

THE SPIRIT OF AMERICAN STYLE

It is flair without flamboyance. Art without artifice. Luxury without apology.

It's the flash of sun off a curve of chrome. The shine of paint that looks

a foot deep. The glow of fine leather. It is the calm of a quiet cabin.

And the thrill of a finely tuned engine at full song. It's physicality

informed by philosophy. The security of careful engineering and assembly.

The satisfaction of well-thought details. The idea of elegance with intelligence.

The Spirit of American Style is the ethos of legendary designer Harley Earl

beautifully interpreted for a new age. It is the heritage and the heart

of Buick. Now come see how that spirit is offered in the 2004 Regal.



Studio still life / Regal 2004

A word about this brochure: Some features shown throughout this brochure are available at extra cost.



Regal GS in White.



Select focus on power

A POLISHED SPIN ON PERFORMANCE.

Nowhere is it written that one must equate performance with the shriek of tortured engines, the blat of rude exhaust systems and the rock-hard ride of farm implements. The 2004 Buick Regal presents a more polished spin on the subject. So if you're open to the notion that a performance car can thrill you with both the thrust of its power and the indulgence of its interior, you may just have found a new traveling companion. Regal is refined power wrapped in sensuous sheet metal. It's responsive handling concealed beneath a casually luxurious cabin. It's a performance car made polished and precise. It's a powerful expression of The Spirit of American Style. Look through the pages of this brochure. Then drive a Regal, and experience performance so subtly delivered, only the G-forces give it away.



Shifter in light and shadow



Designer Joseph Abboud blends elegance and casual luxury in his popular lines of men's and women's wear, and in his signature edition Regal. There's a choice of four different two-tone exterior color combinations, plus a two-tone leather-appointed interior. Regal by Joseph Abboud. A higher level of sophistication.





Regal by Joseph Abboud leather-appointed interior in Taupe and Chestnut.



Regal by Joseph Abboud includes this two-tone leather-appointed steering wheel.



A. OnStar®. Safety and security at the touch of a button 24/7/365.

OnStar services require vehicle electrical system and analog wireless service to be available and operating for features to function properly. Visit onstar.com for system information and details.



B. AM, FM, CDs or cassettes — play your pick. 8-track tapes not allowed.



C. Dial in personal comfort with automatic dual-zone climate control.

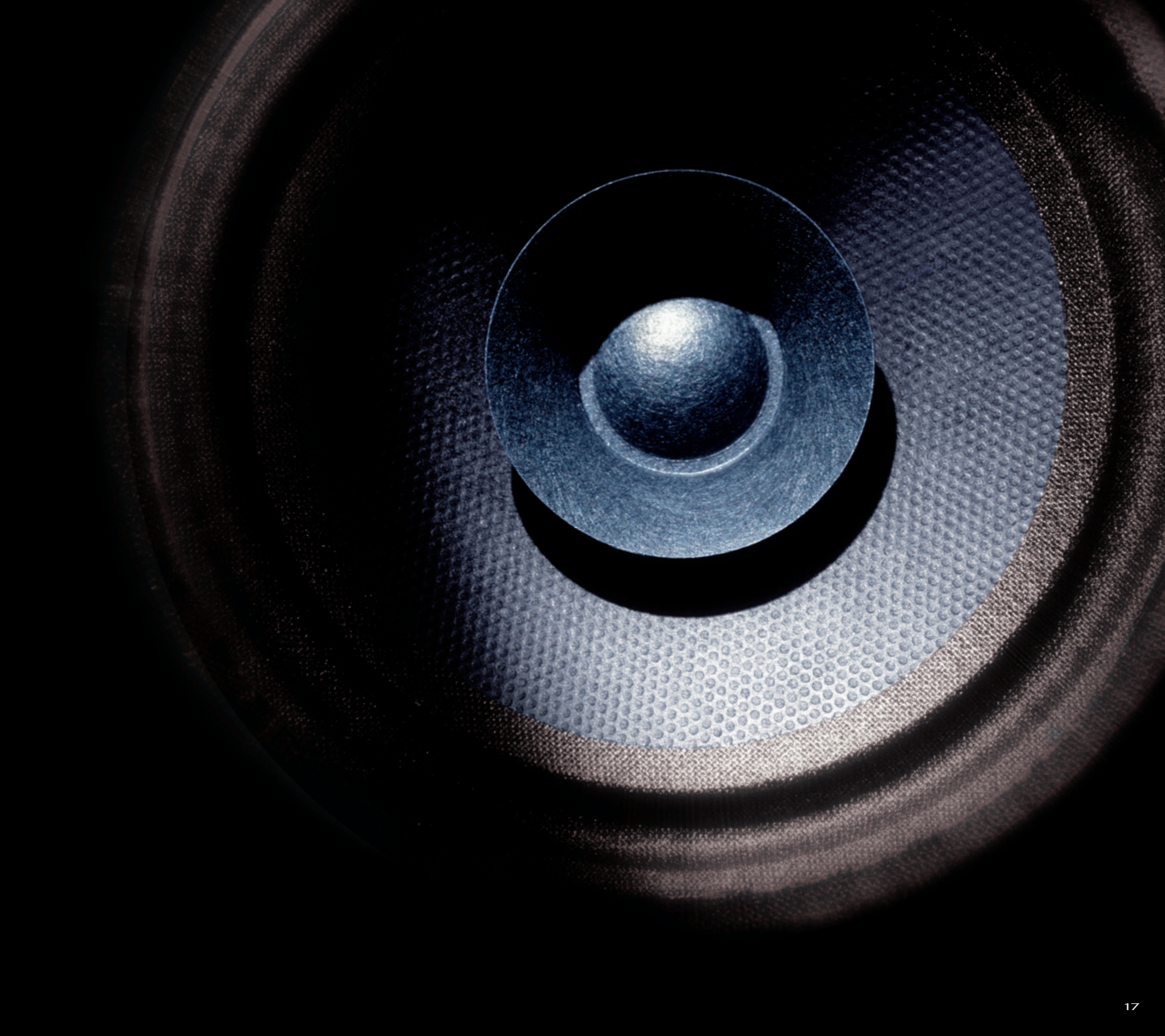
Features described are available on some models. Refer to specifications in the back for availability.



