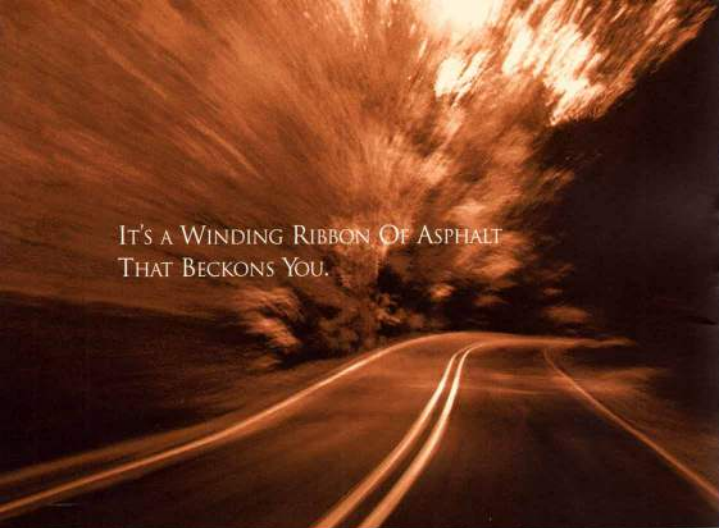
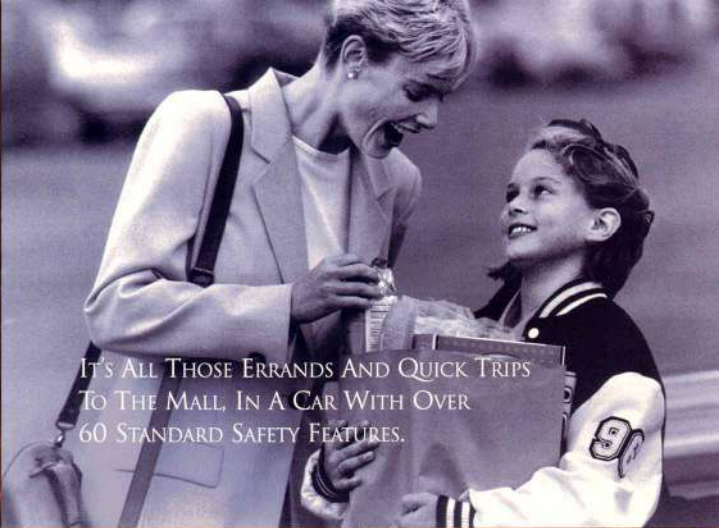


THE ALL-NEW
Regal

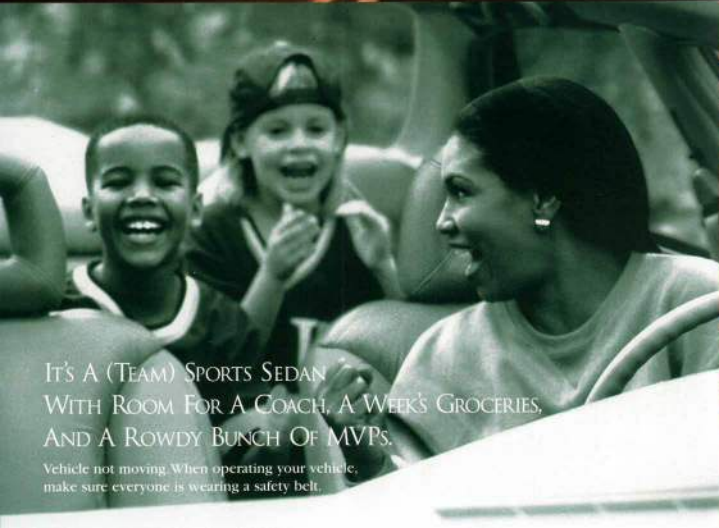




IT'S A WINDING RIBBON OF ASPHALT
THAT BECKONS YOU.

