



YOUR KIND OF LUXURY?

WHEN CURVES

ARE YOUR CRAVING

Design, performance, technology and safety: In the highly competitive world of sport sedans, you've got to deliver across the board. In Buick Regal, you'll sense an intensity reflected in the available LED illumination of its wraparound headlamps and taillamps. Regal GS and Regal Turbo models are available with All-Wheel Drive (AWD). Combined with an electronic limited-slip differential, AWD helps maximize traction by sending power to the wheel(s) with the most grip. And on Regal GS, put its class-exclusive Interactive Drive Control System in GS or Sport mode, and Regal GS adapts its available AWD to send more of its torque to the rear wheels, enhancing the performance driving characteristics expected from a GS.







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WHEN THE FOCUS IS SHARP

Slip behind the wheel of a Regal GS and you'll quickly realize this is a driver's car. You'll notice buttons centered atop the dash marked GS and Sport. They're part of the Interactive Drive Control System, available on Regal GS. Two driver-selectable modes — Sport or GS — adapt the ride and handling of Regal GS to your driving style in real time. At high speeds, steering, suspension and transmission adjust to optimize stability during sweeping curves. In GS mode, the system tightens handling response even further.









WHEN THE FEELING IS REFINED



Take one look at Regal and let your eyes wander a bit. Signature headlamps and chrome accents draw you in while Regal's athletic lines guide your eyes all the way back to the wraparound LED taillamps. Step inside and you'll quickly sense that what you're about to drive hasn't just been engineered — it's been crafted. From surfaces to shapes to textures, every nuance of Regal's design makes you feel comfortably in command. Take a thorough test-drive in a Regal, and get to know Buick.

