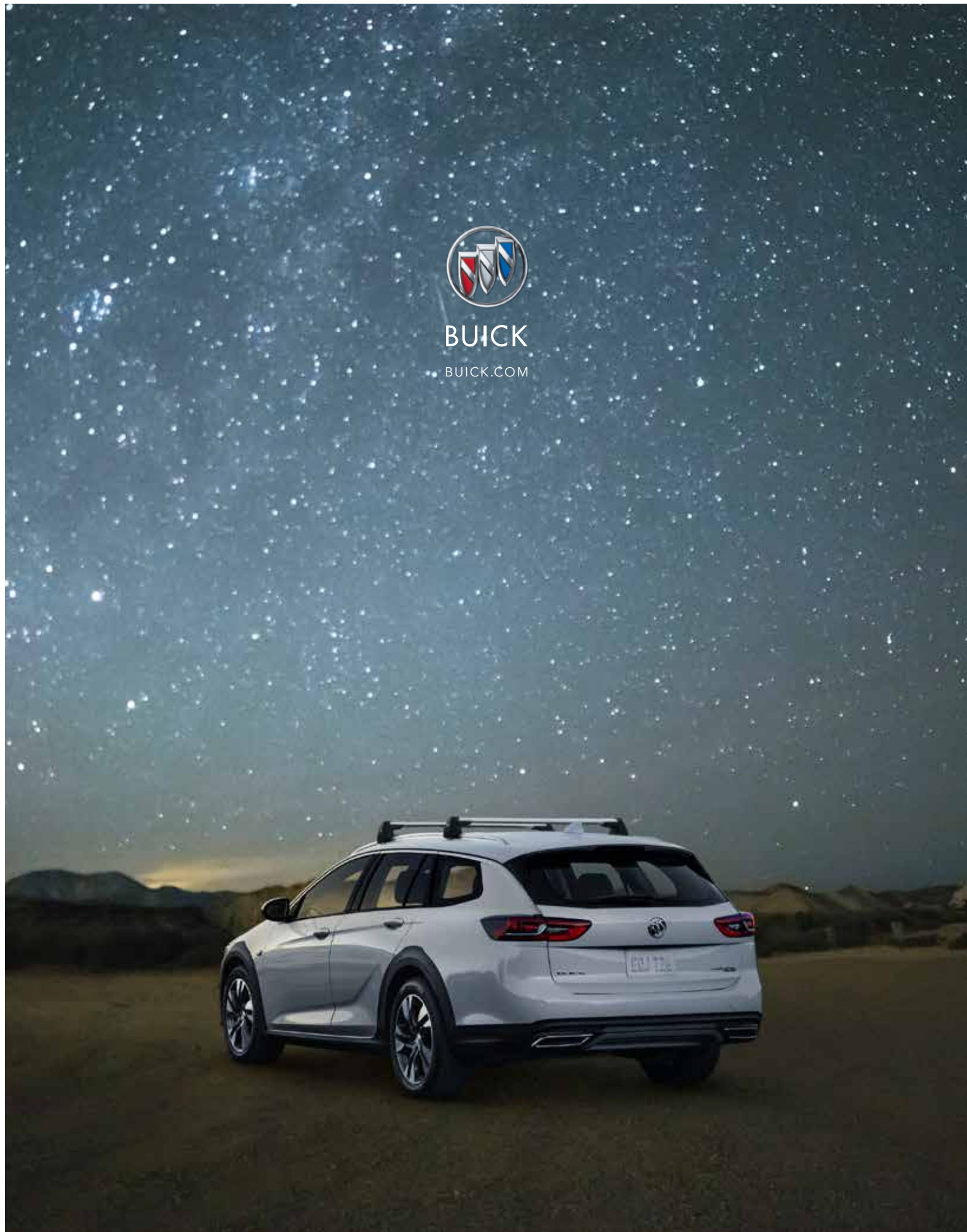




BUICK

BUICK.COM



FIRST-EVER 2018 BUICK REGAL

TOURX



FIRST-EVER REGAL TourX

READY FOR ADVENTURE

A Buick unlike any you've ever imagined, the first-ever TourX is boldly styled to redefine what capability can look like. With its turbocharged power and standard All-Wheel-Drive traction, TourX brings spirited performance and precise control to every drive. And integrated roof rails with available accessory crossbars let you attach accessory cargo systems to carry bikes, boards or kayaks. So TourX has what it takes to make the most of your plans—from spontaneous weekend getaways to extended cross-country vacations.



Regal TourX Essence shown in Summit White with available features and dealer-installed accessories.

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TOUR DE FORCE TourX combines rugged capability with a smooth demeanor. Thanks to its five-link rear suspension, you'll experience the smooth agility and excellent driving performance of a sport sedan. As you corner, the five-link design helps keep the rear wheels tracking precisely. So as the road gets twisty, TourX feels firmly planted on the pavement.

INTELLIGENT ALL-WHEEL DRIVE To help maximize traction, intelligent All-Wheel Drive with active twin clutch sends power to the wheel(s) with the most grip. It's not only for wet-weather situations. On dry roads, the performance and handling benefits include responsive cornering and acceleration. A five-link rear suspension balances agile handling with ride smoothness.

250-HORSEPOWER 2.0L TURBO TourX is powered by a turbocharged 4-cylinder engine that delivers a potent 250 horsepower through an electronically controlled 8-speed transmission. It's the perfect balance of power and efficiency¹ without compromise.

¹EPA-estimated mpg: 21 city/29 hwy.

ROAD READY TourX features distinctive exterior wheel moldings that are as purposeful as they are stylish. They provide a high- or low-contrast look to complement any TourX color. And standard 18-inch aluminum wheels are just the right size for adventure.

Regal TourX Essence interior shown in Shale with Ebony accents and available features.



