Is there such a thing as casual performance? There is now.

'13 Buick Regal
TODAY,
CASUAL FRIDAYS CAN HAPPEN EVERY DAY.
YOUR FORMAL DINING ROOM MAY HAVE GONE INFORMAL.
AND JEANS JUST MIGHT BECOME YOUR BLUE SUIT.

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.
IT’S YOUR KIND OF LUXURY.
BUICK REGAL

WANT AND NEED ARE IN COMPLETE AGREEMENT.

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 mpg—and, of course, performance.

With 36 MPG hwy, the slowest moving thing will be the fuel gauge.

Based on EPA estimates.
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 onramp, 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.

*Based on EPA estimates.
UNTIL THEY NAME IT
AFTER YOU, THIS IS THE BEST WAY TO OWN THE ROAD.

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.
n o 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.

"WHOA, IS THE ( YOUR COLOR CHOICE GOES HERE ) ONE YOURS?"

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.

*not available on GS.  **additional charge, premium paint.
Regal's designers placed controls and gauges to put you in the perfect position to command the road. GS features a push-button start, 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 with contrasting GS-specific stitching and satin-finish elements on the instrument panel, steering wheel and console.

RACECAR INSPIRED WITH ROOM FOR SPECTATORS.
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 Intellilink® interactive audio system. Using Bluetooth®, it connects your compatible smartphone to an LED backlit high-resolution, 7-inch touchscreen. With the ease of advanced voice recognition (or steering-wheel-mounted controls), you have access to audio apps such as Pandora®, internet radio or Sticher SmartRadio® and satellite radio like SiriusXM® with new SiriusXM Travel Link (with 3-month trial). There’s also a USB port® 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.

Full functionality requires compatible Bluetooth® and smartphone. Some devices require USB connectivity. Data plan rates apply. Go to gm.com/bluetooth to find out which Bluetooth phones are compatible with the vehicle. If 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. Not compatible with all devices.
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 bags\(^1\) 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.

\(^1\)Always use safety belts and child restraints. Children are safer when properly secured in a rear seat in the appropriate child restraint. See the Owner’s Manual for more information.

\(^2\)OnStar acts as a link to existing emergency service providers. Visit onstar.com for details and system limitations.

\(^3\)Requires active OnStar subscription, which is standard for 6 months, and Android\(^\text{TM}\) or iPhone\(^\text{®}\) platform. \(^4\)Does not apply to spare tire. \(^5\)Equipped with automatic transmission and available Remote Vehicle Start System.

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 Response\(^2\) 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 Remotelink\(^3\) smartphone app gives you access to real-time info (fuel level, remaining oil life, tire pressure,\(^4\) etc.). This also allows you to start Regal\(^5\) 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 touchscreen-activated Navigation helps you discover new places to explore. The Nav system is a smart addition to IntelliLink® and offers directions to over 6 million miles of North American roads. To help you avoid traffic congestion, optional NavTraffic™ (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 Link® to keep you informed of the latest fuel prices, weather and movie listings wherever you go.

QUICKLY GOES FROM 0 TO 4 (OF YOUR FRIENDS).

*Map coverage available in the United States, U.S. Virgin Islands, Puerto Rico and Canada. *Full functionality requires compatible Bluetooth® and smartphone. Some devices require UFM compatibility. Data plan rates apply. *All 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. *Included with 3-month SiriusXM trial.
INDULGE YOUR SENSE OF STYLE.

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 PALETTE
2. EBONY COLOR PALETTE
3. HAWAIIAN KOA WOOD GRAIN ACCENTS
4. PIANO BLACK ACCENTS

*Not available on GS.
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 port 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.

*Not compatible with all devices.
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 start, 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 multifunction controller offers access to navigation, audio screen menus and phone commands with a simple turn.

*Go to gm.com/bluetooth to find out which Bluetooth phones are compatible with the vehicle.
HERE’S WHAT GOES INTO REGAL. HOW YOU PUT IT TOGETHER IS UP TO YOU.

