

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 greater 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 (see photograph above) to signal your intentions, 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. Surer handling. Better control—whatever the weather, whatever the road.

And for 1971, Olds engineers have developed an outstanding new ride system with exclusive Supershocks for a smoother and more comfortable ride. (see page 32-33).

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.

Illustrated at left—1971 Toronado by Oldsmobile.

Some of the equipment illustrated is optional at extra cost.



Elegant fabrics and fine tailoring are customary in a luxury car. And Toronado observes the custom impeccably. The Custom Sport Bench Seat in Kingswood Cloth with Madrid-grain-vinyl trim (shown) may be ordered in Briar, Maize, Jade Green, Blue, or Black. Or you may select an Elk-grain-vinyl interior with Madrid-grain facings.

Toronado's new control centre conveniently groups fuel gauge and speedometer in your direct line of vision. Servicing and replacement of instrument lights is a simple matter, since all units are now accessible from the passenger compartment. Switches, clock, and radio dial, for example, simply snap in and out.



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 centre armrest. Swirl-gold-vinyl control centre 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. Deluxe seat and front shoulder belts.

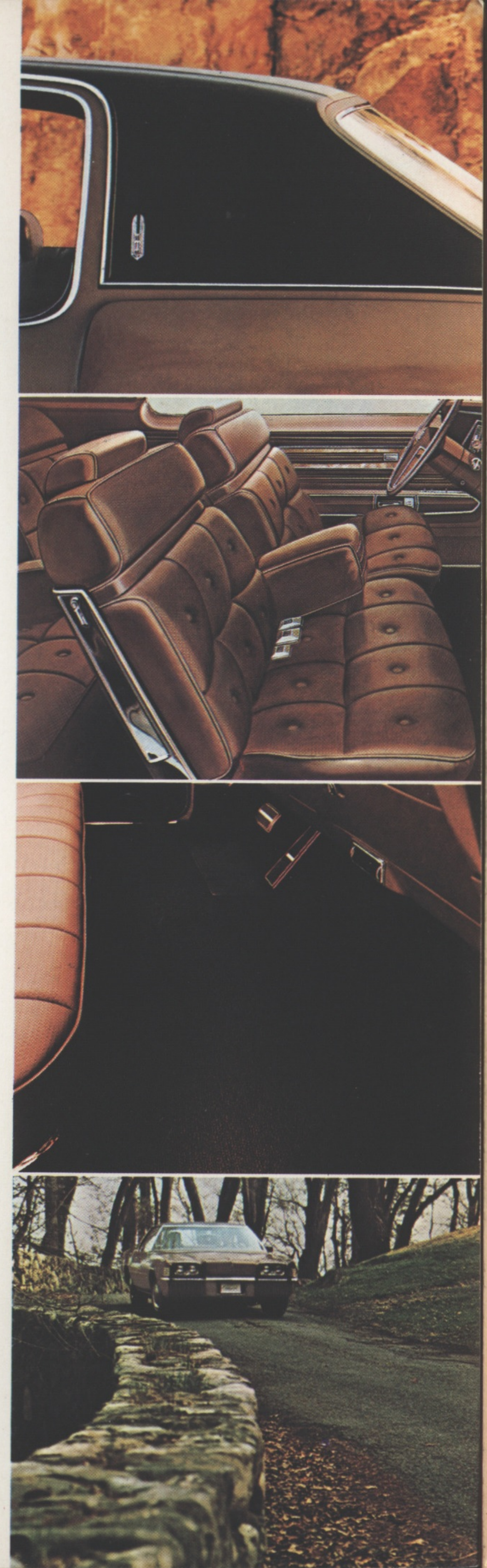
Some of the equipment illustrated is optional at extra cost.

Toronado's formal roof may be covered with an especially select grained vinyl—in Black, White, Gold, Green, or Brown. And under the vinyl? Special sound-absorbing acoustic fiber padding. Custom look outside. Custom quiet inside.

For the ultimate in individualized comfort, a special Brougham interior is offered for Toronado. Its seat is divided on a 60/40 basis. The passenger (60) and the driver side (40). Each have separate controls for the exact position and comfort each person prefers. This outstanding seat may be selected in Jade Green, Maize, Briar, Blue, or Black.

The most roomy and comfortable Toronado ever offered—with over five feet of shoulder-room, front and rear. And the front floor is flat. No bumps. No tunnels. Note that foot pedals are color-keyed to the interior scheme. True-Track Braking, a special computer-monitored system, may be ordered in Toronado exclusively (described on page 34).

Toronado's front drive and new ride provide a unique combination that gives you unexcelled driving pleasure. Rarely has any car ever achieved the fine balance of elegance and extraordinary road performance now offered you in Toronado by Oldsmobile for 1971.





NINETY-EIGHT.

The comforts of home
away from home.



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

1971 Ninety-Eight Sedans, for example, are the most spacious ever offered by Oldsmobile. 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 design is simple and sag-proof: solid foam. The comfort and support provided easily rivals that of your own favorite armchair. In sedan models, the front seat also includes a centre armrest.

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

As for convenience? Every new Ninety-Eight comes with an impressive array of power assists that wait on you hand and foot. Power seats, power steering, (power windows in Luxury Sedan and Luxury Coupe), and power front disc brakes, as well as Turbo Hydra-matic transmission are all standard. So is a Rocket 455 V-8 that's been redesigned to reduce emissions and operate on regular-grade fuel.

This year, when you head for the open road, take the comforts of home with you—in a spacious, luxurious Olds Ninety-Eight.

Illustrated at left—1971 Olds Ninety-Eight Luxury Hardtop Sedan. Ninety-Eight Hardtop Sedan, not shown.

Some of the equipment illustrated is optional at extra cost.



NINETY-EIGHT.

For people who like to be surrounded by beautiful things.

If you can take your eyes from that magnificent new profile for a moment, we'd like to tell you of some other beautiful things you have in store.

The superb fabrics, for example. Soft and inviting to the touch. Of the hundreds of materials sampled, a mere half-dozen were deemed excellent enough for the new Ninety-Eight.

This impressive Ninety-Eight Hardtop Coupe interior features a soft and luxurious Ottawa Cloth with supple Madrid-grain-vinyl trim. It may be ordered in Jade Green, Briar, Black, Blue, or White.

The thoroughly redesigned instrument panel is now splendidly bedecked with the warm look of Rosewood. There is beauty in the view—with the new panoramic sweep of glass that surrounds you.

Beauty is underfoot as well—in sumptuous carpeting, especially deep and thick to soak up little sounds that might grate the nerves.

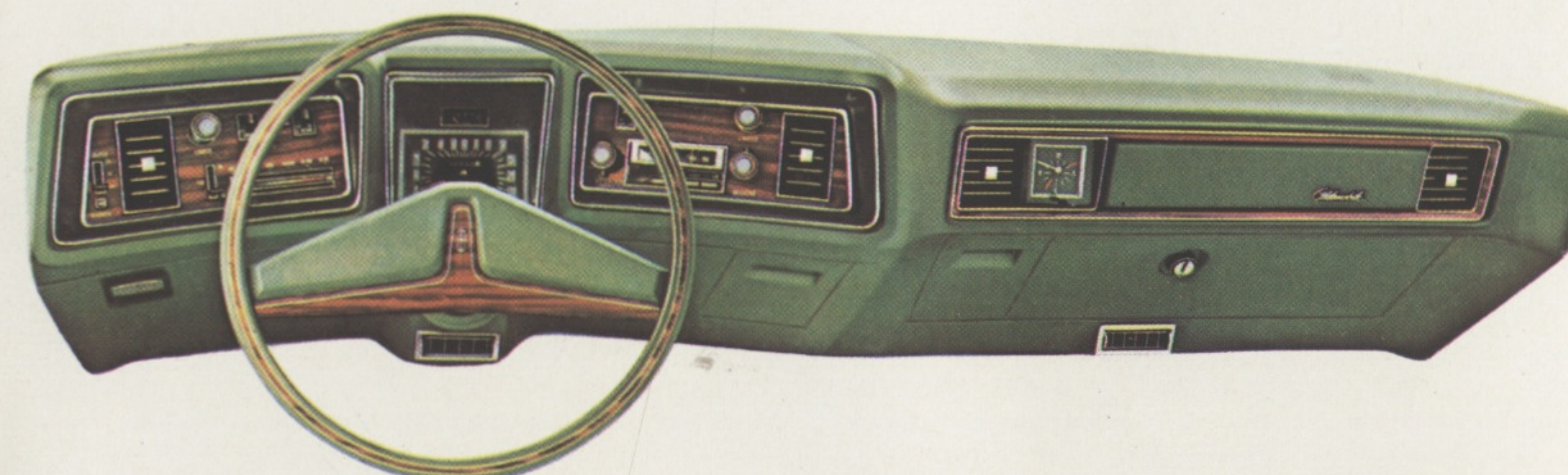
You can fill the silence, if you wish, with the sound of the concert hall. This is easily accomplished with an outstanding new four-speaker stereo sound system. Either AM or AM-FM radios are available. A stereo tape unit may also be ordered.

And you'll find beauty in convenience. In a glove compartment that is now double in size. In the thoughtfully located ash receivers, two of which light for night use. In deep-cushioned centre armrests that attend to your added comfort.

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

Illustrated above—1971 Olds Ninety-Eight Luxury Hardtop Coupe, Ninety-Eight Hardtop Coupe, not shown.

The new Ninety-Eight wraparound control centre surrounds you with well-lighted, easy-to-read instruments. Deluxe steering wheel with Touch-And-Blow Horn Bar, rich Rosewood-grain vinyl, self-regulating clock, and "snap-in" panels are standard. A rear-compartment clock is also standard in Luxury Sedans with bench front seats. A trip odometer and low-fuel warning light may be ordered.



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.

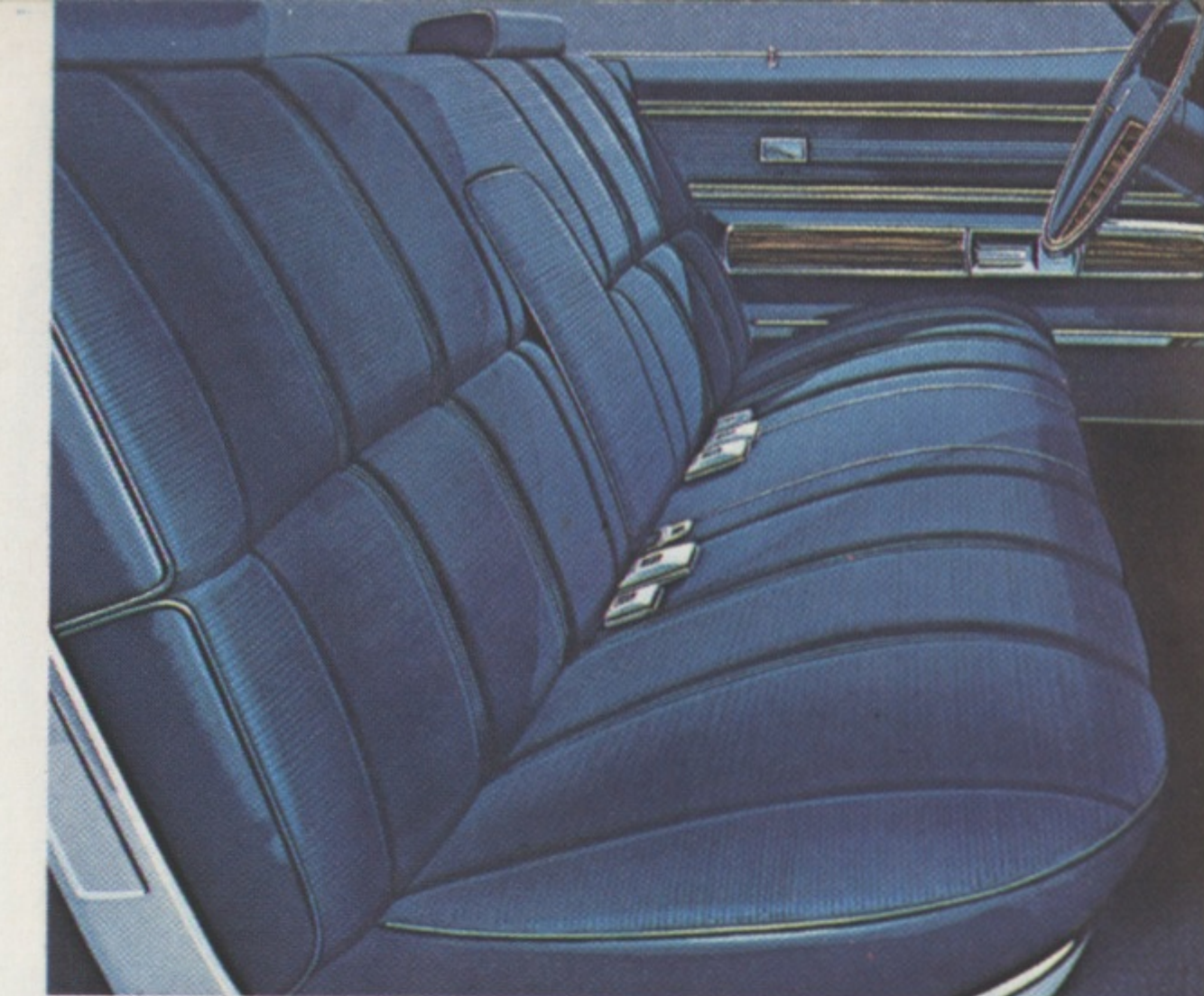
INTERIOR DIMENSIONS: Sedans (front/rear) (In.)

Headroom	Shoulder-room	Legroom	Trunk Capacity
39.3/38.2	64.3/63.4	42.4/40.5	20.5 cu. ft.

OTHER STANDARD FEATURES INCLUDE: Power steering. Power front disc brakes. Power seat. Power 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 centre armrest. Rear-seat centre armrest (Luxury Sedan). Cigar lighters, front and rear. Chrome-accented foot pedals. Remote-control outside-left mirror. Interior-operated hood lock. Wood-grain-vinyl control centre trim. Concealed radio antenna. Recessed windshield wipers. Deluxe steering wheel with Touch-and-Blow Horn Bar, Chrome wheel discs. Rear-wheel-opening covers. Deluxe seat and front shoulder belts.

Some of the equipment illustrated is optional at extra cost.

Ninety-Eight Hardtop Sedan interior with front armrests in Ottawa Cloth and Madrid-grain-vinyl trim. May be ordered in Blue, Jade Green, White, Briar, or Black. This and all Ninety-Eight seats feature the new solid foam, springless construction for exceptional support and comfort.



