port⁴ to connect your iPod[®]. You're doing all of this while keeping your hands on the wheel and eyes squarely on the road.

¹Late availability. ²Go to gm.com/bluetooth to find out which Bluetooth phones are compatible with the vehicle. ³Requires 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. ⁴Not compatible with all devices.



LIKE YOUR
MUSIC.

PANDORA®
internet radio



SiriusXM
SATELLITE RADIO



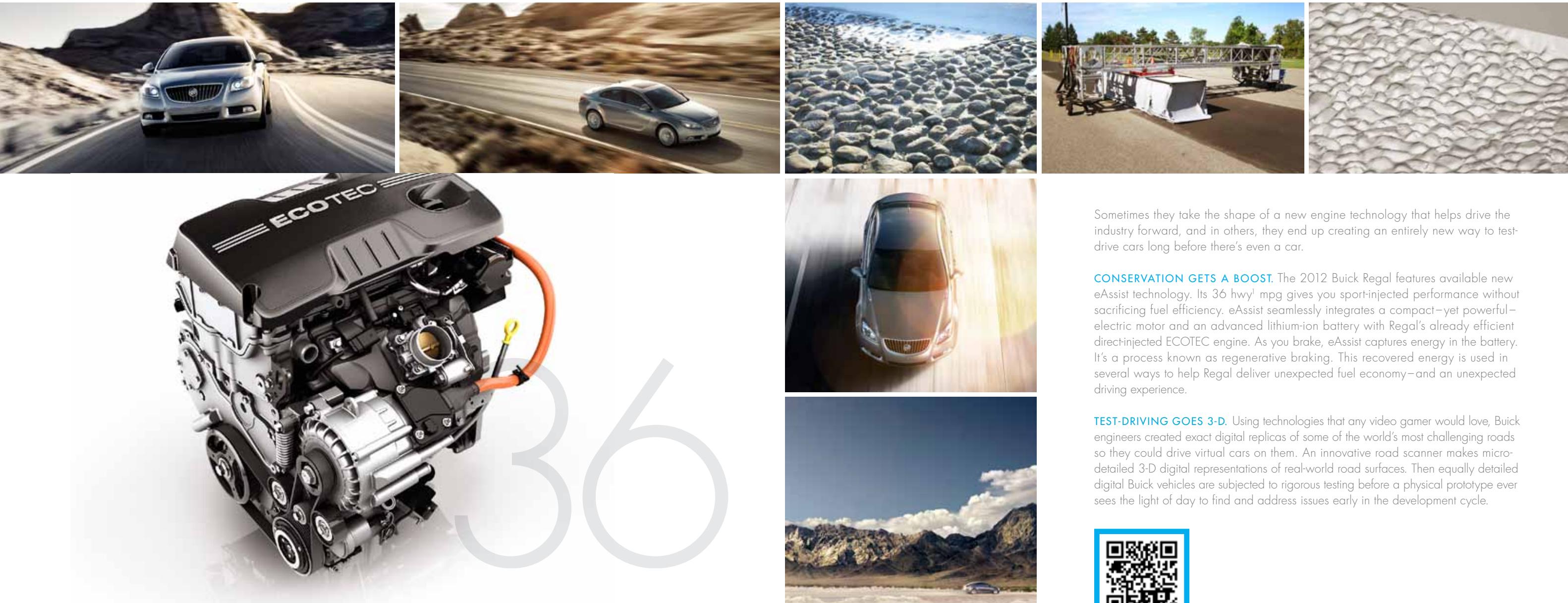
SIT BACK. RELAX. REPEAT.

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 Harman 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, its available touch-screen-activated Navigation System¹ with multi-function controller helps you discover new places to explore.

¹Map 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.



THE ECOTEC ENGINE WITH eASSIST TECHNOLOGY ACHIEVES A HIGHLY EFFICIENT 25 CITY AND 36 HIGHWAY MPG.¹

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.



¹EPA-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.¹ Regal also offers available rear outboard seat-mounted thorax air bags.¹

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 RemoteLink³ 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.



¹Air 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 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.
²OnStar acts as a link to existing emergency service providers. Visit onstar.com for details and system limitations.
³Available on AndroidTM and iPhone[®] platforms.

