



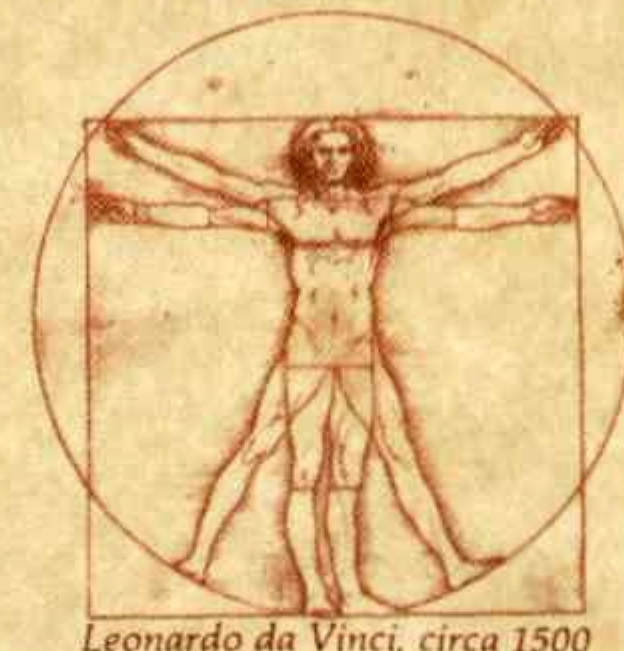
The pursuit of excellence.

1977 OLDSMOBILE

Cutlass • Omega • Starfire



Leonardo da Vinci (1452-1519)... painter, inventor, engineer, draftsman... spent a lifetime in the pursuit of excellence. Oldsmobile's continuing search also combines art, science and human engineering to a unique degree. We have chosen a da Vinci graphic theme to emphasize that search.



Leonardo da Vinci, circa 1500
In the pursuit of excellence...

The challenge:

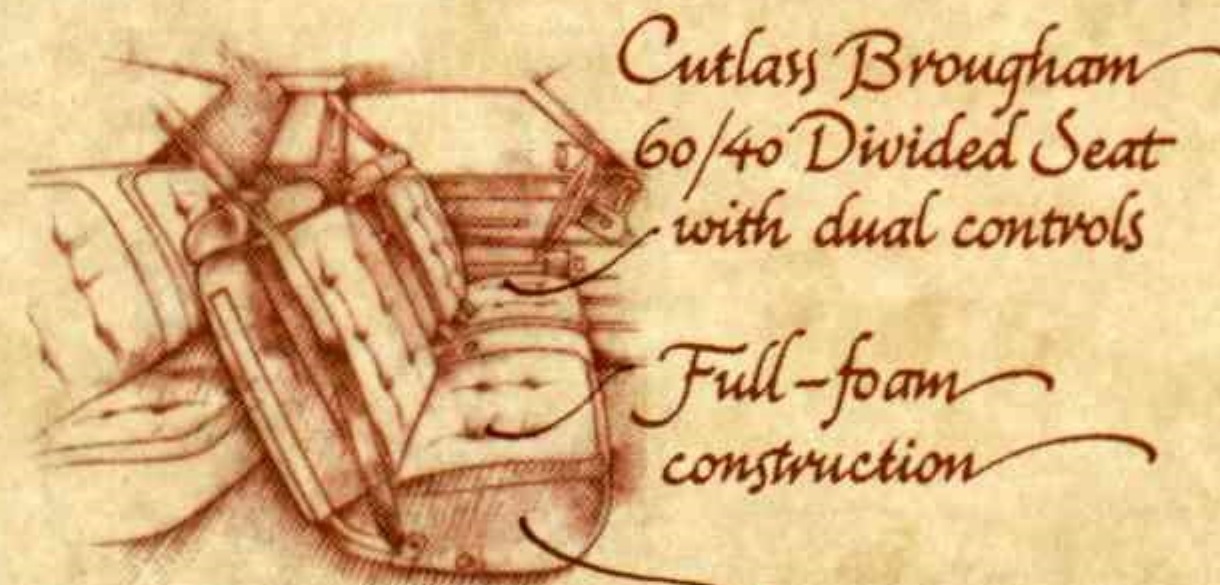
To produce the best in contemporary Oldsmobile design and engineering. To pay attention to craftsmanship and detail. To build the kind of cars that fill the needs and lifestyles of a wide range of new-car buyers.

When you have the best-selling car line in America going for you, you could be tempted to stand pat.

Not Oldsmobile. That isn't our way. We searched our best-selling Cutlasses from roof to road to find new ways to refine them for 1977.

We restyled the front ends to enhance their beauty. We designed our Rocket V8s to go up to 30,000 miles between recommended tune-ups. We made suspension adjustments for riding comfort.

We even added a new Cutlass Brougham Sedan for people who like their luxury



Cutlass Brougham
60/40 Divided Seat
with dual controls

Full-foam
construction

Elegant "loose cushion" look

with four-door convenience and mid-size practicality.

These are a few of the refinements we made in our popular Cutlass line—and just part of our continuing pursuit of excellence at Oldsmobile. You'll find we've made similar refinements in the 1977 Olds Starfire and Omega lines, too.

But designing, engineering and building better Oldsmobiles is just half of the challenge. Tailoring them to your needs is the other half.

Today, new-car buyers are more knowledgeable, more sophisticated, and more

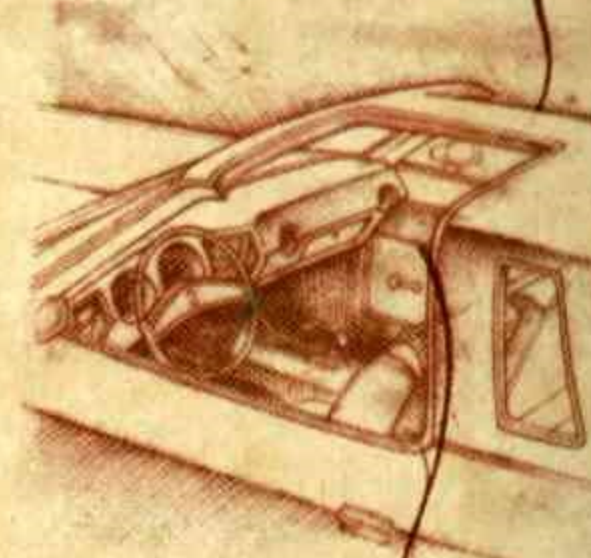
demanding than ever. Driving needs are more varied than ever. And they are as individual as fingerprints. You want a car that is right for your needs. Close isn't good enough.

That's why Oldsmobile for 1977 is offering one of the widest ranges of "personalized" cars in our history. Each 1977 Olds model is designed to satisfy a different set of consumer needs and lifestyles.

In the 1977 Olds Cutlass lineup alone, you will find five different kinds of mid-size cars—each with its own personality.

Cutlass Brougham, for example, is built with the luxury-oriented buyer in mind. It offers the kind of elegance and comfort you expect in larger, more expensive cars. Yet it carries a

Lift-out panels
let in sun, air



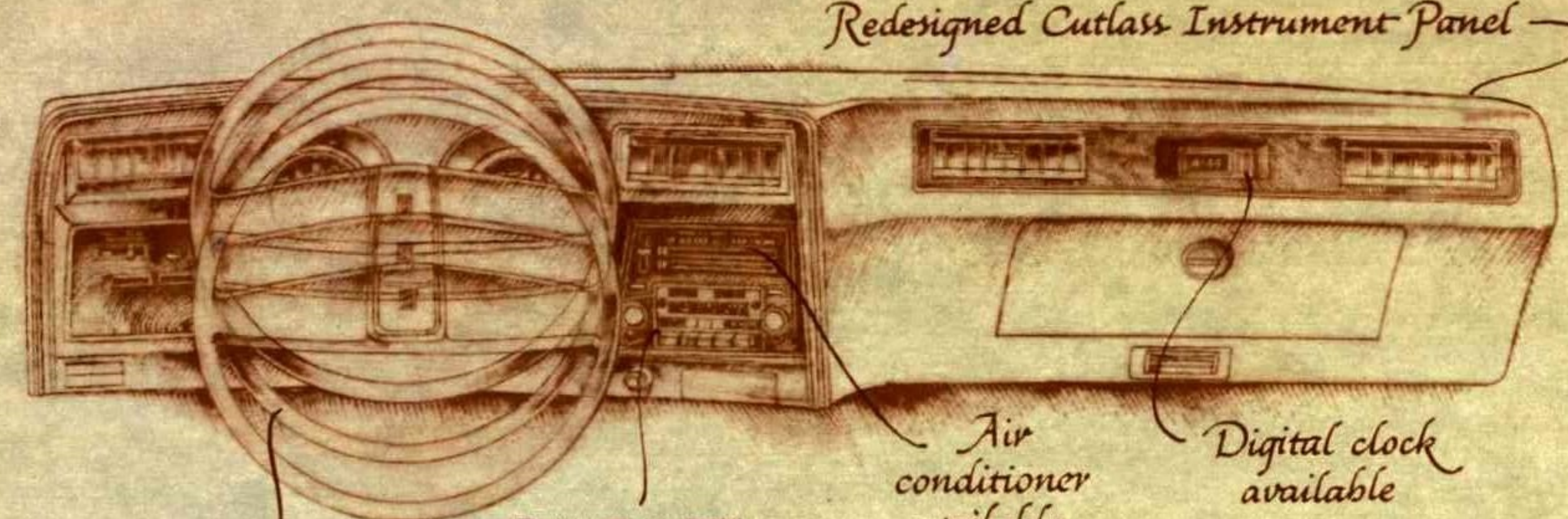
Distinctive Hatch Roof
available



Up to
30,000 miles
between
tune-ups

New
lightweight
castings

Famous
Rocket V8



Redesigned Cutlass Instrument Panel

Available Tilt-Wheel
adjusts for comfort

AM, AM-FM, stereo
and CB radio or
tape player
available

Air
conditioner
available

Digital clock
available

very practical price.

