



'13 BUICK
REGAL

IS THERE SUCH A
THING AS CASUAL
PERFORMANCE?
THERE IS NOW.

A close-up, low-angle shot of a person's hands on a car's steering wheel. The person is wearing a light-colored, vertically striped dress shirt and a dark watch on their left wrist. The background is a bright, out-of-focus view of a city street with a building visible in the distance.

TODAY,
CASUAL FRIDAYS CAN BE A REALITY.
YOUR FORMAL DINING ATTITUDE HAS GONE INFORMAL.
AND JEANS JUST DON'T CUT IT FOR YOUR BLUE SUIT.

WE CAN'T JUST SIMPLY SAY
"IT'S FRI." ANYMORE.





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 mpg¹—and, of course, performance.

WITH 36 MPG¹ HWY,
THE SLOWEST
MOVING THING
WILL BE THE FUEL GAUGE.



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 on-ramp, 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.¹



LIKE A BREATH OF
FRESH INTERCOOLED
TURBOCHARGED AIR.



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.





17" MACHINED PAINTED ALLOY
(eASSIST ONLY)



18" 13-SPOKE PAINTED ALLOY



18" CHROME PLATED



19" 9-SPOKE MACHINED ALLOY



19" 5 TWIN-SPOKE ALLOY



20" 5 TWIN-SPOKE POLISHED ALLOY

SUMMIT WHITE¹

WHITE DIAMOND TRICOAT²

CHAMPAGNE SILVER METALLIC¹

QUICKSILVER METALLIC

CRYSTAL RED TINTCOAT²

SMOKY GRAY METALLIC

GRAPHITE BLUE METALLIC¹

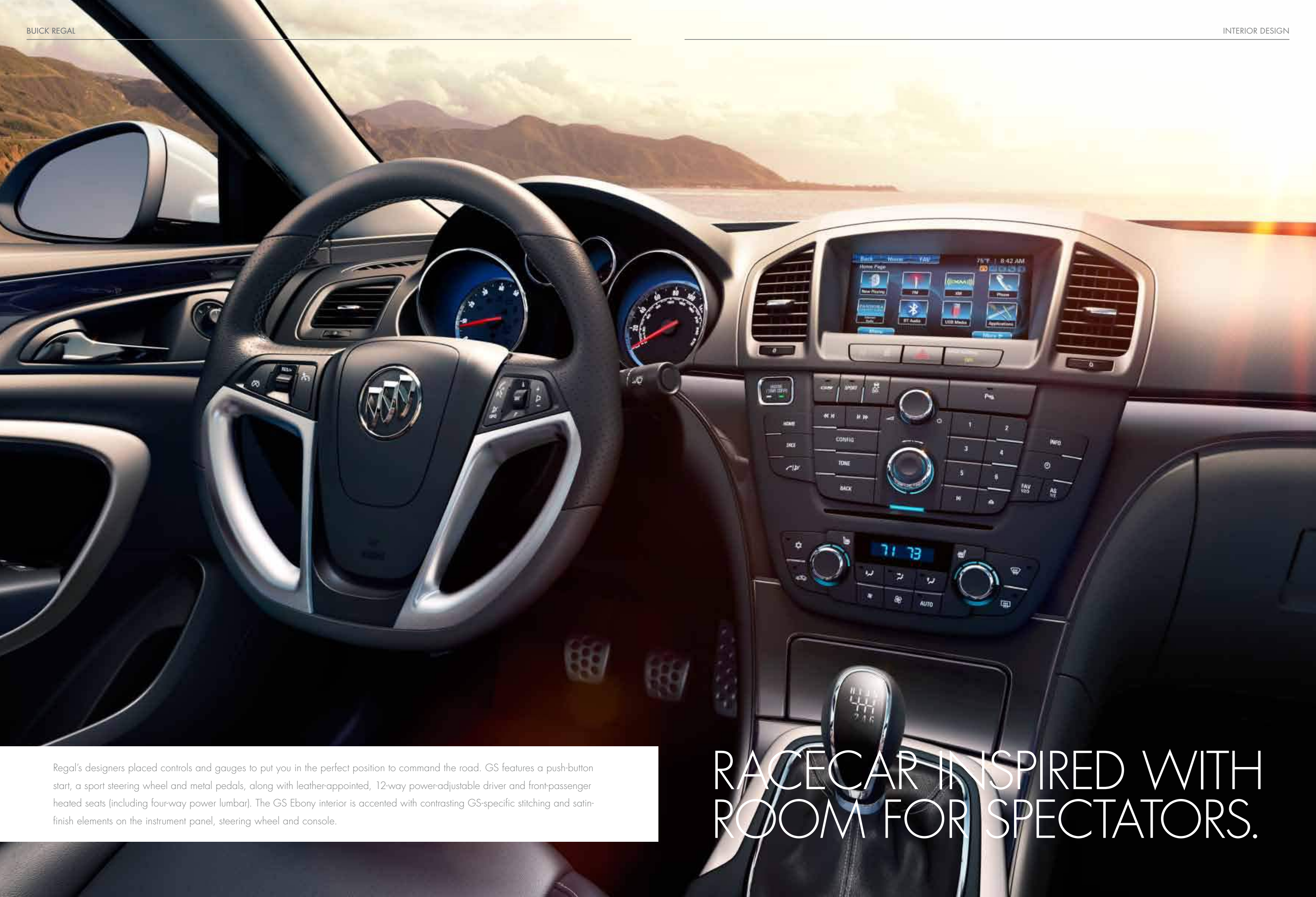
BLACK DIAMOND TRICOAT²

BLACK ONYX¹



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.

¹Not available on GS. ²Additional 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.

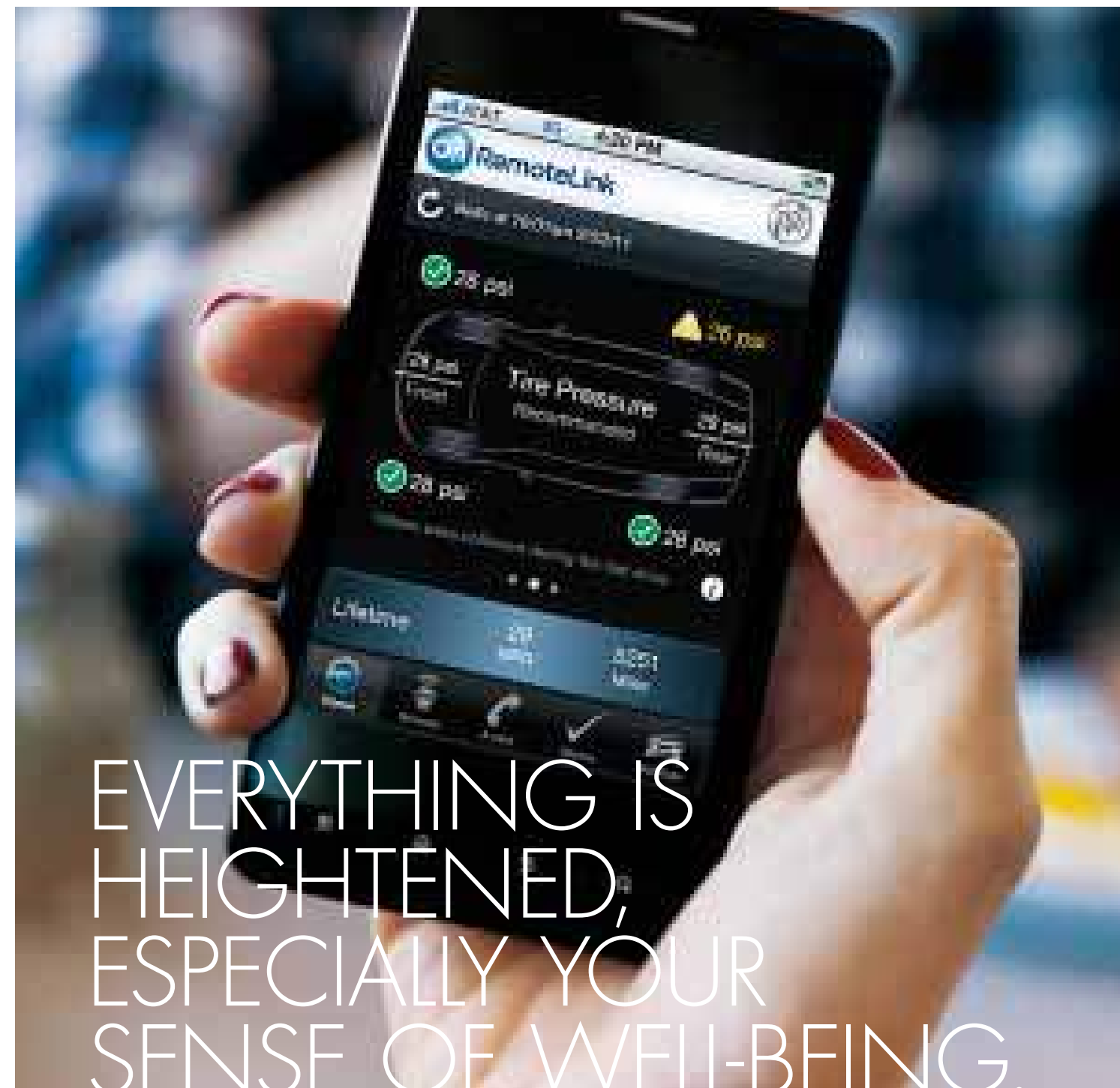
RACECAR INSPIRED WITH
ROOM FOR SPECTATORS.

