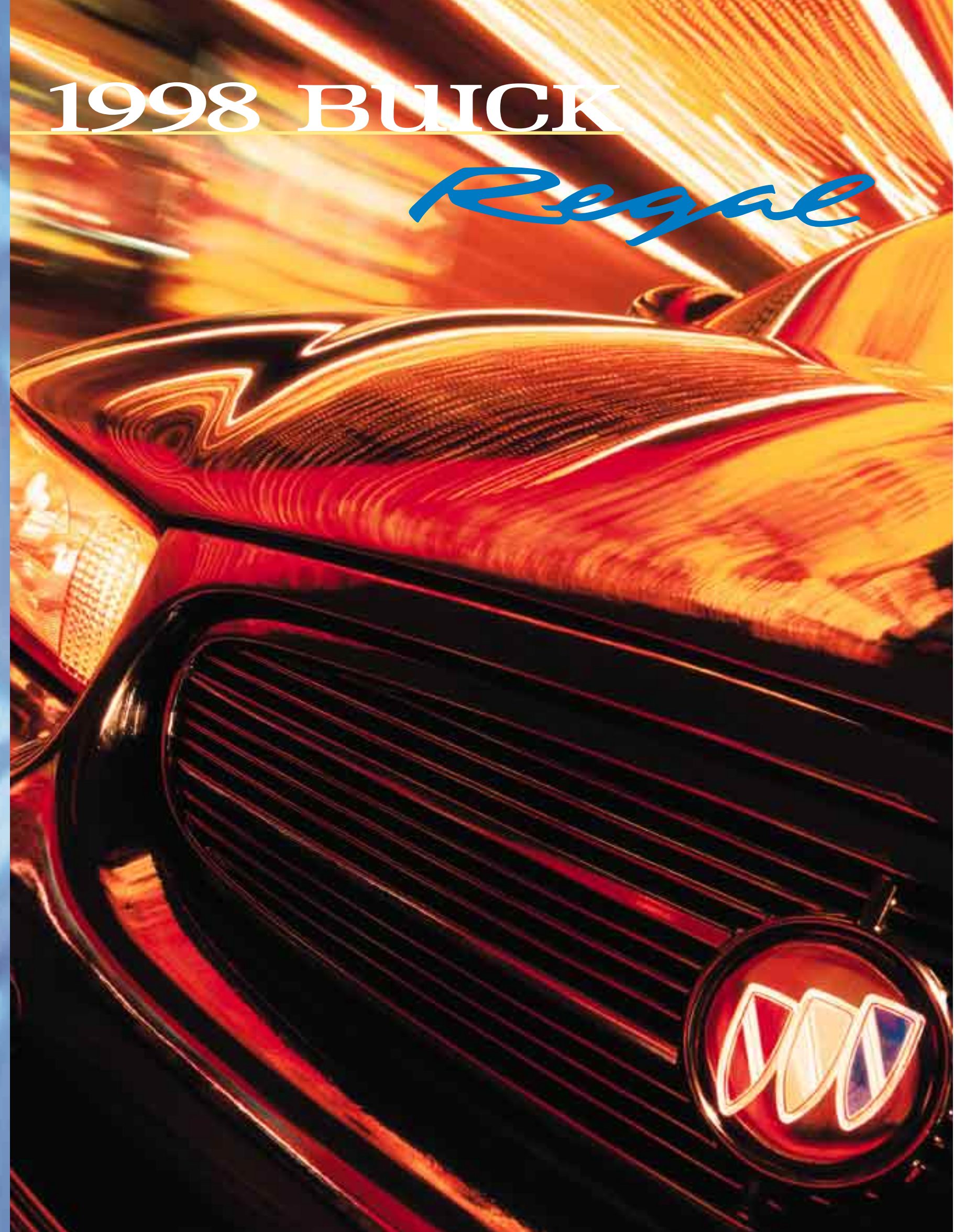


1998 BUICK

Regal



BUICK





You deserve to take pride in the life you've built for yourself and your family. Now, isn't it time you expressed that same pride in the automobile you drive? The 1998 Buick Regal is crafted as an extension of your personality. It gracefully combines the comfort and prestige you expect from Buick, with a spirited, responsive brand of performance. Call it luxury for the A-type personality.