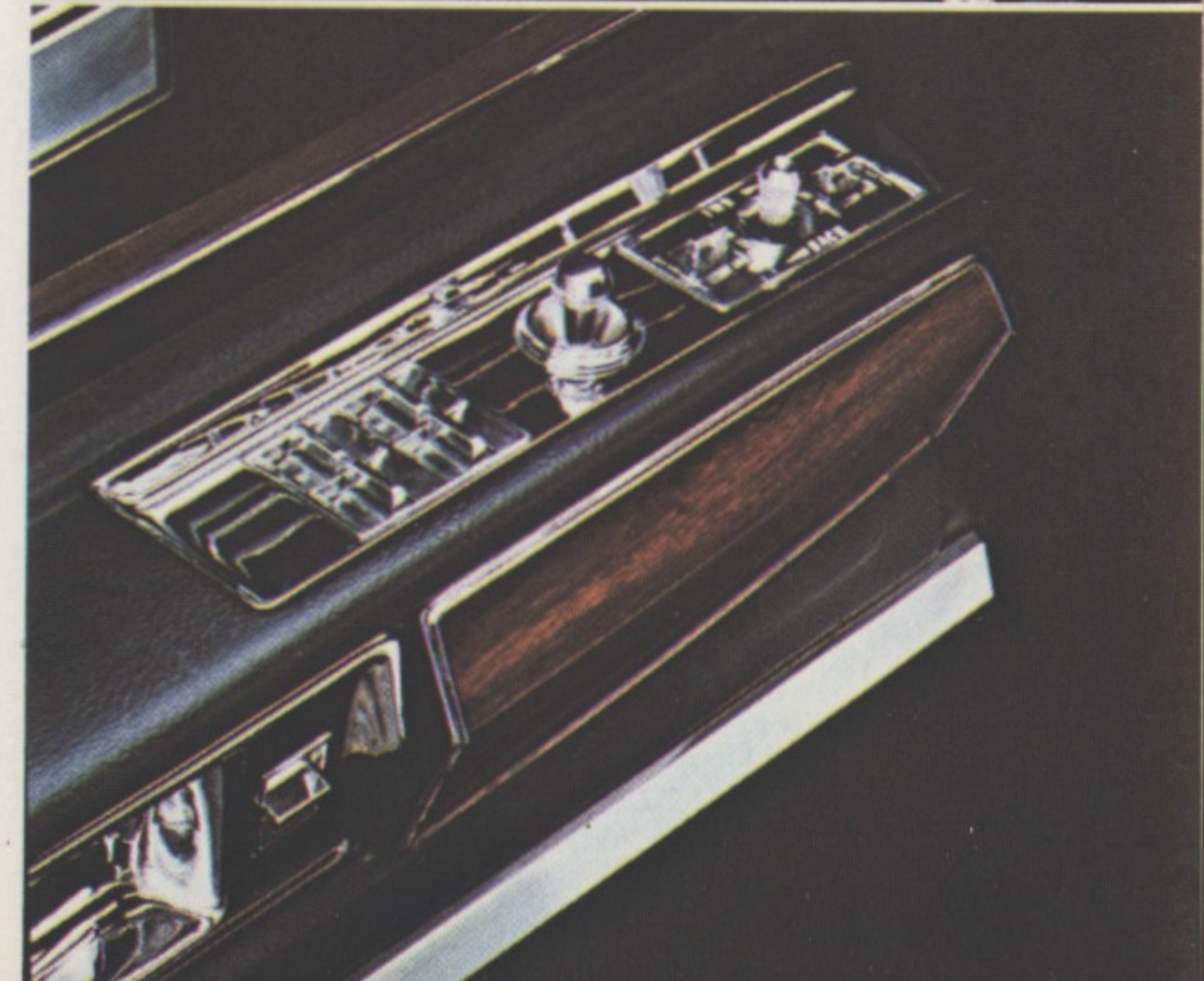
Ninety-Eight Luxury Sedan may be ordered with the Divided Front Seat with Dual Controls. Each side is individually adjustable for the ultimate in riding comfort. Tailored in supple Black Elk-grain vinyl with Madrid-grain trim. Also available in Black Orient and Prima Cloth.



True to tradition, the distinctive appearance of Oldsmobile Ninety-Eight for '71 is further enhanced by the tall, newly-styled taillamps. There's no mistaking Olds Ninety-Eight from behind. And no denying the discriminating taste of the owner up front.

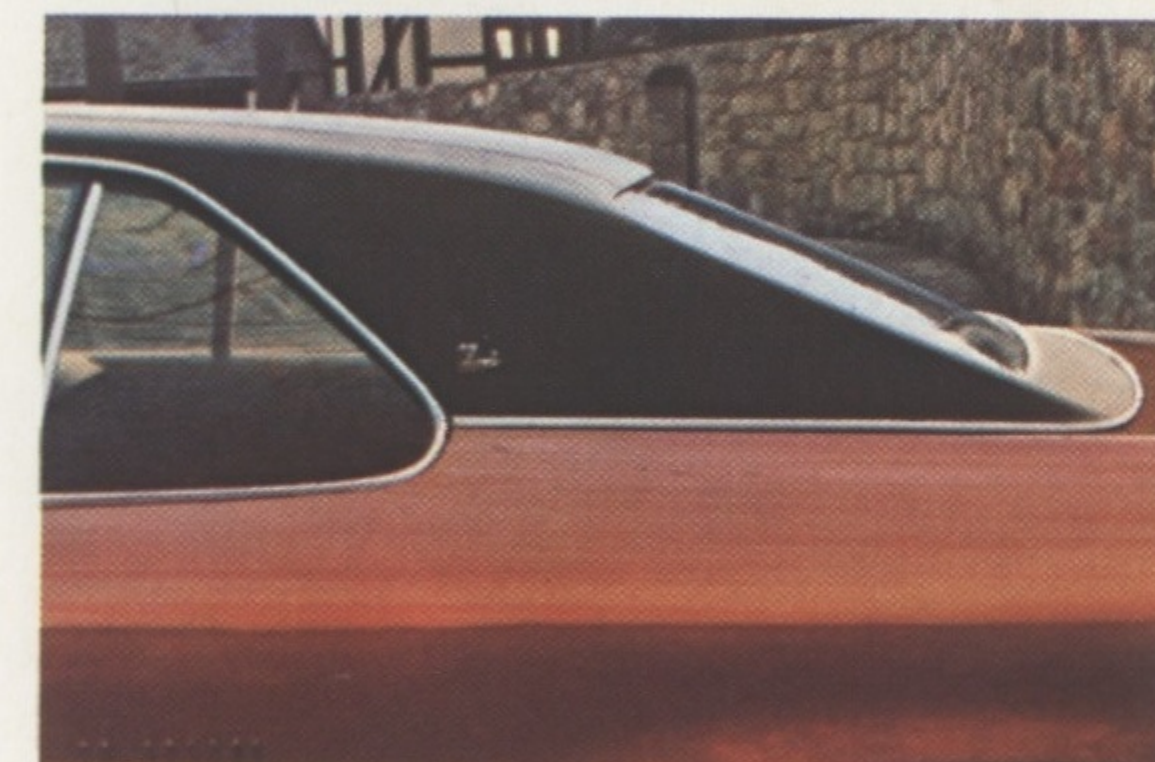


When ordered with full equipment, your Ninety-Eight places power controls at your fingertips—with an elegant console in the driver's door. It provides controls for power windows, seats, door locks, and remote-control mirror.



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 dual 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.

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

Some of the equipment illustrated is optional at extra cost.

DELTA 88 CUSTOM.

With "G-Ride" smoothness, great new looks, and a whole lot more.



If you called it the "and-then-some" Olds you'd have Delta 88 Custom pinned down beautifully.

Take something as simple as carpeting. It's wall-to-wall as in most cars. But, in the Delta 88 Custom, it continues up the cowl and across the lower door panels.

Or take the steering wheel. Functional, sure, but, in Delta 88 Custom, it becomes a thing of beauty as well. Its rim features a slim simulated Rosewood-grain inlay. Very handsome. And a perfect complement to matching inlays in the instrument panel and in all doors.

You'll find an extra helping of room and comfort, too. That impressive new aerodynamic body styling is the reason. Its tubular shape, with dramatically curved side glass (reminiscent of a sleek aircraft fuselage), adds generously to all important comfort dimensions. Shoulder-room, for example, is two inches greater.

But that doesn't even begin to do justice to all that Delta 88 Custom offers. Here are a few more features, all standard. A redesigned Rocket 455 V-8 that fights pollution and operates efficiently on regular or unleaded fuel. Upper and lower level Flo-Thru Ventilation, now with a fan for constant air circulation and greater comfort, even while idling at a stoplight. Heavier gauge bumpers with greater dent resistance. Two lighted ashtrays in the instrument panel. Courtesy and map lights. Full wheel discs. And, of course, all the smooth new riding comfort of exclusive "G-Ride". All standard.

If you're after big-car comfort, luxury, and value, Delta 88 Custom has it.

And then some!

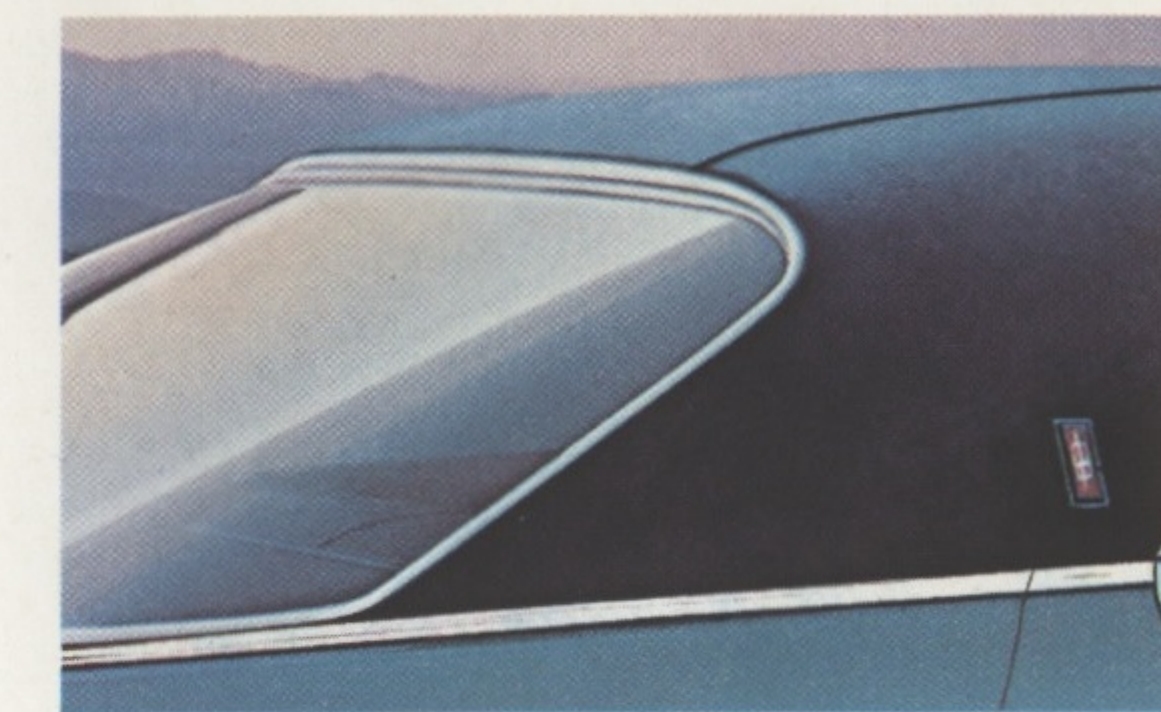
Illustrated left to right—Delta 88 Custom Town Sedan, Delta 88 Custom Hardtop Sedan, Delta 88 Custom Hardtop Coupe.

Some of the equipment illustrated is optional at extra cost.



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 life than ordinary shocks.

Other advancements include improved steering linkage for better straight-line stability. A 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 brakes (discs in front) are all included in the surprisingly modest price of every new Delta 88.

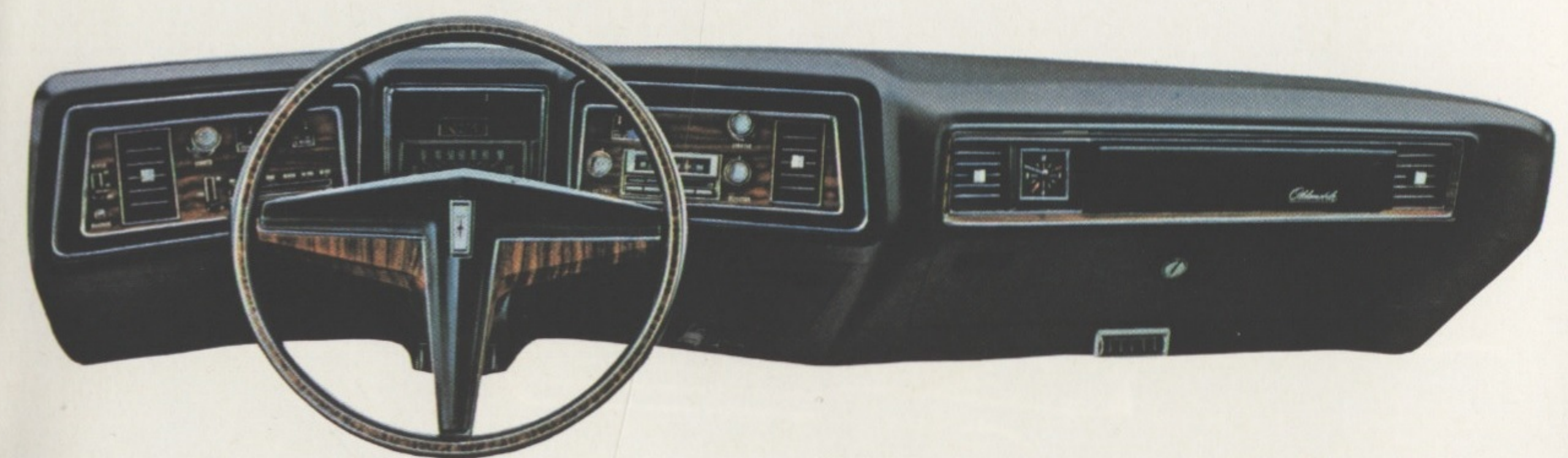
Illustrated left to right—Delta 88 Town Sedan, Delta 88 Hardtop Sedan, Delta 88 Hardtop Coupe.

Some of the equipment illustrated is optional at extra cost.



Delta 88 Royale Hardtop Coupe Interior with Custom Sport Front Seat of Prima and Orient Cloth. Available in Jade Green, Briar, Blue, or Black. May also be ordered in all-vinyl—White only in the Coupe—Jade Green, Briar, Blue, Black, or White in the Convertible.

