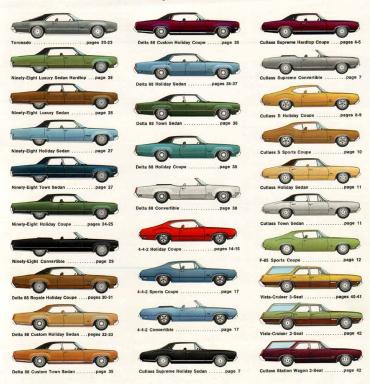
The 1970 Escape Machines



OLDSMOBILE

29 Olds Escape Machines for 1970





The need to escape from the ordinary.

It happens to all of us. The need to get away from the daily grind be it office, plant or kitchen.

The need to break the routine and give new experiences and fresh ideas a whirl.

That's what the Escape Machines, the 1970 Oldsmobiles, are all about! They are literally loaded with exciting new ideas inside and out -all designed to lift you out of the ordinary.

There are Oldsmobile's exclusive new Positive Valve Rotators, for example, that deliver thousands of extra miles of peak, trouble-free engine performance. There is also a new "invisible" radio antenna.

There's a new washer/wiper control available too, that you can activate

by pushing a button in the shift lever.

Aso ... improved air conditioning for more rapid cool-down ... plus a unique sleering wheel that honks when you squeeze it!

But the biggest and newest escape idea of all awaits you—just one page away. Cutlass Supreme, the totally new luxury concept from Oldsmobile for 1970.

Cutlass Supreme.

A totally new idea created by Olds elegance in a trim new size!

It's more than an all-new car. Oldsmobile's Cutlass Supreme Holiday Coupe for 1970 is a completely new concept!

It's near-limousine luxury trimmed to a lively, quick-handling size. It's topped with a smart and exclusive roofline that's the newest look going. And it's priced where so much automobile has never been before.

Slip inside and you'll be where you've never been before. Side-vent windows are gone. Instead, whisper-quiet Flo-Thru Ventlation. Replacing the usual painted dash, is the warmth of Burled-Elm vinyl applique. And those lavishly uphotstered seats? They're double-padded for exceptional comfort. And each of these features is standard.

Also standard is an authoritative 4-barrel, 350-cubic-inch Rocket V-8. A revolutionary V-8, we might add! It features Oldsmobile's exclusive new Positive Valve Rotators that help deliver thousands of extra miles of smooth, trouble-free performance. Another notable engineering first from Oldsmobile.

Cutlass Supreme—the Escape Machine that whisks you so far from the ordinary in so many elegant ways.

Olds offers, at modest extra cost, a variety of options and accessories, many of which are shown in the car illustrations, and are also described on pages 44, 46, and 47,

Orders. Complaints. Another one of those days. Wouldn't it be nice to have an Escape Machine?

Cutlass Supreme Holiday Coupe.



Inviting, Impressive. Elegant. Cutlass Supreme Holiday Sedan Interior with Custom Sport Seat in Oscoda cloth with Fame-cloth accents. Or you may order the all-Morocceen vinyl Interior. The power windows and Deluxe Seat Belts are available as shown.





Like to add outstanding city and tumpike performance to the elegance? Then order the special new Cultass Supreme SX package, It includes a 455 V-8, dual exhausts and distinctive ornamentation. Add a Turbo Hydra-matic 400 and you've got it all. Available in Coupe and Convertible only.

Cutlass S.

Break the routine. Let your hair down and swing (for) a little!

Routine. The same old thing. There are a lot of cars like that—and one that isn't. Cutlass S. The freshest fastback on the

Cultass S. The freshest fastback on the road today.
One look at those great new lines and up goes the old pulse rate. Sporty new hood with raised pods. Chromed louvers at the cowl. Concealed wipers. Ventless side windows (Holiday Coupe and Convertible). New flared sculpturing toward the rear.
Take the wheel and you leave the routine that the cowletter of the convertible o change directions as quickly as you change your mind.

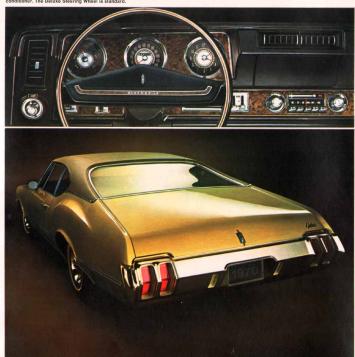
your mind.
Which is exactly what you should be doing about all those (ho-hum) routine cars. This year, give them the slip by slipping into a Cutlass S – still priced with or below many of the low-priced names!



The old 9 to 5. Hurry. Worry.
Crank out the work. Wouldn't it be nice
to have an Escape Machine?

Cutlass S Holiday Coupe.

Neatly arranged, easy-to-read instrumentation highlight the Cutlass S dash. Popular accessories you might want to add include bucket seats, radio (with "invisible" antenna), self-regulating clock, Burled-Elm vinyl applique, air conditioner. The Deluxe Steering Wheel is standard.



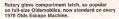
Cutlass S Sports Coupe











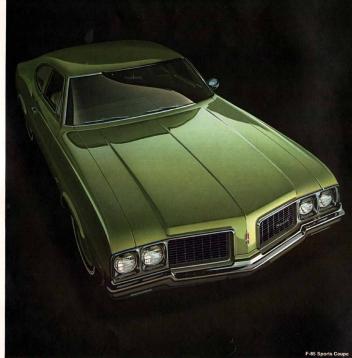


Completely new sports console available with lockable storage space, wood-grain-viny! applique and bright metal trim. Order yours with automatic, 4-speed, or our new Dual-Gate Shifter which gives you a little of both!



Ever look at a closed ashtray and wonder whether to push, pull, slide, or tilt to get it open? Olds has the answer-with a new pushbutton. Pop! It's open. Easy as that. Only on Delta 88s, Ninety-Eights, and Toronado.

F-85. America's easiest-to-own Escape Machine.



The showroom floors of America have never seen so much pride and quality, so many extra touches packed into such a budget-pleasing package. Padded head restraints, an anti-theft

steering column, locking glove compartment with the popular rotary latch, turn-signal lever with built-in lane-change indicator, choice of the big Action-Line 6 or Rocket 350 V-8 (both get along beautifully and economically on regular fuel), and a long impressive list of GM safety features—all standard in F-85 for 1970. Easiest way of all to go Oldsmobile.



Wouldn't it be nice to have a special-performance Escape Machine?

The new Olds 4-4-2 and the specialperformance W-Machines are not intended for everybody. They are built and dedicated for the enthusiast who gets a real kick out of driving a fine-tuned, precise-handling machine. Special equipment? You can order from a long and rather exotic list.