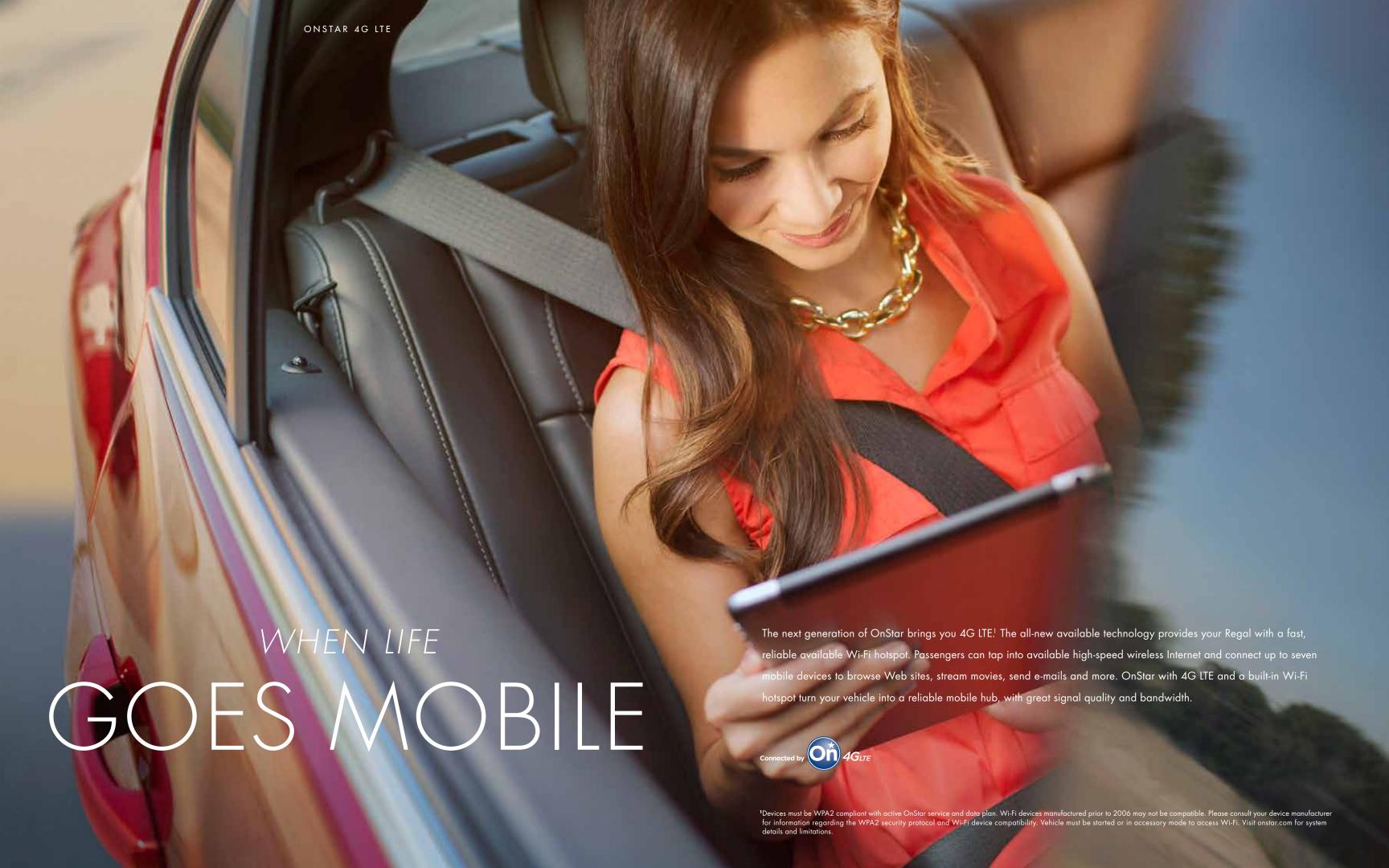
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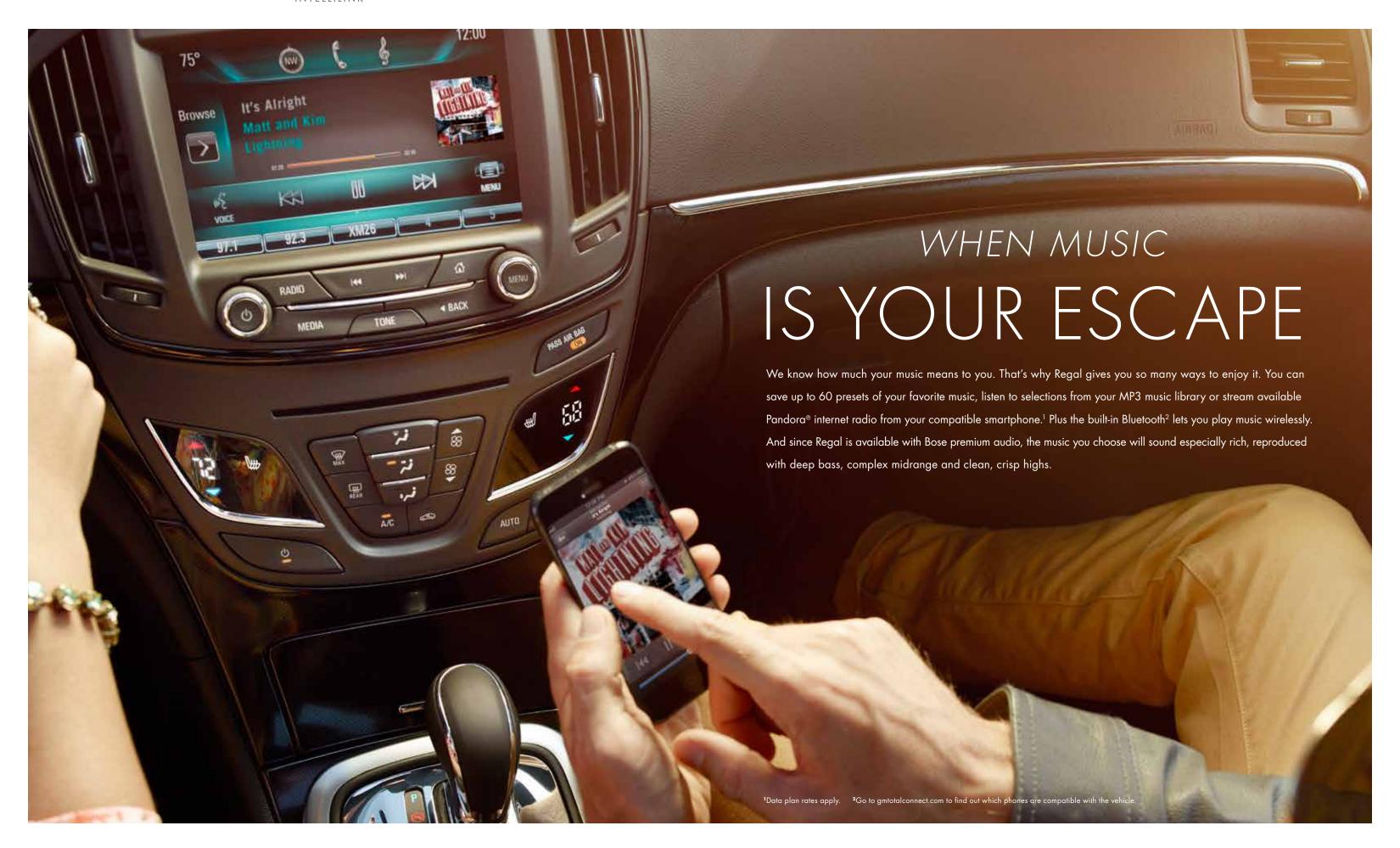


