



BUICK

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ALL-NEW 2018 BUICK

REGAL
SPORTBACK / GS



ALL-NEW REGAL SPORTBACK AND GS

THE DRIVER'S CAR YOU CAN'T WAIT TO DRIVE

Introducing the all-new Regal Sportback and GS. Whether it's the turbocharged Regal Sportback or the V6-powered GS, these are sport sedans designed to give you an exhilarating drive. And with the enhanced traction of intelligent All-Wheel Drive—standard on GS and available on Regal Sportback—you can expect nothing less than excellent driving performance every time you take the driver's seat.

Regal Sportback and GS also have something unexpected from a sport sedan: cargo versatility. Discreetly integrated into the sleek profile of these new sedans is a sportback rear access. It opens to reveal versatile storage room that lets you load cargo of various shapes and sizes.



Regal Sportback shown in Dark Moon Blue Metallic with available features.



Regal GS shown in Sport Red with available features.



Regal GS shown in Sport Red with available features.

ALL-NEW REGAL GS: POWER, REFINED

DESIGNED TO PERFORM The all-new Regal GS catches your eye. Its bold, aggressive style features piano-black finish on the GS sport grille with brushed-satin finish on the front scoops and the dual exhaust. The spoiler and ground effects are color-matched. These GS-exclusive details express the elevated performance that awaits you.

310-HP 3.6L V6 ENGINE The all-new Regal GS comes standard with the smooth, robust power and torque of a large-displacement V6. The stopping power is equally impressive, thanks to the Brembo® dual-piston front calipers—exclusive to GS.

INTELLIGENT ALL-WHEEL DRIVE To help maximize traction, intelligent All-Wheel Drive with active twin clutch sends power to the wheel(s) with the most grip. It's not only for wet-weather situations. On dry roads, the performance and handling benefits include responsive cornering and acceleration. A five-link rear suspension balances agile handling with ride smoothness.



Regal GS interior shown in Ebony with Ebony accents and available features.

EVEN THE INTERIOR IS DESIGNED TO PERFORM

The all-new Regal GS puts your need for information front and center. Settle into the driver's seat, and let your eyes scan the 8-inch diagonal reconfigurable instrument cluster. And everywhere you look, refined materials and meticulous detail are evidence of exceptional craftsmanship.

INTERACTIVE DRIVE CONTROL Tailor the dynamics of the Continuously Variable Real-Time Damping with Touring, Sport and GS modes. Selecting GS mode firms up the suspension, tightens the steering response and optimizes the shift points for maximum performance feel.

HEAD-UP DISPLAY Regal GS is available with a Head-Up Display. It projects vital information onto the windshield, including readouts of the speedometer, tachometer, compass heading and Forward Collision Alert warnings. It's technology that helps you stay focused on the road ahead.



Regal GS interior shown in Ebony with Ebony accents and available features.

RACING-INSPIRED DESIGN In the GS cockpit, the connection between car and driver is forged through details including a flat-bottom steering wheel and alloy sport pedals. The GS front sport seats are heated,

ventilated and massaging. The seat position is power-adjustable, as are the seat bolsters that help hold you firmly in the seat. An easy manual adjustment extends the seat cushion for additional thigh support.

THE RIGHT GEAR Regal GS has an advanced 9-speed automatic transmission that uses electronic controls to ensure precise, seamless shift points. Or if you'd prefer more active engagement with your GS, you can manually upshift or downshift through the gears, too.

IN THE DETAILS Open the door and you'll note the details that define the GS character: GS-exclusive sill plates with a matte-aluminum finish and trim on the doors and dash that gives the visual effect of carbon fiber.

REGAL DESIGN

A DESIGN THAT OPENS NEW POSSIBILITIES

In the all-new Regal Sportback and Regal GS, there's a thoughtful balance of form and function. The new look is sleek, with a coupe-like profile. But the designers cleverly integrated a sportback rear access that opens up a world of new possibilities. It gives Regal Sportback and Regal GS the versatility to carry larger objects—whether it's functionality you use often or only on occasion.





LIFT OPEN THE SPORTBACK

How much versatility does the sportback design create? It opens up to a wide and deep space that gives you 60.7 cubic feet of cargo space¹ with the rear seats folded. An available 40/20/40 split rear seat gives you the flexibility to carry various configurations of passengers, plus cargo.

¹Cargo and load capacity limited by weight and distribution.



