



THE TOTALLY NEW
1991 FOUR-DOOR REGAL...

NOW, AN AMERICAN SEDAN
THE WORLD WILL IMITATE.

BUICK

NOW, THERE'S SOPHISTICATION IN DRIVING A SEDAN THAT PERFORMS.

The totally new 1991 four-door Buick Regal lives up to its name. With noble comforts. With grand performance. With stately four-door convenience. This new Regal imparts its sophistication to those who drive it.

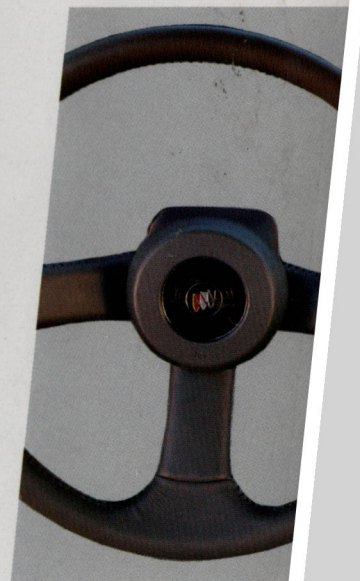
Available as the sleek Custom, the sumptuous Limited, and the Gran Sport, this well-bred Regal derives spirited power from a 3.1-litre V-6, or from the 3800 V-6 with tuned-port fuel injection, standard on Gran Sport and optional on other Regal models. A four-speed overdrive automatic transmission breeds exhilarating performance, and four-wheel independent suspension delivers a very civilized ride. Power steering contributes

to Regal's refined control, and power four-wheel disc brakes provide excellent stopping power.

A tilt steering wheel increases the convenience that 1991 four-door Regal delivers. An optional, easy-to-read digital speedometer and clustered analog gauges promote greater driving pleasure. It's all part of what makes Regal a masterful performer—a born leader on a highway crowded with followers.

■ **Sport steering wheel**, right, standard on Gran Sport, is leather-wrapped to enhance the feel a driver can enjoy in Regal Sedan.

Note: Aluminum wheels shown in this brochure will be available later in the model year. See your Buick dealer for current availability.



Buick Regal Gran Sport





Buick Regal Limited

NOW, YOU CAN TEST-DRIVE A WHOLE NEW CLASS OF AMERICAN SEDAN:

World Class. Get behind the wheel. For a world-class experience in fine motorcars. For an opportunity to understand what makes the 1991 four-door Regal so different. For a real surprise.

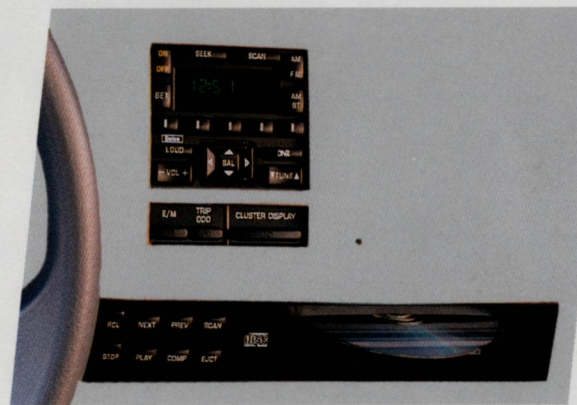
A surprise? Absolutely. Because Regal integrates a number of high-tech advancements so well that only the *benefits* of these features stand out. So Regal retains its traditional comfort and style, but mag-

nifies its sophistication and driving pleasure. In short, the 1991 four-door Buick Regal is a contradiction in terms—not only a technologically advanced creation, but a fashionable piece of automotive tradition.

Test-drive a motorcar with a history *and* a future. Test-drive the totally new 1991 four-door Regal, a whole new class of American sedan. From Buick. The New Symbol for Quality in America.



■ **ComforTemp** climate control, left, with dual temperature controls, is available to let you and your passenger select *individual* comfort settings for air conditioning or heating. ■ **Steering-wheel-mounted radio controls**, right, are available to let you find your favorite sounds without lifting a hand. ■ **Compact disc player with Concert Sound** is available along with the standard ETR® AM-FM stereo, far right, with seek and scan and digital clock, dual front speakers and dual extended-range rear speakers.



Test-drive the totally new 1991 four-door Regal.

Indulge yourself with a world-class experience in a totally new American sedan. Simply visit your nearby Buick dealer. Or, if you want to know the location of your nearby Buick dealer, call:

1-800-423-6787.

THE NEW SYMBOL FOR QUALITY IN AMERICA.



NOW, THERE'S COMFORT IN DRIVING A SEDAN THAT PERFORMS.