Close- or wide-ratio 4-speeds, beefed-up automatics, special suspensions, new functional Cold-Air Induction packages, aluminum manifold (W-30, W-31), high-overlap cams, fiberglass hood with functional air-scoops, heavy-duty axles to 5.00-to-1, disc brakes, special new

colors, and as large a V-8 as has ever been offered in a special-performance production automobile. All—and a whole lot more—available for 1970! If you think a car should do more than just look pretty in a driveway, you should find the next few pages very interesting.

12

Ask the man who knows one.

Over the past few years 4-4-2 has won more accolades, trophies, and believers than you can shake a 4-speed at. Oh, don't get us wrong. The competition is tough. And doing a great job—in some places.

Some offer outstanding performance, but look like boxcars. Others are real eye-

poppers, but ride (ouch!) like buckboards. poppers, but ride (ouch) like buckpoards.
Olds figures if you really dig cars, you should be able to lay your driving leather on a machine that's got it all.
Have at it—4-4-2 for 1970!
Under the 4-4-2 hood rumbles as large a V-8 as has ever been bolted into a special-

performance production automobile! 455

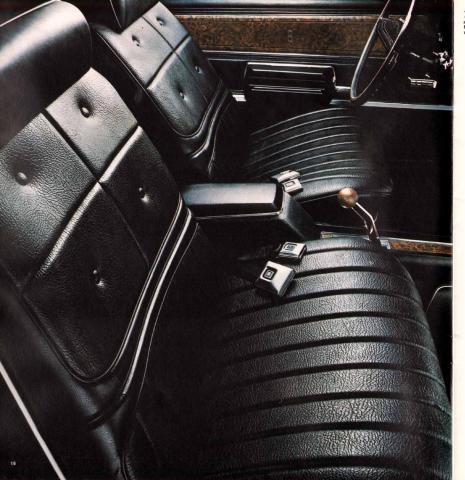
cubic inches! And it's standard!
Want the head-turning look of a special fiberglass hood with dual air scoops, big rally stripes, locking hood pins, plus coldair induction? Then order the new W-25 performance / appearance package — and you've got it!

Either way, underpinnings are heavy-duty, as you'd expect. But then we go one step further with stabilizer bars both front and rear. Also standard. So you ride with unexpected and unequaled smoothness—and downright fantastic handling. On the straightaway or through the esses! (Watch for the imitators to copy this one.)

As for looks? Be our guest.
And the sound? Like music—through low-restriction dual exhausts. "The way it is" is good enough for others. But only "the way it ought to be" is good enough for the 1970 4-4-2. And you.



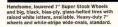
Long days. Lonely nights. How the hours drag. Wouldn't it be nice to have an Escape Machine?



4-4-2's best-of-everything attitude isn't limited to performance and handling, as you can plainly see. This is the Strato Buckel Seat interior of the 4-42 Convertible—a rugged and handsome combination Walrus-Grain Morrocceen with Madrid Morocceen accents. The completely new sports console, power windows, and Deluxe Seat Belts are available as shown.









For those who can't decide between a manual or an automatic—there's our new Dual-Gate Shifter. It gives you the best of both. Order it for your console.



Special 4-spoke brushed-metal Custom-Sport Steering Wheel, available. Features a special soft leather-grain-vinyl rim for positive non-slip grip. Rocket Rally Pac, available.

The 1970 W-Machines: W-30 and W-31. Special packages for special application!



With the W-Machines you get extra horsepower out of thin air Their specially designed fiberglass hood scoops grab cold air and ram it into the wide-throat Quadrajet carb. And that's where the magic happens! The quick-moving cold air im thes with sportized gasoline. A super-dense air/fuel mixture results. And so does extra usable horsepower!

W-30 PACKAGE: Available in 4-4-2 Coupes, Convertible, Includes fiberglass hood with cold-air hood scoops; dual hood pin locks; big rally stripes on hood, plus side-body stripes; two sport-styled outside mirrors (left-hand mirror with remote control); die-cast "W"

identification on front fenders; special 455cube, cold-aif v9 with "select fif" of retitical
parts; performance-calibrated 4-bbi cold-air
carburetor; (owe-restriction art cleaner; lightweight aluminum manifold; high-overlap cam;
weight aluminum manifold; high-overlap cam;
back; heavy-duly radiator and power-asting
clutch fan; reduced body acund deadener;
super-wide 270 x14 bisa-phy; glass-belted
blackwalls with raised white letters mounted
have-fully ration wheel; Anti-Spin axle.
No! included in the W-10 gackage, but
Anti-acund acund acund acund acund acund acund acund
acund acund acund acund acund acund acund acund
acund ac

with front and rear stabilizer bars.
W-31 PACKAGE: Available in Cutlass S and
F-85 Coupes only, it includes all equipment
listed for W-30, with the following exception: in
place of the 455-cubic-inch V-8, a special
350-cubic-inch cold-air V-8 with "select fit" of
critical parts is featured.

A few additional goodies you may wish to order: Special new Rally Red or Sebring Yellow exterior paint. Close- or wide-ratio 4-speed. Performance-calibrated Turbo Hydra-matic. New Dual-Gate Automatic. See your Olds dealer for a more complete list of special 1970 W-Machine equipment,



Two approaches, two kinds of luxury. Which is for you?

Now you can escape the no-choice, one-line-of-cars approach to luxury so prevalent today.

Oldsmobile offers you the opportunity to exercise your own taste in fine cars—not only about features and fabrics, but the basic kind of luxury you will enjoy:

The Grand Luxury Car — Ninety-Eight. For many people, the traditional kind of luxury is the best kind. They prefer their elegance, comfort and motoring ease in the grand manner. For 1970, we offer the finest Ninety-Eights ever built and the outstanding values in the fine-car field.

The Ultimate Luxury Car—
Toronado. For the growing numbers
who seek a personalized, one-of-

a-kind luxury combined with great road performance. For them, Toronado provides an ultimate dimension of luxury made possible only through front drive. It is this unique combination which places the 1970 Toronado squarely in the forefront among the great prestige cars of all time.

Look both over. Then decide.

Toronado.

The ultimate Escape Machine.

Rarely has any car ever achieved the fine balance of elegance and extraordinary road performance now offered you in Toronado

by Oldsmobile for 1970.

The look is proud, distinctive, powerful.
And under the look, a total road machine
which makes it unique in the world of cars.

Formation of the state of the s

For 1970, Toronado provides Vari-Ratio Power Steering and new Tandem power brakes, with disc brakes at the front wheels. These are standard equipment—as are new bias-ply, glass-belted tires on wide 6-inch wheels, and a completely retuned suspension system.

