

1980 OLDSMOBILE

CUTLASS · CUTLASS CRUISER · OMEGA



BUILT TO MAKE THE MOST OF EVERY MINUTE YOU DRIVE IN TODAY'S WORLD

THE OLDSMOBILE COMMITMENT

"...to build one carriage in as nearly
perfect a manner as possible..."

With these words, the Oldsmobile Motor Vehicle Company was founded on August 21, 1897. A fledgling company in a fledgling industry, committed to engineering excellence as the foundation for its existence.

And that has never changed. Hundreds of automotive nameplates have come and gone in the years since then. North America has seen the motor-driven "carriage" evolve into its most popular mode of transportation. And Oldsmobile has emerged as North America's oldest automotive name—and one of the most respected.

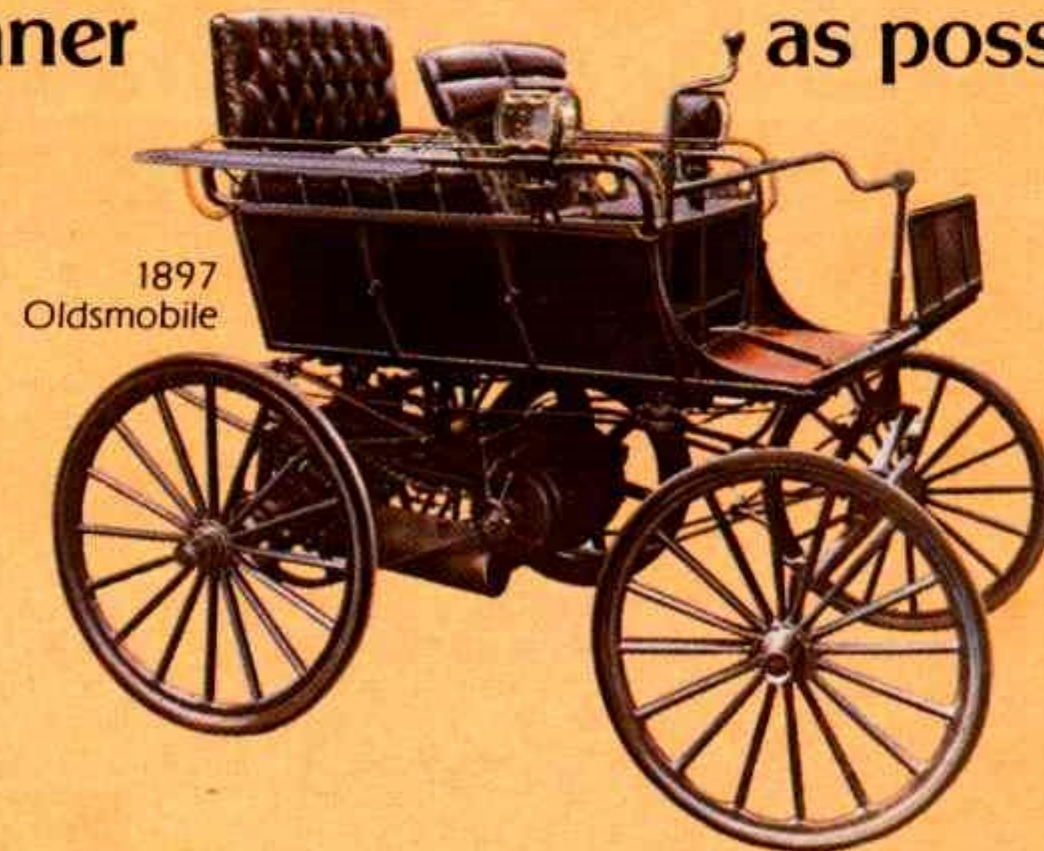
That's worth considering when you choose your next new car. Because what Oldsmobile stands for could be just what you're looking for.

A HISTORY OF ENGINEERING LEADERSHIP

For 82 years, our commitment has inspired innovation after innovation which have improved the North American automobile—and kept Oldsmobile on the leading edge of its technology through the years.

In the last two generations alone, we were first to offer these developments:

- The first fully automatic transmission, to make driving easier than ever before.
- The first high-compression V8 production



engine, to give North America new levels of automotive performance.

- The first contemporary North American front-wheel-drive automobile.

More recently, the engineering challenge has been to meet the changing needs of a fuel-conscious North America. And Oldsmobile has responded with these developments in the last decade:

- New technology in developing and forming lighter-weight automotive components to improve weight efficiency.
- New generations of more space- and fuel-efficient* cars which offered improved fuel economy without sacrificing the ride, room and comfort North America expects in an Olds. First, the full-size 88 and 98 in 1977, the mid-size Cutlass in '78, Toronado in '79, and now a whole new kind of small car in Omega for 1980.

- The world's first passenger car diesel V8 in 1978, combining the fuel economy of a diesel* with V8 smoothness and performance.

THE PRIDE OF OWNING AN OLDS

There's the name and the heritage. There's also the integrity, quality and value you expect in an Olds.

But there must be more—we want you to feel that the Olds you choose so beautifully fits your particular needs and preferences that it seems especially built for you.

That's why there are so many different kinds of Oldsmobile, and so many ways they can be personalized, equipped and powered. Our purpose in this catalogue is to help you choose the Oldsmobile that's built for you—one of the greatest cars you have ever owned or leased.

Seek it out. Drive it proudly.

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Some words about this catalogue and these 1980 Oldsmobiles

About this catalogue: We have tried to make this catalogue as comprehensive and factual as possible. However, since the time of printing, some of the information may have been changed or updated. The right is reserved to make changes at any time, without notice, in prices, colours, materials, equipment and models.

About engines: The Oldsmobiles shown in this catalogue are equipped with GM-built engines produced by various divisions. See the various power team charts or your Oldsmobile dealer for details about sources and availability.

A WORD ABOUT ASSEMBLY, COMPONENTS AND OPTIONAL EQUIPMENT IN THESE VEHICLES.

The vehicles described in this brochure are assembled at facilities of General Motors of Canada Limited or car Division of General Motors Corporation or at facilities of General Motors Corporation operated by the GM Assembly Division. These vehicles incorporate thousands of different components produced by General Motors of Canada Limited and related companies and by various suppliers to General Motors of Canada Limited or related companies. From time to time during the manufacturing process, it may be necessary, in order to meet public demand for particular vehicles or equipment, or to meet federally mandated emission and safety requirements or fuel

economy guidelines, or for other reasons, to produce vehicles with different components or differently sourced components than initially scheduled. All such components have been approved for use in our products by General Motors of Canada Limited or related companies and will provide the quality performance associated with our name.

Please note that certain optional equipment can be ordered only in conjunction with other optional equipment. Also, upgrading from specified standard equipment may be necessary when certain optional equipment is ordered. Ask your sales representative for details.

With respect to extra cost optional equipment, make

SOLID OLDS VALUE FOR TODAY

The economical 1980 Omega, practical new Cutlass sedans and new diesel advancements are just a few of the reasons.

The 1980 Omega is what happens when Oldsmobile brings out a small car. It's the small car with Olds looks, room and comfort. And impressive fuel economy.* In fact, based on Transport Canada approved test methods, fuel economy figures make Omega the most fuel-efficient Oldsmobile. How could a car be more right for the times? With front-wheel drive for traction, rack-and-pinion steering for agility and spunky transverse engines for spirit—Olds Omega is one small car you gotta drive. You're gonna love it.

THOSE GREAT NEW CUTLASS SEDANS

Classic formal coupe styling and solid practicality at, we think, affordable prices helped make Cutlass the most popular and best-selling mid-size car in North America—for the last five years!

Now that same kind of styling and value are available in three great new Olds Cutlass sedans for 1980.

Each is beautifully designed to be efficient, inside and out for the kind of room and comfort you want—and the kind of fuel economy you need.*

Like the Omega and all other Cutlass models, the new Cutlass sedans also receive extensive anti-corrosion treatment to help protect them and keep them looking good.



Available 5.7-litre diesel V8.

NEW ADVANCES IN DIESEL PERFORMANCE

Two years ago, Oldsmobile startled the automotive world by introducing the world's first diesel V8 engine for passenger cars.

Today, Oldsmobile is North America's number one seller of diesel cars.

Now Olds introduces significant improvements in diesel performance.

FAST STARTS IN COLD WEATHER

For 1980, a remarkable glow-plug system dramatically reduces the cold start time—from 60 seconds or more at -18°C (0°F) for earlier diesels to about 8 seconds for new diesel-powered Oldsmobiles.

QUIET DIESEL CRUISING

Diesel engines weren't known for quiet performance—until the V8 diesel. For 1980, refinements in the camshaft, fuel injector nozzles, pre-chamber configuration and pump design have now hushed the V8 diesel to a point where you may scarcely realize you're cruising along in a diesel at all.

While diesel cars were not traditionally known for their response, acceleration or smoothness, the 5.7-litre diesel-powered Oldsmobiles are impressive on all three counts. Merging into expressway traffic—you'll find you can accelerate easily.

You'll be going a long way between fuel stops, too.* Because you can expect substantially better fuel economy than with the same Olds with a comparably sized gasoline engine.

21 DIESEL EQUIPPED MODELS

Only Olds offers diesel V8 powered in 21 different models—more than anyone else in North America. Demand for diesel Oldsmobiles has been overwhelming. We have tripled our initial rate of production for 1980, and are making every effort to improve the supply.

So pick out the Olds that's right for you, and order it with diesel V8 power. You'll enjoy a great Olds all the more with diesel economy.*

certain you specify the type of equipment you desire on your vehicle when ordering it from your dealer. Some options may be unavailable when your car is built. Your dealer receives advice regarding current availability of options. You may ask the dealer for this information. GM also requests the dealer to advise you if an option you ordered is unavailable. We suggest you verify that your car includes the optional equipment you ordered or, if there are changes, that they are acceptable to you.

All illustrations and specifications contained in this catalogue are based on the latest product information available at time of publication approval. The right is reserved to make changes at any time, without notice, in prices, colours, materials, equipment, specifications and models, and to

discontinue models. Some of the equipment shown or described throughout this catalogue is available at extra cost. Check with your Oldsmobile dealer for complete information.

Your Oldsmobile has these accident-avoidance features: Side marker lights and reflectors □ Parking lamps that illuminate with headlamps □ Four-way hazard warning flasher □ Backup lights □ Lane-change feature in direction signal control □ Windshield defrosters, washer and dual-speed wiper □ Wide-view inside mirror (vinyl edged, shatter-resistant glass and deflecting support) □ Outside rearview mirror □ Dual master cylinder brake system with warning light □ Starter safety switch □ Dual-action safety hood latches □ Front disc brakes with audible wear indicators □ Self-adjusting brakes.