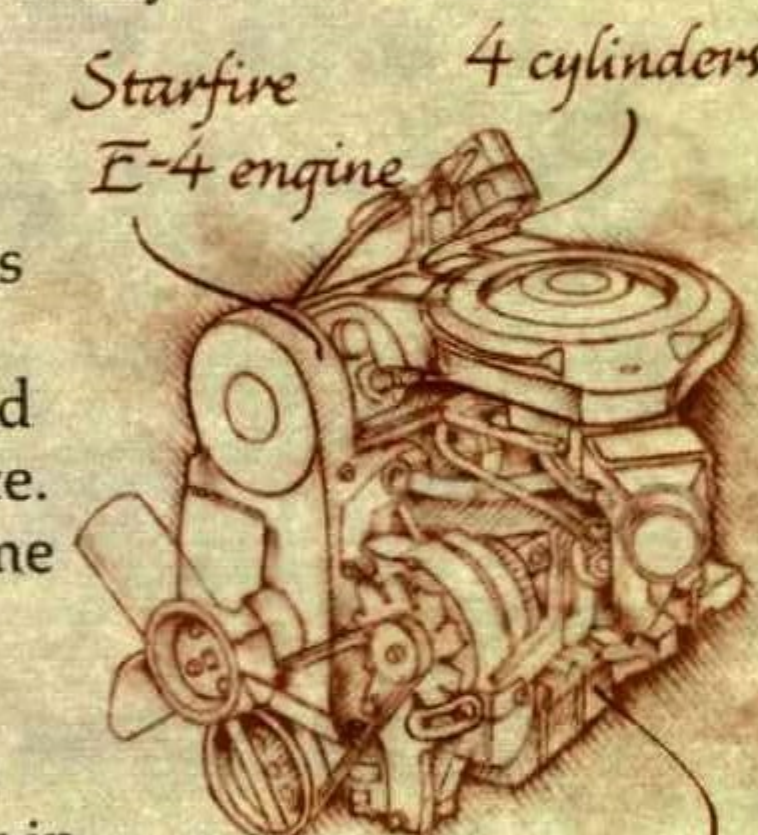
For people who really love to drive, there's Cutlass Salon. With reclining front seats, and its own Salon roadability, it's a grand touring experience.

Cutlass Supreme is something else again. Traditionally, it's among the leaders in resale value. No wonder it has become one of the most popular Oldsmobiles in history.

Cutlass S, with its youthful lines and very affordable price, is a favorite of budget-minded buyers.

And if you like your "S" even sportier, you can order the newest version of the famous Olds 4-4-2 package. A pure-bred sport in looks, maneuverability and spirit.

Five different Cutlass series for five different tastes. And that's just Cutlass!



Starfire
E-4 engine
4 cylinders

Backed with
5-year/60,000 mile
engine guarantee*

The Olds Starfire lineup offers still more variety.

The basic Starfire has great sporty styling that will have you looking twice to believe the price! The other side of the Starfire coin is Starfire SX. One drive and you rediscover what the fun of driving is all about.

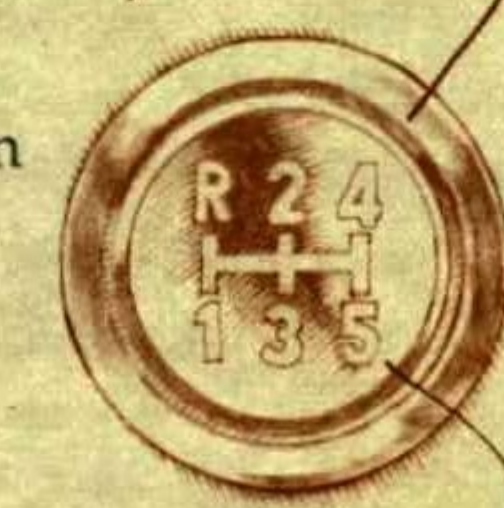
For the true enthusiast, there's the Starfire GT package—with rear stabilizer bar, GT looks and an irrepressible urge to humble winding roads.

Or maybe what you're really after is a compact car, but with quality, room and comfort. Enter Omega—the compact Olds that's got it. All at a low price. And you can choose from stylish coupes, hatchbacks and sedans!

Omega's good looks, easy maneuverability and Olds quality touches make it the most popular Olds with women buyers.

If expensive European luxury sedans impress you, you'll really be impressed by Omega Brougham. We call it our Import Fighter. Roomy and luxurious? Yes! Expensive? No!

5-speed manual
shifter available



5th gear
is overdrive

We even have an Olds for people who've never owned an Olds. Omega F-85, the lowest-priced Olds of all. It offers a warm welcome that many first-time Olds buyers find difficult to resist.

For wagon lovers, there's Olds Vista-Cruiser—the dual-personality wagon that likes to work hard all week, then have an elegant night on the town come weekend.

If you're getting the feeling that we've built an Olds that's right for your needs and your lifestyle, you're getting the idea.

Take a few minutes now to read through this brochure and see how Olds' styling, features and engineering have helped shape the Olds that's just right for you.

But Oldsmobile's pursuit of excellence doesn't end here. And you'll appreciate that when you visit your Olds dealer. He can help you select the right car. And once you've made your decision, he can offer his own brand of excellence—his good service for miles and years to come.



Impressive
power-to-weight
ratio

Surprising performance

CUTLASS • OMEGA • STARFIRE

Oldsmobile

Can we build one for you?

*Oldsmobile's E4 engine guarantee covers 60,000 miles, or 5 years, whichever occurs first. The guarantee is for 1977 Starfire models with 4-cylinder, 140-cubic inch engines. It means that should something go wrong with the engine, your Olds dealer will fix it... free. The guarantee covers repairs to the cylinder block, cylinder head, all internal engine parts, intake and exhaust manifolds, and water pump made necessary because of defects in material or workmanship. It does not cover repairs required because of accident, misuse or lack of proper maintenance. See your Olds dealer for complete guarantee details. This 60,000-mile/5-year guarantee is an added value feature.



Cutlass Supreme Brougham Coupe

Now there's a beautiful way to get the elegance and luxury you want—in a practical mid-size car.



There was a time when getting true luxury in a car meant buying a big car at a big price. Not anymore. Today, there's Cutlass Supreme Brougham. It's the top-of-the-line mid-size Olds—with the kind of luxury big-car owners are accustomed to—but at a practical price.

Outside, classic lines that set a pace for others to follow.

Inside, luxury surrounds you. From the sound-absorbing headlining above, to the deep-pile carpeting under foot. Seats feature an elegant "loose cushion" look. Up front—a 60/40 divided seat with dual controls. The same type available in some of America's larger and more expensive luxury cars.

For added distinction, a Hatch Roof is available with panels that lift out to brighten your day. Cutlass Brougham, a new concept of luxury in a car that is surprisingly maneuverable—and practical.

Can we build one for you?

Cutlass Supreme Brougham Coupe (far left). 1. 60/40 divided front seat with dual controls. "Loose cushion" look in rich velour. 2. A classic standard in mid-size cars.



Hatch Roof available—panels lift out



Cutlass Supreme Brougham Sedan

Often a mid-size sedan's feeling of luxury fades when you set it in motion. The new Brougham Sedan changes all that.



Luxury in a mid-size car has to go deeper than just good looks. The ride must be luxurious and comfortable as well.

With the introduction of the new Brougham Sedan, you've got it. It welcomes you to a new mid-size luxury experience. A luxury of comfort, quiet and elegance—in motion.

With room for six and a road-smoothing 116-inch wheelbase, you may think you're riding in a bigger luxury car.

And you maneuver with remarkable mid-size ease.

To make your drive still more comforting, fill the quiet interior with the impressive sound of available Delco Stereo.

For long drives, you may wish to add a Tilt-Away Steering Wheel that adjusts to you . . . or Cruise Control to maintain the highway speed you preselect. Power seat, power windows and power door locks are also available.

The luxurious new Supreme Brougham Sedan, as elegant in motion as it is at the country club. Can we build one for you?

Cutlass Supreme Brougham Sedan (far left). 1. Each side of the 60/40 seat adjusts separately. 2. Stretch out! Enjoy the room and comfort. 3. Four-door convenience . . . mid-size agility.