D. With a power sunroof, the sky's the limit.



Soft textures in warm light





Regal LS in Sterling Silver Metallic.

Regal. Century. LeSabre. Rendezvous. Rainier. Park Avenue. Each with its own personality, yet each embodying Buick's mission to bring you a beautifully designed, carefully assembled vehicle that will deliver exceptional satisfaction with every mile you drive. The Spirit of American Style is alive and well — and at your Buick dealer now.



Tiger Woods

Buick is the Official Car of the PGA TOUR. Buick has been involved in the game of golf for nearly 50 years.

That's why we're so proud to be partnered with the man pictured above. You see, we have a long history of

supporting the game with style and elegance — and he's making history by playing the game in the very same way.



15" Deluxe Bolt-On Wheelcover



16" Aluminum Wheel



16" Chrome-Plated Aluminum Wheel

INTERIOR FEATURES

	LS	LS Luxury Package	LS Leather Package	GS
S Standard A Available P Included in Option Package — Not available				
Air bags				
— driver and front passenger, frontal	S	S	S	S
— driver-side, seat-mounted side-impact	—	—	A	A
Air conditioning				
— dual-zone climate control	S	S	—	—
— automatic dual-zone climate control	—	—	P	S
Air filtration system	S	S	S	S
Audio systems				
— ETR AM/FM stereo with seek/scan, digital clock, Theftlock® RDS display, CD, speed compensated volume and auto tone control	S	S	S	S
— ETR AM/FM stereo with seek/scan, digital clock, Theftlock, RDS display, cassette, CD, speed compensated volume and auto tone control	A	A	A	A
— Concert Sound II six-speaker system	S	S	S	S
— Monsoon® eight-speaker 220-watt premium audio system	—	—	A	A
— rear window antenna	S	S	S	S
— remote steering wheel radio controls	—	P	P	S
Carpet savers — front and rear	A	P	P	S
Child seat anchors — rear-seat upper and lower LATCH system for compatible child safety seats	S	S	S	S
Console — includes auxiliary power receptacle, covered storage and leather-appointed shifter	S	S	S	S
Convenience Plus features — reminder tones for ignition key, headlamps, turn signals, parking brake "on" and low fuel reminder tone; delayed entry/exit lighting; perimeter lighting; theater dimming; battery rundown protection; lockout protection; flash-to-pass feature; retained accessory power; daytime running lamps with Twilight Sentinel® and delayed locking	S	S	S	S
Cruise control — electronic	S	S	S	S
Driver Information Center — includes oil life monitor, instant and average fuel economy, fuel range and supercharger boost gauge	—	—	—	S
Head restraints — adjustable, front seat	S	S	S	S
Head ducts — rear-seat	S	S	S	S
Hood release — inside, instrument panel-mounted, remote	S	S	S	S
Instrumentation — analog gauge cluster with speedometer, tachometer, trip odometer, temperature and fuel gauges; warning lights for low fuel, door ajar, trunk ajar and washer fluid level	S	S	S	S
Lights				
— integral dome and reading (not available with available sunroof)	S	S	S	S
— rear reading and courtesy	—	P	P	S
Map pockets — front and rear doors, front passenger seatback	S	S	S	S
Mirrors				
— inside rearview with map reading lights	S	S	S	S
— inside rearview with electrochromic-auto dimming feature (requires sunroof on LS)	—	—	A	S
— driver and passenger covered visor vanity	S	—	—	—
— driver and passenger covered visor vanity with lighting feature	—	P	P	S

