

1986
Oldsmobile



*There is a special feel in
a Delta 88 Royale, Ninety-Eight
Regency and Custom Cruiser.*



Special Feel



*There is a special feel
in a Delta 88 Royale,
Ninety-Eight Regency
and Custom Cruiser.*

*Feelings, very special feelings, are yours to enjoy
in every new 1986 Oldsmobile. Here, we invite
you to discover the feeling of pride and satisfac-
tion that's yours every time you take the wheel.
The feeling of excitement every time you move
along a turnpike. The feeling of solid depend-
ability every time you turn the key.*

*Oldsmobile specializes in creating feelings that
delight the mind and please the spirit.*

*Now you are invited to discover them for
yourself in the totally new Delta 88 Royale, the
family car that didn't forget the family.*

*The elegant Ninety-Eight Regency, the perfect
marriage of logic and luxury.*

*The big, roomy Custom Cruiser that carries
cargo like a van and people like an Oldsmobile.*

*For 1986, Delta 88 Royale and Ninety-Eight
Regency will offer three ride systems. The smooth
boulevard ride of Level I (standard). The firm
ride and handling of Level II (F-41). The true sport
suspension of Level III (PE3).*

*Feelings. Oldsmobile offers you many ways to
experience them. Now we invite you to find
the Olds that feels right to you.*



Delta 88 Royale



Brougham Sedan.

Smile! The family car is in great shape in 1986. And so are you.

To improve a car as overwhelmingly popular as the Delta 88 Royale Brougham Sedan was a challenge.

Take the styling. We changed it in 1986, but only after we made certain it was sleeker, more attractive, more aerodynamic.

Take interior room. Delta 88 owners insisted on plenty of headroom, hiproom and legroom. For six. So we kept roominess in mind. Delta 88 owners like a smooth ride and easy handling. So we took ride and handling and built them around the advantages of

front-wheel drive, rack-and-pinion steering and four-wheel independent suspension. We even made automatic electronic load levelers available.

And so it went.

Improved lumbar and lateral support for the full four-seats. Improved corrosion resistance. Improved acoustics. Even an improved exterior finish with our best multi-coat high-gloss enamel paint.

These are improvements we can all smile about.



Delta 88 Royale

Brougham.
Welcome to your
new "family room."

Step into the wall-to-wall plushness of the deep, cut-pile carpeting. Slip into the elegance of the rich velour or available leather in seating areas for six to enjoy. Stretch out and experience the full-foam comfort with increased lateral and lumbar support. 6-way power seat is available for the driver.

Notice how quiet it is. We've made new advances in acoustics to muffle noise overhead, underfoot and all around you. Enjoy the fidelity of the standard electronically tuned AM/FM stereo with auto/clock feature, dual rear speakers and digital display clock. (Radio may be deleted for credit.)

Other things you'll enjoy. Four-Season air conditioning is standard. So are side window defoggers and Soft-Ray tinted glass all around. They help make your "family room" a nice place to be anytime of year.



Delta 88 Royale



Brougham Coupe.
The All-American car for the
All-American family.

For 1986, we came up with a whole new game plan for America's families—more exciting, more attractive, more durable. To do it, we put together a whole new room.

Front wheel drive for sure tracking. The quick reflexes of rack-and-pinion steering. Four-wheel independent suspension to help block out bumps and shocks. Even an available automatic electronic load leveling system.

We didn't stop there. We armed them with a smooth-running 3.0-liter V6 with multipoint

fuel injection and 4-speed automatic overdrive transmission. For extra kick, there's an available 3.8-liter V6 with sequential port fuel injection.

Then to ensure lasting beauty and value, we built in strong new defenses against corrosion.

A unique, distinctively styled coupe, this Delta 88 Royale Brougham. It's just the car for an All-American family like yours.



Delta 88 Royale



Sedan. Year after year,
the pick of the family-car crop.

Each year hundreds of thousands of American families give close scrutiny to the current offering of family cars. And each year they pick Delta 88 Royale, the family car that didn't forget the family.

Is it because of the way a Royale looks? The way a Royale rides? All that Royale room and comfort? Yes. Yes. Yes.

For 1986, Delta 88 Royale buyers get a bumper crop of value as well as all-new style and ride.

For example, power steering and power brakes are standard. Four-

Season air conditioning is standard. Automatic overdrive transmission, Soft-Ray tinted glass, side window defoggers and AM/FM stereo radio with dual rear speakers and digital clock are also standard. (Radio may be deleted for credit.)

