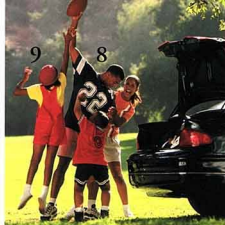


1 9



Regal
by BUICK



Dynamic,

Fast-forward,

Dashing,

On-the-go,

Trip-loving,

Psyched,

Energetic,

Regal

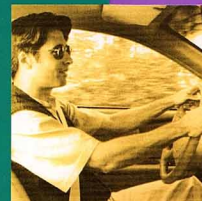
Now It's Official.

Regal GS shown with optional equipment.



Regal

Official Car
of the
Supercharged
Family.



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.



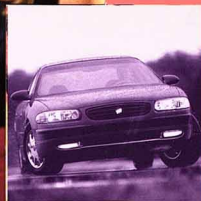
Quiet enough for calm conversations with friends and animated dreams, Regal's acoustics are a *world-class* success story.



"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.

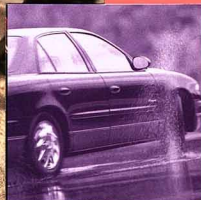
On dry pavement it is quiet and *smooth*. On rough roads it soaks up the bumps very well."

Boston Globe,
April 6, 1997



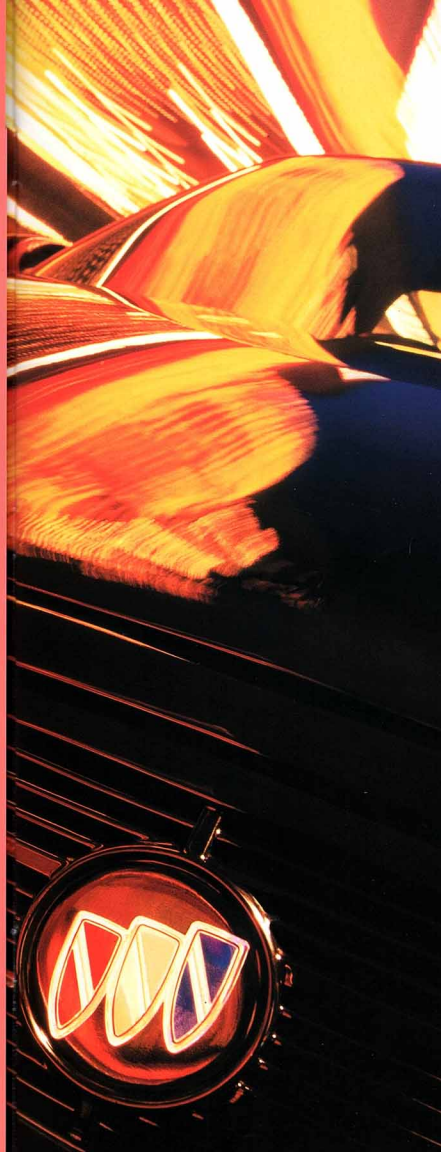
"...the Regal's interior is a *pleasant* place to be, particularly in the GS, which includes leather upholstery with its *roomy* seats."

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.

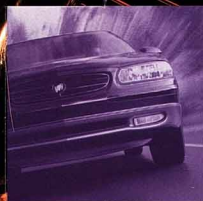
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Quiet enough for calm conversations with friends and animated dreams, Regal's acoustics are a *world-class* success story.



Optional equipment shown.

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

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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, flowing

silhouette reflects its

power and performance.

High-rpm families have plenty

to like, inside and out.



Regal GS cockpit-

like analog gauge

cluster includes a

tachometer and all

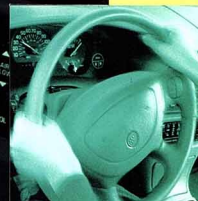
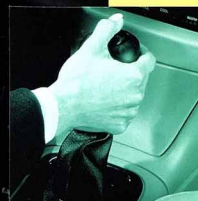
controls are grouped

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.

