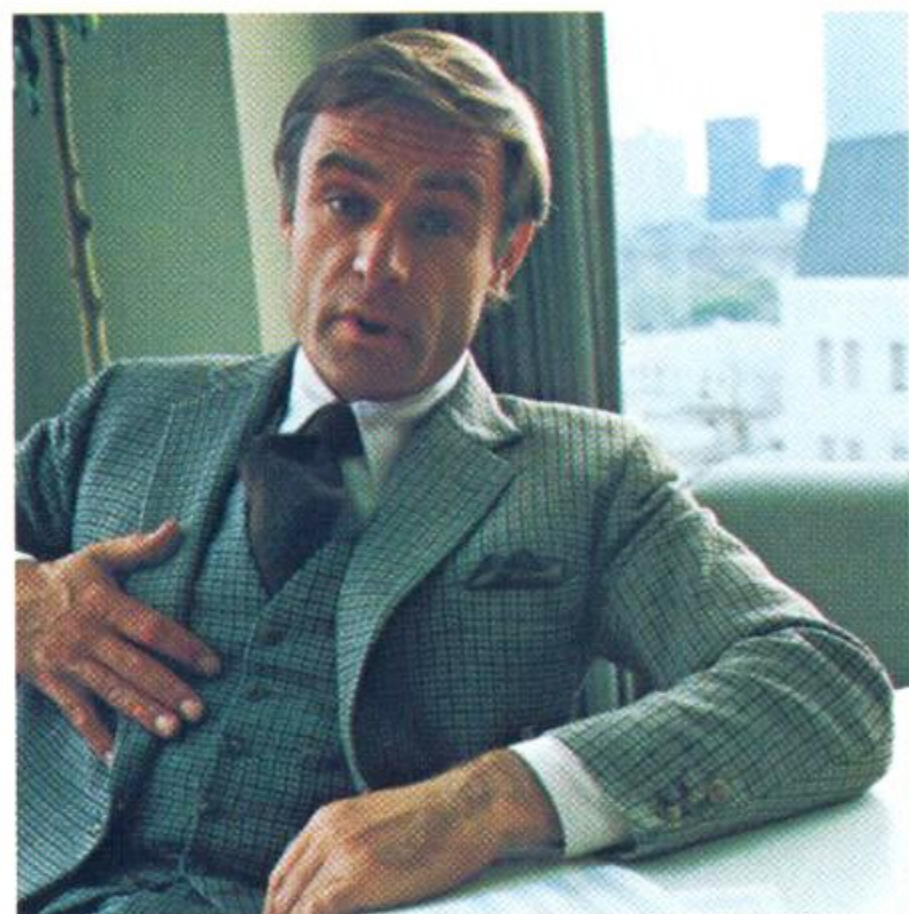


OLDSMOBILE '76

TORONADO • NINETY-EIGHT • DELTA 88 • CUSTOM CRUISER



TORONADO



1

Toronado . . . North America's first contemporary automobile with front-wheel drive. And its distinctive combination of roadability and luxury have earned it a singular reputation among personal luxury cars.

In bad weather, on wet roads, its traction is impressive; the weight of the engine over the drive wheels works for you. You are pulled through curves and turns rather than pushed.

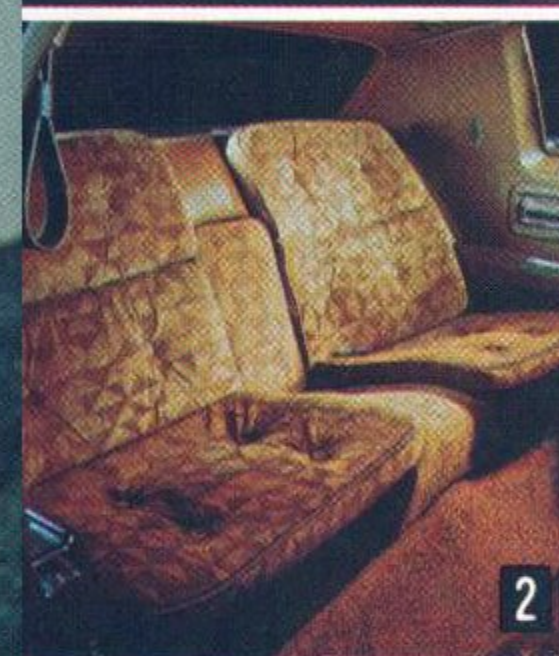
Yet its talents as a road car sometimes surprise its owners who chose Toronado chiefly for its classic looks and luxury. And the more you drive, the more you enjoy its roadability.

You can relax in elegance as Toronado does most of the work. Power steering and brakes plus automatic transmission are standard. Power raises or lowers the windows. A message centre can monitor up to 10 operations. Toronado offers two interiors, Brougham and Custom, as shown. And a flat floor for more foot room.

Toronado. Proud classic among luxury cars. A rare experience on the road.

Can we build one for you?

1. Brougham interior: 60/40 divided front seat, geometric-weave velours, or vinyls.
2. Plush comfort in the rear, too.
3. Custom interiors offer vinyl or nylon knit trims, fold-down centre armrests.
4. No hump, thanks to front wheel drive.
5. Eye-level lamps signal your intention to stop or turn.
6. Vertical impact strips.
7. Driver's control centre.
8. Digital clock with quartz crystal movement, standard.
9. Distinctive Landau roof is available in seven colours.



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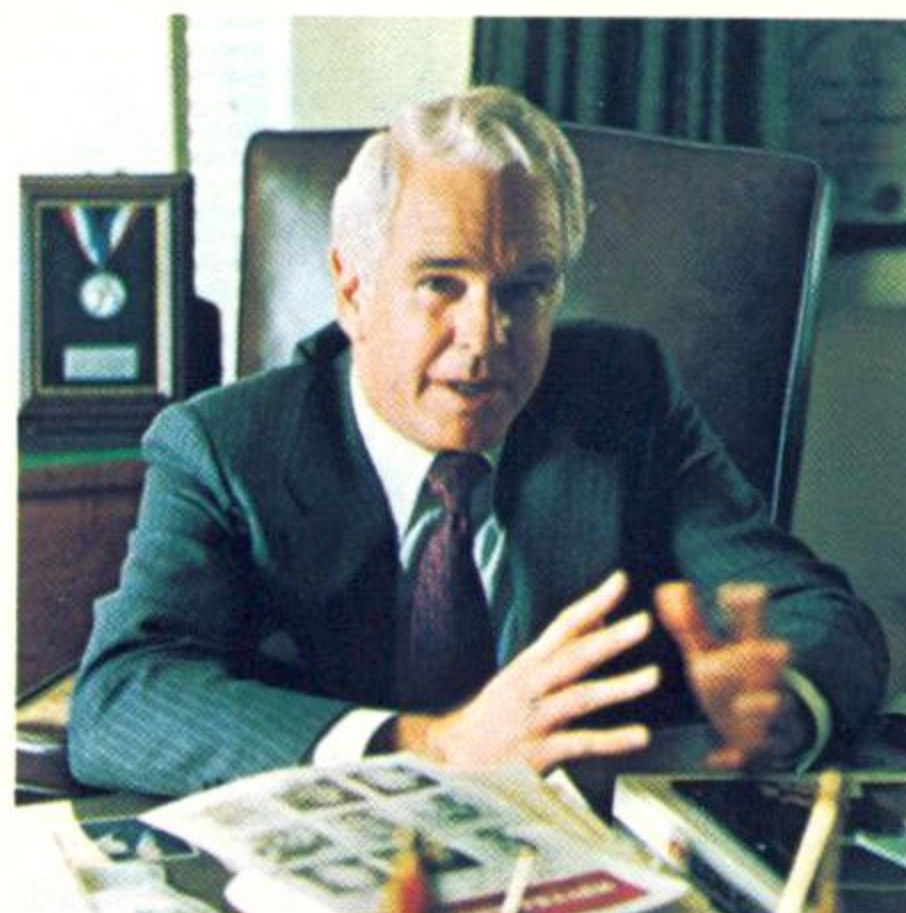