One other reason why Delta 88 Royale is the pick of the family-car crop: its traditionally high resale value. No wonder families come back again and again.



Delta 88 Royale



Coupe. Now a family car
with three levels of ride
control.

Like all Delta 88 Royale owners, you will enjoy the smoothness, agility and handling ease which come with front-wheel drive, rack-and-pinion steering and four-wheel independent suspension. That's Level I and it's standard. You can also order automatic electronic load leveling, if you wish.

Level II is the available Firm Ride and Handling package. It's for drivers who want added precision, response and cornering capability.

Level III is the Sport Suspension System. It makes available a sports suspension for even higher

levels of driver control. It includes special aluminum-style wheels and larger tires.

Before you decide on your level of ride, be sure to take a test drive.

There are also two levels of performance for 1986. A 3.0-liter V6 with multiport fuel injection is standard, while a 3.8-liter V6 with sequential port fuel injection is available. A 4-speed automatic overdrive transmission is standard with both.



Delta 88 Royale

Facts, figures and features.

Delta 88 Royale is the family car that didn't forget the family. That's apparent the moment you open the door and slip into those spacious, inviting interiors.

There's stretch-out room for six in full-foam comfort with lumbar and lateral support. Special acoustical materials surround you to suppress noise.

Delta 88 Royale features a standard custom bench seat in smart Prima II velour, available in 5 handsome colors. An optional divided bench seat with individual controls is available.

Delta 88 Royale Brougham models are highlighted by divided bench seats in elegant Summit velour, with genuine leather in seating areas available.

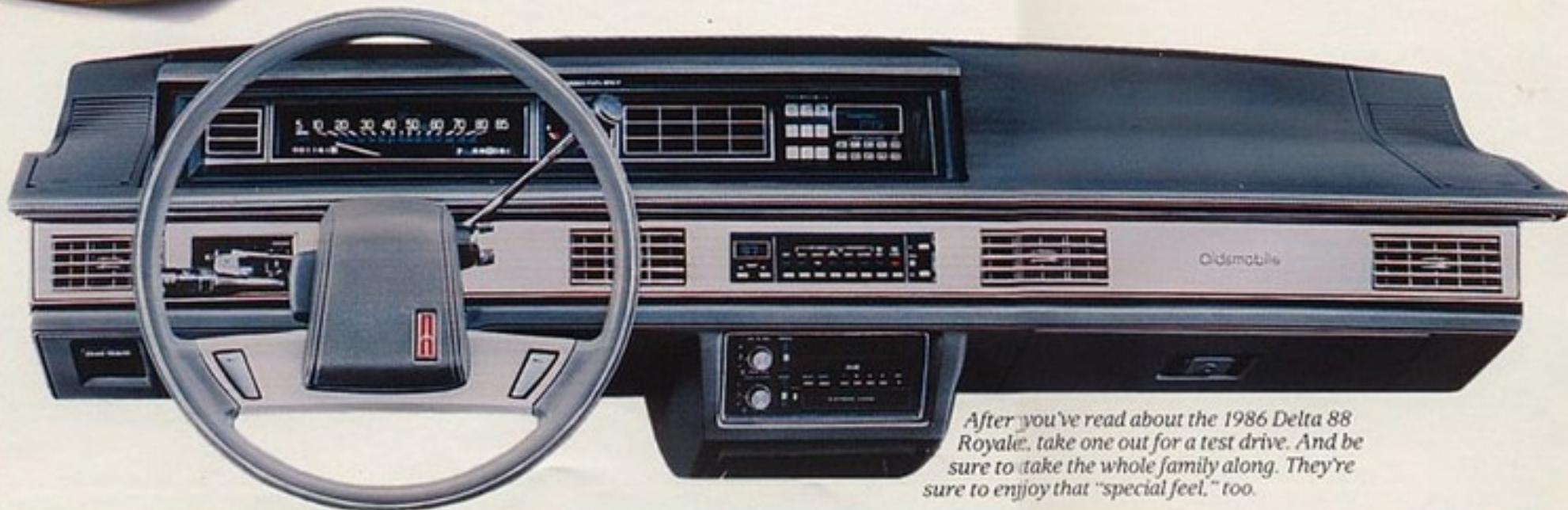
Wall-to-wall carpeting goes right up into the doors. Tinted glass goes all around.



Handsome velour fabrics highlight the spacious Delta 88 Royale interior. Wall-to-wall, molded shell carpeting is underfoot and extends up into the door panels. Tinted glass is all around to ease the glare.