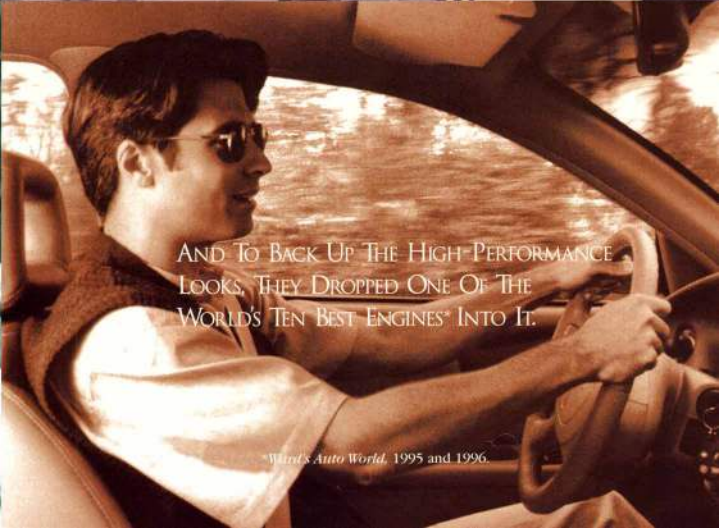


IT'S ALL THOSE ERRANDS AND QUICK TRIPS
TO THE MALL, IN A CAR WITH OVER
60 STANDARD SAFETY FEATURES.



IT'S A (TEAM) SPORTS SEDAN
WITH ROOM FOR A COACH, A WEEK'S GROCERIES,
AND A ROWDY BUNCH OF MVPs.

Vehicle not moving. When operating your vehicle,
make sure everyone is wearing a safety belt.



AND TO BACK UP THE HIGH-PERFORMANCE
LOOKS, THEY DROPPED ONE OF THE
WORLD'S TEN BEST ENGINES* INTO IT.

*Ward's Auto World, 1995 and 1996.



THIS IS A NEW KIND OF SPORT SEDAN
A HIGH-PERFORMANCE FAMILY
CAN REALLY GET INTO.



YOU GET THE FEELING SOME ENGINEERS AND DESIGNERS GOT TOGETHER AND HAD A WONDERFUL TIME GOING OVER YOUR WISH LIST.

PERSONAL FAVORITES



1
You wanted power?
A 3800 Series II **Supercharged V6** engine is standard on Regal GS. It will, shall we say, haul more than groceries.



2
Great control and increased road feel are two advantages of Regal's **magnetic variable effort steering** which automatically adjusts to varying speeds.



3
An enormous feeling of **stability and control**, plus a low, road-hugging profile result from longer, wider tire positions.



4
With standard **traction control** on Regal LS or full-range traction control on GS, you've no longer intimidated by Mother Nature's occasional fits.



5
Standard **anti-lock brakes** help maintain steering control and help prevent skidding when braking on most slippery surfaces.



6
The sky's all yours with the available **sliding glass Astrorooftm**. It offers a retractable sunshade for bright days, and tops off your open air enjoyment.



7
Regal does you a good turn with a tight turning circle, and the **power rack-and-pinion steering** makes getting in and out of tight spaces a breeze.



8
Features like a **tire pressure monitoring system** check the small stuff while you enjoy great handling, instant performance and luxurious comfort, standard on Regal GS.

SPECIFICATIONS

Engine

Type (LS)	3.8-litre 3800 SFI ⁽¹⁾ Series II V6
Horsepower	195 @ 5200 rpm
Torque	220 @ 4000 rpm
Type (GS)	3.8-litre 3800 SFI ⁽¹⁾ Series II Supercharged V6
Horsepower	240 @ 5200 rpm
Torque	280 @ 3600 rpm

Towing

3800 Series II V6	3.05 final drive ratio
	1,000 maximum gross trailer rate (lbs.) ⁽²⁾⁽³⁾

Capacity

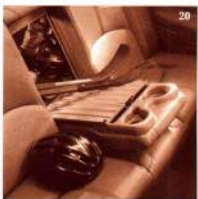
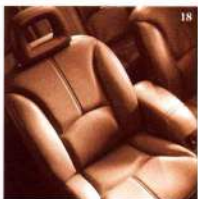
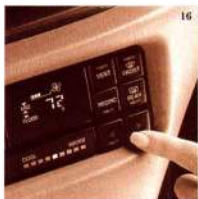
	LS	GS
Trunk, cu ft	16.7	16.7
Fuel tank, gal	17.0	17.0
Base curb weight, lbs	3,473	3,520

Dimensions (inches)

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

Interior (inches)

	front/rear	front/rear
Legroom	42.4/36.9	42.4/36.9
Headroom	39.3/37.4	39.3/37.4
Shoulder room	58.6/57.1	58.6/57.1
Hip room	54.7/53.4	54.7/53.4



As inviting to passengers as Regal is, it's also very much a driver's car, offering grin-inducing performance to whomever turns the key.

Optional dual cassette/CD player and **Concert Sound II** extended-range speaker system flood the cabin with technicolor audio imaging. It'll sound like home.