*Regal GS.
Not just any
family car
for not just
any family.*

You get a charge out of life. Your entire family does. Now you can get just as powerful a charge out of the automobile you drive – if you're driving a Buick Regal GS. You want power – Regal GS is Supercharged with 240 horsepower ready and raring to go. A driver-selectable transmission allows you to choose either 'Normal' or 'Performance' modes. So you can get the most out of a quiet Sunday drive or a crisp passing manoeuvre on an open stretch of road. You see, Regal GS keeps in tune with all the modes of the high energy family.

The dual power mirrors are heated to keep your view clear even during the most inclement conditions Canadian weather has to offer.



The available power sliding glass sunroof makes it effortless to enjoy open-air driving.

Magnasteer™ magnetic speed variable-assist rack-and-pinion power steering adjusts the degree of power assist to match your driving speed.



The Regal GS Supercharged 3800 Series II V6 produces V8-type performance with V6 efficiency. The supercharging technology forces air into the combustion chamber under pressure, helping this engine generate 240 horsepower.



Its handling is as graceful as its profile.



*Even the
comfort is
responsive.*

As much as Regal GS's handling and acceleration are responsive, so is its comfort. With Regal GS, comfort is a dynamic science with a mission to accommodate the changing requirements of the driver and passengers alike. A six-way power driver's seat allows you to customize the seating position to maximize your comfort and support. A dual-zone climate control system settles one of life's most common disagreements, by allowing the driver and front passenger to adjust temperature settings individually. Isn't that comforting?

A dual-zone climate control system allows the driver and front passenger to choose their own settings, enhancing individual comfort.



With available fingertip steering wheel controls, you can adjust the audio or climate settings without distraction from your driving tasks.



Comfort in cold weather driving begins with the available heated seats. They are very welcoming even when the outside temperature isn't.

A standard trunk pass-through in the centre of the rear seat really helps out when your cargo includes sports equipment or other oversized items.



Leather isn't just an accent, it's an exclamation point.



*It takes years
to fully realize
the benefits
of Regal's engi-
neering.*

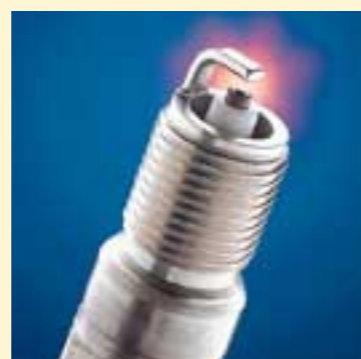
Your family's active lifestyle keeps you going and going. And that's precisely what Regal is built to do. As easily as Regal helps you master your day to day action, it is equally capable of making a very lasting impression far down the road with a host of durability features. A long-lasting aluminized stainless steel exhaust system may not get your adrenalin flowing like horsepower ratings or leather seating areas. But it is one less thing to take you away from what really matters – sharing activities with your family.

Regal's long-life DEX-Cool™ engine coolant reduces the need for changing, lasting 5 years or 240,000 km, under normal conditions.



Triple seal systems at each door opening protect the interior from wind, noise and moisture.

The standard 3800 Series II V6 engine in the Regal LS has been rated one of the top 10 engines in the world three years in a row by Ward's Auto World. Output is 195 horsepower.



Platinum-tipped spark plugs provide extended life and longer maintenance intervals.



You can approach Regal the same way you approach the world – with confidence.



You'll have lots of time to appreciate the refinements of Regal's interior.

Whether you're touring, commuting, vacationing, or just out for a spin, the family's car is as much your headquarters as the kitchen or the family room. That's why we were tireless in designing an interior that is satisfying to spend time in – lots of time. We understand that the quality of your experience inside a car is determined by the quality of the comforts and amenities provided. Our commitment to your comfort begins with the supportive seats designed by Buick's renowned Seat Comfort Team. They'll support you in every type of endeavour, even after hours on the road.

Nothing enhances the touring experience the way your favourite music can. Regal, featuring an available sound system with compact disc and cassette tape players, is bound to become your preferred listening room.



The convenient floor console provides a handy storage compartment, cupholders and an auxiliary power outlet.

A 6-way power driver's seat allows you to customize your comfort and puts support where it is needed to keep you relaxed even on long drives.



A replaceable air filter helps to remove most pollen and many other impurities before the air is circulated in the cabin.



Even the most active family requires a little peace and quiet.



Regal's instrumentation keeps you up to date.



There is more than a solid body structure to support you.

To get you going and keep you going, Regal is equipped with a traction control system that controls wheelspin for improved vehicle stability when acceler-



Safety cage construction is designed to help preserve the integrity of the passenger compartment during impact.



Standard anti-lock brakes enhance braking performance and steering control, even on most slippery surfaces.