LET THE SKY IN

An expansive moonroof is available on Regal Sportback and Regal GS. Slide it open and let in the sky above.

Regal Sportback Essence shown in Dark Moon Blue Metallic with available features.



REGAL SPORTBACK

WELCOME TO REFINEMENT Settle into the driver's seat, and it's clear by what surrounds you that the all-new Regal Sportback is a premium sport sedan. Buick QuietTuning™ technology creates a welcoming haven for drivers and passengers alike.

BOSE® PREMIUM AUDIO SYSTEM The soundtrack to your road trips will sound exceptionally clear, full and rich thanks to the available Bose audio system.

TURBOCHARGED POWER In the Regal Sportback, a turbocharger and Variable Valve Timing (VVT) help Regal Sportback's 2.0L engine produce an impressive 250 hp. It's the perfect balance of power and efficiency.¹

¹EPA-estimated mpg: 22 city/32 hwy (FWD).

Apple CarPlay™ on screen



TECHNOLOGY THAT'S SEAMLESS SO YOUR LIFE CAN BE, TOO

Available technology creates a command center designed to help you stay safe and connected. At your fingertips is available Apple CarPlay™ and Android Auto™ compatibility.¹ Regal displays your smartphone's select app icons on its available 8-inch diagonal infotainment screen.

BUILT-IN WI-FI® HOTSPOT² Now your passengers can stream their favorite movies, music and more at 4G LTE speed. With the available Wi-Fi hotspot,² you have a fast, reliable connection that can connect up to seven devices at once, up to 50 feet away from your Regal.

WIRELESS CHARGING³ Convenient available wireless mobile device charging³ keeps your smartphone powered up while on the go. Simply place your compatible smartphone inside the slot in the armrest—no need for chargers or cables. For added convenience, there is a USB port⁴ integrated into the center console.

REAR VISION CAMERA The Rear Vision Camera and available Rear Cross Traffic Alert work together to visually alert you to any approaching cross traffic within 65 feet of your vehicle when in Reverse.

SMARTPHONE INTEGRATION An available 8-inch diagonal Buick Infotainment System⁵ screen with Apple CarPlay™ and Android Auto compatibility¹ makes it simple to use your compatible smartphone in the car. And via SHOP, you can download select relevant in-vehicle apps on the available 8-inch diagonal high-resolution color touch-screen.

HEADLAMP AUTO-LEVEL The available advanced LED headlamps feature an auto-leveling technology that maintains a projection level with the road for more consistent visibility as you load up the car or drive it up and down hilly roads.

CORNERING LIGHTING At low speeds, when your turn signal is activated or you're steering through a corner, the available cornering lamps turn on additional LED lighting to help visibility.

¹Vehicle user interfaces are products of Apple® and Google™ and their terms and privacy statements apply. Requires compatible smartphone and data plan rates apply. Requires the Android Auto app on Google Play and an Android-compatible smartphone running Android™ 5.0 Lollipop or higher. Android, Android Auto, Google Play, YouTube and other marks are trademarks of Google Inc. ²Requires a compatible mobile device, active OnStar service and data plan. 4G LTE service is available in select markets. Visit onstar.com for coverage map, details and system limitations. Data plan provided by AT&T® ³The system wirelessly charges one PMA- or Qi-compatible mobile device. Some devices require an adapter or back cover. To check for phone or other device compatibility, visit my.buick.com/learn for details. ⁴Not compatible with all devices. ⁵Full functionality requires compatible Bluetooth® and smartphone. Some devices require USB connectivity. Data plan rates apply.



DRIVE WITH CONFIDENCE

Regal Sportback and GS offer a comprehensive suite of available advanced safety features.

LANE CHANGE ALERT WITH SIDE BLIND ZONE ALERT Provides side-mirror alerts to help you avoid crashing into a moving vehicle detected in your side blind spot (or zone) or a vehicle that is rapidly approaching your side blind spot during a lane-change maneuver.

REAR CROSS TRAFFIC ALERT When in Reverse, provides alerts to help you avoid crashing into approaching detected left or right cross traffic (e.g., out of a crowded parking space or a driveway with side obstructions).

REAR PARK ASSIST When driving in Reverse at less than 5 mph, provides distance-to-object alerts to help you park and avoid colliding with nearby detected objects directly behind the vehicle during low-speed maneuvering.

FORWARD COLLISION ALERT If the system detects that a front-end collision situation is imminent while following a detected vehicle, the system alerts you to a potential crash. It also alerts you if you are following a detected vehicle much too closely.

