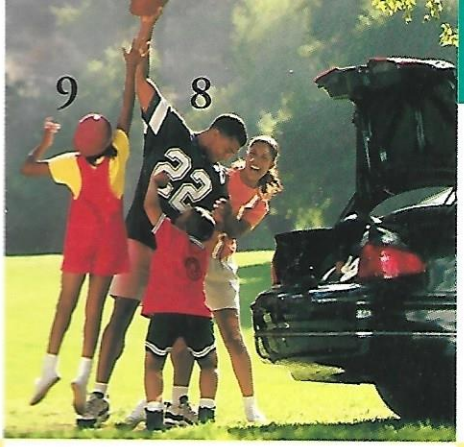
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Regal

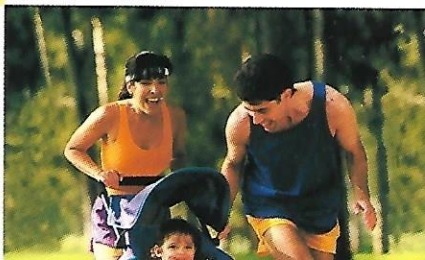
by BUICK

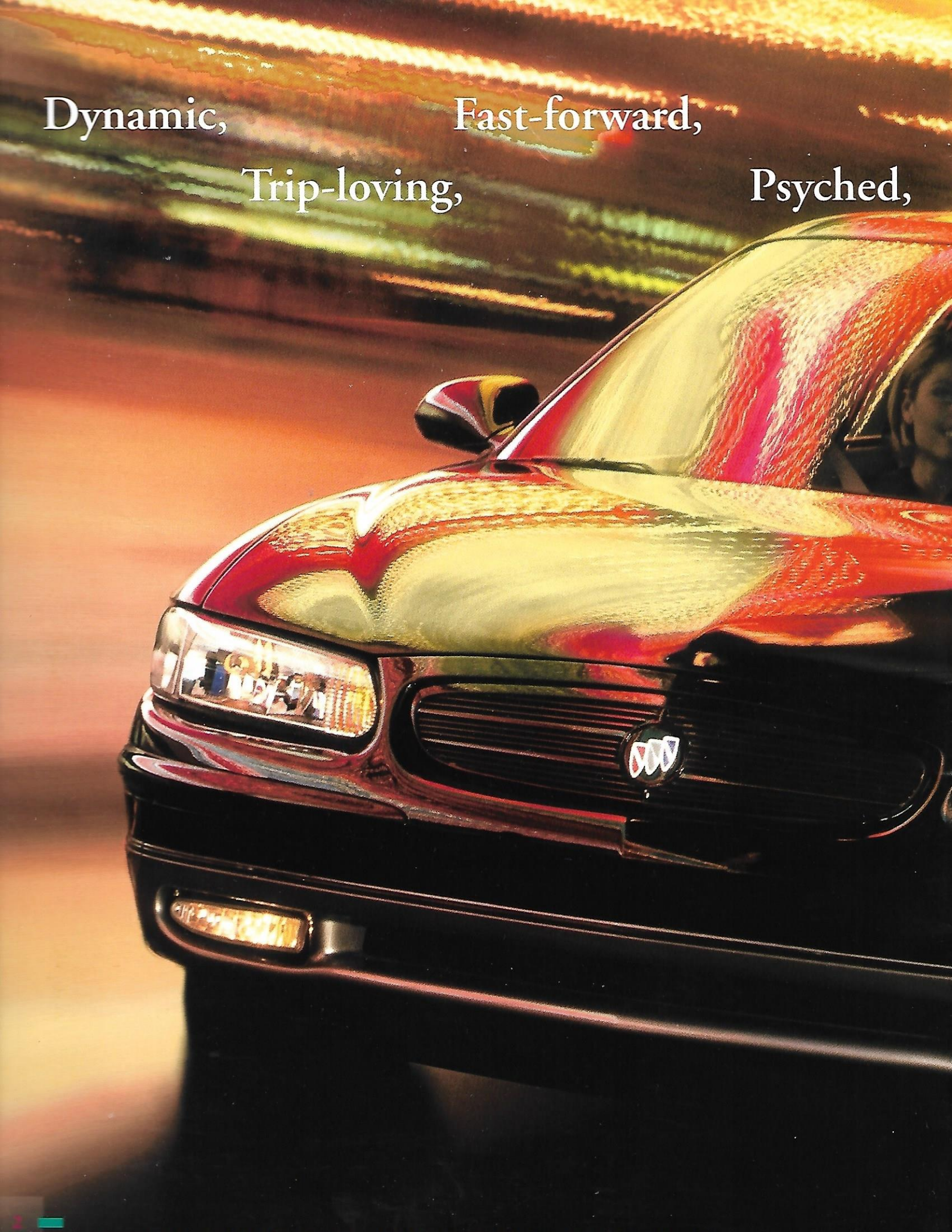


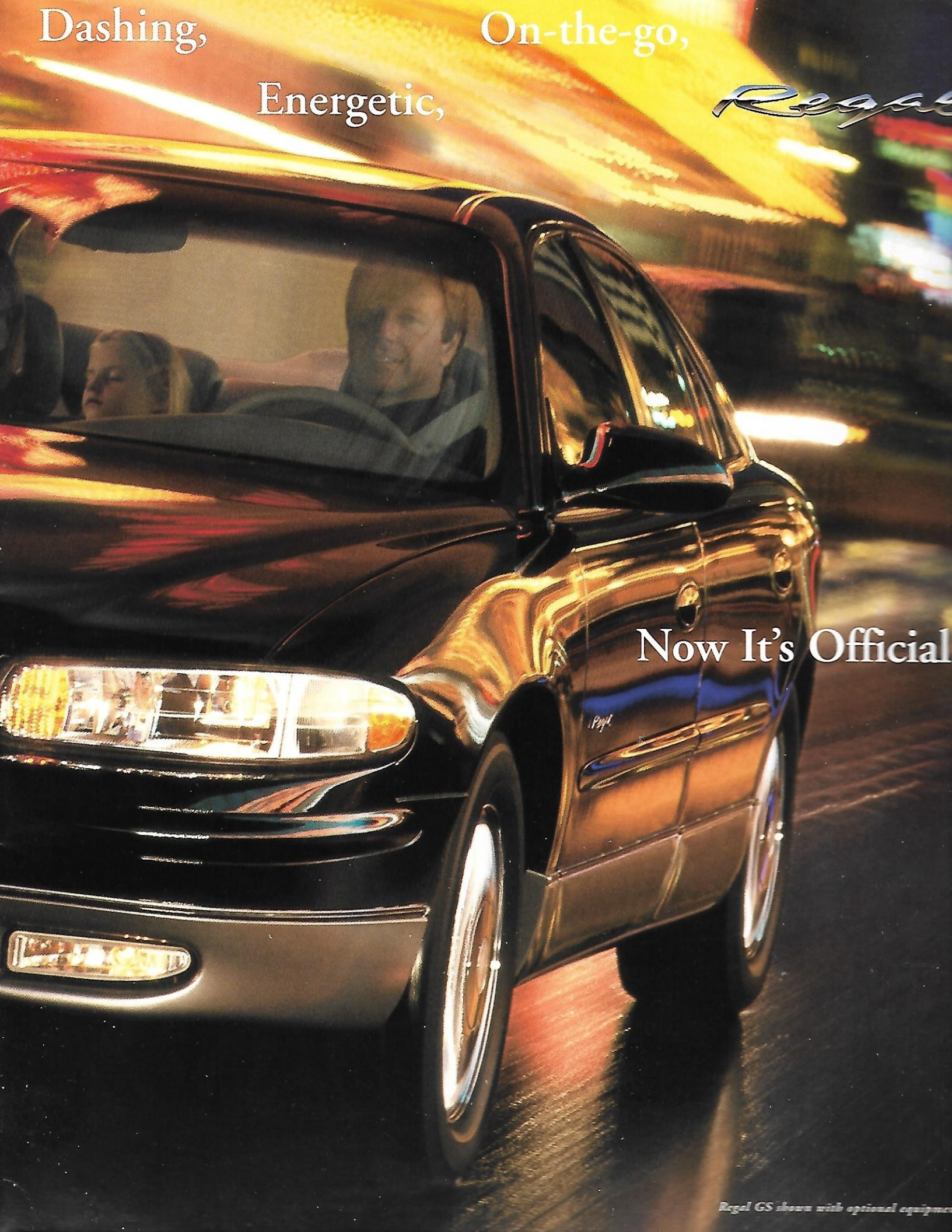









Dynamic,
Fast-forward,
Trip-loving,
Psyched,


Dashing,
On-the-go,
Energetic,
Regal
Now It's Official
Regal GS shown with optional equipme



Regal

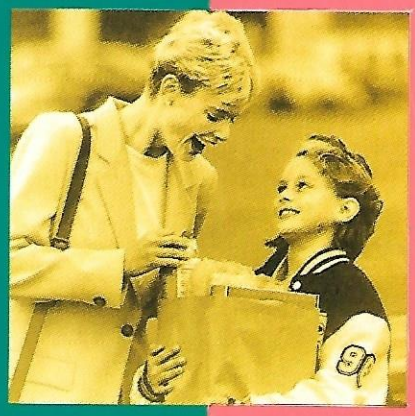