Pop open the trunk lid and 16.1 cubic feet of storage space opens up for all your family-carrying needs. There's no spare tire to get in the way, either. It's conveniently located out of sight under the trunk floor.



After you've read about the 1986 Delta 88 Royale, take one out for a test drive. And be sure to take the whole family along. They're sure to enjoy that "special feel," too.



Electronic day/night mirror automatically changes from "day" to "night" position. When glare ceases, mirror returns to "day" position. Available.



Deluxe wheel disc standard, top left. Available: aluminum-styled wheel, top right; simulated wire wheel disc with lock, bottom left; aluminum-styled wheel with spokes for Level III suspension, bottom right.



Illuminated visor/vanity mirror lights up when cover is opened. Available.



Power window controls are right at your fingertips.



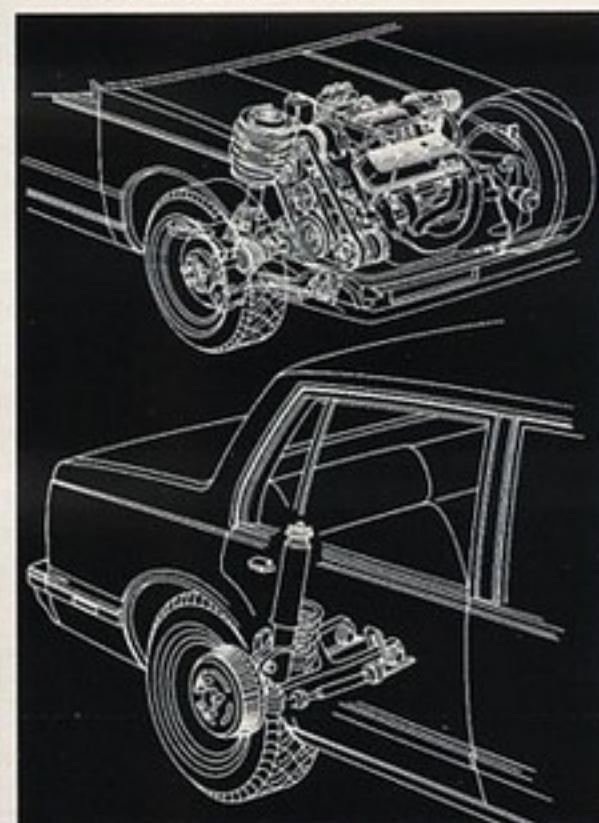
Tinted glass sunroof is removable and available.



Courtesy/reading light available. Available 3.8-liter V6 with sequential port fuel injection.



Highly visible high-level stoplight is standard on all Olds models. Gives drivers behind you clear warning that you are braking.

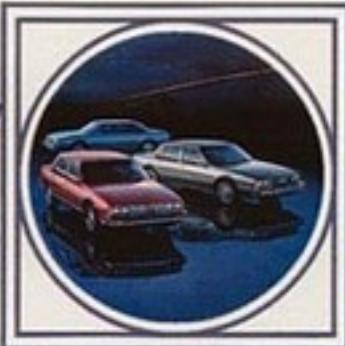


The road is very manageable with this team on your side. Sure-tracking front-wheel drive. Easy-riding four-wheel independent suspension with MacPherson front struts. The quick response of power rack-and-pinion steering.



Delta 88 Royale offers the advanced technology of an available electronic instrument panel. It includes multicolor vacuum fluorescent display of vehicle speed, fuel level, engine temperature, trip odometer, etc. Voice information reminder system is also available.

Oldsmobile Quality



Our commitment to quality has never changed.
Only the means of achieving it.

Ransom E. Olds stated our goal best back in 1897: "to build a carriage in as nearly a perfect manner as possible."

After 88 years, the building of every Oldsmobile is approached with the same single-minded dedication. No better "blueprint" exists for anyone to follow.

What has changed is the means of achieving quality, the sophisticated technology used today.

You'll find this quality reflected in the luxurious Oldsmobiles shown in this catalog. The new Delta 88 Royale, the Ninety-Eight Regency and the Custom Cruiser.

For example...

The 1986 Delta 88 Royale. We had to revolutionize the way cars are built. It starts with quality people working together, pooling their resources, everyone an expert at their chosen craft.

Stylists. Design engineers. Manufacturing engineers. Production engineers. Each helping to implement what the others have envisioned.



Quality starts with design.

It is teams of workers with intensive preparatory training, both in classroom instruction and actual hands-on experience in robotics, pneumatics, hydraulics, electronics, microcircuitry and more.

