



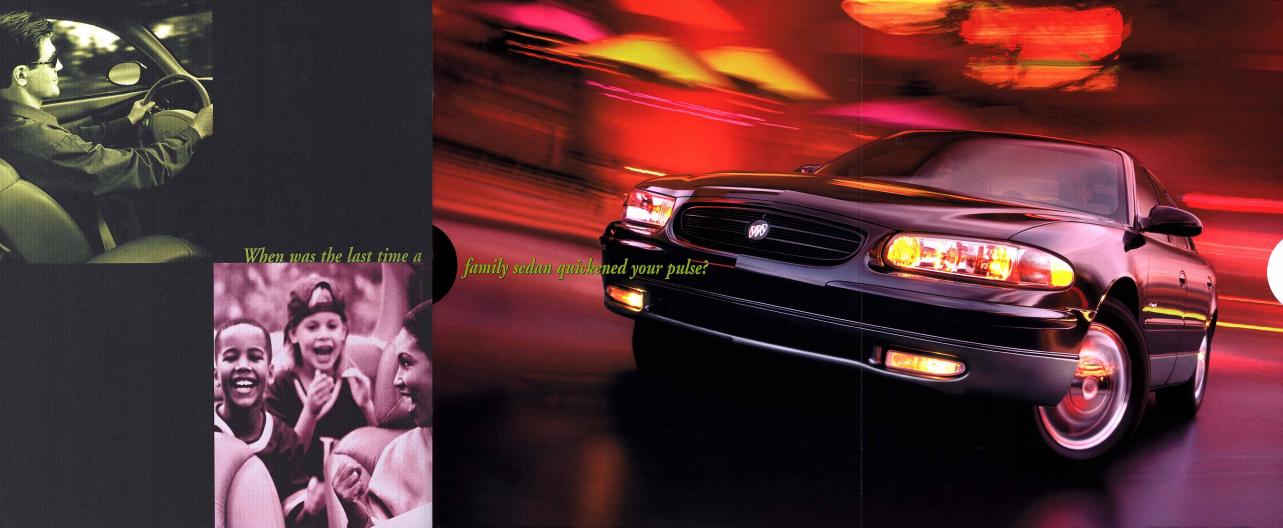
When was the last time a

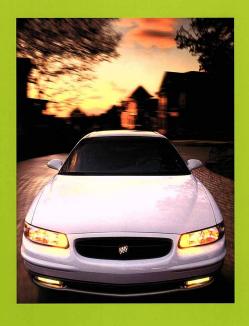


Having a family doesn't mean you have to drive a minibus — or even a ho hum family sedan. Instead, you can drive a Regal. Sure, Regal has all the essentials you want for your family — and a whole lot of the extras too. But unlike your typical family conveyance, Regal is designed

family sedan quickened your pulse?

to awaken your senses and tingle your spine. With its graceful and sleek styling, make-no-excuses power and crisp, decisive handling, Regal is a genuine performance sport sedan that will satisfy your deep-seated desire for sheer driving pleasure. Buckle up — you're in for a great ride.





"Healthy torque gives it the kick acceleration needed "Rock solid and rocket propelled." Car and Driver in around-town driving or entering eeway to

A True Driver's Car.

Structure: Regal's rigid body
structure means less body flex — providing
a firm foundation that allows for a finely
tuned suspension system and excellent
maneuverability. It also contributes to a
feeling of stability and solidity, as well as
an unusually quiet driving experience.



Power: The 3800 Series II

Supercharged V6 in Regal GS unleashes
an extraordinary 240 horsepower at
5200 rpm. The supercharger ensures
instantaneous power on demand.
Regal LS includes the powerful and
proven 3800 Series II V6 with 200
very confident horsepower.



Steering: Magnetic variable effort rack-and-pinion steering automatically adjusts the power assist of the steering, making Regal easy to maneuver at lower speeds — while parking, for example — and provides excellent road feel and





Suspension: The new and improved four-wheel independent suspension on Regal LS provides a sporty, controlled ride, while the Gran Touring suspension on Regal GS (optional on LS) makes twists and turns difficult to resist.

A True Family Sedan

Accommodation:

Regal's seats are real world-tested for outstanding comfort and ensure generous accommodation for five. The rear theater seating provides good visibility and easy entry and exit.