WHEN YOUR VOOR ON SA COMMAND

The Buick IntelliLink¹ infotainment system keeps drivers' eyes on the road and their hands on the wheel. Control audio and available IntelliLink with navigation² via voice commands or the 8-inch diagonal color touch-screen display. Natural-language voice recognition allows for conversational commands, such as "Call my office." Or to navigate content, you simply use touch, drag and swipe gestures. With app tray customization, you can keep your frequently used features at your fingertips. Also, keep tabs on your favorites with 60 presets of music, equalizer settings, contacts and destinations.

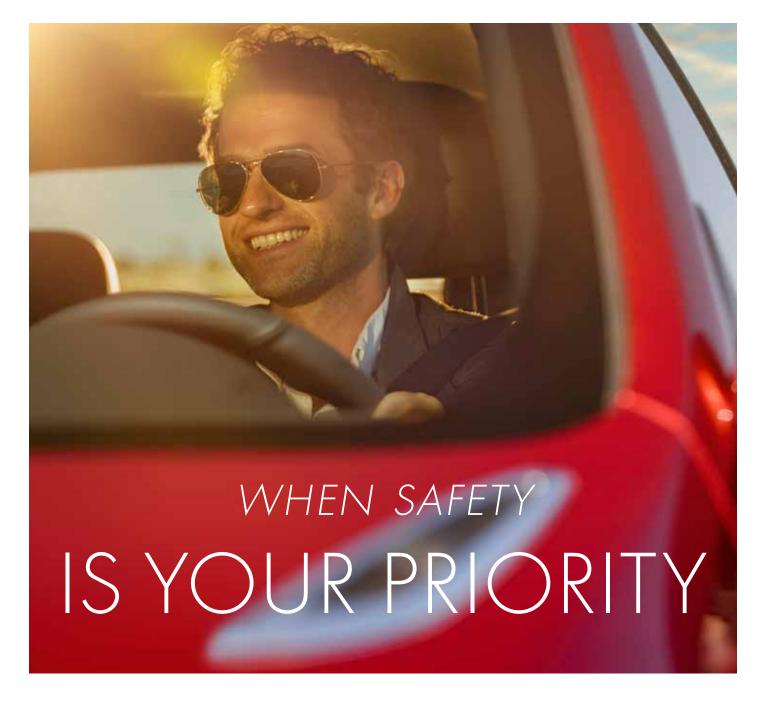












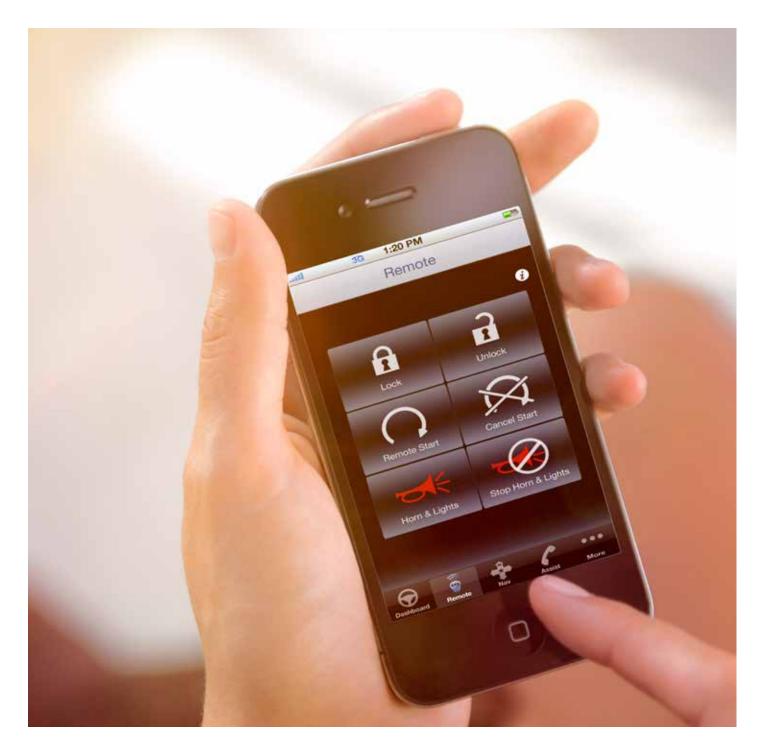
Regal offers a full suite of safety innovations. Available FORWARD COLLISION ALERT notifies the driver of a potential collision with a vehicle ahead. If necessary, available FRONT AUTOMATIC BRAKING can even automatically apply the brakes if it detects you may not be reacting quickly enough to this threat. The available ADAPTIVE CRUISE CONTROL automatically adjusts the vehicle speed to maintain a driver-selected following gap to vehicles ahead, even in stop-and-go traffic. LANE CHANGE ALERT is an available feature included with SIDE BLIND ZONE ALERT. Together, they warn you of vehicles in the next lane approaching fast from behind and of vehicles in your side blind zones. And to help you avoid unintentional slow lane drifts, available LANE DEPARTURE WARNING reads the lane markings at speeds above 35 mph. If you haven't put on your turn signal and the system senses your car departs its lane, it flashes a yellow icon to alert you. 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 more important safety information.

SAFETY ONSTAR



WHEN YOUR BACK IS COVERED

Available REAR CROSS TRAFFIC ALERT helps you know something is headed your way when backing up. A camera in the rear captures a view behind the car, while radar sensors detect vehicles approaching from the left or right within 65 feet. The system alerts you with an audible "beep" and by flashing a warning signal on the REAR VISION CAMERA screen.



WHEN APPS LINK YOU