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

STANDARD EQUIPMENT

**POWER AND PERFORMANCE**
Drivetrain: Front-wheel drive
Engine: 2.4L ECOTEC with VVT, DI and exhaust technology
- Advanced technology includes a 12-volt power steering system
- Used when you brake, assist captures energy and a process known as regenerative braking. All this provides Regal with 36+ mpg city

**TRANSMISSION**
- Automatic
- Manual (requires turbo engine)

**ENTERTAINMENT SYSTEMS**
- Audio: AM/FM/SiriusXM, Bluetooth, and USB ports
- Navigation system: 8-inch diagonal touchscreen
- Head-up display: with navigation and Bluetooth

**SAFETY AND SECURITY**
- Air Bags: 6 air bags (including side-impact and head curtain)
- Curtains: full-length coverage on all four doors
- Child-seat anchors: in all seats, even rear
- Child safety lock: electronic
- Tire Pressure Monitor System

**STYLING AND FUNCTIONALITY**
- Aerodynamic roof rail: to reduce wind resistance
- Custom: Body-color
- Wheel: 18-inch alloy (not available with eAssist)

**OPTIONS AND ACCESSORIES**
- Sunroof: Power, with sliding sunshade
- Reverse camera: with the rearview mirror

**SPECIFICATIONS**
- Dimensions (inches)
  - Wheelbase: 110.7
  - Overall length: 195.2
  - Body width: 73.1
  - Body height: 56.0/58.0
  - Track width, front: 62.4
  - Track width, rear: 62.0
  - Headroom, front: 38.8

**COMFORT AND CONVENIENCE**
- Seats: Front bucket seats, rear split-folding Driver Seat Adjuster: 12-way (front seat and forward power lumbar)
- Front Passenger Seat Adjuster: 4-way manual and 2-way power seat
- Armrest: Center and rear with 2 integral cupholders
- Headrests: Front, 2-way adjustable
- Rear Seat: 60/40 split, fold-down seatbacks with release lever
- Center High-Mounted Stop Lamp (CHMSL)
- Power Front Seat Recliner: Power, with adjustable lumbar support

**EQUIPMENT OPTIONS**
- PREMIUM I
  - Passive Entry System
  - Remote Vehicle Start System (requires an auto transmission)
  - Push Button Start
  - 12-Volt Power Outlet: Front passenger
  - Universal Garage Door Opener
  - Climate Control: Automatic air conditioning
  - Door Locks: Power
  - Rear View Mirror: Power, with integrated turn signal indicators

- PREMIUM II
  - Includes all standard equipment plus
  - Power Grille: Black chrome, waterfall style
  - Radio: AM/FM/SiriusXM, Bluetooth, and USB ports
  - Navigation: 8-inch diagonal touchscreen

- GS
  - Includes all standard equipment plus
  - Remote Start: Engine Start/Stop
  - Sill Plates: Bright front and Bright rear
  - Floor Mats: Carpeted front and rear with front anchors
  - Cruise Control: Electronic

- WHEELS
  - 16” Machined Aluminum
  - 17” Machined Aluminum
  - 18” Machined Aluminum

**COLOURS**
- Arctic White – 1121
- Crystal Red Tintcoat – 111
- Quick Silver Metallic – 110
- Sumit White – 110
- Tarmac Black – 110
- Smokey Gray Metallic – 110
- Silver Ice – 110
- Metallic Black – 110
- 17” Alloy Wheel – 10

**FEATURES AND OPTIONS**
- ENGINE: 2.4L ECOTEC 4-cylinder technology
- Transmission: 6-speed automatic, electronically controlled
- Engine: 2.0L Turbocharged with 220 horsepower
- Transmission: 7-speed automatic
- Engine: 2.4L ECOTEC Gas Turbo
- Transmission: 7-speed automatic
Since some information may have been updated since the time of printing (July 2012), please check with your Buick dealer for current 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.** The warranty is for GM vehicles registered in the U.S.A. See your Buick dealer for terms and conditions. A 6-year/70,000-mile (whichever comes first) Transferable Powertrain Warranty plus Roadside Assistance and Courtesy Transportation. An 8-year/100,000-mile (whichever comes first) Limited Warranty on certain electric components. Covered for 6 years/50,000 miles (whichever comes first): 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.

**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 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.

**FLEET ORDERS.** Some standard content may be deleted with fleet orders. See dealer for details.

**ENHANCE YOUR OWNERSHIP EXPERIENCE.** The Owner Center at MyGMlink 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.

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**IMPORTANT WORDS ABOUT THIS CATALOG**