

Yes, it's a luxury performance sedan.



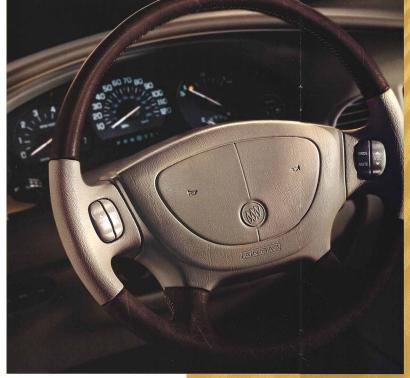
It's just a bit more casual about it.



A feast for the senses in a casual setting.

No fashion designer in America combines quality and sophistication with a casual feel quite like Joseph Abboud. This exclusive designer continues the line of Buick Regals that bears his signature, and we're proud to introduce his latest creation — the 2002 Regal by Joseph Abboud. Subtle exterior colors complemented by muted lower accents grace its already distinctive shape. And its new, refined two-tone interior, with glove-soft leather-trimmed seats and a rich, two-tone leather-wrapped steering wheel, makes it even more breathtaking. This new Regal is a feast for the senses in every way. And it's everything you want it to be.





Performance is definitely part of this car's style. Because underneath the gorgeous textures and colors of the special Abboud design beats a heart that's pure Regal. You can choose from two different engines, a 3800 Series II V6 rated at 200 horsepower, or a supercharged 240-hp V6. The Regal by Joseph Abboud keeps all this power under control with standard Gran Touring suspension, traction control and four-wheel anti-lock disc brakes. You'll also find a long list of other highly desirable features, including a standard power sunroof. Audiophiles who appreciate the utmost in sonic performance will revel in the fidelity and kick of the 220-watt Monsoon audio system.*

Included as part of the Abboud Appearance Package, the rich feel of this TWO-TONE LEATHER-WRAPPED STEERING WHEL is something you'll look forward to wrapping your hands around every day.



Inside and out, these
Joseph Abboud signature
emblems make a subtle,
yet unmistakable
statement of style.



The elegance of its interior is evidenced by two-tone leather-trimmed seats," the tasteful instrument panel and door trim plates, complemented by Abbuud signature accents on the head restraints and carpet savers. Should you so desire, heated driver and front passenger seats are available as well.

Specific color-accented wheels complement the distinctive, elegant exterior of the Regal by Joseph Abboud.

*Standard on Abboud GS, available on Abboud LS.
*Taupe monotone seats may also be selected.





Give your inner child 240 horses to play with.

The way we see it, you're never too grown up to have fun. And while Regal GS offers all the trappings of a cleanly styled, richly appointed luxury sedan, its supercharged V6 will quickly steer your thoughts in a different direction. This engine delivers 240 horsepower, giving Regal GS the most power of any car in its class* for authoritative performance whenever you need it.

Standard on Regal GS, this SUPERCHARGED 3800 SERIES II V6 delivers 240 horsepower at your command without any of the lag othen associated with turbocharged engines. The Regal LS provides an ample 200 horsepower from its acclaimed 3800 Series II V6.



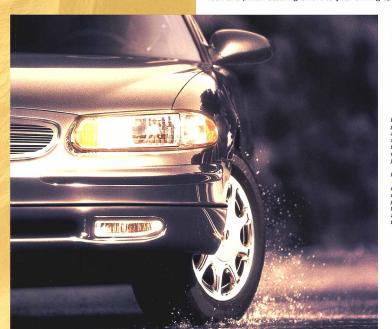


The GRAN TOURING SUSPENSION,** designed for impressive handling and response, augments Regal's aiready precise, independent design with specific 16" Gran Touring aluminum wheels and performance tires.

Put yourself in a position of control.

All that energy can be harnessed by Regal's traction control, four-wheel anti-lock disc brakes and a specifically designed Gran Touring suspension.**

This combination of power and control is delivered to your hands via the magnetic variable-effort steering that continuously adjusts its precise rack-and-pinion steering effort to your driving speed.