Your Olds has these occupant-protection features: Seat belts with pushbutton buckles for all passenger positions □ Two front combination seat and inertia reel shoulder belts for driver (with reminder light and buzzer) and right front passenger □ Energy-absorbing steering column □ Passenger guard door locks □ Safety door latches and stamped steel hinges □ Folding seat-back latches □ Energy-absorbing padded instrument panel and front seat-back tops □ Laminated windshield □ Safety armrests.

Your Olds provides these built-in anti-theft features: Anti-theft ignition key reminder buzzer □ Anti-theft steering column lock □ Anti-theft key system (one key for ignition only, other key for glove compartment, doors, trunk and tailgate).

SUPREME



CUTLASS

Any wonder why it's North America's
best-selling mid-size?

SUPREME



Cutlass Supreme: Its classic styling started North America Cutlass watching. Its practicality and value started North America Cutlass buying—in record numbers! If you like a car that's roomy and agile—and as beautifully practical as it is stylish—this could be the Olds that's built for you!

Those classic Cutlass Supreme coupes! What North America wants in a mid-size car. Over the past five years, Supreme popularity has helped make Cutlass the best-selling mid-size in North America. Classic styling, solid engineering and, we think, affordable prices are just some of the reasons.

Cutlass Supreme. Every Cutlass watcher knows that Supreme's looks make it a contemporary classic. But its solid engineering and we believe, affordable price make it practical. Lean and trim outside, roomy inside. With the kind of headroom and legroom, front and rear, that make for

real riding comfort. Cutlass Supreme is fuel-efficient, too*—with a smooth-firing 3.8 Litre V6 engine standard. Or pick from a choice of available V8s—including a diesel! With so much value for the money, no wonder it started North America Cutlass watching!

Cutlass Supreme Brougham: The luxurious Supreme. Slip inside and you surround yourself with splendour. Ahhh, your kind of luxury. The softness of new wide-rib crushed velour invites your touch. You are comforted by plush, full-foam, deep-tufted loose-pillow look seats.



A deep, full-foam loose-pillow-look divided front seat in Camel Tan velour offers a warm welcome to Brougham luxury.

SUPREME BROUGHAM



Cutlass Supreme Brougham: For the nicest of luxury touches in a mid-size car.

Relax. Enjoy. A standard fold-down centre front armrest and divided seat with separate controls add to your individual comfort. While sound-absorbing headliner and thick, one-piece carpeting add to the atmosphere of elegance.

With such rich, thoughtful touches,

it's hard to believe you're in a mid-size car. But remember, this is a mid-size Oldsmobile. And that means all this at what we believe to be a practical price.

Cutlass Calais: The grand touring Cutlass—with a flair for excitement—and a flair for the road. It has such standard features as reclining contour front

bucket seats to comfort you in grand touring style...full instrumentation to help keep you informed...and a suspension that keeps you in touch with the road.

Take Calais through a turn. You feel that lean and sway are minimized. Calais hugs the road with front and

rear stabilizer bars and steel-belted radials. Power steering is quick. Braking is smooth—with power discs up front. All standard on Calais. So are the automatic transmission, new high-intensity high beam halogen headlamps and custom sport steering wheel.



The grand touring experience begins when you lean back and relax in those reclining front bucket seats in Black vinyl. Or choose fabric at no extra cost.

CALAIS



Cutlass Calais: The grand touring experience—with a flair all its own. Now available with the sporty 4-4-2 package (not shown).

And now, three elegant new Cutlass sedans: The classic Cutlass profile—plus two more doors. It's a natural. Take all that Cutlass style, class and value—and add the room, comfort and conveniences of a four-door Body by Fisher. Just for all of you sedan-loving families.

Cutlass Brougham Sedan: This is the most luxurious and comfortable edition of our new Cutlass sedan—with all the touches formerly available only in the Cutlass Supreme Brougham Coupe.

Impressive formal sedan styling, loose-cushion-look seats, full-foam

comfort, front centre armrest, Brougham quality velour fabrics and appointments, and smooth Olds ride—all standard. You can even order new exterior opera lamps for a personal touch—and very distinguished look.

Now you can treat yourself and

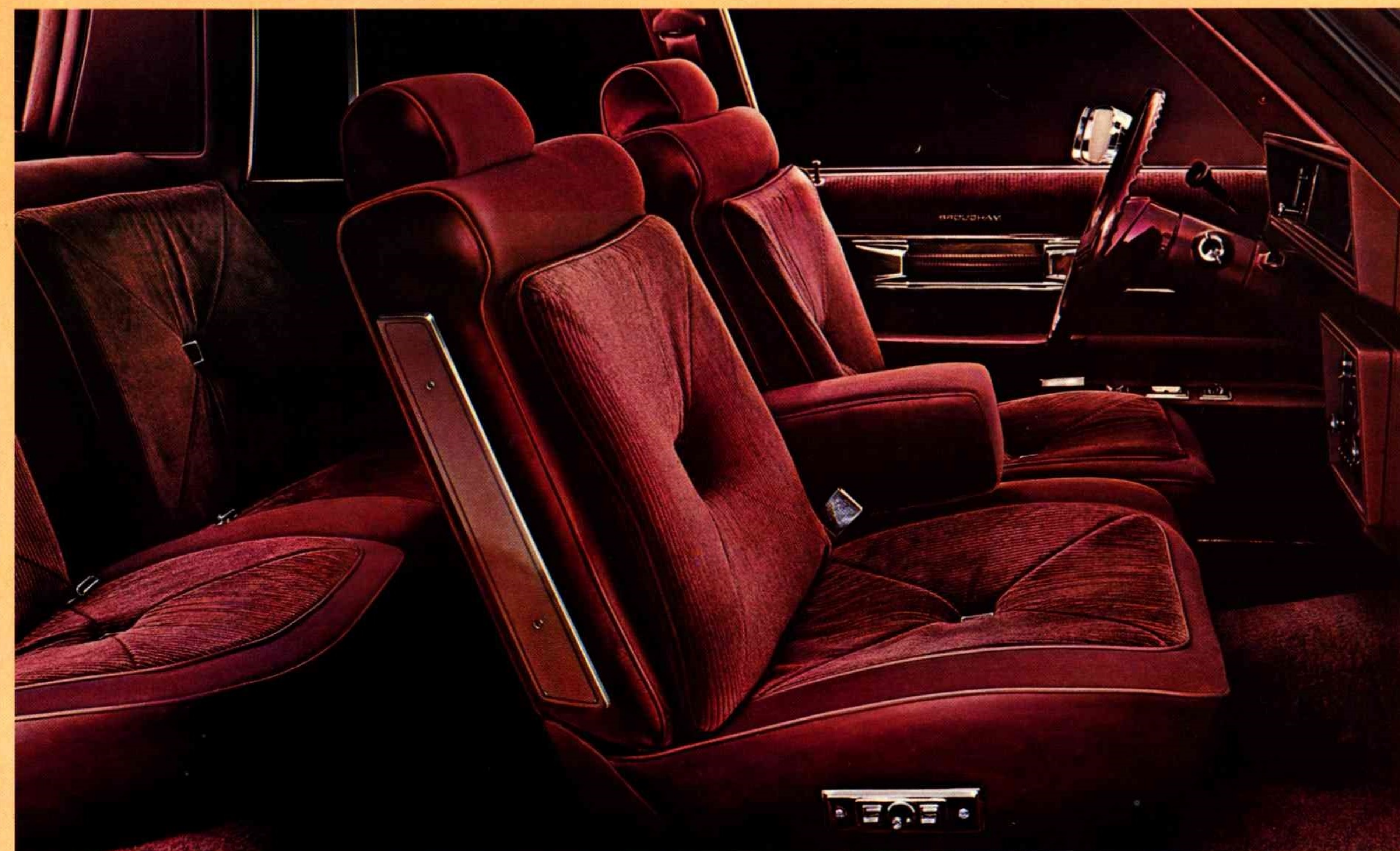
your family to real luxury and comfort—in a sedan that is both practical and agile. You'll find it a pleasure manoeuvring in busy city traffic. The trim exterior helps make parking a pleasurable experience, too.

An automatic transmission, power steering, power front disc brakes and

BROUGHAM SEDAN



Cutlass Brougham Sedan: Top-of-the-line luxury and comfort you might expect only in a more expensive car.



Luxury—for all the world to see—and for you to enjoy! Shown in elegant Dark Claret velour. Loose-pillow look comfort and manual front seat controls are standard.

BROUGHAM SEDAN



Sure, you've seen impressive formal sedans before. But in a mid-size?

practical 3.8 Litre V6* are all standard. But you can pick from a choice of available V8s—including a 5.7 Litre diesel V8.

Luxury lovers, we've had a very distinctive sedan built for you.

Cutlass LS Sedan: All the style and class of Cutlass Supreme—now with

two more doors! LS Sedan is the new running mate for the car that started all the Cutlass watching...the car that helped make Cutlass North America's best-selling mid-size for the last five years!

LS is Cutlass Supreme outside—in the new look of a formal sedan. It's a

Cutlass Supreme inside, too—but with sedan room and four-door convenience.

And we mean lots of room. Because the interior is designed for space efficiency with impressive head and legroom, front and rear. And that all translates into a lot of comfort and

stretch-out space for a family of six!

Yet, for all its room inside, the new LS Sedan is trim outside. So manoeuvring in city traffic and parking are no problem at all.

Get the kind of economy* you want, too. With the standard V6 or

available V8s—including a diesel V8! Sedan-loving Cutlass watchers—we've had one built for you.

Cutlass Sedan: A nice surprise these days is knowing what you want in a new car—and we believe that you will find that it is actually more affordable than you expected.

Well, the new Cutlass Sedan is just such a surprise. It's solid Oldsmobile value, from roof to road.

Once inside you begin to see why. Its space-efficient interior is impressive, providing the kind of room you need for your family.

The ride is smooth and comforting, with computer-selected coil springs at each wheel. And 12 strategically placed and individually tuned body mounts to help quiet the going.

And maybe best of all—your pride and satisfaction, knowing that this handsome new Olds Cutlass is our

lowest priced formal sedan. Yet it is equipped in true Oldsmobile fashion. Power front disc brakes, full-foam seats, 3.8 Litre V6 and electronic high-energy ignition system are all standard.

We just might have created a new standard for mid-size sedan value.

LS SEDAN



Cutlass LS Sedan: The Cutlass Supreme interior, wrapped in 4-door convenience.