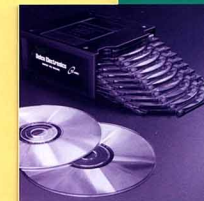
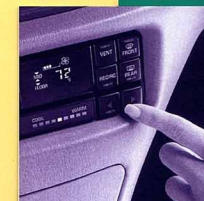
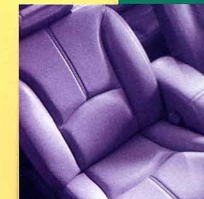
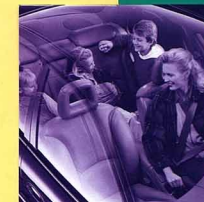
Fast Favorites

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 GS cockpit-

like analog gauge

cluster includes a

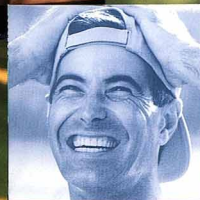
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within arm's reach.

Seize the day, the road,

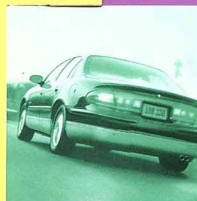
the opportunities.



Shown with optional equipment.



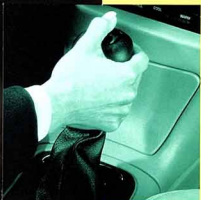
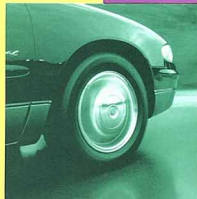
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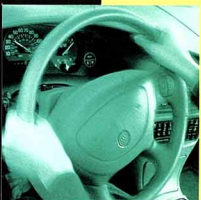
Fast Favorites

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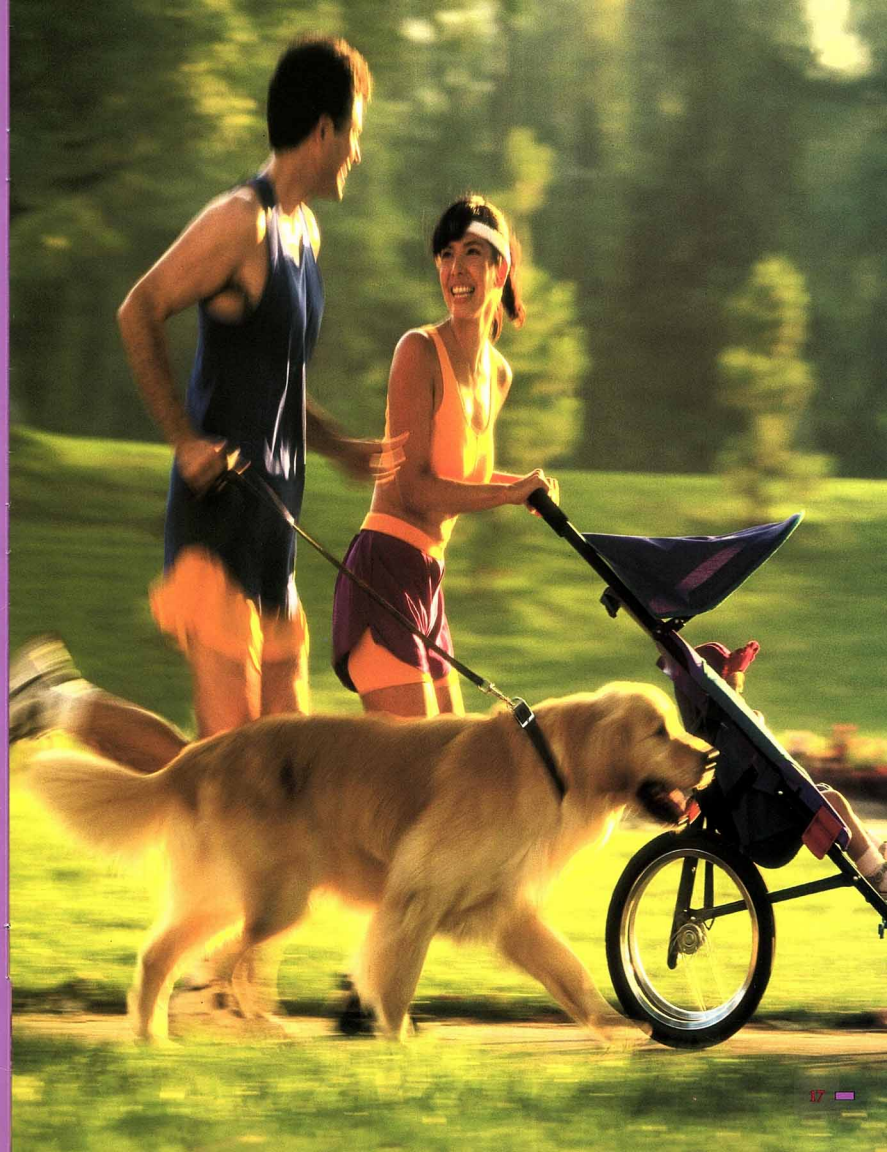
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Seamless shifting, via 4-speed electronic
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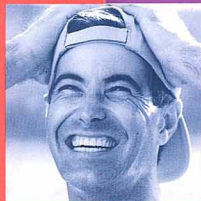
Magnetic variable effort *steering* is
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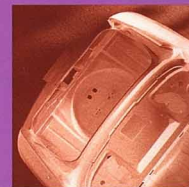
Standard *anti-lock*, power 4-wheel disc brakes help maintain steering *control* and help prevent skidding when braking on most slippery surfaces.



