



SOMERSET

REGAL

BUICK 1985





SOMERSET REGAL

There has never been a Buick quite like the Somerset Regal, never one with such a pleasant blend of sport and luxury, in such a personal size, with such an avant-garde look. The Somerset fits into a very special niche in the Buick lineup between the slightly smaller Skylark and the slightly larger Century; and its purpose in life—your life—is to offer the performance of a European sport coupe skillfully blended with the uniquely Buick attributes of high luxury and comfort, plus a bulging list of standard features.

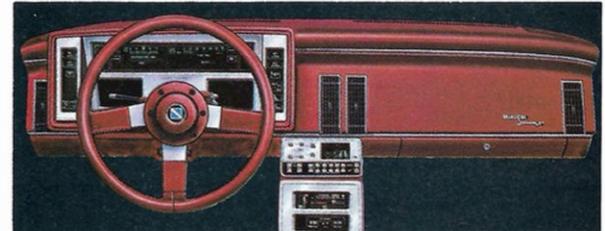
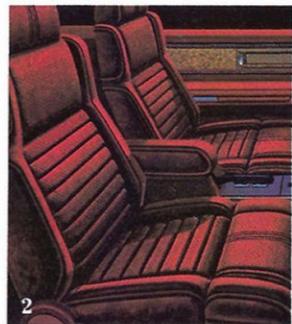
Aerodynamics played a big part in determining the Somerset's unique new look. The idea was to create a design that would slip quietly and smoothly through the air, but still have an elegance and grace that plainly said it was a Buick. Mission accomplished. In profile, the car has a dramatic wedge shape accentuated by a sloping, slice-the-air nose and raked-back windshield. Aggressive, for sure, but with the high, thin roof line, large quarter-window and vertical rear window, at the same time sophisticated and all Buick.

The Somerset Regal has body-colour bumpers and thin rocker moldings, and when shod with blackwall tires and available styled wheels, the emphasis is more on the car's sporty character. The top-of-the-line Limited, with chrome bumpers and body-colour side moldings, shifts the emphasis toward luxury. But no matter where you want the emphasis to be, the all-new Somerset Regal promises an exciting new driving experience.

1 Fitted with blackwall radials and alloy road wheels, the Somerset Regal puts the emphasis on sportiness and functionality. A 2.5 litre four-cylinder engine with five-speed manual transmission is standard on all Somerset Regals, with a multi-port fuel-injected 3.0 litre V-6 available.

2 The front-wheel-drive Somerset Regal—this is a view of the Limited—offers the handling and performance of a stylish sport coupe with the traditional Buick assets of luxury and comfort.

3 The Somerset Regal is an artful blending of a technology, sport and luxury; and as this view of the Limited Coupe shows, there is more than a touch of excitement in the blend. The top-of-the-line Limited puts the emphasis on luxury.



SOMERSET REGAL INTERIOR

A car says different things to different people, but one thing the Somerset Regal says to almost everybody is, "Drive me." True, every car says that, with a greater or lesser degree of enthusiasm. But when the Somerset Regal makes the invitation, it is an invitation to do more than just simply drive; more than get from point A to point B. It is an invitation to *experience* driving, to really get into the steering and braking and shifting. That is because from the very beginning of the Somerset Regal concept more than five years ago, there was the understanding that the car would be a driver's car in look, feel, performance and overall character. You have seen how that aspect of the concept was fulfilled in the aerodynamic style, the performance orientation of the engine/transmission teams and in the suspension. The concept was carried through with equal determination—and success—in the interior. Better to experience it yourself. But until you get that opportunity, here is what you can expect.

The Somerset Regal's seats are designed to provide a high level of comfort with support in the lumbar and thigh regions.

Passengers are also considered. The right front seat slides forward when the seatback is tipped forward, for easy entry to the rear seats. And rear seat heating and ventilation is aided by ducts that flow through the standard centre console.

Inside, everywhere you look, the new Somerset Regal is "user friendly." In all, it is one very nice place to rediscover the fun of driving.