Official Car of the Supercharged Family.



"The new Regal is a boldly designed *sport* sedan that's *fun* to drive."

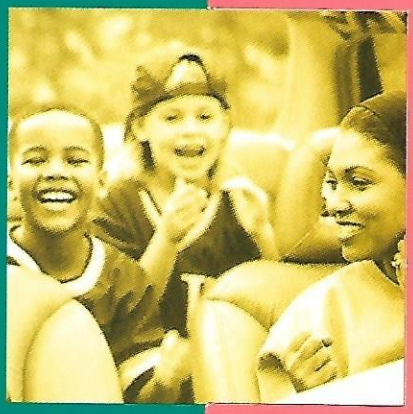
Motor Trend,
March 1997

Inspired Enthusiasm



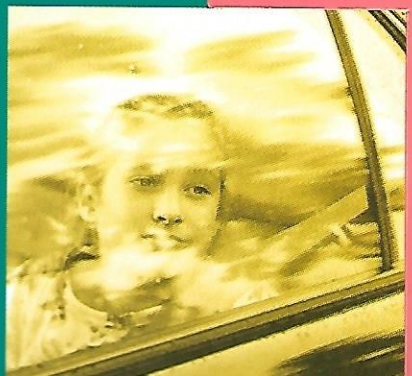
"On ice and snow, the Regal GS *behaves* remarkably well. On dry pavement it is quiet and *smooth.* On rough roads it soaks up the bumps very well."

