WHEN WILL YOU KNOW YOU’VE FOUND
YOUR KIND OF LUXURY?
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.
A 2.0L Turbo DOHC DI 4-cylinder engine delivers 90 percent of its 295 lb-ft peak torque from 3000 rpm to 4000 rpm for power on demand. It’s the kind of low-rpm punch that makes pulling away from stoplights a guilty pleasure. Need to accelerate up a freeway on-ramp and merge into the traffic flow? The engine’s twin-scroll turbo design pours on the torque as you reach highway cruising speeds.
WHEN ELECTRICITY ASSISTS YOU

eAssist is a fuel-saving engine technology available on Regal. As the name implies, it uses a compact electric motor/generator and an advanced lithium-ion battery to assist Regal and its 2.4L DOHC DI four-cylinder gasoline engine by conserving fuel in certain situations. When Regal brakes to a stop, such as at a red light, eAssist switches its power source from the gasoline engine to the electric motor. It returns to gas power the instant the driver’s foot leaves the brake pedal. eAssist also captures and stores energy in the battery as you coast or brake. This energy is used to run accessories when Regal is stopped with the engine in auto stop mode. When needed, the stored energy also powers the electric motor, increasing the horsepower and torque of the 2.4L engine for enviable fuel economy of 25 mpg city and 36 mpg hwy.1

1 Based on EPA estimates.
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 GEARS
ARE SHIFTED
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.
WHEN PERFORMANCE IS YOUR MUSE
When your word is a command

The Buick IntelliLink infotainment system keeps drivers’ eyes on the road and their hands on the wheel. Control audio and available IntelliLink with navigation 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.

1. Full functionality requires compatible Bluetooth® and smartphone. Some devices require USB connectivity.
The next generation of OnStar brings you 4G LTE. The all-new available technology provides your Regal with a fast, reliable available Wi-Fi hotspot. Passengers can tap into available high-speed wireless Internet and connect up to seven mobile devices to browse Web sites, stream movies, send e-mails and more. OnStar with 4G LTE and a built-in Wi-Fi hotspot turn your vehicle into a reliable mobile hub, with great signal quality and bandwidth.

*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.
WHEN MUSIC IS YOUR ESCAPE

We know how much your music means to you. That’s why Regal gives you so many ways to enjoy it. You can save up to 60 presets of your favorite music, listen to selections from your MP3 music library or stream available Pandora® internet radio from your compatible smartphone.1 Plus the built-in Bluetooth2 lets you play music wirelessly. And since Regal is available with Bose premium audio, the music you choose will sound especially rich, reproduced with deep bass, complex midrange and clean, crisp highs.

1 *Data plan rates apply.  
2 *Go to gmtotalconnect.com to find out which phones are compatible with the vehicle.
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.
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 Plan that includes Automatic Crash Response, Emergency Services, Stolen Vehicle Assistance, Live Advisor Assistance and available Hands-Free Calling.

1Access 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® and Android™ devices. Services vary by device, vehicle and conditions. Requires an active OnStar subscription, which is included for 6 months. Visit onstar.com for coverage map, details and system limitations.

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.
QUIET TUNING

WHEN THE JOURNEY IS THE DESTINATION
IMPORTANT WORDS ABOUT THIS CATALOG

Since some information may have been updated since the time 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 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 warranty. The entire vehicle is warranted for repairs, including parts and labor, to correct defects associated with the ownership or use of your vehicle, for 4 years or 50,000 miles, whichever comes first. The program covers most items that are affected or damaged by corrosion. Body and sheet metal components are warranted against rust-through corrosion.

6 years / 70,000 miles (whichever comes first) Transferable Powertrain Limited Warranty plus Roadside Assistance and Courtesy Transportation. See dealer for terms and conditions.

6 years / 100,000 miles (whichever comes first) Body and Sheet Metal Components warranty. See dealer for complete details.

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 intervals, 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 specific body company, assembler, equipment supplier or supplier 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 inherent design features, functions or workmanship of any alterations by any supplier.

ASSEMBLY. Buick vehicles and their components are assembled or produced by different manufacturing units of General Motors, its subsidiaries, or suppliers to GM worldwide. We sometimes find it necessary to produce any alteration or assembly component more than originally scheduled. Since some parts may be unavailable when your vehicle is assembled, we suggest that you verify that your vehicle includes the equipment you ordered or that, 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 seated 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 front seat 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 specifics, save to compare, and view service records. All online, anytime. Go to my.buick.com to take the first step toward building your best ownership.