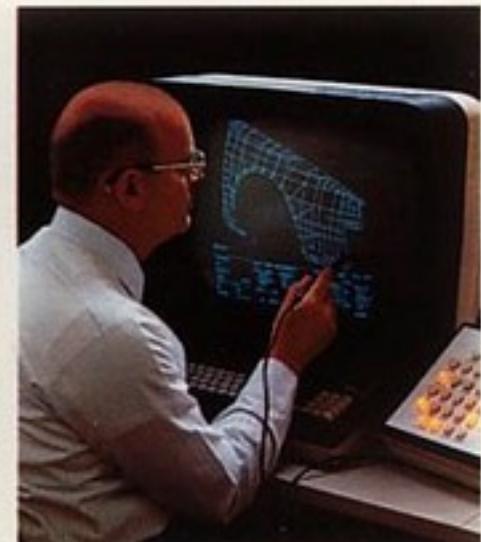


Worker team.

Today, quality requires tools that never before existed. These high-tech, state-of-the-art devices are the keys that allowed a high standard of quality to be designed into the Oldsmobile Delta 88 Royale.

From the start, CAD/CAM-computer-assisted design and computer-assisted manufacture were important parts of the forward planning that went into the Delta 88 Royale. And that regulated its progress thereafter.

175 robots—some as big as a two-story building, some as small as a personal computer—are used to weld and seal with uncanny precision.



Computers aid in design and manufacture.

Putting it all together: five automated body systems. They are designed to maximize the strength, accuracy and integrity of the Delta 88 Royale body structure.



Robotic spray booth.

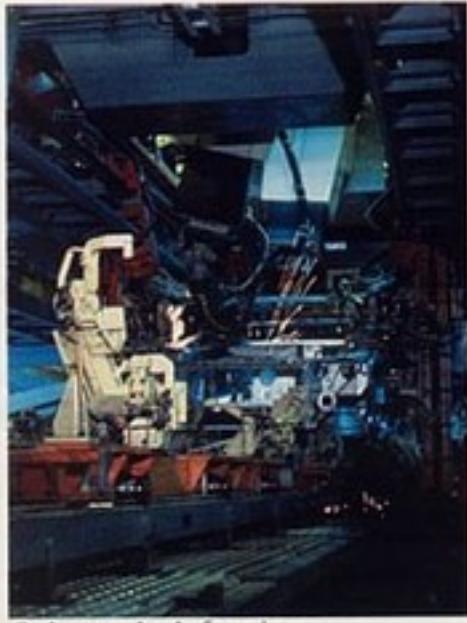
Automated Underbody System The rear compartment, floor pan and motor compartment are welded together using 21 automatic welders, two welding presses and 20 robots.

Then, 46 robots apply over 150 spot welds to secure the side frame.

Computerized Dimensional Inspection A contact probe inspects and verifies 30 predefined critical points on the underbody for precision and accuracy.

Robogate Body Framing Here the precise dimensional inter-relationship between the major assemblies is established. The body is automatically clamped into position for the framing operation, which employs 10 robots.

Total spot welds on the body done automatically through the entire process will approach almost 5,000.



Robogate body framing.

Vision-Aided Dimensional Checking

On-line laser technology is applied to visually inspect every vehicle for dimensional accuracy of all body openings.

Robotic Auditors A robot called CMM (Coordinated Measurement Machine) will audit selected vehicles for precise dimensional accuracy. Robot CMM is capable to 2/1000's of one inch.



Instrument panel checking station.

It's people who determine Oldsmobile quality. Robots, computers and optic scanners all have their places in today's technologically advanced age. Yet it is still trained and dedicated people—using their minds and their hands—who set the standards for excellence in the designing and building of Oldsmobiles.

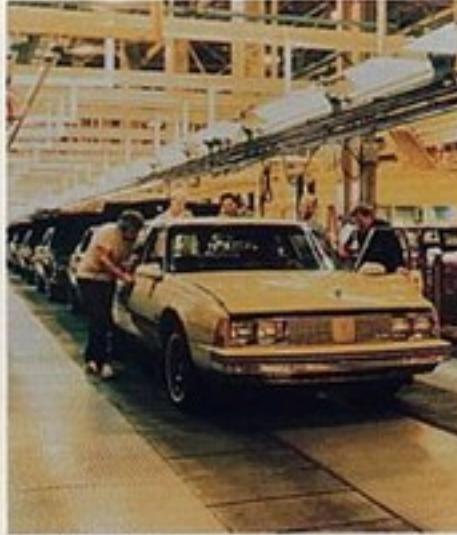


ELPO bath of rust-resistant primers.