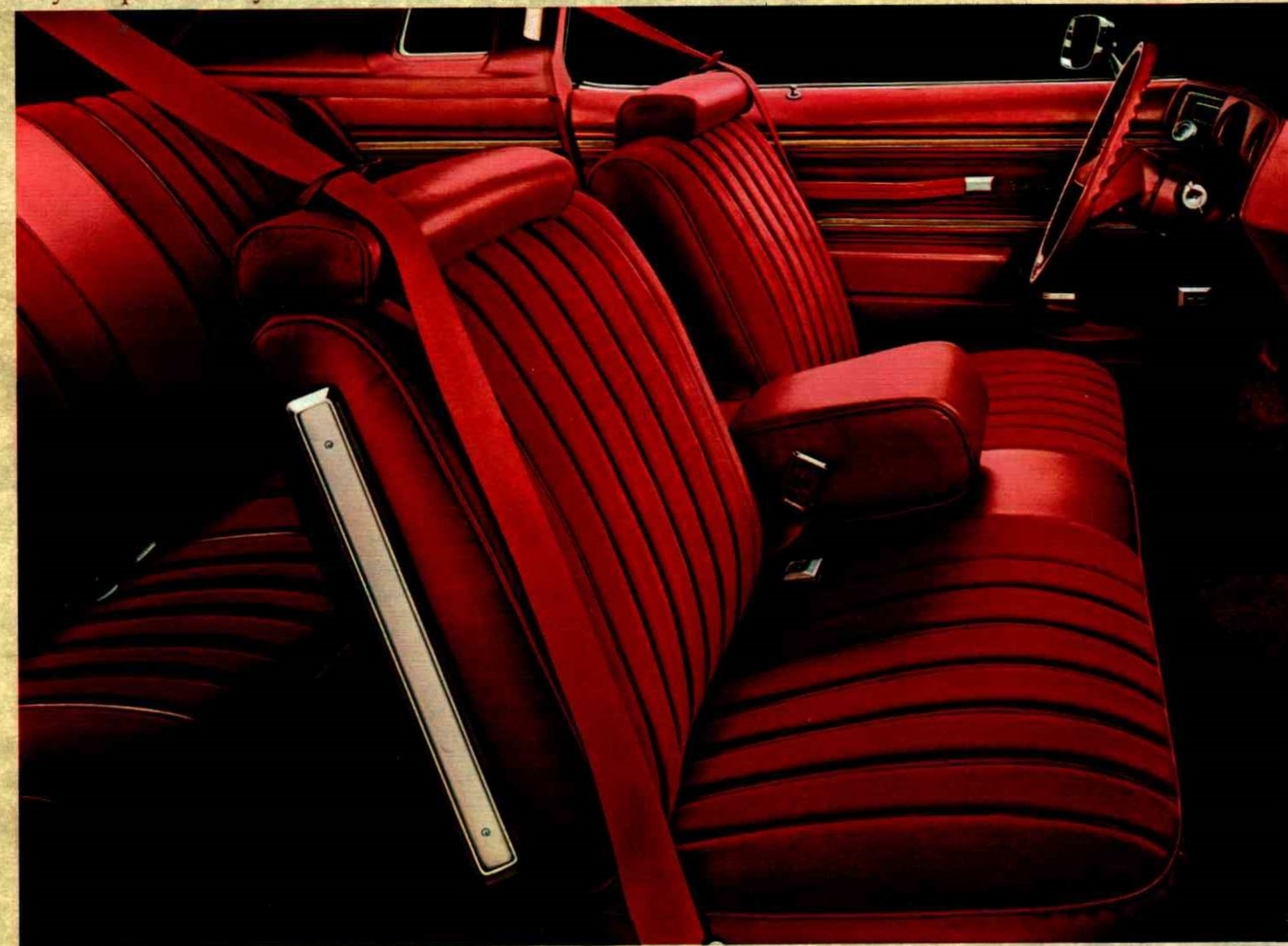


Digital clock available



Cutlass Supreme

Friends may think you chose Cutlass Supreme for looks. But in your heart you know it was because of your practicality. Or was it vice versa?



In a time when many new-car buyers are so practical-minded, it's interesting to note that the stylish Cutlass became the best-selling car line in America during 1976! And the Supreme is the most popular Cutlass in history.

That's quite a testimonial. But then, Supreme is quite a car.

For 1977, Cutlass Supreme is even more stylish, with an elegant new grille that blends beautifully with rectangular headlamps. Behind that grille? A new lighter standard engine. A tough and spunky 231 V6!

Inside, the kind of elegance that sets Supreme apart from other mid-size cars.

Its trim size makes handling and parking enjoyable, too. As for available options, there's a list as long as your desires. Select carefully and you can personalize your Supreme to fit your needs exactly. Another nice thing about buying a Supreme is selling it, because its resale value has been impressive—year after year!

Olds Cutlass Supreme. Can we build one for you?

Cutlass Supreme Coupe (far left).
1. Front seat with center armrest.
2. Bucket seats available at no extra cost. 3. Solid sedan value.



Cutlass Salon

There's just one way to judge a grand touring car. You know it. We know it. And the keys are waiting!



Road feel, crisp handling, smooth braking and performance are just words . . . until you take that sporty, padded steering wheel rim in your hands and experience Salon by the seat of your pants!

In the cockpit! That's where it all comes together. You—nestled in that velour-covered reclining seat . . . with your choice of sporty 5-speed overdrive manual or automatic shifter at hand . . . and a winding stretch of pavement beneath you. That's where you unmask the imposters and discover the real thing!

If you truly enjoy driving, you'll get along beautifully with Cutlass Salon. You'll like that one-on-one feeling between you and the road.

In fact, with front and rear stabilizer bars, quick-ratio steering, power front disc brakes and steel-belted radials—you may just go out hunting switchback roads you formerly avoided. Olds Cutlass Salon. A grand touring experience—without a grand touring price.

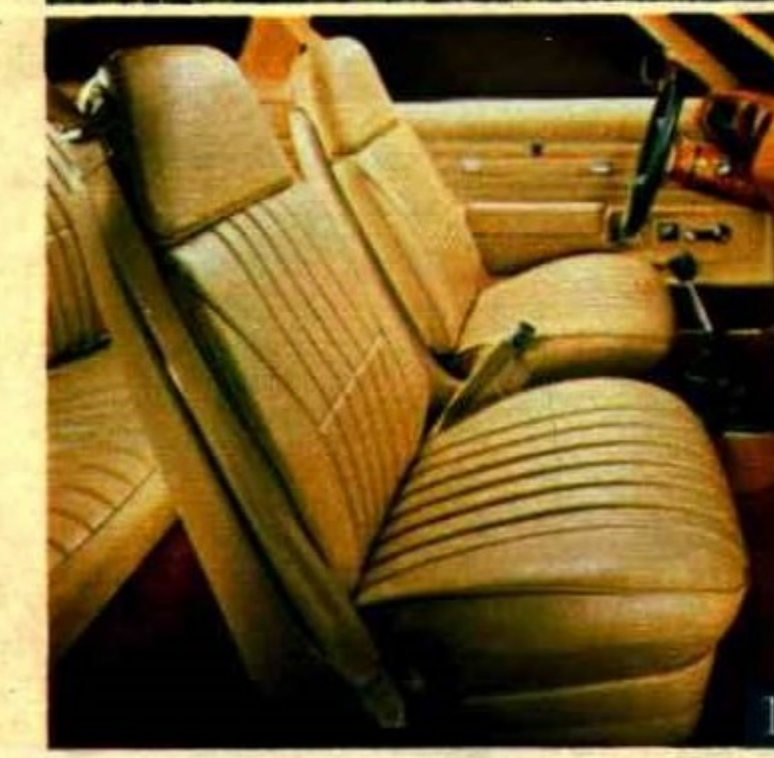
Can we build one for you?

Front lounge seats in brushed velour (above left) recline for grand touring comfort. Or choose supple vinyl at no extra charge. 1. Salon can turn a road into an adventure! 2. Hatch Roof, available: Panels lift out for sun, air.

Cutlass Salon
Symbol of grand touring excellence

Cutlass 4-4-2

There's still a car around that turns corners as easily as it turns heads. And it's still called—4-4-2!



Since the original in '65, 4-4-2 has earned a reputation among enthusiasts for performance, crisp handling and nobody-like-me looks!

As you can see—the legend lives on! No dainty pin stripes for this available 4-4-2 package. Instead, bold stripes and special grille to complement that sleek fastback exterior.

And what would a 4-4-2 be without a hefty choice of power plants? So pick and choose. A spunky 231 V6 comes standard.

Prefer your spirit V8-style? There's an available 260 V8 with a 5-speed manual shifter. Still more cubes? You've got them. Our famous Rocket 350 4-barrel V8 or our new Rocket 403 4-barrel V8 with Turbo Hydra-matic—are available.

Bucket seats, sports console and more—also available to help make your 4-4-2 fit as snug as a driving glove. Underneath it all—available steel-belted radials for cornering and FE2 rallye suspension to keep lean and sway in their place. Your place? Behind the wheel.

Can we build one for you?

Olds 4-4-2 (above left). 1. Bucket seats, short-throw 5-speed overdrive manual shifter, available. 2. 4-4-2 has earned its stripes!



Special gauge cluster available

Cutlass S

These days, being careful with your money can have some beautiful benefits—like Cutlass S. It's the lowest-priced version of America's best-selling mid-size car line!