Standard Equipment

Power and Performance

Drivetrain Front-wheel drive
Engine 2.4L ECOTEC with VVT, DI and E85 capability
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 tips

Comfort and Convenience

Seat Trim Leather-appointed
Seating Front bucket seats, rear split folding
Driver Seat Adjuster 12-way (8-way power and 4-way power lumbar)
Front-Passenger Seat Adjuster 4-way manual and 2-way power vertical
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
Steering-wheel-mounted audio and cruise controls
Tilt and telescopic steering, manual

Cruise Control
Parking Brake Electric powered
Mirror Inside rearview, auto-dimming
Climate Control Dual-zone air conditioning
Air Filtration System
Defogger Rear-window electric
Windows Power with front express-up/down, rear express-down
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

AM/FM Stereo Single-disc CD and MP3 player, audio input jack, seek-and-scan, digital clock, auto-tone control, speed-compensated volume and Theftlock
SiriusXM Satellite Radio¹ Includes 3 trial months of service. For more information, visit siriusxm.com.
Audio 7-speaker system
USB Port² Connectivity for various digital media and iPod[®] support
Bluetooth[®]³ Personal cell-phone connectivity to vehicle audio system

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 Bags⁴ 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
OnStar⁵ 6 months of Directions and Connections Plan
Theft-Deterrent System PASS-Key III, engine immobilizer and content theft alarm
Tire Pressure Monitor System
Child Safety Lock Electronic

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
(Q56) Wheels 18" 13-spoke alloy

Available Options

Sunroof Power, tilt-sliding with sunshade
Engine, 2.4L ECOTEC With eAssist Technology
(Q52) Wheels 18" chrome alloy (not available with eAssist)
Daytime Running Lamps Switchable

Equipment Groups

Premium I

Includes All Standard Equipment Plus:

Passive Entry System
Remote Vehicle Start System (Requires Auto Transmission)
Push-Button Start
Front-Passenger Power Seat Adjuster, 12-Way
Universal Home Remote
Chrome Accents on Door Handles
Rear Parking Assist
Power Outlet, 120-Volt AC

Available Options for Premium I Group

Sunroof Power, tilt-sliding with sunshade
Engine, 2.4L ECOTEC With eAssist Technology
Includes (Q05) 17" alloy wheels, all-season low-resistance tires
Engine, 2.0L ECOTEC Turbo With 220 Horsepower (Q52) Wheels, 18" Chrome Alloy (Not available with eAssist)
6-Speed Manual Transmission (Requires Turbo engine)



Premium II

Includes All Standard Equipment Plus:

Passive Entry System
Remote Vehicle Start System (Requires Auto Transmission)
Push-Button Start
Front-Passenger Power Seat Adjuster, 12-Way
Universal Home Remote
Chrome Accents on Door Handles
Rear Parking Assist
Power Outlet, 120-Volt AC

Rear-Seat Thorax Air Bags⁴
Premium Harman Kardon[®] Audio System
Headlamps, HID Bi-Xenon

Available Options for Premium II Group

Sunroof
Engine, 2.4L ECOTEC With eAssist Technology
Engine, 2.0L ECOTEC Turbo With 220 Horsepower (Q52) Wheels, 18" Chrome Alloy (Not available with eAssist)
Audio System With Navigation⁶ AM/FM/SiriusXM stereo with 7" color touch-screen display, MP3 CD player, USB² and auxiliary ports, iPod[®] support, GPS navigation system and SD card reader in center console (requires sunroof)
6-Speed Manual Transmission (Requires Turbo engine)

Premium III

Includes All Standard Equipment Plus:

Passive Entry System
Remote Vehicle Start System (Requires Auto Transmission)
Push-Button Start
Front-Passenger Power Seat Adjuster, 12-Way
Universal Home Remote
Chrome Accents on Door Handles
Rear Parking Assist
Power Outlet, 120-Volt AC

Rear-Seat Thorax Air Bags⁴
Premium Harman Kardon[®] Audio System
Headlamps, HID Bi-Xenon

Engine, 2.0L ECOTEC Turbo With 220 Horsepower Interactive Drive Control System (Q70) Wheels, 19" Machined Alloy

Available Options for Premium III Group

Sunroof
Audio System With Navigation⁶ (Requires sunroof)
6-Speed Manual Transmission

GS

Includes All Standard Equipment Plus:

Passive Entry System
Remote Vehicle Start System (Requires Auto Transmission)
Push-Button Start
Front-Passenger Power Seat Adjuster, 12-Way
Universal Home Remote
Chrome Accents on Door Handles
Front and Rear Parking Assist
Power Outlet, 120-Volt AC

Rear-Seat Thorax Air Bags⁴
Premium Harman Kardon[®] Audio System
Headlamps, HID Bi-Xenon

Engine, 2.0L ECOTEC GS Turbo With 270 Horsepower Interactive Drive Control System for GS (Q9T) Wheels, 19" 5 Twin-Spoke Alloy

6-Speed Manual Transmission
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