Over 60 standard safety features from braking performance to safety cage construction will help put you and your family at ease.

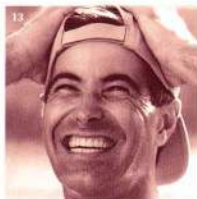
The temperature outside is one thing — inside, it's two, with **dual-zone climate control**. It lets driver and front passenger vary the air temperature.

It's so smooth and solid you can actually hear and be heard in a Regal. And the music's awesome.

Regal's advanced **Comfort Team-designed seating** is the most comfortable we've ever offered. And the extended front-seat adjustment means even more people can now enjoy it.

The looks, performance, comfort and handling are so cool, even teens will feel good about being seen in Regal.

2x4s to boogie skis: the convenient **rear-seat pass-through** area encourages high-performance families to carry on.



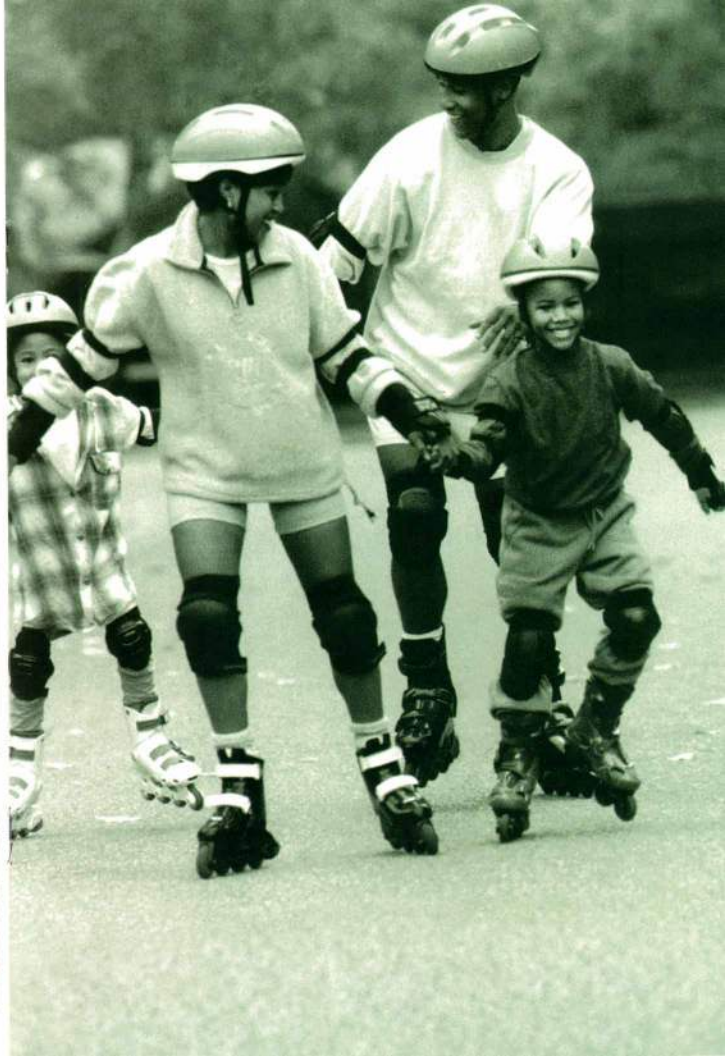
FAMILY FAVORITES

Supple leather seating surfaces grace the body-contoured **front bucket seats**, standard in Regal GS, optional in LS.

Regal's rigid **body structure** further improves an already smooth suspension and helps make the interior a place where you can carry on a quiet conversation.

Always stretch before you play. Regal's style, spaciousness and generous **comfort for five** make ordinary family sedans...well, ordinary.

Regal's micrometer door fit, **triple door seals**, and precision slide glass fit all work together to reduce wind noise.



(1) Sequential port fuel injection.
(2) Requires Class II frame-mounted trailer hitch.
(3) When properly equipped. Includes weight of trailer, cargo, passengers and equipment. All towing recommendations are subject to change. Check with your Buick dealer for the latest information. Trailer tongue load should be 10% of the maximum trailer weight but should not exceed the load rating specified for that vehicle, engine or hitch combination.

COMFORT. SPACE. POWER. HANDLING.
QUIET. SMOOTHNESS. AND MORE.
REALLY!





YOU'LL FEEL LIKE THIS REGAL WAS DESIGNED
AROUND YOU. AND IT ACTUALLY WAS.