Encountering a wheelspin-inducing patch of ice or slippery spot on the road as you begin to pull away or drive along signals Regal's induced by the sound of the spot of the s

Regal's standard

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of the power steering depending on your
driving speed. For instance, when you're
pulling into a parking spot, you don't want
the steering to feel heavy and when you're
at speed on the highway, you don't want
the steerine front to be too light.

*Based on Ward's Upper Middle segment. Excludes other GM vehicles. Based on 2001 competitive vehicles. *Standard on Regal GS, available on Regal LS.





Luxury for the real world. Yours.

From the moment you get behind the wheel, you'll discover that a big part of Regal's true beauty is its special brand of luxury—the kind that delivers plenty of rich touches but doesn't require you to treat it with kid gloves. This is a vehicle that stands you in good stead for a night on the town, yet stands up to life in the family lane. So open up the available power-sliding sunroof and take in the sky. Adjust the Monsoon® audio system* with convenient steering wheel-mounted controls.* And turn the landscape into a blur from the comfort of your own Regal world.



Body-contoured, leather-trimmed front bucket seats* aside, you'll find Regal's casual luxury remains perfectly balanced with just the right amount of practicality. Like a handy center console with dual cup holders and an auxiliary power outlet. A convenient split-folding rear seat for extra long cargo. And a generous trunk with 16.7 cubic feet of space to stow luggage or recreational gear. One look inside and you'll quickly see why this is a luxury performance sedan made for the way you really live.

The impressive clarity of the MONSOON eight-speaker, 220-wat premium audio system* is available to tock your world everywhere you want to go. This multi-channel system is custom-designed by Monsoon and is tuned specifically for Regal's acoustics.



You like things on the cool side but your front-seat passenger likes it warm? Regal's automatic dual zone climate control* allows you both to adjust inside temperatures to suit your different styles.





Performance and safety can peacefully coexist.

Certainly, Regal's elegant style and remarkable power and handling rightfully take center stage. But you'll be glad to know Regal also takes a very comprehensive approach to safety. In fact, every Regal comes with over 140 standard safety features in and around its tough, two-sided galvanized steel body. The list includes the added security of dual front and driver side-impact air bags," a tire inflation monitor, traction control and the stopping power of four-wheel anti-lock disc brakes. You can be sure your safety is something we'll never take casually.





Four-wheel anti-lock disc brakes stop powerfully, yet help you maintain steering control on most slippery surfaces during hard braking. The tire inflation monitor visibly alerts you should one of your tires have significantly less pressure than the other three.

Regal's rigid, unitized body structure and SAFETY CAGE CONSTRUCTION contribute to a reassuring sense of solidity and stability.

*Driver side-impact air bag standard on GS, available on LS. Always use safety belts and proper child cestraints, even with air bags. Children are safet when properly secured in the rear seal. See your Vehicle Owners' Manual for more safety intermation.

Surround vourself with strength.

Regal's sleek, aerodynamic shape is bolstered by the strength of its safety cage construction, a rigid skeleton of steel designed to help preserve the integrity of the passenger compartment in the event of a collision. The LATCH system of upper and lower child seat anchors is designed to help easily secure a compatible child restraint seat and give you more confidence. And, of course, Regal has front-wheel drive which helps optimize handling and control when the weather turns nasty. It all adds up to a strong sense of security.





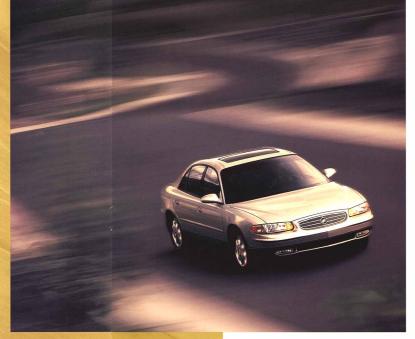


Cutting-edge technology. Personal service.