Standard also is an advanced-version, 375-hp Rocket 455 V-8, now incorporating Olds' exclusive Positive Valve Rotators. Or you may order a special-performance package (W-34) for your Toronado, It features a 400-horsepower 455 Rocket V-8, dual exhausts, high-performance transmission, and special paint striping.

natus; main perior manuscriptions and perior perior

12-hour day. Meetings. Memos. The midnight oil. Wouldn't it be nice to have an Escape Machine?

Front drive Toronado.



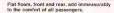
Inside the splendor of Toronado, piped pleats contour the deeply padded seats to the curve of your body. Individual Strato Bucket Seats are available with a sports console between them, if you wish. Power seats and windows, also available.

The elegant new Toronado control center. Even the rich inlays cannot mask the precision and purposefulness of its instruments and controls. For the ultimate in driving comfort, the Tilt-and-Telescope Steering Wheel may be ordered.











Standard 15-inch wheels add to the plushness of the famed Toronado ride. Triple-stripe-whitewalls and new, louvered, full-wheel discs may be ordered.



Tasteful taillamps accent the graceful rear styling. Between them—a spacious luggage compartment. It is among the largest of all "personal" luxury cars.

Ninety-Eight.

Your escape from the ordinary in a Grand Luxury Car.

Grander. More luxurious than ever. But with a contemporary spirit all its own—one look tells you why Olds Ninety-Eight for 1970 will win over still more luxury-car owners

And everywhere you look, Ninety-Eight has been significantly refined and improved

nas been significantly refined and improved even to the standard equipment it provides for effortless motoring. You have Vari-Ratio Power Steering, for more responsive handling. New Tandem power brakes, with new disc brakes up front for quick, sure stops. And Oldsmobile's Turbo Hydra-matic and Rocket 455 V-8, both advanced for still smoother and more precise power.

cise power.

Practically every imaginable convenience feature is also standard, of course. Power windows and power seat control in most models. Three or more ashtrays, cigar lighters front and rear, courtesy and map lamps. Plus a rotary latch on the glove compartment for easier access.

One more point: Each of the six Ninety-Eight models, shown on these and following pages, has its own special interior treat-ment and fabrics. We believe that when you select a particularly fine car for the person-ality it reveals outside, it should be reflected inside as well.

Luxury, in the grand manner, permits nothing less.



The daily grind. Dilemmas. Details. Decisions. Wouldn't it be nice to have an Escape Machine?



A striking filigree pattern in lustrous Odessa cloth against contrasting accents of textured Fame cloth lends new opulence to the Ninety-Elight Holiday Coupe interior. Custom Sport Front Seat with center armest is standard, and you may choose your color scheme in green, blue, gold, sandalwood, and black, Genuline leather upholstery in black is also available in Luxury Sedans and Holiday Coupe.

Olds offers, at modest extra cost, a variety of options and accessories, many of which are shown in the car illustrations, and are also described on pages 44, 45, and 47.





The new Ninely-Eighl instrument panel is recessed and deeply padded, Gauges are tilled slightly for easy glare-free reading, Self-regulating electric clock is standard. Accessories you may wish to order include AMF-4 radio, [Till-and-fleescope Steering Wheel, Cruise Control. Or perhaps an air conditioner—now with improved venting, additional outlets, and a more powerful blower for quicker cool-down.



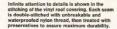














Luxury Sedan and Holiday Coupe owners may order a special Divided Front Seat. Features dual controls to permit individualized comfort for both driver and front passenger. Also available in Luxury Sedans and Holiday Coupe in genuline leather.

Delta 88 Royale.

Direct line to the big-car world.

When the time comes for you to escape average cars and move into the big-car world-

age cars and move into the big-car world-we'll be ready for you-with a full line of beautiful Delta 88 Escape Machines. Nest the beautiful beautiful beautiful beautiful beautiful turusy and more built-in value than you've ever had before. And all for little more than you've been paying! Top of that line is Delta 88 Royale, the personal car that caters to you without

compromise.

compromise.

That's why we built the Royale with a long, road-cradling wheelbase of 124 inches. With broad, double-padded seals that stretch over five feet wide.

To keep your Royale distinctively Royale, we've included a rich vinyl roof with privacy rear window, front-fender louvers, custom pinstriping the full length of the lower body. All standard, and all vocinety Royale.

As for model choice, you're looking at it. Delta 88 Royale is the limited-edition Escape

Delta 88 Royale is the limited-edition Escape Machine with unlimited appeal.



Hurried. Harried. Always on the run. Wouldn't it be nice to have an Escape Machine?

Delta 88 Custom.

Puts an end to small talk.

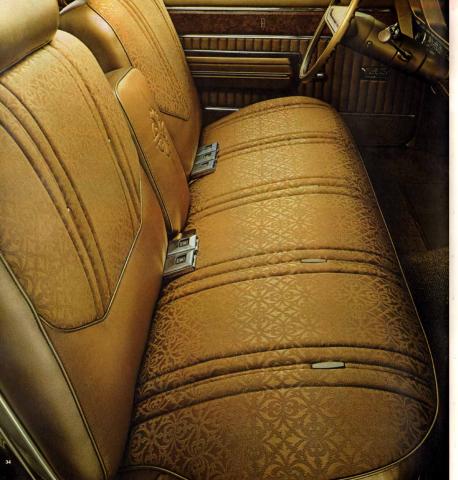
Talk about wheelbase and you're talking 124 road-crading inches. Talk interior room and you're talking room for six—with plenty left over. Performance? Where are you going to Performance? Where are you going to anywhere near—Delta 85 Custom's price? It's the same impressive story in any department you care to discuss. Luggage space? Delta 88 Custom has more than 19 cubic feet of it. More than enough room for all your vacation luggage, interior trim? Choose from more than a dozen beautiful OK, you say, but how about accessories?

OK, you say, but how about accessories?
If you place the check mark on the order from, your piace the check mark on the order form, your handsome new Della 88 Custom can fill the bill. Stereo tape player; AM or AM-FM radio; air conditioner; power seats, brakes with discs up front, windows, steer-ing; Tilt-Away steering with our unique "instant-horn." And the list goes on. And on.

And on.
It's this kind of size, value, and versatility
that has made Delta 88 Custom such a great
and highly popular Olds in recent years.



All day. Everyday. Rumors. Tips. Advice. Opinions. Wouldn't it be nice to have an Escape Machine?