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 IntelliLink¹ interactive audio system. Using Bluetooth², it connects your compatible smartphone to an LED back-lit high-resolution, 7-inch touch-screen. With the ease of advanced voice recognition (or steering-wheel-mounted controls), you have access to audio apps such as Pandora[®] internet radio or Stitcher SmartRadio[™] and satellite radio like SiriusXM³ with new SiriusXM Travel Link (with 3-month trial). There's also a USB port⁴ 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.

¹Full functionality requires compatible Bluetooth and smartphone. Some devices require USB connectivity. Data plan rates apply. ²Go to gm.com/bluetooth to find out which Bluetooth phones are compatible with the vehicle. ³If 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. ⁴Not compatible with all devices.



EVERYTHING IS
HEIGHTENED,
ESPECIALLY YOUR
SENSE OF WELL-BEING.

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 bags¹ 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.

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 Response² 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 Remotelink³ smartphone app gives you access to real-time info (fuel level, remaining oil life, tire pressure,⁴ etc.). This also allows you to start Regal⁵ and unlock its doors from almost anywhere at any time.

¹Always 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.

²OnStar acts as a link to existing emergency service providers. Visit onstar.com for details and system limitations. ³Requires active OnStar subscription, which is standard for 6 months, and Android™ or iPhone® platform. ⁴Does not apply to spare tire. ⁵If equipped with automatic transmission and available Remote Vehicle Start System.