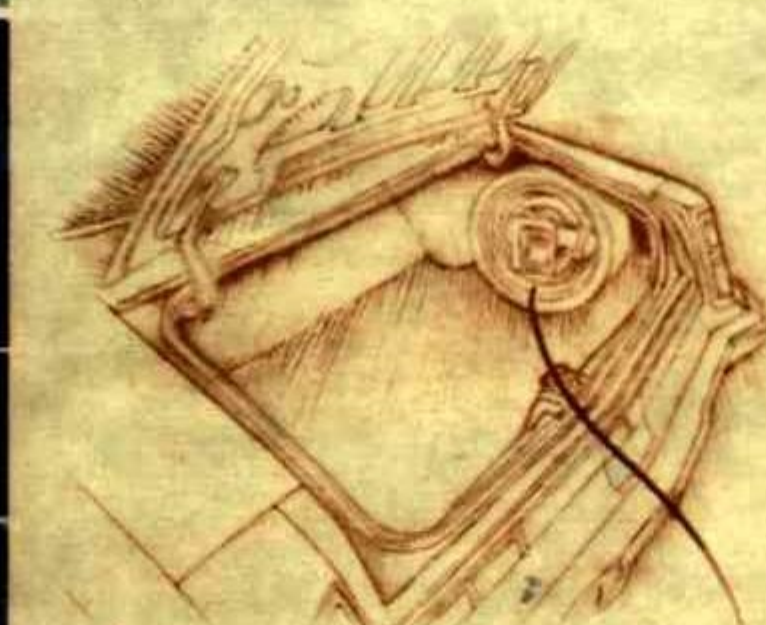
With its new grille design and sporty fastback styling, Cutlass S' looks take a back seat to nobody. And it is extensively endowed with solid Olds value. Yet it carries a surprisingly low price.

How do we do it? Beautifully! But back to those endowments. They include a spunky 231 V6 engine, available Rocket V8s that can go up to 30,000 miles between recommended spark plug changes, high-energy electronic ignition for quick starts, front fender liners to help fight rust, full-foam seats, wood-grain vinyl interior trim, power front disc brakes, power steering.

The list goes on. But the point is this. Olds doesn't skimp. Not even on our lowest priced models. Value-conscious buyers have known that right along. Now you do too!

Olds Cutlass S. Can we build one for you?

Cutlass S Coupe (above left). 1. Coupe features handsome nylon knit cloth. Bucket seats, available. 2. Cutlass S Sedan. A low price... a lot of Olds value!



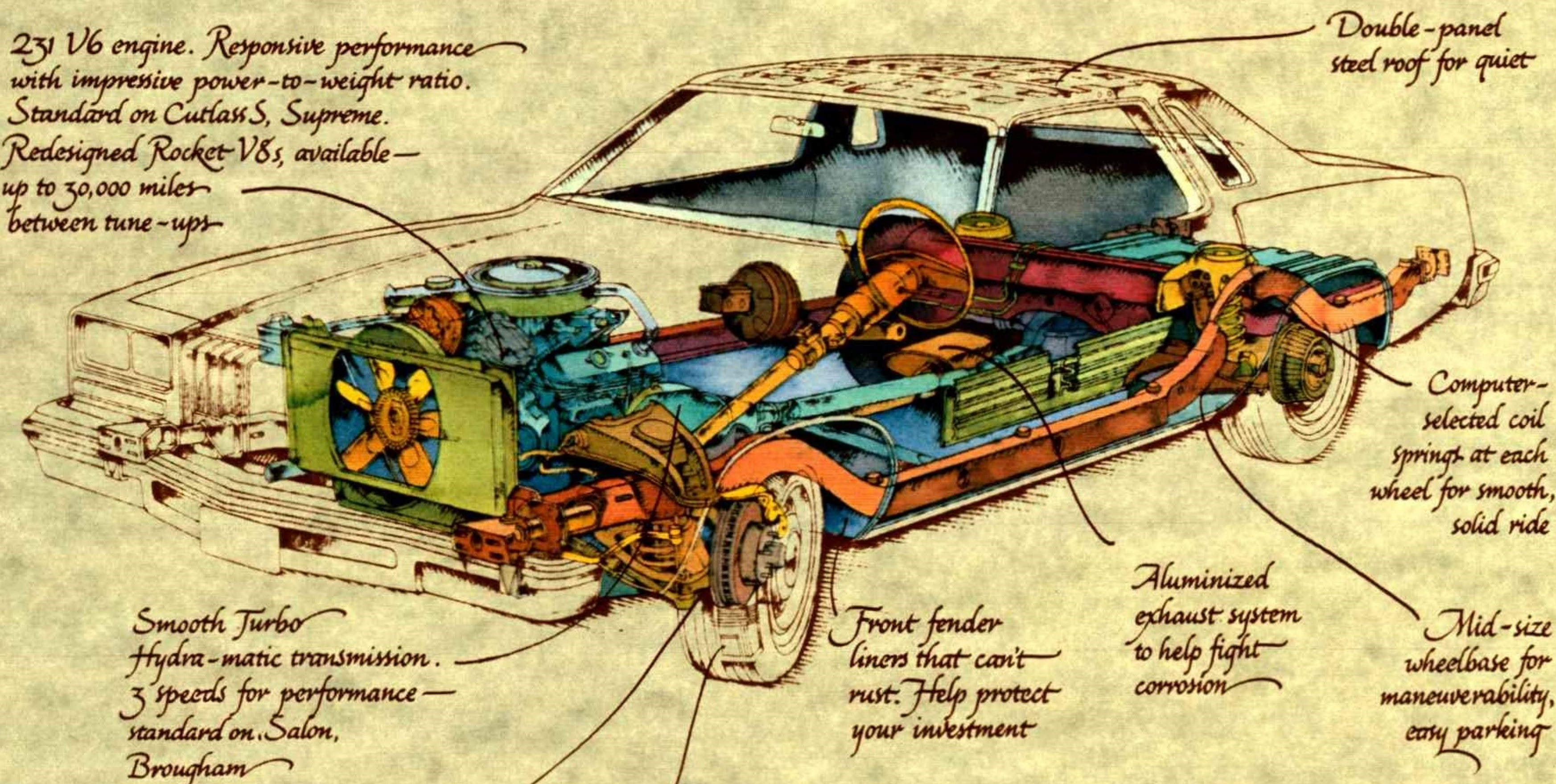
Space-saving Stowaway Spare Tire adds luggage space



3. Cutlass instrument panel functionally redesigned. Clock relocated for convenient driver and passenger viewing. Wood-grain vinyl trim, standard. 4. Cutlass S Sedan—always a favorite with active growing families. Olds room, ride and value are just some of the reasons why.

The pursuit of excellence runs deep in every 1977 Olds Cutlass...

231 V6 engine. Responsive performance with impressive power-to-weight ratio. Standard on Cutlass S, Supreme. Redesigned Rocket V8s, available—up to 30,000 miles between tune-ups



OTHER CUTLASS VALUE FEATURES YOU DON'T PAY EXTRA FOR: Power steering. Interior hood release latch. Wood-grain vinyl interior trim. Cut-pile carpeting on floors and lower door panels. Full-foam seats. Bumper impact strips, front and rear. Catalytic converter. Rectangular headlamps. Flo-Thru Ventilation. Hydraulic bumper system, front and rear. And much more.



Vista-Cruiser

You know what it takes to make a winner. And you've got it in Vista-Cruiser—the working wagon with Oldsmobile best-of-show styling.



The new Olds Vista-Cruiser is beautiful proof that you can't tell a wagon by its cover.

Outside, as elegant a wagon as you're likely to see. Inside, more of the same—with full-foam seats, high-grade vinyl upholstery, deep, thick cut-pile carpeting and lots of relaxing stretch-out space.

Elegant enough for a night on the town—in any town!

But down deep, Vista-Cruiser has a "get-tough policy" that wagon owners love. It can handle most any workday chore—shrubs for the yard, bricks for the patio or toting home blue ribbons from canine contests.

With computer-selected springs and redesigned Rocket 350 V8, Vista-Cruiser can move you and yours—smoothly, comfortably, beautifully!

Sound like a winner? You'll think so—on any workday—and every elegant evening.

Olds Vista-Cruiser. Can we build one for you?

Vista-Cruiser with available wood-grain vinyl exterior trim (far left). 1. Center armrest, standard. 2. Rear-facing third seat, available. 3. Lowest priced way to enjoy Vista-Cruiser room, style and stamina.



Driver Controlled Leveling System available



Starfire SX

Who says you can't have style luxury and practicality—in the same sporty package?



You can—in Starfire SX! One quick inspection and you can see SX has great styling.

Inside, comfort and luxury touches are just as obvious—full-foam high-back bucket seats, wood-grain vinyl trim, padded-rim steering wheel to name a few. And you can add still more luxury with available stereo, air conditioner or driver seat-back adjuster.