For added security, a standard PASS-Key® II theft-deterrent system is designed to disable your Regal if the correct key is not used to start the vehicle.



Regal's stiff unitized body structure provides more than a solid foundation of safety, with safety-cage construction that helps protect the passenger compartment. The stiff body structure also contributes to more precise handling that can help you avoid an accident before it happens. That's only part of Buick's exceedingly thorough approach to your safety and security. That includes everything from the way the Regal has been designed and built – incorporating front and rear crush zones – to the way the car is controlled with standard ABS brakes and traction control. Also available (interim) is the extremely sophisticated OnStar voice-activated fixed cellular telephone communications system. It connects you to the OnStar Headquarters, enhancing your safety and security. Car stolen? Need to find a hotel? Locked out of your car? Your OnStar advisor is there to help, ready to provide the assistance you require, including dispatching a service vehicle to your location.



An available integral child seat provides secure seating for children, and is located in the centre of the rear seat.

There has perhaps never been as comprehensive an on-board communications system as OnStar. It assists you in everything from finding your way, to placing a dinner reservation (interim availability).



Standard on Regal are Next Generation dual front air bags* that deploy with reduced force.



Reflector optic headlamps enhance visibility to pedestrians and other drivers.

*Remember, always wear safety belts, even with air bags. Never place a rear-facing child seat in the front seat of a vehicle equipped with a passenger-side air bag.

Owning A Buick Is As Special As Driving One.

We've done everything possible to make driving your Buick a special experience. That includes important information you should know about. Our penchant for detail that created such a beautifully-crafted automobile extends to a list of comprehensive support programs available to the Buick owner. It's another aspect of General Motors' commitment to you. To find out more about the 1998 Buick Regal,