New techniques to help keep Delta 88 Royale looking "showroom new." For instance, to fight off the effects of weather, the Delta 88 body is totally immersed in an ELPO bath of rust-resistant primers, thus forming a protective skin.

A new paint process was developed using multi-coat/high-gloss enamels. Automatic electrostatic sprayers apply two coats of base color and two coats of clear paint to the body to give it a deep, lustrous, "hand rubbed" look.

Even after the Delta 88 Royale is built, the quality process is further heightened by the use of "Dynamic



Quality that was designed-in is, in fact, built-in.

quarter panel meets door, door meets fender and fender meets hood.

You can hear Delta 88 Royale quality with its generous use of insulation and sound-deadening materials.

You can feel the quality every time you close its doors. Solid!

Quality is what makes an Olds worth owning. Quality is the essential character of the new 1986 Olds Delta 88 Royale. But, Oldsmobile's commitment to quality is also reflected in the Ninety-Eight Regency, Toronado, Cutlass Supreme, Cutlass Ciera, Olds Calais, Firenza and our Cruiser wagons.

We invite you to test drive a 1986 Oldsmobile soon. Experience for yourself that special feeling of quality that makes any Olds you choose worth owning.



Final computerized process check.

Vehicle Testing. Here, Delta 88 Royale is computer-directed and monitored on dynamometer rolls. All critical functions are checked to make sure that everything meets Delta 88 Royale quality standards.

See, hear and feel Delta 88 Royale quality for yourself. You can see Delta 88 Royale quality in the even, precise fit where trunk lid meets quarter panel,

There is a special feel
in an



Ninety-Eight Regency



Brougham Sedan

A luxury car of this stature
deserves a luxury ride to match.

The luxury is there for all to see. The stately styling with its gleaming multicoat high-gloss enamel finish. The meticulous fit of the body components. The sumptuous velour or available leather in seating areas, which accommodate six in gracious comfort.

Underneath it all is luxury of another sort—the luxury of the Ninety-Eight Regency precise road management system, which offers three levels of ride control.

Level L, which is standard, includes front-wheel drive and rack-and-pinion steering. Four-wheel independent suspension and automatic electronic load leveling.

To those, Level II adds an available Firm Ride and Handling Package. Level III, an available Sport Suspension System with special aluminum-styled wheels and larger tires.

A test drive will help determine which ride level is best for you.

For 1986, all Ninety-Eight Regency models will also offer another advance in driving control—an available computer-diagnosed Anti-lock Brake System. You'll feel better knowing it's there every time you apply the brakes.



Ninety-Eight Regency

Brougham.

Reserved seating for
the luxury conscious.

It's hard to imagine a car that tries
to be more accommodating to your
comfort and well-being.

For example, this divided bench
seat in gracious Elite velour is stand-
ard on Ninety-Eight Regency
Brougham. But additional choices
are many and varied.

A selection of fine leather in seating

areas is available, including a
stunning new Grande ensemble.
It features light Driftwood leather
with pique-trimmed door panels and
deluxe grained vinyl instrument
panel trim are included.

You can also order a "memory
seat." It allows two drivers to pre-
select desired positions, then commit
them to memory.

Reclining seats are available for
both driver and passenger.

Incidentally, the 6-way power seat
for the driver is standard.



Ninety-Eight Regency



Once you're seated in that elegant Ninety-Eight Regency Brougham interior (and feeling very pleased with yourself), you'll find a variety of standard features to make driving more convenient.

Power steering and power brakes. Power windows and door locks. 6-way power seat for the driver. Til-Wheel Steering.

Electronic comfort control air conditioning is also standard. Side window defoggers. Soft-Ray tinted windows. Many others, as well.

There's so much available, too, in the way of advanced technology. An electronic instrument panel with fluorescent readouts. Electronic auto-calculator and trip computer. Voice information reminder system. Electronically tuned Delco-GM four music system, the ultimate in fidelity of sound.

And to top things off, an electric sliding glass. Astro-roof is also available!

Brougham Coupe.

The luxury car that waits on you hand and foot.



Ninety-Eight Regency



They share something in common, these owners of Ninety-Eight Regency, whatever their gender. They share a highly developed sense of appreciation for elegance and luxury in the cars they drive.

They share it all. Impressive lines. Opulent interiors. Impeccable detailing. All.

Each owner investigated technology—and learned Regency offers some of the most exciting electronics

available. (Even a voice information reminder system.)