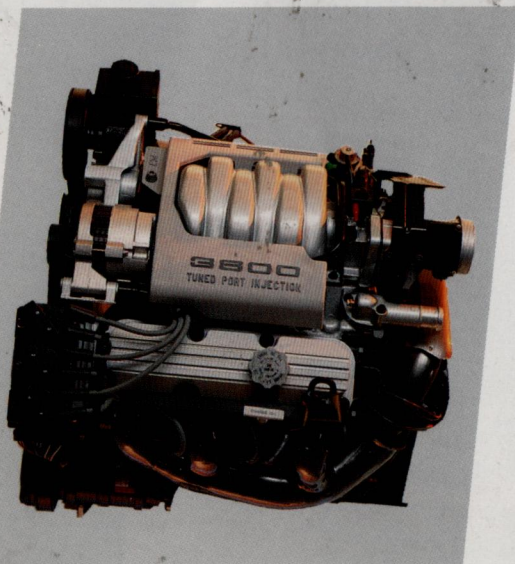


Buick Regal Custom

Performance features also foster comfort within the 1991 four-door Regal. For example, sport bucket seats—standard on Gran Sport—support the driver and front passenger in individual positions.

However, there's another, entirely different comfort associated with four-door Regal—the sense that Buick cares about the well-being of drivers and passengers. An automatic

front safety belt system buckles in the driver and front passenger as each door closes. Illuminated switches help to relieve fumbling at night. And the larger performance features—such as four-speed overdrive automatic transmission and four-wheel independent suspension with Buick DynaRide—help to control Regal. So there's comfort in driving a sedan that performs.



■ The available remote Keyless Entry System uses radio frequency to operate door and trunk locks. ■ The 3800 V-6 engine with tuned-port fuel injection at left, available on Regal Sedan, delivers smooth, effortless power. ■ Deflected-disc shock absorber, right, in DynaRide suspension system, utilizes valving that senses intensity of road irregularities and reacts accordingly, providing smoothness.



BUICK—THE HIGHEST RANKING AMERICAN CAR LINE IN THE VEHICLE DEPENDABILITY INDEX STUDY, CONDUCTED BY J.D. POWER AND ASSOCIATES.

Americans are busy people—too involved to have the time to analyze every product in the market. So they rely on independent, trusted surveys to perform these appraisals.

In automotive circles, the name of J.D. Power and Associates is well-known and well-respected. Results from the latest Vehicle Dependability

Index Study, a survey conducted by this notable organization, show that Buick ranks highest among American car companies, and 4th overall—an impressive accomplishment. This Study measures the dependability of 1985 model cars after four or five years of ownership.

NOW, THERE'S A FUNDAMENTAL IMPROVEMENT IN THE AMERICAN SEDAN: 1991 BUICK REGAL.

STANDARD FEATURES¹

Every four-door Regal features:

- 3.1-litre V-6 with multi-port fuel injection (MFI)
- Automatic transmission with overdrive
- Four-wheel power disc brakes
- Power steering
- DynaRide four-wheel independent suspension
- Soft-Ray tinted glass
- Tilt steering column
- ETR® AM-FM stereo radio
- Air conditioning
- Reclining 55/45 seat
- Stainless steel exhaust system
- Clearcoat paint with Plastisol protection

- Sun visors with slide-out extensions

Additional Limited features:

- Special reclining 55/45 front seat
- Plush carpeting
- Wide bright body-side moldings

Additional Gran Sport features:

- Cloth reclining front bucket seats and operating console with armrest
- Gran Touring suspension
- 16-inch aluminum wheels (4)
- P215/60R16 blackwall touring tires²
- Two-tone paint

OPTIONAL FEATURES¹

- 3800 V-6 engine
- Electronic Cruise Control
- Dual temperature controls
- Power windows
- Electronic door locks
- Electric trunk lock release
- Rear-window defogger
- Aluminum wheels
- Custom locking wire wheel-covers and 15" wheels
- Steering wheel with radio controls
- Electronic digital/graphic instrumentation
- Anti-lock brake system
- Compact disc player
- Remote Keyless Entry System

1. This is a partial list. See your dealer for details.
2. Use of tire chains with this tire may cause damage to your car.

IMPORTANT: A word about this brochure. We have tried to make this brochure as comprehensive and factual as possible. We reserve the right, however, to make changes at any time, without notice, in prices, colors, materials, equipment specifications, models and availability. Since some information may have been updated since the time of printing, please check with your Buick Dealer for complete details.

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BUICK



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Let's get it together...buckle up.