Boston Globe,
April 6, 1997



"...the Regal's interior is a *pleasant* place to be, particularly in the GS, which includes leather upholstery with its *roomy* seats."

Detroit Free Press,
April 24, 1997



"Sound deadening and excruciating detail work cut road and wind *noise* to remarkably *low* levels."

USA TODAY,
March 5, 1997





To back up the high-*performance* looks, they dropped a Supercharged 3800 Series II V6 into it — a *powerful* reason drivers love Regal GS.

Lots To Like

Regal GS makes play of errands and quick trips to the mall — and has *more* standard *safety* features than any car in its class.*

*Excludes other GM products. Based on R.L. Polk mid-size class.

It's a true team *sports* sedan with *room* for the coach, a week's groceries and a rowdy bunch of MVPs.

Quiet enough for calm conversations with friends and animated dreams, Regal's acoustics are a *world-class* success story.

Life ahead.



This is the official pace car.



Regal's low, flowi

silhouette reflects

power and performan

High-rpm families have ple

to like, inside and o

Regal GS shown with optional equipme



Regal GS cockpit-

like analog gauge

cluster includes a

tachometer and all

controls are grouped

within arm's reach.

Seize the day, the road,

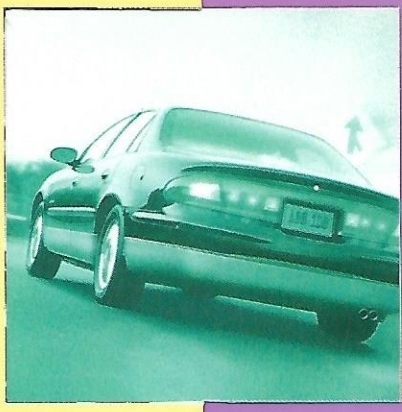


the opportunities.

Shown with optional equipment.



The powerful 3800 Series II *Supercharged* V6 engine is *standard* on Regal GS. It'll blur some landscape and haul more than groceries.



Fast Favorites



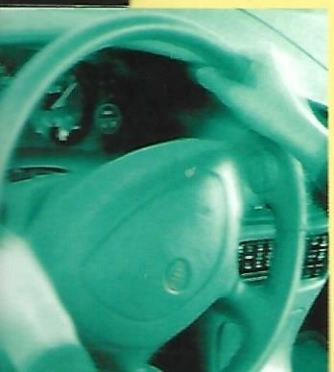
The road-hugging profile is that of a *performance* sedan. No wonder Regal *drivers* seek out the winding, curvy roads.





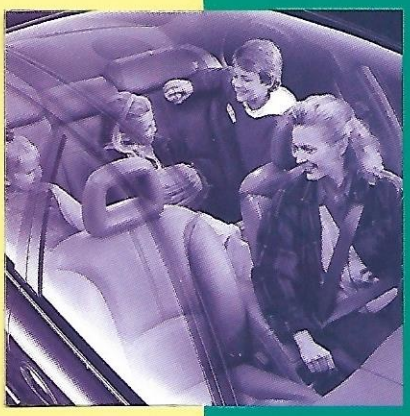
Seamless shifting, via 4-speed electronic automatic *transmission* with overdrive, is in the palm of your hand.





Magnetic variable effort *steering* is a speed sensitive feature that *adjusts* firmness of steering for optimum control at different speeds.





High-rpm *families* stretch out in stylish, spacious comfort for *five* that makes ordinary family sedans...well, so ordinary.

Interior Performance



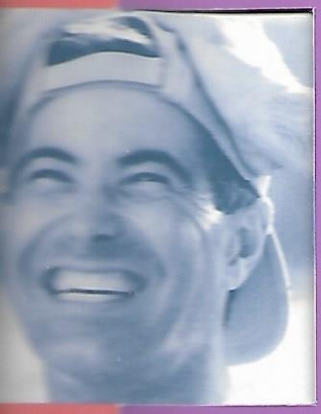
The *Comfort* Team drove hundreds of thousands of *test* miles to get these seats perfect for you.



Standard dual ComforTemp *climate* control allows the driver and front-seat passenger to individually *vary* temperatures (Regal GS optional automatic ComforTemp shown).



Program the optional *12-disc,* trunk-mounted CD player from the instrument panel, and Regal is a custom *music* module on the move.



Regal's *rigid* body structure results in an enormous feeling of *strength* and stability emphasized by predictable, sure-footed handling.