Ride! Precise road management! Performance! Sequential port fuel-injected V6! Standard equipment! Everything from Four-Season air conditioning to a host of power features!

All told, it would seem fair to say that Ninety-Eight Regency is a perfect marriage of logic and luxury.

Sedan and Coupe.

The "thinking person's" luxury car.



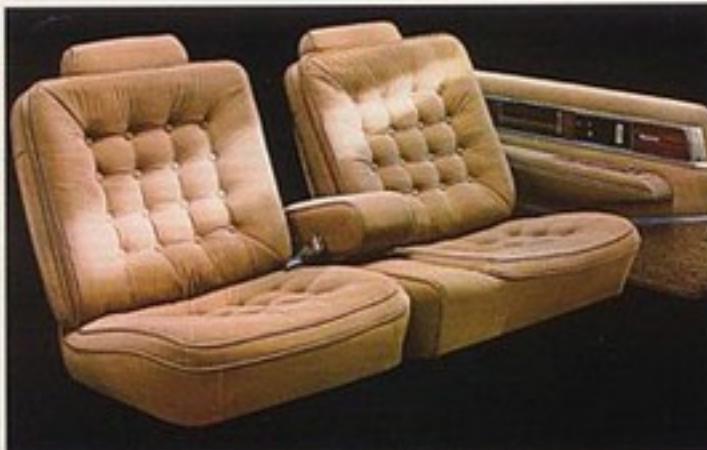
Ninety-Eight Regency

Facts, figures and features.

Choose the Ninety-Eight Regency or the Ninety-Eight Regency Brougham with the full knowledge that elegance and refinement are yours with either.

A handsome Prima II velour is standard on Regency models in a choice of six colors. Genuine leather for the seating areas is available in five colors.

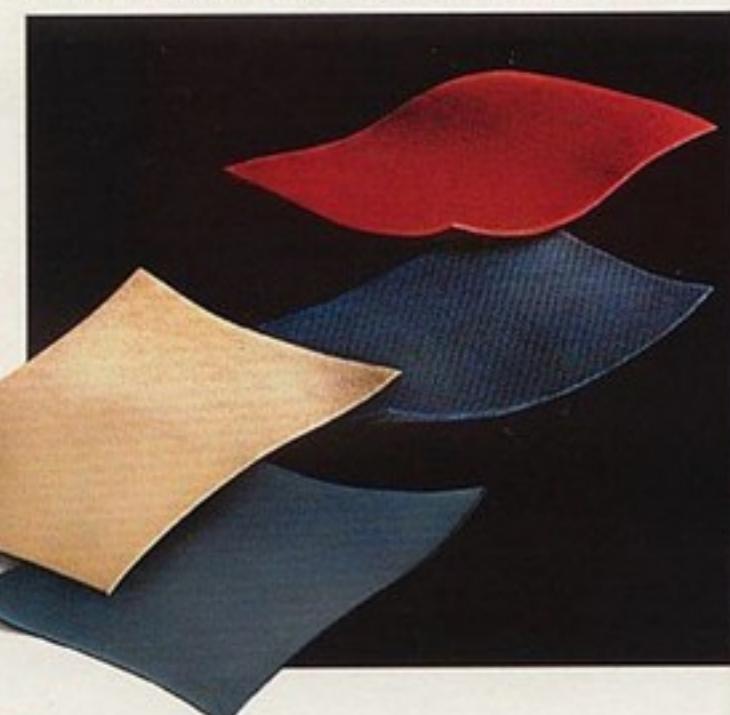
Regency Brougham models feature sumptuous Elite velour, with leather seating also available. An aptly named Grande interior is available and features light Driftwood leather in seating areas, with pigskin inserts, leather-topped console and other pigskin embellishments.



So inviting! So luxurious and comfortable! Elegant Ninety-Eight Regency interior. Sit back, relax and enjoy the tasteful velour fabrics which grace the full-foam seating.



Available Grande interior. Leather in seating areas with pigskin inserts. Seats flank leather-topped console.