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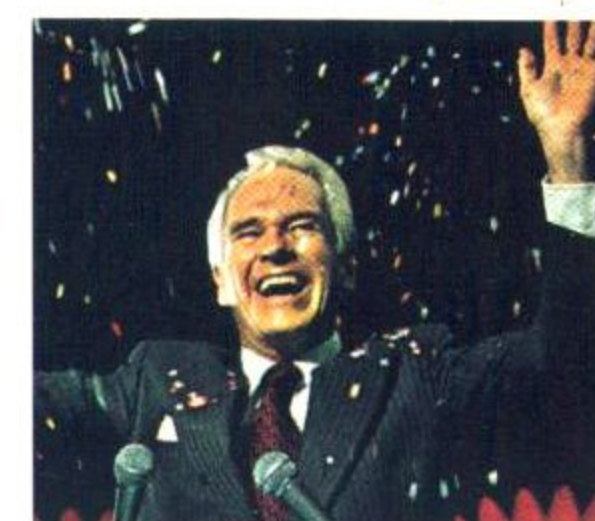
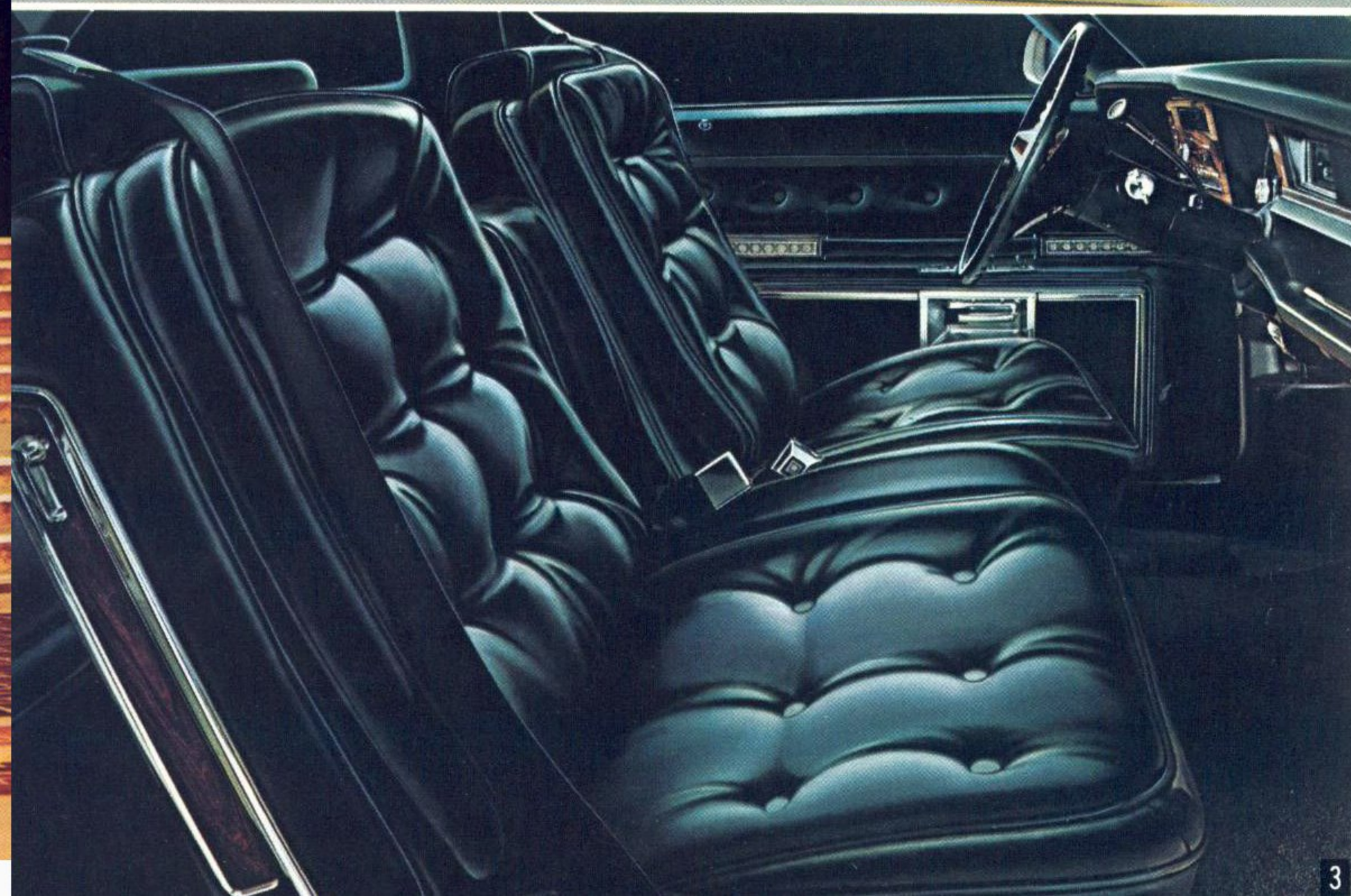


9





NINETY-EIGHT REGENCY



98 Regency: the most comfortable and thoroughly luxurious car ever built by Oldsmobile.

Regency surrounds you with an atmosphere of luxury seldom surpassed, even in more expensive automobiles. The "loose-cushion" look of its seats introduced a new approach to comfort, and is now offered in a wide choice of elegant velours and doeskin vinyls.

The silence and comfort you feel here are the product of computer-age analysis; sources of wind noise, road noise and mechanical vibration have been searched out with remarkable thoroughness.

Power controls operate the windows, and adjust the driver's seat. A digital clock computes the time. Deep-foam seatbacks and cushions cradle the body, luxuriant carpets are underfoot.

Yet for all its size and splendours, a 98 Regency Sedan is a very responsive road car. Its ease of manoeuvrability, in fact, may well surprise you.

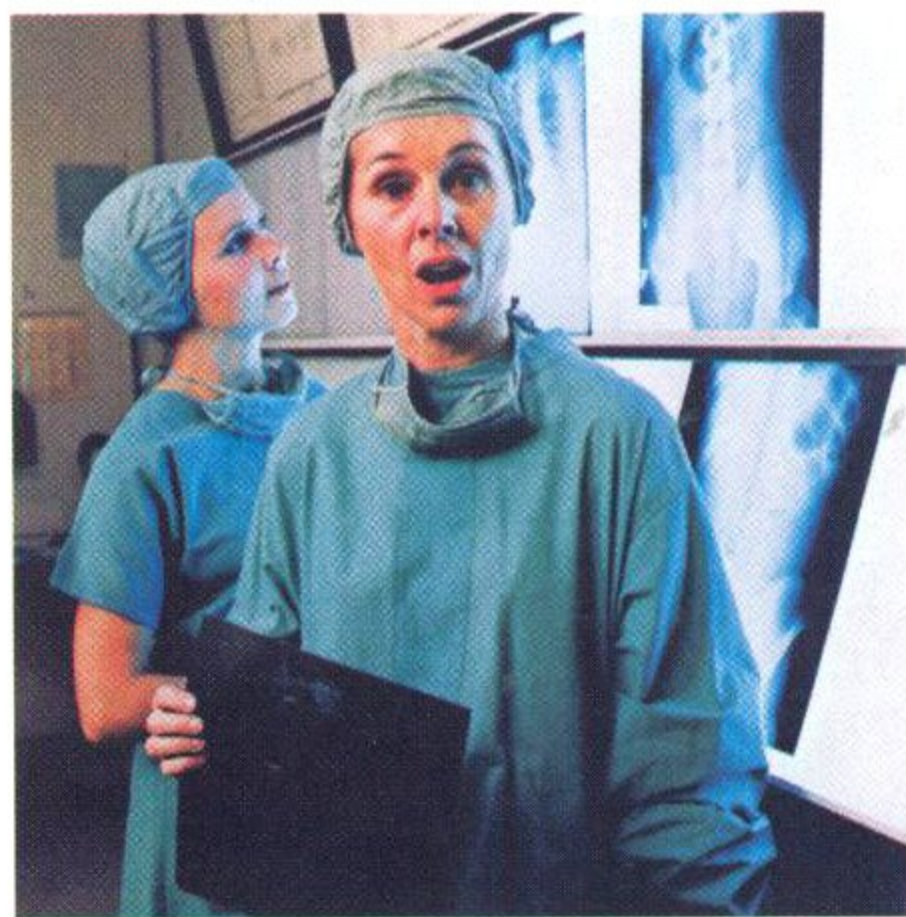
For many people, the luxury coupe offers an intimacy which sedans do not. And it achieves whole new dimensions when combined with the very special qualities of a Regency.

