

THURSDAY,
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Wheels.ca

Buick's Regal a proficient package

By **ROB BEINTEMA**
*Metroland Media Group
Carguide Magazine*

Let's say you want to add a European-style sport sedan to your North American lineup.

No sweat. Just go to Europe and get one, right?

That's pretty well what Buick did when they adapted the Opel Insignia for sales in Canada and the U.S. as the new 2011 Regal.

Actually, I'm not sure if I should make that "adapted" or "adopted" because, basically, all GM did was change the badgework and substitute a minimal amount of Buick styling cues, the Buick signature waterfall grille being the most obvious addition to the car.

For the most part, GM designers were smart enough to leave the car alone—no suspension softening, no "sweep spear" styling body changes and no archaic, Second World War-inspired "portholes", thank you very much.

In the old days, North American engineers would have been sorely tempted to tamper with the taut Euro-performance parameters, "dumbing them down" in order to placate a passing generation with the old fart float-boats they were accustomed to.

But Buick is on the hunt for a new generation of customers, the boomers and beyond who were raised on imports, who have little in the way of brand allegiances and who are maturing into a marketplace with ever-increasing demands of poise and performance.

The award-winning Opel Insignia seems like a pretty good place to start that transformation.

See **REGAL**, pg. 3



The 2011 Buick Regal CXL Turbo, the latest turbocharged addition to the lineup, bolsters the Regal refinement and boosts

engine power to 228 hp. The engine grunts forth with nice level of bottom end launch, surging up to speed quickly.

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