Controlling Interest



Regal's magnetic variable effort *power* rack-and-pinion *steering* is standard in both LS and GS models.



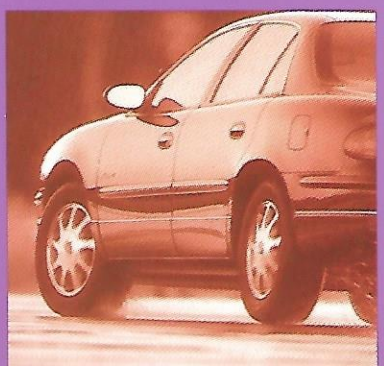


Front-wheel *drive* pulls, rather than pushes, through the curves — and offers *control* on slippery surfaces, too.





With *traction* control *standard* on LS and full-range traction control standard on GS, most slippery surfaces won't deter the Regal driver.



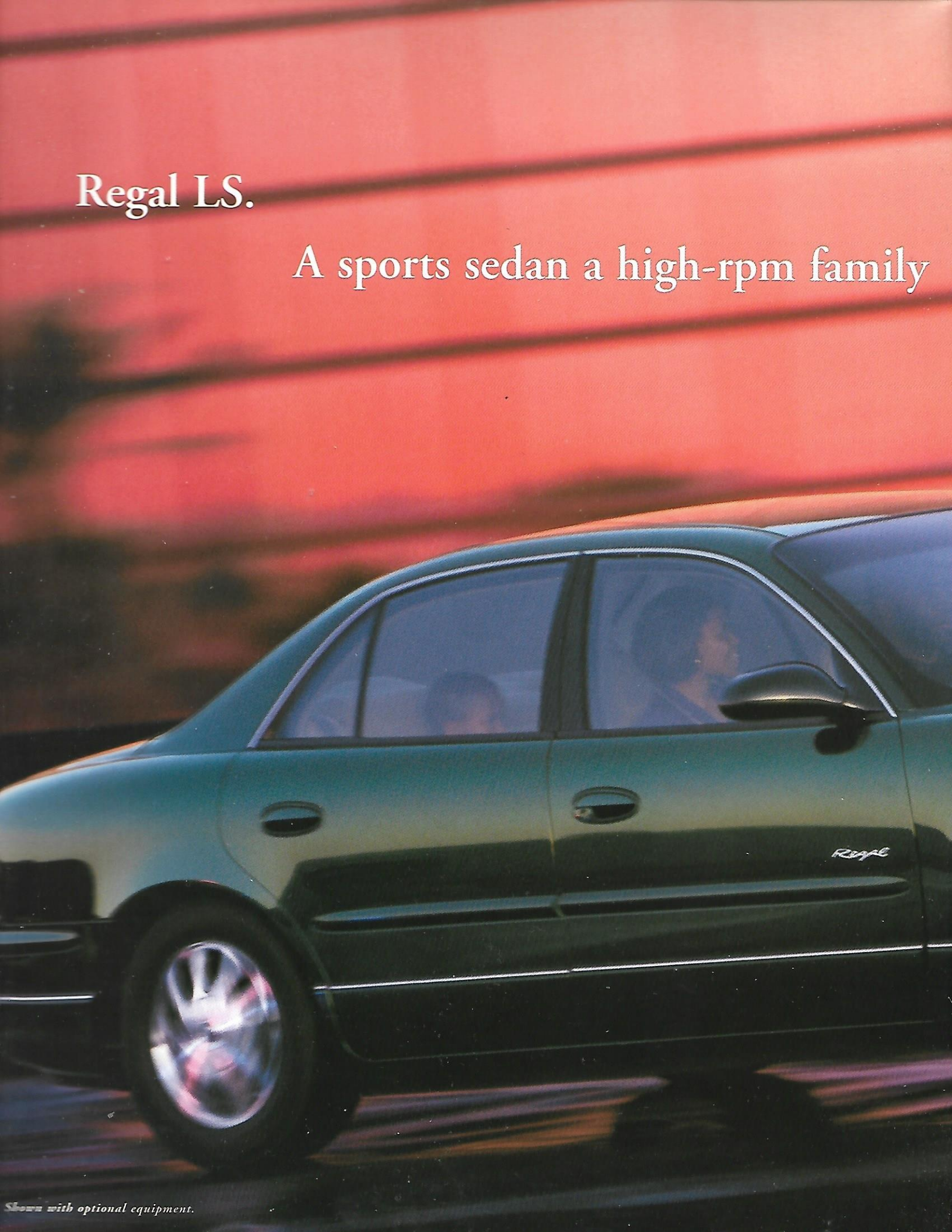



big,
Your own
comfortable,


quiet
corner of sanity.
Regal GS interior wi
leather covered seati
surfaces and rear-se
pass-through f
accommodating lo
or bulky item
Regal GS shown with optional equipment.

Regal LS.

A sports sedan a high-rpm family



Shown with optional equipment.


sleek silhouette wi
can really get into.
V6 performan
and a host
generous featur



You and the road



Regal LS shown with optional equipment.



Standard remote keyless entry system locks and *unlocks* doors, *unlatches* trunk, and turns on interior lights from a distance.