And a Regency coupe also allows you to order the distinctive landau roof treatment, as shown.

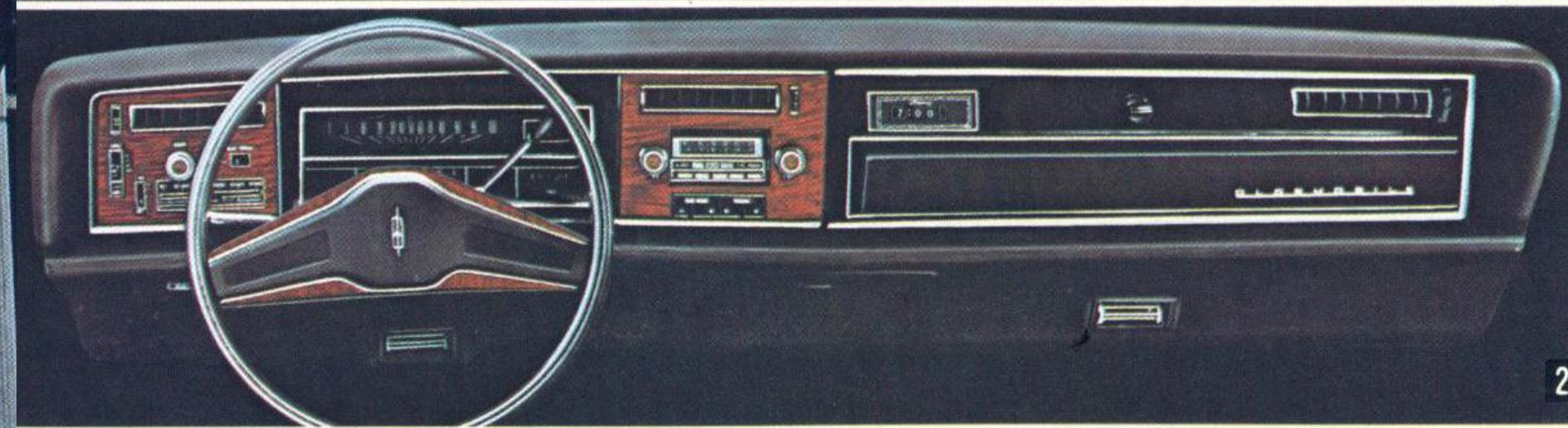
It's one more evidence of the extraordinary kind of value that is winning more luxury car buyers over—to Oldsmobile 98 Regency.

Can we build one for you?

1. The sumptuous Regency Sedan interior with 60/40 divided front seat, in mahogany velour. Also offered in dark blue, buckskin or black velour, and in black leather at extra cost.
2. 98 Regency Coupe with available landau roof.
3. The Regency Coupe interior with 60/40 divided front seat offers a choice of velour upholstery, doeskin vinyl, or black leather, shown here, at extra cost.



NINETY-EIGHT LS



Few cars in the world can approach the luxury car qualities of an Oldsmobile 98. In room, ride, comfort and elegance, it is a most impressive automobile.

Fewer luxury cars still can make these qualities so easy to own—for the Ninety-Eight LS series is Oldsmobile's lowest-priced entry into the luxury car field.

And like all Ninety-Eights, the word for silence is impressive—thorough is the word for its soundproofing. A steel inner roof panel is acoustically designed to dampen sound transmission, then further insulated before the acoustical headlining is installed.

Inside, full foam seats, up to six inches thick, are moulded to keep their contour shape and comfort year after year of use. Deep plush-pile carpets are premium quality, and thickly padded for that luxury feel underneath.

To augment the pleasures of driving a Ninety-Eight LS, other custom touches are available, too. AM/FM stereo, with or without tape deck, to surround you with your favourite music. A lighted vanity mirror for the sun visor. Night-lights for the door lock and the interior. Even a sophisticated burglar alarm system that sounds the horn and flashes lights if tampered with.

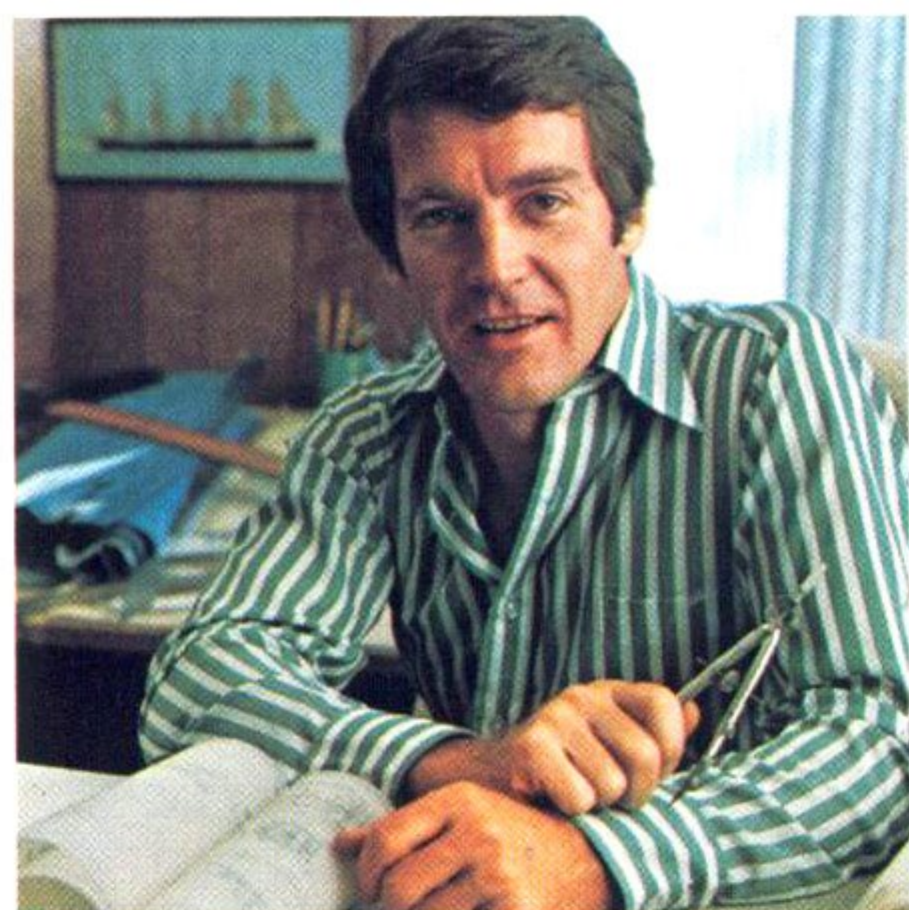
But however you order your 98 LS, we believe you will find it as satisfying as any luxury car you've ever owned—at a lower price than some others on the market today.

