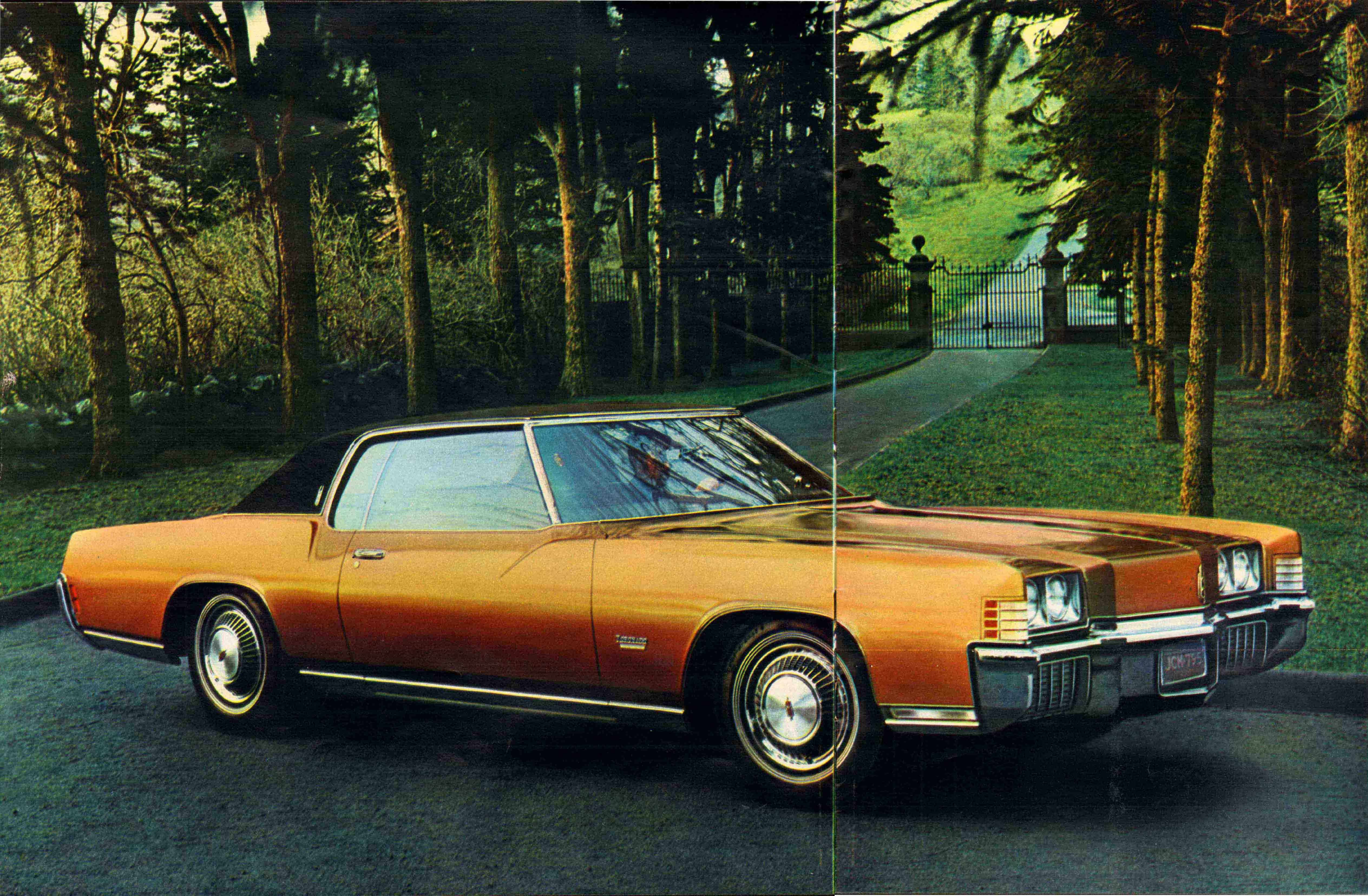


# 1971 OLDSMOBILE




TORONADO • NINETY-EIGHT • DELTA 88 • CUTLASS • 4-4-2 • STATION WAGONS





TORONADO.  
The Unmistakable One.

