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.
A word about this brochure: Some features shown throughout this brochure are available at extra cost.
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.
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.
D. With a power sunroof, the sky’s the limit.

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

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

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

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.

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

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.
### Interior Features

- **LS Package**
  - Covered storage
  - Leather-appointed shifter
  - Child seat anchors
  - ETR AM/FM stereo with seek/scan, digital clock, Theftlock®, RDS display, CD, speed signals, parking brake "on" and low fuel protection features
  - Driver Information Center
    - Twilight Sentinel® and delayed locking perimeter lighting; theater dimming; battery alarm, trunk release and programmable remote keyless entry
  - Conveniences
    - Include programmable automatic locking with memory and lockout and dual cup holders
  - Sunroof
    - Dual fold-away power remote with mirrors
    - Full width, panoramic, power sliding and tilting with sunshade
  - Safety belts
    - With center position lap belt
  - Exhaust system
    - 3800 Series II Supercharged V6
  - Suspension
    - Power rack-and-pinion
  - Starter protection
  - Front-wheel drive
  - Starter protection
  - EPA estimated mpg, city/hwy: 20/30
  - Torque: 225 @ 4000 rpm
  - 3.8-liter 3800 SFI
  - 280 @ 3600 rpm

### Exterior Dimensions

- **Base curb weight**: 1950 lbs
- **Length**: 205.1 inches
- **Width**: 72.7 inches
- **Height**: 57.9 inches
- **Front tread**: 62.0 inches
- **Wheelbase**: 112.0 inches
- **Seat-back height**: 27.0 inches
- **Shoulder room**: 58.0 inches
- **Legroom**: 42.4 inches

### Table

<table>
<thead>
<tr>
<th>Option</th>
<th>LS Package</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deluxe Bolt-On Wheelcover</td>
<td>✓</td>
</tr>
<tr>
<td>6&quot; Chrome-Plated Aluminum Wheel</td>
<td>✓</td>
</tr>
<tr>
<td>5&quot; Deluxe Bolt-On Wheelcover</td>
<td>✓</td>
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<tr>
<td>Map pockets</td>
<td>✓</td>
</tr>
<tr>
<td>Instrumentation</td>
<td>✓</td>
</tr>
<tr>
<td>- Analog gauge cluster</td>
<td>✓</td>
</tr>
<tr>
<td>- Adjustable, front seat S S S S fuel range and supercharger boost gauge</td>
<td>✓</td>
</tr>
<tr>
<td>Driver Information Center</td>
<td>✓</td>
</tr>
<tr>
<td>- Twilight Sentinel® and delayed locking perimeter lighting; theater dimming; battery alarm, trunk release and programmable remote keyless entry</td>
<td>✓</td>
</tr>
<tr>
<td>Convenience Plus features</td>
<td>✓</td>
</tr>
<tr>
<td>- Covered storage and leather-appointed shifter</td>
<td>✓</td>
</tr>
<tr>
<td>- Child seat anchors</td>
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<tr>
<td>- ETR AM/FM stereo with seek/scan, digital clock, Theftlock®, RDS display, CD, speed signals, parking brake &quot;on&quot; and low fuel protection features</td>
<td>✓</td>
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### Notes

- **A NOTE ABOUT CHILD SAFETY.** Children are safer when properly secured in a rear seat. Never equipped with an active air bag. See your vehicle Owner's Manual for further information on rear seat child safety. The Owner's Manual is available free of charge from your dealer. (A) 2008 General Motors Corporation. All rights reserved. (B) 2008 OnStar, Incorporated. All rights reserved. (C) 2008 Helm Incorporated. All rights reserved. Updated Service Information.

- **Rust-proofing.** Certain applications of rust-proofing are used on all Buick vehicles. This includes underbody and underhood treatment. These applications are designed and built to resist corrosion. All Buick vehicles come with a 5-year/100,000-mile, anti-rust-through warranty (whichever comes first). This warranty covers body panels, the frame rails, and the underbody (whichever comes first). With this warranty, Buick will repair any rust-through of these areas that result from a material or manufacturing defect. This includes rust-through caused by the presence of rust in the area covered by the warranty, rust-through caused by rust that has migrated to the area covered by the warranty, and rust-through caused by rust that is hidden by the warranty. Any rust-through of these areas that result from normal wear and tear, misuse or neglect of your vehicle, or the use of unauthorized parts, or a non-GM manufacturer or dealer service, are not covered by this warranty. This warranty is transferable to the next owner of the vehicle during the warranty term. It is not transferable after the warranty term. Buick reserves the right to lengthen or lengthen the warranty term or to change the terms and conditions of this warranty at any time. This warranty is provided to you by GM North America. For more information, please see the warranty handbook that came with your vehicle. A separate leaflet on rust-proofing is available at no cost from any GM North America authorized dealer. For more information, please visit www.helminc.com.
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.

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.

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

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.

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.

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

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.

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.

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.

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.

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 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.