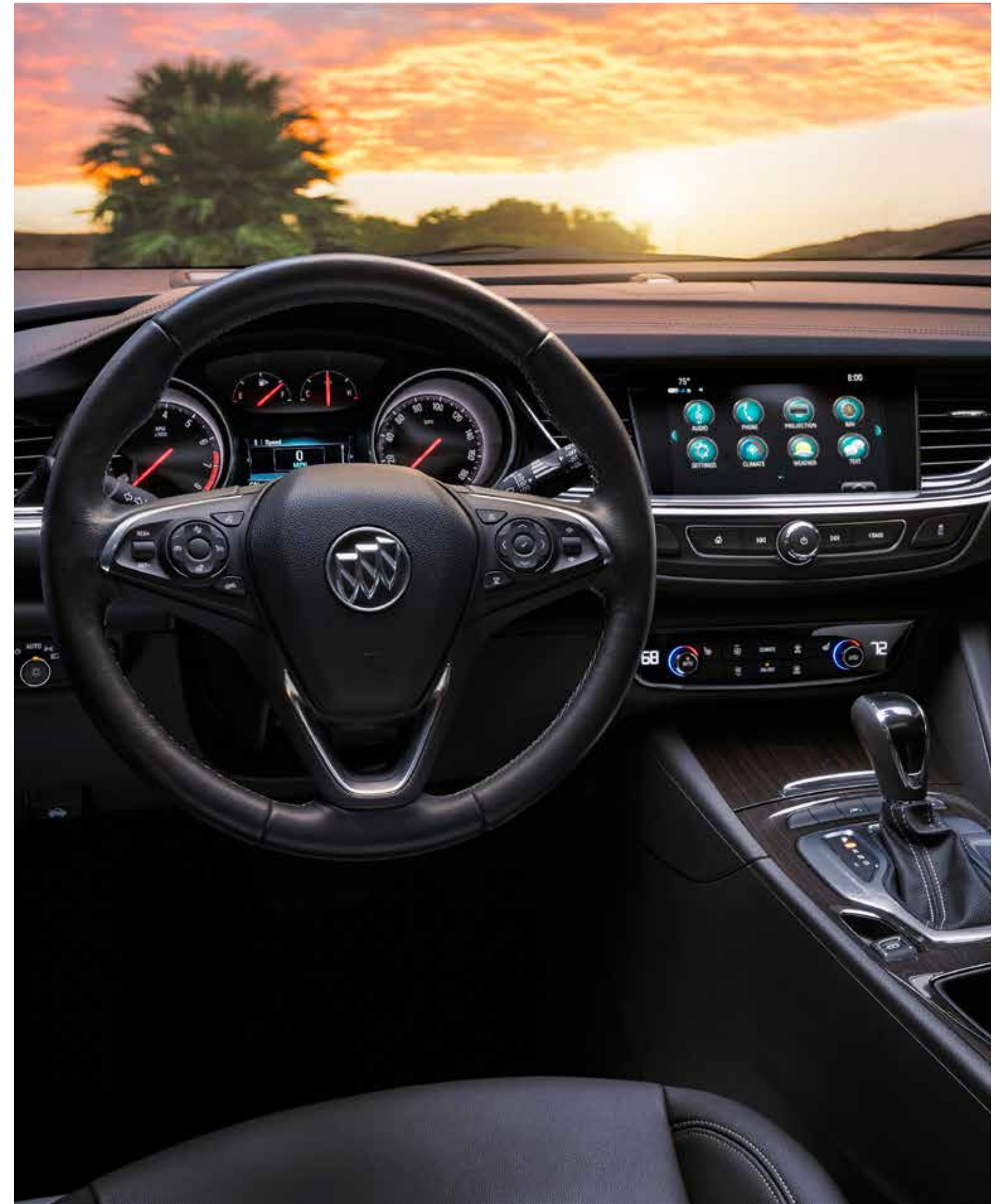
WELCOME TO THE GREAT INDOORS

The spacious interior of TourX puts you instantly at ease. Surround yourself in the refinement synonymous with the indoors as you head to the great outdoors.

HEATED STEERING WHEEL When you're headed out for an early hike on those cool mornings, you'll love the available heated steering wheel.

AMBIENT LIGHTING With available Moon White ambient lighting, the TourX cabin is illuminated to create a relaxing mood for you and your passengers.

DUAL-ZONE CLIMATE CONTROL To help personalize the climate for you and your front passenger, TourX is available with a dual-zone automatic climate control system. It allows the driver and front passenger to select separate temperature settings.



BLUR THE LINE BETWEEN HOME AND AWAY