Can we build one for you?

1. Ninety-Eight's interior features Ogden nylon knit fabrics in dark blue, black, mahogany or buckskin, or doeskin vinyl seats in white.

2. Instrumentation includes an electronic message centre. Fuel economy gauge and digital clock are also available.

3. The Ninety-Eight LS Coupe—quiet elegance, any way you look at it.



CUSTOM CRUISER



Imagine an Olds 98 and a 106-cubic-foot trunk—and then look at a Custom Cruiser.

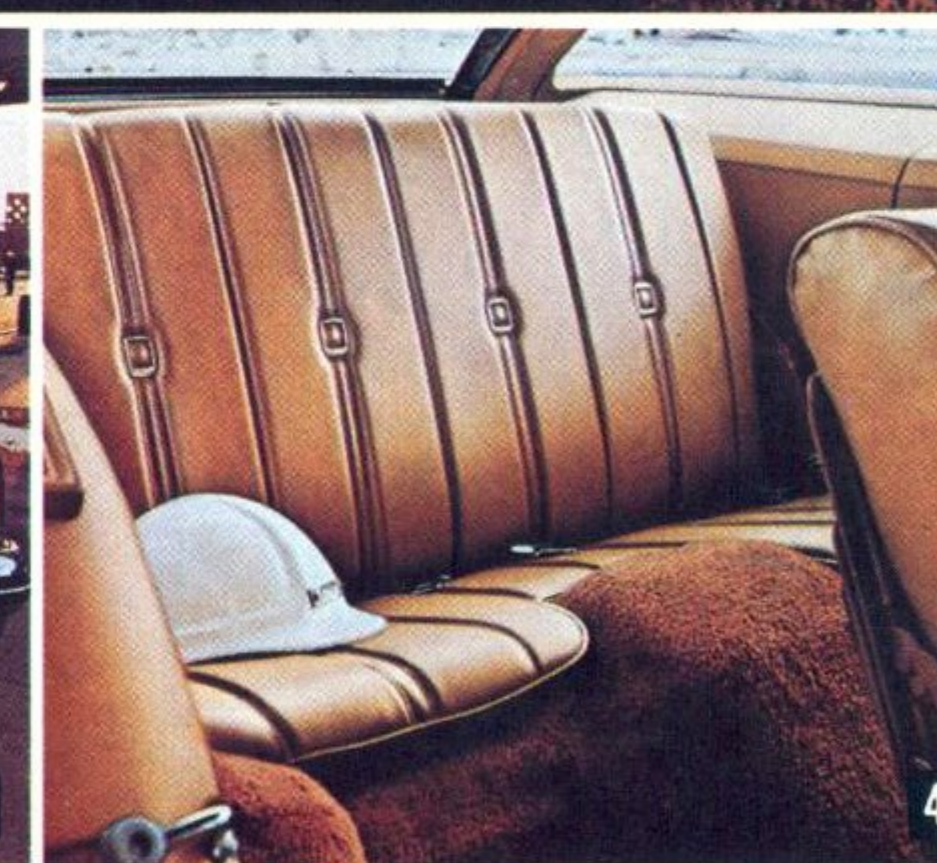
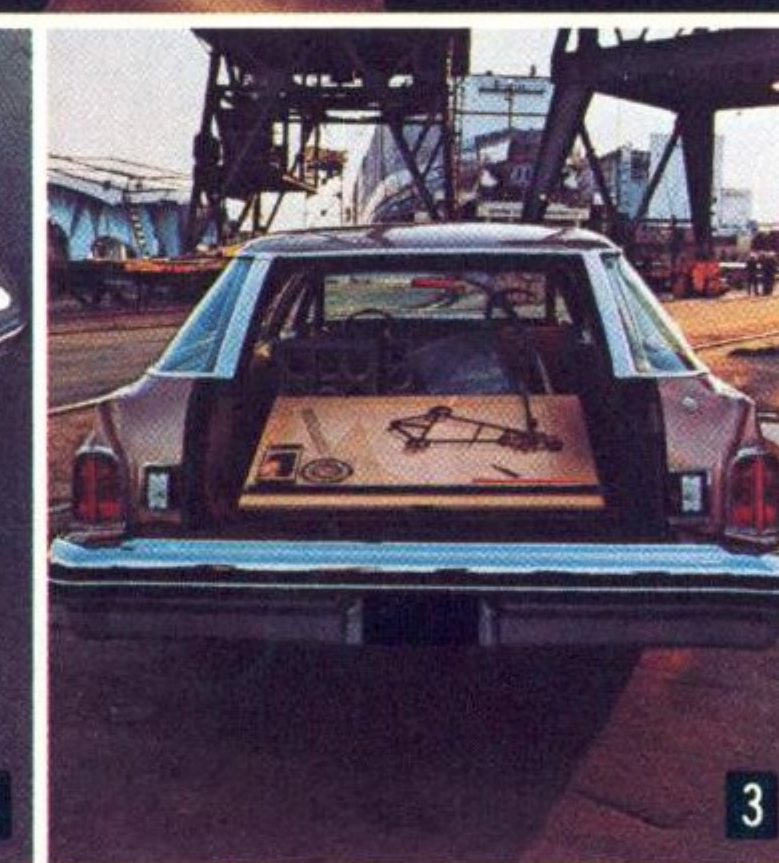
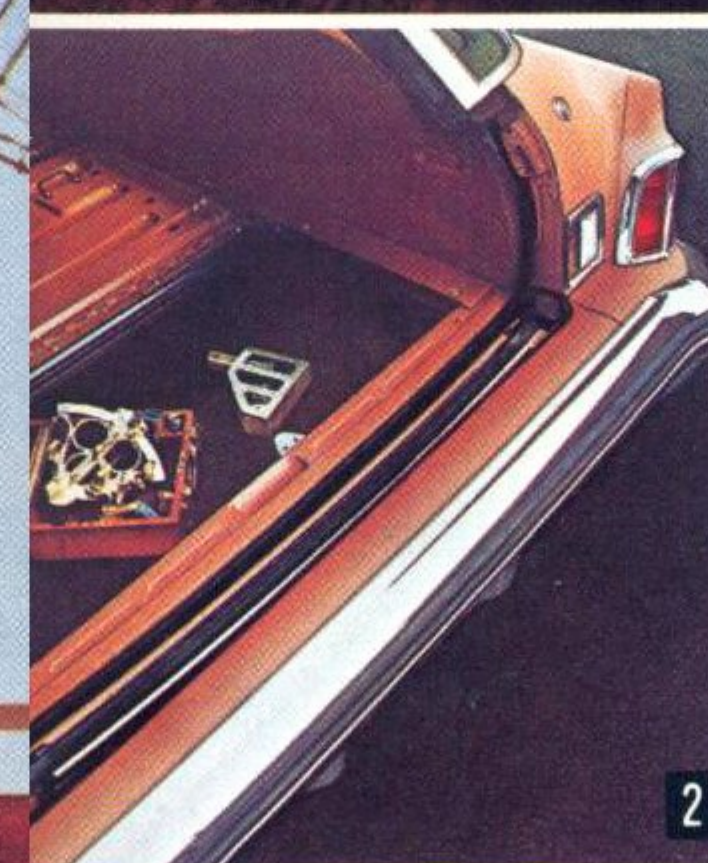
Its similarities to a 98 are no coincidence. Its wheelbase is the same, 127 inches—you can tell, on the road. And you ride in a quiet and sumptuous comfort which occasions remarks from guests: "I can't believe this is a station wagon!"

