



1996 AURORA



Aurora began as an engineer's dream —
a no-holds-barred, take-no-prisoners, all-or-
nothing automobile that would establish
unprecedented levels of performance
and luxury. Since its introduction, Aurora has
acquired the sort of prestige and lusted-after
status usually reserved for expensive imports.
To the engineers who designed Aurora, this
came as no surprise. After all, they
were asked to create their ideal car, the kind of
vehicle they most wanted to drive.
Apparently, a lot of luxury car owners cherish
the same ideals.



"...Aurora is one of the finest driving cars G.M. has ever produced."

ORIGINALITY. If you understand Aurora's mission in life just from the way it looks, then you're clearly the person for whom we built it. Aurora provides an entirely fresh interpretation of the luxury performance sedan — one that pays due respect to its predecessors, but stakes out some new territory to claim completely as its own. Aurora's clean, unadorned good looks and the authoritative way it drives and handles is all the proof anyone needs to see its uniqueness. In every respect, from its extremely rigid body structure to its high level of standard luxury equipment, Aurora is an American original.



— Popular Mechanics

The sequential-port-fuel-injected, 4-valve-per-cylinder Aurora V8 is so smooth and quiet, a special ignition interlock was developed to prevent owners from attempting to start the engine when it's already running.

And best of all, Aurora's engine only requires a tune-up every 100,000 miles.