Interiors

Somerset Regal Seat Styles	Somerset	
	Regal	Limited
1 Cloth/Vinyl Buckets	S	
2 Cloth Buckets		S
3 Leather/Vinyl Buckets	A	A

Left: The interior of the Somerset Regal—this is the Limited version—is as inviting as it is comfortable and efficient. The new-design bucket seats are especially supportive in the thigh and lumbar areas. Controls for the standard AM radio are atop the full-length console, which is also standard. All switches, controls and gauges have been located for quick, efficient operation.

We started with front-wheel drive, which is the most efficient way to package an engine and a transmission. The standard engine is a 2.5 litre, electronically fuel-injected four-cylinder with a five-speed manual transmission—a decidedly performance-minded pairing. There is also a specifically designed 3.0 litre V-6 with multi-port fuel injection that drives the front wheels through an available automatic transmission. The 3.0 with MFI also has C³I (computer controlled coil ignition) and a mass air-flow sensor.

But a sport coupe, even with the required looks and the necessary powerteams, would not be worthy of the name if it went bobbing and weaving over the highways and byways. None of that for the Somerset. Up front is a fully independent MacPherson strut front suspension; the rear is supported by a special trailing axle suspension. Springs and shock absorbers at each corner have been specially tuned for a firm, controlled ride.

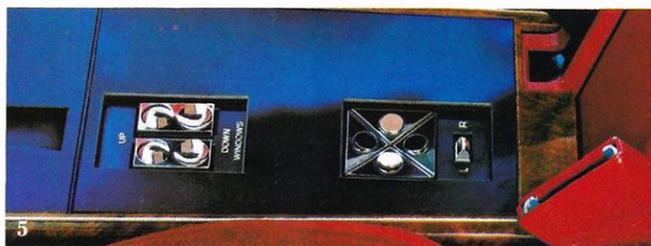
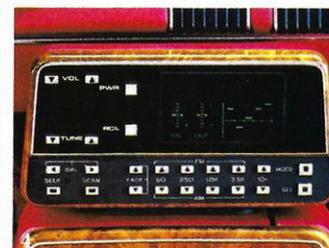
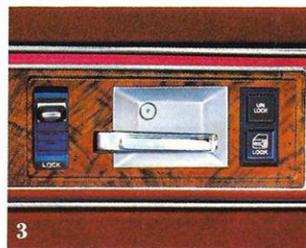
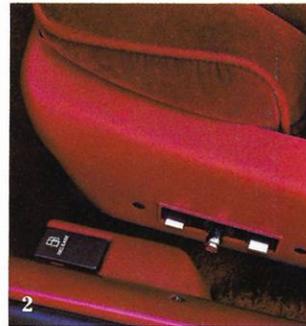
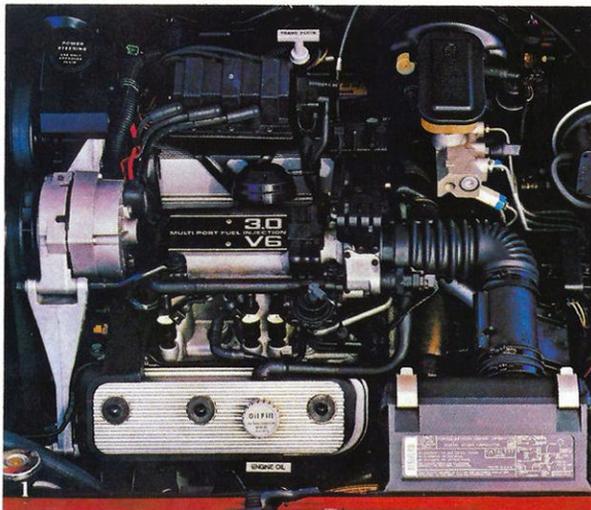
The Somerset can maneuver with a vengeance, thanks to the remarkable lateral stability the suspension design imparts. The car is as competent and sure-footed on those twisty bits of two-lane blacktop as it is quiet and comfortable on ribbons of highway.

Ergonomics is a scientific discipline that deals with the relationship between operators and their machines. It applies to giant stamping presses, to typewriters and to automobiles. It has to do with putting controls, gauges, switches and buttons where they can be reached and seen with the greatest efficiency. The science was most liberally applied in designing the Somerset's interior.