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Buick vehicles with different or differently sourced components than originally scheduled may be unavailable when your vehicle is assembled, we suggest that you verify that your vehicle includes the equipment you ordered or that, 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.
POWER AND PERFORMANCE

- **Engine**: 2.4L DOHC 16-valve 4-cyl.
- **Transmissions**: 6-speed automatic, electronically controlled with tap-shift and Driver Control Shift
- **Suspension**: Front麦弗逊式独立悬架，后多连杆式独立悬架
- **Brakes**: 4-wheel anti-lock disc
- **Wipers**: Solar-Ray light-tinted, integral rear roof-mounted, body-color
- **Lamps**: Front halogen (Not available on GS).

COMFORT AND CONVENIENCE

- **Seating**: Heated, power-adjustable, manual Outside Mirrors
- **Mirrors**: Body-color, switchable, telescopic
- **Armrests**: Driver Seat up/-down, rear express-down
- **Windows**: Defogger, dual-zone automatic air conditioning, mirror
- **Steering Wheel**: Leather-wrapped, 3-spoke
- **Power Outlet**: 2 12-volt outlets
- **Personal cell-phone connectivity to vehicle**: Smartphone control via voice activation

ENTERTAINMENT SYSTEMS

- **Audio System**: Buick IntelliLink radio, AM/FM stereo and CD player, includes USB port and Bluetooth® streaming for audio and select phones.
- **Satellite Radio**: SiriusXM Satellite Radio
- **Audio System with Navigation**: Buick IntelliLink radio with Navigation,8 with Bluetooth® streaming for audio and select phones.

SAFETY AND SECURITY

- **Safety Belts**: Dual-stage frontal and side-impact, driver and front passenger and head curtain side-impact, knee, electronic stability, anti-lock brakes.
- **Power Doors**: Power door locks
- **Braking and Adaptive Cruise Control**: Automatic distance keeping and speed limiting
- **OnStar®**: 3-month trial plan and 6 months of Directions & Connections Plus service (where available). Connective plan services. Contact your dealer.
- **USB Port**: Connectivity for various digital media and select smartphones
- **Bluetooth®**: Personal cell-phone connectivity to vehicle audio system
- **OnStar® With 4G LTE**: Keep Wi-Fi hotspots on the road. Use 4G LTE Wi-Fi hotspot with trial period of 3 months or $20/month, whichever comes first.

STYLISTIC EQUIPMENT

- **Airbag Technology**: Drivers and front passengers and head curtain side-impact, knee, electronic stability, anti-lock brakes.
- **Braking and Adaptive Cruise Control**: Automatic distance keeping and speed limiting
- **OnStar®**: 3-month trial plan and 6 months of Directions & Connections Plus service (where available). Connective plan services. Contact your dealer.
- **USB Port**: Connectivity for various digital media and select smartphones
- **Bluetooth®**: Personal cell-phone connectivity to vehicle audio system
- **OnStar® With 4G LTE**: Keep Wi-Fi hotspots on the road. Use 4G LTE Wi-Fi hotspot with trial period of 3 months or $20/month, whichever comes first.

PREMIUM 1 GROUP

- **All Wheel Drive**: With HiPer strut front suspension (2.0L Turbo engine only)
- **MoRoF®**: Power folding with sunshine
- **Engine**: 2.4L 4-cyl. with variable valve timing (VVT) only
- **Exhaust Technology**: Integrates electric motor and advanced lithium battery with the 2.4L engine. As applicable, electric system energy is drawn from regenerative braking. Allows it to perform with 235 city/38 hwy mpg.
- **Audio System with Navigation**: 6.5" color touchscreen display.
- **Power, variable assist, electric (AWD only)**

PREMIUM 2 GROUP

- **All Wheel Drive**: With HiPer strut front suspension (2.0L Turbo engine only)
- **MoRoF®**: Power folding with sunshine
- **Engine**: 2.0L Turbo DOHC SIDI with VVT
- **Drivetrain**: 6-speed automatic, electronically controlled with tap-shift and Driver Control Shift
- **Suspension**: Front麦弗逊式独立悬架，后多连杆式独立悬架
- **Brakes**: 4-wheel anti-lock disc
- **Wipers**: Solar-Ray light-tinted, integral rear roof-mounted, body-color
- **Lamps**: Front halogen (Not available on GS.)

GROUP

- **GS**: Includes all standard equipment plus: 2.4L 4-cyl. with variable valve timing (VVT) only
- **Exhaust Technology**: Integrates electric motor and advanced lithium battery with the 2.0L engine. As applicable, electric system energy is drawn from regenerative braking. Allows it to perform with 235 city/38 hwy mpg.
- **Audio System**: Buick IntelliLink radio, AM/FM stereo and CD player, includes USB port and Bluetooth® streaming for audio and select phones.
- **Satellite Radio**: SiriusXM Satellite Radio
- **Audio System with Navigation**: Buick IntelliLink radio with Navigation,8 with Bluetooth® streaming for audio and select phones.