Your home is where you live the good life. Shouldn't what you drive reflect that same level of refinement? TourX does, thanks to available features such as front seats that are heated as well as leather-appointed, and an available premium Bose® audio system.

PANORAMIC MOONROOF The available panoramic moonroof on TourX is so expansive, your passengers can try this on your next road trip: navigating by the stars.

VERSATILE CARGO SPACE In TourX, the standard 60/40 or available 40/20/40 split rear seating quickly reconfigures to allow for flexible combinations of gear and passengers.

BOSE PREMIUM AUDIO The soundtrack to your road trips will sound exceptional, thanks to the Bose premium audio system available in TourX.

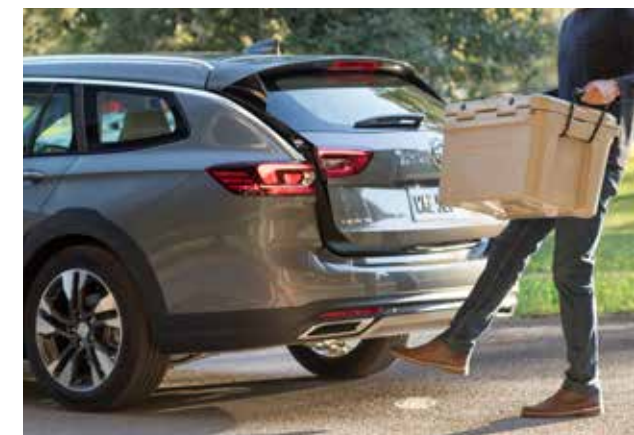
PREMIUM MATERIALS The TourX interior was designed to delight your senses with a high level of craftsmanship. There's the precisely sewn double stitching of its available leather-appointed seating. And premium soft-touch materials are found throughout the interior.