 This year, the Unmistakable One takes on grand new proportions.

Toronado, for '71, is a full five inches longer. And every inch adds to its elegance. Its dimensions, inside and out, are truly impressive.

The doors are beautifully counterbalanced for easier entry and exit, and include sturdy side-guard beams for passenger security. The interiors are more sumptuously appointed. The front floor is totally flat from door to door, with no hump to get in your way.

There's a second, high-level set of stop and turn lamps nestled below the rear window, smartly set off by the sculptured rear deck.

But the best spot of all is behind the wheel of Toronado. It provides one of the great experiences in all luxury motoring: front drive.

With front drive you apply power to the highway through the front wheels. This means the power *leads* you along the road, rather than *pushes* you. Result: Greater traction. Sure handling. Superb stability—whatever the weather, whatever the road.

And for 1971, Olds engineers have developed an outstanding new ride system with exclusive Supershocks for the smoothest, most comfortable ride of any car in the luxury class.

And when you consider that a Rocket 455 V-8, dual exhausts, power steering, power front disc brakes, and Turbo Hydra-matic transmission are all standard—you've got one superb package. Unmistakable in looks, luxury, ride, and performance.

STANDARD ENGINE: 455 V-8 w/4-bbl. carburetor and dual exhausts  
STANDARD TRANSMISSION: Turbo Hydra-matic 400

EXTERIOR DIMENSIONS: (in.)

Wheelbase	Length	Width	Height	Curb Weight
122.3	219.9	79.8	54.7	4577 lbs.

INTERIOR DIMENSIONS: (front/rear) (in.)

Headroom	Shoulder-room	Legroom	Trunk Capacity
38.1/37.1	64.3/60.2	42.4/35.8	14.2 cu. ft.

OTHER STANDARD FEATURES INCLUDE: Front drive. Power steering. Power front disc brakes. Flo-Thru Ventilation. Self-regulating electric clock. Front-seat center armrest. Swirl-gold vinyl control center trim. Remote-control outside left mirror. Interior-operated hood lock. Concealed radio antenna. Recessed windshield wipers. Deluxe steering wheel with Touch-and-Blow Horn Bar. Chrome wheel discs.

Olds offers, at modest extra cost, a variety of accessories, many of which are shown in the car illustrations. See an Olds dealer for complete listing.

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## NINETY-EIGHT.

For people who like  
to be surrounded  
by beautiful things.

Through the years, you have probably made numerous changes and additions in your home to make it more comfortable, more convenient, and more beautiful. We have done much the same with the Ninety-Eight.

1971 Ninety-Eight, for example, is the most spacious ever offered.

Every significant interior dimension has been generously increased. The seats are uncommonly comfortable. Instead of building up a seat with layers of springs, padding, and foam, Ninety-Eight's new front-seat design is simple and sag-proof: solid foam, molded to the precise required shapes and depths desired. The comfort and support provided easily rivals that of your own favorite armchair.

And when it comes to comfort—and smoothness—nothing can match the great new ride system, developed for the Ninety-Eight by Olds engineers.

You'll find beauty in convenience. Ninety-Eight comes with an impressive array of power assists that wait on you hand and foot. Power steering, (power seat and windows in Luxury Sedan and Luxury Coupe), and power front disc brakes, as well as Turbo Hydra-matic transmission, are all standard.

If you like to be surrounded by truly beautiful things, you belong in a new Olds Ninety-Eight.

STANDARD ENGINE: 455 V-8 w/4-bbl. carburetor  
STANDARD TRANSMISSION: Turbo Hydra-matic 400

EXTERIOR DIMENSIONS: Sedans (in.)				
Wheelbase	Length	Width	Height	Curb Weight
127.0	226.1	79.0	54.6	4548 lbs.