"I think the engineers went over my wish list for *fun-to-drive* and disguised it as a *family* car."



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



Security Detail

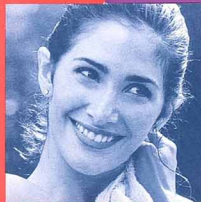
A tire *inflation* monitoring *system*, standard on Regal GS, is a great feature in these days of abbreviated gas station service.



Family Favorites

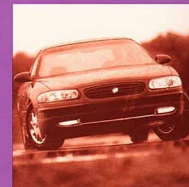
"With more standard *safety* features than anything in its class,* Regal raises my overall level of *confidence*, and that can make my day!"

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



Controlling Interest

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



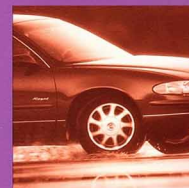
Daytime running *lamps* with Twilight Sentinel® are standard, helping Regal to *stand out* in traffic even more.



"This is *roomy* enough for all our power hitters to *fit* into without the sardine effect — or dad saying, 'Don't make me pull over.'"



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



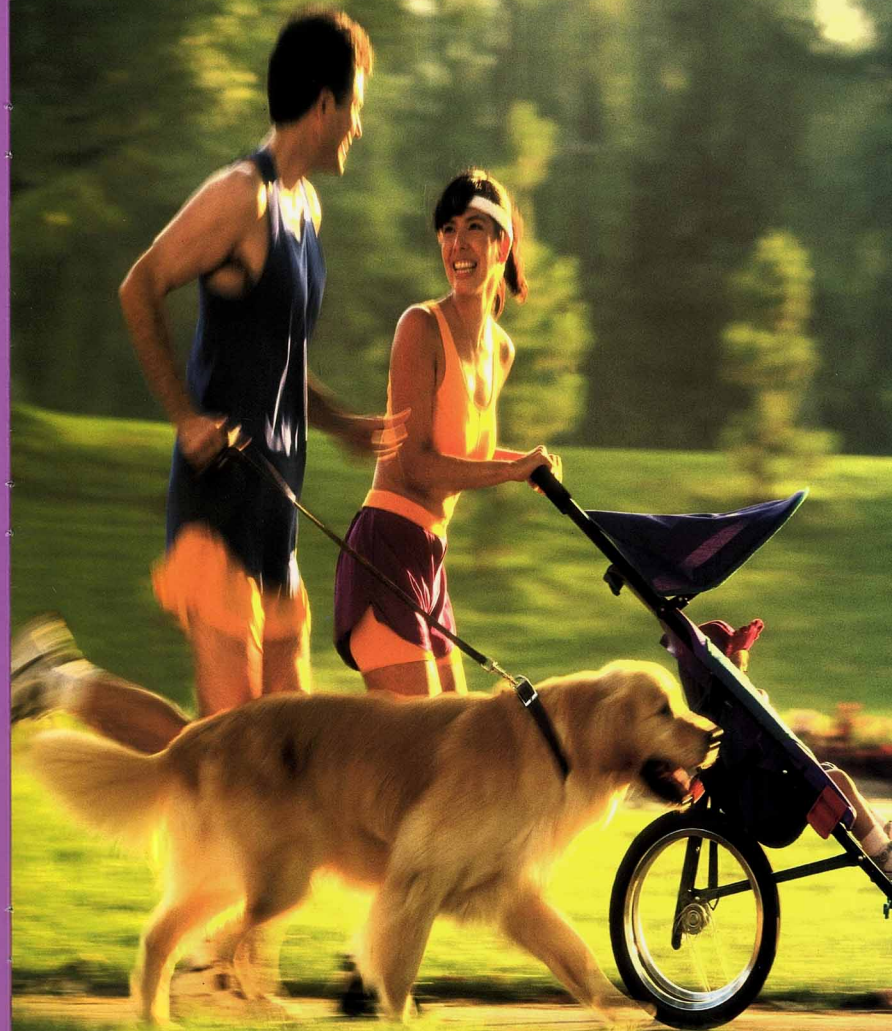
Where are we? Uh oh, the keys are locked inside. Are we there yet? The *OnStar*® option is the *convenient* answer to a lot of situations.