QUIETTUNING™ TECHNOLOGY Buick QuietTuning technology with Active Noise Cancellation helps reduce, block and absorb noise and enhances cabin quietness. The result is a welcoming haven for drivers and passengers alike.





VERSATILITY



HANDS-FREE POWER LIFTGATE

Hands full? No problem. TourX is available with a hands-free power liftgate. And with an LED projection of the Buick logo marking the spot, you'll know just where to kick your foot under the rear bumper to open or close the liftgate.



MADE IN THE SHADE When you want to conceal what you've stored in the cargo area of your TourX, this three-position shade provides perfect coverage. It can be set to two different heights to accommodate items of various sizes.



STANDARD ROOF RAILS WITH AVAILABLE ACCESSORY CROSSBARS

TourX comes standard with integrated aluminum roof rails. Accessory cargo systems attach to the available accessory crossbars. Together, they make carrying things such as bikes, boards, kayaks or cargo boxes easy.



THE RIGHT ACCESSORIES A wide selection of dealer-installed accessories is available to add custom-tailored functionality and style to TourX. Shown is the cargo-area liner.



HIKE. BIKE. CAMP. SKI.

There are 52 weekends a year. Since no two are exactly alike, TourX comes with standard 60/40 or available 40/20/40 split rear seating (shown), so you can quickly reconfigure combinations of passenger seating and cargo capacities. The versatile interior creates up to 73.5 cubic feet of cargo area behind the front row,¹ giving TourX more cargo room than the Audi allroad, BMW 3 Series Sports Wagon and Volvo V60/Cross Country.

¹Cargo and load capacity limited by weight and distribution.



WIRELESS CHARGING¹ Convenient available wireless mobile device charging keeps your smartphone powered up while on the go. Simply place your compatible smartphone inside the slot in the armrest—no need for chargers or cables. For added convenience, there is a USB port² integrated into the center console.

BUILT-IN WI-FI® HOTSPOT³ Now your passengers can stream their favorite movies, music and more at 4G LTE speed. With the available Wi-Fi hotspot,³ you have a fast, reliable connection for up to seven devices at once, up to 50 feet away from your TourX.



SMARTPHONE INTEGRATION An available 8-inch diagonal color touch-screen with Android Auto™ and Apple CarPlay™ compatibility⁴ makes it simple to use your compatible smartphone in the car. And via SHOP, you can download select in-vehicle apps on the touch-screen.

REAR VISION CAMERA The Rear Vision Camera and available Rear Cross Traffic Alert work together to visually alert you to any approaching cross traffic within 65 feet of your vehicle when in Reverse.

HEADLAMP AUTO LEVEL As you add cargo loads to TourX, or drive up and down hilly roads, the available advanced LED headlamps activate an auto-leveling technology that maintains a projection level with the road.



CORNERING LIGHTING At low speeds, when your turn signal is activated or you're steering through a corner, the available cornering lamps turn on additional LED lighting to help visibility.

¹The system wirelessly charges one PMA- or Qi-compatible mobile device. Some devices require an adapter or back cover. To check for phone or other device compatibility, visit my.buick.com/learn for details. ²Not compatible with all devices. ³Requires a compatible mobile device, active OnStar service and data plan. 4G LTE service is available in select markets. Visit onstar.com for coverage map, details and system limitations. Data plan provided by AT&T.® ⁴Vehicle user interfaces are products of Apple® and Google™ and their terms and privacy statements apply. Requires compatible smartphone and data plan rates apply. Requires the Android Auto app on Google Play and an Android-compatible smartphone running Android™ 5.0 Lollipop or higher. Android, Android Auto, Google Play, YouTube and other marks are trademarks of Google Inc.