Unexpected Touches



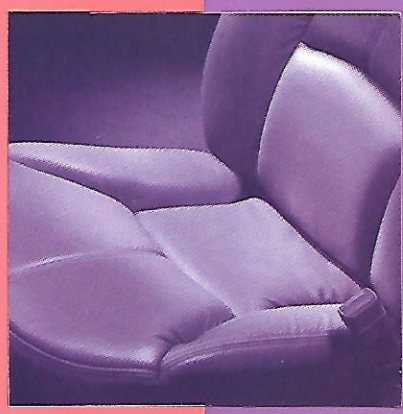
The smooth, powerful 3800 Series II *V6,* judged one of the Top Ten Engines* in the world, is *standard* in LS.

*Source: *Ward's Auto World,* 1995, 1996 and 1997.



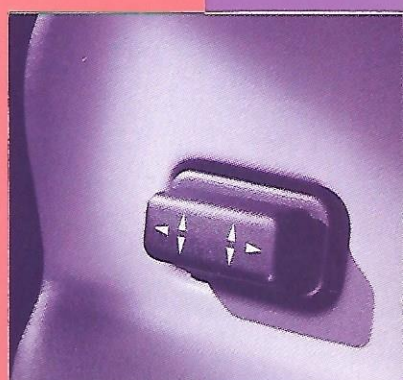


A rear-seat pass-through *conveniently* admits items your family might *transport,* like skis, hockey sticks, carpet rolls, barber poles.

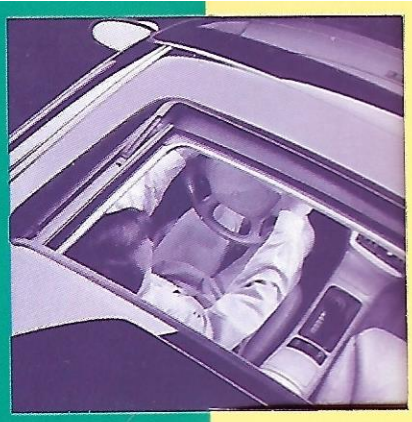




A technologically advanced standard air *filtration* system removes most *pollen* before it can be circulated.

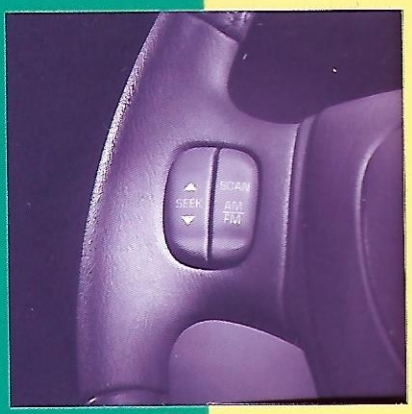


The sky belongs to the Regal family with the available *sliding* glass Astroroof. And it includes a *retractable* sunshade for bright days.

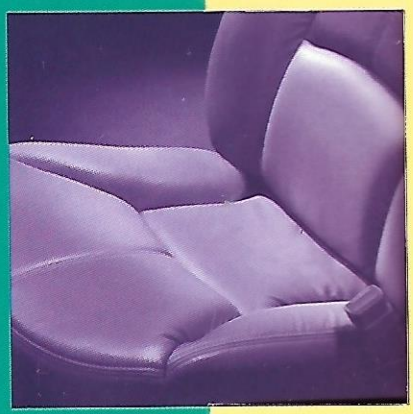


Power Preferences

Optional steering wheel radio *controls* round out the *ergonomic* convenience, enabling you to change stations without your hands leaving the wheel.



Ease into cold winter days with the warm-welcome option of *comfort-enhancing heated* driver and passenger front seats.

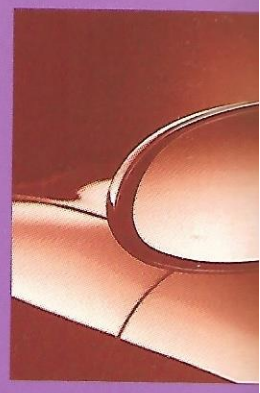


Six-way power *adjustment* and Comfort Team seat engineering assure what may be the most *comfortable* seating on the road (standard on Regal GS, optional on LS).





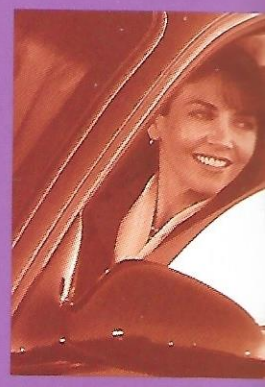
Standard folding left and right ***power*** remote, body-color heated ***mirrors*** shed ice and snow as well as wind.