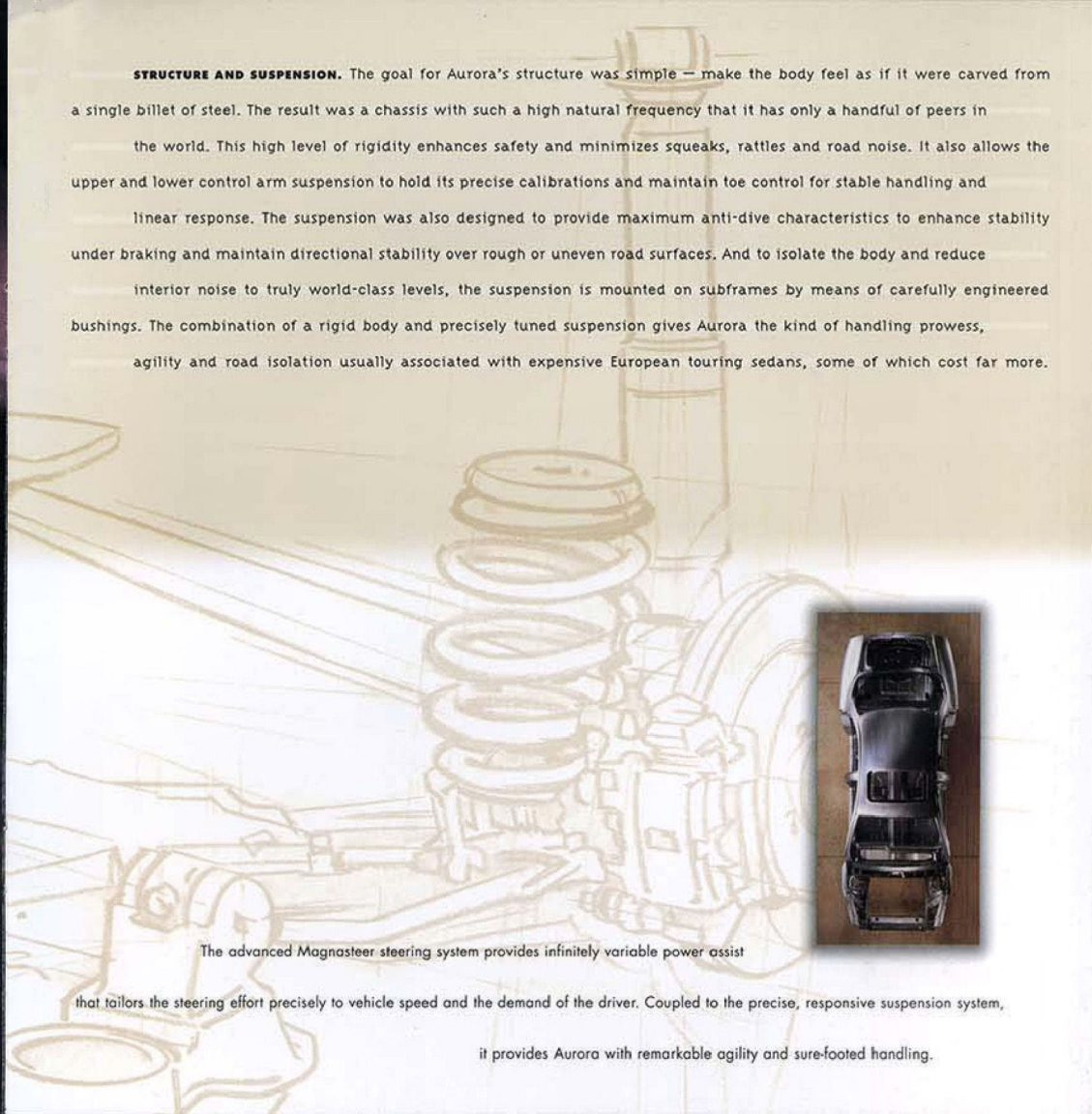


POWER AND RELIABILITY. Aurora is powered by an advanced, 32-valve, DOHC V8 engine that produces 250 hp at 5,600 rpm and 260 lb-ft of torque at 4,400 rpm. With 90% of its peak torque available between 1,700 and 5,600 rpm, it responds quickly to throttle input while accelerating from a stop or downshifting for a quick passing maneuver. This sophisticated and thoroughly refined powerplant is mated to an electronically controlled, 4-speed automatic transmission with a traction control system to help provide stability and control. And, to enhance smoothness, the transmission is equipped with a specially designed logic control system to ensure shock-free gear shifts. To prove this jewel-like engine's reliability and durability, it was subjected to a 25,000-mile, high-speed endurance test. In the process, it broke 47 speed endurance records, including two long-standing world records previously held by Mercedes-Benz.

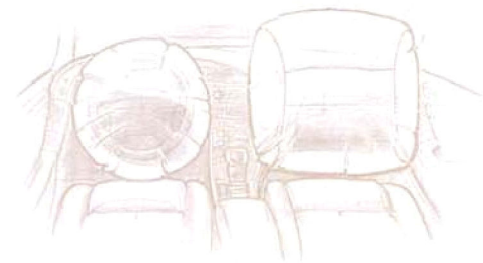




STRUCTURE AND SUSPENSION. The goal for Aurora's structure was simple — make the body feel as if it were carved from a single billet of steel. The result was a chassis with such a high natural frequency that it has only a handful of peers in the world. This high level of rigidity enhances safety and minimizes squeaks, rattles and road noise. It also allows the upper and lower control arm suspension to hold its precise calibrations and maintain toe control for stable handling and linear response. The suspension was also designed to provide maximum anti-dive characteristics to enhance stability under braking and maintain directional stability over rough or uneven road surfaces. And to isolate the body and reduce interior noise to truly world-class levels, the suspension is mounted on subframes by means of carefully engineered bushings. The combination of a rigid body and precisely tuned suspension gives Aurora the kind of handling prowess, agility and road isolation usually associated with expensive European touring sedans, some of which cost far more.



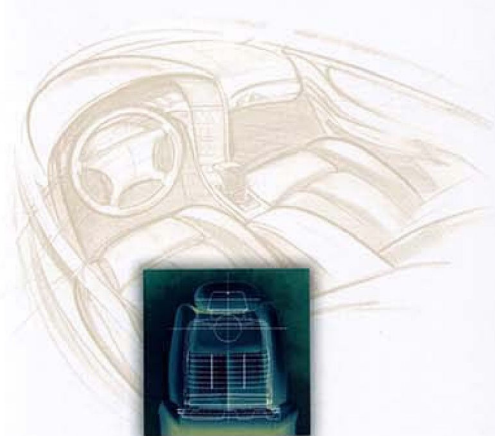
The advanced Magnasteer steering system provides infinitely variable power assist that tailors the steering effort precisely to vehicle speed and the demand of the driver. Coupled to the precise, responsive suspension system, it provides Aurora with remarkable agility and sure-footed handling.