Dimensions (inches)

Wheelbase	107.8
Overall length	190.2
Body width	73.1
Front-Passenger Power Seat Adjuster, 12-Way	58.4
Universal Home Remote	62.4
Chrome Accents on Door Handles	62.5
Rear Parking Assist	38.8
Power Outlet, 120-Volt AC	36.8
Head room, rear	56.7
Shoulder room, front	54.4
Shoulder room, rear	55.4
Hip room, front	52.3
Hip room, rear	42.1
Leg room, front	37.3
Leg room, rear	20 city/31 hwy (manual) 18 city/29 hwy (auto)

Specifications and Capacities

Engine Type	2.4L ECOTEC VVT 4-cyl.
Horsepower	182 @ 6700 rpm
Torque	172 lb-ft @ 4900 rpm
GM-estimated mpg ⁷	20 city/31 hwy
Fuel Tank (approx.)	18 gallons
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 ⁷	17 city/28 hwy (manual) 17 city/26 hwy (auto)
Cargo Capacity (cu. ft.) ⁸	14.2

Available Options for GS Group

Sunroof
Audio System With Navigation⁶ (Requires sunroof)
(R01) Wheels, 20" 5 Twin-Spoke Polished Alloy With performance tires (summer only)
Automatic Transmission 6-speed (late availability)

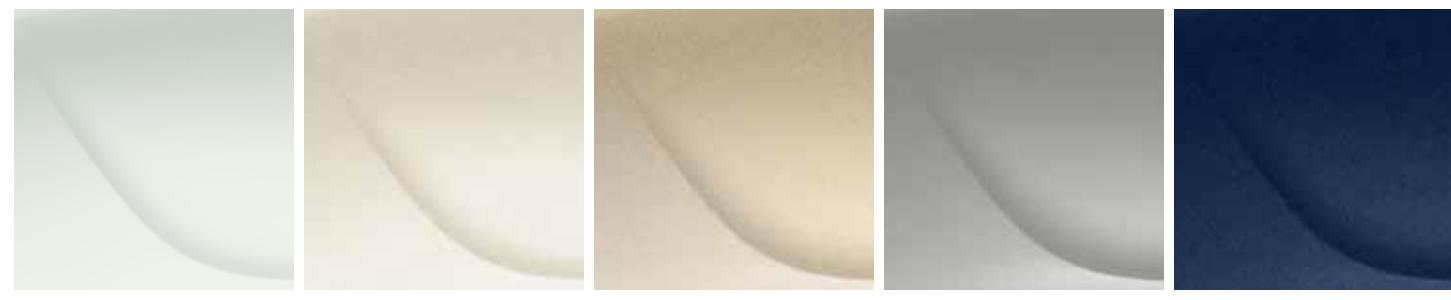
MAKE IT
YOUR OWN.

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

Requires 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.
²Not compatible with all devices.
³Go to gm.com/bluetooth to find out which Bluetooth phones are compatible with the vehicle.
⁴Always 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.
⁵OnStar 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 1-888-4ONSTAR (466-7827) or visit onstar.com for OnStar's Terms and Conditions, Privacy Policy, details and system limitations.
⁶Map coverage available in the United States, U.S. Virgin Islands, Puerto Rico and Canada.
⁷Estimates based on GM testing. Official EPA estimates not yet available.
⁸Cargo and load capacity limited by weight and distribution.