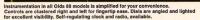


Delta 88 Custom interior. And custom is the word for it. It features Oscoda-cloth, contrasting beautifully with pique-sitiched Fame-cloth trim. Comes in gold, black, and blue. The center armest is standard in Holiday models. All-Morocceen upholstery may be ordered in green or sandalwood. Power windows, available.











This handsome full disc looks like it might cost a pretty penny extra. But it won't. It's standard. So is that smoother riding 15-inch wheel. Whitewalls with dual-white-stripes, available.

Delta 88.

When you've got all the facts there's only one answer.

If you'd like to escape so-called low-price cars, but aren't the least bit interested in over-spending your budget—you're in luck. This one comes up with the right answer

This one comes up with the right answer on both counts!

Delta 88 for 1970 is the easiest way of all to go full-size Olds, which is really going some. Full-size room. Full-size ride, Full-size roomer and performance. Yet its price remains so close to the low-price names you couldn't slip a toothpick between them. And that modest price includes such lin-cyr as full wheel covers, wail-to-wall carpeting, rich new fabrics, Flo-Thru Ventilation, rich new fabrics, Flo-Thru Ventilation, and the the many GM safety features.

What's under that handsome hood? An inflation-lighting Rocket V-8 Engine that runs and runs and runs-on regular fuel!

This year, if you'd like to put some mile-

This year, if you'd like to put some mileage between you and the lesser lights, you couldn't select a better escape route. The proud new Delta 88 for 1970.

Olds offers, at modest extra cost, a variety of options and accessories, many of which are shown in the car illustrations, and are also described on pages 44, 46, and 47.

The computer age. Facts. Figures. Impersonal statistics. Wouldn't it be nice to have an Escape Machine?









Things to do. Places to go. Olds Escape Machines to the rescue.

Namely, Visia-Cruiser and Cutlass Station Wagons for 1970! They're loaded with work-saving, time-saving features.

reatures.

Picking up the kids? The second seat (in 3-seat models) slides forward for quick and easy in-and-outing.

Getting ready for a big fishing trip?

Just load away! There's up to 100 cubic feet of cargo space . . . for outboard motor, minnow bucket, tackle boxes, tent, sleeping bags, and fishing buddies.

And if you really like doing things the easy way, there's a Drop-or-Swing Tailgate available. Swing it out and

it's a welcoming door! Drop it down and it's a loading deck.
And, to bop it all off, there's Vista-Cruiser's beautifully unique windowed roof. It may not make life easier, but it can sure give you a better outlook! Youngmobile thinking thinks of everything!

38

Vista-Cruiser.

The one-of-a-kind wagon with a hundred-and-one wonderful uses.

If ever there was a station wagon with a split personality, Vista-Cruiser is it. When there's work to be done, it's Mr.

Muscle. It rolls up its sleeves, folds down its seats, unlimbers over 100 cubic feet of cargo

seats, unlimbers over 100 cubic feet of cargo area for anything you hanker to carry. Flowers and shrubs and bags of peat. Playens and high chairs and baby strollers. Enough groceries to feed a small army. Ah, but when the work's all done-vola! Mr. Muscle turns into Mr. Smooth — with handsome wood-grain-vinyl paneling and Oldsmobile's exclusive Vista-Root with American and Company of the Work of the

lot in common. Two or three seats—all facing forward. Eleven windows. A concealed lug-gage compartment. A husky 350-cubic-inch Rocket V-8. Or a husky Rocket 455 V-8, if you care to order it. Something else they have in common is value. If you can find as much wag near — Vista-Cruiser's price, we'd like to know about it.

So think it over. When it's all work one minute and all play the next, you really need a wagon with a split personality. Right, Doctor Freud?



Cooking, cleaning, shopping, chauffeuring. Wouldn't it be nice to have an Escape Machine?

Vista-Cruiser 3-Seat.

Olds offers, at modest extra cost, a variety of options and accessories, many of which are shown in the car illustrations, and are also described on pages 44, 46, and 47.







Really out of sight—a secret compartment for all your valuables. Standard in all Vista-Cruiser and Cutlass Wagons. Also available with a compartment lock and special trim.



The door that's a tailgate . . . the tailgate that's a door. Swing it open or drop rit down—the choice is up to you. Available on both Vista-Cruiser and Cutlass Wagons. Electric tailgate window also available on all Olds wagons.

You can tailor your Olds Escape Machine to your exact trailering needs!

Olds approaches your trailer towing needs on an individual basis. Tell your Olds dealer the kind of towing you'll be doing and he'll recommend the exact towing equipment you'll need. No more. No less. That's youngmobile thinking, for you!

Oh sure, we could put together a couple of all-encompassing, ready-made packages for you to choose from, but then you might wind up paying for more equipment than you really

We think our way is the better way. You will, too—when you see how beautifully your specially equipped Olds turns those long hauls into short, sweet trips. So whether you'll be pulling a lightweight

So whether you'll be pulling a lightweight skiff, camper, or mobile home, talk to your Olds dealer. He can fit your trailering needs—exactly!

Here's just a sampling of the specially designed, heavy-duty Olds trailering equipment available for your application:

AVAILABLE ENGINES. The extra loads trailering imposes makes the money spent for more powerful Rocket V-8 Engines a sound investment. These engines provide you the reserve power needed for steep grades, rough terrain, and long, all-day turnpike touring.

400-hp Rocket 455 V-8. Available in Toronado for medium- and heavy-weight towing.

365-hp Rocket 455 V-8. Available for all 88 models and Vista-Cruisers. Recommended for medium-weight towing and required for heavy-weight towing.

320-hp Rocket 455 V-8. Available in Cutlass and Cutlass Supreme for medium- and heavy-weight towing.

310-hp Rocket 455 V-8. Recommended in Delta 88 for medium-weight trailer towing.

310-hp Rocket 350 V-8. Available for all intermediate models excepting 4-4-2. Recommended for light-weight towing and required for medium-weight towing.

AVAILABLE AUTOMATIC TRANSMISSIONS. Just as extra-performance engines give you an added margin of power to handle the more terneuous demands of trailering, Oldembolle's Turbo Hydra-matic transmissions are perfect ovriking teammates for those engines and are recommended for all trailer towing, 7 o properly your Olds dealer.

HEAVY-DUTY COOLING EQUIPMENT. Helps maintain proper engine operating temperature while trailering. Includes: Heavy-duty radiator and water pump; Thermo-cool variable-speed fan; heavy-duty 55-ampere Delcotron to compensate for the extra power drain of trailer towing. This equipment is required for all medium- and heavy-weight towing.

AUXILIARY OIL COOLER. For use with all automatic transmissions for protection against transmission overheating during strenuous trailer towing. Required for medium- and heavy-weight towing.