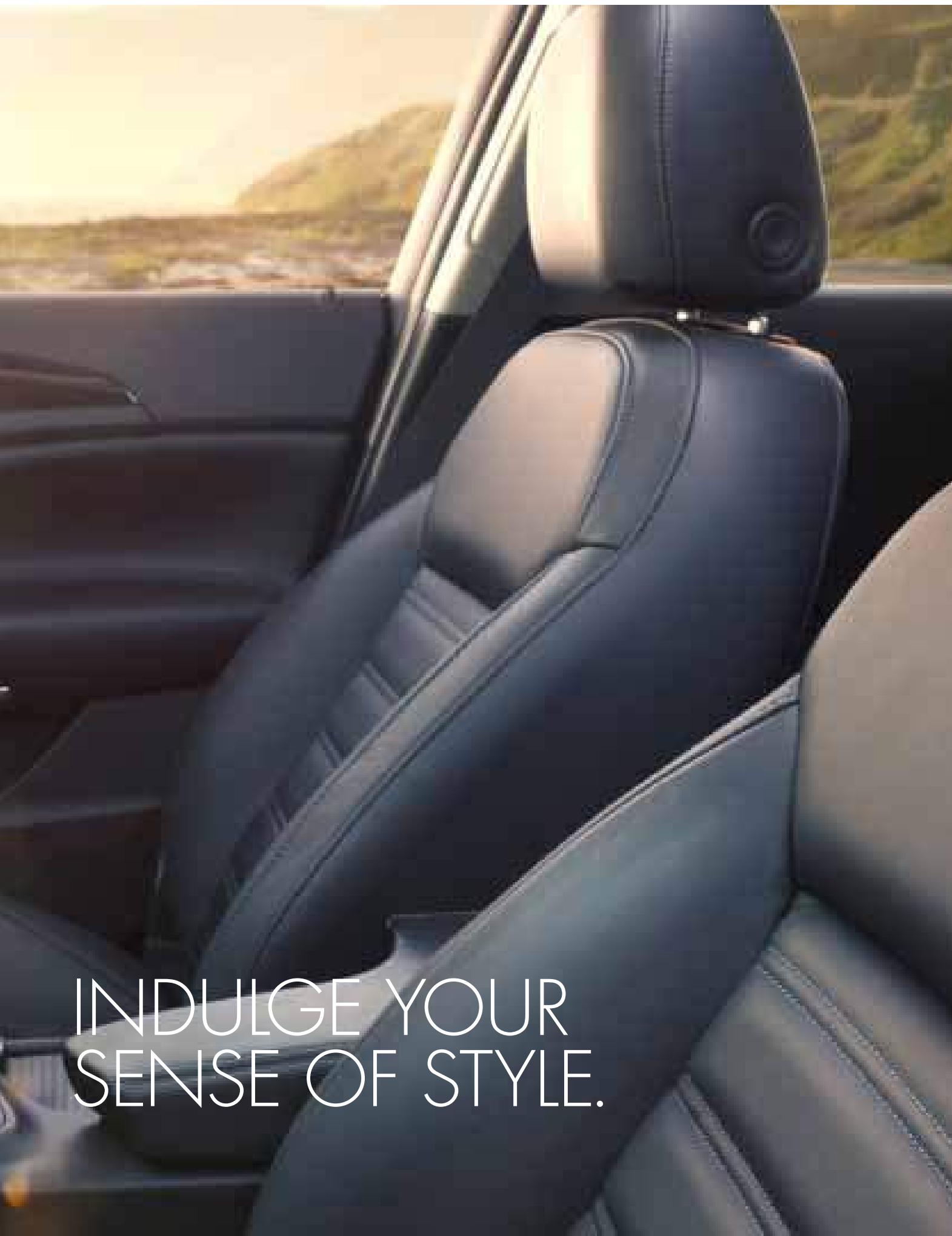


What good is performance if you can't share it with friends? That's why we gave Regal room for five. The seats are leather-appointed with contrasting French-seam stitching. Up front, the seats are heated, too. With an available Harman Kardon® 336-watt 5.1 Matrix nine-speaker surround sound system, your 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 touch-screen-activated Navigation¹ helps you discover new places to explore. The Nav system is a smart addition to IntelliLink² and offers directions to over 6 million miles of North American roads. To help you avoid traffic congestion, optional NavTraffic³ (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 Link⁴ 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).

¹Map coverage available in the United States, U.S. Virgin Islands, Puerto Rico and Canada. ²Full functionality requires compatible Bluetooth and smartphone. Some devices require USB connectivity. Data plan rates apply. ³If 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. ⁴Included 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 PALETTE¹
- 2 EBONY COLOR PALETTE
- 3 HAWAIIAN KOA WOOD GRAIN ACCENTS¹
- 4 PIANO BLACK ACCENTS

¹Not available on GS.



THERE'S PLENTY OF ROOM FOR CARRY-ONS.