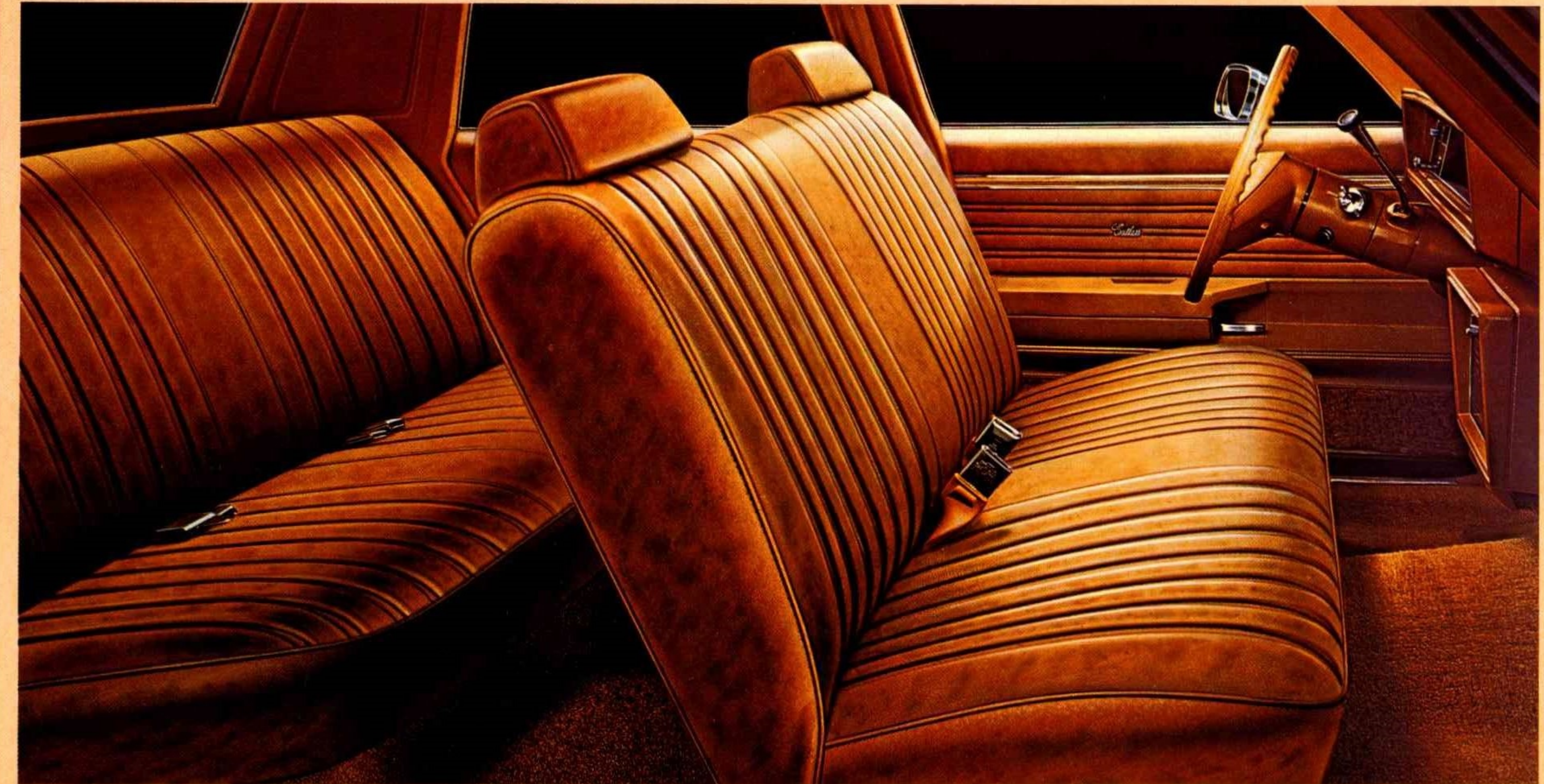


LS means Luxury Sedan, and you can see why. Available divided front seat, shown in Camel Tan brushed knit, is offered in a choice of fabric or all-vinyl upholstery at no extra charge.

CUTLASS SEDAN



Cutlass Sedan: Cutlass quality and value for people who thought they couldn't afford them.



Have an active, growing family? Then you'll appreciate this roomy interior in handsome Camel Tan, easy-care vinyl. It can take it. Or choose cloth, if you like, at no extra cost.

Cutlass Cruiser Brougham: The luxurious way to go Olds in a wagon. You'll be carrying people as well as cargo, so you'll appreciate that roomy, space-efficient interior, fitted with full-foam seats. And you can have them upholstered in supple vinyl or rich

velour, no extra charge. There's luxury in the ride, too. Smooth on the open road, agile in city traffic, a treat to drive and park. Even with all that cargo space, you'll know you're riding in a smooth and comforting Oldsmobile.

Cutlass Cruiser: You need a quality

wagon. But you want it to be affordable. Well, that's what we believe our Cutlass Cruiser is all about. Expect it to serve you well.

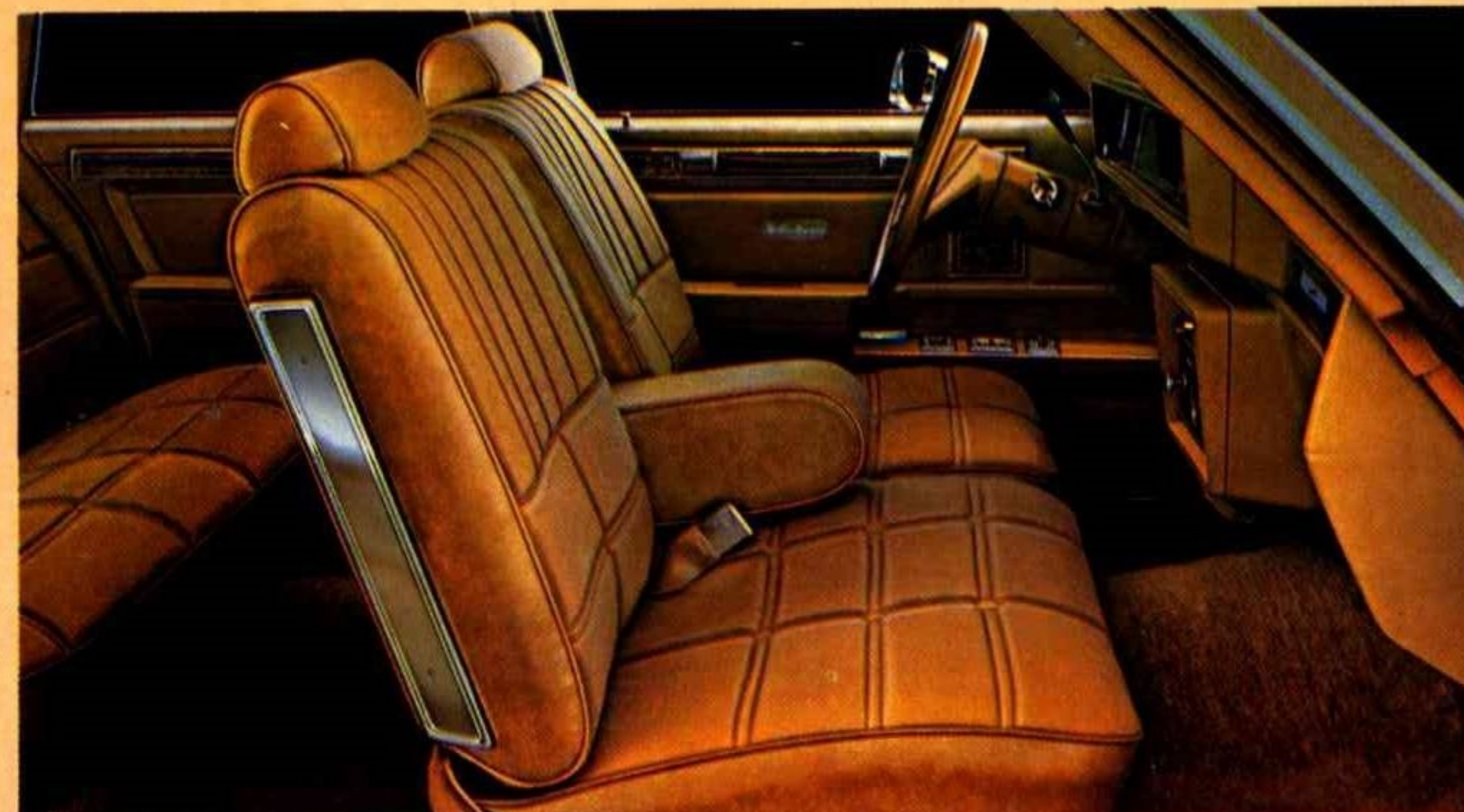
Cutlass Cruisers go about their chores in style—with great Cutlass looks, smooth ride and comfort befitting an

Oldsmobile. Cutlass Cruisers have a flair for economy,* too. A smooth-firing 3.8 Litre V6 is standard. But you can order a 5.7 Litre diesel V8, the only diesel in North America available in mid-size wagons!

CRUISER BROUGHAM



Cutlass Cruiser Brougham: The luxurious way to go Olds. Wood-grain vinyl paneling is available.



Brougham Cruiser's available divided front seat in elegant brushed nylon knit.



Up to 71.8 cu.ft. of load space in each wagon. Functional split tailgate, too.

CRUISER

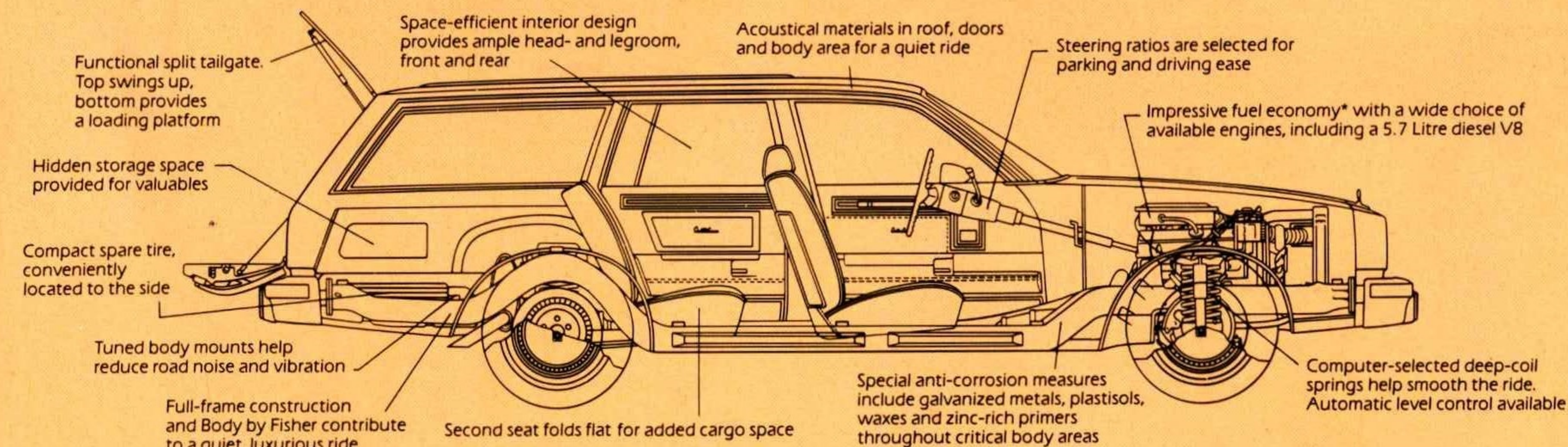


Cutlass Cruiser: The budget-pleasing Olds wagon.