CONFIDENCE. Aurora's interior is designed to provide the ideal control center for serious drivers. For example, steering wheel touch controls allow drivers to adjust the audio and climate control systems while keeping their eyes on the road. And the feeling of confidence is enhanced by dual air bags*, a 4-channel anti-lock braking system, side door beams, an energy-absorbing steering column and cabin structures with soft, rounded shapes to minimize passenger injury in the event of a collision.

*Always wear your safety belts, even with air bags.

INTERIOR. Aurora's interior is a superbly orchestrated blend of hand-selected leather and rich burled walnut trim. Standard features include 8-way power front seats, 2-position memory controls for the driver's seat and outside mirrors, dual-zone automatic climate control, automatic programmable power door locks, a compact disc and cassette sound system, PASS-Key vehicle security system, and much more.



AURORA STANDARD EQUIPMENT

ENGINE AND DRIVETRAIN

AURORA V8 ENGINE: A transverse-mounted, 4.0-liter, 32-valve dual-overhead-cam (DOHC) aluminum block V8, with sequential port fuel injection. Platinum-tipped spark plugs with 100,000-mile first recommended replacement. Vibration-absorbing engine mounting system. Symmetrical stainless steel dual exhaust system.

FRONT-WHEEL DRIVE: With equal-length driveshafts.

TRANSAXLE: Electronic 4-speed automatic overdrive with two driver-selectable shift modes. 3.48 final drive ratio.

CHASSIS AND SUSPENSION

4-WHEEL INDEPENDENT SUSPENSION: Front struts with lower control arms, coil springs and stabilizer bar mounted to the body via a rubber-isolated rigid subframe. Rear semi-trailing arms with lateral links, coil springs and stabilizer bar mounted to the body via a rubber-isolated rigid subframe, with anti-lift control and automatic leveling.

ANTI-LOCK BRAKES: Power 4-wheel discs with electronically controlled 4-channel ABS.

EXTERIOR FEATURES

FLUSH-MOUNTED HEADLAMPS: Composite halogen with Lexan® covers, integrated park/turn lamps and flash-to-pass feature.

DAYTIME RUNNING LAMPS: Enhance safety by making you more visible to oncoming traffic.

HALOGEN FOG LAMPS: Integrated with lower front fascia.

CORNERING LAMPS: Directional illumination activated by turn signal.

WINDSHIELD WIPERS/WASHERS: With variable-delay pulse control.

INTERIOR FEATURES

POWER FRONT BUCKET SEATS: Ergonomically engineered contour design adjustable for reach, tilt, height, recline and dual lumbar supports. Head restraints manually adjust for height and angle.

MEMORY SEAT CONTROLS: Store and recall 2 driver-seat and outside mirror positions. Operable through keyless remote entry system.

CONTOURED REAR BENCH SEAT: With dual integrated headrests, fold-down center armrest with storage compartment, dual cupholders and a trunk pass-through.

AUTOMATIC DUAL ZONE CLIMATE CONTROL: With separate driver and front-seat passenger temperature controls, rear-seat heat ducts, soft touch controls and digital outside temperature display. Timed-shutoff electric rear-window defogger, and front side window defoggers.

DIMENSIONAL SOUND SYSTEM: AM/FM stereo radio with digital compact disc player, auto-reverse cassette player, seek/scan tuning, automatic tone control and 6 speakers. Integrated rear window antenna.

THEFT-DETERRENT SYSTEM: Flashes headlamps and parking lamps, and sounds horn for 2 minutes if door is opened, ignition is turned on or trunk lock is damaged after the system is armed. Also includes PASS-Key II vehicle security system, an electronic device on the key that activates the ignition system.

FULL-RANGE TRACTION CONTROL: ABS sensors detect drive-wheel slippage and respond by applying the brakes, restricting fuel flow or modulating ignition to control wheelspin at any speed. On/off switch.