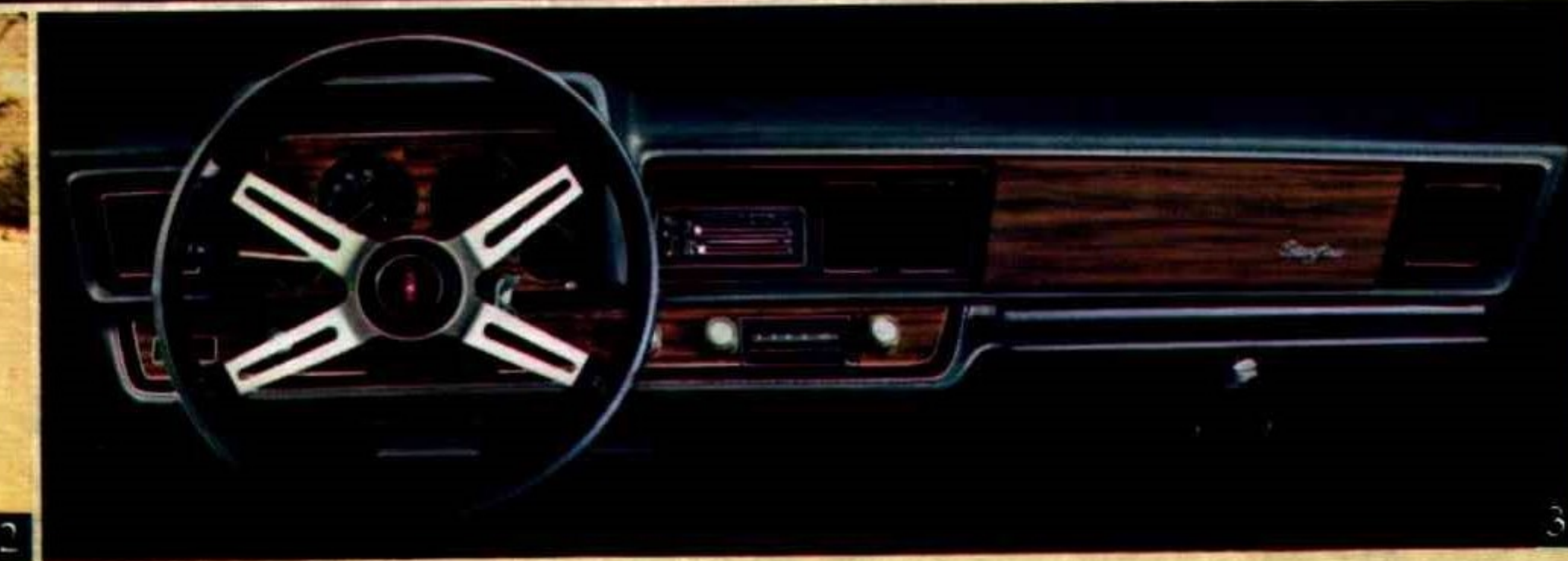
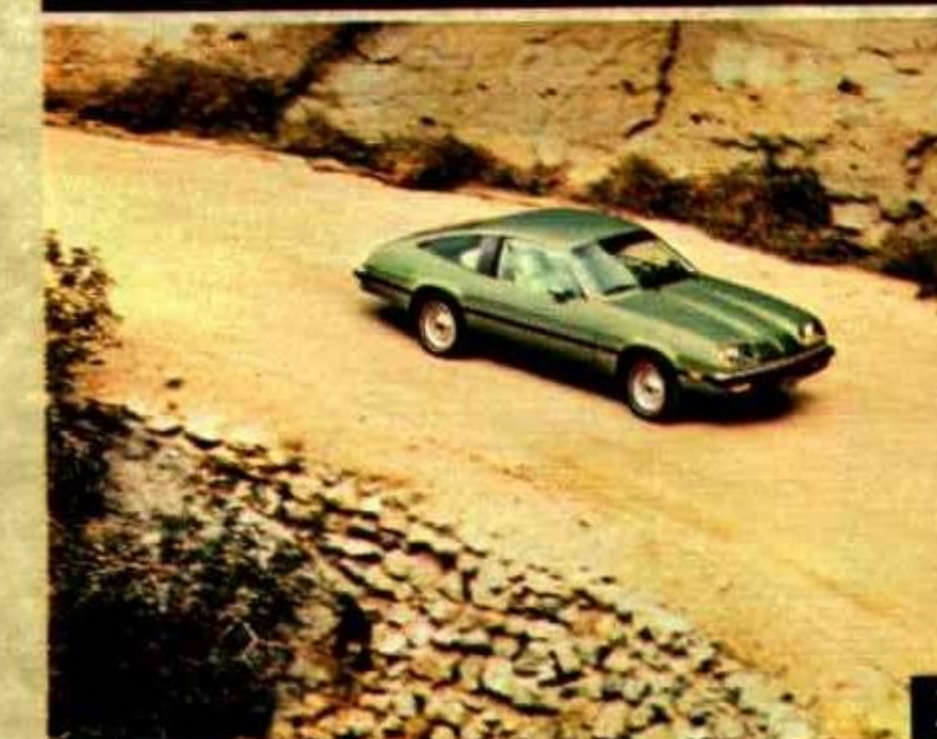
Check the box marked V6 and you've got a 231-cubic-inch engine with a power-to-weight ratio to whisk you around town or down the highway in style.

Where does Starfire SX practicality come in? When you ask the price. It's very affordable. And what could be more practical than a fold-down second seat that helps provide more luggage space than some bigger sedans can offer?

Starfire SX is quite a sporting proposition.

Can we build one for you?

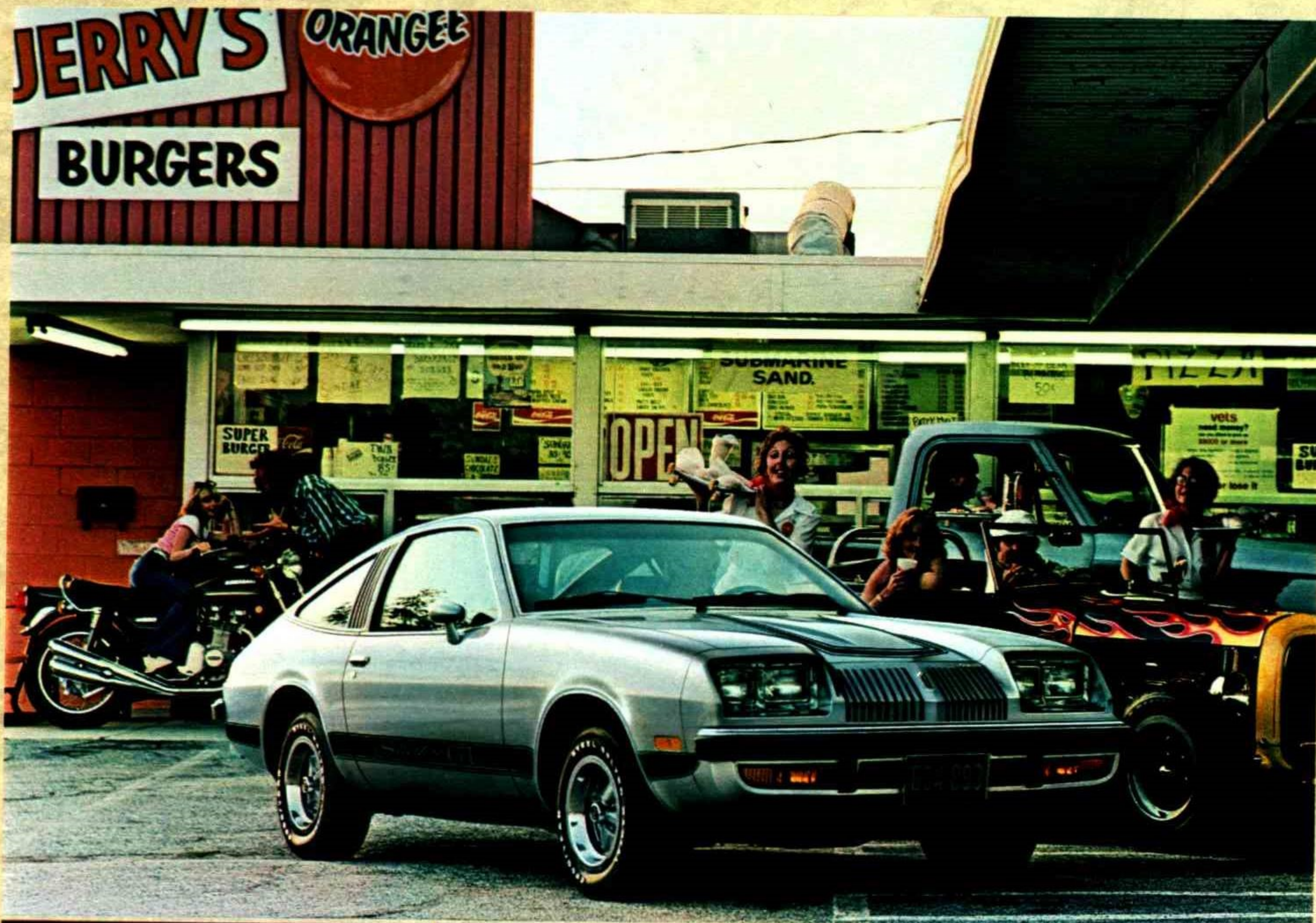
Starfire SX (far left). 1. High-back bucket seats, standard. Automatic or 5-speed overdrive manual shifter, available. 2. A moving experience! 3. Tach, gauges and clock, available. Standard in GT package. Custom-Sport Steering Wheel, standard on SX.



5-speed overdrive manual shifter available

Starfire GT

If you've been wondering where the joy of driving went, test drive Starfire GT.



The malt and fries are great. But getting there is even better. In Starfire GT you enjoy every curve, turn and straight-away.

With the available GT package, driving is a new experience. Fat, raised white-letter steel-belted radials for cornering. Tach, gauge cluster and clock to keep you posted. Stabilizer bars to help flatten sway. Plus wide stripes and rallye wheels for GT looks! And admiring stares.