Yet, when the occasion demands, Custom Cruiser is prepared for full-load work. The tail opens wide and clear: its window disappears into the roof, the tailgate disappears into the wide, flat floor. And under the floor, there is still a hidden storage space.

Custom Cruiser is offered in 6- and 9-passenger models—with or without wood-grained vinyl paneling. And a new semi-automatic ride leveler is available: a simple setting of a dial on the instrument panel tailors rear shock absorber action to normal, medium or heavy loads.

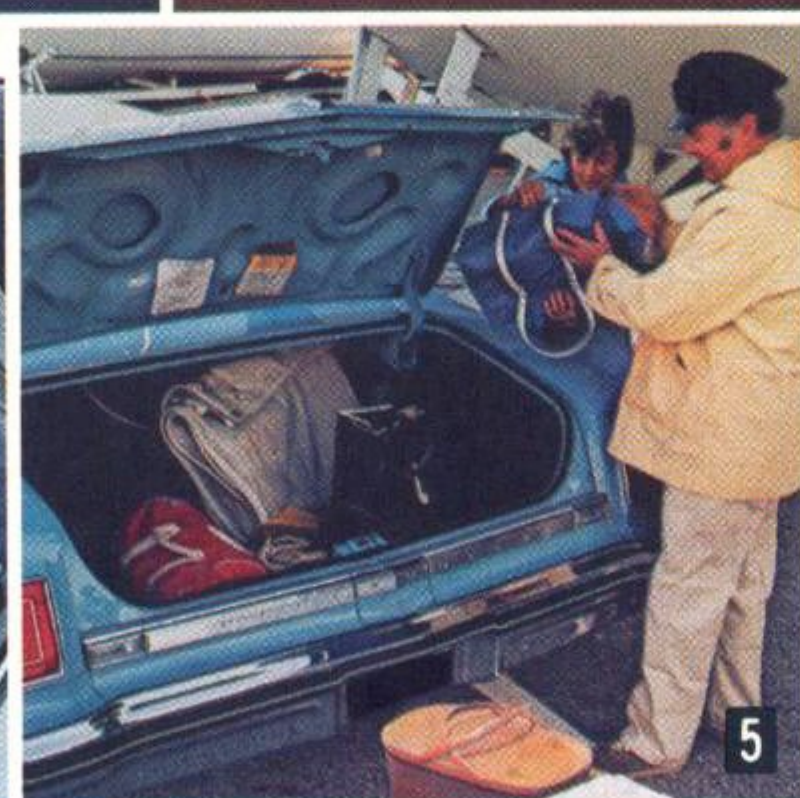
Whichever version you decide on, Custom Cruiser is above all an Oldsmobile in its quality, construction and performance reliability. Which is why, in station-wagon circles, the Olds Custom Cruiser is one wagon to look up to.

1. Soft, ventilated vinyl that keeps its good looks—and the front centre armrest is standard.
2. Hiway storage for valuables.
3. Wide gate and floor can take 4-by-8 foot paneling—flat.
4. Third seat faces forward.
5. Here's how the Custom Cruiser looks without the side paneling.





DELTA 88 ROYALE



Think for a moment about what you really want in your next new car . . .

Perhaps what you need is basically a full-size family car. Roomy. Solid. Good for the long haul—and reasonably priced.

But—you'd also like some of the amenities of a luxury car. The elegant interior. The built-in quality. And that good feeling on the road.

Thinking like that can lead you to Delta 88 Royale.

Royale stands out in a crowd of full-size cars, proud and unmistakable. New grille, rectangular headlamps and bumper up front. Rich interiors in plush velours or doeskin vinyls. Fresh expressions of the Royale touch are all around—including the new Crown Landau option now available.

To understand what makes an Olds different from other full-size cars, you must understand the diligence of Olds engineers. In an age of standardization, they follow a tradition of extra care and effort.

They were the first to put steering geometry linkage ahead of the front wheel axles, instead of behind them. The precision in steering, the degree of control gained in the least movement of the wheel, has set a standard for others to follow.

But it goes deeper. The 88 reputation as a smooth-riding road car rests on a full 124-inch wheelbase. Its springs are custom-matched by a computer to the specific weight of the car as you ordered it. And recent significant improvements in its fuel economy make it impressive in its class.

Can we build one for you?

1. Plush and pleated in crushed velour, the Delta 88 Royale interior delivers distinctive luxury in a full-size family car. Also available: 60/40 divided front seat.

2. Delta 88 Hardtop Coupe.

3. Delta 88 Royale Town Sedan.

4. Carpeting on the doors. Spacious comfort all around.

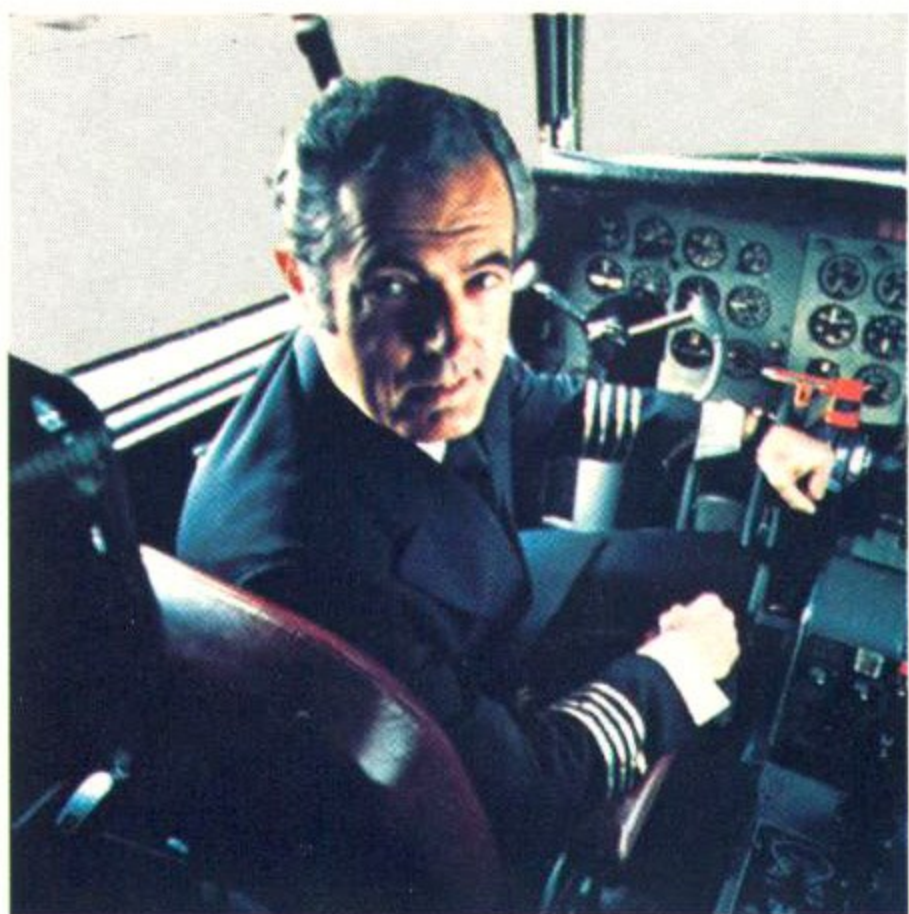
5. Trunk sill is lower than on some cars in its class—and there's almost 21 cu. ft. of space inside.