INTERIOR FEATURES (continued)

	LS	LS Luxury Package	LS Leather Package	GS
OnStar® — includes one-year Safe & Sound service agreement*	A	A	A	S
PASS-Key® II — passive theft-deterrent system	S	S	S	S
Power door locks — include programmable automatic locking with memory and lockout protection features	S	S	S	S
Power windows — include driver express-down and passenger lockout feature	S	S	S	S
Rear window defogger — electric	S	S	S	S
Remote keyless entry — includes instant alarm, trunk release and programmable perimeter lighting	S	S	S	S
Safety belts				
— front-seat lap/shoulder belts with shoulder belt comfort adjuster	S	S	S	S
— rear-seat outboard lap/shoulder belts with center position lap belt	S	S	S	S
Seats				
— cloth	S	S	—	—
— leather-appointed	—	—	P	S
— front buckets with manual recliners	S	S	S	S
— heated front seats (require ABS brakes)	—	—	A	A
— power six-way driver	S	S	S	S
— power six-way front passenger	—	—	A	A
— rear split-folding with fold-down armrest and dual cup holders	—	—	P	S
— rear theater seating	S	S	S	S
Steering wheel — leather-appointed	S	S	S	S
Sunshades — extendable	S	S	S	S
TILT-WHEEL™ — adjustable steering column	S	S	S	S
Trunk lock release — power remote	S	S	S	S
Trunk release handle — mounted inside the trunk	S	S	S	S
EXTERIOR FEATURES				
Headlamps — include daytime running lamps with Twilight Sentinel, cornering lamps and fog lamps	S	S	S	S
Mirrors				
— dual fold-away power remote	S	S	S	—
— dual fold-away power remote with glare-reducing blue-tinted glass (includes electrochromic-auto dimming inside rearview mirror, requires sunroof on LS)	—	—	A	S
Sunroof — power sliding and tilting with sunshade	—	—	A	A
Tinted glass — Solar-Ray® solar-control windshield and rear window; Soft-Ray® side glass	S	S	S	S
Tires				
— P215/70R15 steel-belted, radial-ply all-season blackwall	S	—	—	—
— P225/60R16 steel-belted, radial-ply all-season touring blackwall	—	P	P	S
Wheels				
—15" steel wheel with deluxe bolt-on wheelcover	S	—	—	—
—16" aluminum	—	P	P	S
—16" chrome-plated	—	—	A	A
Windshield wipers — two-speed with variable delay	S	S	S	S

MECHANICAL FEATURES

	LS	LS Luxury Package	LS Leather Package	GS
Battery — Delco® Freedom with rundown protection	S	S	S	S
Brakes				
— four-wheel anti-lock	A	A	A	S
— four-wheel disc	S	S	S	S
Engine				
— 3800 Series II V6	S	S	S	—
— 3800 Series II Supercharged V6	—	—	—	S
Engine block heater	A	A	A	A
Exhaust system — stainless steel with dual outlets	S	S	S	S
Front-wheel drive	S	S	S	S
Starter protection — starter grind protection	S	S	S	S
Steering — power rack-and-pinion	S	S	S	S
Suspension				
— four-wheel independent sport-tuned	S	S	S	—
— four-wheel independent Gran Touring with 16" aluminum wheels and P225/60R16 touring tires	—	P	P	S
Tire inflation monitor (requires ABS brakes)	A	A	A	S
Traction control — (requires ABS brakes; full-range on GS)	A	A	A	S
Transmission — electronically controlled four-speed automatic with overdrive and brake/transmission shift interlock	S	S	S	S
REGAL BY JOSEPH ABBOUD				
Abboud Appearance Package — Taupe instrument panel, two-tone steering wheel, shift handle and boot, 16" aluminum wheels with highlighted wheel caps; Abboud signature accents on front head restraints, carpet savers, door cladding and tail lamp. Available with solid Taupe or two-tone Taupe/Chestnut leather-appointed interior (requires power passenger seat on GS)	—	—	A	A