ON-BOARD DIAGNOSTIC SYSTEM (OBD-II): Monitors emission-control system for component deterioration or faults.

MAGNETIC VARIABLE-ASSIST STEERING: Feedback-sensing variable-assist Magnasteer measures required steering effort and smoothly adjusts power assist to match vehicle speed.

ALUMINUM-ALLOY WHEELS: 16x7-inch, 6-spoke, argent center with polished lip and 5 lugs concealed by integrated caps.

RADIAL-PLY TOURING TIRES: Goodyear® Eagle GA P235/60R16.

LIGHTWEIGHT ALUMINUM HOOD: Supported by dual struts, with an inside release.

KEYLESS REMOTE ENTRY SYSTEM: Remote-controlled power door locks and trunk release with 30-ft range. Two key-chain transmitters with memory seat controls, personalization feature, panic button and chirp feature.

TRUNK SECURITY OVERRIDE: A switch in the lockable glove box disables the interior trunk release to help secure items.

ELECTRICALLY HEATED POWER OUTSIDE MIRRORS: Heating function is activated when the rear window defrost button is pressed.

POWER WINDOWS: With driver-side auto-down and lockout.

SOLAR CONTROL GLASS: EZ-Kool® tinted front windshield, side and rear glass.

PROGRAMMABLE DOOR LOCKS: 4-mode automatic with delayed locking and central unlocking. Rear door child-security locks.

UNIVERSAL GARAGE DOOR OPENER: Stores up to 3 transmitter frequencies. May be linked to HomeLink™ home lighting package.

LIGHTING SYSTEM: Courtesy lights, illuminated entry, perimeter lighting, theater dimming and light-sensitive digital displays. Front and rear reading lamps. Inadvertent load protection with automatic shut-off after 10 minutes.

ELECTROCHROMIC INSIDE REARVIEW MIRROR: Automatically dims to reduce glare by up to 94%.

RETAINED ACCESSORY POWER: Radio and windows remain operative for 10 minutes after ignition is shut off or until door is opened.

DUAL AIR BAGS: Driver and front passenger Supplemental Inflatable Restraint System. Color-keyed 3-point outboard safety belts, adjustable-height front shoulder belts, rear center lap belt, rear shoulder belt comfort guides, and minimal-effort retractors.

AUTOMATIC HEADLAMP CONTROL: With delay feature and on/off switch.

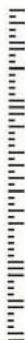
BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO. 337 SOUTHGATE MI

POSTAGE WILL BE PAID BY ADDRESSEE



AURORA FULFILLMENT CENTER
PO BOX 1975
SOUTHGATE MI 48195-9917



NO POSTAGE
NECESSARY IF
MAILED IN THE
UNITED STATES

Thank you for your interest in Aurora, an

American original that delivers

an uncompromising blend of luxury

and performance.

To receive additional information

about Aurora, we invite you to fill out the

attached postage-paid card.


AURORA

AURORA STANDARD EQUIPMENT (CONTINUED)

INTERIOR TRIM

LEATHER TRIM: Covering the seating areas, steering wheel rim and console-mounted shifter.

WOOD TRIM: Genuine burl walnut on door armrests and center console.

CARPETING: Wall-to-wall cut pile with carpeted floor mats. Carpeted trunk with cargo net.

DRIVER CONTROLS

CRUISE CONTROL: Stalk-operated speed control for set, resume and accelerate.

FULL INSTRUMENTATION: White-on-black backlit analog speedometer, tachometer, fuel and coolant gauges.

STEERING WHEEL TOUCH CONTROLS: Integral controls for the sound system and climate controls.

TILT-WHEEL: Adjustable steering column.

STORAGE COMPARTMENTS: Front center storage console with provisions for CDs, cassettes and coins, plus auxiliary 12-volt power outlet. Locking glove box, front seat back pockets, door pockets and fold-down rear center armrest. Dual cupholders, front and rear.

REMOTE RELEASES: For the fuel-filler door, hood and trunk.