Control pods, containing the most frequently used functions, are located within finger-tip reach and feature low-travel switches. Easy-to-read electronic digital instrumentation is standard on all Somerset Regals, and it includes a slick bit of high technology called a Multi-Gauge which will give, at your command, readouts for voltage, oil pressure, engine temperature and, especially important in a car with a sporty outlook on life, engine rpm.

The controls for the radio are located on the top of the pod, away from the receiver.

Interior hardware in Limited models has a simulated woodgrain look that accentuates the car's luxury character; in the Somerset the trimwork uses brushed metal accents.



- 1 3.0 litre V-6 with multi-port fuel injection
- 2 6-way power seat
- 3 Electric door locks
- 4 Delco AM-FM stereo with graphic equalizer, cassette, clock
- 5 Console-mounted power window and mirror controls

1985 SOMERSET REGAL FACTS & FIGURES

Select the combination of "extras" that make your Buick uniquely yours from the long list of standard and available features, some of which are given below. Ask your dealer about group packages and the many other features not indicated below. Your dealer will also advise you of the availability of the various items on the model of your choice.

	Somerset Regal	Limited
Engines—2.5 litre 4-cyl.	S	S
3.0 litre V6	A	A
Transmissions—5-Speed Manual O.D.	S	S
Automatic	A	A
Brakes—Front Disc/Rear Drum	S	S
Power	S	S
Steering—Rack and Pinion	S	S
Power	S	S
Tires—185/80R x 13 Radial (Black)	S	S
(White)	A	A
205/70R x 13 Radial (Black)	A	A
(White)	A	A
(White Lettered)	A	A
Compact Spare Tire	S	S
Air Conditioning	A	A
Power—Trunk Release	A	A
Door Locks	A	A
6-Way Driver's Seat	A	A
Windows	A	A
Glass—Soft Ray Tinted	S	S
Mouldings—Rocker Panel	S	S
Belt Reveal	S	S
Bodyside	A	S
Roof Drip	S	S
Window Frames	S	S
Two-Tone Paint	A	A
Mirror—Black—LH Remote, RH Manual	S	S
LH & RH Electric Remote Control	A	A
Visor Vanity Mirror	A	A
Acoustic Insulation Package	S	S
Cigarette Lighter	S	S
Console	S	S
Radios—AM	S	S
AM/FM Stereo	A	A
AM/FM Stereo, Cassette	A	A
AM/FM Stereo, Cassette, Graphic Equalizer	A	A
Power Antenna	A	A
Wheels—Deluxe Covers	S	S
Aluminum Wheels	A	A
Reclining Bucket Seats	S	S
Electronic Instrument Cluster	S	S

	Somerset Regal Limited	
Engine Block Heater	A	A
Carrier, Deck Lid Luggage	A	A
Cruise Control	A	A
Defroster, Rear Window	S	S
Sunroof	A	A
Tilt Steering	A	A
Gran Touring Suspension	A	A
Controlled Cycle Wiper System	A	A
Bodyside Accent Stripes	A	A
Door-mounted Courtesy & Warning Lamps	—	A
Remote Control Fuel Filler Door	S	S
Locking Glove Tray	S	S
Headlamps-On Warning System	S	S

S-Standard A-Available (extra cost) --Not Available

DIMENSIONS	COUPE	
	mm	in
Wheelbase	2626	103.4
Overall Length	4572	180.0
Overall Width	1694	66.7
Height	1323	52.1
Tread—Front/Rear	1409/1402	55.5/55.2
Headroom—Front/Rear	957/937	37.7/36.9
Legroom—Front/Rear	1089/868	42.9/34.2
Shoulder Room—Front/Rear	1361/1407	53.6/55.4
Hiproom—Front/Rear	1318/1287	51.9/50.9
Usable Trunk Space	393.9 litres	13.9 cu. ft.
Fuel Tank Capacity	51.5 litres	11.3 gal.

A word about engines

These Buicks are equipped with GM-built engines produced by various divisions and affiliates of General Motors Corporation and GM of Canada.