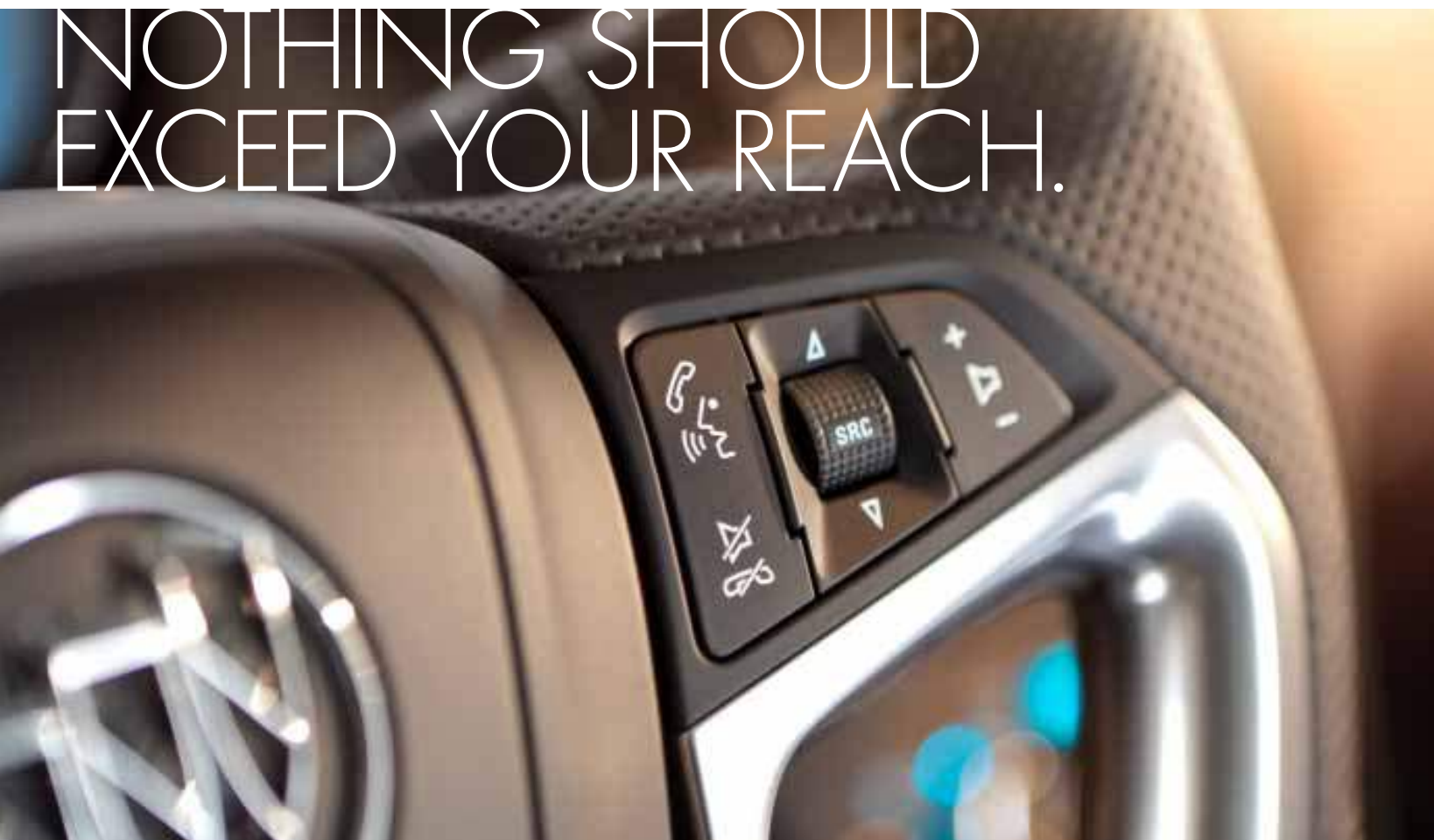
We understand no one travels unaccompanied. That's why Regal has a place designed for almost everything you bring along. For your smartphone or portable device, there's an easy to reach USB port¹ close by. You'll find ultra-convenient storage compartments throughout, including a handy folding 60/40-split rear seat to accommodate extra-long items. Even your rear-seat passengers get their own cupholders in the armrest.

¹Not compatible with all devices.





NOTHING SHOULD
EXCEED YOUR REACH.



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 starter 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 multi-function 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 your 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 eAssist technology
eAssist Technology Integrates an electric motor and advanced lithium-ion battery with the 2.4L ECOTEC engine. As you brake, eAssist captures energy, a process known as regenerative braking. All this provides Regal with 36 hwy mpg.¹
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 tip

COMFORT AND CONVENIENCE

Seat Trim Leather-appointed
Seating Heated front bucket seats, rear split folding
Driver Seat Adjuster 12-way (8-way power and 4-way power lumbar)
Front-Passenger Seat Adjuster 4-way manual and 2-way power vertical
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 Center
Steering Wheel Leather-wrapped, 4-spoke with steering-wheel-mounted audio and cruise controls
Tilt and telescopic steering column, manual

SPECIFICATIONS

DIMENSIONS (INCHES)

Wheelbase	107.8
Overall length	190.2
Body width	73.1
Overall height	58.4/58.0 (GS)
Track width, front	62.4
Track width, rear	62.5
Head room, front	38.8