please visit our web site at

www.gmcanada.comTM

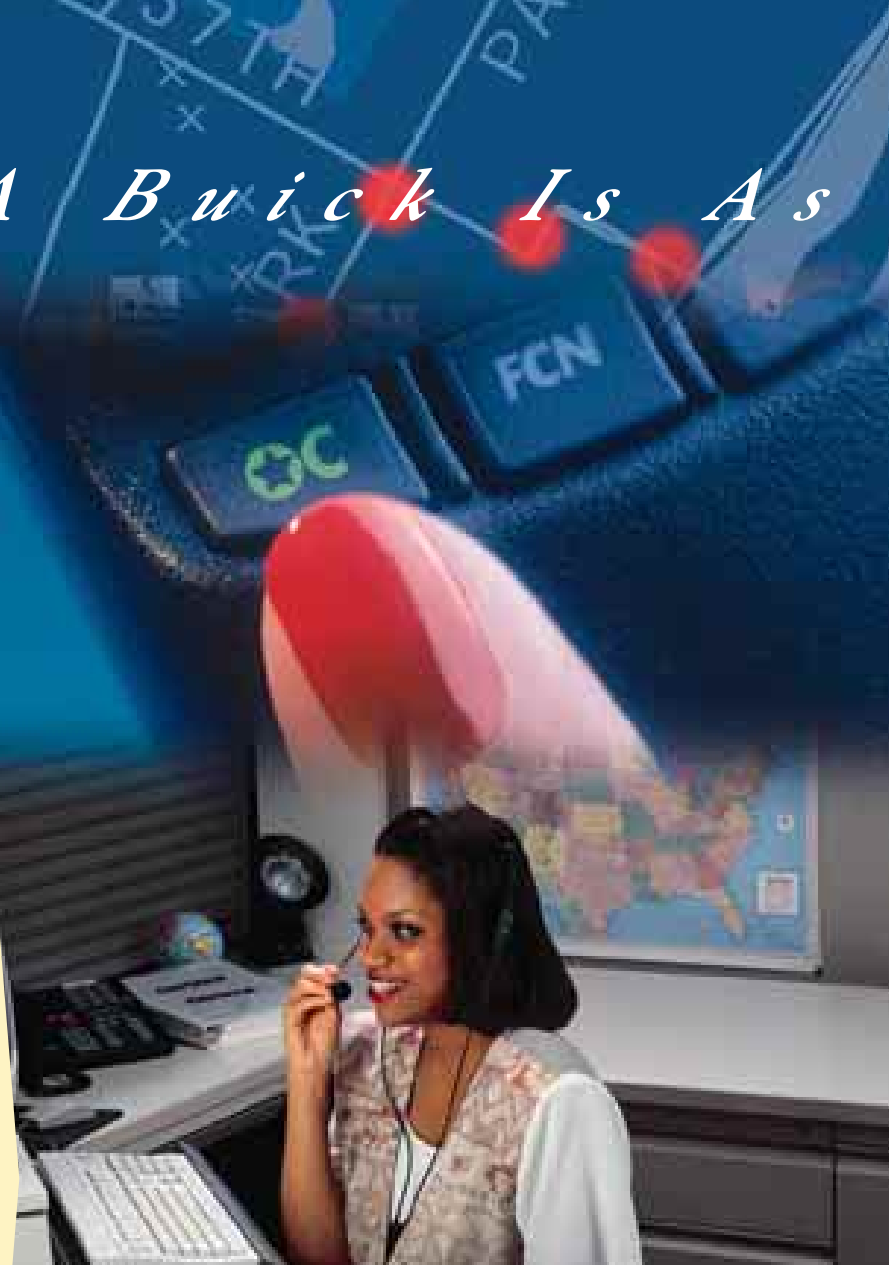
or call our

Customer Communication Centre

at 1-800-263-3777 or

1-800-263-7854 for service in French and

1-800-263-3830 for TTY users.



Every new GM car and light-duty truck is backed by the GM TOTALTM Warranty 3 years/60,000 km (whichever comes first) which covers complete vehicle repairs, including parts and labour, to correct any defects in material or workmanship occurring during the warranty period. The GM TOTALTM Warranty requires no deductible. Tires are included. Warranty features include towing, no-charge warranty transfer, 6-year/160,000 km (whichever comes first) corrosion perforation coverage and 8-year/130,000 km (whichever comes first) coverage on catalytic convertors and powertrain control modules (PCM). Regular maintenance is not included. Application of additional rust-inhibiting materials is not required under the corrosion coverage and none is recommended. See your dealer for terms of this limited warranty.



When you drive away in your new 1998 GM car or light-duty truck, the security and convenience of round-the-clock Roadside Assistance is available via a toll-free number usable anywhere in Canada or the United States. During the warranty period, whenever a problem may occur, your Roadside Service Advisor is just a phone call away. Whether it's lock-out assistance, a jump start, a flat tire change, fuel delivery or towing assistance, simply call 1-800-268-6800 and we'll be there to assist you without charge. See your dealer for details.



Your GM dealer may offer courtesy transportation while your 1998 GM vehicle is serviced at your GM dealership for repairs covered under the 3 year/60,000 km GM TOTALTM Warranty. See your GM dealer for full details.



General Motors Acceptance Corporation of Canada Limited (GMAC for short) is a General Motors division that was created specifically to assist GM Dealers in marketing new vehicles to qualified GM customers. You can arrange GMAC financing right in your GM dealer's showroom, and the terms of your arrangement can be tailored to fit your particular needs. It's a convenient, flexible alternative to a conventional bank loan.



GM SMARTLEASE is administered by GMAC as an alternative to traditional financing. Qualified SMARTLEASE customers pay for the portion of the vehicle that is used, rather than paying for the entire vehicle as with traditional financing. Consider these SMARTLEASE benefits: Affordable monthly payments, drive more vehicle for your money, drive a new vehicle more often, limited maintenance and repair expense, no resale risks or trade-in hassles and a guaranteed option-to-purchase price when your lease ends. Most importantly, there are no surprises with SMARTLEASE. Leasing doesn't have to be a mystery. See your GM dealer about the benefits of SMARTLEASE. Or call 1-800-32-SMART.



Start your dream rolling with The GM Card[®]. With the GM Visa[®] Card, your dream of owning a new GM car or truck can quickly become a reality. Every time you make a purchase using The GM Card, you earn 5% of that purchase which you can apply towards the purchase price or lease down payment of your next eligible new GM vehicle^{**}. Earn up to \$3,500[†] without having to do anything other than charge your usual purchases to your GM Visa Card.

What's more, there is no annual fee. To receive an application or for full terms and conditions, please see your local GM Dealer, TD Bank branch or call 1-800-GM-DRIVE.

* Registered Trademark of General Motors Corporation, TD Bank licensed user.

** TD and GM are licensed users of Marks.

** See the GM Card Program Rules for limitations and details. See your dealer for vehicle eligibility.

† Earn up to \$500 per Cardholder Year, for a maximum of \$3,500 over the most recent 7 consecutive years.