All Delta 88s have the new wraparound control centre, with warm Rosewood-vinyl trim, features "snap-in" switches and panels for easy service. Dials and gauges are lighted by tiny flood lamps for better visibility. Quiet, effective Flo-Thru Ventilation now features upper and lower level controls for added comfort.



STANDARD ENGINE:
455 V-8 w/2-bbl. carburetor

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

EXTERIOR DIMENSIONS: Delta 88 Hardtop Sedan (In.)

Wheelbase	Length	Width	Height	Curb Weight
124.0	220.2	79.5	53.6	4198 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 centre 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.

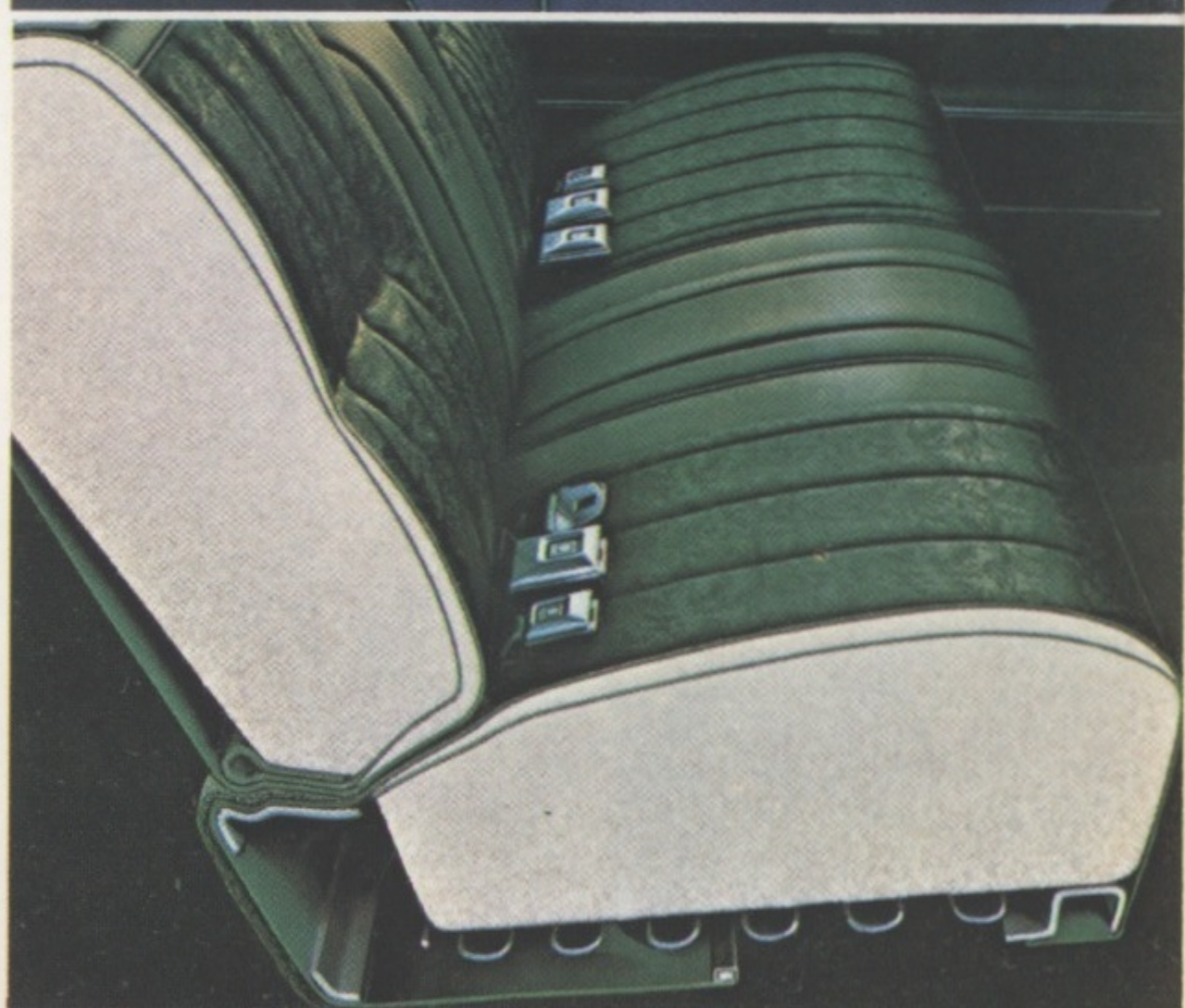
Some of the equipment illustrated is optional at extra cost.

Delta 88 Custom interior is in pleated Excella Cloth with Madrid-grain-vinyl trim. Select from Jade Green, Briar, or Blue. Also available with all-vinyl in White or Black.

Delta 88 interior is offered in a smartly patterned Eden Cloth with supple Madrid-grain-vinyl trim. This handsome, long-wearing interior is available in Blue, Jade Green, and Black. All-vinyl may be ordered in Briar, Black, White (hardtops only), and Sandalwood (pillar sedans only).

Seat construction in all Delta 88s feature solid foam rubber (up to six inches thick) in front-seat cushions and backs, and in rear-seatbacks. Pure luxury. Solid comfort.

Delta 88s are bigger everywhere you look. That includes the luggage compartment, which is increased in capacity.





4-4-2.

Turns drivers into enthusiasts.

With a special high-torque, 455-cubic-inch V-8, it's easily understandable. 4-4-2 performance is strictly top drawer. And we intend to *keep* it that way.

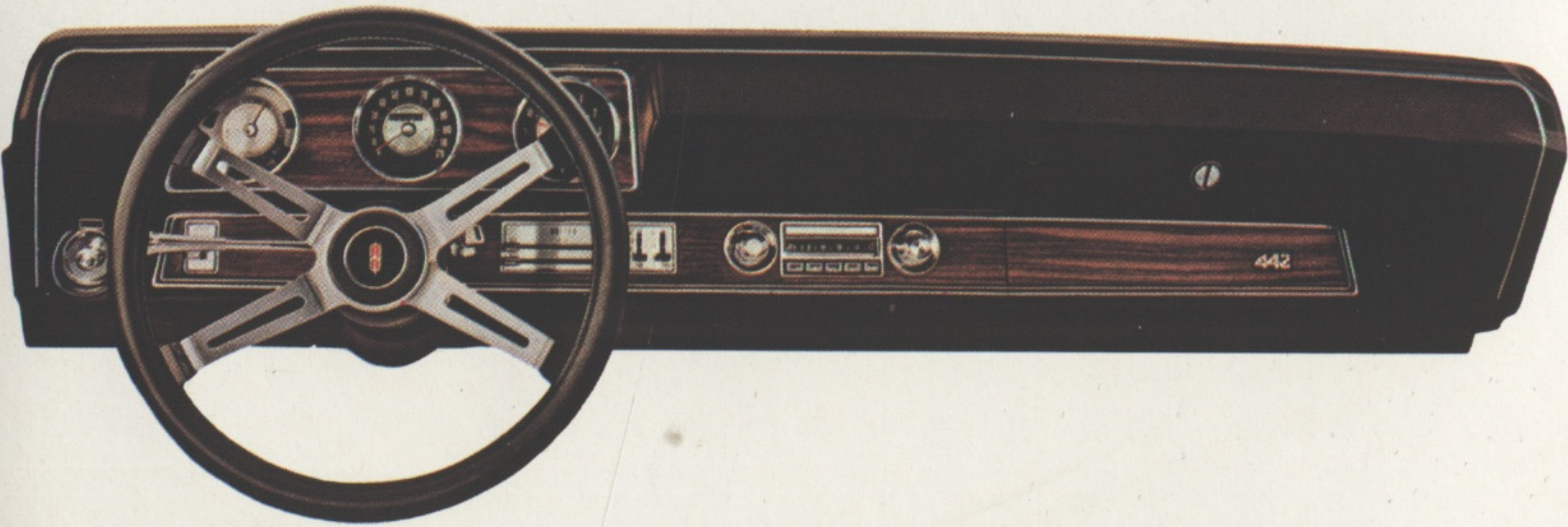
For 1971, we've increased the spark, opened up the breathing, and slipped in "a little more cam" just to make sure.

As for handling? The rest of the pack is still scrambling to match 4-4-2's special underpinnings, which include all heavy-duty components and stabilizer bars both *front and rear!*

Strato Bucket Seats, wide-striped louvered hood. Hurst Competition Shifter, heavy-duty wheels, and the super-wide bias-ply glass-belted tires with white stripes are also standard.

W-30: A special-performance package with factory-blueprinted engine! Available in 4-4-2 only. Includes lightweight fiberglass hood with functional air scoops and chromed hood pins. Special factory-blueprinted 455-CID, cold-air V-8 to assure top street performance. Performance-calibrated QuadraJet 4-bbl. carb. Special air-cleaner. High-overlap cam. Aluminum intake manifold. Hood and wide body-side paint stripes. Front disc brakes, manual. Lightweight sound insulation. Die-cast W-30 identification on front fenders. And, of course, dual sports-styled outside mirrors, raised-letter tires, and an anti-spin performance axle are a must. Available only with 4-speed or Turbo Hydra-matic transmission! Order them along with your W-30 package.

Can you think of a better way to set off your 4-4-2 instrument panel than with that handsome Custom-Sport Steering Wheel! It features a thick, pliable, leather-like vinyl grip and four brushed-metal spokes. Be sure to order one—along with a tach, clock, gauges, and other sporting extras.



STANDARD ENGINE:				
455 V-8 w/4-bbl. carburetor and dual exhausts				
STANDARD TRANSMISSION:				
Fully synchronized heavy-duty 3-speed manual with Hurst Competition Shifter, floor-mounted.				
EXTERIOR DIMENSIONS: Coupe (In.)				
Wheelbase	Length	Width	Height	Curb Weight
112.0	203.6	76.8	52.9	3823 lbs.
INTERIOR DIMENSIONS: Coupe (front/rear) (In.)				
Headroom	Shoulder-room	Legroom	Trunk Capacity	
37.9/36.3	58.2/57.7	41.5/32.3	17.0 cu. ft.	
OTHER STANDARD FEATURES INCLUDE: Hood, body-side, and trunk lid paint stripes. Louvered hood. Bucket seats. Low-restriction dual exhausts. Deluxe steering wheel. Wood-grain-vinyl instrument-panel trim. Concealed radio antenna. Recessed windshield wipers. Cigar lighter. FE2 (heavy-duty suspension). White-stripe wide-oval tires (bias-ply glass-belted). Heavy-duty 7-inch-wide wheels. Flo-Thru Ventilation.				

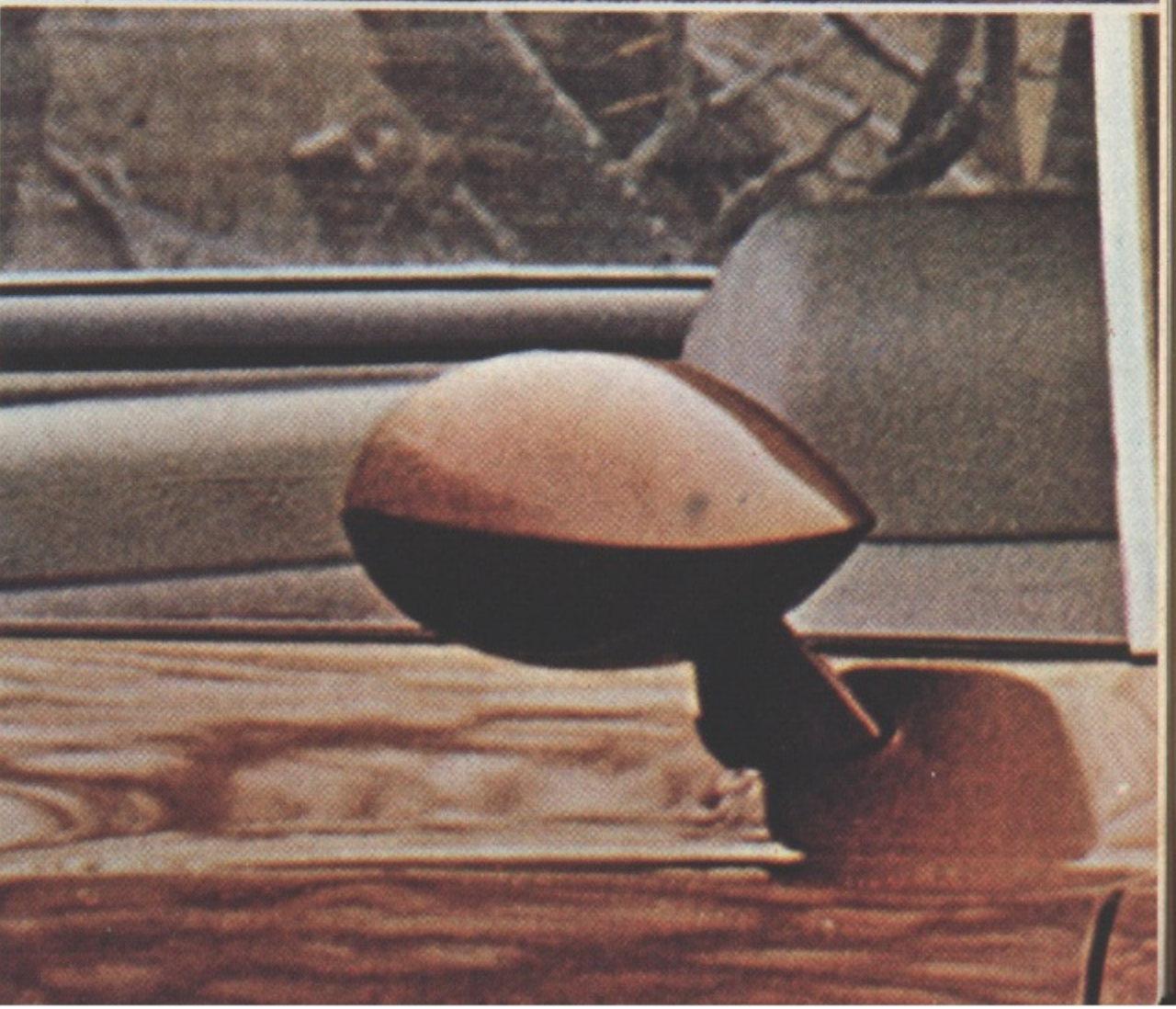
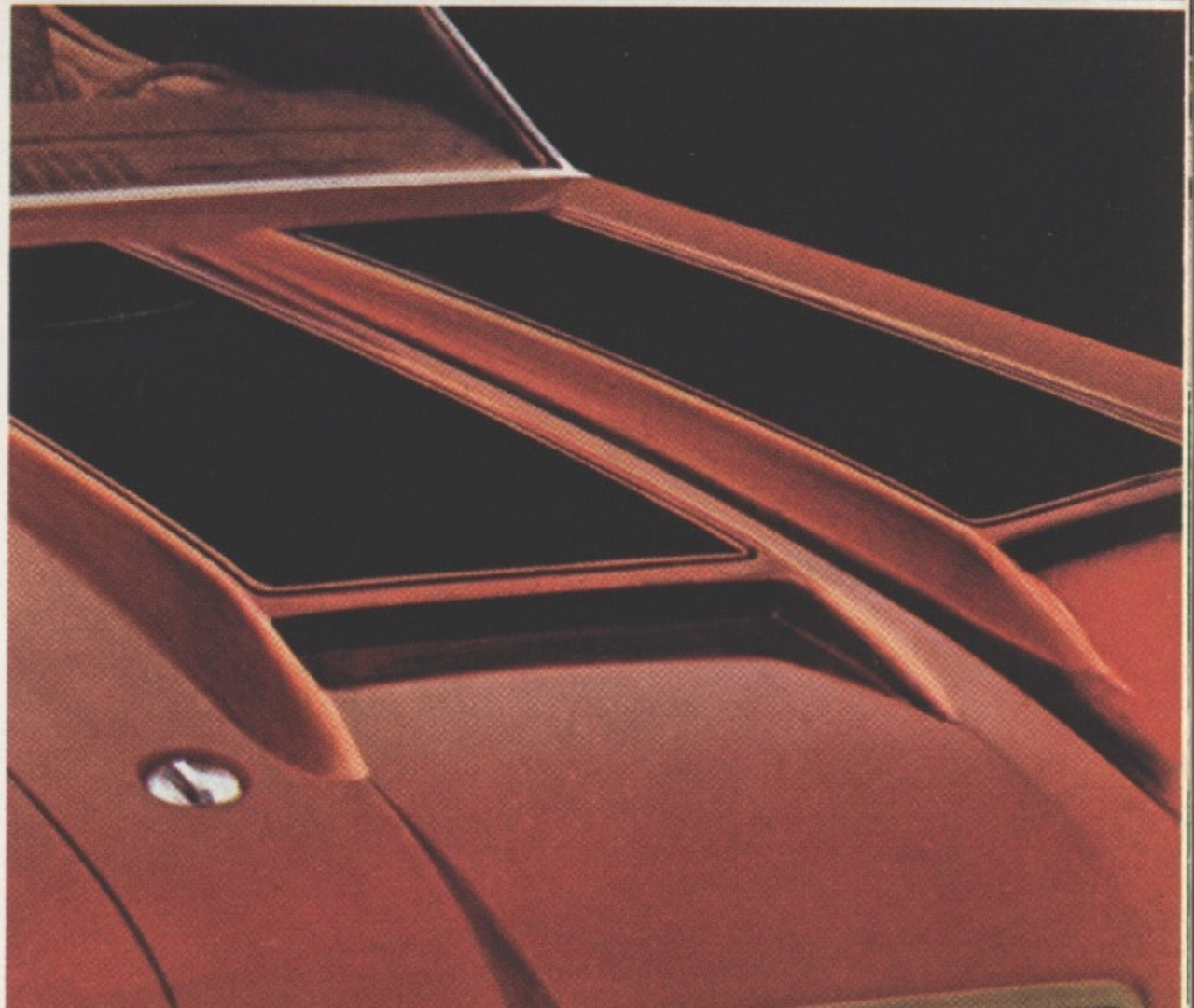
Some of the equipment illustrated is optional at extra cost.