The 2015 Regal comes with a 5-year OnStar Basic Plan. This standard plan gives you access to the RemoteLink Key Fob Services, which let you lock and unlock your car doors, activate the horn and lights and even start your Regal remotely from your smartphone or tablet. Plus, get OnStar Vehicle Diagnostics and Dealer Maintenance Notification to make service scheduling simple. Along with the 5-year OnStar Basic Plan, you'll also receive a 6-month trial of the Directions & Connections Plan³ that includes Automatic Crash Response, Emergency Services, Stolen Vehicle Assistance, Live Advisor Assistance and available Hands-Free Calling.⁴

Access is available for 5 years from the date of vehicle delivery and is transferable. Does not include any emergency services or other OnStar services. To cancel OnStar RemoteLink Key Fob Services, or if your vehicle is sold, it is important to contact an OnStar Advisor. See onstar.com/mobile for full details. ²Available on select Apple,® Android™ and BlackBerry® devices. Services vary by device, vehicle and conditions. Requires an active OnStar subscription, which is included for 6 months.

3Visit onstar.com for coverage map, details and system limitations. Services vary by model and conditions. OnStar acts as a link to existing emergency service providers. Not all vehicles may transmit all crash data. 4OnStar Hands-Free Calling requires an existing OnStar service contract and prepaid minutes. Not available in certain markets. Visit onstar.com for coverage map, details and system limitations.





IMPORTANT WORDS ABOUT THIS CATALOG

Since some information may have been updated since the Buick vehicles with different or differently sourced comtime of printing (June 2014), 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 2015 Buick model includes a maintenance program that covers scheduled oil and filter changes, tire rotations and 27-point inspections according to your new vehicle's recommended maintenance schedule for up to 2 years or 24,000 miles, whichever comes first (does not include air filters). The program covers a maximum of four service visits and 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

ponents 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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STANDARD EQUIPMENT

POWER AND PERFORMANCE

Drivetrain Front-wheel drive Engine 2.0L Turbo DOHC SIDI with VVT Transmission 6-speed automatic, electronically controlled with overdrive and Driver Shift Control Suspension Front MacPherson strut, rear 4-link (FWD only)

Steerina Power, electric Brakes 4-wheel anti-lock, 4-wheel disc with brake assist