EXPLORE WITH CONFIDENCE

TourX offers a comprehensive suite of available advanced safety features.

LANE CHANGE ALERT WITH SIDE BLIND ZONE ALERT Provides side-mirror alerts to help you avoid crashing into a moving vehicle detected in your side blind spot (or zone) or a vehicle that is rapidly approaching your side blind spot during a lane-change maneuver.

REAR CROSS TRAFFIC ALERT When in Reverse, provides alerts to help you avoid crashing into approaching detected left or right cross traffic (e.g., out of a crowded parking space or driveway with side obstructions).

REAR PARK ASSIST When driving in Reverse at less than 5 mph, provides distance-to-object alerts to help you park and avoid crashing into nearby detected objects directly behind the vehicle during low-speed maneuvering.

ADAPTIVE CRUISE CONTROL WITH FORWARD AUTOMATIC BRAKING Adaptive Cruise Control uses a radar-based system and Forward Automatic Braking to allow the vehicle to automatically follow a detected vehicle at your selected following gap while you steer.

LANE KEEP ASSIST WITH LANE DEPARTURE WARNING Provides gentle steering wheel turns (and Lane Departure Warning alerts, if necessary) to help you avoid crashes due to unintentionally drifting out of your lane when you are not actively steering and your turn signal is not activated.

FORWARD COLLISION ALERT If the system detects that a front-end collision situation is imminent while following a detected vehicle, the system alerts you to a potential crash. It also alerts you if you are following a detected vehicle much too closely.

FRONT PEDESTRIAN BRAKING If the system detects that a pedestrian is directly ahead and a collision is imminent, and you have not applied the brakes, the system alerts you and, if necessary, automatically applies the brakes to help reduce the collision's severity or avoid the collision.

PEDESTRIAN PROTECTION SYSTEM Also known as an "active hood," this safety feature is designed to help reduce injury to pedestrians in the event of a frontal impact within the 16- to 30-mph speed range. When a pedestrian is detected during a frontal impact, the system is designed to lift the rear part of the hood to create more clearance between the hood and the engine compartment.

These safety features are no substitute for the driver's responsibility to operate the vehicle in a safe manner. The driver should remain attentive to traffic, surroundings and road conditions at all times. Read the vehicle Owner's Manual for important feature limitations and information.



Regal TourX Essence shown in White Frost Tricoat with available features and dealer-installed accessories.

ONSTAR



As you travel with the ones you care about most, OnStar^{®1} is with you to empower every moment. With a paid OnStar service plan, you can have a 24/7 lifeline to Advisors, ready to help if you’ve been in a crash, your car’s been stolen, you’re lost or you need Roadside Assistance.²

EMERGENCY HELP WHEN IT MATTERS MOST Using built-in sensors, Automatic Crash Response³ can connect you to an OnStar Advisor immediately after a crash to help get you the care you need, even if you can’t ask for it. Using Injury Severity Prediction technology, specially trained Advisors can notify first responders about the likelihood of serious injury so they can provide help right away. You can feel confident knowing you have a team, 24/7, to get you the assistance you need.

SECURITY YOU CAN COUNT ON If your vehicle is stolen, you can be assured OnStar Advisors are ready to take action. Once you report your vehicle as stolen, they can pinpoint its location, work with the police to quickly recover it, slow the vehicle if conditions are safe and even prevent it from restarting.⁴ And with Theft Alarm Notification,⁵ if your vehicle alarm sounds, we’ll let you know via text, email and/or a phone call. One simple call puts a team into action to help recover your vehicle quickly and safely.