Those handsome, louvered Super Stock Wheels are available with argent trim, as shown. Or you can order them trimmed to match the body paint color you select. The 7-inch-wide, bias-belted white-stripe tires come standard.

The ultimate head-turning extra you can order. This lightweight fiberglass hood features functional dual air scoops, bold stripes, and special chromed exterior hood latches.

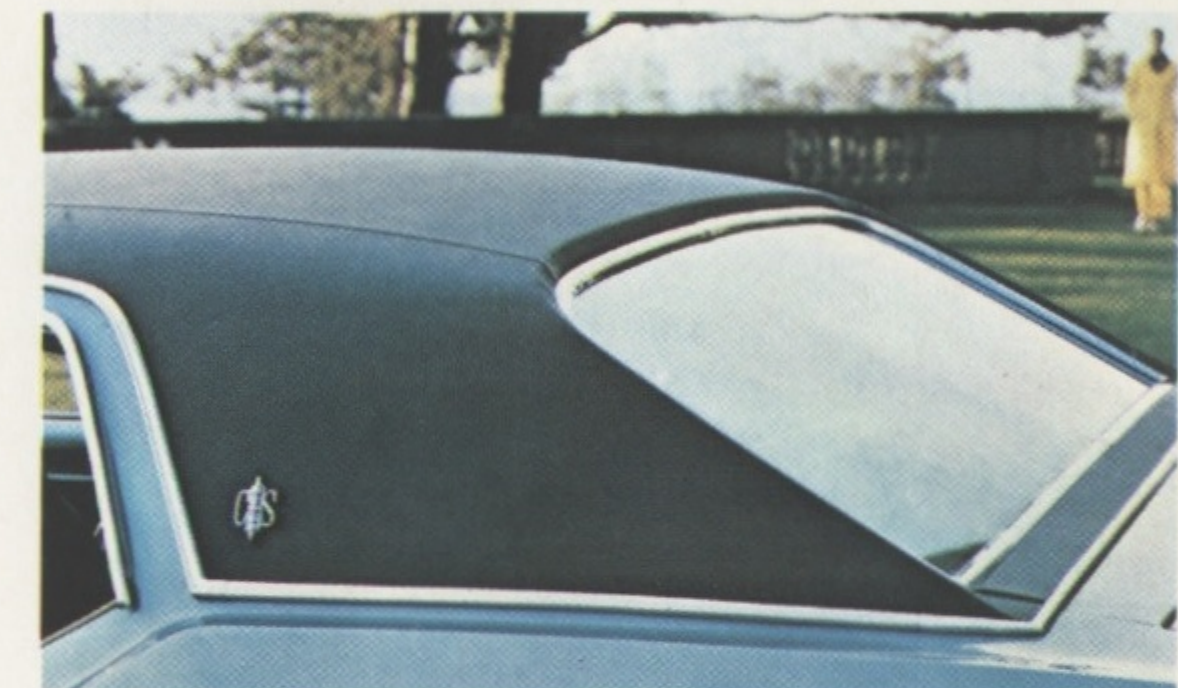
We're playing your song! Through low-restriction full-dual exhausts with handsome flared outlets. They're standard. So is that exclusive and custom-notched rear bumper.

As if 4-4-2 styling isn't sporty enough to begin with, you can add color-keyed, sports-styled outside mirrors.



CUTLASS SUPREME.

Down goes the age
limit on elegance.



Time was when folks figured they had to be pretty well off to move into so much elegance.

Well, that's just not the case with the beautiful new Olds Cutlass Supreme. It places all-out elegance within the reach of almost every new-car buyer!

For 1971, here's good taste and luxury in an easy handling size. Take a thoughtful look at the Cutlass Supreme profile. It's classic. The roofline? Impressively formal, tastefully refined.

Inside, the wide and welcoming front sofa-seat features a deeply padded armrest. The lavish use of Rosewood-grain vinyl adds the warmth of a panelled den. In Coupe models, the whisper-quiet Flo-Thru Ventilation features both *upper and lower* level controls for your added comfort.

Cutlass Supreme performance is capably supplied by a 4-barrel Rocket 350 V-8 that runs on regular or unleaded fuel.

If you want true elegance in your next car and insist on economy, too—you and Cutlass Supreme are made for each other.

Illustrated left to right—Cutlass Supreme Convertible, Cutlass Supreme Hardtop Coupe, Cutlass Supreme Hardtop Sedan.

Some of the equipment illustrated is optional at extra cost.

CUTLASS S.

It takes a low price
and makes sport of it.



Nobody can accuse Cutlass S of being a wallflower. This one is bold and outgoing. Freshest fastback on the road today!

But then, what else could it be with all those young ideas going for it? Louvered hood, hideaway wipers, concealed radio antenna (it's cleverly hidden in the windshield), and deft-handling 112-inch wheelbase all included in this sporting proposition.

So is a spirited Rocket 350 V-8 or big Action-Line 6. Your choice. Both are redesigned to fight air pollution. And they'll do it smoothly and economically on regular fuel.

Care to sport it up still more? Then how about selecting one of our wild new colors? Bittersweet. Saturn Gold. Viking Blue, or Lime Green. No extra cost!

Or if you like, you can order from a whole list of sporty Olds extras—bucket seats, sports console, special striping, sport wheels, dual-gate shifter that lets you shift manually or automatically, and so on!

But maybe the best part of all is how Cutlass S is priced. Lower than you might well have imagined. And that, sports fans, is about as sporting as you can get!

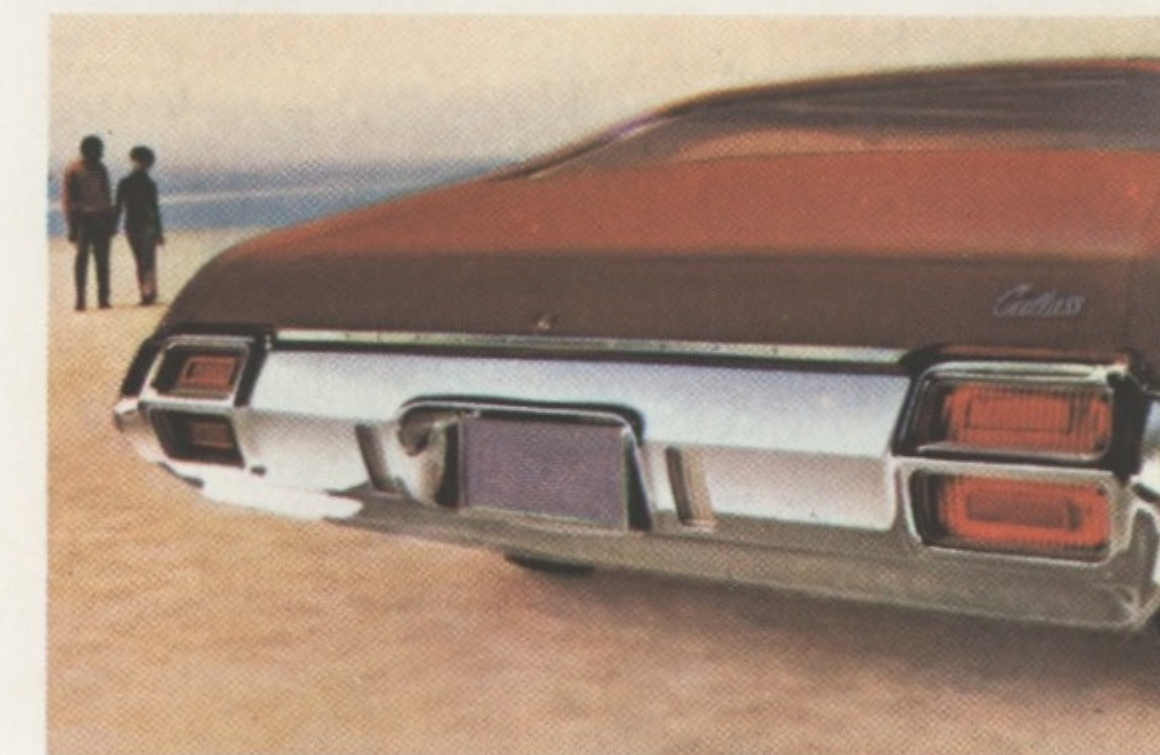
Illustrated left to right—Cutlass S Sports Coupe, Cutlass S Hardtop Coupe.

Some of the equipment illustrated is optional at extra cost.



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 are 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.

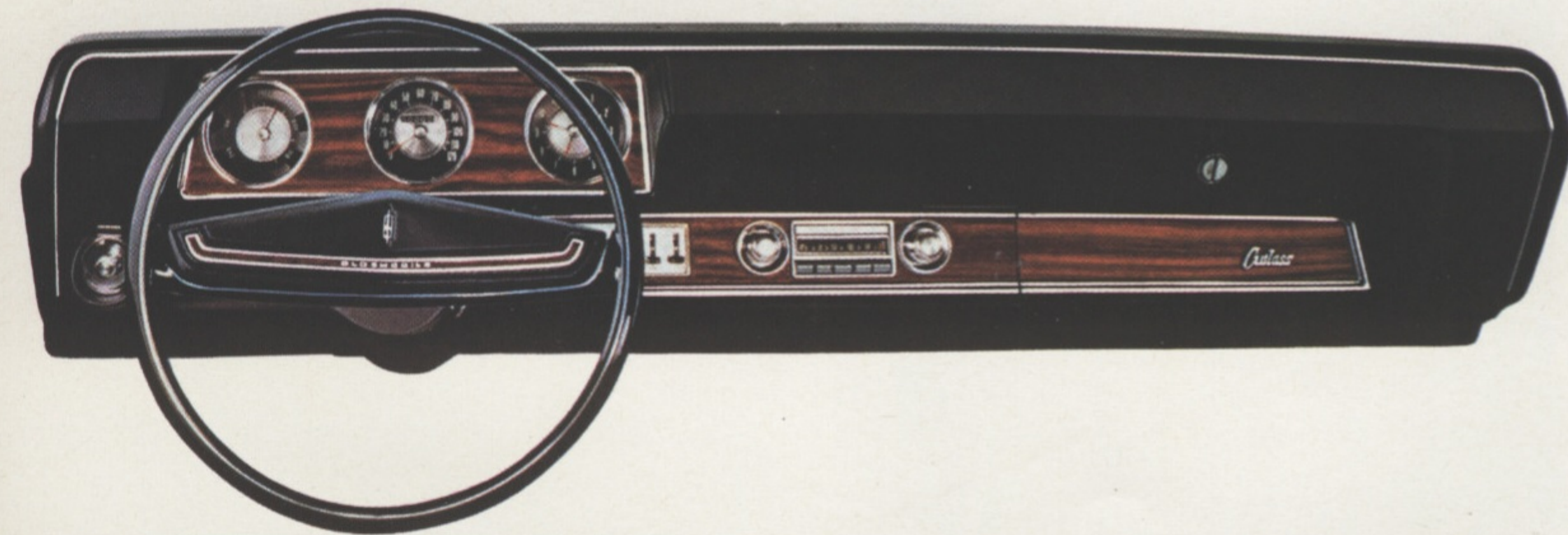
Illustrated left to right—Cutlass Hardtop Coupe, Cutlass Town Sedan, F-85 Town Sedan.

Some of the equipment illustrated is optional at extra cost.



Like equipment with a sporting flare? Then order your Cutlass S with cushy Strato Bucket Seats and console-mounted transmission! Power windows and that 4-spoke Custom-Sport Steering Wheel with non-slip, leather-like vinyl grip, available.