If you or your passenger(s) have a physical disability which prevents you from driving or riding in a factory-equipped vehicle, find out about the GM Mobility Program for Persons with Disabilities. You may be eligible for reimbursement of up to \$1000 (GST included) for adaptive equipment you may require for your 1998 GM vehicle. Your GM dealer can also set up complete GMAC financing for you. (SMARTLEASE not eligible.) Beyond that, your GM dealer can provide you with lists of qualified driver assessment centres and mobility equipment installers. Call this toll-free number for more information: 1-800-GM-DRIVE (TTY users, 1-800-263-3830).



Get \$750 (GST included) off. If you're a recent graduate from a recognized college or university, you may qualify for \$750 (GST included) off on the purchase or lease down payment of the new GM vehicle of your choice. Anyone graduating from a 3-year university degree program, a 2-year college program or, in Quebec, a 3-year CEGEP D.E.C. (Technique) program between May 1, 1995 and December 31, 1998 can take part. To get credit for your degree, see your GM dealer for full details.



If you want more than factory-installed options for your vehicle, ask your Sales Consultant about GM Accessories. Your GM dealer can supply and install quality parts and accessories engineered for all GM vehicles at competitive prices. When installed at the time of purchase, GM provides GM TOTALTM Warranty coverage for all dealer-installed GM Accessories.



GMPP coverage provides you with "Peace of Mind" protection from repair costs (parts and labour), as well as many associated expenses that may occur to your vehicle beyond the GM TOTALTM Warranty period. Whether you're purchasing or leasing your GM vehicle, there's a GMPP coverage level and plan term to suit your budget and driving needs. Be sure to ask your GM dealer about the many benefits you receive through your purchase of the General Motors Protection Plan. There are other extended service plans in the marketplace, but GMPP is the only Extended Service Plan backed by the resources and commitment of General Motors.



Buying a new vehicle is one of the most important decisions you can make. Naturally, you want to get the best possible value from your purchase. That's why regular maintenance is essential. It helps your vehicle last longer, run better and safer, with better fuel economy. What is more important it also enhances your resale or trade-in value. So you end up getting a greater return on your investment.

Fitting routine maintenance into your busy schedule need not be difficult. Now, GM Goodwrench Service makes it easier, with one-stop shopping for all your routine maintenance needs. You need no appointment for a lube, oil and filter, done in 29 minutes or the next one is free. As well, GM trained technicians will efficiently take care of everything from brakes, exhaust, shocks and struts to tire rotation and tune-ups using only quality GM parts. The job is done right the first time with up front competitive prices.

Whenever you see the GM Goodwrench Service sign, you know you've come to a convenient place you can trust for all your routine maintenance service. GM Goodwrench Service is available at authorized participating GM Dealers.



It's good to know, when you travel long distances, that there are hundreds of GM dealers in Canada, each one ready to provide you with professional service and genuine GM parts. You can phone the GM Customer Communication Centre toll-free at 1-800-263-3777 (English) or 1-800-263-7854 (French) (TTY users, 1-800-263-3830) to talk with trained representatives regarding any General Motors product or service. The Centre is open Monday through Friday, 7:30 a.m. to 11:30 p.m., EST.

A Word About This Brochure

This brochure is based on the latest information at the time of printing. General Motors of Canada Limited reserves the right to make changes at any time, without notice, to specifications, equipment, colours, models, availability, programs and services. Your Buick dealer is the best source for up-to-date information.

A Word About Assembly

Buicks are equipped with engines and components produced and assembled by different operating units of General Motors, its subsidiaries and suppliers and these engines and components may change or be obtained from different sources from time to time. All such engines and components are approved for use in Buicks. Certain equipment ordered may be unavailable at the time of assembly and we suggest that you verify that your vehicle includes the equipment you ordered, or if there are changes, that they are acceptable to you.

Please Note: Instruments shown throughout this brochure are metric in Canada.

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Standard and Optional Equipment

Safety and Security

	Regal LS	Regal GS
Air bags - driver and front passenger, frontal	S	S
Brakes - anti-lock braking system (ABS), 4-wheel	S	S
Brake/transmission shift interlock feature	S	S
Door locks - automatic power, programmable with lock-out protection and delayed locking feature	S	S
Door locks - rear door, child-security	S	S
Headlamps - Daytime Running Lamps, flash-to-pass, automatic light control	S	S
Illuminated entry/exit system - with theatre dimming (includes battery run-down protection)	S	S
Keyless entry system - remote (includes Panic feature)	S	S
Safety belts - rear seat child comfort guides	S	S
Theft-deterrent system - PASS-Key® II	S	S
Traction control - Enhanced Traction System (ETS)	S	-
Traction control - electronic, full-range	-	S