Convenience Plus

Power window controls include an ***express***-down driver window feature and passenger window ***lock-out.***

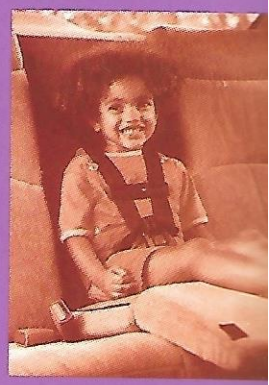


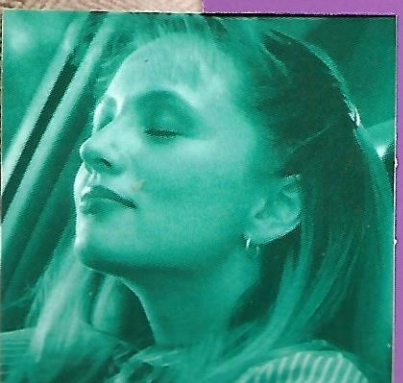




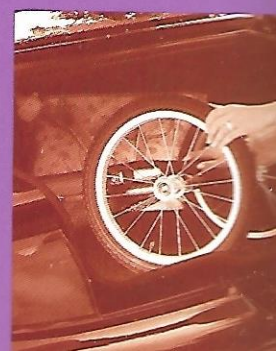
The ***integrated*** child safety seat is a ***comforting*** option for active families who travel with toddlers.

A SPECIAL NOTE TO PARENTS: Children are generally safer if they ride in a rear seat using the appropriate child safety seats and restraints, which is why General Motors recommends that child safety seats be properly secured in the vehicle's rear seat. Never place a rear-facing infant restraint in the front seat of any vehicle equipped with an active air bag. See your Owner's Manual and child safety seat's instructions for more information.





16.7 cu ft of ***trunk*** space will give the high-energy family ***room*** to store all those soccer balls, strollers and backpacks.





Regal LS features 3800

The V6 wins Awards

Series II V6 performance

— 195 horsepower

at 5200 rpm backs

up the streamlined

exterior design.




and your Heart and Mind.
SRW 264
LS
BUICK
Regal LS shown with optional equipmen

ONSTAR The available, dealer-installed OnStar Service backs up Regal performance with confidence — and satellite technology. The supercharged family will find OnStar's phone function convenient for keeping in touch and on schedule. Soccer practice running late? Unplanned traffic detour? Whenever the need for it arises, OnStar is a supercharged teleconnection. It can unlock a Regal with the keys locked inside, call emergency road personnel, give you directions, find hotels, ATMs, restaurants, or call for immediate help if the air bags are deployed. A high-performance friend, indeed.

OnStar is activated by *touching* a button on the phone. Once on, the system is *hands-free.*



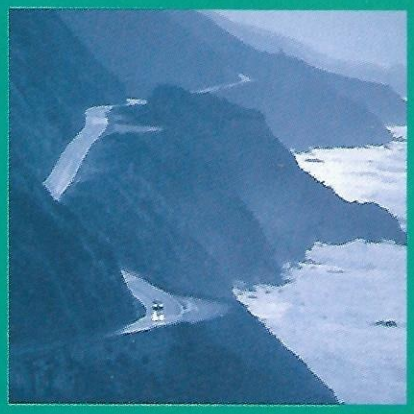
When push-button

OnStar Advisors, with access to *enormous* information resources, are your *instant* conduit to everything from airlines to zoos.

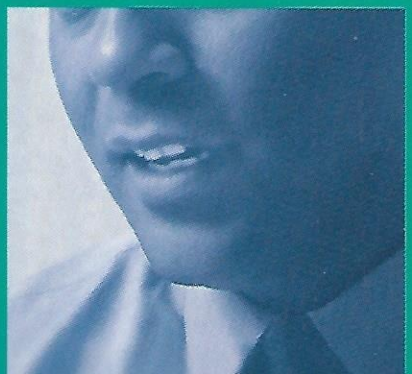


They are "...a kind of *remote* 'Lone Ranger,' riding to your *rescue* on the white horse of a two-way data transmission."*

**United Airlines Hemispheres*



This *voice*-activated, hands-free system puts you in *touch* with all of OnStar's security and convenience offerings.



onvenience kicks in.



Remote Door Unlock In Case You Lock Your Keys In Your Car.

Routing Support Will Get You Right To The Door Of Your Destination.

Convenience Services Give You Over 100-Plus Services.

Hands-Free, Voice-Activated Cellular Phone.

Stolen-Vehicle Tracking Helps Police Find Your Vehicle.

Automatic Notification Of Air Bag Deployment. So We Can Call Emergency Service For You.

Emergency Services Are Just A Touch Of A Button Away, If Needed. These Include: Ambulances • Fire Departments • Police

Roadside Assistance With Location Tells Us Where The Vehicle Is, So We Can Send Help From: A Nearby Dealer • Gas Stations • Locksmiths • Tire Repair • Tow Trucks

Specifications

Engine	
Type (LS)	3.8-litre 3800 SFI[1] Series II V6
Horsepower	195 @ 5200 rpm
Torque	220 @ 4000 rpm
EPA estimated fuel economy (city/hwy)	19/30
Type (GS)	3.8-litre 3800 SFI[1] Series II Supercharged V6
Horsepower	240 @ 5200 rpm
Torque	280 @ 3600 rpm
EPA estimated fuel economy (city/hwy)	17/27
Towing	
3800 Series II V6	3.05 final drive ratio 1,000 maximum gross trailer rate (lbs)[2][3]
3800 Series II SC V6	2.93 final drive ratio 1,000 maximum gross trailer rate (lbs)[2][3]
Capacity	
Trunk, cu ft	16.7
Fuel tank, gal.	17.5
Base curb weight, lbs	LS 3,447 GS 3,562
Dimensions (inches)	
Length	196.2
Width	72.7
Height	56.6
Wheelbase	109.0
Front tread	62.0
Rear tread	61.3
Interior (inches)	**front/rear**
Legroom	42.4/36.9
Headroom	39.3/37.4
Shoulder room	58.0/57.1
Hip room	54.4/53.3

[1] Sequential-port fuel injection.