An unparalleled level of safety, security and information services. When you have OnStar* onboard your Regal, you have one of the world's most advanced mobile satellite/cellular communications networks at your command.



With Onstar's Salety and Security Plan, a touch of a button immediately connects you with an Onstar Advisor, who can contact emergency service providers 24 hours a day. If your Regal is stolen, Onstar can track it. Lock your keys inside and Onstar can unlock your doors, just about anywhere. It can even diagnose an engine problem as you drive.



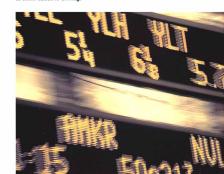
The available PREMIUM SERVICE PLAN augments the Safety and Security Plan by providing access to over five million service listings, including hotels, restaurants, dealerships, hospitals and ATMs. OnStar Advisors can make reservations, help you find tickets or help you get almost anywhere you want to go, all from the confort of your Regal.

One-year OnStar Safety and Security service agreement standard on Regal 68 and Abbout 68. OnStar use: existing emergency service providers and cellular telephone and statilite technologies. Unlice lectrical system must be operating for 0nStar to work. Call 1-800-0NSTAR-7 or visit www.onstar.com for system limitations and details.

Perhaps the ultimate luxury.

A wide variety of special service and calling plans to choose from makes OnStar even more valuable and indispensable to you now and down the road. For more information, call 1-800-ONSTAR-7 or visit www.onstar.com.

With OnStar, keeping in touch with your family at home or people at work ie assister than ever. Personal Calling" connects you with a nationwide wireless service. This voice-activated system dials the number for you and your party answers through your stereos speakers, allowing you to keep your hands on the wheel and your eyes on the road. Onstar Virtual Advisor is an added benefit to Personal Calling subscribers, providing up-to-date information on stocks, sports scores, weather, news, even your e-mail, right in your car. It's voice-activated, so all you have to think about is drivine.

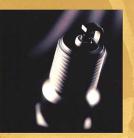


^{*}Existing OnStar service agreement required. Additional usage charges apply for Personal Calling, Available in select markets. OnStar voice recognition system may not work with all voices. Fixisting OnStar service contract required. Advance payment of Personal Calling minutes required. Additional charges apply. Available in select markets.

Quality is always in style.

The true test of a car's quality isn't how it feels the first day, but how it feels down the road. You'll find Regal passes that test with flying colors. Buick's comprehensive Quality Plus program is there to help assure you of a satisfying ownership experience from the day you take delivery, through the warranty period. It includes 24-hour Roadside Assistance and the New Vehicle Limited Warranty* which covers you for 3 years or 36,000 miles, whichever comes first.

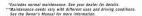






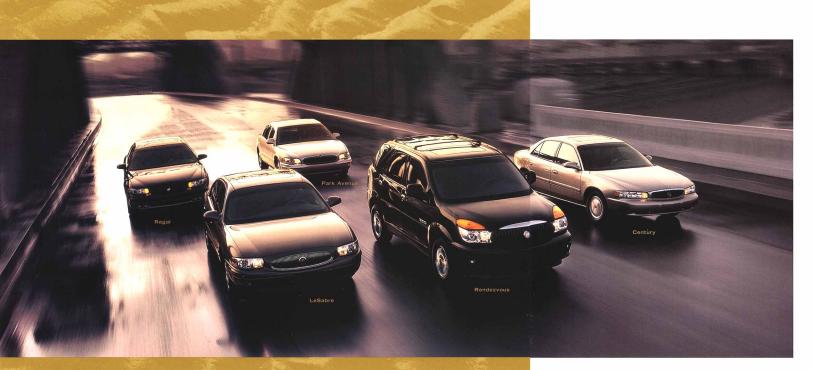
24-HOUR ROADSIDE ASSISTANCE is

at your service 365 days a year for the duration of your limited warranty. COURTESY TRANSPORTATION assures that when you bring your Regal in for service, your dealer will give you a ride up to ten miles away.