Mechanical

	Regal LS	Regal GS
Brakes - power, 4-wheel disc	S	S
Drive - front-wheel	S	S
Engine - 3.8 litre 3800 Series II V6 with SFI; Horsepower - 195 @ 5200 rpm, Torque - 225 lb.-ft. @ 4000 rpm	S	-
Engine - 3.8 litre Supercharged Series II V6 with SFI; Horsepower - 240 @ 5200 rpm, Torque - 280 lb.-ft. @ 3600 rpm	-	S
Engine block heater	S	S
Exhaust system - aluminized stainless steel	S	S
Steering - power, Magnasteer™ magnetic speed variable-assist, rack-and-pinion	S	S
Suspension - 4-wheel independent	S	S
Suspension - Gran Touring	O	S
Transmission - 4-speed electronically-controlled automatic with overdrive	S	-
Transmission - driver selectable, performance/normal shift modes	-	S
Gran Touring Package - includes Gran Touring suspension, P225/60R16 Goodyear Eagle LS all-season touring tires and 16" aluminum wheels	O	S

Exterior

	Regal LS	Regal GS
Antenna - fixed	S	-
Antenna - rear-window integrated	O	S
Astroroof - power, sliding glass panel	O	O
Fog lamps	S	S
Glass - solar-control, tinted windshield and rear window; Soft-Ray, tinted all other windows	S	S
Lamps - front cornering	S	S
Mirrors - dual, folding, heated, left and right power remote	S	S
Mouldings - bodyside, body-colour	S	S
Paint - deluxe two-tone, lower accent	-	S
Paint - deluxe two-tone, lower accent delete	-	O
Tires - P215/70R15 all-season blackwall	S	-
Tires - P225/60R16 Goodyear Eagle LS all-season touring blackwall	O	S
Wheels - 15" x 6" steel with bolt-on covers (A)	S	-
Wheels - 15" x 6" cast-aluminum (B)	O	-
Wheels - 16" x 6.5" cast-aluminum (C)	O	S
Wheels - 16" x 6.5" chromed cast-aluminum (D)	O	O

Wheel Equipment



A - 15" Bolt-on Wheel Cover



B - 15" Aluminum Wheel



C - 16" Aluminum Wheel



D - 16" Chromed Aluminum Wheel

Interior

	Regal LS	Regal GS
Air conditioning - manual, dual-zone	S	S
Air conditioning - automatic, dual-zone, ComforTemp climate control	-	O
Air filtration system - pollen filter	S	S
Console - floor with armrest, storage, cupholders and auxiliary power outlet	S	S
Cruise control - electronic with resume, coast and decelerate/accelerate features	S	S
Defogger - electric rear-window	S	S
Floor mats - front and rear, carpeted	S	S
Instrumentation - full analogue cluster (includes speedometer, tachometer, coolant temperature and fuel gauges; low oil, low fuel, low coolant and low washer fluid level indicators)	S	S

Interior (cont'd)

	Regal LS	Regal GS
Instrumentation - Driver Information Centre (includes oil life monitor, fuel economy and vehicle range)	O	S
Lamps - front ashtray, instrument panel, integral dome/reading, glove compartment and trunk	S	S
Mirror - rearview, auto-dimming electrochromic	O	O
Mirrors - visor vanity, left and right covered	S	-
Mirrors - visor vanity, illuminated, left and right covered	O	S
Pass-through - rear seat, centre	S	S
Retained accessory power	S	S
Seat - rear integral child seat (deletes centre pass-through)	O	O
Seat - 6-way power driver seat adjuster	O	S
Seat - 6-way power passenger seat adjuster	O	O
Seats - heated, driver and front passenger	O	O
Seats - cloth reclining bucket seats with floor console	S	-
Seats - reclining bucket seats with leather seating areas and floor console	O	S
Steering column - Tilt-Wheel™, adjustable	S	S
Steering wheel - leather-wrapped	S	S
Steering wheel - leather-wrapped with sound system controls	O	O
Trunk - cargo convenience net	S	S
Trunk - release, power remote	S	S
Windows - power, driver's express-down and passenger window lock-out features	S	S
Windshield wipers - 2-speed with variable delay (intermittent)	S	S

Sound Systems

	Regal LS	Regal GS
Regal sound systems include an electronically tuned Delco AM/FM stereo with seek up/down, program scan, digital clock and 6-speaker Concert Sound II system		
AM/FM stereo, cassette tape player and Auto Tone Control	S	S
AM/FM stereo, cassette tape and CD players with Auto Tone Control	O	O
Trunk-mounted CD changer preparation kit	O	O