[2] 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.

Regal LS Standards*

- Air Bags – Next Generation, driver and front-seat passenger Supplemental Restraint System (SRS)**
- Air conditioning – dual ComforTemp climate control
- Air filtration system
- Antenna – fixed-mast
- Battery – 10" Delco Freedom with Rundown Protection
- Brakes – anti-lock, power 4-wheel disc
- Coat hooks – rear, rail-panel mounted
- Console – operating with dual cup holders and auxiliary power receptacle
- Cruise control – electronic
- Defogger – front- and side-window outlets
- Defogger – rear-window, electric
- Door locks – automatic, power, programmable with lockout protection
- Drive – front-wheel
- Engine – 3800 SFI Series II V6
- Exhaust system – stainless steel, dual outlets
- Glass – Solar-Ray® solar-control, windshield and rear window; Soft-Ray® side glass
- Head restraints – adjustable, front-seat
- Heat ducts – rear-seat
- Hood release – inside, instrument panel mounted, remote
- Horn – dual-note
- 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
- Lamp – center, high-mounted stop
- Lamps – daytime running lamps with Twilight Sentinel®
- Lights – front- and rear-door warning
- Lights – integral dome and reading
- Mirrors, outside rearview – folding, left and right power remote, body-color, heated
- Mirrors, visor vanity – dual, covered
- Radio – ETR® AM-FM stereo with seek and scan, cassette player, and clock
- Remote keyless entry (includes remote trunk release)
- Safety belts – front- and rear-seat outboard lap/shoulder with front shoulder belt comfort adjuster and rear shoulder belt comfort guide
- Seat – rear, pass-through with (lockable) fold-down armrest with dual cup holders (not available with integrated child safety seat)
- Seat, rear – theater seating
- Seats, front – cloth bucket with manual seat back recliners
- Speakers – dual, front and rear extended-range (4)
- Starter protection – starter grind protection feature
- Steering – magnetic variable effort, power rack-and-pinion
- Steering column – TILT-WHEEL™ adjustable
- Steering wheel – leather-wrapped with Supplemental Restraint System (SRS)**
- Sunshades – extendable, front
- Suspension – 4-wheel independent
- Theft-deterrent system – PASS-Key® II
- Tires – P215/70R15 steel-belted, radial-ply, all-season blackwall
- Traction control
- Transmission – electronically controlled 4-speed automatic with overdrive
- Trunk lock release – electric, remote (part of remote keyless entry only)
- Wheelcovers – 15" deluxe, bolt-on
- Windows – power with driver express-down and passenger lockout features
- Wipers – 2-speed with variable delay feature

*Partial listing only — see your Buick dealer for complete

Additional Regal GS Standards

- ...enna – rear-window[1]
- ...pet savers – front and rear[1]
- ...gine – 3800 SFI Series II Supercharged V6
- ...haust system – stainless steel, dual outlets, bright
- ...hts, rear – rear sail-panel mounted, reading
- ...d courtesy
- ...rors, visor vanity – lighted, driver and passenger[1]
- ...dio – ETR® AM-FM stereo with cassette player, ...matic tone control, Theftlock,® and clock[1]
- ...t – 6-way power, driver[1]
- ...ts, front – bucket with leather seating surfaces ... primary seating areas[1]
- ...akers – Concert Sound II[1]
- ...pension – 4-wheel independent Gran Touring with ...25/60R16 steel-belted, radial-ply, all-season Eagle LS ...ring blackwall tires and 16" aluminum wheels[1]
- ...re inflation monitor
- ...es – P225/60R16 steel-belted, radial-ply, all-season ...gle LS touring blackwall[1]
- ...action control – full-range
- ...smission – heavy-duty, electronically controlled ...speed automatic with overdrive
- ...heels – 16" aluminum[1]

Additional Options

- ...r conditioning – dual automatic ComforTemp ...mate control
- ...roof – electric sliding and tilting with sunshade
- ...rpet savers – front and rear[2]
- ...ild safety seat – center, integral with rear seat
- ...gine block heater
- ...nStar Service – includes voice-activated cellular phone ...aler installed option; OnStar readiness standard)
- ...dio – ETR® AM-FM stereo with cassette and compact ...c players, automatic tone control, Theftlock,® and clock
- ...ts – 6-way power, driver and passenger
- ...ts – heated, driver and passenger (requires leather trim)
- ...ering wheel controls – remote radio
- ...heels – 15" aluminum[1]
- ...heels – 16" chrome-plated aluminum