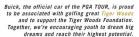
See your dealer for details.





Buick. It's all good™

Completely beautiful. Beautifully complete. No matter which Buick you get into, you'll find it to be so well-equipped, inside and out, that your toughest decision may well be deciding on the color. It's why, year after year, Buicks are recognized by leading consumer publications and the automotive press for their outstanding value and desirability. It's why Buick owners are so loyal, returning to their dealer year after year. With so much going for them — and you — it's easy to see why.





standard and available equipment		
S Standard A Available — Not available	LS	GS
Air bags — driver and right front passenger	S	S
- driver-side seat-mounted side impact	A	S
Air conditioning		
— dual zone climate control	S	-
- automatic dual zone climate control	Α	S
Air filtration system	S	S
Audio systems - (ULO) ETR' AM/FM stereo with seek/scan, digital clock, Theftlock,* cassette and Auto Tone Control	s	_
 (UPO) ETR AM/FM stereo with seek/scan, digital clock, Theftlock, cassette, CD and Auto Tone Control 	А	s
- Concert Sound II six-speaker system	S	-
Monsoon eight-speaker 220-watt premium audio system with diversity antenna	A	s
— rear window antenna	S	S
- remote steering wheel radio controls	Α	S
Carpet savers — front and rear	А	S
Child seat anchors — upper and lower LATCH system	S	S
Console — includes dual cup holders, auxiliary power receptacle, covered storage and leather-wrapped shifter	s	s
Convenience Plus Features — reminder tones for ignition key, headiamps, turn signals, parking brake "on"; low fuel reminder tone; delayed entry lighting; delayed exit lighting; perimeter lighting; theater dimming; Battery Rundown Protection; bockout protection; flash-to-pass feature; retained accessory power, daytime running lamps with Twilight Sentinel" and delayed locking	S	s
Cruise control — electronic	S	S
Head restraints — adjustable, front-seat	s	S
Heat ducts — rear seat	S	s
Hood release — inside, instrument panel-mounted, remote	S	S
Instrumentation — analog gauge cluster with speedometer, tachometer, trip odometer, temperature and fuel gauges; warning lights for low fuel, door ajar, trunk ajar, oil level, coolant level and washer fluid level	s	s
Lights — integral dome and reading (not available with optional sunroof)	s	s
— rear reading and courtesy	A	S
Mirrors inside rearview with map reading lights	s	s
— driver and passenger covered visor vanity	s	-
driver and passenger covered visor vanity with lighting feature	Α	S
OnStar ^a	1-	S
PASS-Key [®] II — passive theft-deterrent system	S	S
Power door locks — includes programmable automatic locking with memory and lockout protection features	s	s
Power windows — includes driver express-down and passenger lockout feature	s	s
Rear window defogger — electric	S	S
Remote keyless entry — includes instant alarm, trunk release and programmable perimeter lighting	s	s