Color and Materials/Wheels

Exterior Colors



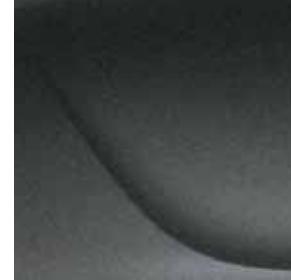
Summit White¹

White Diamond Tricoat^{1,2}

Gold Mist Metallic¹

Quicksilver Metallic

Midnight Blue Metallic^{1,3}



Smoky Gray Metallic³



Crystal Red Tintcoat^{2,3}

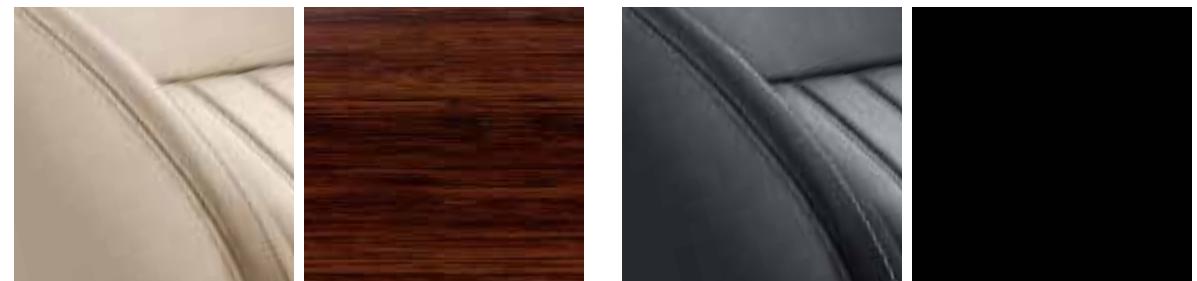


Carbon Black Metallic²



Black Onyx¹

Interior Colors



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

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

Wheels



Q05 17" machined alloy



Q56 18" 13-spoke alloy



Q52 18" chrome alloy



Q70 19" 9-spoke machined alloy



Q9T 19" 5 twin-spoke alloy



R01 20" 5 twin-spoke polished alloy

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 eAssist 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 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 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.

Trailering 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 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.

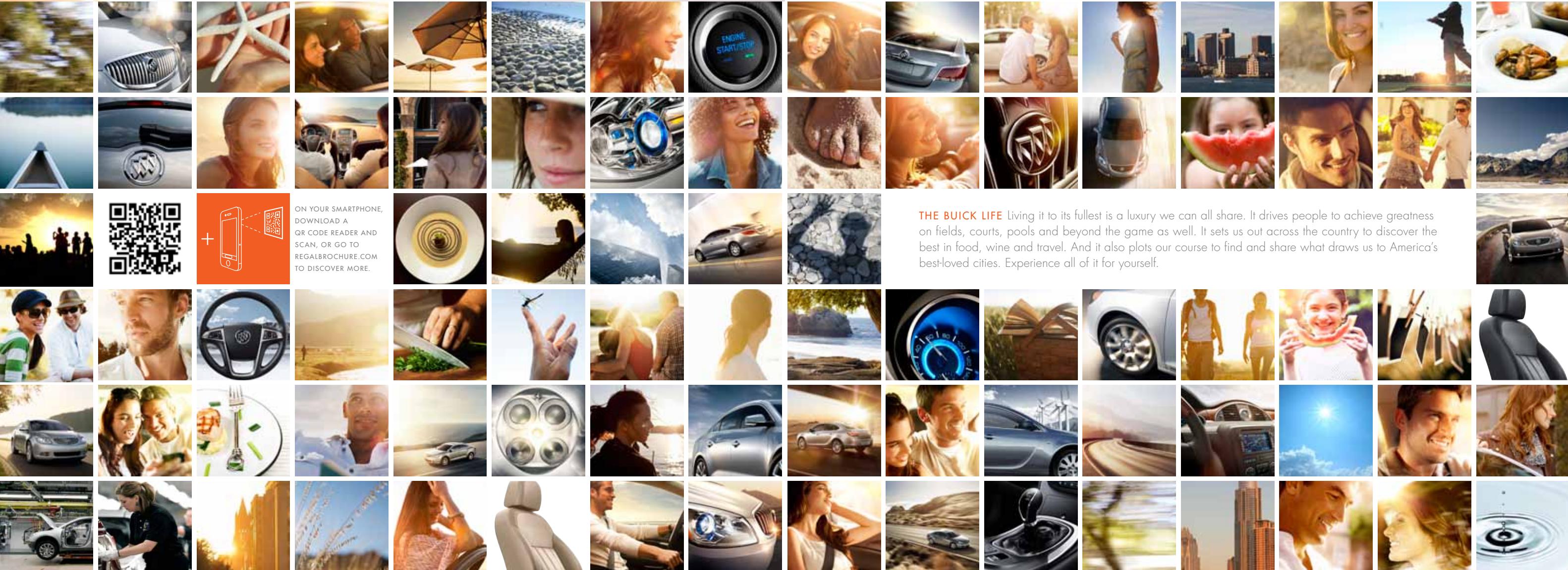
Enhance Your Ownership Experience. The Owner Center at My GMLink is an online service that helps you make the most of your vehicle ownership.

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.

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. The SiriusXM name and related logos are registered trademarks of SiriusXM Satellite Radio, Inc. Facebook is a registered trademark of Facebook, Inc. iPod is a registered trademark of Apple, Inc. ©2011 General Motors. All rights reserved. Litho in U.S.A., July 2011.

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



BUICK | BUICK.COM

Discover more to like about Buick on Facebook.
facebook.com/buick





ON YOUR SMARTPHONE,
DOWNLOAD A QR CODE READER
AND SCAN, OR GO TO
REGALBROCHURE.COM
TO DISCOVER MORE.