BLUE



GRAY



TAUPE



BORDEAUX RED

STANDARD AND AVAILABLE EQUIPMENT*

(S) standard, (A) available

Mechanical

	LS	GS
Battery - 18" Delco Freedom with Random Protection	S	S
Brakes - anti-lock, power 4-wheel disc	S	S
Cruise control - electronic	S	S
Drive - front-wheel	S	S
Engine - 2800 SPI Series II V6	S	—
Engine - 2800 SPI Series II Supercharged V6	—	S
Engine block heater	A	A
Exhaust system - stainless steel, dual outlets	S	S
Hood release - inside, instrument panel mounted, remote	S	S
Horn - dual-note	S	S
Remote keyless entry (includes remote trunk release)	S	S
Starter Protection - starter grind protection feature	S	S
Steering - magnetic variable effort, power rack-and-pinion	S	S
Suspension - 4-wheel independent	S	—
Suspension - 4-wheel independent Gran Touring	A	S
Theft-deterrent system - PASS-Key® II	S	S
Tire pressure monitor	—	S
Transmission - electronically controlled 4-speed automatic with overdrive	S	S
Traction control	S	—
Traction control - full-range	—	S
Wipers - 2-speed with variable delay feature	S	S

Interior

Air bags - driver and front-seat passenger Supplemental Restraint System (SRS)	S	S
Air conditioning - dual ComfortTemp climate control	S	S
Air filtration system	S	S
Carpet savers - front and rear	A	S
Child safety seat - center, integral with front seat	A	A
Cloth books - rear, rail-panel mounted	S	S
Console - operating with dual cup holders and auxiliary power receptacle	S	S
Defogger - front- and side-window outlets	S	S
Defogger - rear-window, electric	S	S
Door locks - power, programmable with lockout protection	S	S
Head restraints - adjustable, front-seat	S	S
Head ducts - rear-seat	S	S

Instrumentation - analog gauge cluster with speedometer, tachometer, trip odometer, temperature and fuel gauges, and warning lights for low fuel, door ajar, trunk ajar, oil level, coolant level, oil life monitor and washer fluid level	S	S
Lamp - center, high-mounted stop	S	S
Lights, rear - rear seat-panel mounted, reading and courtesy	A	S
Lights - integral dome and reading	S	S
Mirrors, vision vanity - dual, covered	S	—
Mirrors, vision vanity - lighted, cloth-covered, driver and passenger	A	S
Safety belts - front- and rear-seat outboard lap/shoulder with front shoulder belt comfort adjuster and rear shoulder belt comfort guide	S	S
Seat - 4-way power, driver and passenger	A	A
Seat - rear, pass-through with fold-down armrest with dual cup holders (not available with integrated child safety seat)	S	S
Seats, front - bucket with leather seating surfaces in primary seating areas	A	S
Seats, front - cloth bucket with manual seat back recliners	S	—
Seats - heated, driver and passenger (requires leather trim)	A	A
Steering column - TILT-WHEEL™ adjustable	S	S
Steering wheel - leather-wrapped (with SRS**)	S	S
Sunshades - extendable	S	S
Trunk convenience net	A	A
Trunk lock release - electric, remote (part of remote keyless entry only)	S	S

Exterior

Astroturf® - electric sliding and tilting with sunshade	A	A
Glass - Solar-Ray® solar-control, windshield and rear window	S	S
Lamps - daytime running lamps with Twilight Sentinel®	S	S
Mirrors, outside rearview - left and right power remote, body-color, heated	S	S
Reflectors - front- and rear-door warning	S	S

CONTINUED

(S) standard, (A) available

	LS	GS
Tires - P215/60R15 steel-belted, radial-ply, all-season blackall	S	—
Tires - P225/60R16 steel-belted, radial-ply, all-season Eagle LS touring blackall	A	S
Wheelcovers - 15" deluxe, bolt-on	S	—
Wheels - 15" aluminum	A	—
Wheels - 16" aluminum	A	S
Wheels - 16" chrome aluminum	A	A
Windows - power with driver express-down and passenger lockout features	S	S

Convenience Plus Features

Reminder tones for ignition key, headlamps, turn signals, parking brake "on", low fuel reminder tone, delayed entry lighting, delayed exit lighting, theater dimming, Battery Random Protection, lockout protection, flash-to-pause feature, retained accessory power, daytime running lamps with Twilight Sentinel® and delayed locking