	LS	GS
Safety belts		
- front-seat outboard lap/shoulder belts with		
shoulder belt comfort adjuster	S	S
rear outboard lap/shoulder belts with shoulder belt	S	S
comfort guide and center lap belt	5	5
Seats — cloth front buckets with manual seat back recliners	S	-
leather-trimmed front buckets with manual seat back recliners,	-	
includes driver seat-mounted side-impact air bag	A	S
power six-way driver	S	S
power six-way front passenger	A	Α
- heated front seats (requires leather trim)	A	А
rear split-folding with fold-down armrest and dual cup holders	S	S
rear theater seating	S	S
Steering wheel — leather-wrapped	S	S
Sunshades — extendable	S	S
TILT-WHEEL™— steering column, adjustable	s	s
Trunk entrapment handle	S	S
Trunk lock release — power remote	s	S
exterior features		
Headlamps — includes daytime running lamps with Twilight Sentinel,*		
cornering lamps and fog lamps	S	S
Mirrors — dual fold-away heated power remote	s	S
dual fold-away heated power remote with driver-side electrochromic-		
auto dimming feature (includes electrochromic-auto dimming inside		
rearview mirror)	Α	S
Sunroof — power sliding and tilting with sunshade	А	Δ
Tinted glass — Solar-Ray* solar-control windshield and rear window;	s	S
Soft-Ray* side glass	5	
Tires — P215/70R15 steel-belted, radial-ply all-season blackwall	s	9
- P225/60R16 steel-belted, radial-ply all-season touring blackwall	А	5
Wheels		
- 15° steel wheel with deluxe bolt-on wheelcover	s	-
— 15° aluminum	Α	-
- 16" aluminum (requires Gran Touring suspension)	Α	S
- 16" chrome-plated aluminum (requires Gran Touring suspension)	А	Δ
Windshield wipers — 2-speed with variable delay feature	S	S
mechanical features	ALC: NO.	600
Battery — Delco Freedom II Plus with rundown protection	s	9
Brakes — four-wheel anti-lock disc	s	S
Engine		
– 3800 Series II V6	s	-
- 3800 Series II Supercharged V6		9
Engine block heater	А	Α

We hope this brochure has provided you with an excellent understanding of the luxury, comfort, advanced technology and safety that are yours when you choose Regal.

Please visit

www.buick.com

for even more information, including:

current offers

Research the latest offers on buying or leasing a new Regal.

virtual showroom

Explore a myriad of photographs, view video footage and take a virtual tour of Regal.

build your own

Choose from a variety of interior and exterior options to create the 2002 Regal that's right for you.

competitive comparisons

Review detailed, feature by feature comparisons of Regal and its competitors.

dealer location

Find the Buick dealer nearest you.

You can also get additional information by calling 1-800-4A-BUICK.

Upromise is a revolutionary college savings accelerator that can help you save thousands of dollars for college. Through Upromise, America's most trusted companies contribute a portion of your everyday spending to a college savings account for your children, grandchildren or any other child you wish to support.

For complete details on the GM-Upromise program, go to http://upromise.gm.com. Enrollment is simple and absolutely free.



S Standard A Available — Not available	LS	G
Air bags		
driver and right front passenger driver-side seat-mounted side impact	S A	S
Air conditioning	Α	- 3
— dual zone climate control	s	
- automatic dual zone climate control	А	S
Air filtration system	S	S
Audio systems — (ULC) ETR® AM/FM stereo with seek/scan, digital clock, Theftlock® cassette and Auto Tone Control	s	
(UPO) ETR AM/FM stereo with seek/scan, digital clock, Theftlock, cassette, CD and Auto Tone Control	А	s
— Concert Sound II six-speaker system	S	-
Monsoon eight-speaker 220-watt premium audio system with diversity antenna	А	S
rear window antenna	S	S
remote steering wheel radio controls	Α	S
Carpet savers — front and rear	Α	S
Child seat anchors — upper and lower LATCH system	S	S
Console — includes dual cup holders, auxiliary power receptacle, covered storage and leather-wrapped shifter	s	s
Convenience Plus Features — reminder tones for ignition key, headlamps, turn signals, parking brake "on"; low fuel reminder tone, deleyed entry lighting delayed exit lighting; perimeter lighting; theater dimming; Battery Rundown Protection; lockout protection; flash-to-pass feature; retained accessory power, daytime running lamps with Twilight Sentinel* and delayed locking	s	S
Cruise control — electronic	S	S
Head restraints — adjustable, front-seat	s	S
Heat ducts — rear seat	S	S
Hood release — inside, instrument panel-mounted, remote	s	S
Instrumentation — analog gauge cluster with speedometer, tachometer, trip odometer, temperature and fuel gauges; warning lights for low fuel, door ajar, trunk ajar, oil level, coolant level and washer fluid level	s	S
Lights		
- integral dome and reading (not available with optional sunroof)	S	S
— rear reading and courtesy	Α	S
Mirrors — inside rearview with map reading lights	s	S
- driver and passenger covered visor vanity	S	
- driver and passenger covered visor vanity with lighting feature	А	S
OnStar [®]	1-	S
PASS-Key* II — passive theft-deterrent system	S	S
Power door locks — includes programmable automatic locking with memory and lockout protection features	s	s
Power windows — includes driver express-down and passenger lockout feature	s	s
Rear window defogger — electric	s	S
Remote keyless entry — includes instant alarm, trunk release	S	S