POWER BRAKES — FRONT DISC BRAKES. The front disc brakes are of the floating caliper design and available with any Oldsmobile model. They offer excellent straight-line stopping, consistent pedal feel, good performance required for towing. High ratio delivers more torque to rear wheels; a lower ratio delivers greater fuel economy. Because Rocket V-8 Engines develop high torque at relatively low-r,p.m., high axie ratios are not needed. Your dealer will help you choose the best gear for your trailering needs.

HEAVY-DUTY SUSPENSION. For strenuous service, continuous heavy trunk loads, and medium—and heavy-weight traller towing. Includes heavy-duty front and rear springs, heavy-duty front stabilizer bar, and Firm-Ride Shock Absorbers. Superlift Rear Shock Absorbers are available.

SPECIAL TORONADO SUSPEN.
SION. Recommended for storenous service, such as continuous heavy trunk loads and medium- and heavy-weight trailer towing, includes higher rate front torsion bars and rear springs. Special heavy-duty shock absorbers are calibrated and tuned to these springs for improved rough road right.

FIRM-RIDE REAR SHOCK AB-SORBERS. Heavy-duty. Increase weight-carrying and weight-pulling capacities. Improve ride on rough roads. Also recommended for continuous heavy trunk loads.

SUPERLIFT REAR SHOCK AB-SORBERS, Have a handy air valve for easy inflation. Add or let out air depending on weight of load. Superlifts keep your car level, help control rear suspension, bottoming, and maintain proper headlamp aim.

VARI-RATIO POWER STEERING. Makes easy work of every trailer towing situation. Standard on Toronado and Ninety-Eight models. Recommended for all other models intended for trailer towing use. Makes trailering pure pleasure.

HEAVY-DUTY WHEELS. Recommended for medium- and heavy-duty hauling. Available in both 14" and 15" wheel size.

wheel automatically. Available in all but Toronado models.

ELECTRICAL WIRING HARNESS. Gives you one, simple connection for trailer taillamps, brake lamps and turn signals. Available on all models. Trailers with electrical brakes require 6-point male and female connectors in addi-

wet, and long lining wear. They are

ideal for the severe braking and strenuous driving conditions of trailer towing.

ANTI-SPIN REAR AXLE. Surefooted traction in mud, snow, ice, or gravel, and on road shoulders, or rain-slick roads. Power is di-

verted from the slipping wheel to the gripping

HEAVY-DUTY FRAME. Available for Ninety-Eight and 88 models, standard in convertibles. This heavy-duty frame is recommended for medium-weight trailering, required for heavyweight towing.

tion to this wiring harness.

REAR AXLES. Oldsmobile rear axles are designed with the extra margin of durability

GUIDE TO TRAILER CLASSIFICATION. Light-Weight (SAE Class 1) . . 1000-2000 lbs. Medium-Weight (SAE Class 2) . . 2000-3500 lbs. Heavy-Weight (SAE Class 3) . . 3500-5000 lbs.

With proper equipment, all Toronado, Ninety-Eight, and 8s models are excellent for Class 1, 2, and 3 towing. Vista-Cruiser Station Wagons with proper equipment are also excellent for Class 1, 2, and 3 towing. All other models can be equipped for Class 1 and 2 towing. Talk to your Olds dealer for the best model and equipment for your particular trailering needs.

42

Engines. Oldsmobile (who else?) introduces another revolutionary first—Positive Valve Rotators.

Standard in every Rocket V-8 for 1970 As in most valve system, the valves will more up and down. But because of the new rotators, they will also revolve full-time. This positive rotating action helps eliminate the buildup compression. This helps provide smoother engine operation and peak performance for thousands of extra miles. It sho Pitrs reduce valve maintenance and repair I will not example of youngmobile thinking for 1970.

400-hp Rocket 455 V-8
Horsepower: 400 at 4800 rpm
Torque: 500 lb.-ft. at 3200 rpm
Displacement: 455 cu. in.
Compression ratio: 10.25-to-1
Carburetion: Quadrajet
(4-barret) Carburetor
Fuel: Premium gasoline
Available, Toronado only.

390-hp Rocket 455 V-8 Horsepower: 390 at 5000 rpm Torque: 500 lb.-ft. at 3200 rpm

at 3200 rpm
Displacement: 455 cu. is
Compression ratio:
10.25-to-1
Carburetion: Quadrajet
(4-barrel) Carburetor

Fuel: Premium gasoline Available in all 88 models. 375-hp Rocket 455 V-8 Horsepower: 375 at 4600 rpm

Torque: 510 lb.-ft. at 3000 rpm Displacement: 455 cu. in. Compression ratio: 10:25-to-1 Carburetion: Quadrajet (4-barrel) Carburetor Fuel: Premium gasoline. Standard in Toronado.

365-hp Rocket 455 V-8
Horsepower; 355 at 4600 rpm
Torque: 510 lb.-ft. at 3000 rpm
Displacement: 455 cu. in.
Compression ratio: 10.25-to-1
Carburetion: Quadrajet (4-barrel) Carburetor
Fuel: Premium gasoline
Standard in Ninety-Eight. Available with

Turbo Hydra-matic 400 in all 88 models and Vista-Cruiser.

310-hp Rocket 455 V-9
Horsepower: 310 at 4200 rpm
Bisplacement: 455 cu. in.
Compression ratio: 9,00-to-1
Carburetion: 2-barret carburetor
Fuel: Regular gasoline. Standard with manual transmission in Delta 86 Royale,

Available in Delta 88.

370-hp Rocket 455 V-8 (Force-Air W-30) Horsepower: 370 at 5200 rpm Torque: 500 lb-ft. at 3600 rpm Displacement: 455 cu. in. Compression ratio: 10.50-to-1 Carburetion: Performance-calibrated Quadrajet (4-barrel) Carburetor Fuel: Premium gasoline

Package includes large air scoops mounted in fiberglass hood, hood pin locks, special heads, special air cleaner, high-overlap cam, aluminum intake manifold, dual exhausts, special paint stripes, manual

front disc brakes, heavy-duty 7"
wheels, heavy-duty cooling and
clutch fan. Available with Turbo
Hydra-matic 400, or
4-speed close-ratio manual

transmission in 4-4-2 only.
365-hp Rocket 455 V-8
Horsepower: 365 at 5000 rpm
Torque: 500 lb-ft. at 3200 rpm
Displacement: 455 cu. in.