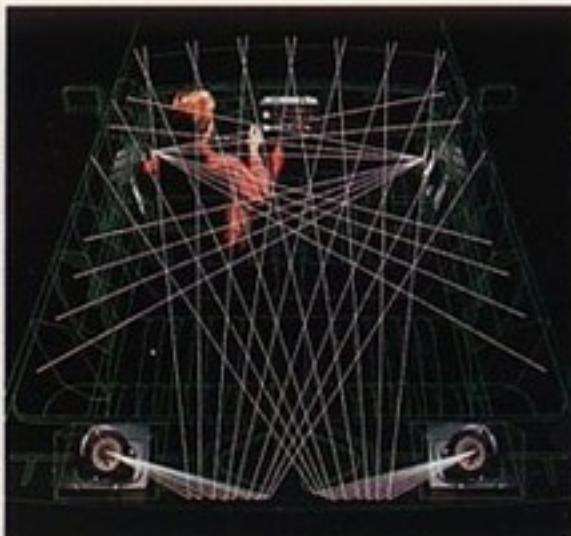
When two people drive the same Ninety-Eight Regency, what can they do for ease and convenience? Order the available "memory seat." It allows the two drivers to preset their preferred positions, then commit them to computer memory. That's all there is to it.



That "special feel" is yours to experience every time you take the wheel. The pride. The pleasure. The satisfaction of owning a truly outstanding luxury automobile every day and every mile you drive.



The special feel of leather is available in the seating areas. The supple, new blue leather seating is shown.



Delco-GM/Bose Music System, considered the finest available. Electronically tuned AM/FM stereo with seek/scan, auto-reverse cassette with search/repeat. The fidelity is so true, it's almost like being there in person.



You'll find that standard and available power controls are easily accessible on Ninety-Eight Regency.



Ninety-Eight Regency owners can choose from three levels of ride control. Level I, the standard boulevard ride. Level II, the available Firm Ride and Handling package. Level III, the available Sport Suspension System. Take a ride, then decide which is for you.



Personalize your Ninety-Eight Regency with wheel discs of your choice. Deluxe wheel disc (top left) standard on Regency. Simulated wire wheel disc with lock (top right) standard on Brougham, available on Regency. Aluminum-styled wheels (bottom) available. Wheel with spokes for Level III Suspension.

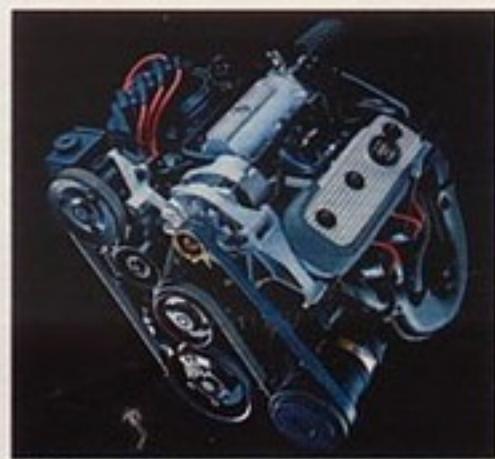


For 1986, the Ninety-Eight Regency offers a more spacious trunk. The spare tire is now under the floor and out of sight. The trunk is both carpeted and illuminated.

Ninety-Eight Regency provides the latest in technological advances with this available electronic instrument panel cluster. May be ordered with optional auto calculator and voice information reminder system.



You'll drive with added confidence with the available electronically controlled Antilock Brake System.



3.8-liter V6 with sequential port fuel injection.

Custom Cruiser



The "great outdoors." It's a lot easier getting there with our "great indoors."

Custom Cruiser provides a whopping 87.2 cubic feet of cargo space with the second seat folded. Plus an underfloor storage compartment, with lock, for extra carrying capacity. Need more? A rooftop luggage carrier is also available.

Custom Cruiser is big in the people department also. Order a fold-down third seat and you can carry eight to where the big ones are biting.

Incidentally, you'll arrive relaxed and ready, thanks to Custom

Cruiser's computer-selected coil spring suspension, and Firm Ride and Handling package.

Four-Season air conditioning and Soft-Ray tinted glass all around are also standard in 1986.

Another thing you'll like: Custom Cruiser's 4-barrel 5.0-liter V8 with 4-speed automatic overdrive transmission. They add up to smooth, responsive performance every mile of the way.





The divided bench seat comes in both handsome velour fabric or supple grain vinyl. Full-foam comfort with both.



3-way power tailgate is standard. You can also order a fold-down third seat.



Custom Cruiser provides 87.2 cubic feet of room with the second seat folded down.



Roomy, under-floor storage compartment is standard.



Deluxe wheel disc standard. Simulated wire wheel disc with lock available.



Important: A word about this catalog. We have tried to make this catalog as comprehensive and factual as possible, and we hope you find it helpful. However, since the time of printing, some of the information you will find here may have been updated. Also, some of the equipment shown or described throughout this Olds catalog is available at extra cost. Your dealer has details and, before ordering, you should ask him to bring you up-to-date. The right is reserved to make changes at any time without notice in prices, colors, materials, equipment, specifications and models. Check with your Olds dealer for complete information.