INTERIOR DIMENSIONS: Sedans (front/rear) (in.)				Trunk Capacity 20.5 cu. ft.
Headroom	Shoulder-room	Legroom		
39.3/38.2	64.3/63.4	42.4/40.5		

OTHER STANDARD FEATURES INCLUDE: Power steering. Power front disc brakes. Power seat and side windows (Luxury models). Flo-Thru Ventilation. Self-regulating clock. Also a rear-compartment clock in Luxury Sedans with Armrest Bench Front Seat. Front-seat center armrest. Rear-seat center armrest (Luxury Sedan). Cigar lighters, front and rear (Luxury models). Chrome-accented foot pedals. Remote-control outside-left mirror. Interior-operated hood lock. Wood-grain-vinyl control center trim. Concealed radio antenna. Recessed windshield wipers. Deluxe steering wheel with Touch-and-Blow Horn Bar. Chrome wheel discs. Rear-wheel-opening covers.

Illustrated at left—Olds Ninety-Eight Luxury Hardtop Sedan. Ninety-Eight Hardtop Sedan, Luxury Hardtop Coupe, and Hardtop Coupe, available.

Olds offers, at modest extra cost, a variety of accessories, many of which are shown in the car illustrations. See an Olds dealer for complete listing.





DELTA 88.

Now with Oldsmobile's  
exclusive "G-Ride" System.

If you thought Delta 88 offered a warm welcome to the big-car world before, just wait till you drive a beautiful and newly styled 1971 model down a few miles of open road!

The first thing you'll notice is what you *don't* notice. Road noise, for example. Vibration. Jolts. Bottoming. Delta 88's new "G-Ride" System virtually eliminates them—by better controlling the effect of "G forces" (those forces that affect the way a car handles and rides).

The "G-Ride" System is a combination of engineering advances in chassis, suspension, steering, and sound insulation. An example of those advances is Supershocks, an Olds exclusive. They feature friction-reducing Teflon-coated pistons for smoother, more predictable performance and longer service.

Other advancements include improved steering linkage for superb straight-line stability. A tuned stabilizer bar that reduces pitch and sway. Larger rear control arms bushings which better isolate you from road impact. And computer-selected spring rates for a consistently comfortable ride.

Put all that together in a big, heavy Delta 88, and some wonderful things happen.

It corners better, takes hills better, handles better in stiff crosswinds. You feel more comfortable, whatever the road.

And if all this isn't enough to tempt you into the big-car world of Olds, consider the sheer economics of the matter. Rocket V-8 performance, power steering, and power front disc brakes are all included in the surprisingly modest price of every new Delta 88.

STANDARD ENGINE:				
350 V-8 w/2-bbl. carburetor (Delta 88)				
455 V-8 w/2-bbl. carburetor (Delta 88 Custom)				
STANDARD TRANSMISSION:				
Fully synchronized manual 3-speed with column shift				
EXTERIOR DIMENSIONS: Hardtop Sedan (In.)				
Wheelbase	Length	Width	Height	Curb Weight
124.0	220.2	79.5	53.6	4221 lbs.
INTERIOR DIMENSIONS: Delta 88 Hardtop Sedan (front/rear) (In.)				
Headroom	Shoulder-room	Legroom	Trunk Capacity	
38.3/38.0	62.2/62.1	42.4/38.5	20.1 cu. ft.	
OTHER STANDARD FEATURES INCLUDE: Power steering. Power front disc brakes. Flo-Thru Ventilation. Wood-grain-vinyl control center trim. Deluxe steering wheel with Touch-and-Blow Horn Bar. Interior-operated hood lock. Cigar lighter. Concealed radio antenna. Recessed windshield wipers. Chrome wheel discs.				

Illustrated at left—Delta 88 Hardtop Sedan. Also available—Delta 88 Hardtop Coupe and Town Sedan, and Delta 88 Custom Hardtop Sedan and Coupe, and Town Sedan.

Olds offers, at modest extra cost, a variety of accessories, many of which are shown in the car illustrations. See an Olds dealer for complete listing.





DELTA 88 ROYALE.

Sporting elegance.  
Now with "G-Ride" and a  
great new running mate.

That's the power of popularity!

We start out with sporting elegance in one model, and we wind up with *two* of them! And that's just fine with us.