Lavish is the word for the rich Rosewood-vinyl inlays in each door, across the dash (standard on Cutlass Supreme, available on Cutlass S, Cutlass, and F-85). Custom-mounted, self-regulating clock, radio (with or without stereo), and air conditioning are a few other extras you may wish to add.



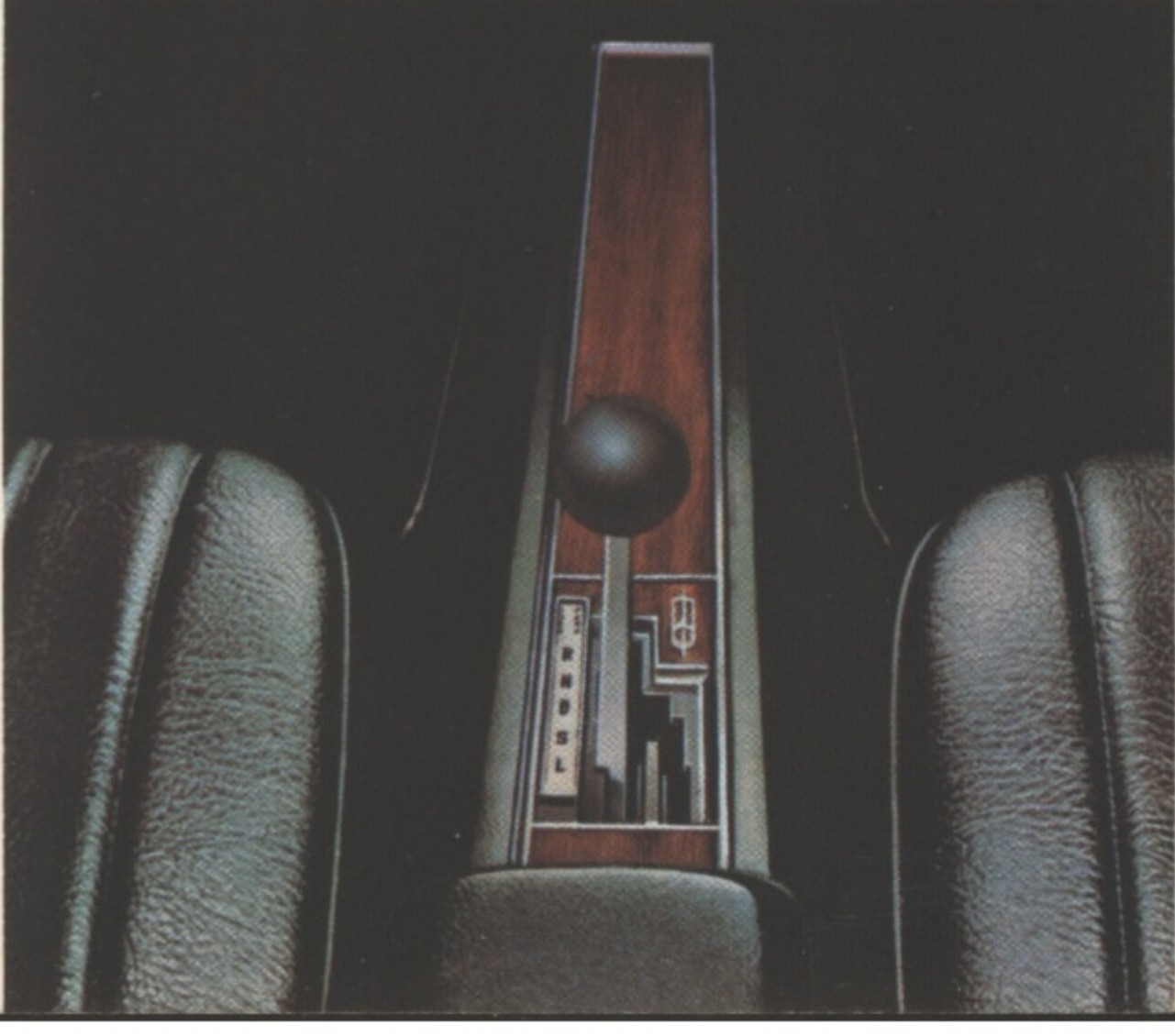
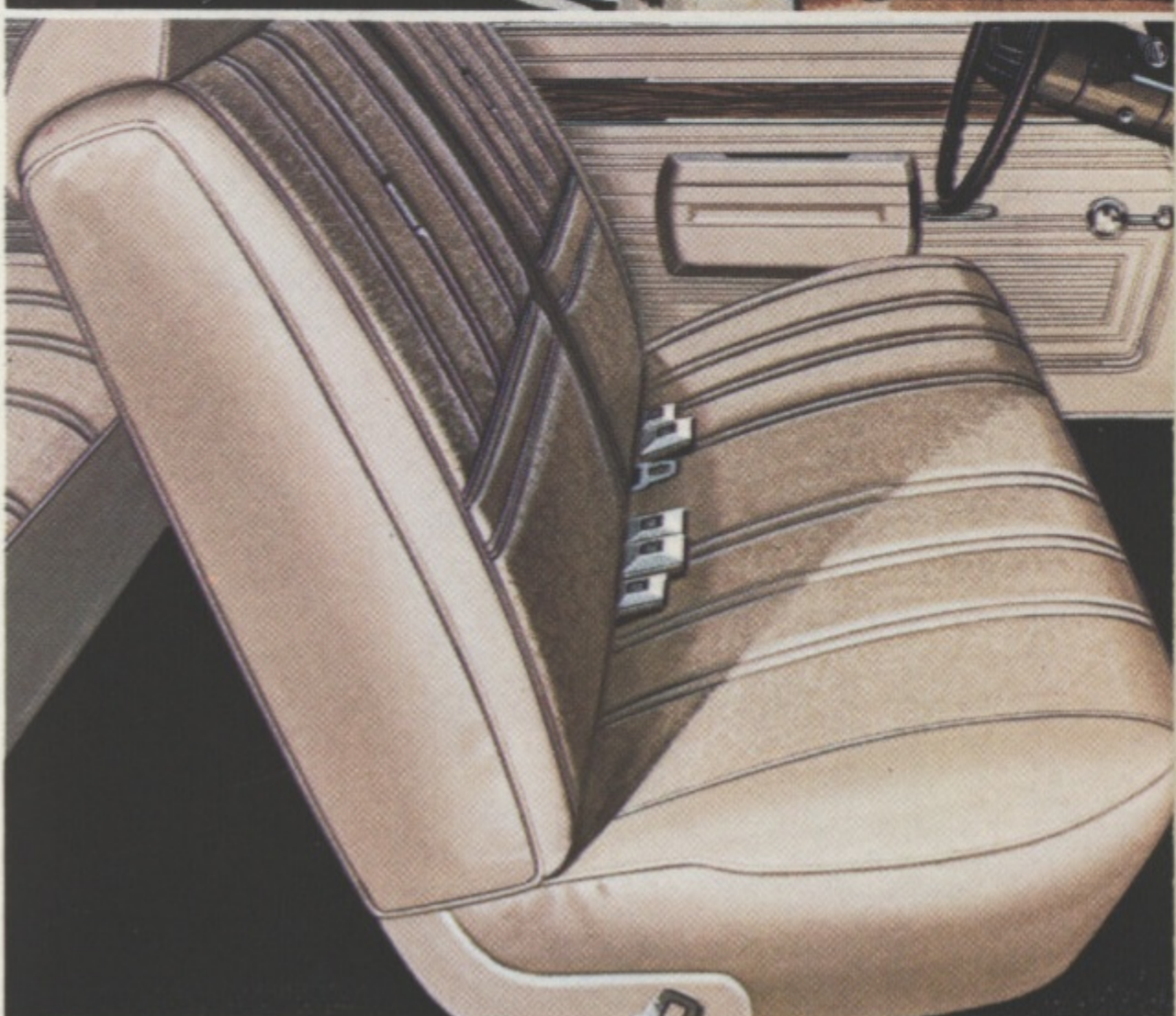
STANDARD ENGINE:				
350 V-8 w/2-bbl. carburetor (Cutlass/S/F-85)				
250 6-cyl. w/1-bbl. carburetor (Cutlass/S/F-85)				
350 V-8 w/4-bbl. carburetor (Cutlass Supreme)				
STANDARD TRANSMISSION:				
Fully synchronized manual 3-speed with column shift				
EXTERIOR DIMENSIONS: Cutlass Coupes/Sedans (In.)				
Wheelbase	Length	Width	Height	Curb Wt. (V-8)
112.0/116.0	203.6/207.6	76.8/76.8	52.9/53.5	3561/3598 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	129 cu. ft.	
OTHER STANDARD FEATURES INCLUDE: Concealed radio antenna. Recessed windshield wipers, except F-85. Crank-operated vent windows or Flo-Thru Ventilation. Glove compartment with rotary latch. Cigar lighter. Deluxe steering wheel, all except F-85. Louvered hood, Cutlass S only. Wood-grain-vinyl instrument-panel trim, Cutlass Supreme only.				

Some of the equipment illustrated is optional at extra cost.

Cutlass Supreme Hardtop Coupe interior with Custom-Sport Front Seat in Eden and Prima Cloth with vinyl accents. Available in Jade Green, Blue, and Black. Or you may wish to order specially contoured all-vinyl Strato Bucket Seats in Coupe or Convertible at no extra cost.

Cutlass Hardtop interior in handsome, easy-to-care-for Elk-grain Moroccan. A damp cloth can keep it looking like new. Order in White, Jade Green, Sienna, or Black.

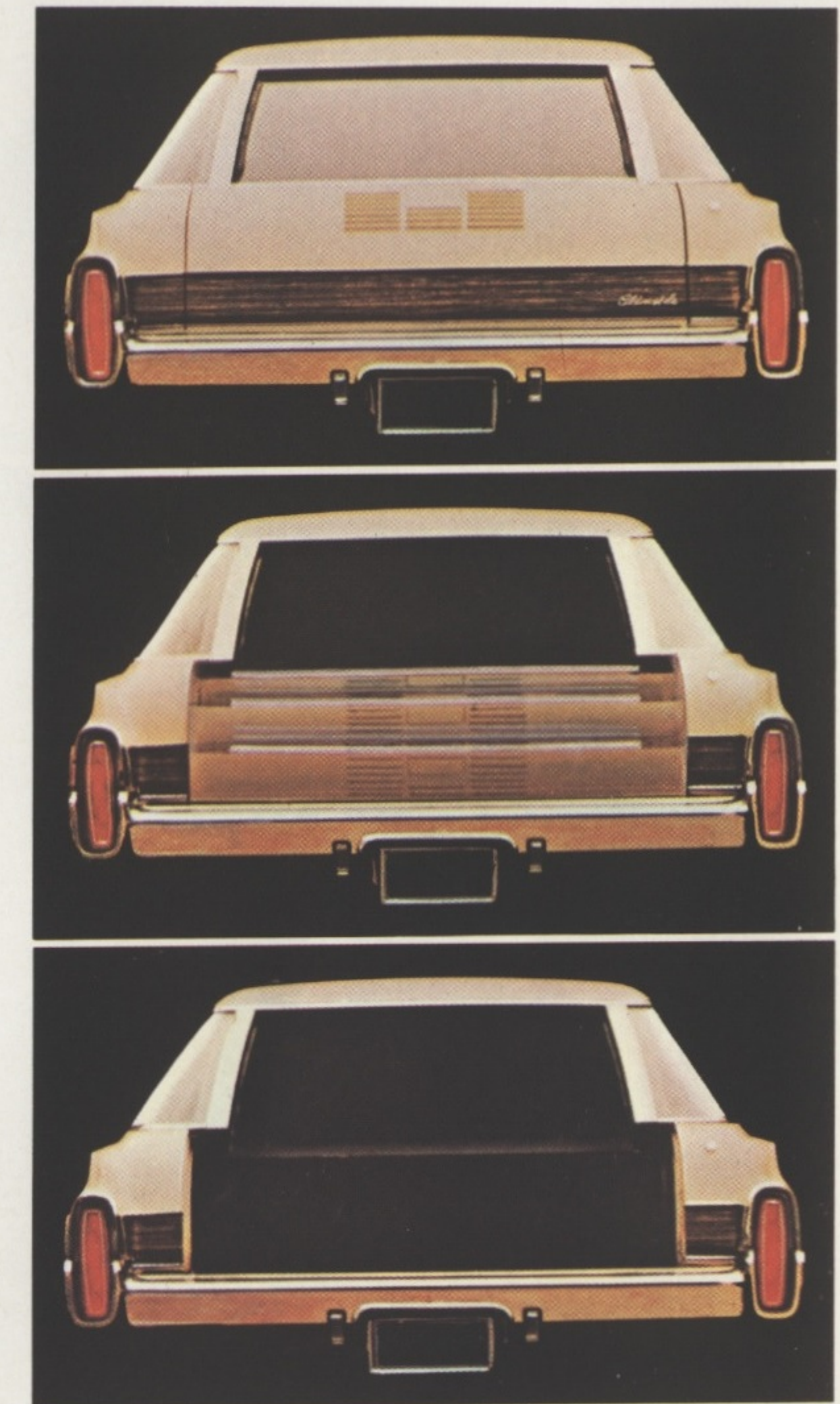
The absolute last-word in wheels. Exclusively from Olds. Rugged mag-type Super Stock Wheels now available with special trim to match the body paint color you select! And there are 15 great new colors for you to choose from!





CUSTOM CRUISER.

Introducing the totally new luxury station wagon with the disappearing tailgate!



Custom Cruiser is Oldsmobile's definitive statement on what station wagon elegance is all about. With its 127-inch wheelbase, it's the biggest wagon Olds has ever built. And, quite obviously, the most luxurious. Interior fabrics and appointments are of salon quality.

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

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

Illustrated at left—Custom Cruiser, 2-seat. 3-seat model not shown.

Some of the equipment illustrated is optional at extra cost.



CUTLASS CRUISER

Meet our "wonder wagon". You'll wonder how we put so much room and comfort into such a handsome, low-priced package! Handles and parks with ease. That standard wide-opening Drop-or-Swing Tailgate and flat, unobstructed floor makes loading a breeze. After whale-size value? You've found it!

STANDARD ENGINE: 350 V-8 w/2-bbl. carburetor 250 6-cylinder w/1-bbl. carburetor			
STANDARD TRANSMISSION: Fully synchronized manual 3-speed with column shift			
EXTERIOR DIMENSIONS: (In.)			
Wheelbase	Length	Width	Curb Weight
116.0	213.3	76.8	4072 lbs.
INTERIOR DIMENSIONS: (1st/2nd seat) (In.)			
Headroom	Shoulder-room	Legroom	Cargo Capacity
38.4/38.3	58.3/57.4	42.6/34.8	83.6 cu. ft.
OTHER STANDARD FEATURES INCLUDE: Power front disc brakes. Concealed radio antenna. Recessed windshield wipers. Deluxe steering wheel. Cigar lighter. Hidden storage compartment. Drop-or-Swing Tailgate. Crank-operated vent windows.			



