





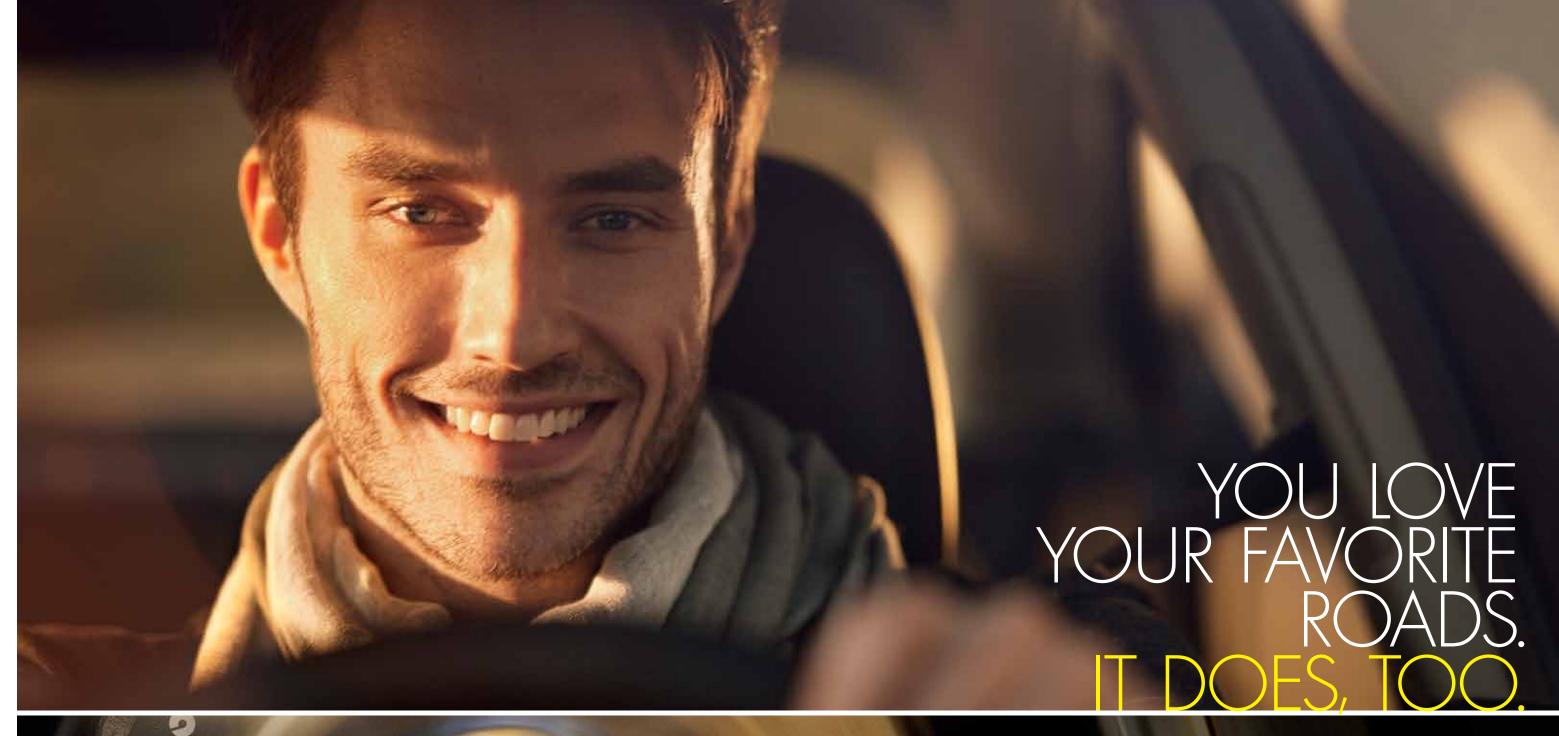
LET YOUR HAIR DOWN. LOWER YOUR RIGHT FOOT. IT WON'T TAKE LONG FOR REGAL TO RAISE YOUR EXPECTATIONS.



4

















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.

Late 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.





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.















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 microdetailed 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.

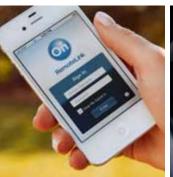


¹EPA-estimated 25 city/36 hwy mpg.

20

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

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.

'Air 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 Android™ 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

Front-Passenger Seat Adjuster 4-way manual and

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

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

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

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 Radio Includes 3 trial months of service. For more information, visit siriusxm.com. Audio 7-speaker system

USB Port² Connectivity for various digital media and

Bluetooth® 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

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

Available Options

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

(Q56) Wheels 18" 13-spoke alloy

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-

Engine, 2.0L ECOTEC Turbo With 220 Horsepower (Q52) Wheels, 18" Chrome Alloy (Not available

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

Engine, 2.4L ECOTEC With eAssist Technology Engine, 2.0L ECOTEC Turbo With 220 Horsepower (Q52) Wheels, 18" Chrome Alloy (Not available

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

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

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

Audio System With Navigation⁶ (Requires sunroof) Automatic Transmission 6-speed (late availability)

Dimensions (inches)

Specifications

Difficultions (menes)	
Wheelbase	107.
Overall length	190.
Body width	73.
Overall height	58.
Front track width	62.
Rear track width	62.
Head room, front	38.
Head room, rear	36.
Shoulder room, front	56.
Shoulder room, rear	54.
Hip room, front	55.
Hip room, rear	52.
Leg room, front	42.
Leg room, rear	37.

Specifications and Capacities

Engine Type	2.4L ECOTEC VVT 4-cy
Horsepower	182 @ 6700 rp
Torque	172 lb-ft @ 4900 rp
GM-estimated mpg ⁷	20 city/31 hw
Fuel Tank (approx.)	18 gallor
Engine Type 2.4L	ECOTEC w/eAssist technolog
Horsepower	182 @ 6700 rp
Torque	172 lb-ft @ 7900 rp
EPA-estimated mpg	25 city/36 hw
Engine Type	2.0L ECOTEC Turb
Horsepower	220 @ 5300 rp
Torque	260 lb-ft @ 2000 rp
EPA-estimated mpg	20 city/32 hwy (manuc 18 city/29 hwy (aut
Engine Type	2.0L ECOTEC GS Turb
Horsepower	270 @ 5300 rp
Torque	295 lb-ft @ 2400 rp
GM-estimated mpg ⁷	17 city/28 hwy (manuc 17 city/26 hwy (aut
Cargo Capacity (cu. ft.)8	14.

Available Options for GS Group

(RO1) Wheels, 20" 5 Twin-Spoke Polished Alloy With performance tires (summer only)

MAKE IT

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. "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 rearfacing 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.

24 25

Color and Materials/Wheels

Exterior Colors



Summit White¹



Crystal Red Tintcoat^{2, 3}





Carbon Black Metallic²



Smoky Gray Metallic³

Interior Colors







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

Wheels







Q56 18" 13-spoke alloy



Q52 18" chrome alloy





Q70 19" 9-spoke machined Q9T 19" 5 twin-spoke alloy



RO1 20" 5 twin-spoke

¹Not available on GS. ²Additional charge, premium paint. ³Late availability.

Important Words about this Catalog

Since some information may have been updated **Engines.** Buick products are equipped with 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 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 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

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, 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. 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.

alloy