For 1971, we've added a rakish new Convertible for top-down lovers. Like the Hardtop, it features all of the personal touches that set Royale off as the top of the Delta 88 line. For example, the custom triple pinstriping that runs the full length of the lower body. The exclusive Royale grille. Courtesy lamps in each door that light when opened. And distinctive chrome side louvers.

On the Hardtop, there's a vinyl-covered top with formal rear window. In the Convertible, an electrically powered top that folds inward for additional rear-seat room and a more tailored appearance. Both standard.

If you wish, you may personalize still further by ordering from a wide range of power, convenience, and comfort accessories.

1971 Delta 88 Royale, now with Oldsmobile's exclusive "G-Ride" System. It's the sporting full-size car that caters to you without compromise.

STANDARD ENGINE:				
455 V-8 w/2-bbl. carburetor				
STANDARD TRANSMISSION:				
Fully synchronized manual 3-speed with column shift				
EXTERIOR DIMENSIONS: Hardtop Coupe (In.)				
Wheelbase	Length	Width	Height	Curb Weight
124.0	220.2	79.5	53.4	4257 lbs.
INTERIOR DIMENSIONS: Hardtop Coupe (front/rear) (In.)				
Headroom	Shoulder-room	Legroom	Trunk Capacity	
38.0/37.0	64.3/62.2	42.4/35.5	20.1 cu. ft.	
OTHER STANDARD FEATURES INCLUDE: Power steering, Power front disc brakes, Flo-Thru Ventilation, Wood-grain-vinyl control center trim, Deluxe steering wheel with Touch-and-Blow Horn Bar, Interior-operated hood lock, Cigar lighter, Concealed radio antenna, Recessed windshield wipers, Chrome wheel discs.				

Illustrated left to right—1971 Delta 88 Royale Convertible and Delta 88 Royale Hardtop Coupe.

Olds offers, at modest extra cost, a variety of accessories, many of which are shown in the car illustrations. See an Olds dealer for complete listing.





## CUTLASS.

The great new Olds with the "split personality."

When it comes to personality, Cutlass S and Cutlass Supreme are as different as night and day.

Take Cutlass S, a real sport—bold, youthful, outgoing. It's the freshest fastback on the road today!

But then, what else could it be with all those young ideas going for it? Great looks. Quick, easy handling. And a Rocket 350 V-8 or big Action-Line 6. All included in a price that's down with the low-price names. And that, sports fans, is about as sporting as you can get!

Cutlass Supreme, on the other hand, has a more elegant outlook on life. Take special note of the profile. It's classic. The roofline? Impressively formal, and oh, so refined. Inside? Sheer luxury! And it's well within the reach of nearly every new-car buyer. The wide and welcoming front seat is sofa-soft and features a padded center armrest. Across the instrument panel, the rich look of Rosewood. In coupe models, whisper-quiet Flo-Thru Ventilation for added comfort.

Cutlass S or Cutlass Supreme. It's not a matter of which is best. It's which best fits your personality!

**STANDARD ENGINE:**  
350 V-8 w/2-bbl. carburetor (Cutlass S)  
250 6-cyl. w/1-bbl. carburetor (Cutlass S)  
350 V-8 w/4-bbl. carburetor (Cutlass Supreme)

**STANDARD TRANSMISSION:**

Fully synchronized manual 3-speed with column shift

**EXTERIOR DIMENSIONS:** Cutlass Coupes/Sedans (in.)  
Wheelbase Length Width Height Curb. Wt. (V-8)  
112.0/116.0 203.6/207.6 76.8/76.8 52.9/53.5 3561/3690 lbs.

**INTERIOR DIMENSIONS:** Cutlass Sedans (front/rear) (in.)  
Headroom Shoulder-room Legroom Trunk Capacity  
38.5/37.1 58.2/57.3 41.5/35.0 17.0 cu. ft.

**OTHER STANDARD FEATURES INCLUDE:** Concealed radio antenna. Recessed windshield wipers. Crank-operated vent windows or Flo-Thru Ventilation. Glove compartment with rotary latch. Cigar lighter. Deluxe steering wheel. Louvered hood, Cutlass S only. Wood-grain-vinyl instrument-panel trim and Custom-Sport Front Seat with center armrest, Cutlass Supreme only.