DRIVER INFORMATION CENTER: With digital date, fuel, fluid, voltage and trip computer functions. Warning lights for vehicle servicing, system failure and maintenance.

BACKLIT SWITCHES: Controls on doors, instrument panel and steering wheel are illuminated for nighttime operation.

AURORA OPTIONS

POWER ASTORROOF: 2-way tilt/sliding tinted glass panel with sunshade.

BOSE® ACoustiMASS® MUSIC SYSTEM: An extended-range AM/FM stereo radio with seek/scan tuning, auto-reverse cassette player, 12-disc trunk-mounted remote compact disc changer, rear shelf-mounted AcoustiMass bass module, and 6 speakers. Integrated rear window antenna.

HEATED SEATS: Provide high and low heat settings to the driver and front passenger lower-back and seat cushions.

ENGINE BLOCK HEATER: Plugs into a grounded 110-volt household electrical outlet to provide easier starting in sub-zero temperatures.

AUTOBAHN PACKAGE: Includes Michelin® V-rated P235/60VR16 MKV4™ tires and 3.7i transaxle ratio.

CHROME WHEELS: 16x7-inch, 6-spoke (delayed availability).

GOLD GRAPHICS PACKAGE: Gold finish on hood emblem and rear panel script.

CLOTH SEAT TRIM: Available at no additional charge.

CELLULAR PHONE: Portable with 3-watt booster, hands-free operation with console docking, emergency dialing and on-glass antenna (retailer-installed).

HOMELINK LIGHTING PACKAGE: Operates in conjunction with universal garage door opener to control interior and exterior home security lighting. (See your retailer for more information.)

AURORA OWNER CARE

We want to make Aurora owners the best-cared-for in the business. That's why every Aurora is covered by our comprehensive owner care program. It's the Oldsmobile Edge.

BUMPER-TO-BUMPER LIMITED WARRANTY

For 4 years or 50,000 miles, whichever comes first, every part of your new Aurora is warranted for repairs to correct any vehicle defect related to materials or workmanship. With our Bumper-to-Bumper Limited Warranty, there's no deductible, which means we'll pay for any repairs beyond routine maintenance. All body sheet metal components are warranted against rust-through from corrosion for 6 years or 100,000 miles, whichever comes first, with no deductible. Application of additional rust-inhibiting materials is not required or recommended under the corrosion coverage.

COURTESY TRANSPORTATION

Whenever your Aurora is undergoing warranty service, we'll make sure you're not stranded at the retail facility. Courtesy Transportation is our way of making sure you're able to get out, even when your car is in. While your Aurora is undergoing warranty service, your retailer will provide you with necessary alternate transportation assistance, such as a shuttle, cab or rental car.

24-HOUR ROADSIDE ASSISTANCE

With Aurora's 24-Hour Roadside Assistance, help is never more than a toll-free phone call away. Operators are on duty 24 hours a day, 365 days a year to help you with any roadside assistance you might need, anywhere in the United States, at no charge. Service assistance includes: emergency towing, flat tire changes, fuel delivery, jump-starts, lockouts, trip routing and trip interruption expense reimbursement. For prompt assistance, call 1-800-442-OLDS (6537).

See your Aurora retailer, your Oldsmobile Edge Booklet and your Warranty Booklet for more details about the terms and conditions of specific features.

THE GM CARD

Every time you use the no-annual-fee GM MasterCard®, GM will credit 5% of your purchase toward buying or leasing a new Oldsmobile. It could mean saving hundreds, even thousands, of dollars. Call 1-800-GM-CARD for more information, including annual limits and restrictions.

ACCELERATED EARNINGS NETWORK

Visit participating GM retailers for up to 10% in GM Card earnings on eligible parts and service transactions. Call 1-800-947-1000 for more information.

SMARTLEASE BY GMAC

Smartlease lets qualified customers pay for the portion of the vehicle they use, rather than paying for the entire vehicle as you would with traditional financing. You'll also enjoy lower up-front costs and lower monthly payments. Plus, you'll be able to drive a new vehicle more often or drive a higher-priced model. Ask your Oldsmobile retailer for more information.