Olds Cutlass Cruiser interior in Madrid-grain Moroccan with Pebble-grain trim. Handsome. Durable. And extremely easy to care for. A damp cloth is all it takes!



A spacious hidden storage compartment under the floor, standard in all Olds Cruiser models. Just the place for keeping valuables out of sight. A lock may be ordered for it.

Illustrated left to right—Vista-Cruiser 2-seat model, Cutlass Cruiser 2-seat model, Vista-Cruiser 3-seat model not shown.

VISTA CRUISER

The exclusive, 11-windowed wagon that's topped the Olds popularity poll for years! And with Vista-Roof styling, 97-plus-cubic-foot cargo space, and wood-grain-vinyl exterior, it's easy to see why. With two- and three-seat models with forward-facing seats, it could easily win *your* 1971 vote!

STANDARD ENGINE: 350 V-8 w/2-bbl. carburetor				
STANDARD TRANSMISSION: Fully synchronized manual 3-speed, column-mounted				
EXTERIOR DIMENSIONS:				
Wheelbase 121.0	Length 218.3	Width 76.8	Curb Weight 4290 lbs.	
INTERIOR DIMENSIONS: (1st/2nd seat) (in.)				
Headroom 38.0/40.3	Shoulder-room 58.2/57.5	Legroom 41.5/37.8	Cargo Capacity 97.2 cu. ft.	
OTHER STANDARD FEATURES INCLUDE: Power front disc brakes. Concealed radio antenna. Recessed windshield wipers. Deluxe steering wheel. Cigar lighter. Hidden storage compartment. Drop-or-Swing Tailgate. Wood-grain-vinyl interior and exterior trim. Tailgate dome lamp. Central dome lamp.				



Olds Vista-Cruiser interior tailored in Madrid-grain Moroccan with Pebble-grain trim. It can take all the wear a big family can give it—and still look fresh for years!



Drop-or-Swing Tailgate. Now standard in Vista-Cruiser and Cutlass Cruiser. Drop it down to take on cargo. Swing it open when picking up groceries. Power-operated tailgate window, available.

Some of the equipment illustrated is optional at extra cost.

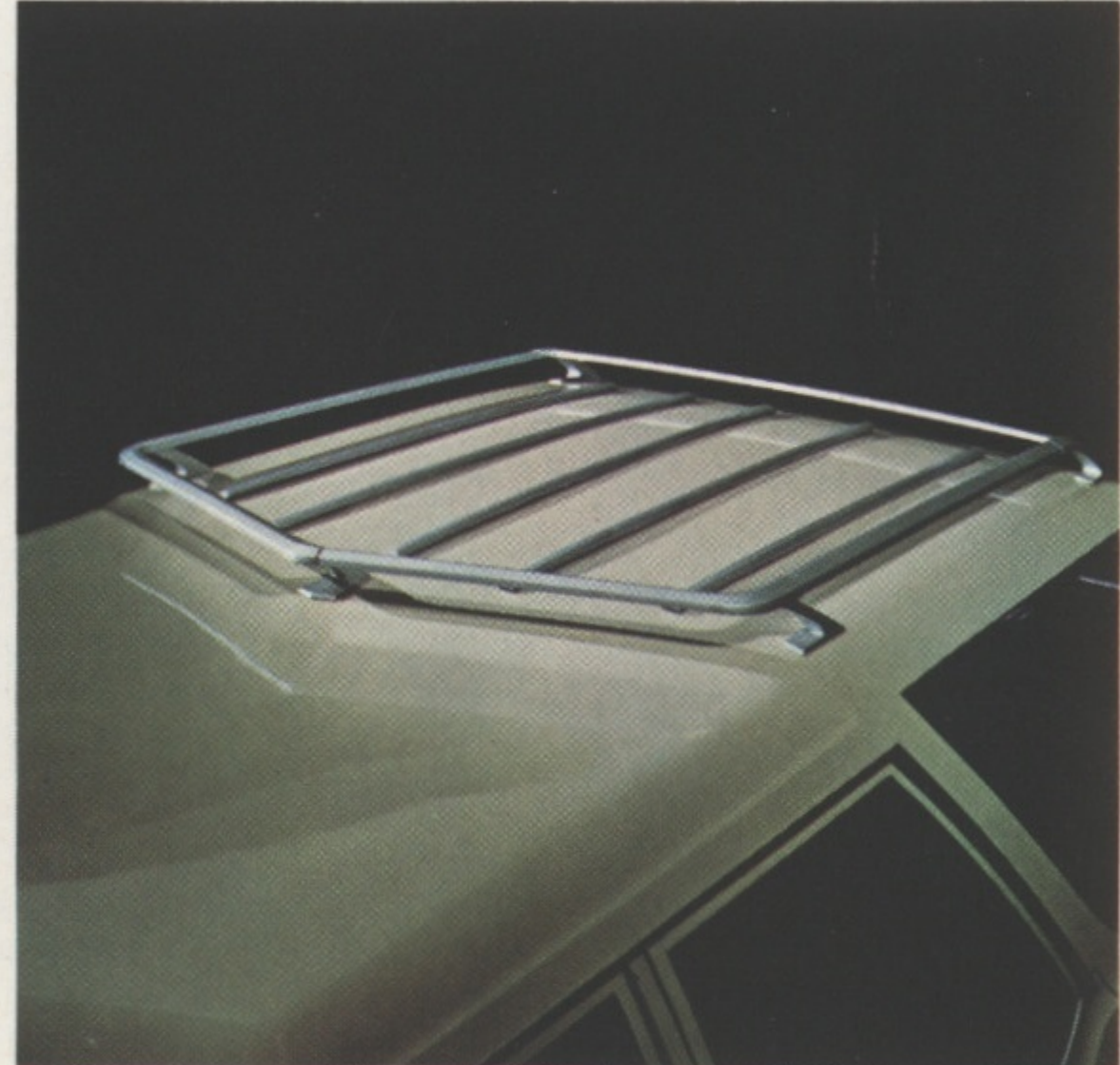
CUSTOM CRUISER

The ultimate in wagon luxury makes its grand entrance—with a lavish list of extras that don't cost extra! Power steering, power brakes (discs in front), new Glide-Away Tailgate, Rocket 455 V-8, Flo-Thru Ventilation, and special wood-grain panelling (sides and rear)—all standard!

STANDARD ENGINE: 455 V-8 w/2-bbl. carburetor				
STANDARD TRANSMISSION: Fully synchronized manual 3-speed, column-mounted				
EXTERIOR DIMENSIONS: (In.)				
Wheelbase	Length	Width	Curb Weight	
127.0	225.3	79.5	4928 lbs.	
INTERIOR DIMENSIONS: (1st/2nd seat) (In.)				
Headroom	Shoulder-room	Legroom	Cargo Capacity	
39.6/39.4	64.3/63.3	42.4/39.0	106.1 cu. ft.	
OTHER STANDARD FEATURES INCLUDE: Power front disc brakes. Power steering. Glide-Away Tailgate. Concealed radio antenna. Recessed windshield wipers. Deluxe steering wheel. Cigar lighter. Hidden storage compartment. Flo-Thru Ventilation. Interior-operated hood lock. Chrome wheel discs. Rear-wheel-opening covers.				



Olds Custom Cruiser interior in elegant Madrid-grain Moroccan with Derma-grain trim. The front-seat and second-seat backrest feature the comfort of solid foam.



Need even more cargo space? The sky's the limit—when you order this handsome, chromed rooftop carrier. A special ski-rack adapter is also available as an accessory.

More efficient engines, smoother transmissions, an exciting new ride—all designed to keep you a step ahead!

Olds Engines. Every one of them is a pollution-fighter.

Olds engineers have always pioneered in automobile performance.

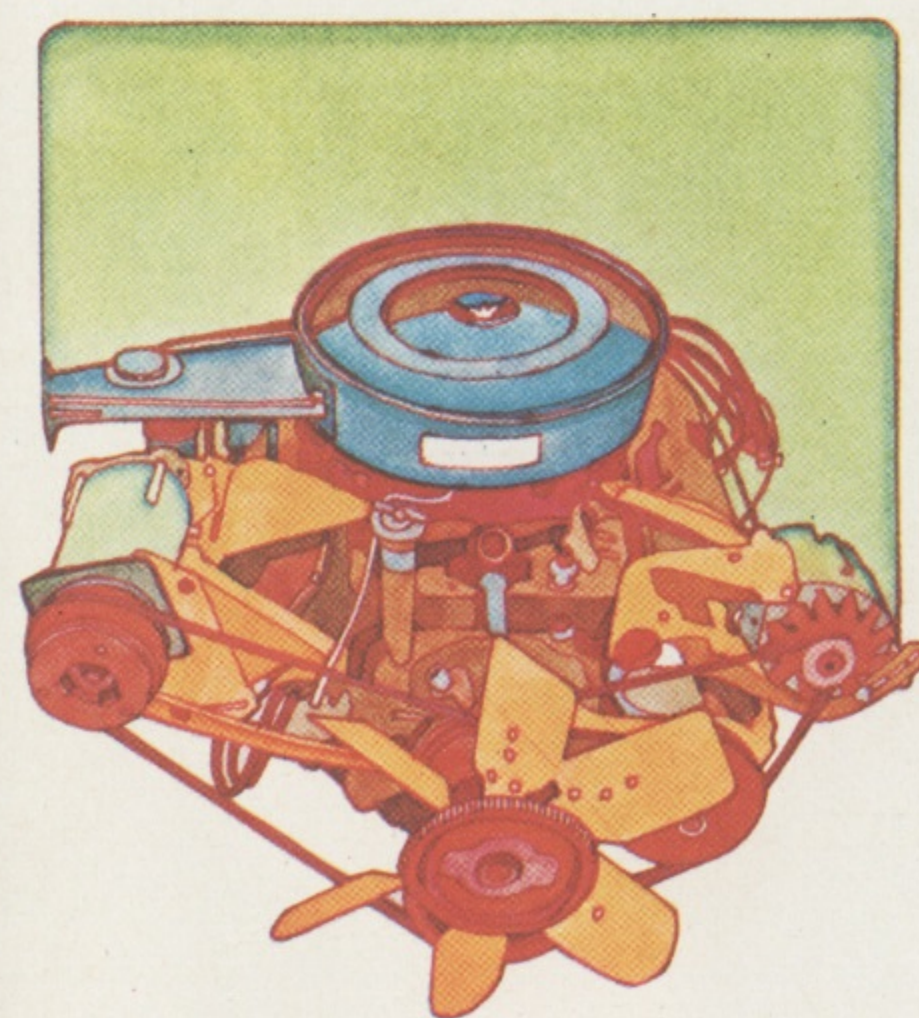
It's truer than ever this year.

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.

Other types of emissions have been significantly reduced through additional advances. The carburetor idle-mix adjustment, now preset at the factory and permanently sealed, is an example. So is the new Olds-developed fuel-feed system, and new programmed choke. We've also added a new evaporative fuel-control system to reduce gas vapor emissions.

The end results? Quicker starts. Excellent all-round performance. Less maintenance. Cleaner, more efficient operation. And most importantly—less emissions and cleaner air for all.

It's quite a lot to expect—except from Olds engineers!



Rocket 455 V-8/4-bbl.
Displacement.....455 cu. in.
Torque (net).....375 lb.-ft. at 2800 rpm
Bore & Stroke.....4.125 x 4.250
Fuel.....Regular or unleaded
Carburetor.....Quadrajet 4-bbl.
Exhaust system.....Full dual
Availability.....Toronado only, Standard

Rocket 455 V-8/4-bbl. (L32)
Displacement.....455 cu. in.
Torque (net).....370 lb.-ft. at 2800 rpm
Bore & Stroke.....4.125 x 4.250
Fuel.....Regular or unleaded
Carburetor.....Quadrajet 4-bbl.
Exhaust system.....Full duals
Availability.....Cutlass Supreme, Vista-Cruiser

Rocket 455 V-8/4-bbl. (L31)
Displacement.....455 cu. in.
Torque (net).....360 lb.-ft. at 2600 rpm
Bore & Stroke.....4.125 x 4.250
Carburetor.....Quadrajet 4-bbl.
Exhaust system.....Single
Fuel.....Regular or unleaded
Availability.....All Delta 88 models. Standard in Ninety-Eight

Rocket 455 V-8/2-bbl. (L30)
Displacement.....455 cu. in.
Torque (net).....355 lb.-ft. at 2000 rpm
Bore & Stroke.....4.125 x 4.250
Carburetor.....2-bbl.
Exhaust system.....Single
Fuel.....Regular or unleaded
Availability.....Standard in Custom Cruiser, Delta 88 Custom, and Delta 88 Royale. Available in Delta 88 and Vista-Cruiser

Rocket 455 V-8/4-bbl. (4-4-2)
Displacement.....455 cu. in.
Torque (net).....370 lb.-ft. at 3200 rpm
Bore & Stroke.....4.125 x 4.250
Carburetor.....Quadrajet 4-bbl.
Exhaust system.....Full dual
Fuel.....Regular or unleaded
Availability.....Standard in 4-4-2

Rocket 455 V-8/4-bbl. (W-30)
Displacement.....455 cu. in.
Torque (net).....410 lb.-ft. at 3200 rpm
Bore & Stroke.....4.125 x 4.250
Carburetor.....Quadrajet 4-bbl. (performance-calibrated)
Exhaust system.....Full dual
Fuel.....Regular or unleaded
Includes factory-blueprinting, force-air induction, special air-cleaner, high-overlap cam, aluminum intake manifold, oversize intake and exhaust ports and more.
Availability.....4-4-2 only

Rocket 350 V-8/4-bbl. (L74)
Displacement.....350 cu. in.
Torque (net).....275 lb.-ft. at 2800 rpm
Bore & Stroke.....4.057 x 3.385
Carburetor.....Quadrajet 4-bbl.
Exhaust system.....Single
Fuel.....Regular or unleaded
Availability.....Standard in Cutlass Supreme, Available in all other Cutlass, and F-85 models

Rocket 350 V-8/2-bbl. (L65)
Displacement.....350 cu. in.
Torque (net).....275 lb.-ft. at 2400 rpm
Bore & Stroke.....4.057 x 3.385
Carburetor.....2-bbl.
Exhaust system.....Single
Fuel.....Regular or unleaded
Availability.....Standard in Delta 88, Vista-Cruiser, Cutlass, Cutlass S, and F-85. Available in Cutlass Supreme

Action-Line Six/1-bbl.
Displacement.....250 cu. in.
Torque (net).....185 lb.-ft. at 2000 rpm
Bore & Stroke.....3.875 x 3.530
Carburetor.....1-bbl.
Exhaust system.....Single
Fuel.....Regular or unleaded
Availability.....Standard in Cutlass, Cutlass S, and F-85

For gross and net horsepower ratings see specification on back page.