Order Code	Displacement	Carb. bbl.	Cyl.	†V.I.N.	*Source	Transmission
L68	2.5 litre (151 CID)	EFI	4	U	(1)	5-Speed Man. Automatic
LN7	3.0 litre (181 CID)	MFI	V6	L	(2)	Automatic

*Produced by GM (1) Pontiac Division (2) Buick Division

†The V.I.N. (Vehicle Identification Number) Engine Code is the eighth entry (letter or numeral) from the left on the vehicle serial number plate. The vehicle serial number plate is located on the top portion of the driver's side of the instrument panel and can be viewed from the exterior of the car by looking through the windshield.

STANDARD FEATURES ON ALL BUICKS

SAFETY FEATURES

OCCUPANT PROTECTION • Manual lap/shoulder belts for driver and right front passenger (driver side includes visual and audible warning system). Manual lap belts at each rear seat position, (and centre front, when applicable) • Energy-absorbing steering column • Energy absorbing instrument panel • Energy absorbing tops, front seats • Laminated safety windshield glass and tempered safety side and rear window glass • Safety interlocking door latches • Passenger-guard inside door lock handles • Inertia-locking, folding front seat backs • Safety armrests • Safety strength seat attachments • Head restraints, driver and right front pass. (adjustable/integral) • Dual sun visors • Smooth contoured door and window regulator handles • Pressure lock radiator cap.

ACCIDENT AVOIDANCE • Side marker lights and reflectors • Parking lamps that illuminate with headlamps • Four-way hazard warning flasher • Backup lights • Directional signal control (and lane change feature) • Windshield defroster, washer and dual speed wipers • Inside rearview mirror with vinyl-bonded glass • Outside left rearview mirror • Brake system with dual master cylinder and warning light • Starter safety switch • Dual action hood latch system (except rear opening Electra) • Low glare finish on instrument panel top, inside windshield mouldings, wiper arms/blades, metallic steering wheel surfaces • Illuminated heater and defroster controls • Illuminated windshield wiper and washer controls (if on I/P) • Tires with built-in tread-wear indicators • Safety road wheel rims • Audible brake lining wear indicators, all disc brakes • Self-adjusting brake feature • Pressure relief fuel cap.

ANTI-THEFT • Audible reminder for ignition key removal • Anti-theft steering column lock • Visible vehicle identification number • Remote inside hood release • Anti-theft key system (separate key for ignition).

MODEL LINEUP

Somerset Regal—2-Door Coupe

Somerset Regal Limited—2-Door Coupe

A word about assembly, components, and optional equipment in these vehicles.

The vehicles described in this brochure are assembled at various Divisions of General Motors Corporation. These vehicles incorporate thousands of different components produced by General Motors of Canada Limited and related companies and their suppliers. From time to time during the manufacturing process, it may be necessary, in order to meet public demand for particular vehicles or equipment, or to meet federally mandated emission and safety requirements or fuel economy guidelines, or for other reasons, to produce vehicles with different components or differently sourced components than initially scheduled. All such components have been approved for use in our products by General Motors of Canada Limited or related companies and will provide the quality performance associated with our name.

Please note that certain optional equipment can be ordered only in conjunction with other optional equipment.

Also, upgrading from specified standard equipment may be necessary when certain optional equipment is ordered. Ask your sales representatives for details.

With respect to extra cost optional equipment, make certain you specify the type of equipment you desire on your vehicle when ordering it from your dealer. Some options may be unavailable when your car is built. Your dealer receives advice regarding current availability of options. You may ask the dealer for this information. GM also requests the dealer to advise you if an option you ordered is unavailable. We suggest you verify that your car includes the optional equipment you ordered or, if there are changes, that they are acceptable to you.

All illustrations and specifications contained in this catalogue are based on the latest product information available at time of publication approval. The right is reserved to make changes at any time, without notice, in prices, colours, materials, equipment, specifications and models, and to discontinue models. Some of the equipment shown or described throughout this catalogue is available at extra cost. Check with your dealer for complete information.