FOR CRASH AVOIDANCE

Automatic daytime running lamps • Anti-lock brakes • Traction control system • Brake/transmission shift interlock • 4-wheel disc brake system with dual master cylinder and warning light • Audible disc brake lining wear indicators • Side marker lamps and reflectors • Parking lamps • 4-way hazard warning flashers • Backup lamps • Center high-mounted stoplamp • Directional signal control • Windshield defrosters, washer and multi-speed wipers • Inside daytime rearview mirror • Outside rearview mirror • Starter safety switch • Dual-action hood latch • Low-glare finish on inside windshield moldings, wiper arms and blades • Illuminated heater and defroster controls • Tires with built-in tread wear indicators • Electric rear window defogger • Door warning lights and reflectors • Safety road wheel rims

FOR OCCUPANT PROTECTION

Unibody construction with front and rear crush zones • Side door beams • Supplemental inflatable restraint system with air bags and manual lap/shoulder safety belts for driver and front-seat passenger • Manual lap/shoulder safety belts for left and right rear passengers • Manual lap safety belt, center rear position • Safety belt use reminder system • Laminated windshield glass with urethane bonding • Tempered safety glass, side and rear windows • Power window lockout • Energy-absorbing steering column • Energy-absorbing instrument panel • Head restraint, driver and front-seat passenger (adjustable) • Safety airbags • Break-away inside rearview mirror • Interlocking door latches • Passenger-guard inside door lock handles • Security door locks and door retention components • Automatic programmable door locking system • Child-security door locks • Dual sun visors • Pressure lock radiator cap

FOR THEFT DETERRENCE

Universal theft-deterrent system • PASS-Key II vehicle security system • Theft-deterrent steering column lock • Theft-deterrent key locking system • Ignition key removal audible reminder • Visible vehicle identification number • Laser-etched VIN plate

IMPORTANT WORDS ABOUT THIS CATALOG

We have tried to make this catalog as comprehensive and factual as possible. We reserve the right, however, to make changes at any time, without notice, in prices, colors, materials, equipment, specifications, models and availability. Since some information may have been updated since the time of printing, please check with your Aurora retailer for complete details.

A WORD ABOUT THE AURORA V8

The Aurora V8 engine is produced by different operating units of GM, its subsidiaries or GM suppliers worldwide.

A WORD ABOUT ASSEMBLY

Aurora is assembled by, and incorporates thousands of components produced by, different operating units of GM, its subsidiaries or suppliers to GM worldwide. We sometimes find it necessary to produce Auroras with different or differently sourced components than originally scheduled. All such components have been approved for use in Aurora. 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.

A WORD ABOUT UPDATED SERVICE INFORMATION

Oldsmobile sends its Aurora retailers useful service bulletins about Aurora. 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 retailer. To get ordering information, call 1-800-551-4123.

Mr. Mrs. Ms. Dr. First Name Last Name
Street Apt.
City State Zip
Day Phone () Evening Phone ()

Which vehicle(s) do you or members of your household drive?

Year Make Model
Year Make Model

When do you expect to purchase or lease your next vehicle?

☐ Within 3 months ☐ 4-6 months ☐ 7-12 months ☐ More than a year

Do you intend to lease or buy your next vehicle?

☐ Lease ☐ Buy ☐ Unsure

In which price range do you expect to shop?

☐ Under \$15,000 ☐ \$20,000-24,999 ☐ \$30,000-34,999 ☐ \$40,000 or more
☐ \$15,000-19,999 ☐ \$25,000-29,999 ☐ \$35,000-39,999

What other vehicles are you considering?

Make Model
Make Model
Make Model

On a scale of 1-10, where 10 means "Definitely would consider purchasing," how likely would you be to purchase:

An Aurora
☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10

Any other Oldsmobile
☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10

Please indicate your age group:

☐ 16-24 ☐ 25-34 ☐ 35-44 ☐ 45-54 ☐ 55-64 ☐ 65+

To speak personally with someone about the Aurora, call 1-800-718-7778, 24 hours a day, 7 days a week.



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