¹Visit onstar.com for coverage map, details and system limitations. Services vary by model. ²Roadside service provided by Allstate Roadside Services. ³Visit onstar.com for vehicle availability. OnStar acts as a link to existing emergency service providers. Not all vehicles may transmit all crash data. ⁴Services vary by model and conditions. ⁵Theft Alarm Notification features vary by vehicle. Requires factory-installed theft-deterrent system; Security or Guidance Plan or Stolen Vehicle Assistance Plan Add-On; and selection of notification communication preference(s). Vehicles must be locked electronically to arm the factory-installed theft-deterrent system. Messaging and data rates may apply.



Regal TourX Essence shown in Smoked Pearl Metallic with available features.

SPECIFICATIONS

FEATURES			
● STANDARD ● AVAILABLE — NOT AVAILABLE	TourX (1SV)	PREFERRED	ESSENCE
ENGINE WITH STOP/START TECHNOLOGY	2.0L Turbo	2.0L Turbo	2.0L Turbo
INTELLIGENT AWD WITH ACTIVE TWIN CLUTCH	●	●	●
18" ALUMINUM WHEELS	●	●	●
BLUETOOTH® TECHNOLOGY¹	●	●	●
ANTI-LOCK BRAKES WITH BRAKE ASSIST	●	●	●
HALOGEN HEADLAMPS WITH LED DAYTIME RUNNING LAMPS	●	●	●
INTERMITTENT FRONT (VARIABLE) AND REAR WIPERS	●	●	●
KEYLESS OPEN/KEYLESS PUSH-BUTTON START	●	●	●
QUIETTUNING™ TECHNOLOGY	●	●	●
REAR VISION CAMERA	●	●	●
STABILITRAK AND TRACTION CONTROL	●	●	●
THEFT-DETERRENT SYSTEM	●	●	●
FOG LAMPS	●	●	●
4G LTE WITH WI-FI® HOTSPOT²	○	○	○
AUTO-DIMMING INSIDE REARVIEW MIRROR	—	●	●
LEATHER-WRAPPED STEERING WHEEL WITH INTEGRATED AUDIO CONTROLS	—	●	●
8-WAY POWER DRIVER SEAT WITH 2-WAY POWER LUMBAR	—	●	●
REMOTE START	—	○³	●
COLOR DRIVER INFORMATION CENTER	—	○³	●
SIRIUSXM RADIO⁴ 3-MONTH TRIAL	—	○³	●
PANORAMIC MOONROOF	—	○	○
8-WAY POWER PASSENGER SEAT WITH 2-WAY LUMBAR AND SEAT MAP POCKET	—	—	●
HEATED LEATHER-APPOINTED FRONT SEATS	—	—	●
HEATED LEATHER-WRAPPED STEERING WHEEL WITH INTEGRATED AUDIO CONTROLS	—	—	●
HANDS-FREE POWER LIFTGATE	—	—	●
DUAL-ZONE AUTOMATIC CLIMATE CONTROL	—	—	●
BUICK INFOTAINMENT SYSTEM⁵ WITH 8" DIAGONAL COLOR TOUCH-SCREEN	—	—	●
MOON WHITE AMBIENT INTERIOR LIGHTING	—	—	●
CARGO COMPARTMENT ACCESSORY OUTLET	—	—	●
ELECTRONIC RELEASE SWITCHES FOR REAR SEAT RELEASE	—	—	●