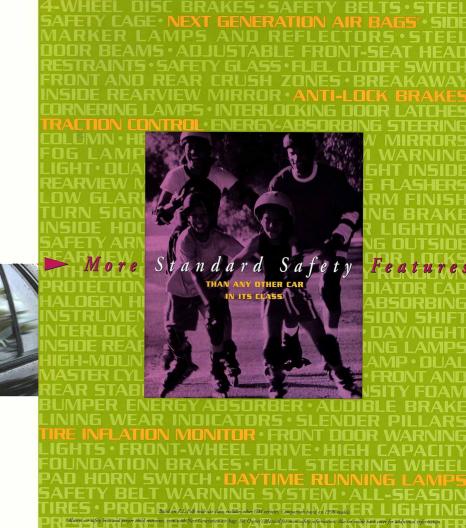


Quietness: The welcome sense of peace and quiet is due to lots of things, including triple door seals, precise seam fits, flush-mounted windshield and door handles - and an abundance of sound-

deadening acoustic materials.

Susan Sweetser is not your ordinary Mom - she's Working Mother magazine's 1998 Working Mother of the Year. She also doesn't drive an ordinary car - she drives a Regal GS. And we quote:

"Naturally, I appreciate all the room and all the safety equipment, but mostly, I just feel good driving it. I love this car."











Performance/Handling:

Besides its not-to-be-denied supercharged power, nimble handling and fluid ride, the roadholding agility of Regal GS is further enhanced by standard full-range traction control. This impressive system senses drive-wheel slippage at any speed and automatically reduces engine torque and modulates the brakes until you regain a full grip on the road. So you'll feel more confident as you face the rain, snow and gravel roads that you'll inevitably encounter. All in all, Regal's surefooted predictability will brine a smile to your face. Drivine is believing

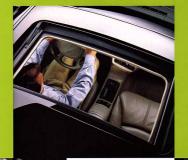


When it comes to accommodating features...

McKS99). The optional Monsoon' system is high-performance audio for your Regal. Designed specifically for Regal's unique acoustic properties, the Monsoon premium audio system provides dramatic clarity and produces 220 watts of continuous power through



For a bit of fresh air and sunshine, just open the optional nower sliding Astropoof. It even includes a retractable sunshade.



On those inevitable chilly mornings, the optional heated leather-trimmed front seats extend a warm welcome and make



the advanced on this duon system significant educes pollens and dust inside your Regal, so you ca enjoy the spring foliage as you drive





controls allow you to change sound sources, volume or hit mute without taking your hands off the leather-wrapped steering wheel.



you carry longer items like hockey sticks, skis or fly-fishing rods — and still leaves room for four passengers.



The individualized comfort of a six-way power driver seat is standard on 65, optional on L5. You also have the option of a six-way power front passenger seat.



The driver and front passenger can individually vary the temperature on each side of the cabin up to six degrees, thanks to optional dual automatic ComforTemp climate control.

... Regal performs beautifully.





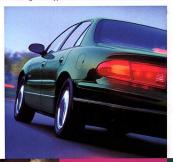


When it comes to safety features...

Standard four-wheel power anti-lock disc brakes help you maintain steering control on most slippery surfaces — especially under hard braking. You'll appreciate the extra confidence ABS offers.

The standard folding power rearview mirrors are heated to shed frost and ice — so you can see behind you





The standard traction control on L5 works with A85 to enhance your sense of security. It automatically reduces engine torque when the front drive wheels begin to slip. The standard full-range traction control on 65 reduces engine torque and modulates the brakes.



The standard programmable remote keyless entry locks and unlocks your doors, unlatches your trunk, illuminates the exterior and interior of your Regal — and even includes a panic alarm.





Regal goes beyond the expected safety features, even including standard front courtesy door lights. When you open either of your front doors, they Illuminate to light the area around you — and to warn anyone behind you.



Regal's standard tire inflation monitoring system alerts you when one tire has less air than the other three, so you won't get surprised by a tire with low air pressure.



Inside, you are surrounded by a standard steel safety coge structure that's designed to help preserve the integrity of the passenger compartment in the event of a collision.

... Regal sets the standard.



Standard daytime running lamps help others see you coming and, as it gets dark, the headlamps turn on automatically. For those nasty days, fog lamps are also standard.

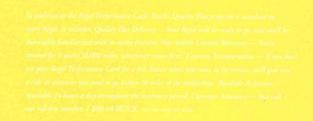


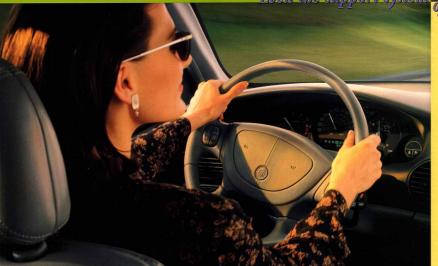
Performance Card, your Regal you're not driving. The Performance Card, included oil change. It's also good for things like airfares, rental cars and many other services. As a Regal driver, you'll also receive periodic updates and discounts. The Regal Saves time. Saves money.