SAFETY AND SECURITY

- **Safety Belts**: Dual-stage frontal and side-impact, driver and front passenger and head curtain side-impact, knee, electronic stability, anti-lock brakes.
- **Power Doors**: Power door locks
- **Braking and Adaptive Cruise Control**: Automatic distance keeping and speed limiting
- **OnStar®**: 3-month trial plan and 6 months of Directions & Connections Plus service (where available). Connective plan services. Contact your dealer.
- **USB Port**: Connectivity for various digital media and select smartphones
- **Bluetooth®**: Personal cell-phone connectivity to vehicle audio system
- **OnStar® With 4G LTE**: Keep Wi-Fi hotspots on the road. Use 4G LTE Wi-Fi hotspot with trial period of 3 months or $20/month, whichever comes first.

STYLISTIC EQUIPMENT

- **Airbag Technology**: Drivers and front passengers and head curtain side-impact, knee, electronic stability, anti-lock brakes.
- **Braking and Adaptive Cruise Control**: Automatic distance keeping and speed limiting
- **OnStar®**: 3-month trial plan and 6 months of Directions & Connections Plus service (where available). Connective plan services. Contact your dealer.
- **USB Port**: Connectivity for various digital media and select smartphones
- **Bluetooth®**: Personal cell-phone connectivity to vehicle audio system
- **OnStar® With 4G LTE**: Keep Wi-Fi hotspots on the road. Use 4G LTE Wi-Fi hotspot with trial period of 3 months or $20/month, whichever comes first.

PREMIUM OPTIONS FOR PREMIUM 1 GROUP:

- **All Wheel Drive**: With HiPer strut front suspension (2.0L Turbo engine only)
- **MoRoF®**: Power folding with sunshine
- **Engine**: 2.4L 4-cyl. with variable valve timing (VVT) only
- **Exhaust Technology**: Integrates electric motor and advanced lithium battery with the 2.4L engine. As applicable, electric system energy is drawn from regenerative braking. Allows it to perform with 235 city/38 hwy mpg.
- **Audio System**: Buick IntelliLink radio, AM/FM stereo and CD player, includes USB port and Bluetooth® streaming for audio and select phones.
- **Seat**: Leather-appointed, heated, power-adjustable back seat, rear folding
- **Driver Comfort Package 1**: Includes Side Blind Zone Alert, Rear Cross Traffic Alert, Lane Departure Warning, Forward Collision Alert (if equipped), Following Distance Indicator and IntelliVision Seat (requires power sliding thigh adjustment)
- **Driver Comfort Package 2**: Includes Front Automatic Braking and Adaptive Cruise Control

PREMIUM OPTIONS FOR PREMIUM 2 GROUP:

- **All Wheel Drive**: With HiPer strut front suspension (Automatic transmission only)
- **MoRoF®**: Power folding with sunshine
- **Engine**: 2.4L 4-cyl. with variable valve timing (VVT) only
- **Exhaust Technology**: Integrates electric motor and advanced lithium battery with the 2.4L engine. As applicable, electric system energy is drawn from regenerative braking. Allows it to perform with 235 city/38 hwy mpg.
- **Audio System with Navigation**: 6.5" color touchscreen display.
- **Power, variable assist, electric (AWD only)**

STANDARD EQUIPMENT

- **Driver Select Adjust (10-way) power way and power lumbar extendable
- **Front Passenger Seat Adjust**: 6-way manual and 2-way power lumbar extendable
- **Armrests**: Center and rear with 2 integral cup holders
- **Head Restraints**: Front, 2-way adjustable
- **Heads Restraints**: Rear, clothed seat 2-way adjustable
- **Lighting**: Center, interior front and rear reading, front door and rear door connectable lighting, puddle, cargo
- **Ashtray**: Front passenger and rear seat
- **Driver Information Display**: Driver instrument information enhanced, 8" display multicolor
- **Compass**: Displays Direction in the Driver Information Display.
**Exterior Colors**

- Summit White
- White Diamond Tricoat
- Champagne Silver Metallic
- Quicksilver Metallic
- Copper Red Metallic
- Crystal Red Tricoat
- Smoky Gray Metallic
- Dark Sapphire Blue Metallic
- Black Diamond Tricoat
- Black Onyx

*Not available on GS.*  *Additional charge, premium paint.

**Interior Colors**

- Ebony Color Palette
- Saddle Color Palette
- Light Neutral Color Palette

Leather-appointed seating