FRONT PEDESTRIAN BRAKING If the system detects that a pedestrian is directly ahead and a collision is imminent, and you have not applied the brakes, the system alerts you and, if necessary, automatically applies the brakes to help reduce the collision's severity or avoid the collision.

LANE KEEP ASSIST WITH LANE DEPARTURE WARNING Provides gentle steering wheel turns (and Lane Departure Warning alerts, if necessary) to help you avoid crashes due to unintentionally drifting out of your lane when you are not actively steering and your turn signal is not activated.

FORWARD AUTOMATIC BRAKING If the system detects that a front-end collision situation is imminent while following a detected vehicle and you have not applied the brakes, the system automatically applies the brakes to help reduce the collision's severity. The system may even help avoid the collision at very low speeds.

ADAPTIVE CRUISE CONTROL WITH FORWARD AUTOMATIC BRAKING Adaptive Cruise Control uses a radar-based system and Forward Automatic Braking to allow the vehicle to automatically follow a detected vehicle at your selected following gap while you steer.

PEDESTRIAN PROTECTION SYSTEM Also known as an "active hood," this safety feature is designed to help reduce injuries to pedestrians in the event of a frontal impact within a 16- to 30-mph speed range. When a pedestrian is detected during a frontal impact, the system is designed to lift the rear part of the hood to create more clearance between the hood and the engine compartment.

These safety features are no substitute for the driver's responsibility to operate the vehicle in a safe manner. The driver should remain attentive to traffic, surroundings and road conditions at all times. Read the vehicle Owner's Manual for important feature limitations and information.



ONSTAR



As you travel with the ones you care about most, OnStar^{®1} is with you to empower every moment. With a paid OnStar service plan, you can have a 24/7 lifeline to Advisors, ready to help if you’ve been in a crash, your car’s been stolen, you’re lost or you need Roadside Assistance.²

EMERGENCY HELP WHEN IT MATTERS MOST Using built-in sensors, Automatic Crash Response³ can connect you to an OnStar Advisor immediately after a crash to help get you the care you need, even if you can’t ask for it. Using Injury Severity Prediction technology, specially trained Advisors can notify first responders about the likelihood of serious injury so they can provide help right away. You can feel confident knowing you have a team, 24/7, to get you the assistance you need.

SECURITY YOU CAN COUNT ON If your vehicle is stolen, you can be assured OnStar Advisors are ready to take action. Once you report your vehicle as stolen, they can pinpoint its location, work with the police to quickly recover it, slow the vehicle if conditions are safe and even prevent it from restarting.⁴ And with Theft Alarm Notification,⁵ if your vehicle alarm sounds, we’ll let you know via text, email and/or a phone call. One simple call puts a team into action to help recover your vehicle quickly and safely.

¹Visit onstar.com for coverage map, details and system limitations. Services vary by model. ²Roadside service provided by Allstate Roadside Services. ³Visit onstar.com for vehicle availability. OnStar acts as a link to existing emergency service providers. Not all vehicles may transmit all crash data. ⁴Services vary by model and conditions. ⁵Theft Alarm Notification features vary by vehicle. Requires factory-installed theft-deterrent system; Security or Guidance Plan or Stolen Vehicle Assistance Plan Add-On; and selection of notification communication preference(s). Vehicles must be locked electronically to arm the factory-installed theft-deterrent system. Messaging and data rates may apply.



Regal Sportback shown in Smoked Pearl Metallic with available features.