"It's so *quiet*. I can *relax* and talk to a friend, or just ease on into my own thoughts and watch the world go by."



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 with

leather covered seating

surfaces and rear-seat

pass-through for

accommodating long

or bulky items.

Regal GS shown with optional equipment.

Regal LS.

A sports sedan a high-rpm family

can really get into.

Regal LS matches its

sleek silhouette with

V6 performance

and a host of

generous features.



Shown with optional equipment.

Regal LS interior with

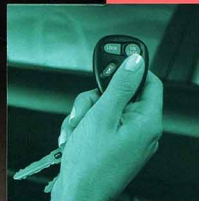
stylish cloth bucket seats

and front console.

You and the road

have never been more in touch.

Regal LS shown with optional equipment.



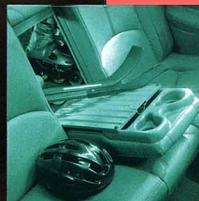
Standard remote keyless entry system locks and *unlocks* doors, *unlatches* trunk, and turns on interior lights from a distance.



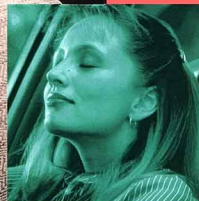
Unexpected Touches

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

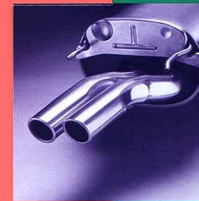
*Source: Ward's Auto World, 1995, 1996 and 1997.



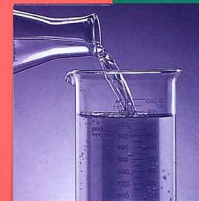
A rear-seat pass-through *conveniently* admits items your family might *transport*, like skis, hockey sticks, carpet rolls, barber poles.



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

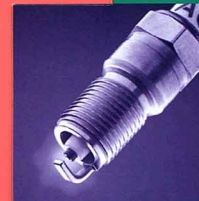


A *stainless* steel exhaust system fights corrosion and promotes long-term *durability* in your Regal.



Enduring Favorites

Long-life engine *fluids* have been developed to help eliminate the need for frequent changes.*



The 1998 Regal includes platinum-tipped spark plugs for *extended* life and *maintenance* intervals of up to 100,000 miles.*



24-hour Premium Roadside Assistance, with an 800 number, is a *comforting* feature for *families* that compile the miles.

Regal LS interior with

stylish cloth bucket seats

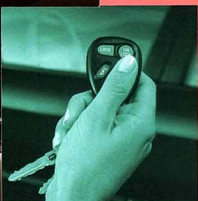
and front console.

You and the road

have never been more in touch.



Regal LS shown with optional equipment.



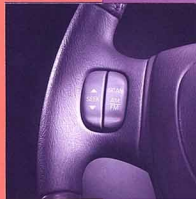
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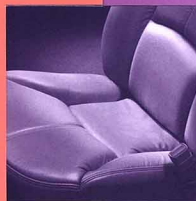
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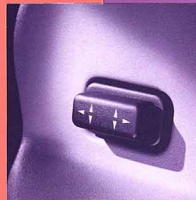
*Source: Ward's Auto World, 1995, 1996 and 1997.