AUDIO SYSTEMS

	LS	GS
Antenna - fixed-mount	S	S
Antenna - trace-mount	A	A
Radio - ETR® AM-FM stereo with seek and scan, cassette player, and clock	S	—
Radio - ETR® AM-FM stereo with preset of 12 FM/AM stations, seek and scan, cassette player with automatic tune control, Theftlock® and clock	A	S
Radio - ETR® AM-FM stereo with preset of 12 FM/AM stations, seek and scan, combination cassette and compact disc players, automatic tune control, and next/previous CD tracks selector and random play, Theftlock® and clock	A	A
Speakers - dual, front and rear extended-range (A)	S	—
Speakers - Concert Sound II	A	S
Steering wheel controls - remote radio	A	A

*Optional tuning only - see your local dealer for complete lists and details.

**Supplemental Restraint System

OPTION PACKAGE EQUIPMENT

(SR) and (SE) Luxury Package, (SC) and (SF) Prestige Package

	SR	SC	SE	SF
Air conditioning - dual automatic ComfortTemp climate control				
Antenna - rear-window				
Carpet savers - front and rear				
Lights, inside - rear-rail reading and courtesy				
Mirrors, inside rearview - electrochromic, automatic dimming				
Mirrors, inside rearview - with map and reading lights				
Mirrors, vision vanity - lighted, cloth-covered, driver and passenger				
Radio - ETR® AM-FM stereo with preset of 12 FM/AM stations, seek and scan, cassette player with automatic tune control, Theftlock® and clock				
Seat - 6-way power, driver				
Seats - 6-way power, driver and passenger				
Speakers - Concert Sound II				
Steering wheel controls - remote radio				
Trunk convenience net				

COLOR COMPATIBILITY

Exterior	Interior
Bright White (16)	Blue, Gray, Taupe, Bordeaux Red
Light Sandrift Metallic® (49)	Blue, Gray, Taupe, Bordeaux Red
Platinum Gray Metallic® (83)	Blue, Gray, Taupe, Bordeaux Red
Jasper Green Pearl (56)	Gray, Taupe
Light Adriatic Blue Metallic® (36)	Blue, Gray
Adriatic Blue Pearl (39)	Blue, Gray, Taupe
Royal Orchid Pearl® (48)	Gray, Taupe
Santa Fe Red Pearl (53)	Gray, Taupe
Bordeaux Red Pearl® (51)	Gray, Taupe, Bordeaux Red
Black (41)	Blue, Gray, Taupe, Bordeaux Red

(1) Not available on GS Sedan.

(2) Not available on GS two-tone Sedan.

(3) Not available on GS two-tone Sedan.

BRIGHT WHITE

LIGHT SANDDRIFT METALLIC

PLATINUM GRAY METALLIC

JASPER GREEN PEARL

LIGHT ADRIATIC BLUE METALLIC

ADRIATIC BLUE PEARL

ROYAL ORCHID PEARL

SANTA FE RED PEARL

BORDEAUX RED PEARL

BLACK

Regal

AVAILABLE SPRING OF 1997

Important:

A word about this catalog.

We have tried to make this catalog as comprehensive and factual as possible. 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. Some models as shown may not be available in California, Oregon, Idaho and Washington.

A word about engines.

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

A word about assembly of Regals. Regals are assembled by different operating units of General Motors, its subsidiaries or GM suppliers worldwide.

Regals incorporate thousands of components produced by different operating units of GM, its subsidiaries or GM suppliers worldwide. We sometimes find it necessary to produce Regals with different or differently sourced components than originally scheduled. All such components have been approved for use in Regals and will provide the quality performance associated with the Buick name. Since some options may be unavailable when your vehicle is assembled, we suggest you verify with your dealer that your vehicle includes the equipment you ordered, or if there are changes, that they are acceptable to you.

A word about updated service information. Buick regularly sends its dealers useful service bulletins about Buick products. Buick monitors product performance in the field.

We then prepare bulletins for servicing our products better. Now you can receive these bulletins, too. Ask your dealer. For ordering information, call toll-free 1-800-551-4123.

A word about warranty.

The GM 3 year/36,000-mile (whichever comes first) Bumper to Bumper Warranty covers repairs for any new Regal, including labor and parts, to correct any defects in material or workmanship occurring during the warranty period. The complete vehicle (including tires) will be covered for 3 years or 36,000 miles, whichever comes first. See your Buick dealer for terms of this limited warranty. Supplemental Restraint System coverage is 3 years regardless of mileage.

The GM Card.*

For information or to apply for the GM Card or GM Gold Card, call 1-800-8GM-CARD.



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