Traction Control Full function StabiliTrak Stability control system

Exhaust Dual outlet stainless steel with bright tips

COMFORT AND CONVENIENCE

Seat Trim Leather-appointed Seating Heated front bucket seats, rear split folding Driver Seat Adjuster 10-way (8-way power and 2-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 2-way adjustable Lighting Custom, interior front and rear reading, front and rear door and console ambient lighting, puddle lights and instrument panel light pipe

Assist Handles Front passenger and rear outboard Driver Information Display Driver instrument information enhanced, 4.2" diagonal multicolor Compass Display Located in the Driver

Steering Wheel Leather-wrapped, 3-spoke with steering-wheel-mounted audio and cruise controls Tilt and telescopic steering column, manual Cruise Control

Parking Brake Electric powered Mirror Inside rearview, auto-dimming

Climate Control Dual-zone automatic air conditioning Air Filtration System

Defogger Rear-window electric

Windows Power with driver and front-passenger expressup/-down, rear express-down

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 visors Trunk Cargo Net

Remote Keyless Entry Extended range

ENTERTAINMENT SYSTEMS

Audio System Buick IntelliLink¹ radio, AM/FM stereo and CD player, includes USB ports² and Bluetooth^{®3} streaming for audio and select phones

SiriusXM Satellite Radio⁴ Includes 3 trial months of service. For more information, visit siriusxm.com. Buick IntelliLink¹ 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. Audio 7-speaker system

USB Ports² Connectivity for various digital media and select smartphones (2 ports)

Bluetooth³ Personal cell-phone connectivity to vehicle

OnStar With 4G LTE⁵ Plus Wi-Fi hotspot with trial period of 3 months or 3GB, whichever comes first

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 front passenger and head curtain side-impact, front and rear outboard seating positions

Power Door Locks Programmable with lockout protection OnStar⁷ 5-year Basic Plan and 6 months of Directions & Connections Plan

Theft-Deterrent System Content theft alarm Tire Pressure Monitor System Does not monitor spare tire Child Security Locks Rear

Rear Vision Camera

STYLING AND FUNCTIONALITY

Antenna Integral rear roof-mounted, body-color Lights Halogen headlamps automatic on and off, ith 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, manual folding 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 PXR 18" silver painted alloy

AVAILABLE OPTIONS

Moonroof Power, tilt-sliding with sunshade All-Wheel Drive With HiPer strut front suspension Steering Power, variable assist, electric (AWD only) Wheels Q6Y 18" chromed alloy Audio System Buick IntelliLink¹ radio with Navigation,⁸ AM/FM stereo and CD player, includes USB port² and Bluetooth³ streaming for audio and select phones

EQUIPMENT GROUPS

PREMIUM I GROUP

INCLUDES ALL STANDARD EQUIPMENT PLUS:

E-Z Key Passive Entry System Remote Vehicle Start System (Requires auto transmission) Push-Button Start 10-Way Power Seating Front passenger Universal Garage-Door Opener Rear Parking Assist Power Outlet 110-volt AC Heated Steering Wheel

PREMIUM II GROUP

INCLUDES ALL STANDARD EQUIPMENT PLUS:

E-Z Key Passive Entry System Remote Vehicle Start System (Requires auto transmission) Push-Button Start 10-Way Power Seating Front passenger Universal Garage-Door Opener Rear Parking Assist Power Outlet 110-volt AC

Thorax Air Bags⁵ Rear seat Bose® Premium Audio System HID Headlamps Bi-xenor Audio System with Navigation8

Heated Steering Wheel

GS GROUP

INCLUDES ALL STANDARD EQUIPMENT PLUS:

E-Z Key Passive Entry System Remote Vehicle Start System (Requires auto transmission.) Push-Button Start 10-Way Power Seating Front passenger Universal Garage-Door Opener Power Outlet 110-volt AC

Thorax Air Bags⁵ Rear seat Bose Premium Audio System HID Headlamps Bi-xenon

Engine 2.0L Turbo with 259 horsepower Interactive Drive Control System Wheels REH 19" V-spoke painted alloy

Transmission 6-speed automatic

GS-Specific Fascias and Rockers GS-Specific Dual Exhaust GS-Specific Badging GS-Specific Sport Seats, Heated Steering Wheel, Sport Pedals