SPECIFICATIONS

PACKAGES			
● STANDARD ● AVAILABLE — NOT AVAILABLE	TourX (1SV)	PREFERRED	ESSENCE
SIGHTS AND SOUNDS PACKAGE - Navigation⁶ - Bose® 8-speaker premium audio - HD Radio - Remote start (Preferred) - SiriusXM Radio⁴ 3-month trial (Preferred) - Color Driver Information Center (Preferred)	—	○	○
DRIVER CONFIDENCE PACKAGE I (PREFERRED) - LED headlamps with auto leveling - Cornering lamps - Rear Park Assist - Rear Cross Traffic Alert - Lane Change Alert with Side Blind Zone Alert	—	○	—
DRIVER CONFIDENCE PACKAGE I (ESSENCE) Includes Driver Confidence Package I (Preferred) plus: - Memory Package - Front 4-way power lumbar seat adjuster - Heated outside power-adjustable mirrors with driver-side auto-dimming feature - Wireless charging⁷	—	—	○
DRIVER CONFIDENCE PACKAGE II Includes all features in Driver Confidence Package I (Essence) plus: - Forward Collision Alert - Following Distance Indicator - Lane Keep Assist with Lane Departure Warning - Forward Automatic Braking - Adaptive Cruise Control - Front Pedestrian Braking	—	—	○

SPECIFICATIONS			
DIMENSIONS (INCHES)		CAPACITIES	
Wheelbase	111.4	Engine Type	2.0L 4-cylinder Turbo SIDI with VVT
Overall length	196.4	Horsepower	250 hp @ 5400 rpm
Body width	73.1	Torque	295 lb-ft @ 3000-4000 rpm
Overall height	59.1	EPA-estimated mpg	21 city/29 hwy
Track width, front/rear	62.8/63.0	Fuel Tank (approx.)	16.3 gallons
Head room, first/second row	38.8/39.0	Cargo Volume ⁸	Behind first-row seats with second row folded: 73.5 cu. ft. With second row up: 32.7 cu. ft.
Shoulder room, first/second row	56.9/55.4		
Hip room, first/second row	55.2/54.1		
Leg room, first/second row	42.1/36.9		

¹Go to my.buick.com/learn to find out which phones are compatible with the vehicle. ²Requires a compatible mobile device, active OnStar service and data plan. 4G LTE service available in select markets. Visit onstar.com for coverage map, details and system limitations. Data plan provided by AT&T.® ³Included in Sights and Sounds Package on Preferred. ⁴If you decide to continue service after your trial, the subscription plan you choose will automatically renew thereafter and you will be charged according to your chosen payment method at then-current rates. Fees and taxes apply. To cancel, you must call SiriusXM at 1-866-635-2349. See SiriusXM Customer Agreement for complete terms at siriusxm.com. All fees and programming subject to change. For more information about NavTraffic, visit siriusxm.com/navtraffic. For more information about Travel Link, visit siriusxm.com/travellink. Sirius, XM, SiriusXM and all related marks and logos are trademarks of SiriusXM Radio, Inc. ⁵Full functionality requires compatible Bluetooth and smartphone. Some devices require USB compatibility. Data plan rates apply. ⁶Map coverage available in the United States, Puerto Rico and Canada. ⁷The system wirelessly charges one PMA- or Qi-compatible mobile device. Some devices require an adapter or back cover. To check for phone or other device compatibility, visit my.buick.com/learn for details. ⁸Cargo and load capacity limited by weight and distribution.

EXTERIOR COLORS



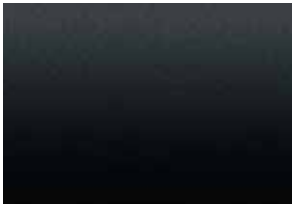
Rioja Red Metallic^{1,2}



Dark Moon Blue Metallic^{1,2}



Summit White



Ebony Twilight Metallic¹



Sport Red²



White Frost Tricoat^{1,2}



Quicksilver Metallic¹



Smoked Pearl Metallic^{1,2}

¹Additional charge, premium paint.
²Not available on TourX (1SV).

INTERIOR COLORS



Ebony Cloth or
Leather-Appointed



Shale Cloth or
Leather-Appointed

Ebony accents included with all interior colors.

WHEEL



18" Aluminum
TourX (1SV), Preferred
and Essence

ACCESSORIES



Roof Rack Crossbars
Need to carry bikes, boards, kayaks or cargo boxes? It's easy, thanks to the accessory cargo systems you can attach to the available accessory crossbars.