Cutlass Cruiser interior in supple, durable vinyl.

A closer look at what makes Olds Cruisers so tough, yet comforting...



CUTLASS CRUISER POWER TEAMS

ENGINE	V.I.N. ENGINE CODE†	ORDERING CODE	AUTOMATIC TRANSMISSION	STD. AXLE RATIO
3.8 Litre (231 CID) V6 2-bbl.	A	LD5	Standard	2.73
4.3 Litre (260 CID) V8 2-bbl.	F	LV8	Standard	2.41
5.0 Litre (305 CID) V8 4-bbl.	H	LG4	Standard	2.41
5.7 Litre Diesel V8	N	LF9	Standard	2.29

†V.I.N. (Vehicle Identification Number) Engine Code is the fifth digit from the left on the vehicle serial number plate. The vehicle serial number plate is located on the top portion of the driver's side of the instrument panel and can be viewed from the exterior of the car by looking through the windshield.

(A) Produced by GM-Buick Motor Division at the Flint, Michigan Engine Plant
(F/N) Produced by GM-Oldsmobile Motor Division at the Lansing, Michigan Engine Plant
(H) Produced by GM-Chevrolet Motor Division at the Tonawanda, New York, Flint, Michigan and by GM of Canada at the St. Catharines, Ontario Engine Plants

Fuel Capacity: Litres (gals.)
Gasoline 68.2 (15.0)
Diesel 68.2 (15.0)

Dimensions: Millimetres (inches)
Length 5039 (198.4)
Wheelbase 2746 (108.1)
Headroom—front 985 (38.8)
 —rear 985 (38.8)
Hiproom—front 1326 (52.2)
 —rear 1412 (55.6)
Legroom—front 1087 (42.8)
 —rear 912 (35.9)
Max. cargo volume: Litres (Cu. Ft.) 2033 (71.8)
Floor length from back of front seat to end of floor surface 2062 (81.2)

Floor length from back of second seat to end of floor surface 1262 (49.7)
Minimum horizontal distance from top of front seat back to inside tailgate at belt 1852 (72.9)
Minimum distance between wheelhouses at floor level 1107 (43.6)
Rear-end opening width at belt 1313 (51.7)
Maximum height of rear opening tailgate open 693 (27.6)
Note: Cutlass models will accommodate chains with standard tires only.

The Cutlass Salons: Our all-round efficiency machines. Designed and built to help you meet the needs of today—and tomorrow. Functional, practical, and we think, affordable.

The Salons are mid-size cars that offer the room you want. And the fuel-efficiency* you need.

Cutlass Salon Brougham. Sure, there are other cars that are space efficient. And others that have a way with a litre of gasoline. Well, the distinctive and functional Cutlass Salon Brougham has a talent for both! That's why it's a great all-round efficiency machine.

Designed from the inside out, Salon

Brougham is the car designed for the needs of our time. Outside, it's trim and handsome. Inside, it is impressively roomy, with ample head- and legroom, front and rear.

You'll like the fuel efficiency,* too. A smooth-firing 3.8 Litre V6 engine is standard. But you can order from three

V8s, including a diesel!

And you can enjoy all this efficiency in deep-cushion luxury and comfort. Fold-down centre armrest, whisper-quiet Flo-Thru ventilation, and smooth, quiet ride—all standard.

Now doesn't that sound like the kind of car you'd find easy to live with in the

years to come?

Check out the new Cutlass Salon Brougham with a relaxing test drive real soon.

Cutlass Salon: There are a lot of good reasons why Cutlass has been North America's best-selling mid-size car for the last five years. Value is one of them.

And Olds Cutlass Salon has it by the carload! Its space-efficient interior offers ample room for six on full-foam bench seats. The luggage space is family-size, too, and efficiently designed. Salon is fuel-efficient,* too. And that's just the beginning. A smooth Olds ride, power front disc brakes,

high-energy electronic ignition system and extensive corrosion-resisting treatments all come standard on the handsome Cutlass Salon.

Zincrometal, zinc sprays, special primers, hot waxes, galvanized metal, even thermoplastic front fender liners—all to help resist rust.

That's a lot of protection. But then, Cutlass Salon is a lot of car. And it can all be yours—affordably. Because it is the lowest priced standard equipped Cutlass.

If you're after big value, Cutlass Salon is the Olds that's built for you.

SALON BROUGHAM



Cutlass Salon Brougham: Its space and fuel efficiency* are built in. So is the luxury you like.



Brougham's standard interior, shown in Dark Claret brushed nylon. But...



...you can order this divided front seat in vinyl or fabric. Shown in Camel Tan.

SALON



Cutlass Salon: The Cutlass that we believe is a bargain. It's the lowest priced version of our great efficiency machine.

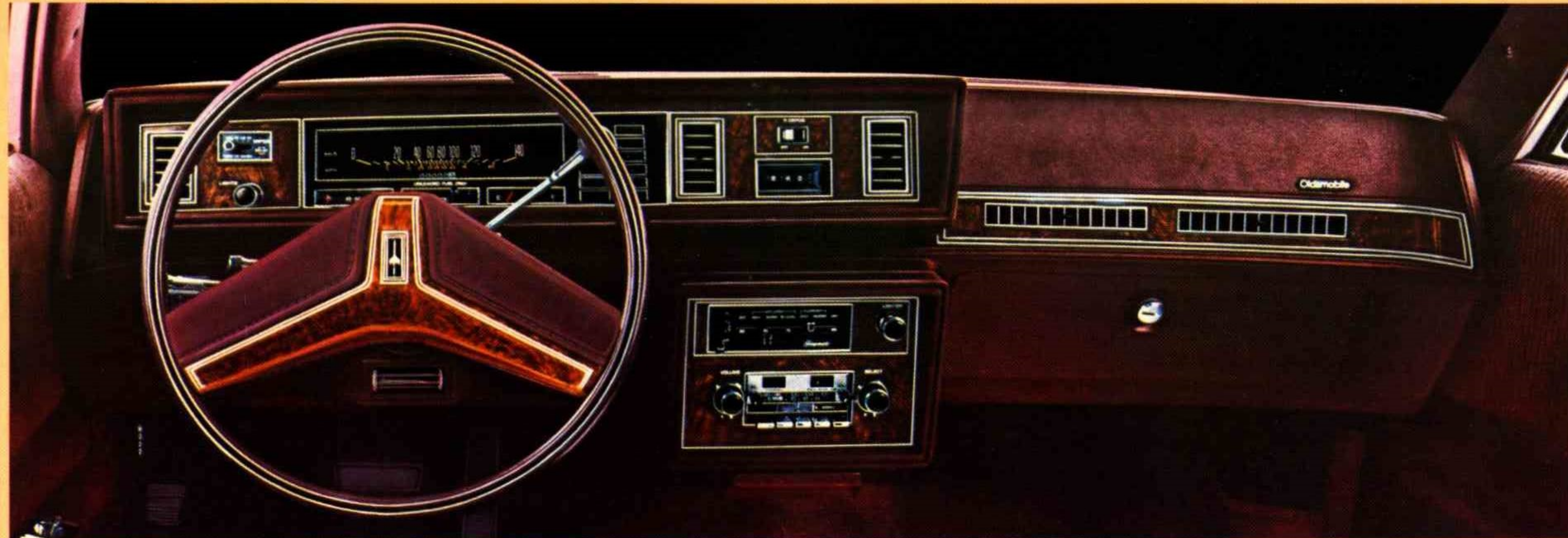


Contour bucket seats available in Salon in three all-vinyl trims or one cloth.



Vinyl or cloth bench seats and lots of room, standard in Salon. Shown in Black.

Cutlass facts, figures and options.



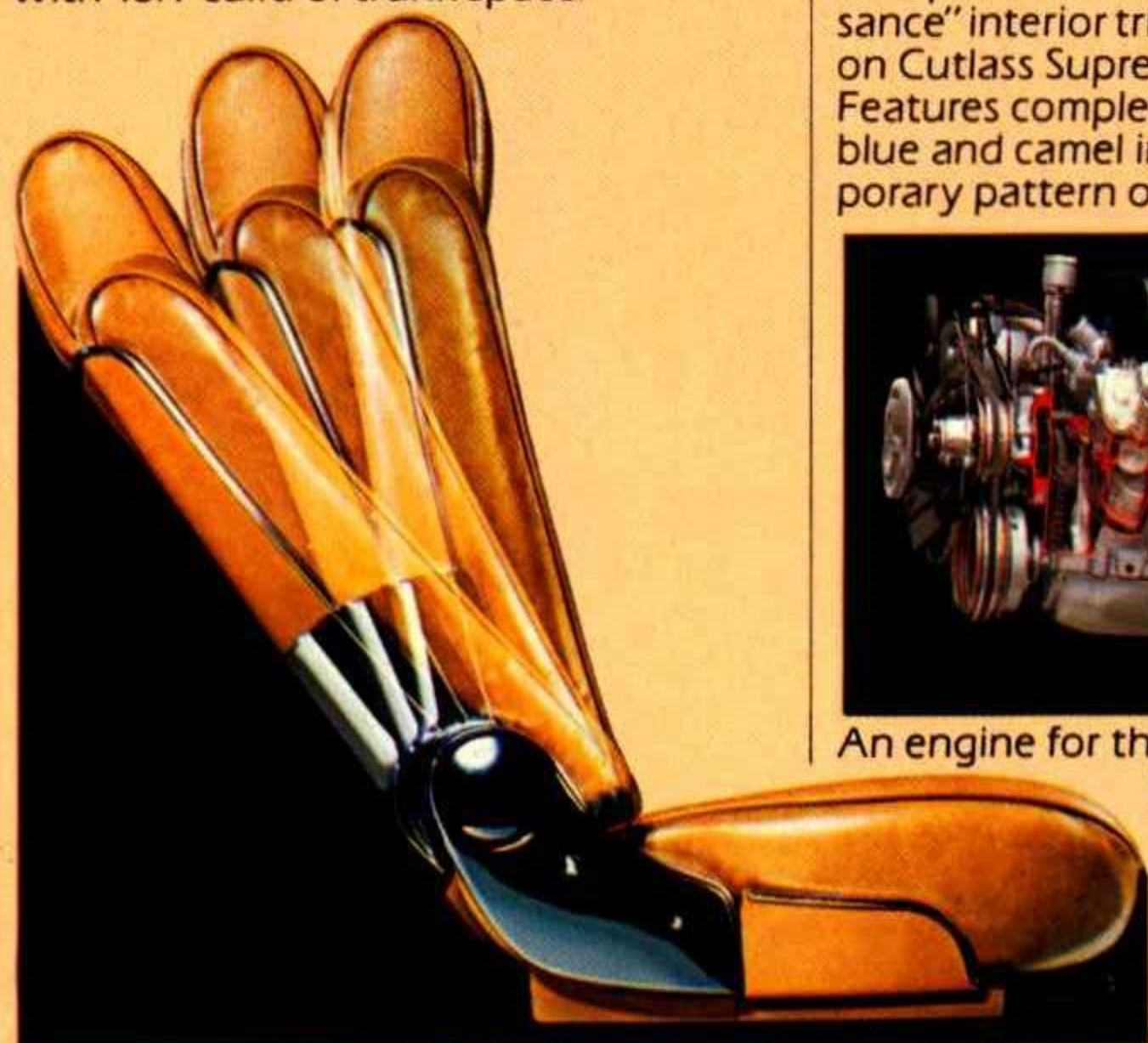
Cutlass watching is great from this view, too. All controls within easy reach.