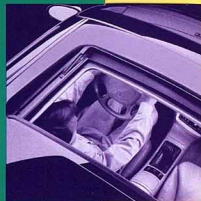
A rear-seat pass-through *conveniently* admits items your family might *transport*, like skis, hockey sticks, carpet rolls, barber poles.



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 Astrorooft. And it includes a *retractable* sunshade for bright days.



Power Preferences

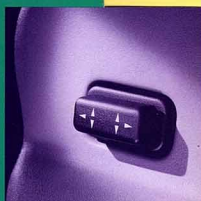
Optional steering wheel radio *controls* round out the *ergonomic* convenience, enabling you to change stations without your hands leaving the wheel.



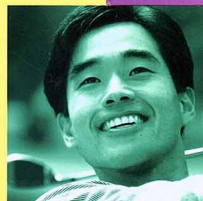
Ease into cold winter days with the warm-welcome option of *comfort*-enhancing *heated* driver and passenger front seats.



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).



"What makes it even more fun to drive is its low-anxiety level of high *quality* and great *engineering*. Hey, it's a Buick."



Personal Bests

"Are family sedans supposed to be this much fun to *drive*? I still have as much to do — now, I just *smile* more when I'm doing it."



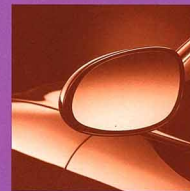
"The *sound* system is *awesome* — if nobody's taking me anywhere, I listen to it in the driveway."



"Before *Regal* it was like 'Can you drop me off around the corner?' Some family cars are so...industrial-looking. But this is *coolness*."



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

Series II V6 performance

— 195 horsepower

at 5200 rpm backs

up the streamlined

exterior design.

The V6 wins Awards

and your Heart and Mind.



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.

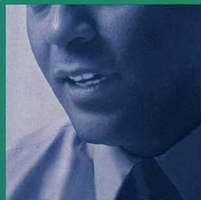


They are "...a kind of *remote* 'Lone Ranger,' riding to your *rescue* on the white horse of a two-way data transmission."

**Used Airline Headphones*



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



convenience 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⁾
3800 Series II SC V6	2.93 final drive ratio 1,000 maximum gross trailer rate (lbs) ²⁾
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)	
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 vehicle, 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.

³⁾ Requires Class II frame-mounted trailer hitch.

Regal LS Standards*

- Air Bags – Next Generation, driver and front-seat passenger Supplemental Restraint System (SRS)**
- Air conditioning – dual ComfortTemp climate control
- Air filtration system
- Antenna – fixed-roof
- 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
- Delogger – front- and side-window outlets
- Delogger – 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, windshields 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 lists and details.

**Always wear safety belts, even with air bags.

Additional Regal GS Standards

- Antenna – rear-window
- Carpet savers – front and rear
- Engine – 3800 SFI Series II Supercharged V6
- Exhaust system – stainless steel, dual outlets, bright
- Lights, rear – rear sail-panel mounted, reading and courtesy
- Mirrors, visor vanity – lighted, driver and passenger
- Radio – ETR® AM-FM stereo with cassette player, automatic tone control, Theftlock® and clock
- Seat – 6-way power, driver
- Seats, front – bucket with leather seating surfaces in primary seating areas
- Speakers – Concert Sound II
- Suspension – 4-wheel independent Grm Touring with P225/60R16 steel-belted, radial-ply, all-season Eagle LS touring blackwall tires and 16" aluminum wheels
- Tire inflation monitor
- Tires – P225/60R16 steel-belted, radial-ply, all-season Eagle LS touring blackwall
- Traction control – full-range
- Transmission – heavy-duty, electronically controlled 4-speed automatic with overdrive
- Wheels – 16" aluminum