*OnStar services require vehicle electrical system and analog wireless service to be available and operating for features to function properly. OnStar uses existing emergency service providers as well as analog wireless and satellite technologies and is subject to their limitations. The U.S. Federal Communications Commission (FCC) ruled that wireless carriers will no longer be required to support the analog wireless network after February 16, 2008. After that time, if the carriers for OnStar elect to only provide digital service, OnStar service will only be available through dual-mode hardware, which may require the purchase of a system upgrade. Call 1-888-4ONSTAR (1-888-466-7827), see your OnStar Owner's Guide, or visit onstar.com for system information and details.

ENGINE

Type (LS)	3.8-liter 3800 SFI Series II V6
Horsepower	200 @ 5200 rpm
Torque	225 @ 4000 rpm
EPA estimated mpg, city/hwy	20/30
Type (GS)	3.8-liter 3800 SFI Series II Supercharged V6
Horsepower	240 @ 5200 rpm
Torque	280 @ 3600 rpm
EPA estimated mpg, city/hwy	18/28

CAPACITIES

Trunk (cu. ft.)	16.7
Fuel tank (approx. gal.)	17
Base curb weight	
— LS	3,418
— GS	3,524

EXTERIOR DIMENSIONS (inches)

Length	196.2
Width	72.7
Height	56.6
Wheelbase	109.0
Front tread	62.0
Rear tread	61.3

INTERIOR DIMENSIONS (inches)

	front/rear
— Legroom	42.4/36.9
— Headroom	39.3/37.4
— Shoulder room	58.0/57.1
— Hip room	54.4/53.3

A NOTE ABOUT CHILD SAFETY. Always use safety belts and proper child restraints, even in vehicles equipped with air bags. Children are safer when properly secured in a rear seat. Never place a rear-facing infant restraint in the front seat of any vehicle equipped with an active air bag. See your vehicle Owner's Manual and child safety seat instructions for more information.



GM is proud to be the only car company that can help you save for college with Upromise — for you, your children, your grandchildren, or any child you care about. GM has teamed up with Upromise, a free service that can help you turn your everyday spending into college savings. Once you join Upromise, every time you use your credit card, make a long distance phone call, shop online, buy gas, dine out — even buy an eligible new GM car or truck — you can get a portion of your purchase back for college. Learn more and join for free at upromise.com/gmcatalog.

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- Keep an online history of services performed
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IMPORTANT WORDS ABOUT THIS BROCHURE.

We have tried to make this brochure comprehensive and factual. We reserve the right, however, to make changes at any time, without notice, in prices, colors, materials, equipment, specifications, models, and availability. Since some information may have been updated since the time of printing, 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.

Covered for 3 years/36,000 miles (whichever comes first): The complete vehicle • Tires • Towing to your nearest Buick dealership • Cosmetic corrosion resulting from defects • Repairs made to correct any vehicle defect • No charge for most warranty repairs

Covered for 6 years/100,000 miles (whichever comes first): Rust-through corrosion

Corrosion Protection. Buick vehicles are designed and built to resist corrosion. All body and sheet metal components are warranted against rust-through corrosion for six years or 100,000 miles, whichever comes first. Application of additional rust-inhibiting materials is not required under the corrosion coverage and none is recommended. See your Buick dealer for terms of this limited warranty.

Updated Service Information. Buick dealers receive useful service bulletins about Buick products. You may purchase them from Helm Incorporated by calling 1-800-551-4123 or by visiting www.helminc.com.

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.

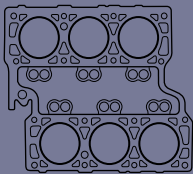
Engines. Buicks are equipped with engines produced by different operating units of GM, its subsidiaries or suppliers to GM worldwide.