SPECIFICATIONS

FEATURES					
● STANDARD ○ AVAILABLE — NOT AVAILABLE	REGAL (1SV)	PREFERRED	PREFERRED II	ESSENCE	GS
ENGINE WITH STOP/START TECHNOLOGY	2.0L Turbo	2.0L Turbo	2.0L Turbo	2.0L Turbo	3.6L V6
DRIVETRAIN	FWD	FWD	FWD/AWD	FWD/AWD	AWD
SPLIT-FOLDING REAR SEAT	60/40	60/40	40/20/40	40/20/40	40/20/40
BLUETOOTH® TECHNOLOGY¹	●	●	●	●	●
ANTI-LOCK BRAKES WITH BRAKE ASSIST	●	●	●	●	●
HALOGEN HEADLAMPS WITH LED SIGNATURE LIGHTING DAYTIME RUNNING LAMPS	●	●	●	●	●
QUIETTUNING™ TECHNOLOGY	●	●	●	●	●
REAR VISION CAMERA	●	●	●	●	●
STABILITRAK AND TRACTION CONTROL	●	●	●	●	●
LEATHER-WRAPPED STEERING WHEEL	—	●	●	●	●
8-WAY POWER DRIVER SEAT WITH 2-WAY POWER LUMBAR (INCLUDES 4-WAY POWER LUMBAR ON GS)	—	●	●	●	●
18" MACHINE-FACED ALUMINUM WHEELS WITH PAINTED POCKETS	—	—	●	●	—
COLOR 4.2" DRIVER INFORMATION CENTER (8" ON GS)	—	○³	●	●	●
BUICK INFOTAINMENT SYSTEM² WITH 8" DIAGONAL COLOR TOUCH-SCREEN	—	○³	●	●	●
FOG LAMPS	—	—	●	●	●
HEATED LEATHER-WRAPPED STEERING WHEEL	—	—	●	●	●
MOON WHITE AMBIENT LIGHTING	—	—	●	●	●
LEATHER-APPOINTED SEATS	—	—	—	●	●
HEATED FRONT SEATS	—	—	—	●	●
8-WAY POWER FRONT-PASSENGER SEAT WITH 2-WAY POWER LUMBAR (INCLUDES 4-WAY POWER LUMBAR ON GS)	—	—	—	●	●
REMOTE START	—	○³	●	●	●
LANE CHANGE ALERT WITH SIDE BLIND ZONE ALERT	—	○	○	○	●
REAR CROSS TRAFFIC ALERT	—	○	○	○	●
GS EXCLUSIVE					
HEATED, VENTILATED FRONT BUCKET SEATS WITH MASSAGE, INTEGRATED HEAD RESTRAINTS AND POWER-ADJUSTABLE BOLSTERS	—	—	—	—	●
19" ALUMINUM WHEELS WITH TECHNICAL GRAY ACCENTS	—	—	—	—	●
BREMBO® FRONT BRAKES	—	—	—	—	●
REAR DECKLID SPOILER, FRONT SCOOPS, GROUND EFFECTS AND PASS-THROUGH EXHAUST	—	—	—	—	●
FRONT AND REAR PARK ASSIST	—	—	—	—	●

SPECIFICATIONS

PACKAGES					
● STANDARD ○ AVAILABLE — NOT AVAILABLE	REGAL (1SV)	PREFERRED	PREFERRED II	ESSENCE	GS
SIGHTS AND SOUNDS PACKAGE - Navigation⁴ - Bose® 8-speaker premium audio and for Preferred adds remote start - HD Radio - Color Driver Information Center (Preferred)	—	○	○	○	○
DRIVER CONFIDENCE PACKAGE I (PREFERRED) - Lane Change Alert with Side Blind Zone Alert - Rear Park Assist - Rear Cross Traffic Alert - LED headlamps with auto leveling - Cornering lamps 18" aluminum wheels	—	○	—	—	—
DRIVER CONFIDENCE PACKAGE I (PREFERRED II) Includes all features in Driver Confidence Package I (Preferred) plus: Wireless charging⁵	—	—	○	—	—
DRIVER CONFIDENCE PACKAGE I (ESSENCE) Includes all features in Driver Confidence Package I (Preferred II) plus: - Memory Package - Driver 4-way power lumbar seat adjuster - Front-passenger 4-way power lumbar seat adjuster - Exterior heated, power-adjustable, driver-side auto-dimming mirrors	—	—	—	○	—
DRIVER CONFIDENCE PACKAGE II Includes all features in Driver Confidence Package I (Essence) plus: - Adaptive Cruise Control - Following Distance Indicator - Forward Collision Alert - Forward Automatic Braking - Lane Keep Assist with Lane Departure Warning - Front Pedestrian Braking - Head-Up Display (GS only)	—	—	—	○	○
APPEARANCE PACKAGE - Wireless charging⁵ - LED headlamps with auto leveling - Cornering lamps	—	—	—	—	○