Transmissions

Turbo Hydra-matic 400. The smoothest most refined transmission available today. Three speeds for maximum performance, economy. Standard in Toronado, Ninety-Eight. Available with 455 V-8 models.

A Turbo Hydra-matic 350 version is available in all other V-8 and 6-cylinder models.

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

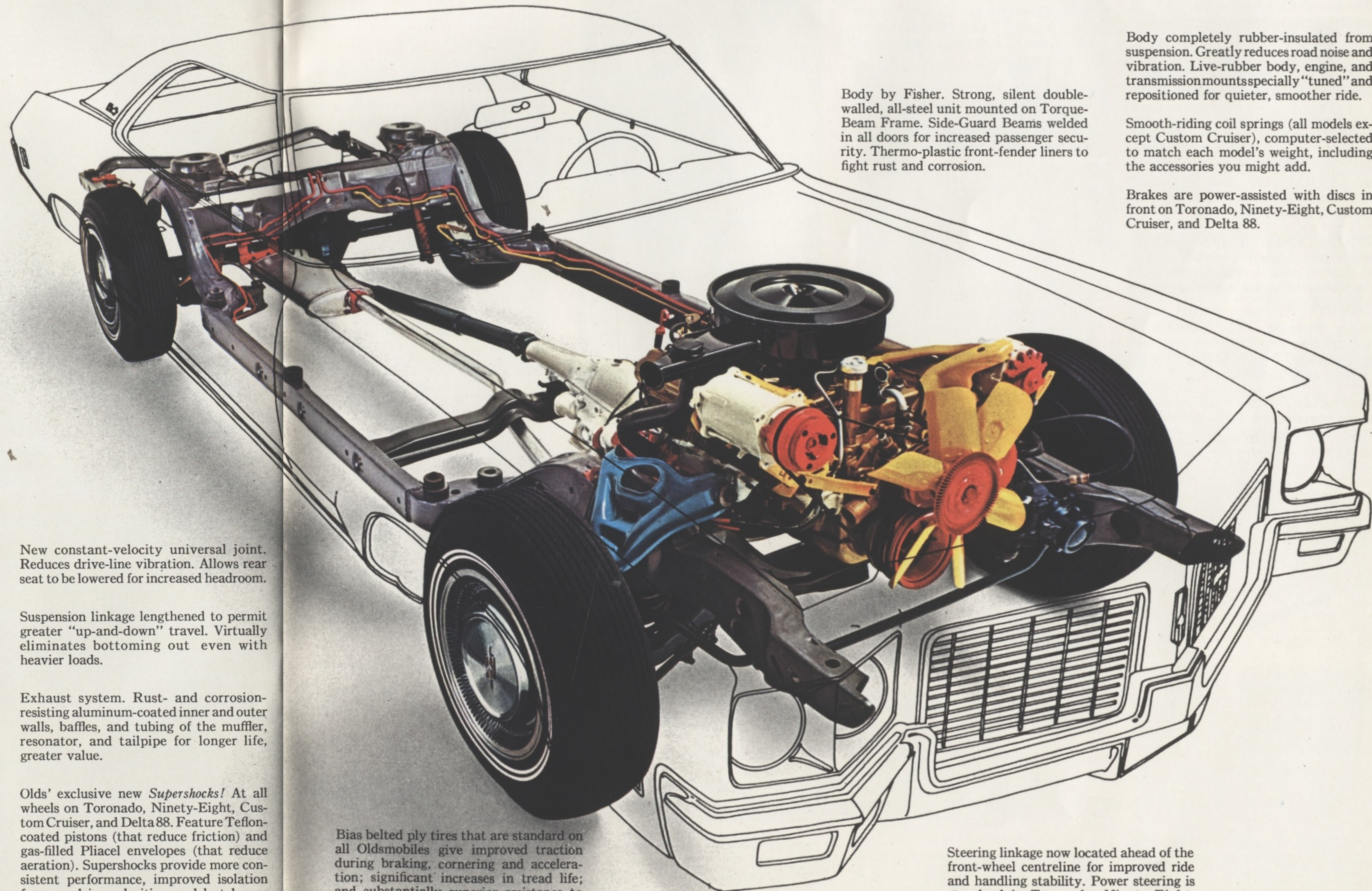
Fully synchronized heavy-duty 3-speed manual. With floor-mounted Hurst Competition Shifter, standard in 4-4-2. Available in Cutlass Supreme and Cutlass Coupe V-8 models.

Fully synchronized heavy-duty 4-speed manual (Wide-Ratio). Floor-mounted Hurst Competition Shifter. Available in 4-4-2, Cutlass Supreme and Cutlass Coupe V-8 models.

Fully synchronized extra-heavy-duty 4-speed manual (Close-Ratio). For quick short-throw shifts. Floor-mounted Hurst Competition Shifter. Requires somewhat higher axle ratios. Available in 4-4-2 and with the W-30 Package only.

Axle Ratios

Olds offers a wide range of axle ratios to match whatever type of driving you do most. From top economy (2.56-to-1) ... to all-around (3.23-to-1) ... to heavy-duty maximum performance (5.00-to-1). The full list of ratios follows: 2.56-, 2.73-, 3.08-, 3.23-, 3.42-, 4.10-, 4.66-, and 5.00-to-1. Availability, depending on engine and model choice.



Oldsmobile revolutionizes the big-car ride with the exclusive new "G-Ride" System!

For 1971, a new ride system has been developed for all full-size Oldsmobiles. It's called "G-Ride". It is a combination of Olds innovations and advancements (shown and explained below) that make every Delta 88, Custom Cruiser, Ninety-Eight, and Toronado ride smoother, corner better, take hills better, and reduce buffeting from stiff crosswinds.

"G forces", as engineers refer to them, affect the way a car behaves as it moves over bumps, rounds curves, and speeds up or slows down.

Olds engineers are constantly at work to control the effects of these forces on cars so that drivers and passengers get a more balanced and smoother ride.

In short, you ride more comfortably—whatever the road. It's a new experience you are cordially invited to try!

Body by Fisher. Strong, silent double-walled, all-steel unit mounted on Torque-Beam Frame. Side-Guard Beams welded in all doors for increased passenger security. Thermo-plastic front-fender liners to fight rust and corrosion.

Body completely rubber-insulated from suspension. Greatly reduces road noise and vibration. Live-rubber body, engine, and transmission mountsspecially "tuned" and repositioned for quieter, smoother ride.

Smooth-riding coil springs (all models except Custom Cruiser), computer-selected to match each model's weight, including the accessories you might add.

Brakes are power-assisted with discs in front on Toronado, Ninety-Eight, Custom Cruiser, and Delta 88.

New constant-velocity universal joint. Reduces drive-line vibration. Allows rear seat to be lowered for increased headroom.

Suspension linkage lengthened to permit greater "up-and-down" travel. Virtually eliminates bottoming out even with heavier loads.

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

Olds' exclusive new *Supershocks!* At all wheels on Toronado, Ninety-Eight, Custom Cruiser, and Delta 88. Feature Teflon-coated pistons (that reduce friction) and gas-filled Pliacel envelopes (that reduce aeration). Supershocks provide more consistent performance, improved isolation from road irregularities, and last longer than ordinary shocks.

Bias belted ply tires that are standard on all Oldsmobiles give improved traction during braking, cornering and acceleration; significant increases in tread life; and substantially superior resistance to road hazards.

Steering linkage now located ahead of the front-wheel centreline for improved ride and handling stability. Power steering is standard in Toronado, Ninety-Eight, Custom Cruiser, and Delta 88.

Options & Accessories

They can make your new Olds even more enjoyable. And more valuable.

Four-Season Air Conditioner—Warms, cools, filters, and dehumidifies—for year-round comfort.

Comfortron Air Conditioner—Warms, cools, filters, and dehumidifies—and does it all automatically! You simply set it for the temperature you prefer and it is maintained the year-round. Both air conditioner units feature improved venting, quieter operation, and quicker cool-down.

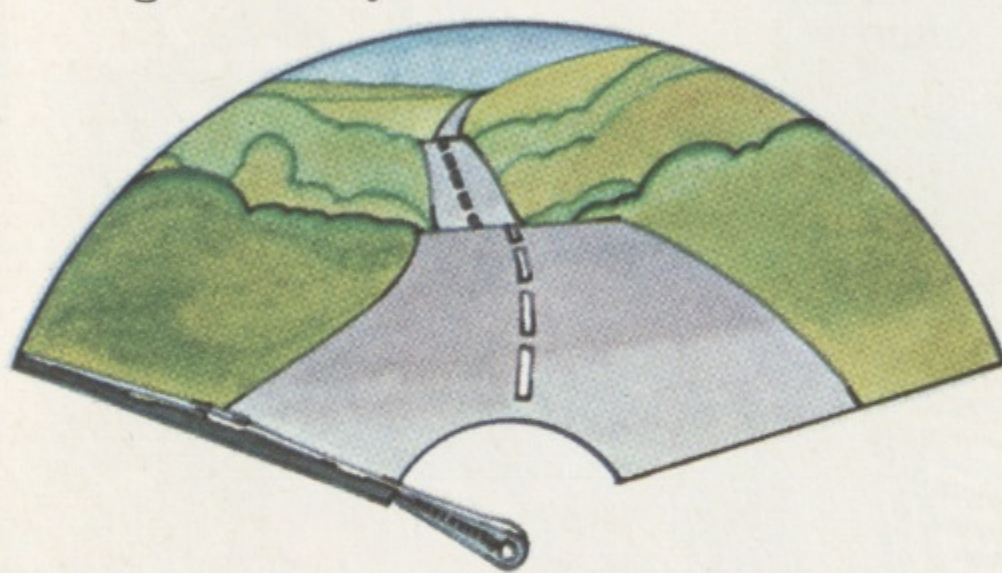


AM Radio—Beautiful, clear-tone sound. Pushbutton operated for convenience. May be ordered with rear-seat speaker and dual-speaker controls. The AM Radio may also be ordered with a Stereo Tape Unit and four speakers, if you wish.

AM-FM Stereo Radio—Features magnificent 4-speaker sound. It may be ordered with a new Stereo Tape Unit which is now custom-integrated into the radio.

Power Steering—The ultimate in road-feel and handling ease. Standard in Toronado, Ninety-Eight, Custom Cruiser, and Delta 88.

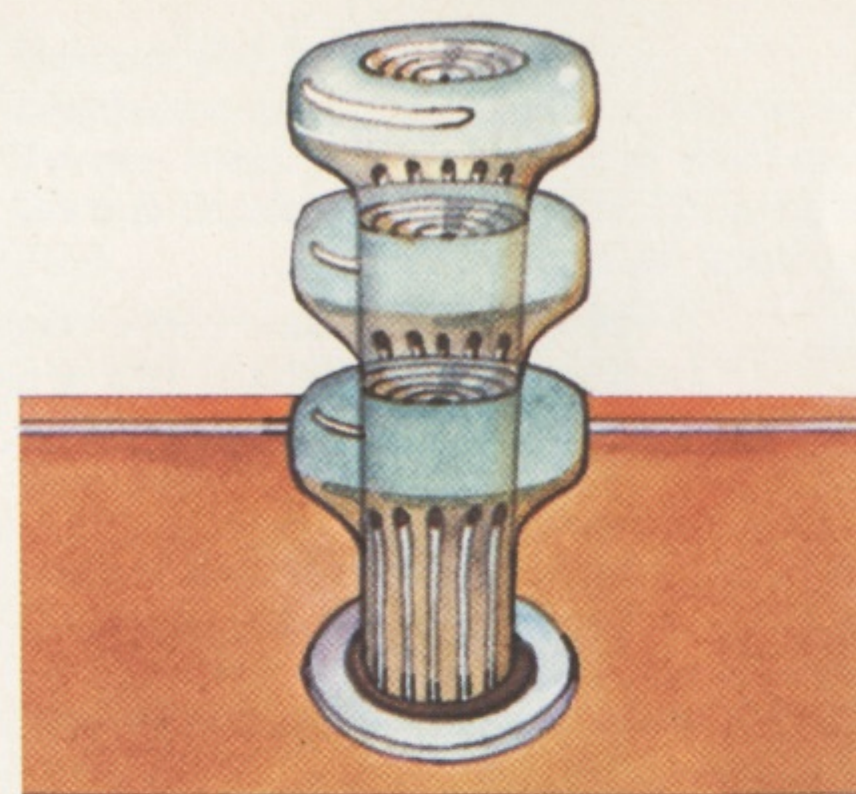
Power Side Windows—Raise and lower all side windows electrically from the driver's seat. What could be more convenient? Standard in Ninety-Eight Luxury models.



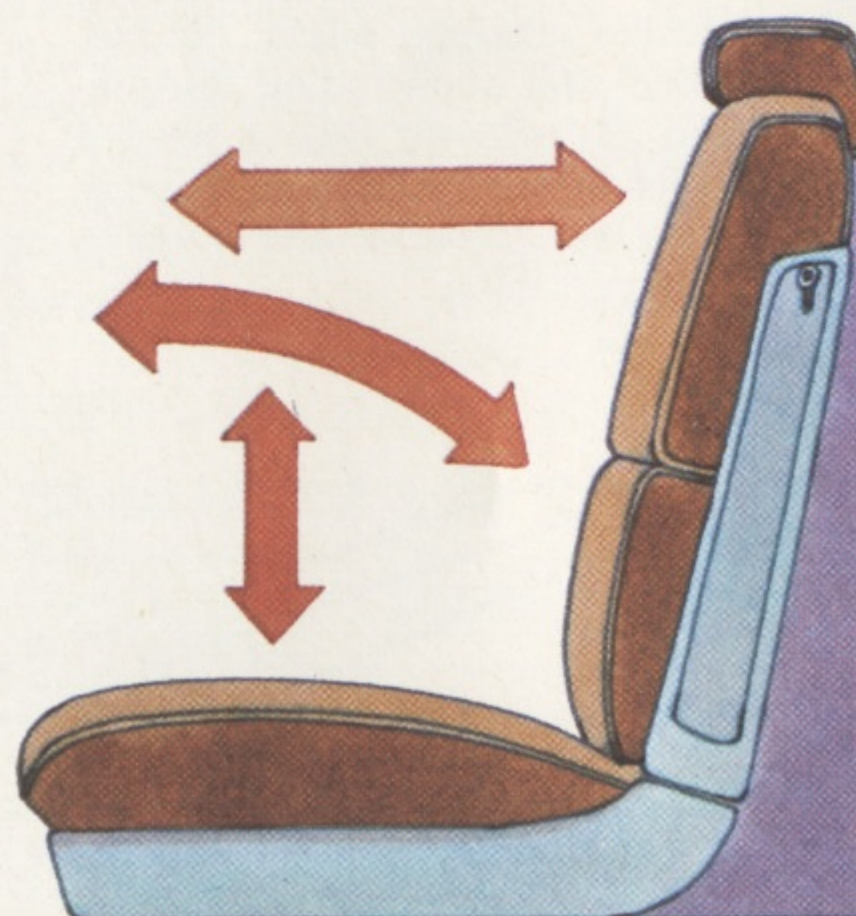
Shift-Lever Controlled Washer/Wiper—Lets you clear the windshield by simply pushing a button on the end of the gearshift lever. An outstanding convenience feature.