Illustrated left to right—Cutlass S Hardtop Coupe, Cutlass Supreme Hardtop Coupe. Also available—Cutlass S Sports Coupe, Cutlass Supreme Convertible and Hardtop Sedan.

Olds offers, at modest extra cost, a variety of accessories, many of which are shown in the car illustrations. See an Olds dealer for complete listing. 11





## CUTLASS/F-85.

Owning an Olds  
keeps getting easier.  
And easier. And easier.

It's no secret that Olds has made a habit of offering especially easy-to-own models. Well, for 1971, we offer *three!* All beautifully endowed with Olds styling, Olds engineering, and hard-to-believe Olds extras.

Take that rakish Cutlass Hardtop Coupe. It's brand new. And *it's Oldsmobile's lowest priced hardtop!*

Then, of course, there's the Cutlass and F-85 Town Sedans, each with more saving ways than you can shake a bank book at!

But what exactly will this impressive threesome get you? An almost endless list of built-in Olds features. The kind that add value when you buy. And keep it there till you sell. Things like front-fender liners that fight off rust. An aluminized exhaust system that resists corrosion. A strong side-guard beam in each door for added security. An anti-theft steering column that discourages "borrowing". And a beautifully rugged Body by Fisher.

And for your added convenience, there's even a new door-locking system. Now you simply depress the lock button on the window sill and close the door. That's all there is to it.

Sound like a lot of value? It sure is. But then, Oldsmobile has *always* been a step ahead in that department.

STANDARD ENGINE:					
350 V-8 w/2-bbl. carburetor (Cutlass/F-85)					
250 6-cyl. w/1-bbl. carburetor (Cutlass/F-85)					
STANDARD TRANSMISSION:					
Fully synchronized manual 3-speed with column shift					
EXTERIOR DIMENSIONS: Cutlass Coupes/Sedans (in.)					
Wheelbase	Length	Width	Height	Curb Wt. (V-8)	
112.0/116.0	203.6/207.6	76.8/76.8	52.9/53.5	3553/3598	lbs.
INTERIOR DIMENSIONS: Cutlass Sedans (front/rear) (in.)					
Headroom	Shoulder-room	Legroom	Trunk Capacity		
38.5/37.1	58.2/57.3	41.5/35.0	17.0 cu. ft.		
OTHER STANDARD FEATURES INCLUDE: Concealed radio antenna. Recessed windshield wipers. Crank-operated vent windows or Flo-Thru Ventilation. Glove compartment with rotary latch. Cigar lighter. Deluxe steering wheel, all except F-85.					

Illustrated left to right—1971 Cutlass Hardtop Coupe, Cutlass Town Sedan, and F-85 Town Sedan.

Olds offers, at modest extra cost, a variety of accessories, many of which are shown in the car illustrations. See an Olds dealer for complete listing.





## OLDS CRUISERS.

Now offering America's widest choice of station wagon body styles!

Introducing Custom Cruiser—the totally new luxury wagon with the disappearing tailgate! With a 127-inch wheelbase, it is the largest Olds wagon ever. And the most elegant. Interior fabrics are of salon quality.

Even the lavish wood-grain exterior is special. It is made of a new translucent vinyl that "color-blends itself" to the body paint color you select.

And Custom Cruiser offers outstanding functions as well as luxury. Its magic Glide-Away Tailgate doesn't just open. It disappears! Its power-operated window slides automatically into the roof, while the manually operated tailgate slides smoothly under the floor. The tailgate may also be ordered with power.

And that's just the beginning of Oldsmobile's wide wagon choice. Next comes Vista-Cruiser—the exclusive 11-windowed wagon that's topped Olds popularity poll for years! And with Vista-Roof styling, 100-plus-cubic-foot cargo space, Drop-or-Swing Tailgate, and wood-grain-vinyl exterior all standard—it's easy to see why!