All that luggage? Cutlass can handle it with 16.1 cu.ft. of trunk space.

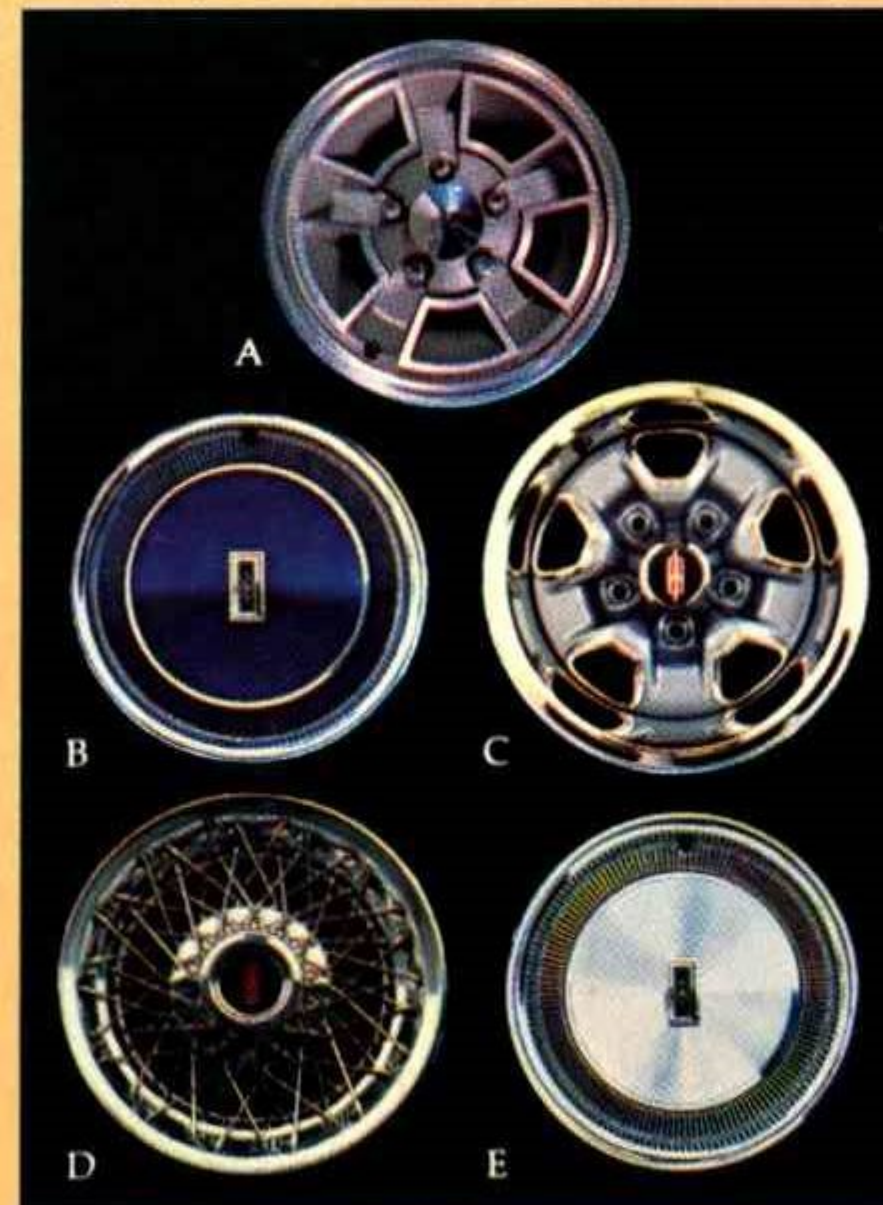


For special distinction, a new "Renaissance" interior trim, available exclusively on Cutlass Supreme Brougham models. Features complementary shades of blue and camel in a bold, contemporary pattern of rich velour.



An engine for the 80's. The available 5.7 Litre diesel V8. Smooth and responsive.

Reclining front bucket seats are standard on Calais, available on other Cutlass models.



Pick from five available wheel covers and wheels. Including (A) special cast aluminum wheel, (B) wheel cover with matching body colour, (C) Super-Stock II wheel with matching body colour, (D) simulated wire wheel disc and (E) deluxe wheel disc.



Available instrumentation—with voltmeter, temperature and oil pressure gauges, plus trip odometer. Standard on Calais.



T-roof with lift-out panels adds distinction, available on coupes.



Available custom sport wheel with padded grip. Standard on Calais.



Sunroof available (reduces headroom).

STANDARD EQUIPMENT ALL MODELS:

Chassis and body:

- Electronic high-energy ignition system
- Power front disc brakes ■ Full coil suspension, front and rear ■ Computer-selected springs
- 12 tuned body mounts ■ Recessed windshield wipers ■ Compact spare tire ■ Space-efficient trunk ■ Bumper impact strips, front and rear
- Bumper guards, rear ■ Full torque-beam frame ■ Extensive rust-resisting treatments
- Anti-corrosion front fender liners
- Maintenance-free Freedom battery
- Delcotron

Interior:

- Full-foam seat construction ■ Armrests, front and rear ■ Space-efficient interior room
- Cut-pile carpeting, wall to wall ■ Simulated Butterfly Walnut grain instrument panel
- Courtesy lamps, automatic, door actuated
- Cigarette lighter, instrument panel ■ Inside day/night rearview mirror ■ Interior-operated hood lock release ■ Dual front seat head restraints ■ Safety belts for all passengers
- Flo-thru ventilation

STANDARD EQUIPMENT BY MODEL:

Cutlass Salon, Cutlass Sedan, Cutlass Cruiser:

- Engine, 3.8 Litre (231 CID) V6, 2-bbl.
- Transmission, 3-speed fully synchronized, manual floor shift ■ Low-friction manual steering ■ Bench seats, choice of cloth or vinyl (Cruiser, vinyl only) ■ Tires, glass-belted radial-ply blackwall ■ Mouldings, bright roof drip ■ Power front disc brakes

Cutlass Supreme Brougham, Brougham Sedan:

- Engine, 3.8 Litre (231 CID) V6, 2-bbl.
- Transmission, fully automatic ■ Power steering

- Divided bench front seat with individual controls, velour cloth ■ Tires, P195/75R14 steel-belted radial-ply blackwall ■ Mouldings belt reveal with pillar applique, rocker panel, wheel opening; wide moulding on doors, front fender, rear quarters; roof drip ■ Full wheel discs

Cutlass Supreme, LS Sedan:

- Engine, 3.8 Litre (231 CID) V6, 2-bbl
- Transmission, fully automatic ■ Power steering
- Custom sport front bench seat with centre armrest, choice of cloth or vinyl ■ Tires, P195/75R14 steel-belted radial-ply blackwall
- Mouldings bright rocker panel, wheel opening and roof drip ■ Power front disc brakes

Cutlass Calais:

- Engine, 3.8 Litre (231 CID) V6, 2-bbl
- Transmission, fully automatic ■ Power steering
- Rallye gauge instrument cluster ■ Special ride and handling package with front and rear stabilizer bars ■ Reclining front contour bucket seats, choice of cloth or vinyl ■ High-intensity halogen high beam headlamps ■ Tires, P195/75R14 steel-belted radial-ply blackwall
- Mouldings rocker panel, wheel opening; wide moulding on doors, front fenders and rear quarters; roof drip ■ Special painted wheel discs

Cutlass Cruiser Brougham:

- Engine, 3.8 Litre (231 CID) V6, 2-bbl
- Transmission, fully automatic ■ Power steering
- Custom sport front bench seat with centre armrest, choice of cloth or vinyl ■ Tires, P195/75R14 glass-belted radial-ply blackwall
- Mouldings rocker panel, wheel opening, roof drip ■ Chrome wheel hubcaps

Cutlass Salon Brougham:

- Engine, 3.8 Litre (231 CID) V6, 2-bbl
- Transmission, fully automatic ■ Power steering
- Custom sport front bench seat with centre armrest, choice of cloth or vinyl ■ Tires,

- P195/75R14 glass-belted radial-ply blackwall
- Mouldings bright rocker panel, wheel opening; wide lower moulding on front fenders, doors and rear of rear quarters

AVAILABLE EQUIPMENT:

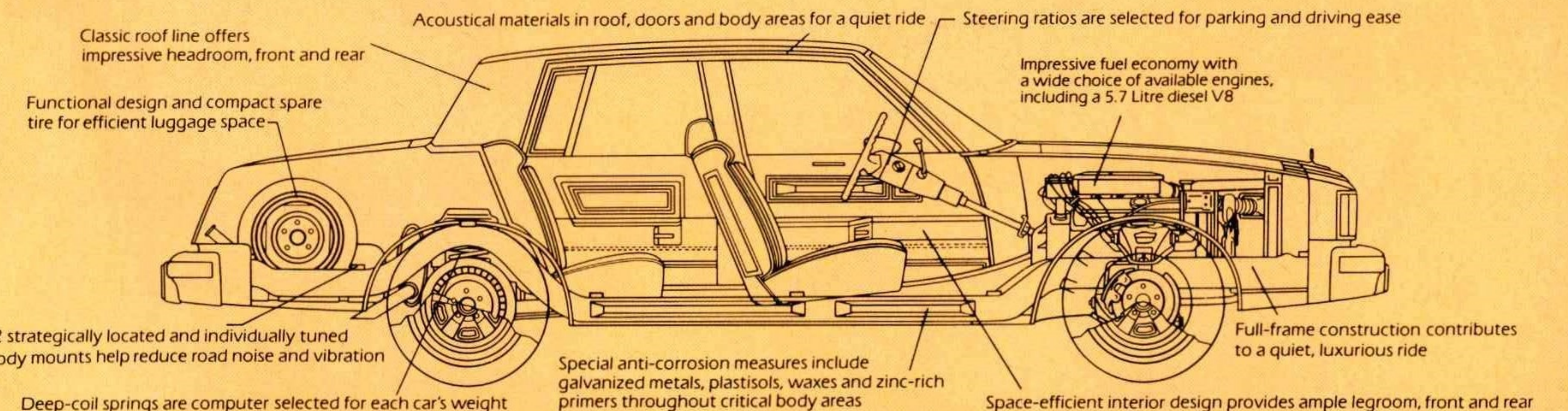
- Six-way power seat
- Reclining seat back
- Power door locks
- Tinted windows
- Power side windows
- Bucket seats (coupes)
- Power trunk-lid release
- Removable roof panels (coupes)
- Electric sliding metal or glass sunroof (coupes, reduces headroom slightly)
- Landau or full vinyl roof covering
- Pulse wiper system
- Electric rear window defogger
- Air conditioner, Four-Season or Tempmatic
- Remote control outside rearview mirror, driver or passenger side
- Dual sport mirrors, driver side with remote control, passenger side available
- Sport console
- Illuminated visor vanity passenger mirror
- Paint stripe
- Limited slip differential, includes stowaway spare tire and wheel with inflator
- Automatic Cruise Control
- Custom sport steering wheel (std. on Calais)
- Tilt-away steering wheel
- Power steering (std. on Supreme, Supreme Brougham, Calais, Cruiser Brougham, Salon Brougham)
- Cornering lamps
- Tungsten halogen high beam headlamps (std. on Calais)
- Trip odometer
- Instrument gauge cluster (std. on Calais)
- Radio and tape players (see page 24)
- Power antenna*
- Electric digital clock
- External lamp monitor
- Rear speakers, single or dual*
- Reminder group package
- Convenience group package
- Two-tone paint scheme
- Sports paint package
- Custom appearance package
- Deluxe seat belts
- Pillar applique
- Floor mats
- Deluxe luggage compartment trim
- Dome/combination light
- Litter container
- Engine block heater
- High-capacity battery
- Tires, P205/70R14 GM specs steel-belted radial-ply with raised white letters
- Tires, P195/75R14 GM specs steel-belted radial-ply white stripe
- Tires, P205/75R14 steel-belted radial-ply white stripe
- Cast aluminum wheels

*Available only with a factory installed radio.

AVAILABLE SPECIAL USE EQUIPMENT:

- Rallye suspension package (std. on Calais)
- Firm ride shock absorbers
- Heavy-duty suspension system
- Automatic electric leveling system
- High-capacity engine oil cooler
- High-capacity Delcotron
- Heavy-duty wheels
- Trailer electric wiring harness
- High-capacity cooling systems

A closer look at what makes Cutlass so popular...



CUTLASS POWER TEAMS

ENGINE	V.I.N. ENGINE CODE†	ORDERING CODE	TRANSMISSION	STD. AXLE RATIO
3.8 Litre (231 CID) V6 2-bbl.	A	LD5	3-Speed Manual	2.93
			Automatic	2.41
4.3 Litre (260 CID) V8 2-bbl.	F	LV8	Automatic	2.29
5.0 Litre (305 CID) V8 4-bbl.	H	LG4	Automatic	2.29
4.3 Litre Diesel V8	P	LF7	Automatic	2.41
5.7 Litre Diesel V8	N	LF9	Automatic	2.29

†V.I.N. (Vehicle Identification Number) Engine Code is the fifth digit from the left on the vehicle serial number plate. The vehicle serial number plate is located on the top portion of the driver's side of the instrument panel and can be viewed from the exterior of the car by looking through the windshield.

(A) Produced by GM-Buick Motor Division at the Flint, Michigan Engine Plant
(F/P/N) Produced by GM-Oldsmobile Motor Division at the Lansing, Michigan Engine Plant
(H) Produced by GM-Chevrolet Motor Division at the Tonawanda, New York, Flint, Michigan and by GM of Canada at the St. Catharines, Ontario Engine Plants

Fuel Capacity: Litres (gals.)	Dimensions: Millimetres (inches)
Gasoline 66 (14.6)	Salon Coupe
Diesel 66 (14.6)	Length 5047 (198.7)
	Wheelbase 2746 (108.1)
	Headroom—front 963 (37.9)
	—rear 970 (38.2)
	Hiproom—front 1313 (51.7)
	—rear 1384 (54.5)
	Legroom—front 1087 (42.8)
	—rear 881 (35.1)
	Luggage Capacity: Litres (Cu. Ft.) 459 (16.1)

Note: Cutlass models will accommodate chains with standard tires only.



OMEGA
The Oldsmobile of small cars.



Omega Brougham's luxury comes standard—with brushed knit fabric, full-foam seats and centre armrest. Shown in Dark Blue. Below: Bucket seats available.

BROUGHAM



Omega Brougham: Luxury you wouldn't expect, even in a small Olds. Brougham's quality, room, comfort and quiet will truly impress you. Be sure to take a test drive in this surprising car of the '80s.

1980 Omega. The Oldsmobile of small cars. The front-wheel-drive, transverse-engine Omegas aren't just new. They're remarkable. Exciting from the pavement up.

It's the small car with Oldsmobile looks, room for five adults, and comfort for everybody. Designed for the kind of

economy* you need, too. You're gonna love 'em.

Omega Brougham. A roomy, quiet-riding beauty with the kind of luxury and comfort other small cars might wish they had. Seats, of course, are full-foam, as in the largest of Oldsmobiles. We've even provided a

front centre armrest for your comfort. Deluxe steering wheel, full wheel covers and proud hood ornament are also standard.

We also took important steps to help make Brougham quiet. Advanced acoustic technology, special insulation materials and methods of installation—

all help make your Omega Brougham seem like a little limousine. A highly efficient* little limousine.

Omega. It's the most affordable Oldsmobile of small cars. With the kind of room, size and value you expect of an Olds.

Omega sits big, with room for five

full-grown adults. Omega drives big. Front-wheel drive puts the engine weight over the wheels that both power and steer for traction. Omega rides big. With MacPherson strut suspension to help smooth the way, while rack-and-pinion steering makes getting around a breeze. Omega is

designed to be big on room, ride, quality and fuel economy.* But we believe it definitely isn't big on price.

Omega SX. Some small cars may look spirited and sporty. Omega SX backs it up. With available automatic transmission, its standard L4 engine out-accelerates last year's V6 model

from 0 to 50. And the new available V6 out-steps last year's big 5.0 Litre V8! And that's steppin'!

The youthful SX is a treat to drive. You'll know that the first time you wind your way through a tight set of turns—with the aforementioned front-wheel-drive traction and quick

rack-and-pinion steering.

All this and great looks, too. Functional front air dam, dual sport mirrors, sassy monochromatic body stripes. Super-Stock II wheels, plus special blacked-out grille, bumpers and mouldings—all part and parcel of this very sporting proposition!

OMEGA



Omega: The most affordable Oldsmobile of small cars. You're gonna love the room, ride and economy.* You'll also like the low price.



OMEGA



Compaticolour interior—Oyster White vinyl seats, contrasting, shown in Willow Green. Looking great. With lots of glass area for easy viewing.

SX



Omega SX: All decked out to look as sporty as it drives.



Full-foam contour bucket seats available in Camel Tan vinyl.

SX



Omega SX is also available in a spirited 4-door sedan. Very sporty!

Omega facts, figures and options.



The instrument panel is richly detailed and trimmed in simulated Butterfly Walnut. Impressive and functional.



That's a lot of luggage. But Omega's 14.3-cu.-ft. trunk can handle it.



A sunroof? Sure, go ahead and order it.



Smooth-firing V6 engine available.



8-track stereo tape player available.



Available seat-back recliner treats your passengers royally.



Gauges and sport wheel with padded grip, available.



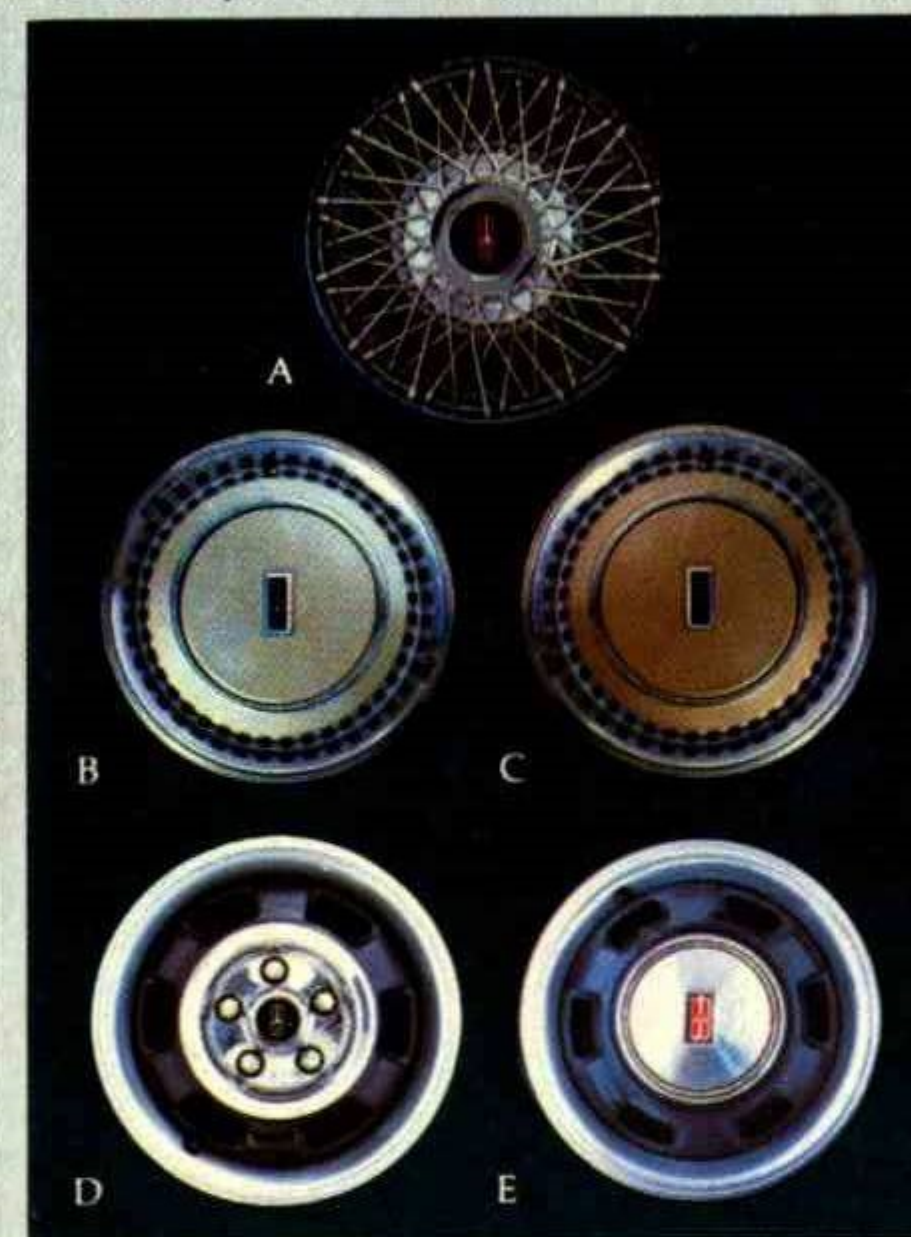
Set your Omega sedan or coupe off from others by ordering this stylish and distinctive paint scheme.