All-Weather Floor Mats
The precise fit of these all-weather floor mats helps protect the carpet in your TourX from mud, snow and sand.



Keyless-Entry Keypad
With its keyless-open feature, you can open the doors to TourX with the touch of a button. And with its push-button start, you can leave the keys to your TourX in your pocket or purse.



Cargo-Area Liner
Keep the carpet in your cargo area clean with this accessory all-weather cargo mat.



IMPORTANT WORDS

Since some information may have been updated since the time of printing, please check with your Buick dealer for complete details. Buick 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.

NEW-VEHICLE LIMITED WARRANTY This warranty is for GM vehicles registered in the USA. See your Buick dealer for terms and conditions.

4 years/50,000 miles (whichever comes first): Bumper-to-Bumper Limited Warranty. The entire vehicle is warranted for repairs, including parts and labor, to correct defects in materials or workmanship. The warranty covers towing to the nearest Buick dealership, and there is no deductible for warranty repairs during the warranty period. The warranty transfers automatically with vehicle ownership during the warranty period.

6 years/70,000 miles (whichever comes first): Transferable Powertrain Limited Warranty plus Roadside Assistance and Courtesy Transportation.

6 years/100,000 miles (whichever comes first): Body and sheet metal components are warranted against rust-through corrosion.

EXPERIENCE BUICK PROTECTION Every 2018 Buick model includes a maintenance program that covers the first two visits of oil and filter changes, tire rotations and 27-point inspections for up to 2 years or 24,000 miles, whichever comes first (does not include air filters). The program is fully transferable to subsequent owners. See participating dealer for other restrictions and complete details.

AN IMPORTANT NOTE ABOUT ALTERATIONS AND WARRANTIES Installations or alterations to the original equipment vehicle (or chassis) as distributed by General Motors are not covered by the General Motors New-Vehicle Limited Warranty. The special body company, assembler, equipment installer or upfitter is solely responsible for warranties on the body or equipment and any alterations (or any effect of the alterations) to any of the parts, components, systems or assemblies installed by GM. General Motors is not responsible for the safety or quality of design features, materials or workmanship of any alterations by such suppliers.

ASSEMBLY Buick vehicles and their components are assembled or produced by different operating units of General Motors, its subsidiaries or suppliers to GM worldwide. We sometimes find it necessary to produce Buick vehicles with different or differently

sourced components than originally scheduled. Since some options may be unavailable when your vehicle is assembled, we suggest that you verify that your vehicle includes the equipment you ordered or, if there are changes, that they are acceptable to you.

ENGINES Buick products are equipped with engines produced by GM Powertrain or other suppliers to GM worldwide. The engines in Buick products may also be used in other GM makes and models.

TRAILERING AND OFF-ROAD DRIVING INFORMATION Please go to buick.com and carefully review the vehicle Owner's Manual for important safety information about trailering or off-road driving in your vehicle.

A NOTE ON CHILD SAFETY Always use safety belts and the correct child restraint for your child's age and size, even with air bags. Even in vehicles equipped with the Passenger Sensing System, children are safer when properly secured in a rear seat in the appropriate infant, child or booster seat. Never place a rear-facing infant restraint in the front seat of any vehicle equipped with an active frontal air bag. See your vehicle Owner's Manual and child safety seat instructions for more safety information.

FLEET ORDERS Some standard content may be deleted with fleet orders. See dealer for details.

TAKE OWNERSHIP TO THE NEXT LEVEL Create an Owner Center account to gain unrestricted access to everything you need to get the most out of your new vehicle. Receive alerts and service offers, schedule service, view vehicle-specific how-to videos and check service records. All online, anytime. Go to my.buick.com to take a tour or register your Buick today.

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To learn more about why Certified Service is the perfect companion for your Regal TourX, visit mycertifiedservice.com.