Next, there's the Cutlass Cruiser, our "wonder wagon". (You'll wonder how we put so much room, comfort, and value into such a low-priced package!) Its wide-opening tailgate and flat floor make loading a breeze. And under that floor, a storage compartment for valuables is standard.

Whatever you want in a wagon is at your Oldsmobile dealer's now!

**STANDARD ENGINE:**  
350 V-8 w/2-bbl. carburetor (Cutlass and Vista-Cruiser)  
250 6-cylinder w/1-bbl. carburetor (Cutlass)  
455 V-8 w/2-bbl. carburetor (Custom Cruiser)

**STANDARD TRANSMISSION:**  
Fully synchronized manual 3-speed with column shift

EXTERIOR DIMENSIONS:				
	Wheelbase	Length	Width	Curb Weight
Cutlass	116.0	213.3	76.8	4072 lbs.
Vista	121.0	216.3	76.8	4263 lbs.
Custom	127.0	225.3	79.5	4967 lbs.

INTERIOR DIMENSIONS: (1st/2nd seat) (In.)				
	Headroom	Shoulder room	Legroom	Cargo Capacity
Cutlass	38.4/38.3	58.3/57.4	41.5/34.8	93.6 cu. ft.
Vista	38.0/40.3	58.2/57.5	41.5/37.8	105.2 cu. ft.
Custom	39.6/39.4	64.3/63.3	42.4/39.0	109.0 cu. ft.

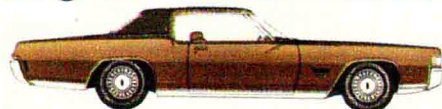
**OTHER STANDARD FEATURES INCLUDE:** Power front disc brakes. Power steering (Custom). Drop-or-Swing Tailgate (Cutlass, Vista). Glide-Away Tailgate (Custom). Wood-grain-vinyl interior trim. Wood-grain-vinyl exterior trim (Vista, Custom). Hidden storage compartment. Recessed windshield wipers. Concealed radio antenna. Cigar lighter. Deluxe steering wheel. Central and tailgate dome lamp. Flo-Thru Ventilation, interior-operated hood lock, chrome wheel discs, and rear-wheel-opening covers (Custom).

Illustrated left to right—2-seat Custom Cruiser, 2-seat Vista-Cruiser, 2-seat Cutlass Cruiser. Custom and Vista-Cruisers also available in forward-facing 3-seat models.

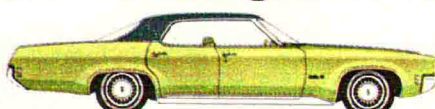
Olds offers, at modest extra cost, a variety of accessories, many of which are shown in the car illustrations. See an Olds dealer for complete listing. 15



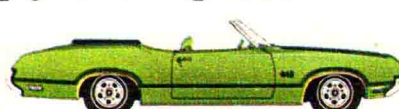
## 28 great Oldsmobiles for 1971—all designed to keep you a step ahead.