Preferred Equipment Group Packages

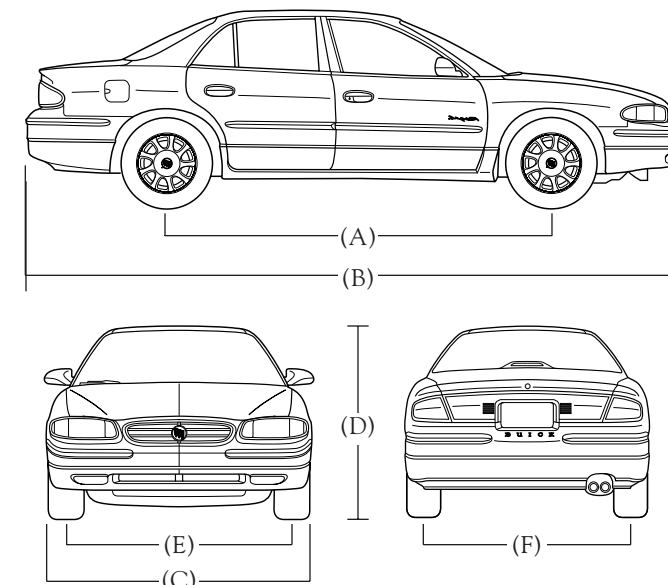
	Regal LS 1SB	Regal GS 1SC	Regal GS 1SB
Lamps - rear rail courtesy and reading	•	•	S
Mirror - inside rearview with reading lamps	•		
Mirrors - visor vanity, illuminated, left and right covered	•	•	S
Seat - 6-way power driver seat adjuster	•	•	S
Antenna - rear-window integrated		•	•
Mirror - inside rearview, auto-dimming electrochromic		•	•
Steering wheel - leather-wrapped with sound system controls		•	•
Air conditioning - automatic, dual-zone, ComforTemp climate control			•
Seat - 6-way power passenger seat adjuster			•

Towing

3.8L 3800 Series II V6	3.05 final drive ratio / 454 kg (1000 lb.) maximum gross trailer weight*
3.8L Supercharged 3800 Series II V6	Trailer towing is not recommended

*Includes weight of trailer, cargo, passengers and equipment. All towing recommendations are subject to change. 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.

Dimensions



Exterior, mm (in.)

Wheelbase (A)	2769 (109.0)
Length (B)	4984 (196.2)
Width (C)	1845 (72.7)
Height (D)	1438 (56.6)
Front tread (E)	1576 (62.0)
Rear tread (F)	1556 (61.3)

