

# AWD Proving Popular with Regal Buyers

While it seems like winter will never end, it will – and the technologies that help in winter driving can also help a car's performance in the summer, said Buick spokesperson Katie Bjork.

Along with the technology, safety, and styling enhancements offered on the redesigned Buick Regal and Regal GS, said Bjork, is the newly available advanced all-wheel drive.

While those in the snowbelt, and perhaps many further south this winter, associate all-wheel-drive vehicles with wintry weather, the Regal's on-demand automatic AWD system is designed to help provide better control in all weather and road conditions, including dry surfaces, Bjork said.

"There are parts of the country where there are four seasons," Bjork said. "The Regal's on-demand AWD system provides GM with the opportunity to enter the AWD marketplace. It's very popular in the Northeast and North-central parts of the country.

"And the AWD technology with the Regal is proving popular with our customers. About 19 percent of all our Regal orders since the vehicle was launched last October include the AWD system."

Bjork said GM's research shows that nearly 40 percent of sedan buyers have expressed an interest in cars with AWD. And, when the weather is nice and the roads are clear, AWD technology helps drivers take corners better, Bjork said. Many crossover drivers also like AWD technology with their vehicles, as well.

"AWD technology has been a popular feature in the luxury marketplace," Bjork said. "And that's where Buick competes. Offering it with the Regal just makes sense."

Buick also offers an AWD system on the LaCrosse, Bjork said. It's very similar to what's used with the Regal but the technology must be calibrated to match the unique characteristics of the individual models.

The Regal is the fourth Buick in the current lineup to offer AWD, alongside Enclave, Encore, and, of course, the LaCrosse.

Using a system that can distribute power both front to rear and side to side, the Regal is able to shift torque to the wheels based on vehicle data and driver input, Bjork said.

When trekking through snow and icy conditions, better control

is achieved through improved traction and stability with drive to all four wheels.

The same ideas are applied during spirited driving and even emergency maneuvers on dry or wet pavement.

With the ability to transfer power to the rear, the Regal AWD is not depending on the front wheels to do it all.

This, combined with HiPer Strut front suspension, said Bjork, results in enhanced control from less torque steer and understeer when the driver needs traction the most, such as exiting a corner.

"With power going to all four wheels and the ability to transfer power to the wheel with the most grip, we've helped enable the driver to have maximum control on all surfaces," said James Walter, Regal AWD engineer.

"This system is constantly monitoring several inputs and anticipating action. It can be very beneficial in keeping the rear of the car balanced during an emergency maneuver."

At launch in a straight line, the core of the AWD system splits the torque approximately 50/50 between the front and rear wheels, said Walter. The system is constantly calculating and redistributing the torque.

In the Regal GS, he said, selecting the Sport or GS Interactive Drive Control modes heightens the AWD system sensitivity and shift up to 15 percent more torque to the rear wheels for improved traction and stability during performance driving.

An active Haldex module directs drive to the rear wheels, Walter said. This system uses an electronic limited slip differ-



2014 Buick Regal

tial, or eLSD, which can rapidly shift torque between the two rear wheels to make the most of vehicle stability and cornering capability.

A more neutral balance, less torque steer and understeer for maximum grip results in optimal acceleration, cornering and handling during performance driving in the Regal GS AWD, said Walter. "It's too early to say if the pop-

ularity of AWD with the Regal is due to the winter we've been having," Bjork said. "We have no other winter buying seasons to compare our Regal sales figures with."

AWD is available on all 2014 Regal models equipped with the new 2.0L Turbo engine that produces a refined 259 horsepower and 295 lb.-ft. of torque, Bjork said.

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"In today's automotive climate, the automotive community is increasingly called upon to think strategically and form unique relationships that expand the reach of the industry into a new era of collaboration," said SAE spokesperson Shawn Adreassi. "Product development and innovation have evolved significantly over decades of success and challenge, as the information technology age continues to shape the products we provide.

"The SAE 2014 World Congress assembles the best talent in the automotive industry: experts, management teams, engineers, and executives alike gather to collaborate and address these current challenges, celebrate evolution and achievement over the last 100 years, and promote the multitude of opportunities fundamental for a successful future."

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