SUPERCHARGED 3.8L 3800 SERIES II V6 Supercharging compacts air – making it denser, with more oxygen molecules per cubic inch. Denser air can atomize more fuel. So when a supercharger forces a dense fuel/air mixture into an engine’s combustion chamber, and a spark plug lights it off, the result is a bigger explosion, and more power. Regal’s 90 cu. in. Eaton supercharger is very compact, with the reliability of a sealed, permanently lubricated drive mechanism. It helps the 3800 V6 deliver the kind of horsepower and torque figures often associated with a V8: 240 hp, 280 lb-ft torque. Coupled with its electronically-controlled heavy-duty four-speed automatic transmission, it generates power in a smooth, linear fashion with virtually no supercharger lag, by adding boost at predetermined points along the power curve.



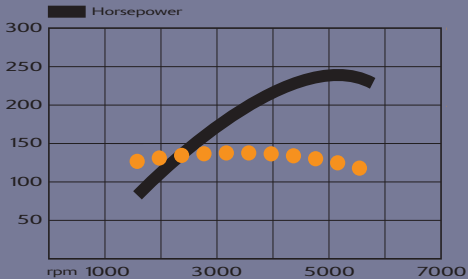
SUPERCHARGER



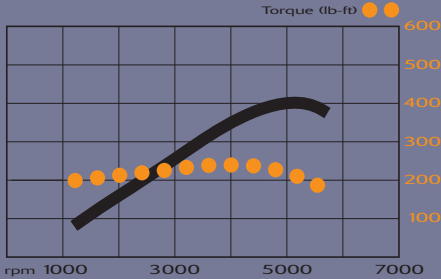
3800 V6 ENGINE

3.8L 3800 SERIES II V6 Even without the added thrust of a supercharger, the 3800 has much to offer. This 90° V6 is the classic overhead-valve design taken to a very powerful, refined level. Its sequential fuel injection helps it deliver an impressively smooth 200 hp and 225 lb-ft torque. Order the Gran Touring suspension and you’ll also get specifically tuned front and rear stabilizer bars, and 225/60 low profile tires on 16" wheels. All for the kind of driving enjoyment that could have you taking the long way home from work.

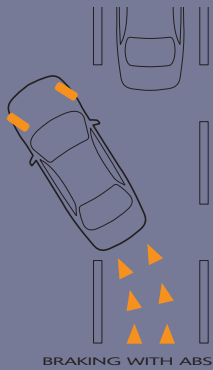
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3.8L SUPERCHARGED V6



3.8L V6



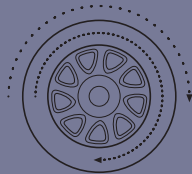
BRAKING WITH ABS

ANTI-LOCK BRAKING SYSTEM ABS uses four wheel-speed sensors to constantly monitor the speed at which each wheel is turning, and to send that data to the electronic brake control module (EBCM) computer. If, under braking conditions, the EBCM detects that a wheel is about to lockup, it pulses the brakes on and off faster than humanly possible, allowing the wheel to continue to rotate, while maximizing available braking force. So instead of skidding on the few square inches of tire tread in contact with the road, the driver is able to retain steering control to help steer the vehicle out of trouble.

ENHANCED TRACTION SYSTEM When the EBCM detects that one wheel is spinning much faster than the others, it intervenes to control the amount of power going to that wheel to help regain traction. The EBCM sends a message to the powertrain control module (PCM). First, the spark is retarded to all engine cylinders, which



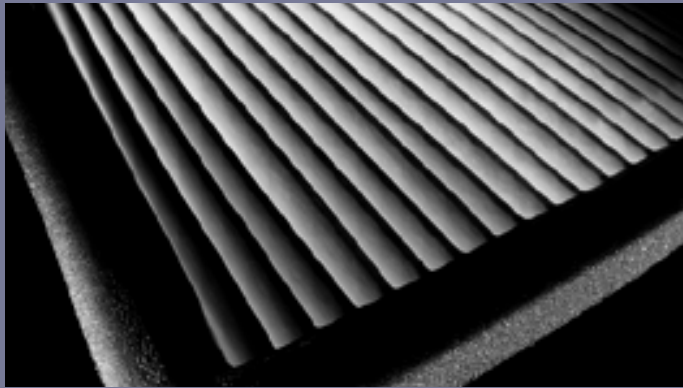
results in less power being produced. If necessary, the PCM next cuts off fuel to up to three cylinders, which creates a dramatic reduction in power. Finally, the PCM can even shift the transmission into second gear, so the drive wheels rotate more slowly. Whenever traction is restored, power returns to normal levels.