Compression ratio: 10.50-to-1 Carburetion: Quadrajet (4-barret) Carburetor Fuol: Premium gasoline Standard in 4-4-2. Available with SX performance package in Cutlass Supreme Hardtop Coupe and

320-bp Rocket 455 V-8
hrtspapeers, 230 at 4200 rpm
foreigne, 500 lb-ft, at 4200 rpm
losplacement, 455 cu. in.
Compression ratio: 10,25-to-1
carburetion: 2-barrel carburetor
Fuel: Premium gasoline
Available with Turbo Hydra-maile 400 in.
Cutlass Supreme, Cutlass S, and Cutlass.
Cutlass Supreme Hardito Coupe and

325-hp Rocket 350 V-8 (Force-Air W-31) Horsepower: 325 at 5400 rpm Torque: 360 lb.-ft. at 3600 rpm Displacement: 350 cu. in. Compression ratio: 10.50-to-1 Carburetion: Performance-calibrated Quadraiet (4-barrel) Carburetor

Convertible.

Package includes large air scoops mounted in liberglass hood, hood pin locks, special heads, special air cleaner, high-overlap cam, alumium intake manifold, dual exhausts, special paint stripes, manual front disc brakes, heavy-duty 7 wheels, heavyduty cooling and clutch fan. Available with Turbo Hydra-matic 350, or 4-speed close- or wide-ratio manual transmission in F-85, and Cultass S.

310-hp Rocket 350 V-8
Horsepower: 310 at 4800 rpm
Torque: 390 lb-lb. at 3200 rpm
Displacement: 390 cu. 35-lo-1
Combretion: Cuddrajet (4-barre) Carburetor
Fuel: Premium gasoline
Standard in Cutlass Supreme.
Available in Vista-Cruiser, Cutlass,
Cutlass S. and F-45.

250-hp Rocket 350 V-8
Horsepower: 250 at 4400 rpm
Torque: 355 lb.-ft. at 2600 rpm
Displacement: 350 cu. in.
Compression ratio: 9.00-to-1
Carburetion: 2-barrel carburetor
Fuel: Regular gasoline
Standard in Delta 88, Vista-Cruiser,
Cutlass. Cutlass S. and F-85

Available in Cutlass Supreme.
155-hp Action-Line 6
155-hp Action-Line 6
155-hp Action-Line 6
155-hp Action-Line 6
155-hp Action-Line 2

Transmissions.

Turbo Hydra-matic 400. Perhaps the smoothest, most relined transmission available today. Three speeds for maximum performance and economy. Standard in Toronado and Ninety-Eight. Available in 88, Vista-Cruiser, 4-4-2, and Il Cutlass models with 455 V-8. A Turbo Hydra-matic 250 version is available F-85 models tilass, Vista-Cruiser, and

Fully synchronized 3-speed manual. Easyshifting gear lever is located on steering column. Standard in all 88, Vista-Cruiser, Cutlass, and F-85 models.

Fully synchronized heavy-duty 3-speed manual. With floor-mounted Hurst Competition Shifter, standard in 4-4-2. Available in Cutlass, and F-85 V-8 models.

Fully synchronized 4-speed manual (Wide Ratio), Floor-mounted Hurst Competition Shifter, Available in Cutlass and F-85 V-8 models.

Fully synchronized 4-speed manual (Close Ratio). For quick, short-throw shifts. Floormounted Hurst Competition Shifter. Requires somewhat higher axle ratios. Available in 4-4-2, Cutlass, and F-85 V-8 models.

Axle Ratios.

Olds offers a wide range of axle ratios to match whatever type of driving you do most. From top aconomy (2.66-to-1) . . . to all-around (3.24-to-1) . . . to neavy-duty maximum performance (5.00-to-1). The full list of ratios follows: 2.56-2.79. 2.93 . 3.08-3.23 . 3.42-2.391, 4.33-4.66-, and 5.00-to-1. Availability, depending on engine and model choice.

NOTE: Special Anti-Spin Rear Axle available. Automatically directs power to wheel with best traction. Especially important if you drive in snow, sand, or on soft ground.

Chassis. The unsung heroes that make every Olds a great Olds.

There are many important Olds features that you may never see or think about. But each of them is hard at work to bring you more comfort, dependability, security and lasting value than ever before. Youngmobile thinking? That's what it's all about!

Rugged Torque-Beam Frame. Consists of sturdy crossmembers and side members braced by rigid torque boxes. Provides a strong base for body and drive members. Virtually eliminates body twist.

Independent front suspension has Pivot-Polse ball Joints, stabilizer bar. Low rate front springs combine with higher rate rear springs for smoother ride, even with heavy loads. Rear suspension features a Twin-Triangle characteristic that Olds pioneered. Today, it is widely copied. Deep coil springs and direct, double-acting shock absorbers—front and rear. A combination that is hard to equal for ride and handling ease. Toronado features a suspension specially developed to team with front-wheel drive. Has been retuned for 1970

for an even smoother, quieter ride.
Close to a hundred live-rubber insulators,
some double and triple thick, are used in
chassis and body to soak up and dampen
sounds and vibration. A smooth, quiet ride

Self-adjusting, dual master cylinder brakes. Newly refined for cool, trouble-free operation. Drum linings feature a new material for still better performance and greater wear durabile. ity. Power brakes standard in Toronado and

Olds steering system incorporates a lowfriction design to reduce steering effort to a minimum. Improved Vari-Ratio Power Steering is standard in Toronado and Ninety-Eight.

Exhaust system. Rust- and corrosion-resisting aluminum coats all inner and outer walls, baffles, and tubing of the muffler, resonator, and tailpipe—for longer exhaust-system life and greater value.

All tires feature new bias-ply, glass-belted design to give improved traction during braking, cornering and acceleration; significant increases in tread life; and substantially superior resistance to read hazards.



Safety Features. Travel with confidence-with new GM safety features.