6. Full-foam seat comfort.

7. Below the speedometer is an electronic message centre which can monitor up to 10 functions.

8. Grained inlays accent the efficiency of the panel.

9. Royale Crown Landau option available: Stainless steel roof-bar, padded top, hood ornament, colour-matched wheel discs.



DELTA 88



As Oldsmobile's lowest-priced full-size family car, Delta 88 has many competitors.

But because all cars are not created equal, Delta 88 keeps on winning over new buyers. And those who insist on test-driving each car being considered can readily appreciate why it happens.

The same Olds engineers who create the sumptuous ride of luxurious Ninety-Eights and Toronados set the ride standards for Delta 88.

Delta 88 seats are full-foam, moulded to keep their shape; power steering, power brakes and automatic transmission let you relax and enjoy the ride.

What makes it all the more satisfying is that you're driving a full-size Olds for little or no more than you might pay for a full-size ordinary car, with comparable equipment. Knowing that, the solid quality and value around you become that much more enjoyable.

The wheelbase is up to three inches longer than some cars in its class. The forward-linkage steering geometry helps give you a good feel of the road. The quiet and solid feel is there, too. All of which contributes to a riding smoothness and luxury we believe will impress you.

Add that to the basic looks of a Delta 88, its room and comfort. What emerges is the kind of full-sized value car buyers are looking for these days.

Can we build one for you?

1. Delta 88 models offer interiors with Ogden nylon knit upholstery in black, blue or buckskin. Hardtop coupe and sedan also offer doeskin vinyl trim in buckskin, mahogany and white; Town Sedan offers doeskin in mahogany.

2. The sedan version of a Delta 88 Hardtop. A very stylish look for a very practical, tough family car.

3. Delta 88 Town Sedan—a very stylish look for a very practical family sedan, and Oldsmobile's lowest priced full-size car. Just try to match it for value.

STANDARD FEATURES

TORONADO

HYDRAULIC BUMPER SYSTEMS, front and rear, absorb minor impacts then return to position. Bumper components of high-strength steel combine maximum strength with minimum weight. Internal bumper guards, bumper impact strips, standard.

FAN SHROUD IS DESIGNED to channel air with increased efficiency from the ducts below the bumper to the radiator. Standard equipment when you order air conditioning.

FRONT WHEEL DRIVE directs power through a specially engineered Turbo Hydra-matic to the front wheels. This places engine weight over the wheels that pull the car through turns and along straight-aways with impressive traction and steering response. You don't drive differently, but Toronado responds in a way that's gratifying—especially on snow, or wet and slippery roads.

ROCKET 455 V8 ENGINE is standard

NINETY-EIGHT

FAMOUS ROCKET 455 V8 ENGINE is standard, with 4-barrel carburetor and high-energy ignition system for extra starting power and combustion efficiency. It uses no-lead fuel and requires less maintenance: no points or ignition condenser to replace; spark plugs last up to 22,500 miles; up to 7,500 miles between oil filter changes.

THE 98 RIDE is a great pride to Olds engineers—soft and smooth, yet steady and controlled.

FULL FOAM SEATS up to six inches thick are moulded to keep their contours and comfort through years of use. Deep plush-pile carpets are premium quality, and thickly padded for that luxury feel underfoot.

FLO-THRU VENTILATION automatically maintains a quiet continuous flow of air circulation throughout the passenger compartment

DELTA 88

HYDRAULIC BUMPER SYSTEM, front and rear: bumpers are mounted on hydraulic cylinders and absorb minor impact, then return to position. Bumper impact strips are standard on Royale and Delta 88. **ROCKET 350 V8** is standard for all 88 models, with 4-barrel carburetor, catalytic converter emission control system and high-energy ignition system for greater starting power and combustion efficiency.

DELTA 88 IS ALSO BUILT to save you important money in scheduled maintenance. Using no-lead gas, its spark plugs can go 22,500 miles before recommended change; 15,000 miles between oil filter changes; 7,500 miles between oil changes. And there are no points or ignition condenser to replace—ever. Both Rocket 350 and 455 V8s are engineered with positive valve rotators to help provide proper valve seating and peak performance.

with 4-barrel carburetor and high-energy ignition for extra starting power and combustion efficiency. As for its gas economy your Olds dealer has details.

LESS MAINTENANCE IS REQUIRED because there are no points or ignition condenser to replace; spark plugs last up to 22,500 miles; you go up to 7,500 miles between oil changes, up to 15,000 miles between oil filter replacements.*
*With use of unleaded fuel.

TORONADO HANDLING BENEFITS from a 122-inch wheelbase, Vari-ratio power steering, and Oldsmobile's front-linkage steering geometry.

IT'S QUIET INSIDE. Toronado's Body by Fisher is designed to reduce wind noise and insulated to prevent air leaks. Body-mount placements minimize transmission of sound and vibration; mounts have rubber insulators which are individually formulated for softness and damping characteristics;

without opening windows.

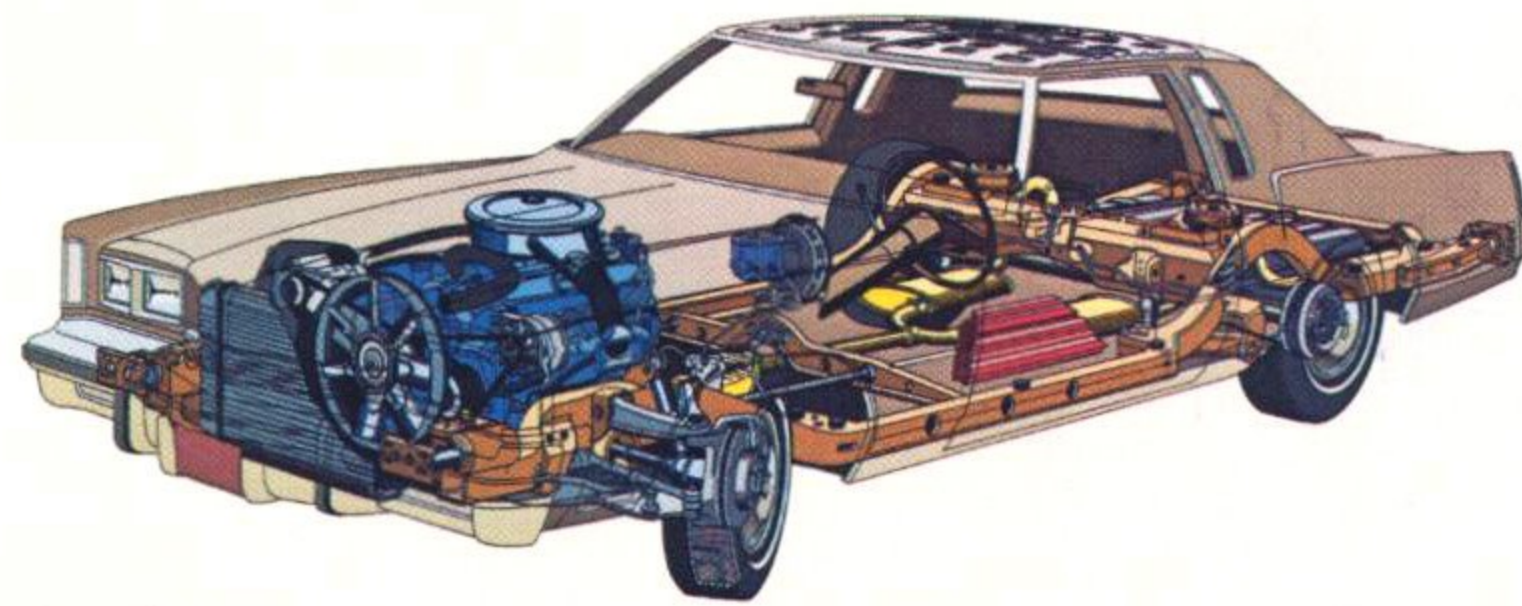
IMPRESSIONS IS THE WORD FOR 98'S SILENCE—thorough is the word for its soundproofing. Steel inner roof panel is acoustically designed to dampen sound transmission, then further insulated before the acoustical headlining is installed. **DOORS, FLOORS, AND AREAS** beneath and behind the rear seat, all receive special insulation. Three kinds of sound-deadeners are used in the front floor before the thick carpeting goes in. Even the exhaust system is "tuned" for sound reduction.