Safety belts

- power six-way driver

- rear theater seating Steering wheel - leather-wrapped Sunshades - extendable

- power six-way front passenger

- heated front seats (requires leather trim)

TILT-WHEEL™- steering column, adjustable Trunk entrapment handle

Trunk lock release - power remote

cornering lamps and fog lamps

Soft-Ray* side glass

- 15" aluminum

- dual fold-away heated power remote

Sunroof - power sliding and tilting with sunshade

- 15° steel wheel with deluxe bolt-on wheelcover

- 16" aluminum (requires Gran Touring suspension)

Brakes - four-wheel anti-lock disc

- 3800 Series II Supercharged V6

Windshield wipers - 2-speed with variable delay feature

Battery - Delco Freedom II Plus with rundown protection

- P215/70R15 steel-belted, radial-ply all-season blackwall

Mirrors

Wheels

Engine

- 3800 Series II V6

Engine block heater

- rear split-folding with fold-down armrest and dual cup holders

Headlamps - includes daytime running lamps with Twilight Sentine!"

- dual fold-away heated power remote with driver-side electrochromicauto dimming feature (includes electrochromic-auto dimming inside

Tinted glass - Solar-Ray* solar-control windshield and rear window:

- P225/60R16 steel-belted, radial-ply all-season touring blackwall

- 16" chrome-plated aluminum (requires Gran Touring suspension)

Exhaust system - stainless steel with dual outlets (bright on GS)

- front-seat outboard lap/shoulder belts with shoulder belt comfort adjuster - rear outboard lap/shoulder belts with shoulder belt comfort guide and center lap belt - cloth front buckets with manual seat back recliners - leather-trimmed front buckets with manual seat back recliners, includes driver seat-mounted side-impact air bag

1	
LS	GS
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Α	А
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	LS	G
Front-wheel drive	S	5
Starter protection — starter grind protection feature	S	S
Steering — speed-sensitive magnetic variable-effort power rack-and-pinion	S	5
Suspension — four-wheel independent sport-tuned	s	
 four-wheel independent Gran Touring with 16" aluminum wheels and P225/60R16 touring tires 	А	S
Tire inflation monitor	S	S
Traction control – full range on GS	s	S
Transmission — electronically controlled four-speed automatic with overdrive and brake/transmission shift interlock (heavy-duty on GS)	s	5
Regal by Joseph Abboud		777
Abboud Appearance Package — Taupe instrument panel, Rich Chestnut two-tone steering wheel, shift handle and boot, highlighted wheel caps; Abboud signature accents on instrument panel, head restraints, carpet savers, door cladding and tail lamp	s	9
Audio system — (UPO) ETR AM/FM stereo with seek/scan, digital clock, Theftlock, cassette, CD and Auto Tone Control	s	S
Automatic dual zone climate control	s	S
Engine — 3800 Series II V6		_
- 3800 Series II Supercharged V6	-	5
Gran Touring Suspension Package	S	5
Heated driver and front passenger seats	А	A
Monsoon — premium audio system	А	9
OnStar	_	9
Six-way power passenger seat	111	9
Steering wheel radio controls	S	5
Sunroof	s	S
Two-tone Taupe/Rich Chestnut leather-trimmed seats	S	5