Convenience Plus Features – GS and LS

...nder tones for ignition key, headlamps, turn signals, ...ing brake "on"; low fuel reminder tone; delayed entry ...ng; delayed exit lighting; theater dimming; Battery ...down Protection; lockout protection; flash-to-pass ...ure; retained accessory power; daytime running lamps ... Twilight Sentinel® and delayed locking

Option Package Equipment

...nd (SE) Luxury Package; ...nd (SF) Prestige Package	LS SB	LS SC	GS SE	GS SF
...r conditioning – dual automatic ...mforTemp climate control			■	■
...ntenna – rear-window	■	■		
...rpet savers – front and rear	■	■		
...rror, inside rearview – ...ochromic, automatic dimming		■		■
...rror, inside rearview – with map ...ding lights	■	■	■	■
...rrors, visor vanity – lighted, driver ...d passenger	■	■		
...dio – ETR® AM-FM stereo with ...ette player, Theftlock® and clock		■		
...dio – ETR® AM-FM stereo with ...bination cassette and compact ...c players, automatic tone control, ...eftlock® and clock				■
...t – 6-way power, driver	■	■		
...ts – 6-way power, driver ...d passenger				■
...akers – Concert Sound II		■		
...ering wheel controls – ...mote radio		■	■	■
...tik convenience net	■	■	■	■












Color Compatibility

Exterior	Interior
Bright White (16)	Blue, Gray, Taupe, Bordeaux Red
Light Sandrift Metallic[1] (49)	Taupe, Bordeaux Red
Platinum Gray Metallic[2] (03)	Blue, Gray, Bordeaux Red
Jasper Green Pearl (56)	Gray, Taupe
Twilight Blue Metallic (27)	Blue, Gray
Midnight Blue Pearl (28)	Blue, Gray, Taupe
Royal Orchid Pearl[3] (89)	Gray, Taupe
Santa Fe Red Pearl (53)	Gray, Taupe
Bordeaux Red Pearl[3] (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 monotone Sedan.

Bright White



Blue Leather

Dunbar Cloth

Light Sandrift Metallic



Platinum Gray Metallic



Gray Leather

Dunbar Cloth

Jasper Green Pearl



Twilight Blue Metallic



Midnight Blue Pearl



Taupe Leather

Dunbar Cloth

Royal Orchid Pearl



Santa Fe Red Pearl



Bordeaux Red Leather

Dunbar Cloth

Bordeaux Red Pearl



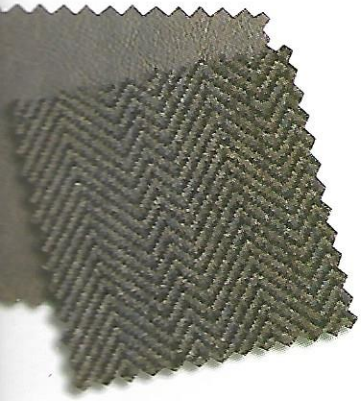
Black





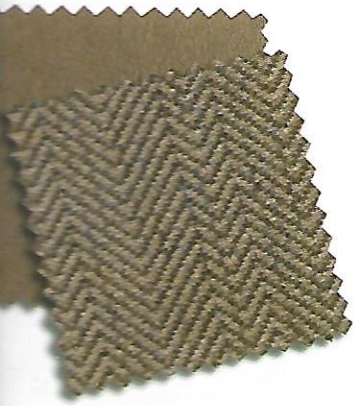


15" Deluxe Bolt-On Wheelcovers
Standard on LS



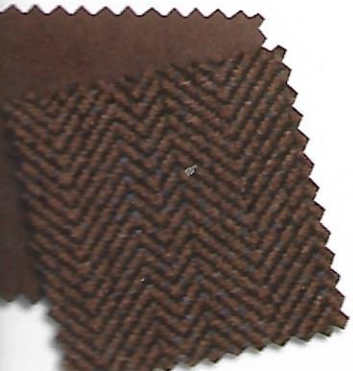


15" Aluminum Wheels
Available on LS





16" Aluminum Wheels
Standard on GS, Available on LS





16" Chrome-Plated Wheels
Available on LS and GS



The family performance features of Regal are accessible by PC — just drive to *www.regal.com* where you can build a Regal to suit the needs of your own supercharged family. Net-cruising is a way to become partially acquainted with your new Regal, but nothing can approximate the feeling of turning the key, and pulling out into the real world in this latest edition of The Official Car of the Supercharged Family. Or call *1-800-4A-BUICK*, another way to get customer assistance, information or a Regal video.

www.regal.com

Send the card, or drive your mouse.

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.

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

A word about assembly of Buicks.

Buicks are assembled by different operating units of General Motors, its subsidiaries or GM suppliers worldwide. Buicks incorporate thousands of components produced by different operating units of GM, its subsidiaries or GM suppliers worldwide. We sometimes find it necessary to produce Buicks with different or differently sourced components than originally scheduled. All such components have been approved for use in Buicks 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. 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 Bumper to Bumper Warranty covers repairs for any new Buick, 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.

Buick product information.

Call 1-800-4A-BUICK.

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