BUICK

Wouldn't you really rather have a Buick?

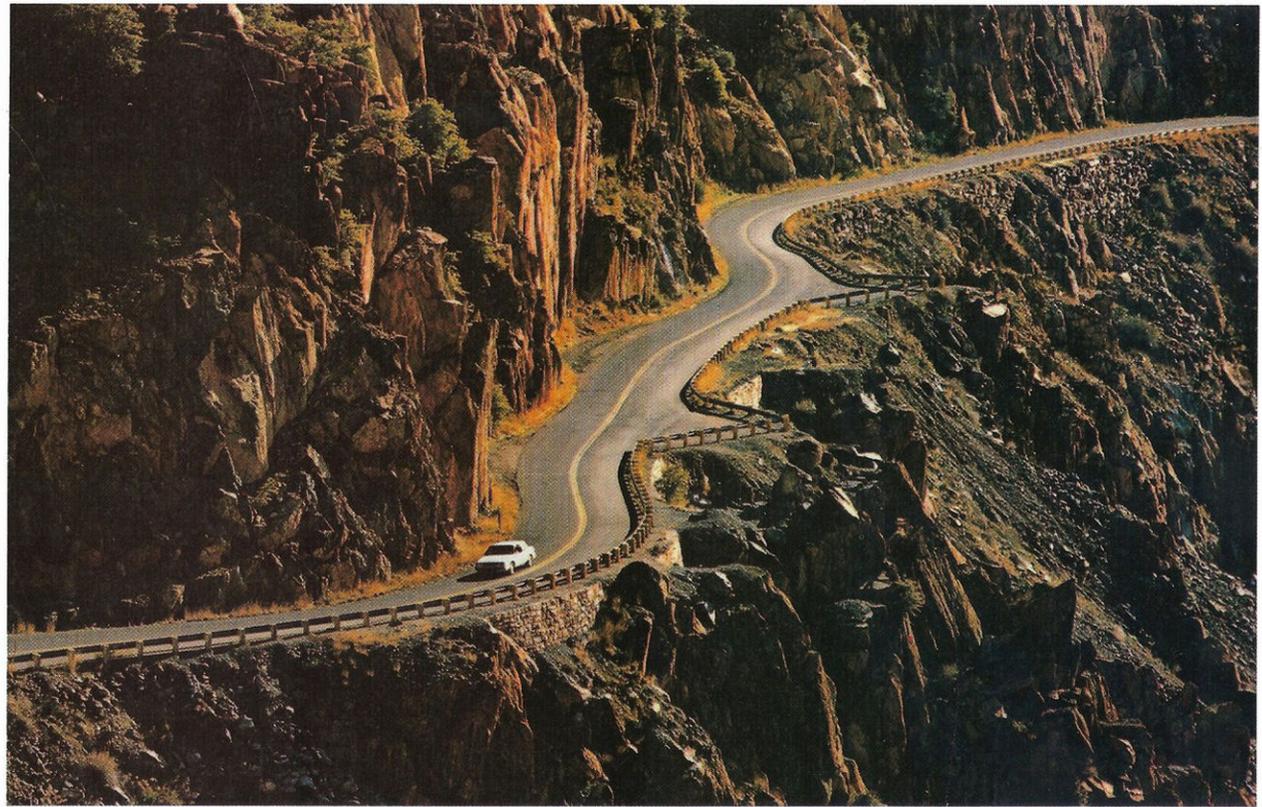
Printed in Canada GM-4614

An Introduction to the 1985 Buicks

For 81 years Buick has offered automobiles that have set high standards for quality, style and luxury. That is the Buick tradition. For 1985 that tradition continues in a lineup of automobiles that reflect our understanding of ever-changing North American tastes and needs, and our dedication to making every Buick worthy of the name.

Quality Construction—It is quality in the best Buick tradition, the result of selecting the finest materials and assembling them with craftsmanship and care. It is the product of a work force that has, in the face of intensified competition from every quarter, at home and abroad, rededicated itself to offering the finest Buicks ever. And it is the result of the application of the latest developments in technology, from engine control systems to robotic assembly processes.