Head room, rear	36.8
Shoulder room, front	56.7
Shoulder room, rear	54.4
Hip room, front	55.4
Hip room, rear	52.3
Leg room, front	42.1
Leg room, rear	37.3

SPECIFICATIONS AND CAPACITIES

Engine Type	2.4L ECOTEC w/eAssist technology
Horsepower	182 @ 6700 rpm
Torque	172 lb-ft @ 7900 rpm
EPA-estimated mpg	25 city/36 hwy
Engine Type	2.0L ECOTEC Turbo
Horsepower	220 @ 5300 rpm
Torque	260 lb-ft @ 2000 rpm
EPA-estimated mpg	20 city/32 hwy (manual) 18 city/29 hwy (auto)

Engine Type	2.0L ECOTEC GS Turbo
Horsepower	270 @ 5300 rpm
Torque	295 lb-ft @ 2400 rpm
GM-estimated mpg	19 city/27 hwy (manual) 19 city/27 hwy (auto)
Cargo Capacity (cu. ft.) ¹²	14.2

ENTERTAINMENT SYSTEMS

Audio System AM/FM/SiriusXM² stereo with MP3 CD player, USB³ and auxiliary port, IntelliLink⁴ with 7" color LED touch-screen display, MP3/WMA playback, iPod[®] support and upgradeable software
SiriusXM Satellite Radio² Includes 3 trial months of service
Buick IntelliLink⁴ Smartphone control via voice activation and steering-wheel-mounted controls. It also enables streaming stereo audio from the phone through services like Pandora[®] internet radio and Stitcher SmartRadio.TM
Audio 7-speaker system
USB Port³ Connectivity for various digital media and iPod[®] support
Bluetooth^{®5} 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 Bags⁶ 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
OnStar⁷ 6 months of Directions & Connections Plan
Theft-Deterrent System PASS-Key III, engine immobilizer and content theft alarm
Tire Pressure Monitor System
Child Security 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
Wheels 17" alloy 9-spoke painted

AVAILABLE OPTIONS
Sunroof Power, tilt-sliding with sunshade

EQUIPMENT GROUPS

PREMIUM I
INCLUDES ALL STANDARD EQUIPMENT PLUS:

Passive Entry System
Remote Vehicle Start System (Requires auto transmission)
Push-Button Start
12-Way Power Seating Front passenger
Universal Garage Door Opener
Chrome Accents On door handles
Wheels 18" alloy 13-spoke (Turbo only)
Rear Parking Assist
Power Outlet 120-volt AC
Heated Steering Wheel (Turbo only) (Except GS)

AVAILABLE OPTIONS FOR PREMIUM I GROUP

Sunroof
Engine 2.0L ECOTEC Turbo with 220 horsepower
Wheels 18" chrome plated (Not available with eAssist)
Transmission 6-Speed Manual (Requires Turbo engine)

PREMIUM II
INCLUDES ALL STANDARD EQUIPMENT PLUS:

Passive Entry System
Remote Vehicle Start System (Requires auto transmission)
Push-Button Start
12-Way Power Seating Front passenger
Universal Garage Door Opener
Chrome Accents On door handles
Wheels 18" alloy 13-spoke (Turbo only)
Rear Parking Assist
Power Outlet 120-volt AC
Heated Steering Wheel (Turbo only) (Except GS)

Thorax Air Bags⁶ Rear seat (Turbo only)
Premium Audio System Harman Kardon[®]
HID Headlamps Bi-Xenon

AVAILABLE OPTIONS FOR PREMIUM II GROUP

Sunroof
Engine 2.0L ECOTEC Turbo with 220 horsepower
Wheels 18" chrome alloy (Not available with eAssist)
Audio System With Navigation⁸ AM/FM/SiriusXM² stereo, single CD/DVD player and MP3 player with navigation, IntelliLink⁴ with 7" diagonal touch-screen display, GPS navigation system, USB port,³ Radio Data System (RDS)⁹ and auxiliary input jack (Requires sunroof)
Transmission 6-Speed Manual (Requires Turbo engine)

PREMIUM III
INCLUDES ALL STANDARD EQUIPMENT PLUS:

Passive Entry System
Remote Vehicle Start System (Requires auto transmission)
Push-Button Start
12-Way Power Seating Front passenger
Universal Garage Door Opener
Chrome Accents On door handles
Rear Parking Assist
Power Outlet 120-volt AC
Heated Steering Wheel (Turbo only) (Except GS)

Thorax Air Bags⁶ Rear seat (Turbo only)
Premium Audio System Harman Kardon
HID Headlamps Bi-Xenon

Engine 2.0L ECOTEC Turbo with 220 horsepower
Interactive Drive Control System
Wheels 19" alloy 9-spoke machined

AVAILABLE OPTIONS FOR PREMIUM III GROUP

Sunroof
Audio System With Navigation⁸ (Requires sunroof)
Transmission 6-Speed Manual

GS
INCLUDES ALL STANDARD EQUIPMENT PLUS:

Passive Entry System
Remote Vehicle Start System (Requires auto transmission)
Push-Button Start
12-Way Power Seating Front passenger
Universal Garage Door Opener
Chrome Accents On door handles
Power Outlet 120-volt AC

Thorax Air Bags⁶ Rear seat
Premium Audio System Harman Kardon
HID Headlamps Bi-Xenon

Engine 2.0L ECOTEC GS Turbo with 270 horsepower
Interactive Drive Control System (GS specific)
Wheels 19" alloy 9-spoke machined

Transmission 6-Speed Automatic
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
Front and Rear Parking Assist

AVAILABLE OPTIONS FOR GS GROUP

Sunroof
Audio System With Navigation⁸ (Requires sunroof)
Wheels 20" 5 twin-spoke polished alloy
With performance tires (Summer only)
Transmission 6-Speed Manual

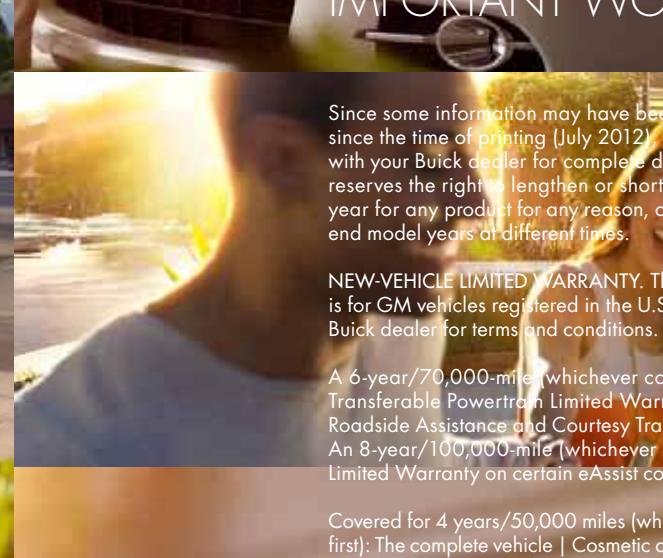
WHEELS



¹EPA estimated. ²If you subscribe after your trial period, *subscriptions are continuous until you call SiriusXM to cancel.* See SiriusXM Customer Agreement for complete terms at siriusxm.com. Other fees and taxes will apply. All fees and programming subject to change. For more information about NavTraffic, visit siriusxm.com/navtraffic. For more information about Travel Link, visit siriusxm.com/travellink. XM satellite service is available only to those in the 48 contiguous USA and DC. Sirius, XM and all related marks and logos are trademarks of SiriusXM Radio, Inc. ³Not compatible with all devices. ⁴Full functionality requires compatible Bluetooth and smart phone. Some devices require USB connectivity. Data plan rates apply. ⁵Go to gm.com/bluetooth to find out which Bluetooth phones are compatible with the vehicle. ⁶A 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. ⁷OnStar 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. ⁸Map coverage available in the United States, U.S. Virgin Islands, Puerto Rico and Canada. ⁹RDS functions only where stations broadcast RDS information. ¹⁰Not available on GS. ¹¹Additional charge, premium paint. ¹²Cargo and load capacity limited by weight and distribution.



IMPORTANT WORDS ABOUT THIS CATALOG



Since some information may have been updated since the time of printing (July 2012), 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 6-year/70,000-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 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 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.

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To learn more about why Certified Service is the perfect companion for your Regal, click on mycertifiedservice.com.