At Oldsmobile, we do not only care how your Olds looks and handles, we also care how it cares for you. That's why the new GM safely features are built into each Oldsmobile as quickly as they are developed and tested. But the most important "safely feature" of all is you. Drive safely and courteously at all times. Standard on all 1970 Olds models:

OCCUPANT PROTECTION

Seat beits with pushbutton buckles for all passenger positions. Shoulder beits with pushbutton buckles-driver and right front passenger. Flow front-seat head restraints. Senger. Service front-seat head restraints. Energy-absorbing steering column. Passenger-guard door locks with forward-mounted lock buttons. Selfely door latches and hinges. Felding seat-back latches. Energy-absorbing padded instrument panel and front and intermediate seat-back locs. Secontower

windshield header (except convertibles). #Thick laminate windshield. # Padded sun visors. # Safety armrests. # Safety sleering and visors. # Safety armrests. # Safety sleering ando.]: # Fuel-lank limpact security. # Glove box and console door latch impact security. # Padded or yielding windshield pillar modified or patient with the patient of the pa

ACCIDENT PREVENTION

■ Side marker lights and reflectors. ■ Parking lamps that illuminate with headlamps. ■ Fourway hazard warning flasher. ■ Backup lights. ■ Lane change feature in direction-signal

control. # Windshield defrosters, washers and dual-aspeed wipers. # Wide-view inside day/ night mirror (vinyl-edged, shatter-resistant juss and defecting support, a Ostalde rear-juss and reflecting support, a Ostalde rear-juss and resistant with a rearing light. # Starter of the rear safety witch. # Dual-action safety hood incher brake system with warming light. # Starter safety switch. # Dual-action safety hood in the rear safety witch. # Dual-action safety hood in the rear safety witch. # Dual-action safety hood in the rearrange of the rearra

ANTI-THEFT

■Anti-theft ignition key warning buzzer.■Antitheft steering column. ■ Multiple key combinations. ■ Visible vehicle identification. ■ Tamper-resistant odometer with telitale feature.

Available Options and Accessories to make your new Olds Escape Machine more exciting than ever!

1. Tilt-Away or Tilt-and-Telescope Wheel. The ultimate in driving comfort. Adjust it till it is exactly right for you. Unique Instant-Horn also available. Honks when you squeeze the wheel. An Olds first.

2. Sports-styled outside rearview mirror. Available right and left. Left mirror with remote control. Sporty addition on 4-4-2, Cutlass S, or Cutlass Supreme.

3. Remote-control mirror. Angle the left outside

4. Shift-lever-controlled washer/wiper. New for 1970. Lets you clean the windshield by pushing a button in the gearshift lever.

5. Electric-defogging rear window. Silently, without a draft, clears back window of ice, steam, fog.

6. Inside hood release. Prevents hood from being opened until latch is released from the instrument panel. Then a second safety latch may be released at the front of the hood.

7. Radio & Stereo. AM, or AM-FM, and stereo tape player, "Invisible" antenna in windshield, standard.

8. Air Conditioners, Two choices: Four-Seasonwarms, cools, filters, dehumidifies. Comfortron-all of the above and does it automatically! Both feature improved venting and new additional ducts for more rapid cool-down.

9. Night-Watch, Headlight Off-Delay Control. Headlights illuminate the way to your door. Then turn off automatically after 60 seconds.

10. Power seats, steering, windows, brakes. Power door locks, too-now with front-seat-back lock release. Lock all doors at once. When doors (on 2-door models only) are open, seat-back locks release for easy entrance and exit.

11. Special wheel covers. A-on all 88 and Ninety-Eight models. B, G-Super Stock Wheels on all intermediates, except wagons. C, E, F-on all intermediates. D-available on Toronado only.

12. Tinted glass. For added driving comfort. Reduces glare and cuts heat from the sun. Available for windshield only, or for all windows,

13. Infant Safety Carrier. A special rear-facing double-shell carrier for infant protection. Designed for child up to one year old.

14. Child Safety Seat. Simple and easy to use. Solid construction provides protection for child up to 30 pounds. Lap belt holds it in place.

1970 Exterior Colors.

The finishing touch-the deep, gleaming Magic-Mirror Finish! It's the beautiful result of baking on layers of primer, sealer, and repeated coats of acrylic lacquer. Plus a final rebaking process for uniform smoothness and hardness. So whichever color you select, you can expect it to be looking great for a good long while-with a minimum of upkeep.

So start deciding, Burnished Gold? Sherwood Green? Azure Blue? With twenty-two regular colors, plus four special-order colors-you just can't go wrong! For 1970, youngmobile thinking is more colorful than ever!

All models



All models except Toronado



Toronado Exclusively



Special-order colors available



*Intermediates only

mirror without opening the window.

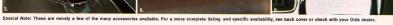
























Specifications. Every 1970 Olds adds up to a great Escape Machine.

DIMENSIONS	TORONADO	NINETY-	DELTA 88 ROYALE	DELTA 88 CUSTOM	DELTA 88	VISTA- CRUISER	4-4-2	CUTLASS S	F-85	CUTLASS SUPREME SEDANS	CUTLASS
OVERALL SIZE											
Length (in.)	214.3	225.2	219.1		218.2	203.2			207.2		
Width (in.)	78.8	80.0		79.9		77.2	-	76.2			6.8
Loaded height (in.)*	52.8	54.8	54.7			58.6	52.8			53.5	
Shipping weight (lb.)*	4331	4257	4002	3599	3900	4064	3713	3452	3401	3558	3468
CHASSIS	real transfer										
Wheelbase (in.)	119.0	127.0	124.0			121.0	112.0			116.0	
Tread, front/rear (in.)	63.5/63.0	62.5/63.0	62.5/63.0			59.0/59.0	59.0/59.0			59.0/59.0	
Brake diameter (in.)	11.0	11.0	11.0			9.5	9.5			9.5	
Turning diameter (ft.)	42.9	46.9	45.4			42.7	40.0			41.2	
INTERIOR ROOM					Mala Jan						
Headroom, front/rear (in,)*	37,7/37.2	38.6/38.0		39.0/37.8		38.4/40.3		38.2/36.4			8/37.4
Legroom, front/rear (in.)*	41.3/35.5	41.7/37.1		41.6/35.1		42.8/38.0 58.3/57.5	41.5/34.1			42.8/35.0	
Shoulderroom, front/rear (in.)*	58.8/59.6	62,3/60.9		62.4/61.0			58.3/57.1			58.3/57.4	
Hiproom, front/rear (in.)*	62.3/55.6	63.6/55.2	63.7/55.5			59.4/59.2	59.7/58.3			59.5/59.3	
Trunk capacity (cu. ft.)	14.6	20.5	19.5			-	17.0			17.0	
Above-floor cargo capacity (cu. ft.) Total cargo capacity (cu. ft.)	=	=				100.5 108.5				1 -	