Functional beauty—That's the key. An automobile must look good, but still it has a duty to perform. Good looks can't be allowed to get in the way. The most efficient shape for packaging people and their possessions is a box, but aerodynamically and aesthetically, that shape leaves something to be desired. At the other end of the scale, it is relatively easy to develop a shape that will slip through the wind, barely rippling roadside grasses, but only by paying a penalty in room for passengers and cargo space. The answer, of course, lies between those extremes. And that's what you are going to see in this book: the form, the functional art of Buick. We think you will agree with us when we say that for 1985, the Buick lineup presents an unsurpassed study in the philosophy of functional beauty.



COMMITMENT TO

Excellence

At General Motors, a lot of new thinking has gone into our products. New thinking aimed at completely satisfying you, the customer. Our designers and engineers are making history in aerodynamic design, computer aided technology, fuel efficiency and safety.

As further proof of our goal of totally satisfying you, at GM dealerships we are implementing a "Commitment to Excellence" Delivery Procedure.

The program includes: a thorough new-vehicle inspection by both the service technician and the salesperson; a full tank of fuel; plus a follow-up survey based on your impression of the delivery process.

With a commitment like that, you've got a lot of excellent reasons to "Look at GM Today". See your dealer for complete details.

FOR YOUR PROTECTION

New Vehicle Limited Warranty—This warranty covers any repairs needed during the basic coverage period due to defects in material or workmanship. Any required adjustments will also be made during the basic coverage period of 12 months or 20,000 kilometres, whichever comes first. The complete vehicle, except tires, is covered during this period.

Powertrain Coverage—This powertrain warranty covers gasoline engines and other powertrain components up to a total of 24 months or 40,000 kilometres, whichever comes first. This powertrain warranty also covers specific diesel engine components to 36 months or 80,000 kilometres, whichever comes first. All powertrain warranty repairs are subject to a \$100 deductible for each repair visit.

Corrosion (Rust-Through) Coverage—General Motors warrants for 1985 passenger cars, light duty trucks and vans that your General Motors dealer will repair or replace at no charge any body sheet metal panel found to have developed perforation (rust-through) due to corrosion. This warranty begins on the date the vehicle is first delivered or put in use and extends for 36 months, regardless of distance travelled by the vehicle.

Battery Coverage—If your battery should fail under normal service due to a defect in material or workmanship after the basic coverage period expires, but before the vehicle has been in use 36 months, it can be replaced on a pro rata adjustment basis for a new Delco battery. The pro rata adjustment price of the new battery will be based on the number of months the original battery was in use since the start of the new vehicle warranty. Contact a dealer handling your vehicle for further details on such adjustments.

Tires are warranted by the tire manufacturer.

Owner Assistance—The satisfaction and goodwill of owners are of primary concern to GM dealers and General Motors of Canada Limited. In the event a warranty or some other matter is not handled to your satisfaction, the following steps should be taken:

1. Discuss the problem with your dealership management.
2. Contact the General Motors Zone Office closest to you as listed in the Owner Assistance Section of your Warranty and Owner Assistance Booklet.
3. Contact the Customer Service Representative, General Motors of Canada Limited, Oshawa, Ontario.

Special Policy Adjustment Program Beyond the Warranty Period—General Motors is proud of the protection afforded by its warranty coverages. In order to achieve maximum customer satisfaction, there may be times when General Motors will establish a Special Policy Adjustment program to pay all or part of the cost of certain repairs beyond the terms of the warranty. Check with your General Motors dealer or the nearest G.M. Zone Office to determine whether any special policy adjustment program is applicable to your vehicle.



Protection Plan

Protection Plan—While there are many service contracts available on the market today, there is only one which gives you an agreement directly with General Motors. It is the one with the Protection Plan logo shown.

This logo on all Plan material assures you that the service contract you are buying is the GM Plan, the finest such program available to GM owners.

The GM Protection Plan provides optional added mechanical and electrical repair protection during and after the new vehicle limited warranties. Ask your General Motors dealer for details and information about the genuine GM Protection Plan.



**Official Supplier
to The 1986
World Exposition**