Brembo Front Brakes 4-wheel anti-lock disc HiPer Strut Front Suspension Moldings Satin finish surround Rear Lip Spoiler Front and Rear Parking Assist Audio System With Navigation⁸ Driver Information and Cluster Display Enhanced 8" diagonal multi-configurable

WHEELS



RSB 17" SILVER PAINTED ALLOY



PXR 18" SILVER PAINTED ALLOY



O6Y 18" CHROMED ALLOY

REH 19" V-SPOKE

PAINTED ALLOY

RTJ 20" V-SPOKE

POLISHED ALLOY

SPECIFICATIONS

Leg room, rear

DIMENSIONS (INCHES) Wheelbase

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

SPECIFICATIONS AND CAPACITIES

107.8

37.3

Engine Type	2.0L DOHC SIDI w/VVT Turbo
Horsepower	259 @ 5300
Torque	295 lb-ft @ 3000 - 4000 rpm Turbo 295 lb-ft @ 2500 - 4000 rpm GS
EPA-estimated mpg	21 city/30 hwy FWD 19 city/27 hwy AWD 20 city/31 hwy GS FWD with manual transmission
Cargo Capacity (cu. ft.)10	14.2
Engine Type	2.4L DOHC DI w/eAssist technology
Horsepower	182 @ 6700 rpm
Torque	172 lb-ft @ 4900 rpm
EPA-estimated mpg	25 city/36 hwy
Cargo Capacity (cu. ft.)10	11.1

AVAILABLE OPTIONS FOR PREMIUM I GROUP:

All-Wheel Drive With HiPer strut front suspension (2.0L

Moonroof Power, tilt-sliding with sunshade Engine 2.4L with VVT, DI and eAssist technology (FVVD only) eAssist Technology Integrates an electric motor and advanced lithium-ion battery with the 2.4L engine. As you brake, eAssist captures energy, a process known as regenerative braking. All this provides Regal with 25 city/36 hwy mpg.9 Audio System with Navigation⁸

Wheels Q6Y 18" chromed alloy (Not available with eAssist.) Wheels RSB 17" silver painted alloy (eAssist only) Steering Power, variable assist, electric (AWD only)

AVAILABLE OPTIONS FOR PREMIUM IL GROUP.

All-Wheel Drive With HiPer strut front suspension

Wheels Q6Y 18" chromed alloy

Braking and Adaptive Cruise Control

Steering Power, variable assist, electric (AWD only) Driver Confidence Package 1 Includes Side Blind Zone Alert with Lane Change Alert, Rear Cross Traffic Alert, Lane Departure Warning, Forward Collision Alert, Following Distance Indicator and Memory Seats. Requires power tilt-sliding moonroof.)

Driver Confidence Package 2 Includes Front Automatic

AVAILABLE OPTIONS FOR GS GROUP.

All-Wheel Drive With HiPer strut front suspension (Automatic transmission only.) Moonroof

Wheels RTJ 20" V-spoke polished alloy Transmission 6-speed manual (Not available on AWD.) Driver Confidence Package 1 Includes Side Blind Zone Alert with Lane Change Alert, Rear Cross Traffic Alert, Lane Departure Warning, Forward Collision Alert, Following Distance Indicator and Memory Seats. (Requires power tilt-sliding moonroof.)

Driver Confidence Package 2 Includes Front Automatic Braking and Adaptive Cruise Control

1Full functionality requires compatible Bluetooth and smartphone. Some devices require USB connectivity. Data plan rates apply. 2Not compatible with all devices. 3Go to gmtotalconnect.com to find out which phones are compatible with the vehicle. 4If 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. Devices must be WPA2 compliant with active OnStar service and data plan. Wi-Fi devices manufactured prior to 2006 may not be compatible. Please consult your device manufacturer for information regarding the WPA2 security protocol and Wi-Fi device compatibility. Vehicle must be started or in accessory mode to access Wi-Fi. Visit onstar.com for system details and limitations.

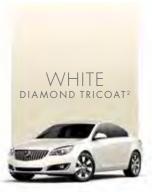
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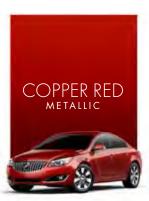
EXTERIOR COLORS







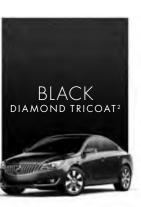














INTERIOR COLORS