ENGINES	400-HP Rocket 455 V-8 H.C.	390-HP Rocket 455 V-8 H.C.	375-HP Rocket 455 V-8 H.C.	370-HP W-30 Rocket 455 V-8 H.C. (Force-Air)	365-HP 4-4-2 Rocket 455 V-8 H.C.	365-HP Rocket 455 V-8 H.C.	320-HP Rocket 455 V-8 H.C.	310-HP Rocket 455 V-8 (Reg. Fuel)	325-HP W-31 Rocket 350 V-8 H.C. (Force-Air)	310-HP Rocket 350 V-8 H.C.	250-HP Rocket 350 V-8 (RegFuel)	155-HP Action- Line 6 (RegFuel)
Max, horsepower at rpm	400 at 4800	390 at 5000	375 at 4600	370 at 5200	365 at 5000	365 at 4600	320 at 4200	310 at 4200	325 at 5100	310 at 4800	250 at 4400	155 at 4200
Max, torque at rpm (lb,-ft.)	500 at 3200	500 at 3200	510 at 3000	500 at 3600	500 at 3200	510 at 3000	500 at 2400	490 at 2400	360 at 3600	390 at 3200	355 at 2600	240 at 2000 250
Displacement (cu. in.)				455						350		
Bore and stroke (in.)				4.125 >	4.250				4,057 x 3.385			3.875 x 3.53
Compression ratio		10.25-to-1		10.50	-to-1	10.2	5-to-1	9.00-to-1	10.50-to-1	10.25-to-1	9.00-to-1	8.50-to-1
Carburetor barrels (no.)				4				2		4	2	1
Exhaust system (type)	Dual Outlets	Dual	Single	Dual		Single**	Dual	Single	Dual		nglet	Single
Fuel recommended (type)	1			Premium				Regular	Premium Regular		Regular	
Fuel-tank capacity (gal.)	24.0	25.0	24.0	. 2	0.0	25.0 (23.0 Wagon)	20.0 (23.0 Wagon)	25.0	(23.0 Wagon, 25.0 Delta 88)			(23.0 Wagon)
Crankcase oil capacity (qt.)	5*	4.	5*		4*		4.			4.		
Cooling system capacity (qt.)	18.0	17.5	18.0	1	6.5		17.5			15.2 (17.5 Delta 88)		
Availability												
Toronado	W34	7	Std.	-	-	-	-	-	-	-	-	-
Ninety-Eight	-	-	-	-	-	Std.	-	-	-	-	_	-
Delta 88 Royale	-	W33	-	-	-	L31	-	Std.	-	10.2		-
Delta 88 Custom	-	W33	-	-	-	L31	-	Std.	_	-	-	-
Delta 88	-	W33	-	-	-	L31	-	L30	-	-	Std.	-
Vista-Cruiser	-	-	-		-	L31	_	_	-	L74	Std.	-
4-4-2	-	-	-	W30	Std.	-	-	-	-	-	-	-
Cutlass Supreme	-	-	-	-	W3211	-	L33††	-	-	Std.	L65	-
Cutiass S	-	-	-		-	-	L33	_	W31	L74	Std. V-8	Std. L-6
Cutiass Sedans and Wagons	-		-	_	_	-	L33	-	_	L74	Std. V-8	Std. L-6
F-85	***	-	-	-	-		-	-	W31	L74	Std. V-8	Std. L-6

*1 qt. more with filter.	**Dual in Vista-I	Cruis

EQUIPMENT	TORONADO	NINETY- EIGHT	DELTA 88 ROYALE	DELTA 88 CUSTOM	DELTA 88	4-4-2	CUTLASS	CUTLASS	CUTLASS	F-85	VISTA- CRUISER
Turbo Hydra-matic 400	Std.	Std	Opt.	Opt.	Opt	Opt.	Opt.	Opt.	Opt.		Opt.
Turbo Hydra-matic 350	-	_	-	-	-	-	Opt.	Opt.	Opt.	Opt	Opt.
Power Steering (Vari-Ratio)	Std.	Std.	Opt	Opt.	Opt.	Opt.	Oct.	Opt.	Opt.	Opt.	Opt.
Power Brakes	-	-	-	-	-	-	Opt	Opt.	Opt.	Opt.	-
Power Front Disc Brakes	Std.	Std.	Opt.	Opt	Opt.	Opt,	Opt.	Opt.	Opt.	Opt.	Opt.
Power Windows	Oot	Std.**	Opt.	Opt.	Opt.	Opt.	Opt.	Opt.	Opt.	-	Opt.
Power Seat	Opt.	Std.**	Opt	Opt	Opt.	Opt.	Opt	Opt.	Opt.	Opt.	Opt.
Radio	Oot	Opt.	Opt.	Opt	Opt.	Opt	Opt.	Opt.	Opt.	Opt	Opt.
Stereo Tape Player	Opt.	Opt.	Opt.	Opt.	Opt.	Opt.	Opt.	Opt.	Opt.	Opt.	Opt.
Cruise Control	Opt	Opt.	Oot.	Opt.	Opt.	Opt.	Opt	Opt.*	Opt.*	Opt.*	Opt.
Custom Sport Seat	-	Std.	Std.	Std.	Opt.	Opt.	Std.	-	-	_	_
Strate Bucket Seats	Oot.	-	Opt.	_	-	Std.	Std.	Opt.	-	-	-
Foam-Padded Front Seat	Std.	Std.	Std.	Std.	Opt.	Std.	Std.	Std.	Opt.	Opt.	Std.
Divided Front Seat with Dual Controls	-	Opt.	-	-		-	-	-	-	-	-
Sports Console	Opt.	-	Opt	-	-	Opt.	Opt.	Opt.	-	-	-
Deluxe Interior Trim	Opt.	Opt.	-	-	Opt	-	-	-		-	-
Washer/Wiper Control in Shift Lever	Opt.	Opt.	Opt.	Opt	Opt.	-	-	-	-	-	-
Vinyl Rooftop Covering	Opt.	Opt.	Std.	Opt.	Opt	Opt.	Opt.	Opt.	Opt.	Opt.	
Deluxe Steering Wheel	Std.	Std.	Std.	Std.	Std.	Std.	Std.	Std.	Std.	Opt.	Std.
Inside Hood Release	-	Opt.	Oot.	Opt.	Opt.	Opt.	Opt.	Opt.	Opt.	Opt.	Opt.
Air Conditioner	Opt	Opt.	Opt	Opt.	Opt.	Opt.	Opt.	Opt.	Opt.	Opt.	Opt.
Electric Clock	Std.	Std.	S1d.	Opt.	Opt.	Opt.	Opt	Opt.	Opt.	Opt.	Opt.
Wheel Discs	Opt.	Std.	Std.	Std.	Std.	Opt.	Opt.	Opt.	Opt	Opt.	Opt

**Available in Town Sedan and Holiday Sedan. NOTE: Optional equipment listed above is at extra cost unless otherwise indicated. Some items are available in some body styles within a series, and not in others. Some are standard in some body styles, available in others. Some items require additional optional equipment. Consult your Oldsmobile dealer for detailed information.