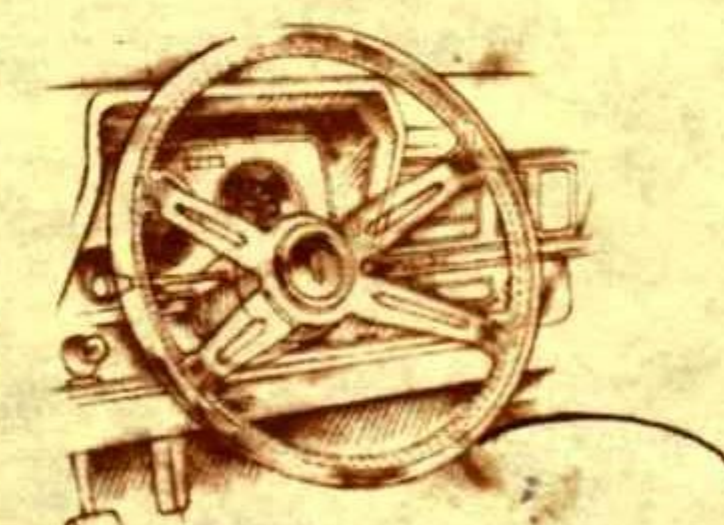
Add the available sporty 5-speed shifter with our gutsy 231 V6 engine—and you have the ultimate Starfire experience! But then, you'll know that the first time you pull on the driving gloves and humble a stretch of winding concrete.

The spirit. The handling. The confidence. It's all here.

When you climb out of this one, you know that "GT" is no careless title. If you wonder where the joy of driving went, now you know. Starfire GT!

Can we build one for you?

Starfire GT (above left). 1. Fold-down second-seat for added space. Stowaway spare tire saves space, too. 2. That's GT agility. 3. Ready for your test drive?



Custom-Sport Steering Wheel, available



Starfire

4. With looks like this you have to look twice to believe the low price. But believe it! This streamlined sporting beauty is our lowest priced Starfire! 5. Bucket seats at extra cost? Wrong! They're included. That's a lot of value—and a lot of comfort.

The pursuit of excellence runs deep in every 1977 Olds Starfire...

Standard E4 engine. Four cylinders. 60,000-mile/5-year guarantee.* Spunky 231 V6 engine, available

Sporty handling—with agile 97-inch wheelbase, computer-selected coil springs and front stabilizer bar. Rear stabilizer also available on GT

Long-lasting, fade-resisting front disc brakes

Steel-belted radial-ply tires (SX and GT) for long tread life, good traction, low rolling resistance

Double-panel steel roof for quiet

Stowaway spare tire saves space, carpet-covered

Second seat folds down to provide 5-foot plus cargo space

Aluminized exhaust system to help fight corrosion

Monocoque body construction. Body and frame are welded into one tight unit

4-speed manual transmission. All gears full-synchro. Short throw for smooth, quick shifts. 5-speed overdrive manual, available

OTHER STARFIRE VALUE FEATURES YOU DON'T PAY EXTRA FOR: Full-foam bucket seats. Quick-ratio steering. Padded grip sport steering wheel (SX). Flo-Thru Ventilation. Pliable nose and rear surfaces. All-vinyl upholstery (or choice of cloth in SX). Rear hatch door. Interior hood release latch. Wood-grain vinyl interior trim. Cut-pile carpeting on floors and lower door panels. And much more.

NOTE: Starfire wheels will not accommodate tire chains. *See page 3 for E4 engine guarantee details.



Omega Brougham

A practical answer
to expensive European
luxury sedans.



You'd think that if a foreign car is priced a lot higher than our Omega Brougham Sedan—you'd get a lot more. It doesn't always work that way.

In fact, when it comes to overall size and room, Brougham measures up beautifully. Even against such heady competition as the Audi 100LS, Volvo 244 and Saab 99GL sedans. You'll like Brougham's ride, maneuverability and road-holding ability, too.

Luxury? It's the kind you can see and feel and enjoy. Seats are full-foam, covered in soft brushed knit cloth. Impressive.

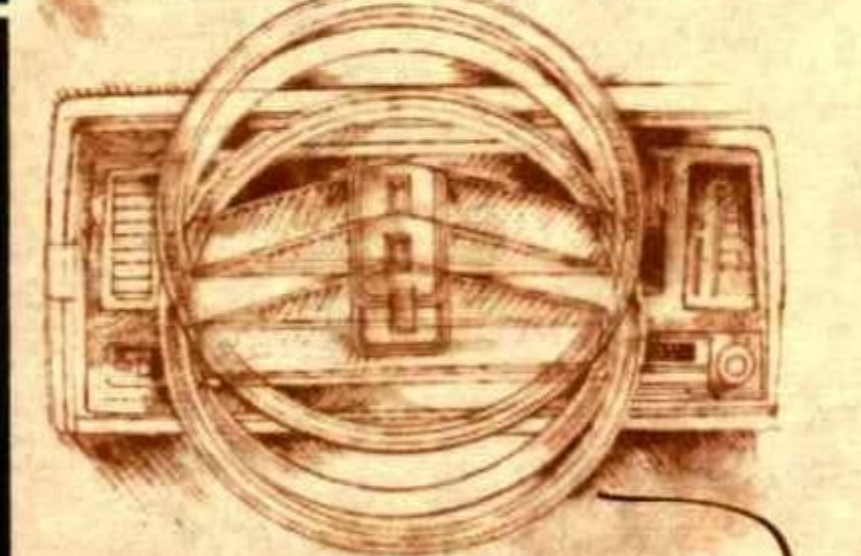
All this at an easy-to-take price. That's practical!

What's more, you can order available bucket seats, sport mirrors or automatic transmission, power windows and door locks—and *still* come out ahead on price!

European luxury sedans had a good idea. Brougham just made it more practical!

Can we build one for you?

Omega Brougham Sedan (far left).
1. Seats are tailored in soft brushed
knit cloth. 2. Bucket seats, console,
available. 3. Coupe shown with
available Landau roof top.



*Available Tilt-Wheel
adjusts to you*



Omega

There are a lot of compact cars in the running. But Omega's room, ride and value make it the people's choice.



Today, there are lots of compact cars to choose from. Fortunately, one is an Oldsmobile.

That means you can have a compact car with Olds room, Olds ride and Olds value!

Flat out, Olds Omega is a lot of automobile. Its wheelbase is 111 inches long. The interior? Roomy and comfortable.

In fact, there's room for six!

Yet Omega still offers you what you buy a compact for—maneuverability, easy parking and an easy-to-take price.

And where are you going to find more built-in value? A spirited V6 engine, front disc brakes and long-life exhaust system are just a few features you don't pay extra for.

You don't pay extra for full-foam seats or a beautifully tailored interior, either. Remember, it's an Oldsmobile. But still at a low Omega price.

Can we build one for you?

Omega Sedan (far left). 1. Omega Coupe: Very handsome. 2. Agility and easy parking make Omega the most popular Olds with women drivers. 3. Soft knit cloth, shown. Or choose all-vinyl at no extra cost. 4. Walnut-grain vinyl trim, std. 5. Stylish new grille.



231 V6 engine, standard

Omega SX

Omega SX—and fun—just naturally go together.



Take an Omega Hatchback. Add the available SX package. And you've got a sporty coupe that's simply fun-tastic!

It's priced to fit young budgets... styled to please young tastes with bold stripes and dual sport mirrors... and built for your on-the-go life.

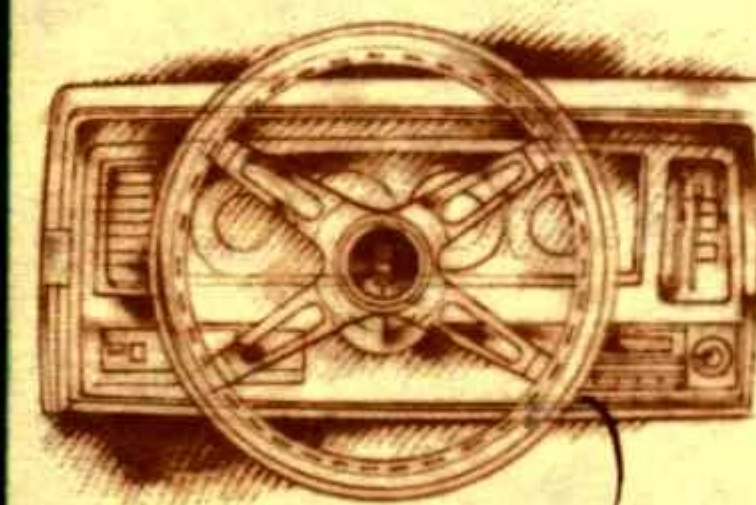
Lift the rear hatch. Lower the second seat. And there's a six-foot long cargo space that's ready to go—surfing, skiing, hiking, biking or whatever!

And you go on a rallye suspension that's got it all together. Smooth, but firm, to help straighten tight turns. And you can go with added spirit, too. Order our available 305 V8 and you've got it!

If you feel that driving should be fun—and inexpensive—welcome aboard. Put an Omega SX to the test. And see why more and more young people are getting carried away—with this spirited and sporty compact from Olds. Omega SX.

Can we build one for you?

Omega SX Hatchback (above left). 1. How do these available full-foam bucket seats grab you? Very comfortably! 2. There's a 6-foot long cargo area.