A FULL-SCALE LUXURY CAR in every dimension. Overall length, 232.2 in. Wheelbase, 127 in. Tread, 64 in. front and rear. There's over 5¼ feet of shoulder room, front and rear; 49 inches of legroom for rear seat passengers. And 21.9 cubic feet of usable luggage space in the trunk.

FAMILY SIZE ROOM AND COMFORT for six on a 124-inch wheelbase. Over 5 feet of shoulder room, front and rear. Nearly 21 cubic feet of trunk space.

DELTA 88 (like all Olds) is built tough for the long haul. The exhaust system features stainless steel crossover and exhaust pipes and catalytic converter casing; aluminized muffler and tailpipes; corrosion-proof thermoplastic front inner fenders, double-panelled roof, hood and trunk lid.

DELTA 88 STANDARD EQUIPMENT includes: Turbo Hydra-matic transmission. Vari-ratio power steering. Power brakes (disc/front, drum/rear). Electronic message centre. Inside hood release control. Plush-pile carpeting on floors and lower doors. Ashtray and overhead courtesy lamps, automatic front-door courtesy switches. Bright metal drip rail, rocker panel, and wheel-opening mould-

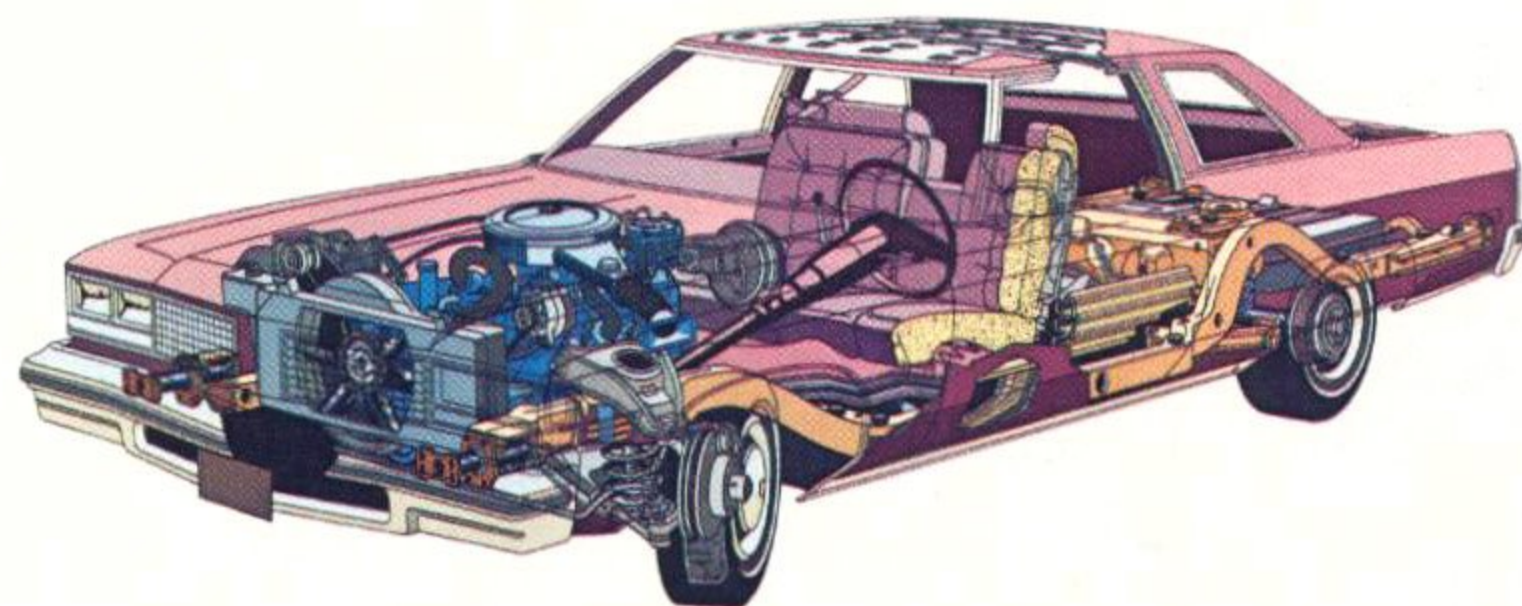


there is no metal-to-metal contact between body and frame.

TORONADO'S SMOOTH RIDE is enhanced by coil springs which are computer-selected to the weight of your car with the equipment you ordered.

ELECTRIC REAR-WINDOW DEFROSTER quickly heats up the glass to help remove ice and snow and interior "mist" or steaming.

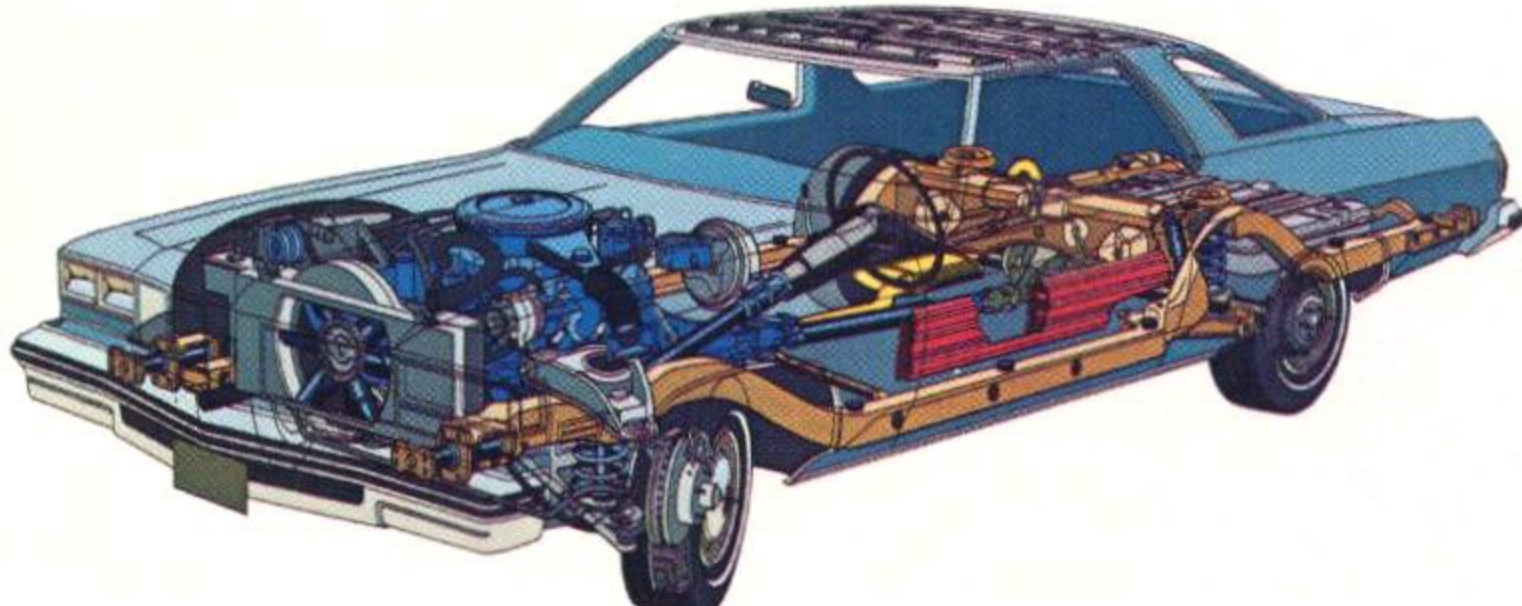
TORONADO STANDARD EQUIPMENT includes: Steel-belted radial-ply tires. Vari-ratio power steering. Power brakes (disc/front, drum/rear, with new semi-metallic pads and linings for excellent fade resistance). Power window controls. Driver's door console. Message centre. Digital clock. Front ashtray, glove-box lights. Inside hood release control.