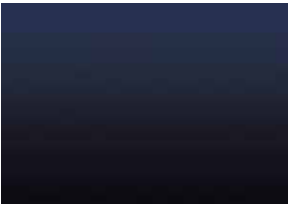
SPECIFICATIONS			
DIMENSIONS (INCHES)		CAPACITIES	
Wheelbase	111.4	Engine Type	2.0L 4-cylinder Turbo SIDI with VVT
Overall length	192.8	Horsepower	250 hp @ 5400 rpm
Body width	73.3	Torque	260 lb-ft @ 2000-5200 rpm (FWD) 295 lb-ft @ 3000-4000 rpm (AWD)
Overall height	57.3	EPA-estimated mpg	22 city/32 hwy FWD, 21 city/29 hwy AWD
Track width, front/rear	62.8/63	Engine Type	3.6L V6 DI DOHC (GS only)
Head room, first/second row	38.8/37.0	Horsepower	310 hp @ 6800 rpm
Shoulder room, first/second row	56.9/55.4	Torque	282 lb-ft @ 5200 rpm
Hip room, first/second row	55.2/54.1	EPA-estimated mpg	19 city/27 hwy
Leg room, first/second row	42.1/36.9	Fuel Tank (approx.)	16.3 gallons
		Cargo Volume ⁶	Behind first-row seats with second row folded: 60.7 cu. ft. With second row up: 31.5 cu. ft.

¹Go to my.buick.com/learn to find out which phones are compatible with the vehicle. ²Full functionality requires compatible Bluetooth and smartphone. Some devices require USB connectivity. Data plan rates apply. ³Requires Sights and Sounds Package. ⁴Map coverage available in the United States, Puerto Rico and Canada. ⁵The system wirelessly charges one PMA- or Qi-compatible mobile device. Some devices require an adapter or back cover. To check for phone or other device compatibility, visit my.buick.com/learn for details. ⁶Cargo and load capacity limited by weight and distribution.

EXTERIOR COLORS



Rioja Red Metallic^{1,2,3}



Dark Moon Blue Metallic^{1,2,3}



Summit White³



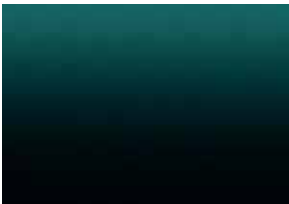
Smoked Pearl Metallic^{1,2}



Sport Red⁴



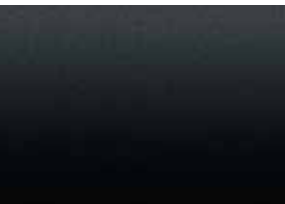
White Frost Tricoat^{1,2}



Carrageen Metallic^{1,2,3}



Quicksilver Metallic¹



Ebony Twilight Metallic¹

¹Additional charge, premium paint.
²Not available on Regal (1SV).
³Not available on GS.
⁴GS exclusive.

INTERIOR COLORS



Ebony Cloth or
Leather-Appointed



Shale Cloth or
Leather-Appointed



Ebony Perforated Leather-
Appointed, GS Exclusive

Ebony accents included with all interior colors.

WHEELS



17" 5-Spoke Aluminum
Standard on Regal (1SV)
and Preferred



18" 5-Spoke Dynamic
Aluminum
Available on Preferred
with Driver Confidence
Package I



18" Machine-Faced
Aluminum with Painted
Pockets
Standard on Preferred II
and Essence



19" Aluminum with
Technical Gray Accents
Standard on Regal GS
Exclusively



IMPORTANT WORDS

Since some information may have been updated since the time of printing, 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 USA. See your Buick dealer for terms and conditions.

4 years/50,000 miles (whichever comes first): Bumper-to-Bumper Limited Warranty. The entire vehicle is warranted for repairs, including parts and labor, to correct defects in materials or workmanship. The warranty covers towing to the nearest Buick dealership, and there is no deductible for warranty repairs during the warranty period. The warranty transfers automatically with vehicle ownership during the warranty period.

6 years/70,000 miles (whichever comes first): Transferable Powertrain Limited Warranty plus Roadside Assistance and Courtesy Transportation.

6 years/100,000 miles (whichever comes first): Body and sheet metal components are warranted against rust-through corrosion.

EXPERIENCE BUICK PROTECTION Every 2018 Buick model includes a maintenance program that covers the first two visits of oil and filter changes, tire rotations and 27-point inspections for up to 2 years or 24,000 miles, whichever comes first (does not include air filters). The program is fully transferable to subsequent owners. See participating dealer for other restrictions and complete details.

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.

TAKE OWNERSHIP TO THE NEXT LEVEL Create an Owner Center account to gain unrestricted access to everything you need to get the most out of your new vehicle. Receive alerts and service offers, schedule service, view vehicle-specific how-to videos and check service records. All online, anytime. Go to my.buick.com to take a tour or register your Buick today.

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