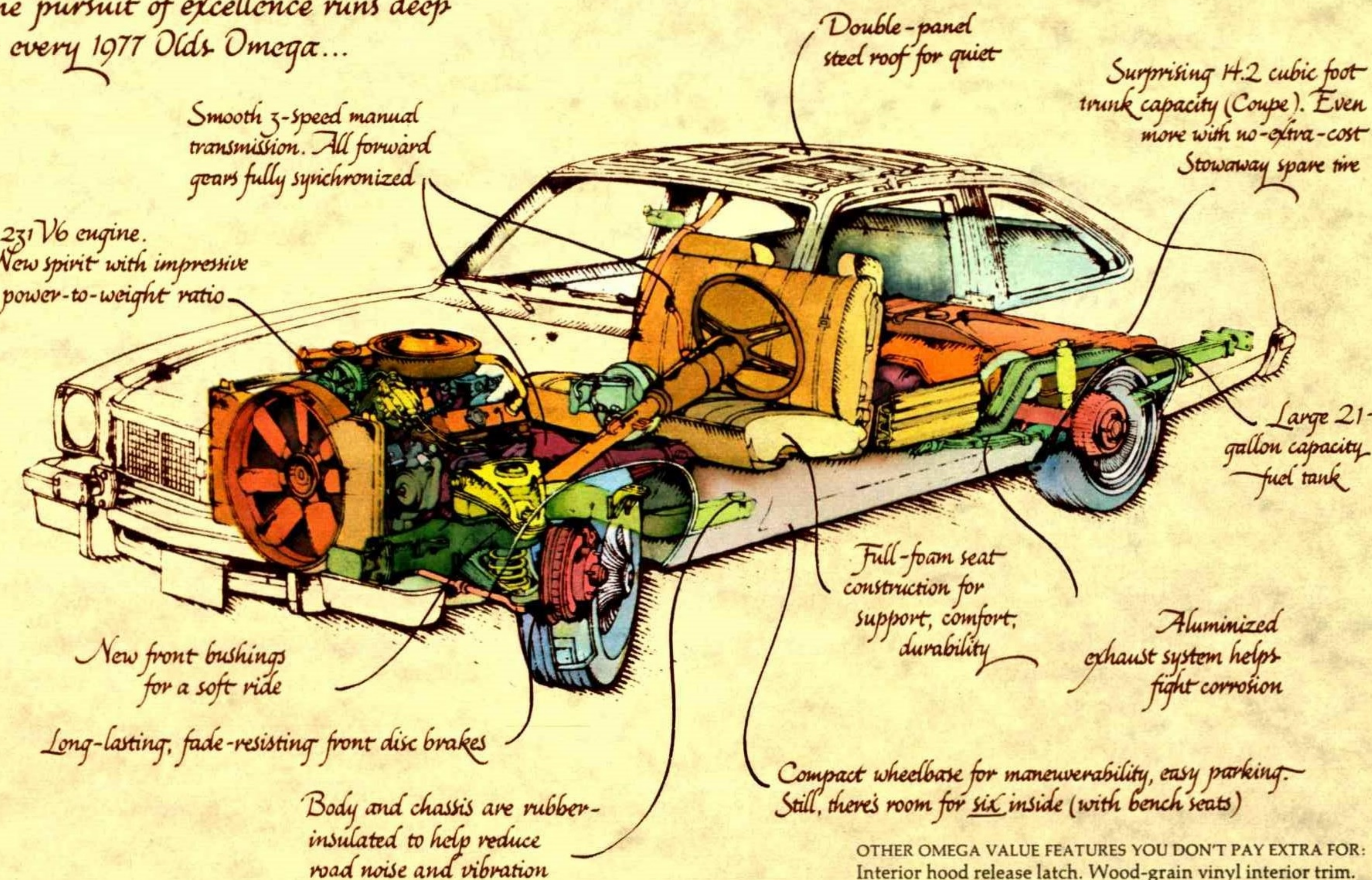
Custom Sport Steering Wheel on SX



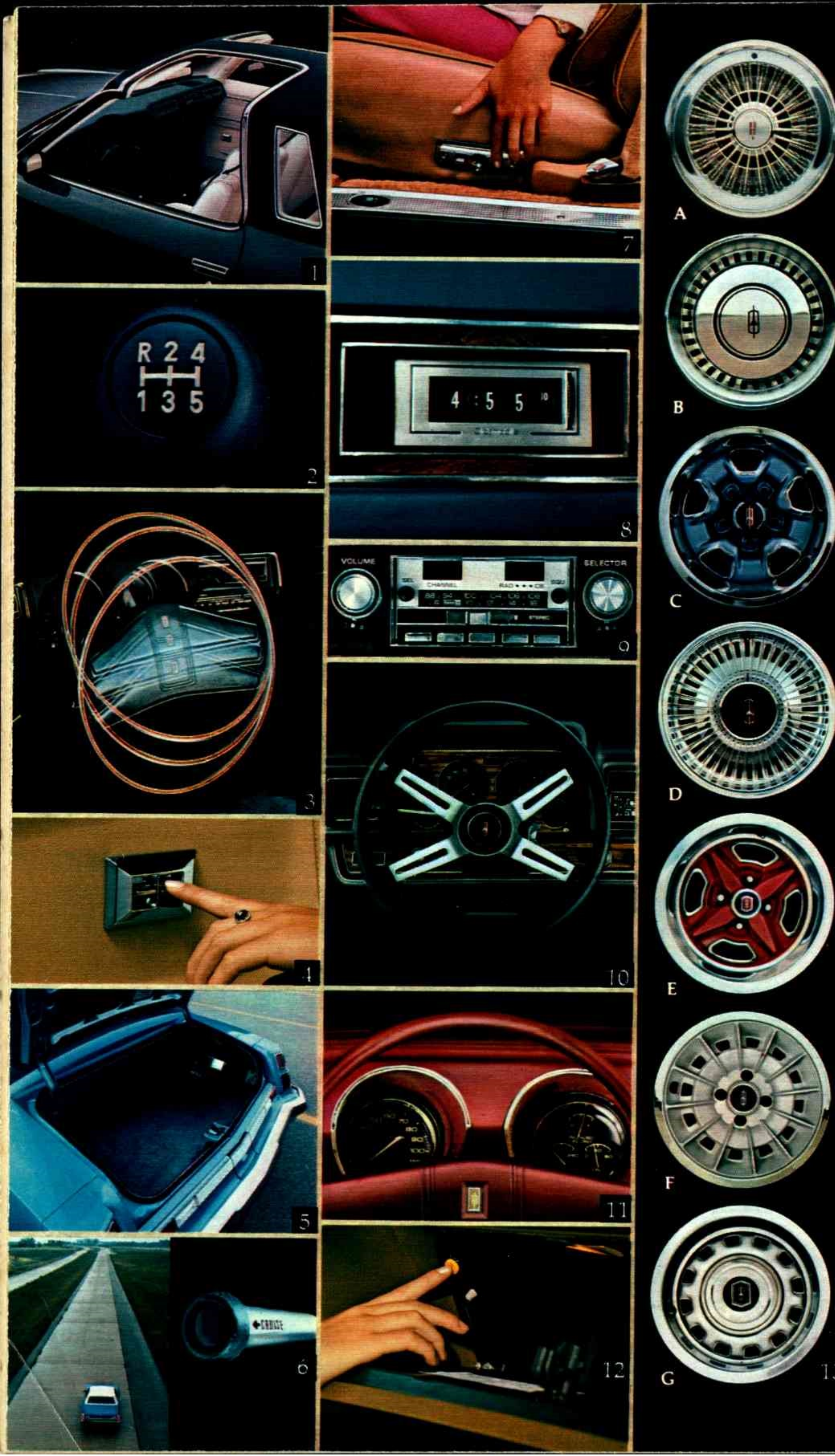
Omega F-85

3. You're looking at a very convincing argument for making your first car—your first Oldsmobile! When you find this kind of styling, maneuverability, room and ride at such an affordable price—why not enjoy it? 4. F-85's full-foam seat shown in durable nylon knit cloth. Very handsome. Beautifully tailored, too!

The pursuit of excellence runs deep in every 1977 Olds Omega...



OTHER OMEGA VALUE FEATURES YOU DON'T PAY EXTRA FOR: Interior hood release latch. Wood-grain vinyl interior trim. Wall-to-wall carpeting. High-energy electronic ignition system. Stowaway spare tire and fold-down second seat (Hatchbacks). Catalytic converter. Flo-Thru Ventilation. Hydraulic bumper system, front and rear. Bright side window moldings (except F-85). And much more.



Options and Accessories

The right available options with the right model can help make an Olds that's right for you.

1. **Hatch Roof.** This "lift-off" roof gives you the sun, fun and air of a convertible—in a hardtop! Two tinted glass roof panels lift out easily and store in a trunk carrying case.
2. **5-speed overdrive manual transmission.** All forward gears are fully synchronized. Lets you enjoy the sport of shifting. 5th gear is overdrive! Lets the engine turn fewer rpms.
3. **Tilt-away steering wheel.** Adjusts six ways to fit all driving members of your family. It also helps make entry and exit more convenient.
4. **Power windows.** A touch of a button and you control side windows.
5. **Stowaway spare tire.** Standard on Starfire. Available at no extra cost on other models. Provides added luggage space. Inflates in seconds with compressed gas (can included).
6. **Cruise Control.** Lets you maintain a constant speed on turnpikes, without the use of the accelerator pedal. Most convenient on long trips.
7. **6-way power seat.** Moves seat up and down, forward and back, plus tilts for added riding comfort.
8. **Digital electric clock.** New for Cutlass this year. Beautifully integrated into the instrument panel.
9. **Let us entertain you.** Five quality Delco radios available. AM-FM Stereo Radio with Stereo Tape Player, AM-FM Stereo Radio and AM Radio with Stereo Tape Player—all with front and rear speakers. AM-FM Radio and Deluxe AM Radio—with front speakers, rear available. CB Radios, too! A deluxe model beautifully integrated with an AM-FM Stereo pushbutton radio with Citizens Band. A CB only radio is also available with antenna and speaker.
10. **Custom-Sport Steering Wheel.** Standard on Starfire SX. Thick padded rim of simulated leather with brushed metal spokes.
11. **Special instrument clusters.** To help keep you posted. Precision tachometer available.
12. **Power trunk release.** Open the

trunk lid from inside the car. Very convenient for loading trunk.