Power windows—another convenience you can order.



This little lever lets you wash and wipe the windshield, signal turns and dim headlamps—standard.



Choose from five available wheel discs and trims for your new Omega. (A) Simulated wire wheel disc. (B) Deluxe wheel disc. (C) Deluxe wheel disc with matching body colour. (D) Rallye wheel trim with matching body colour. (E) Bright wheel trim ring. Take your pick.

STANDARD EQUIPMENT ALL OMEGA MODELS:

Chassis and body:

- Engine, 2.5 Litre (151 CID) L4, 2-bbl.
- Transmission 4-speed, fully synchronized manual floor shift ■ Low-friction manual steering ■ Integral body-frame construction ■ Front cradle strut engine mounting ■ Transverse-mounted engine with front-wheel drive ■ MacPherson strut front suspension ■ Rack-and-pinion steering ■ Electronic high-energy ignition system ■ Space-efficient trunk ■ Compact spare tire mounted under trunk floor ■ Bright side window frame mouldings ■ Maintenance-free Freedom battery ■ Delcotron ■ Tires, P185/80R13 glass-belted radial-ply blackwall

Interior:

- Full foam seat construction with integral head restraints ■ Armrests, front and rear ■ Full 5-passenger interior spaciousness ■ Wall-to-wall cut-pile carpeting ■ Simulated Butterfly Walnut grain instrument panel trim ■ Courtesy lamp, automatic door actuated ■ Cigarette lighter, instrument panel ■ AM pushbutton radio with windshield antenna ■ Inside day-night rearview mirror ■ Safety belts for all passengers ■ Door safety locks integral with door handles

OTHER STANDARD EQUIPMENT BY MODEL:

- Omega:**
Bench seats, choice of cloth or vinyl ■ Bright hubcaps
- Omega Brougham:**
Custom sport bench with fold-down centre armrest, cloth only ■ Wheel discs ■ Carpeted lower door panels ■ Hood centre moulding and stand-up front-end panel ornament ■ Lock pillar applique moulding (Sedan) ■ Deluxe steering wheel

AVAILABLE OMEGA/OMEGA BROUGHAM EQUIPMENT:

- 6-way power seat adjuster (bucket seat, driver side)
- Removable laminated glass sunroof panel
- Power door locks
- Deluxe seat belts
- Reclining seat back, passenger side
- Soft-ray tinted glass
- Power side windows
- 6-way power seat adjuster, bench seat
- Contour bucket front seats
- Reclining seat back, driver side manual, bench
- Power trunk lid lock release
- Lower body side mouldings
- Hood centre and front-end panel stand-up ornament (Omega)
- Auxiliary floor mats, front and rear
- Bright roof drip mouldings—included with vinyl roof covering
- Body side moulding with insert
- Bright door-edge guard mouldings
- Pulse wiper system
- Padded vinyl landau rooftop covering (Coupe only)
- Full vinyl rooftop covering
- Electric rear window defogger
- Four-Season air conditioner
- Combination dome and dual lens reading lamp
- Remote control outside rearview mirror—driver side
- Sport-styled outside rearview mirrors—driver side remote, passenger manual
- Sport console—bucket front seats required
- Sport styled outside rearview mirrors—driver and passenger side remote control
- Accent stripe, body side
- Power brakes with front discs
- Engine block heater
- Automatic Cruise Control
- Custom sport steering wheel
- Tilt-Away steering wheel
- Power steering
- Simulated wire wheel discs
- Deluxe wheel discs (Omega only)
- Deluxe wheel discs, painted body colour
- Bright wheel trim rings (Included with SX package) (Omega only)
- Tungsten halogen headlamps, high beams
- High-capacity battery
- Trip odometer
- Electric clocks, digital and regular
- AM-FM stereo pushbutton radio with stereo tape and 2 rear speakers

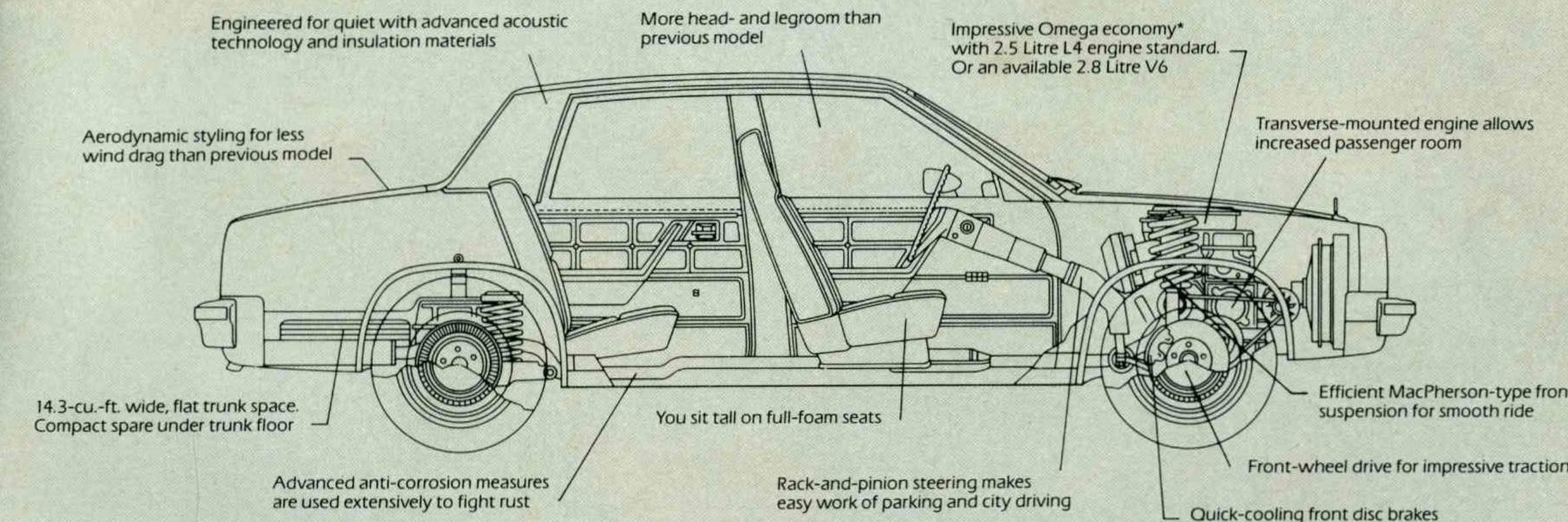
- AM-FM stereo pushbutton radio with cassette tape player—2 rear speakers
- AM-FM stereo pushbutton radio, 40-channel CB, 2 rear speakers and automatic power front fender tri-band antenna
- AM-FM stereo pushbutton radio, includes 2 rear speakers
- AM-FM monaural pushbutton radio
- Automatic power front fender antenna*
- Single and dual rear speakers*
- Dual horns
- Instrument panel gauge clusters
- Bumper impact strips and bumper guards with inserts
- Convenience group package
- SX appearance package
- Special two-tone paint scheme
- Tires, P185/80R13 steel-belted radial-ply white-stripe
- Tires, P185/80R13 steel-belted radial-ply blackwall
- Tires, P185/80R13 glass-belted radial-ply white-stripe
- Tires, P205/70R13 steel-belted radial-ply blackwall with raised white letters

*Available only with a factory installed radio.

AVAILABLE SPECIAL USE EQUIPMENT:

- Heavy-duty suspension package
- Performance suspension package
- Superlift rear manual adjustable shock absorbers
- High-capacity Delcotron
- High-capacity cooling system

A closer look at what makes Omega the Oldsmobile of small cars...



OMEGA POWER TEAMS

ENGINE:
2.5 Litre (151 CID) L4 2-bbl.

V.I.N.
ENGINE CODE
5

ORDERING
CODE
LW9

TRANSMISSION
4-Speed Manual
Automatic

STD.
AXLE
RATIO
3.34
2.53
3.34
2.84

2.8 Litre (173 CID) V6 2-bbl.

V.I.N.
ENGINE CODE
7

ORDERING
CODE
LE2

TRANSMISSION
4-Speed Manual
Automatic

STD.
AXLE
RATIO
3.34
2.53
3.34
2.84

V.I.N. (Vehicle Identification Number) Engine Code is the fifth digit from the left on the vehicle serial number plate. The vehicle serial number plate is located on the top portion of the driver's side of the instrument panel and can be viewed from the exterior of the car by looking through the windshield.

(5) Produced by GM-Pontiac Motor Division at the Pontiac, Michigan Engine Plant
(7) Produced by GM-Chevrolet Motor Division at the Tonawanda, New York, Engine Plant

Dimensions:
Millimetres (inches)
Length.....4560 (181.1)
Wheelbase.....2664 (104.9)

Coupe/Sedan
Headroom.....53 (20.9)
Shoulder room.....1415/1417 (55.7/55.8)
Rear.....1415/1430 (55.7/56.3)
Legroom.....1072 (42.2)
Rear.....878/902 (34.6/35.5)

Luggage Capacity: Litres (Cu. Ft.).....399 (14.1)
Fuel Tank Capacity: Litres (gals.).....53 (11.6)
Headroom.....53 (20.9)
Shoulder room.....1415/1417 (55.7/55.8)
Rear.....1415/1430 (55.7/56.3)
Legroom.....1072 (42.2)
Rear.....878/902 (34.6/35.5)

Personal touches you can add to the Olds that's built for you.



Electric sunroof. Panel slides into roof to let the sun shine in. Adds outside air, too. Reduces headroom slightly.



Cruise Control. Lets you relax on long trips. Automatically helps maintain the cruising speed you select. Once you try it, you won't be without it.



Pulse wiper. Lets you set the wiper speed for the job to be done, from cleaning light mist to heavy downpours. Choice of settings.



Lighted vanity mirror. For the passenger sun visor. Lights when protective shield is raised. A nice convenience.



Cornering lamps. Controlled by your turn indicator whenever the headlamps are on. Directs light to the side to show the way in the direction you're turning.



Fiber-optic lamp monitor. Tells when exterior lights are on or malfunctioning.



Dome and reading lamp. A convenient three-way dome lamp with a choice of illuminations. There's a main light for whole interior. Plus separate pinpoint lighting beams for driver, front passenger or both.



Dual sport mirrors. Left-side mirror includes remote control for convenience.



Digital clock. Precision movement with continuous digital readout. Beautifully integrated into the instrument panel.



Power seats. Six-way adjustment lets you move the seat forward or backward, up or down, and tilt forward or back. Select the position that comforts best.