ELECTRIC REAR-WINDOW DEFROSTER quickly heats up the glass to help remove ice and snow and interior "mist" or steaming.

98 STANDARD EQUIPMENT includes: Turbo Hydra-matic transmission. Vari-ratio power steering. Power brakes (disc/front, drum/rear). Driver's door armrest control console. Electronic message centre.

Deluxe steering wheel. Electric clock. Inside hood release. Fold-down centre armrests, front and rear. Front ashtray and glovebox lights. GM-Specification steel-belted radial tires. Rear fender wheel-opening covers. Catalytic converter emissions system. Hydraulic bumper systems, front and rear; bumper impact strips, front and rear.



ings. Chrome wheel discs. Flo-Thru ventilation.

ELECTRIC REAR-WINDOW DEFROSTER quickly heats up the glass to help remove ice and snow and interior "mist" or steaming.

ROYALE STANDARD EQUIPMENT also includes: Velour interior trims. Courtesy and glove-box lights. Colour-coordinated protective body side mouldings. Bright metal brake and accelerator pedal accents. Deluxe steering wheel.

OPTIONS AND ACCESSORIES

Another good thing about owning an Oldsmobile: our engineers are thoughtful about the extras you can order on an Oldsmobile, too. For example:

1. Theft-deterrent system. A burglar alarm system that offers no tell-tale visible evidence. Headlights flash, horn sounds if improper entry is attempted: Toronado, 98, 88.

2. Crown Landau roof for Delta 88 Royale Coupe. Padded roof, stainless steel roof-bar. Stand-up hood ornament, color-matched wheel discs included.

3. Fuel economy gauge. How you "step on the gas" affects your mileage; this gauge tells you when you're doing it right—or wrong. Stay in the green, stretch gas dollars.

4. AM/FM Stereo. Available with or without 8-track tape player. Two speakers/front, two speakers/rear for big stereo sound, AM, AM/stereo tape and AM/FM radios, automatic fender antennae are also available.

5. Lighted vanity mirror. Lift the protective shield, the lights go on automatically. Vanity

mirror for driver's side available for 98, and Toronado.

6. Digital clock. Available for Delta 88 and 98 models. Quartz-crystal movement provides uncanny accuracy.

7. Tempmatic air conditioning. Set the temperature you want—Tempmatic maintains it automatically. Cools, heats, dehumidifies air; "economy" settings to help stretch gas.

8. Power door locks. These Olds models are too roomy to reach across easily—this button (shown on 98) locks or unlocks all doors, without a stretch.

9. Tilt-away steering wheel. Six positions up and down to suit every driver in the family; allow easier entry and exit. Tilt-and-Telescope wheel also available for Toronado, 98.

10. Power trunk-lid release. No need to turn off ignition, unbuckle seat belt, get out, change keys to open the trunk—this switch in the glove box does it by remote control.

11. Pulse-wipe system. Lighter-than-normal rains, fogs, mists—set a slower-than-normal speed that's just right. Normal operations included.

12. Four-Season air conditioning. Manually controlled. Cools, heats, dehumidifies air, has "economy" settings, too.

13. Deluxe wheel disc (A) for Ninety-Eight, Delta 88, Custom Cruiser. Simulated wire wheel disc (B) for 88.

14. Headlights-On Reminder. Buzzer warns you if you leave headlights on after the ignition is turned off. Part of Y67 sentinel group.

15. Remote control mirror/thermometer. Tells the temperature outside night or day, because it's lighted! Light level and on/off controlled by the headlamp switch.

16. Door lock "night light". Push the door handle button, keyhole is illuminated—and so is the interior! Lights stay on 30 seconds, so you can unlock and open the door.

17. Cruise Control. Just select your speed, it's maintained automatically; braking deactivates it. Great on trips.

18. Air cushion restraint system. Air cushions built into instrument panel and steering wheel help protect front seat passengers, eliminate the need for shoulder belts. Available on 88s, 98s, and Toronado.

Your Olds also offers: Power windows. Power seats. Cornering lights. Tinted glass. Paint stripes. Anti-spin axle. Roof and trunk luggage racks. Convenience light packages. Locking fuel cap. Landau & full vinyl roofs. Semi-automatic level control. Performance axles. And more. Check your Oldsmobile dealer for availability on specific models.

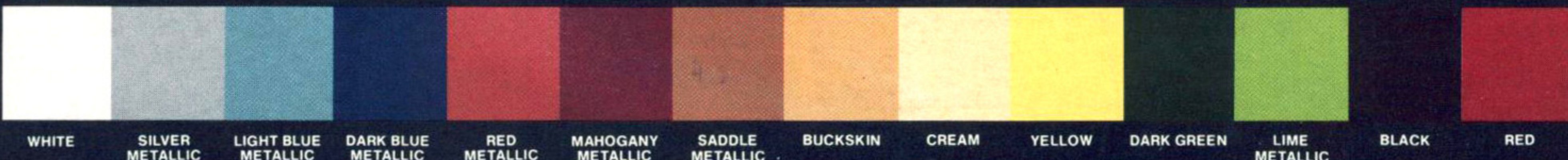


Oldsmobile for '76



(1) CROWN LANDAU PACKAGE AVAILABLE

1976 OLDSMOBILE EXTERIOR COLOURS ON ALL MODELS



Printed colours are approximate only and may vary from actual car paint colours

Built-in Olds features to help protect you, your investment and the environment.

To help guard your investment—your Oldsmobile has these accident prevention features: Side marker lights and reflectors ■ Parking lamps that illuminate with headlamps ■ Four-way hazard warning flasher ■ Backup lights ■ Lane change feature in direction signal control ■ Windshield defrosters, washer and dual speed wipers ■ Wide view inside mirror (vinyl edged, shatter resistant glass and deflecting support) ■ Outside rear view mirror ■ Dual master cylinder brake system with warning light ■ Starter Safety Switch ■ Dual

action safety hood latches

To help protect you—these occupant protection features: Seat belts with pushbutton buckles for all passenger positions. Two front combination seat and inertia reel shoulder belts for driver and right front passenger (with reminder light and buzzer) ■ Energy-absorbing steering column ■ Passenger guard door locks ■ Safety door latches and hinges ■ Folding seat back latches ■ Energy-absorbing padded instrument panel and front seat back tops*

■ Contoured windshield header ■ Thick laminate windshield ■ Safety armrests ■ Safety steering wheel ■ Cargo Guard (except hatchback and station wagon models) ■ Contoured roof inner panel

*Included intermediate seat back tops on three-seat station wagons.

And to help prevent theft—your Oldsmobile provides these anti-theft features: Anti-theft ignition key reminder buzzer ■ Anti-theft steering column lock ■ Inside hood latch release on most models



Can we build one for you?

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GENERAL MOTORS OF CANADA LIMITED, OSHAWA, ONT.

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Printed in Canada