13. Deluxe wheel discs and wheels.

(A) Simulated wire disc—Cutlass and Vista-Cruiser. (B) Cutlass and Vista-Cruiser. (C) With grey center—Cutlass and Vista-Cruiser. With color matched to body color—Cutlass, Vista-Cruiser and Omega. (D) Omega. (E) Color matched to body color—Starfire. (F and G) Starfire.

OTHER EXTRAS YOU CAN ORDER:

Fuel economy meter. Shows when you're driving economically and when you're not.

Headlight-on reminder. A gentle buzz to help prevent leaving lights on.

Power door locks. Secure all doors instantly with one touch of a switch.

Tempmatic Air Conditioner. Automatically maintains the temperature you select. Cools, heats, dehumidifies. An "economy" setting indicates to the driver that the compressor isn't running.

Four Season Air Conditioner. Heats, cools, dehumidifies. Also features an "economy" setting.

THERE'S MORE! Rear window defogger. Dual sport mirrors. Pulse wiper system. Automatic power radio antenna. Full or Landau vinyl roof covering. Sports console. Special paint stripes. Tinted glass. Convenience light groups. Trailer towing equipment. Rallye suspension. Bumper guards. And more.

Special note: Not all of these accessories are available on all models. Check your Olds dealer for specific availability.



The 1977 Oldsmobiles: Which one can we build for you?

CUTLASS  CUTLASS SUPREME BROUGHAM COUPE	OMEGA  OMEGA BROUGHAM COUPE	DELTA 88  DELTA 88 COUPE	NINETY-EIGHT  98 REGENCY COUPE
 CUTLASS SUPREME BROUGHAM SEDAN	 OMEGA BROUGHAM HATCHBACK	 DELTA 88 TOWN SEDAN	 98 REGENCY TOWN SEDAN
 CUTLASS SALON COUPE	 OMEGA BROUGHAM SEDAN	 DELTA 88 ROYALE COUPE	 98 LUXURY COUPE
 CUTLASS SUPREME COUPE	 OMEGA COUPE (2)	 DELTA 88 ROYALE TOWN SEDAN	 98 LUXURY TOWN SEDAN
 CUTLASS SUPREME SEDAN	 OMEGA HATCHBACK (2)	CUSTOM CRUISER  CUSTOM CRUISER (4)	TORONADO  TORONADO XSR COUPE
 CUTLASS S COUPE (1)	 OMEGA SEDAN	VISTA CRUISER  VISTA CRUISER (4)	 TORONADO BROUGHAM COUPE
 CUTLASS S SEDAN	 OMEGA F-85 COUPE	STARFIRE SX  STARFIRE SX SPORT COUPE (3)	STARFIRE  STARFIRE SPORT COUPE (3)

(1) 4-4-2 PACKAGE AVAILABLE (2) SX PACKAGE AVAILABLE (3) GT PACKAGE AVAILABLE (4) WOODGRAIN AVAILABLE

1977 OLDSMOBILE EXTERIOR COLORS ON ALL MODELS



ALL MODELS EXCEPT STARFIRE AND OMEGA



STARFIRE AND OMEGA COLORS ONLY



Printed colors are approximate only and may vary from actual car paint colors.

We build these features into every 1977 Olds—to protect you—and your investment.

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 • Back-up 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 armrest • Safety steering wheel.

*Including 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.

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CUTLASS

CUTLASS POWER TEAMS:

Standard engine (Supreme, S):
CID/Type 231/V6
Cylinders/Carburetion 6/2-bbl.

Standard engine (Brougham, Salon):
CID/Type 260/V8
Cylinders/Carburetion 8/2-bbl.

Standard engine (Vista-Cruiser):
CID/Type 350/V8
Cylinders/Carburetion 8/4-bbl.

Other available engines:
CID/Type 350/V8, 403/V8
Cylinders/Carburetion 8/4-bbl.

Standard transmission (Supreme, S):
Manual 3-speed, all synchro

Standard transmission
(Brougham, Salon, Vista-Cruiser):
Automatic Turbo Hydra-matic

Available transmissions:
Automatic Turbo Hydra-matic
Overdrive manual* 5-speed, all synchro

*Available with 260 V8. No-extra-cost option on Salon.

DIMENSIONS (Coupe/Sedan):
Overall length (in.) 209.6/215.2
Wheelbase (in.) 112/116
Headroom, front (in.) 37.2/37.9
Headroom, rear (in.) 36.7/37.3
Shoulder room, front (in.) 59.6/59.6
Shoulder room, rear (in.) 57.9/58.9
Leg room, front (in.) 42.4/42.4
Leg room, rear (in.) 32.9/36.9
Luggage capacity (cu. ft.) 16.3/15.9
Fuel tank capacity (gal.) 22/22

STARFIRE

STARFIRE POWER TEAMS:

Standard engine:
CID/Type 140/L-4
Cylinders/Carburetion 4/2-bbl.

Available engine:
CID/Type 231/V6
Cylinders/Carburetion 6/2-bbl.

Standard transmission:
Manual 4-speed, all-synchro

Available transmission:
Overdrive manual 5-speed, all-synchro
Automatic Turbo Hydra-matic

DIMENSIONS (Coupe):
Overall length (in.) 179
Wheelbase (in.) 97
Headroom, front (in.) 37.7
Headroom, rear (in.) 35.3
Shoulder room, front (in.) 51.0
Shoulder room, rear (in.) 51.2
Leg room, front (in.) 42.8
Leg room, rear (in.) 29.6
Luggage capacity (cu. ft.) 23.4
Fuel tank capacity (gal.) 18.5

OMEGA

OMEGA POWER TEAMS:

Standard engine:
CID/Type 231/V6
Cylinders/Carburetion 6/2-bbl.

Available engines:
CID/Type 305/V8*
Cylinders/Carburetion 8/2-bbl.

Other available engine
(Calif. and high-altitude areas only):
CID/Type 350/V8
Cylinders/Carburetion 8/4-bbl.

Standard transmission:
Manual 3-speed, all-synchro

Available transmission:
Automatic Turbo Hydra-matic

DIMENSIONS (Coupe/Sedan):
Overall length (in.) 199.6/199.6
Wheelbase (in.) 111/111
Headroom, front (in.) 38.2/39.1
Headroom, rear (in.) 36.7/37.1
Shoulder room, front (in.) 56.6/56.6
Shoulder room, rear (in.) 55.3/56.7
Leg room, front (in.) 41.7/41.7
Leg room, rear (in.) 32.4/35.2
Luggage capacity (cu. ft.) 14.2/13.8
Fuel tank capacity (gal.) 21/21

*Available after October 1, 1976
For California and high-altitude areas, check your Oldsmobile dealer for engine availability.



Oldsmobile

Can we build one for you?

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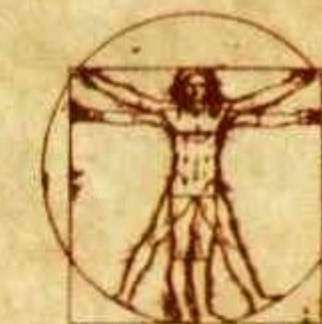
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The pursuit of excellence.

1977 OLDSMOBILE

Cutlass • Omega • Starfire

CUTLASS

CUTLASS POWER TEAMS:

Standard engine (Supreme, S):
CID/Type 231/V6
Cylinders/Carburetion 6/2-bbl.

Standard engine (Brougham, Salon):
CID/Type 260/V8
Cylinders/Carburetion 8/2-bbl.

Standard engine (Vista-Cruiser):
CID/Type 350/V8
Cylinders/Carburetion 8/4-bbl.

Other available engines:
CID/Type 350/V8, 403/V8
Cylinders/Carburetion 8/4-bbl.

Standard transmission (Supreme, S):
Manual 3-speed, all synchro

Standard transmission
(Brougham, Salon, Vista-Cruiser):
Automatic Turbo Hydra-matic

Available transmissions:
Automatic Turbo Hydra-matic
Overdrive manual* 5-speed, all synchro

*Available with 260 V8. No-extra-cost option on Salon.

DIMENSIONS (Coupe/Sedan):
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Leg room, front (in.) 42.4/42.4
Leg room, rear (in.) 32.9/36.9
Luggage capacity (cu. ft.) 16.3/15.9
Fuel tank capacity (gal.) 22/22

STARFIRE

STARFIRE POWER TEAMS:

Standard engine:
CID/Type 140/L-4
Cylinders/Carburetion 4/2-bbl.

Available engine:
CID/Type 231/V6
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Standard transmission:
Manual 4-speed, all-synchro

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Fuel tank capacity (gal.) 18.5

OMEGA

OMEGA POWER TEAMS:

Standard engine:
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Cylinders/Carburetion 6/2-bbl.

Available engines:
CID/Type 305/V8*
Cylinders/Carburetion 8/2-bbl.

Other available engine
(Calif. and high-altitude areas only):
CID/Type 350/V8
Cylinders/Carburetion 8/4-bbl.

Standard transmission:
Manual 3-speed, all-synchro

Available transmission:
Automatic Turbo Hydra-matic

DIMENSIONS (Coupe/Sedan):
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Wheelbase (in.) 111/111
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Leg room, rear (in.) 32.4/35.2
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Fuel tank capacity (gal.) 21/21

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