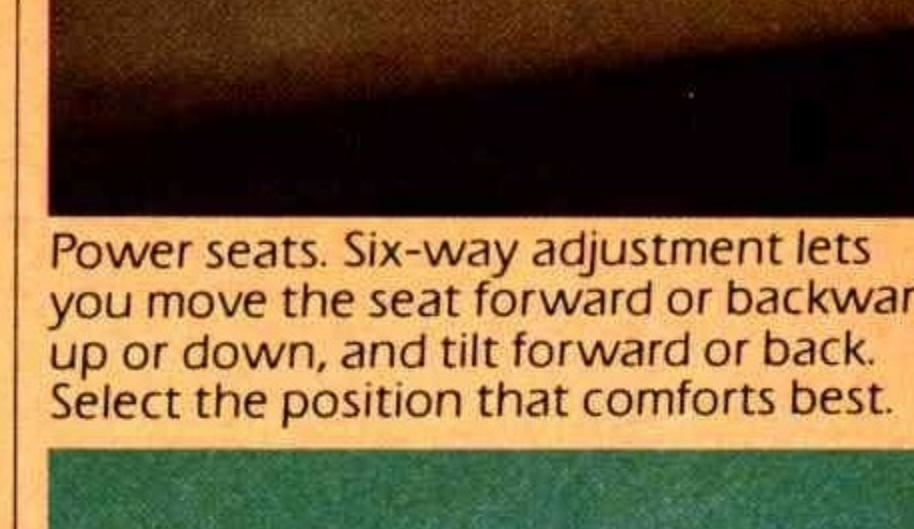
Dome and reading lamp. A convenient three-way dome lamp with a choice of illuminations. There's a main light for whole interior. Plus separate pinpoint lighting beams for driver, front passenger or both.



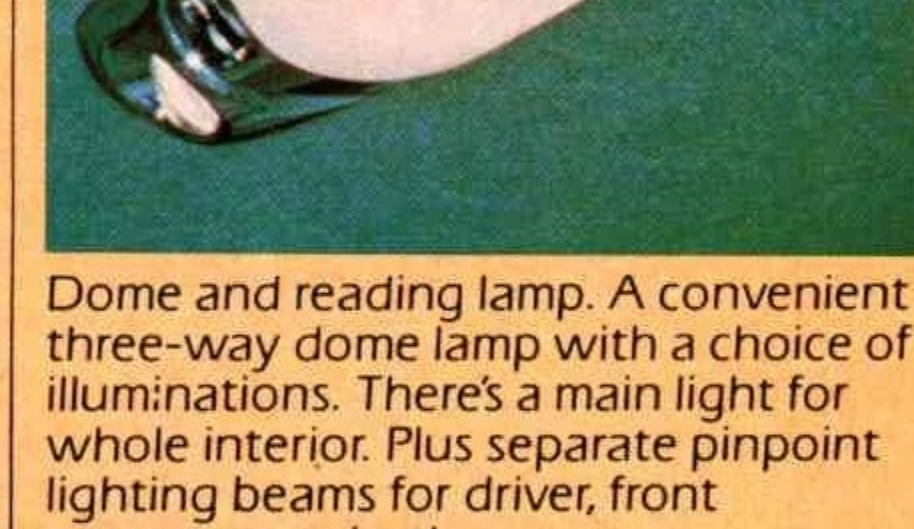
Digital clock. Precision movement with continuous digital readout. Beautifully integrated into the instrument panel.



Power seats. Six-way adjustment lets you move the seat forward or backward, up or down, and tilt forward or back. Select the position that comforts best.



Dome and reading lamp. A convenient three-way dome lamp with a choice of illuminations. There's a main light for whole interior. Plus separate pinpoint lighting beams for driver, front passenger or both.



Dome and reading lamp. A convenient three-way dome lamp with a choice of illuminations. There's a main light for whole interior. Plus separate pinpoint lighting beams for driver, front passenger or both.






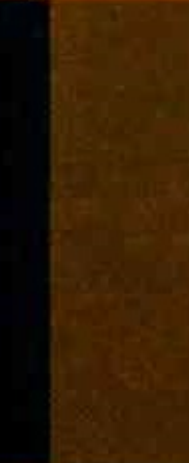











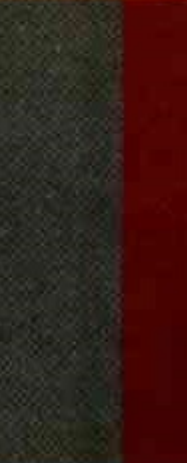
Continuous Protection Plan. Takes care of you and your Olds during and after the new vehicle limited warranty period. Ask your dealer for option details.



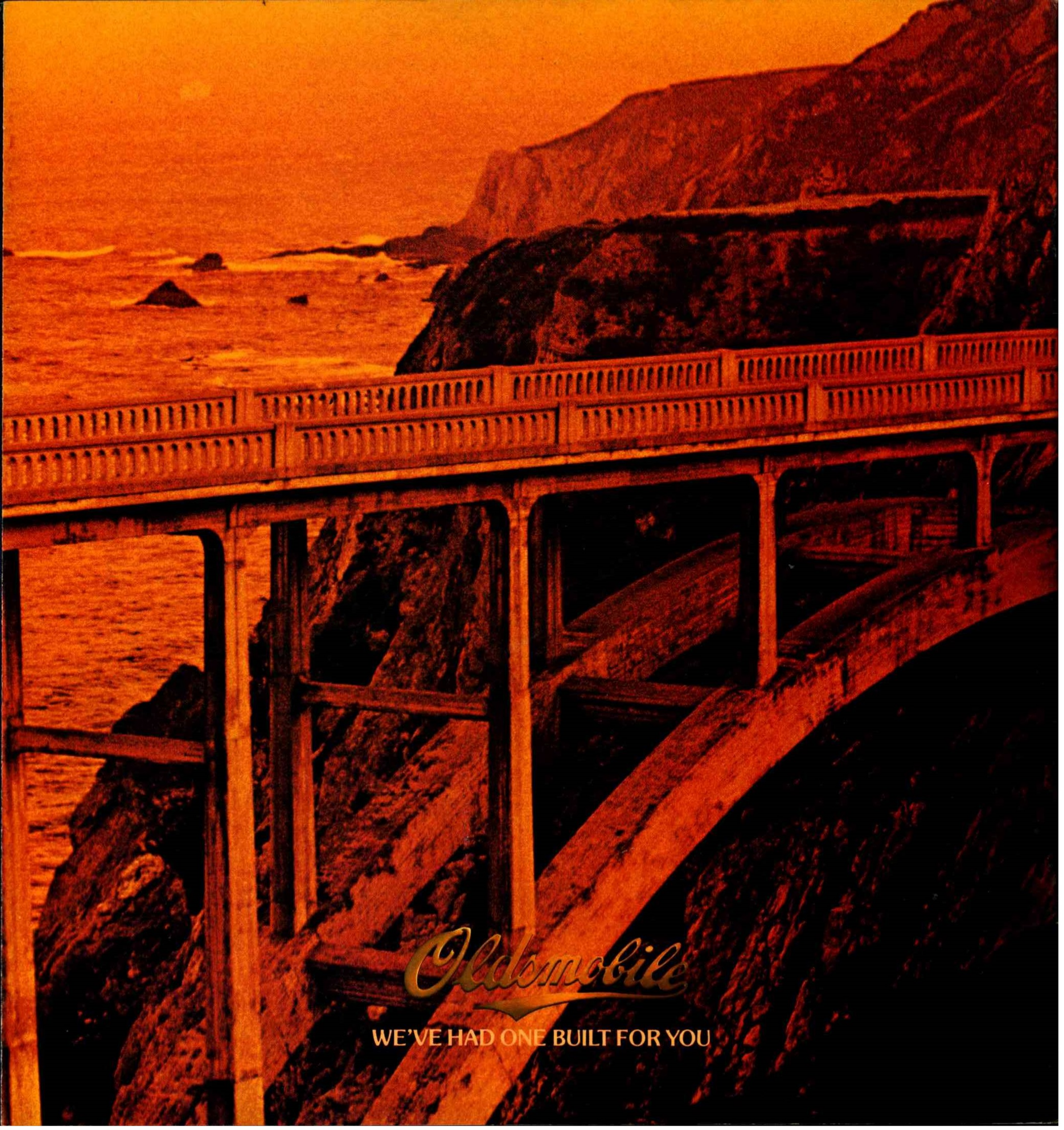
There's an Olds that's built for you. Ahhhh, but which one?

CUTLASS  CUTLASS SUPREME BROUGHAM COUPE	CUTLASS  CUTLASS SALON 2-DOOR	TORONADO  TORONADO BROUGHAM COUPE (5)	DELTA 88  DELTA 88 ROYALE BROUGHAM COUPE
 CUTLASS CALAIS COUPE (1)	CUTLASS CRUISER  CUTLASS CRUISER BROUGHAM (2)	NINETY-EIGHT  98 REGENCY COUPE	 DELTA 88 ROYALE BROUGHAM SEDAN
 CUTLASS SUPREME COUPE	 CUTLASS CRUISER	 98 REGENCY SEDAN	 DELTA 88 ROYALE COUPE
 CUTLASS BROUGHAM SEDAN	OMEGA  OMEGA BROUGHAM COUPE	 98 LUXURY SEDAN	 DELTA 88 ROYALE SEDAN
 CUTLASS LS SEDAN	 OMEGA BROUGHAM SEDAN	CUSTOM CRUISER  CUSTOM CRUISER (2)	 DELTA 88 COUPE (4)
 CUTLASS SEDAN	 OMEGA COUPE (3)	AT GENERAL MOTORS, WE'RE COMMITTED TO LEADERSHIP IN FUEL EFFICIENCY.	
 CUTLASS SALON BROUGHAM 2-DOOR	 OMEGA SEDAN (3)		

1980 OLDSMOBILE
EXTERIOR COLOURS ON
ALL MODELS

																	
WHITE	SILVER METALLIC	BLACK	LIGHT BLUE METALLIC	DARK BLUE METALLIC	DARK GREEN METALLIC	YELLOW	PASTEL BEIGE	LIGHT CAMEL METALLIC	MEDIUM CAMEL METALLIC	DARK CLARET METALLIC	CINNABAR	LIGHT GRAY	CLARET METALLIC	MEDIUM BROWN FIREMIST	CHARCOAL FIREMIST	DARK BROWN FIREMIST	RED

Printed colours are approximates only, and may vary from actual car paint colours.



Oldsmobile

WE'VE HAD ONE BUILT FOR YOU

1980 OLDSMOBILE

CUTLASS • CUTLASS CRUISER • OMEGA



Oldsmobile

WE'VE HAD ONE BUILT FOR YOU

BUILT TO MAKE THE MOST OF EVERY MINUTE YOU DRIVE IN TODAY'S WORLD