A word about engines: Oldsmobiles are equipped with engines produced at facilities operated by GM car groups, subsidiaries or affiliated companies worldwide. See your dealer for details. Please refer to the "Fuel Economy Estimate Sheet" provided to your dealer for engine source and EPA mileage estimates.

A word about assembly, components and optional equipment in these Oldsmobile products: The Oldsmobiles described in this catalog are assembled at facilities operated by General Motors or GM of Canada. These vehicles incorporate thousands of different components produced by car groups or various component divisions of General Motors and by various suppliers worldwide to GM. 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 emissions, safety and fuel economy requirements, or for other reasons, to produce Oldsmobile products with different components or differently sourced components than initially scheduled. All such components have been approved for use in Oldsmobile products and will provide the quality performance associated with the Oldsmobile name.

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 the option you ordered is unavailable. We suggest that you verify that your car included the optional equipment you ordered or if there are changes, that they are acceptable to you. Every new 1986 Oldsmobile delivered by an Oldsmobile dealer in the United States comes with a one year, \$10,000 safety belt user insurance certificate from MIC General Insurance Corporation at no additional charge. \$10,000 will be paid to the estate of an occupant who suffers fatal injuries as a result of any accident involving that vehicle while wearing a GM safety belt. Buckle up every time you drive.

Standard occupant protection features: 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 center front, when applicable) • Energy-absorbing steering column • Energy-absorbing instrument panel • Energy-absorbing front seat back tops • 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 • Head restraints, driver and right front passenger (adjustable/integral)

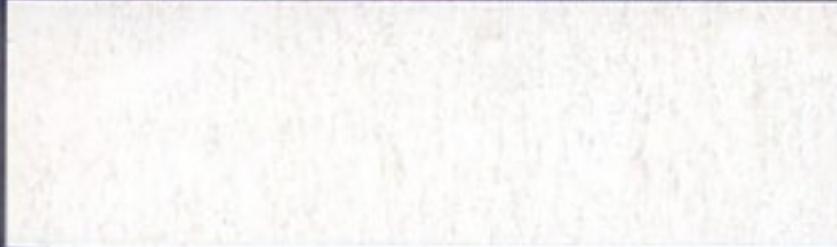
Standard accident avoidance features: Side marker lights and reflectors • Parking lamps that illuminate with headlamps • Four-way hazard warning flasher • Back-up lights • Center high-mounted stop lamp • Directional signal control with lane change feature • Windshield defroster, washer and dual speed wipers • Inside rearview mirror with vinyl-bonded glass • Outside left rearview mirror ("right" also standard on some models) • Brake system with dual master cylinder and warning light • Starter safety switch • Dual action hood latch system • Low-glare finish on instrument panel top, inside windshield moldings, wiper arms/blades, metallic steering wheel surfaces • Illuminated heater and defroster controls • Tires with built-in tread-wear indicators

Standard theft deterrence features: Audible reminder for ignition key removal • Theft-deterrent steering column lock • Visible vehicle identification number

A word about updated service information: Oldsmobile regularly sends its dealers useful service bulletins about Oldsmobile products. Oldsmobile monitors product performance in the field. We then prepare bulletins for servicing our products better. Now you can get these bulletins, too. Ask your dealer. To get ordering information, call toll free 1-800-551-4123.

The 1986 Oldsmobiles:

Toronto Brougham
Ninety-Eight Regency Brougham Sedan
Ninety-Eight Regency Brougham Coupe
Ninety-Eight Regency Sedan
Ninety-Eight Regency Coupe
Delta 88 Royale Brougham Sedan
Delta 88 Royale Brougham Coupe
Delta 88 Royale Sedan
Delta 88 Royale Coupe
Custom Cruiser
Cutlass Supreme Brougham Sedan



Cutlass Supreme Brougham Coupe
Cutlass Supreme Sedan
Cutlass Supreme Coupe
Cutlass Salon Coupe

Cutlass Cruiser
Cutlass Ciera Brougham Sedan
Cutlass Ciera Brougham Coupe
Cutlass Ciera Sedan

Cutlass Ciera Coupe
Calais Supreme Sedan
Calais Supreme Coupe
Calais Sedan
Calais Coupe
Firenza LX Sedan

Firenza LC Coupe
Firenza GT HB Coupe
Firenza Sedan
Firenza Coupe
Firenza S HB Coupe
Firenza Cruiser

There is a special feel
in an 