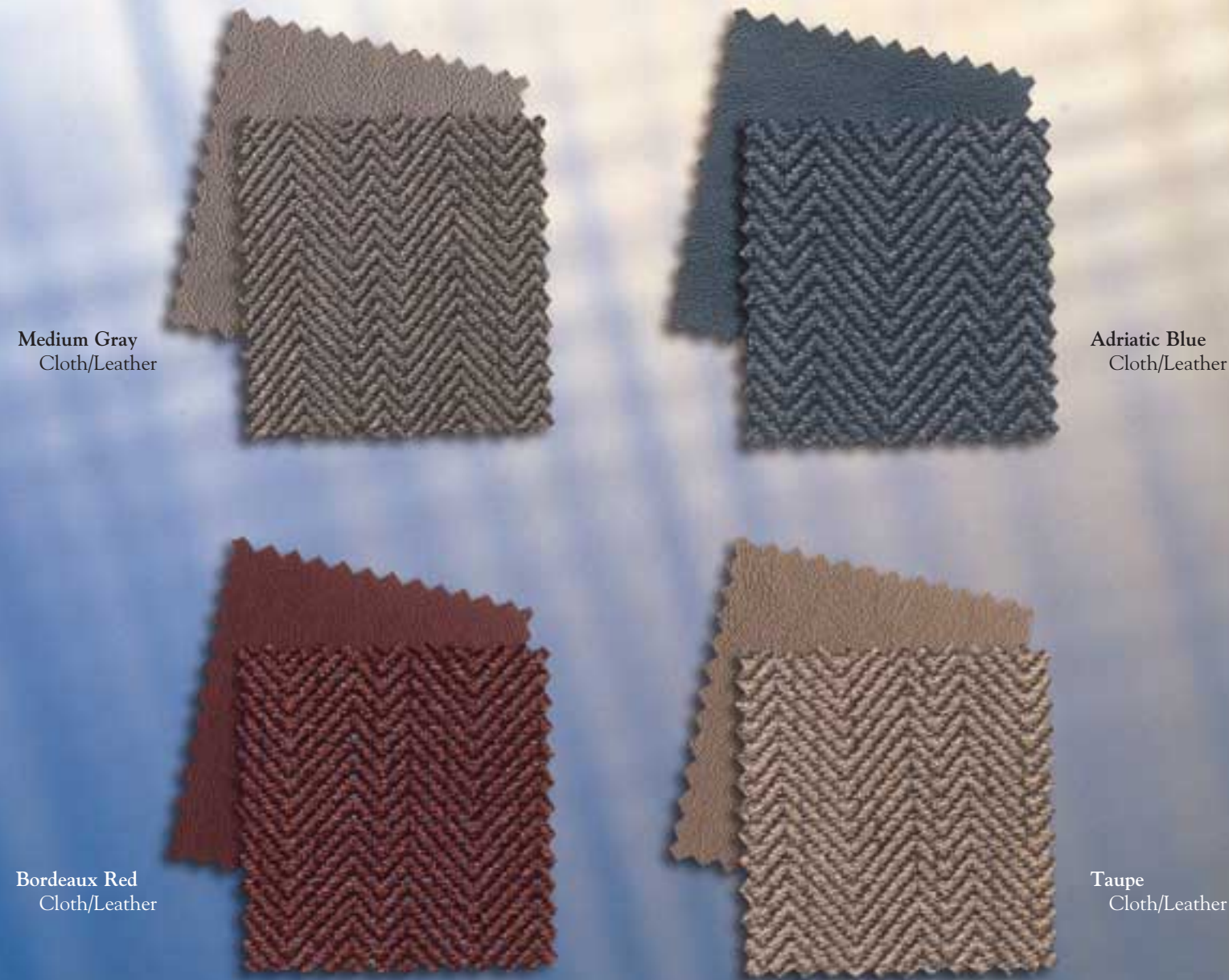
Interior, mm (in.) front/rear

Head room	999/951 (39.3/37.4)
Leg room	1077/937 (42.4/36.9)
Shoulder room	1474/1451 (58.0/57.1)
Hip room	1389/1356 (54.7/53.4)

Capacities/Weight

Trunk, L (cu. ft.)	473 (16.7)
Fuel tank L (gal.)	64 (14.2)
Curb weight (estimated), kg (lb.) - Regal LS	1562 (3444)
- Regal GS	1594 (3514)

Interior Fabrics



Medium Gray
Cloth/Leather

Adriatic Blue
Cloth/Leather

Bordeaux Red
Cloth/Leather

Taupe
Cloth/Leather

Exterior/Interior Colour Compatibility

Exterior	Interior	Medium Gray	Adriatic Blue	Bordeaux Red
Taupe*				
03 – Platinum Gray Metallic*		•	•	•
16 – Bright White		•	•*	•*
27 – Twilight Blue Metallic		•	•	•
28 – Midnight Blue Pearl		•	•	•
41 – Black		•	•	•*
49 – Light Sandrift Metallic**,**		•	•	•
51 – Bordeaux Red Pearl**		•	•	•
53 – Santa Fe Red Pearl		•	•	•
56 – Jasper Green Pearl		•	•	•
89 – Royal Orchard Pearl**		•	•	•

Colour and Trim

Exterior Colours

Colours may not be exactly as illustrated due to restrictions of printing process. Please see your sales consultant for specific colour and model availability.



03 – Platinum Gray Metallic



16 – Bright White



27 – Twilight Blue Metallic



28 – Midnight Blue Pearl



41 – Black



49 – Light Sandrift Metallic*



51 – Bordeaux Red Pearl*



53 – Santa Fe Red Pearl



56 – Jasper Green Pearl



89 – Royal Orchard Pearl*

Regal GS Two-Tone

- 16 – Bright White/Platinum Gray Metallic
- 27 – Twilight Blue Metallic/Platinum Gray Metallic
- 28 – Midnight Blue Pearl/Storm Gray Metallic
- 41 – Black/Storm Gray Metallic
- 51 – Bordeaux Red Pearl/Storm Gray Metallic
- 53 – Santa Fe Red Pearl/Platinum Gray Metallic
- 56 – Jasper Green Pearl/Platinum Gray Metallic
- 89 – Royal Orchard Pearl/Platinum Gray Metallic

*Not available on GS with monotone paint.



56 – Jasper Green Pearl/Platinum Gray Metallic