Standard and Available Equipment S Standard A Available — Not available	LS	(
 Air bags – Next Generation, driver and front passenger Supplemental Restraint System (SRS) 	S	-
Air conditioning – dual ComforTemp climate control	S	- 1
Air conditioning – dual automatic ComforTemp climate control	A	
Air filtration system	S	
Antenna – rear window	S	
Astroroof – electric sliding and tilting with sunshade	A	
Battery - 10" Delco* Freedom* with Rundown Protection	S	
Brakes – anti-lock, power 4-wheel disc	S	
Carpet savers – front and rear	A	
Console – operating with dual cup holders and auxiliary power receptacle	S	
Cruise control – electronic	S	
Defogger – front- and side-window outlets	S	
Defogger – rear-window, electric	S	
Door locks – power, programmable with lock-out protection	S	
Drive – front-wheel	S	
Engine – 3800 Series II V6	S	
Engine – 3800 Series II Supercharged V6	_	
• Engine block heater	А	
Exhaust system – stainless steel, dual outlets	S	
• Exhaust system – stainless steel, dual outlets, bright	_	
Glass – Solar-Ray* solar-control, windshield and rear window; Soft-Ray* side glass	s	
Head restraints – adjustable, front-seat	S	
Heat ducts – rear-seat	S	
· Hood release – inside, instrument panel mounted, remote	S	
Horn – dual-note	S	
 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 	s	
Lamp – center, high-mounted stop	S	
Lamps – daytime running lamps with Twilight Sentinel*	S	
• Lights – front-door courtesy with warning	S	
Lights – integral dome and reading (not available with optional Astroroof)	S	
Lights, rear – reading and courtesy	А	
Mirror, inside rearview – with map reading lights	S	
Mirrors, outside rearview – manual folding, left and right power remote, body-color, heated	S	
Mirror, outside rearview, driver side – electrochromic-automatic dimming (includes electrochromic-automatic dimming inside rearview mirror)	A	
Mirrors, visor vanity – dual, covered	S	
Mirrors, visor vanity – lighted, driver and passenger	A	
OnStar – includes voice-activated cellular phone	Α	
Radio – ETR® AM-FM stereo with cassette player, automatic tone control, Theftlock® and clock	s	
Radio – ETR AM-FM stereo with cassette and compact disc players, automatic tone control, Theftlock, and clock	A	
Monsoon audio system – 8-speaker premium audio system, 220 watt, includes diversity antenna	A	
Remote keyless entry – includes instant alarm, trunk release and programmable perimeter lighting	s	
Safety belts – front- and rear-seat outboard lap/shoulder with front shoulder belt comfort adjuster and rear shoulder belt comfort guide	S	

Standard and Available Equipment* (co	LS	GS
Seats, front – cloth bucket with manual seat back recliners	S	_
Seats, front – bucket with leather seating surfaces	Α	S
Seat - 6-way power, driver	Α	S
Seat - 6-way power, front passenger	Α	A
Seats - heated, driver and front passenger (requires leather trim)	Α	Α
 Seat – rear lockable pass-through with fold-down armrest with dual cup holders 	S	s
Seat, rear - theater seating	S	S
Speakers – Concert Sound II	S	S
Starter protection – starter grind protection feature	S	S
Steering – magnetic variable effort, power rack-and-pinion	S	S
 Steering column – TILT-WHEEL™ adjustable 	S	S
Steering wheel – leather-wrapped with Supplemental Restraint System (SRS)	S	S
Steering wheel controls - remote radio	A	A
Sunshades – extendable, front	S	S
Suspension – 4-wheel independent	S	-
Suspension – 4-wheel independent Gran Touring, includes 16" aluminum wheels and P225/60R16 touring tires	A	s
Theft-deterrent system – PASS-Key* II	S	S
Tire pressure monitor	S	S
Tires – P215/70R15 steel-belted, radial-ply, all-season blackwall	S	_
 Tires – P225/60R16 steel-belted, radial-ply, all-season touring blackwall 	Α	S
Traction control (full-range on GS)	S	S
 Transmission – electronically controlled 4-speed automatic with overdrive and brake/transmission interlock (heavy-duty on GS) 	S	S
Trunk lock release – electric, remote (part of remote keyless entry only)	s	s
Trunk convenience net	Α	S
Wheelcovers – 15" deluxe, bolt-on	S	_
Wheels – 15" aluminum	Α	_
Wheels – 16" aluminum (requires Gran Touring suspension)	A	S
Wheels – 16" chrome-plated aluminum (requires Gran Touring suspension)	Α	Α
• Windows - power with driver express-down and passenger lock-out	S	S
Wipers – 2-speed with variable delay	S	S