Toronado



Delta 88 Custom Hardtop Sedan



4-4-2 Convertible



Cutlass Hardtop Coupe



Ninety-Eight Luxury Hardtop Sedan



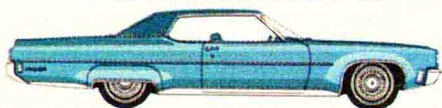
Delta 88 Custom Hardtop Coupe



Cutlass Supreme Hardtop Sedan



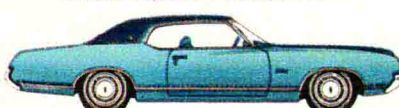
F-85 Town Sedan



Ninety-Eight Luxury Hardtop Coupe



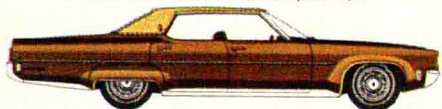
Delta 88 Custom Town Sedan



Cutlass Supreme Hardtop Coupe



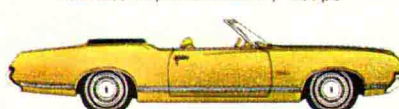
Custom Cruiser 2-Seat



Ninety-Eight Hardtop Sedan



Delta 88 Hardtop Sedan



Cutlass Supreme Convertible



Custom Cruiser 3-Seat



Ninety-Eight Hardtop Coupe



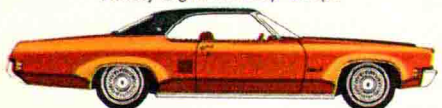
Delta 88 Hardtop Coupe



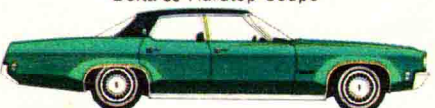
Cutlass S Sports Coupe



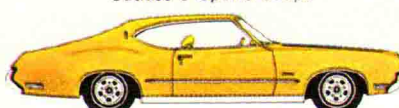
Vista-Cruiser 2-Seat



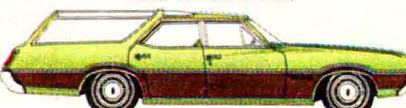
Delta 88 Royale Hardtop Coupe



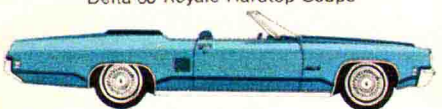
Delta 88 Town Sedan



Cutlass S Hardtop Coupe



Vista-Cruiser 3-Seat



Delta 88 Royale Convertible



4-4-2 Hardtop Coupe



Cutlass Town Sedan



Cutlass Cruiser

### Safety Features.

At Oldsmobile, we not only care how your Olds looks and handles, we also care how it cares for you. That's why the new GM safety and convenience features are built into each 1971 Oldsmobile model. But, the most important "safety feature" of all is you. Be sure to drive safely and courteously at all times.

#### Standard on all 1971 Olds models:

Occupant protection. Seat belts with pushbutton buckles for all passenger positions • Shoulder belts with pushbutton buckles—driver and right front passenger (except Convertibles) • Two front-seat head restraints • Energy-absorbing steering column • Passenger-guard door locks

with forward-mounted lock buttons

• Safety door latches and hinges • Folding-seat-backrest latches • Energy-absorbing padded instrument panel and front- and intermediate-seat-backrest tops • Contoured roof rails (Delta 88, Ninety-Eight and Toronado, only) • Contoured windshield header (Cutlass, 4-4-2, and F-85, except Convertibles) • Thick laminate windshield • Padded sun visors • Safety armrests • Safety steering wheel • Cargo-Guard (except wagons) • Side-Guard Beams • Smooth-contoured door and window-regulator handles • Soft low-profile window control knobs, coat hook, dome lamp • Two front-seat belt retractors.

Accident prevention. Side-marker lights and reflectors (front side-marker lights flash with directional signal) • Parking lamps that illuminate with headlamps

• Four-way hazard warning flasher • Backup lights • Lane-change feature in direction-signal control • Windshield defrosters, washers and dual-speed wipers • Wide-view inside day/night rearview mirror (vinyl-edged, shatter-resistant glass and deflecting support) • Outside rearview mirror • Dual-master-cylinder brake system with warning light • Dual-action safety hood latches • Low-glare instrument-panel top, inside windshield moldings, wiper arms and blades, and steering wheel metallic surfaces • Safety wheel rim • Self-adjusting brakes.

Anti-theft. Anti-theft ignition key warning buzzer • Anti-theft steering column lock • Inside hood lock release (Delta 88, Ninety-Eight, and Toronado, only) • Tamper-resistant odometer with tell-tale feature.

### LOW-LEAD GASOLINES AND 1971 OLDSMOBILE PERFORMANCE

For 1971, all Oldsmobile engines have been designed to operate efficiently on the new no-lead or low-lead gasolines. In addition to the lower exhaust emissions attainable with this engine/fuel combination, there are benefits in longer life for your spark plugs, exhaust system and other engine components. If these no-lead, low-lead gasolines are not available, any leaded regular-grade gasoline with a Research Octane Number of 91 or higher may be used.

Oldsmobile  
**ALWAYS A STEP AHEAD**