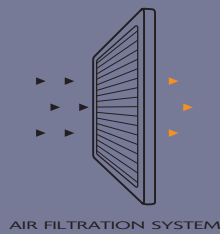
WHEEL-SPEED COMPARISON

Features described are available on some models. Refer to specifications in the back for availability.

TIRE INFLATION MONITOR An underinflated tire has a smaller diameter than a properly inflated tire – and, to cover the same distance, it will rotate faster than a tire with a larger diameter. Regal’s wheel-speed sensors constantly measure the speed at which each tire and wheel are turning, and report that information to the electronic control module computer. It compares that data and can quickly tell when one tire is turning significantly faster than the others. That’s when a “low tire” message appears, and you know a tire needs attention.



AIR FILTRATION SYSTEM The cabin air filter is designed to help eliminate particles measuring five microns or more in diameter, like dust and pollen, and trap 50% of particles between one and five microns. The filter is made of a nonwoven fiber that carries an electrostatic charge to help trap particles. The result is a cleaner, fresher interior everyone can enjoy.



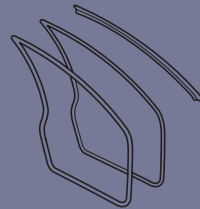
AIR FILTRATION SYSTEM

ONE-PIECE SIDE FRAME The entire side of Regal's body structure is formed in one continuous piece, eliminating joints and welds. This one-piece door frame yields better dimensional integrity, which means tight fitting doors, tight sealing seals and less outside noise finding its way into the passenger compartment.



ONE-PIECE SIDE FRAME

TRIPLE DOOR SEALS Wind, noise and water are sealed from the interior by three seals on each door: one perimeter seal attached to the body, a second perimeter seal attached to the door, and a third seal on the top of the upper door to act as a wind and water barrier. That's how Regal stays so quiet and dry.



TRIPLE DOOR SEALS

DRIVER INFORMATION CENTER A vacuum fluorescent display forms the Driver Information Center on the instrument panel. This system can display a multitude of messages regarding different conditions that may need your attention — from average fuel economy to the notification that your oil needs to be changed via the Oil Life System. Plus, you can check the system for information on instantaneous fuel economy, fuel range and the amount of boost — in pounds per square inch — that the supercharger is delivering to the engine.

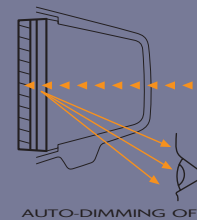
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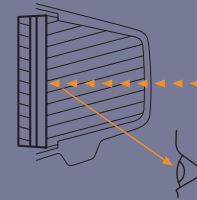


MONSOON® AUDIO SYSTEM Technically, eight premium speakers are optimally placed to customize the sound specifically to Regal's interior: Two 0.6" dome tweeters mounted high in the door; two door-mounted 5.25" wide-range speakers; two 6" x 9" subwoofers in the rear deck next to two 4" midrange speakers. A 220-watt, 8-channel amp with active crossovers powers the AM/FM/CD signal to impressive levels. Non-technically, you're going to get drenched in awesome sound.

ELECTROCHROMIC AUTOMATIC-DIMMING MIRROR When glare is encountered on the road, electrochromics is a solution to maintaining good nighttime vision. Electrochromics is the process of reversibly darkening materials by applying electricity. The electrochromic mirror is really two glass plates with a thin film of electrochromic gel sandwiched in between. When the mirror's rearward-facing sensor detects glare, it tells a microprocessor how much is present. Then proper voltage is sent to the electrochromic gel, the gel darkens, and the mirror dims in proportion to the level of glare behind you, to help you see more easily behind you without eye strain.

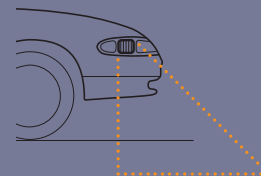


AUTO-DIMMING OFF



AUTO-DIMMING ON

AUTOMATIC DUAL-ZONE CLIMATE CONTROL If you believe men and women are from different planets, you'll know why this technology is so important. With it, the driver and front-seat passenger can each dial in their temperature preferences. Then the sensors monitor — and the dampers adjust — to automatically keep each person in their comfort zone.



CORNERING LAMP

CORNERING LAMPS Regal's cornering lamps form an integral part of the headlamp cluster. They come on when the turn signals are activated, and, with computer-designed reflectors and lenses, they cast a bright, focused white light in the direction of the turn to increase visibility and safety while driving at night.