Convenience Plus Features - LS and GS

Reminder tones for ignition key, headlamps, turn signals, parking brake "on"; low fuel reminder tone; delayed entry lighting; delayed exit lighting; theater dimming: Battery Rundown Protection; lock-out protection; flash-to-pass feature; retained accessory power; daytime running lamps with Twilight Sentinel and delayed locking

(SB) and (SE) Luxury Package: (SC) Prestige Package	SR I	S	GS
Air conditioning – dual automatic ComforTemp climate control	30		
Carpet savers – front and rear			
Mirrors, inside and outside rearview – electrochromic-automatic dimming			
Mirrors, visor vanity – lighted, driver and passenger			
 Radio – ETR AM-FM stereo with combination cassette and compact disc players, automatic tone control, Theftlock and clock 			
Seat – 6-way power, driver			
Seats – 6-way power, front passenger			
Steering wheel controls – remote radio			
Trunk convenience net			



16" Aluminum Wheels (standard on 65, optional on L5)



16" Chrome-Plated Wheels (optional on 65 and L5)



(standard on L5)



NEW 15" Aluminum Wheels (optional on LS)



Spec	ifications
gine	
oe (LS)	3.8-liter 3800 SFI ⁽¹⁾ Series II V6
rsepower	200 @ 5200 rpm
que	225 @ 4000 rpm
el economy (city/hwy)	19/30(2)
oe (GS)	3.8-liter 3800 SFI ⁽¹⁾ Series II Supercharged V6
rsepower	240 @ 5200 rpm
que	280 @ 3600 rpm
el economy (city/hwy)	18/27(2)
pacity	
nk, cu ft	16.7
d tank, gal.	17.5
e curb weight, lbs	LS 3,439 GS 3,543
mensions (inches)	
gth	196.2
dth	72.7
ight	566

engur	190.2
Vidth	72.7
leight	56.6
Vheelbase	109.0
ront tread	62.0

Interior (inches)	front/rear
Legroom	42.4/36.9
Headroom	39.4/37.4
Shoulder room	58.0/57.1
Hip room	54.4/53.3

-		s		×	

3800 S

Rear tread

800 Series II V6	3.05 final drive ratio
	1,000 maximum gross trailer rate (lbs)(5)(6)

eries II Supercharged V6	2.93 final drive ratio
	1,000 maximum gross trailer rate (lbs)(3)(4)

(1) Sequential-port fuel injection. (2) EPA estimated mpg.

⁽³⁾ 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.

⁽⁶⁾ Requires Class II frame-mounted trailer hitch.

Exterior Colors	Monotone	Two-Tone	
EASANIE DA	Interior choices		
Bright White (16)	Adriasic Blue Medium Gray Taupe	Medium Gray	
Platinum Gray Metallic (03)	Adriatic Blue Medium Gray		
Light Sandrift Metallic (49)	Taupe		
Auburn Nightmist Pearl (52)	Taupe		
Jasper Green Pearl (56)	Medium Gray Taupe	Medium Gray	
Twilight Blue Metallic (27)	Adriatic Blue Medium Gray	Adriatic Blue Medium Gray	
Midnight Blue Pearl (28)	Adriatic Blue Medium Gray Taupe	Adriatic Blue Medium Gray	
Santa Fe Red Pearl (53)	Medium Gray Taupe	Medium Gray	
Bordeaux Red Pearl (51) (not available on GS monotone)	Medium Gray Taupe	Medium Gray	
Black (41)	Medium Gray Taupe	Medium Gray	

Lower body gray two-tone standard and only available on GS.

Bright White	Platinum Gray Metallic	Light Sandrift Metallic
Black		Auburn Nightmist Pearl
Bordeaux Red Pearl		Jasper Green Pearl
Sante Fe Red Pearl	Midnight Blue Pearl	Twilight Blue Metallic

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the Monsoon premium audio system: call 1-800-4A-BUICK. We're glad to be of assistance.

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