Additional Options

- Air conditioning – dual automatic ComfortTemp climate control
- Astorroof – electric sliding and tilting with sunshade
- Carpet savers – front and rear
- Child safety seat – center, integral with rear seat
- Engine block heater
- OnStar Service – includes voice-activated cellular phone (dealer installed option; OnStar readiness standard)
- Radio – ETR® AM-FM stereo with cassette and compact disc players, automatic tone control, Theftlock®, and clock
- Seats – 6-way power, driver and passenger
- Seats – heated, driver and passenger (requires leather trim)
- Steering wheel controls – remote radio
- Wheels – 15" aluminum
- Wheels – 16" chrome-plated aluminum

Convenience Plus Features – GS and LS

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

Option Package Equipment

(SB) and (SE) Luxury Package (SC) and (SF) Prestige Package	LS	GS
	SB	SC SE SF
• Air conditioning – dual automatic ComfortTemp climate control		■ ■
• Antenna – rear-window	■ ■	
• Carpet savers – front and rear	■ ■	
• Mirror, inside rearview – electrochromic, automatic dimming		■ ■
• Mirror, inside rearview – with ntp reading lights	■ ■	■ ■
• Mirrors, visor vanity – lighted, driver and passenger	■ ■	
• Radio – ETR® AM-FM stereo with cassette player, Theftlock® and clock		■
• 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, driver and passenger		■
• Speakers – Concert Sound II		■
• Steering wheel controls – remote radio	■ ■	■ ■
• Trunk convenience net	■ ■	■ ■

¹⁾ Optional on Regal LS.

²⁾ Standard on Regal GS.



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

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⁾
3800 Series II SC V6	2.93 final drive ratio 1,000 maximum gross trailer rate (lbs) ²⁾

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.

³⁾ Requires Class II frame-mounted trailer hitch.

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.



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

Bright White



Light Sandrift Metallic



Platinum Gray Metallic



Jasper Green Pearl



Twilight Blue Metallic



Midnight Blue Pearl



Royal Orchid Pearl



Santa Fe Red Pearl



Bordeaux Red Pearl



Black



Blue Leather

Dunbar Cloth



Gray Leather

Dunbar Cloth



Taupe Leather

Dunbar Cloth



Bordeaux Red Leather

Dunbar Cloth



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 adition 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.



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Regal GS

The Family Sport Sedan Comparison

	1998 Buick Regal GS Sedan	1998 Ford Taurus SHO Sedan	1998 Dodge Intrepid ES Sedan	1998 Toyota Camry XLE V6 Sedan
Performance				
Engine	3.8-litre 3800 SFI Series II Supercharged V6	3.4-litre V8 w/SEFI	3.2-litre SOHC V6 w/SMPi	3.0-litre DOHC V6 w/EFI
Horsepower	240 @ 5200 rpm	235 @ 6100 rpm	220 @ 6600 rpm	194 @ 5200 rpm
Torque (ft-lbs)	280 @ 3600 rpm	230 @ 4800 rpm	222 @ 4000 rpm	209 @ 4400 rpm
EPA Estimates (City/Hwy)	17/27	17/26	19/28	19/27
Interior Dimensions				
Interior Volume Index (cu ft)	118.5	116.8	122.9	111.0
Front Headroom (in.)	39.3	39.2	38.3	38.6
Front Legroom (in.)	42.4	42.2	42.2	43.5
Front Shoulder Room (in.)	58.0	57.4	59.0	56.2
Trunk Room (cu ft)	16.7	15.8	18.4	14.1
Safety Features				
Anti-Lock Brakes	STD	STD	STD	STD
Traction Control	STD	N/A	OPT	OPT
Heated Mirrors	STD	OPT	N/A	N/A
Comfort & Convenience				
Air Filtration System	STD	STD	N/A	N/A
Dual Climate Control	STD	N/A	OPT	N/A
Remote Keyless Entry	STD	STD	STD	STD
Styling				
Two-Tone Paint	STD	N/A	N/A	N/A
16" Wheels	STD	STD	STD	N/A
Price				
Base MSRP*	\$24,240	\$29,470	**	\$25,288

*MSRP includes dealer prep and destination charge. Tax, title, license and optional equipment extra.
**1998 model pricing not available at time of printing.



Regal GS Sedan

Visit www.regal.com on the Web or call 1-800-4A-BUICK for more information. See LS Comparison on other side.



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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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