engine	
Type (LS)	3.8-liter 3800 SFI* Series II V6
Horsepower	200 @ 5200 rpm
Torque	225 @ 4000 rpm
Fuel economy (city/hwy.)	19/29*
Type (GS)	3.8-liter 3800 SFI* Series II Supercharged V6
Horsepower	240 @ 5200
Torque	280 @ 3600
Fuel economy (city/hwy.)	18/27*
capacities	
Trunk (cu. ft.)	. 16.7
Fuel tank (gal.)	17.5
Base curb weight (lbs.)	
- LS	3,461
— GS	3,538
exterior dimensions (inches)	
Length	196.2
Width	72.7
Height	56.6
Wheelbase	109.0
Front tread	62.0
Rear tread	61.3
interior dimensions (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



Taupe leather-trimmed seats (no extra cost)





available on LS



16" Aluminum Wheel standard on GS, available on LS



*Sequential-port fuel injection, **Based on 2002 EPA estimates.

16" Chrome-Plated Aluminum Wheel available on GS and LS



16" Aluminum Wheel standard on Abboud Package







Interior: Taupe (LS)



Bordeaux Red Pearl (51) Interior: Medium Gray (LS, GS) Taupe (LS) Graphite (LS, GS)



Light Sandrift Metallic (49)

Graphite Metallic (32) Interior: Medium Gray (LS, GS) Graphite (LS, GS) Abboud Interior: Taupe or Taupe/Rich Chestnut



Taupe (LS)

Graphite (LS, GS)

Interior: Taupe (LS) Abboud Interior: Taupe or Taupe/Rich Chestnut





Storm Gray Metallic (14) Interior: Medium Gray (LS, GS) Note: G5 lower accent color.





Taupe

Leather

Interior: Medium Gray (LS, GS)

Graphite (LS, GS)

Taupe/Rich Chestnut

Taupe (LS)

Abboud Interior: Taupe or

Midnight Blue Pearl (28)

Medium Gray

Leather

Interior: Medium Gray (LS, GS)

Graphite (LS, GS)

Taupe (LS)



Leather





Medium Gray

Cloth



Taupe

Graphite

Cloth

updated since the time of printing, so please check with your Buck dealer for complete details. Buck 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. Child safety. Ch. dren are safer if they are secured seat side-impact air bags help reduce the risk of injury to front-seat occupants in side impacts. See your vehicle Coner's Manual and child safety seat instructions for more safety information. Engines, Bucks are equipped airlinery or produced by different operating units of GW, its subsidiaries or suppliers to GW workpaide. Assembly, Bunks and their components are assembled or produced by different operating units of General Motors, its subsidiaries or suppliers to GW workpaide. We sometimes from the ressary to produce Bunks with different principles. components than originally scheduled. Since some options may be unavailable when your vehicle is assembled, we suggest you verify that your vehicle includes the equipment you ordered or, if there are changes, that they are acceptable to you. Updated service information. 1800-551-4173, Warranty. The GM 3-year 36,000-mile. New Vehicle Limited Warranty overs repairs for any new Buick, including labor and parts, to correct any defects in material in warranty or countries which is uncountries will be covered any defects in material in warranty or countries. for 3 years or 36,000 miles, whichever comes first. (Excludes normal maintenance.) See your Burck dealer for terms of this limited warranty. The GM Card. For information or to apply for The GM MasterCard. call 1-800-86M CARD. SmartLease: by GMAC, For information about SmartLease: by GMAC, For information about SmartLease. or any of the other quality GMAC financing options, see your Bunk dealer or call 1-800-32 SMART GM Mobility Program," Bunk recognizes the importance of mobility to everyone side and, therefore, offers financial assistance to persons with disabilities financial assistance to persons with disabilities financial.

Rich Chestnut

Leather

A word about this brochure. We have tried to make this brochure comprehensive and factual. We reserve the right, however, to make charges at any time, without notice, in prices, colors, materials, equipment, specifications, models and availability. Some information may have been

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BUICK REGAL it's all good