Power Front Disc Brakes—For smooth and low-effort stopping. Standard in Toronado, Ninety-Eight, Delta 88, and all Olds Cruisers.

True-Track Braking—A computer-monitored system that automatically "pumps" rear brakes for smooth straight-line stops even during extreme braking situations. Toronado only.



Power Door Locks—Lock all doors from the driver's seat. Includes *Front-Seat-Backrest Release* when ordered on two-door models.

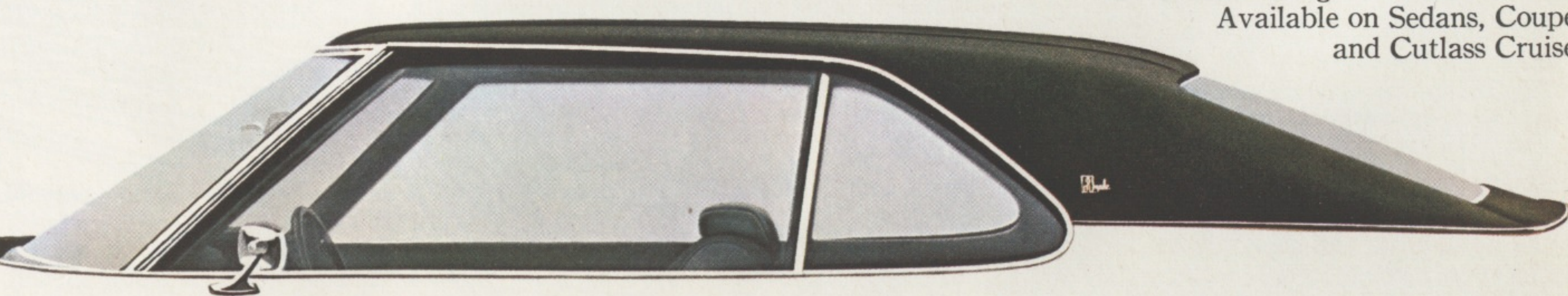


6-Way Power Seat—Powers seat up, down, fore, aft, and tilts. Allows you to select the *exact* position that suits you best. Allows you to assume a completely new position on long trips.

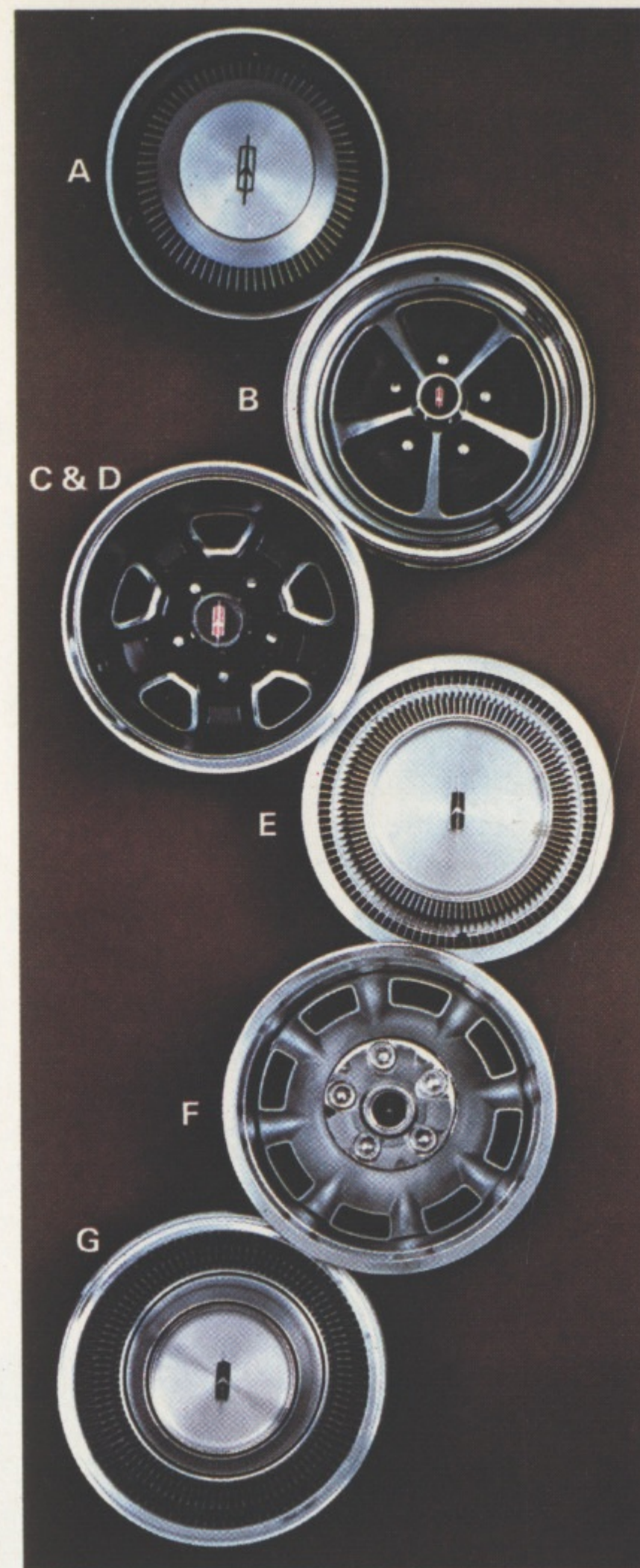
4-Way Power Seat—Available for left-hand bucket seat. Moves up, down, fore, and aft. Allows you to change positions on long drives.

Power Trunk-Lid Release—Opens the trunk from inside the car. No fumbling around in inclement weather.

Interior Hood Lock—Controls hood latch from instrument panel. Discourages tampering. Standard in Toronado, Ninety-Eight, Custom Cruiser, and Delta 88.



Soft-Ray Tinted Glass—May be ordered for windshield only or for all windows. Reduces glare and eye-strain. Keeps passenger compartment cooler.



Special Wheel Trim—"A" and "E" Wheel Discs are available on all intermediate models. "B" and "C" Super Stock Wheels—Available on all intermediates, except wagons. "D" Super Stock Wheel—Same as "C", except that gray trim is replaced with body paint color. Available on all intermediates, except wagons. "F" Super Stock Wheel—Available Delta 88 models. "G" Wheel Disc—Available on Delta 88, Ninety-Eight.

Remote-Control Mirror—Left-hand outside mirror is standard on all models, but it may be ordered with remote control. Remote-Control Mirror is standard on Toronado and Ninety-Eight Luxury Sedan and Coupe.

Sport-Styled Mirrors—Tear-shaped, right- and left-hand outside mirrors, color-keyed to body color. Left side includes remote control. Available on F85, Coupes and Convertibles.



Low-Fuel Warning Light—Automatically goes on when fuel falls below 3 gallons. A thoughtful reminder. Available on Toronado, Ninety-Eight and Delta 88.



Door-Edge Guards—Protects edge of door from chipping in close-in parking situations.

Protective Body-Side Moldings—Guards against parking lot dings, scrapes, and scratches.



Cruise Control—Lets you maintain a constant preset speed on turnpikes. Reduces fatigue on long trips. Cruise Control automatically disengages when brake is used.

Deluxe Appearance Packages—Available for both interiors or exteriors. The beautiful finishing touch.

Divided Front Seat with Dual Controls—This outstanding divided front seat features separate controls for each side, so that both driver and passenger may select the exact seating position preferred. Available in Toronado and Ninety-Eight Luxury Sedan and Coupe.

Two-Tone Magic-Mirror Finish—Available on Sedans, Coupes, and Cutlass Cruiser.

Vinyl Roof Covering—A handsome luxury touch. May be ordered in complementary or matching colors. Padded-Vinyl Roof Covering, available on Toronado models.

Electric-Defogging Rear Window—Silently clears window of ice, steam, fog, without a draft.

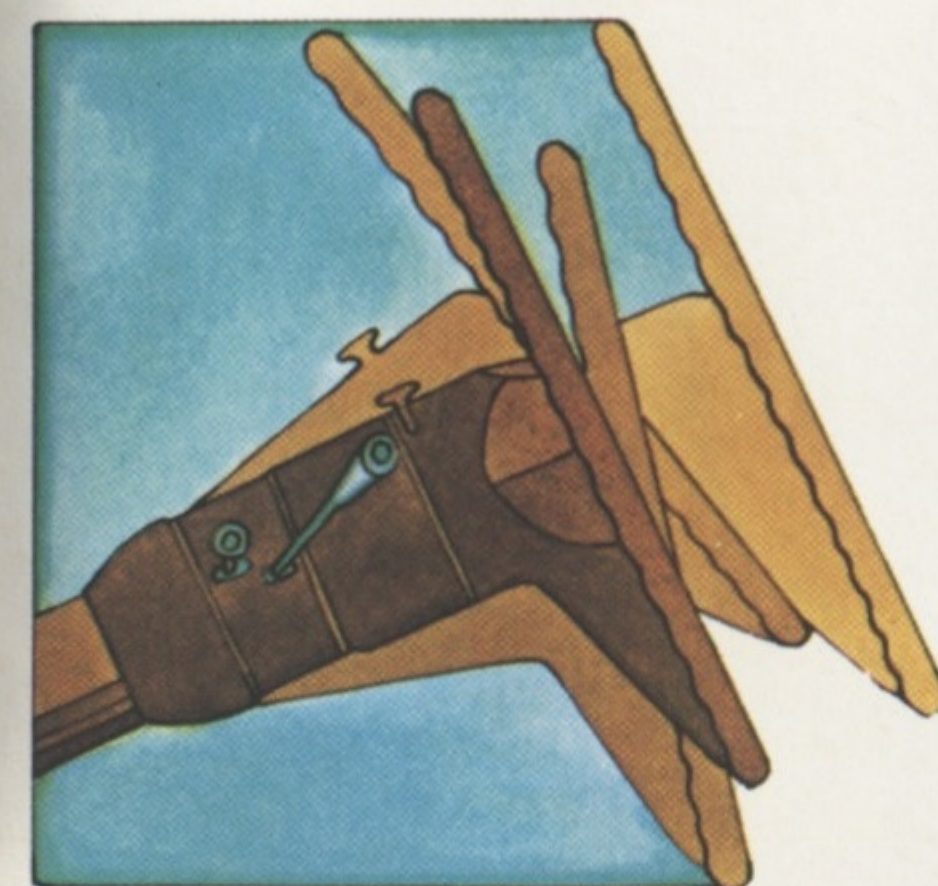


Custom-Sport Steering Wheel—4-spoke sport steering wheel featuring a soft leather-like vinyl rim for positive non-slip grip.

Bumper Guards, Front and Rear—Feature rubber inserts to reduce dings and dents. Handsome and functional.



Tilt-Away Steering Wheel—Tilts up and out of the way for easy entry and exit. Can be adjusted to seven different positions to suit individual driver.

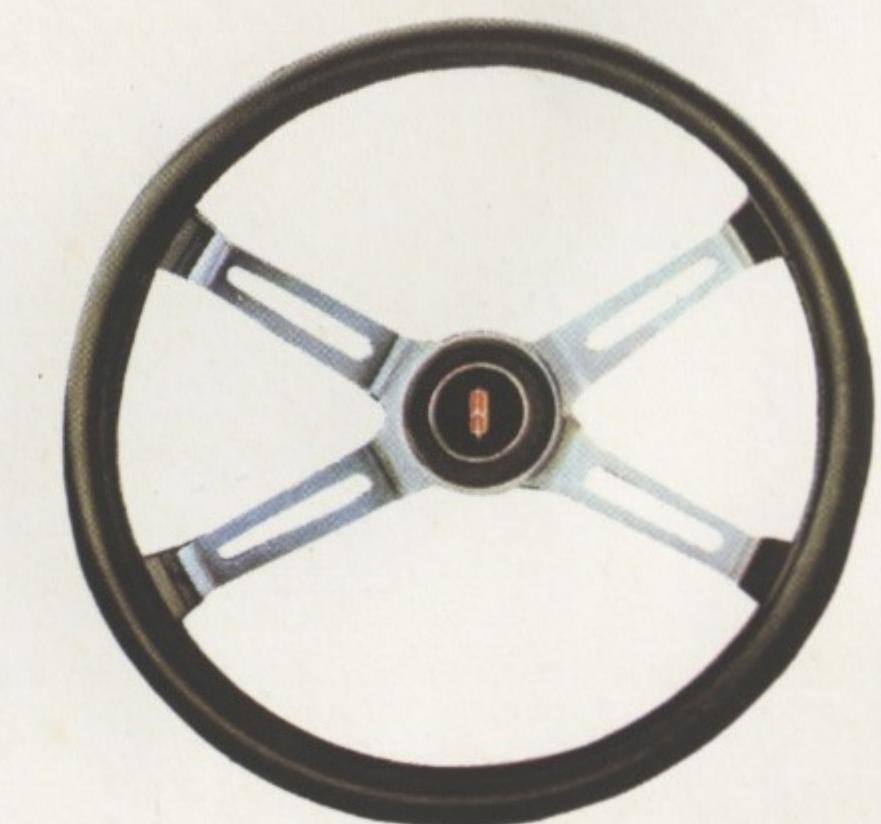


Tilt-and-Telescope Steering Wheel—Tilts to seven positions. Also telescopes in and out for ultimate steering and driving comfort.

Trip Odometer—Measures the distance you travel on trips. Simply set the dial before you start out. Includes Safety Sentinel.

Special Exterior Paint Pinstripping—Adds beautiful finishing touch and a tasteful custom look. Standard on Delta 88 Royale and 4-4-2 models.

Tailgate Window Air Deflector—Helps keep tailgate window clean by changing the direction of air stream. Available on all Olds Cruisers.



Strato Bucket Seats—Individually adjustable. Deeply padded but firm. Offer excellent support as well as comfort. All-Moroccan vinyl that's as durable as it is handsome.

Sports Console—A beautiful go-between for those handsome Strato Bucket Seats. Has wood-grain-vinyl inlays, chrome trim, and locking storage compartment. Can be ordered with *manual 4-speed* with Hurst Competition Shifter, *Turbo Hydra-matic*, or *Turbo Hydra-matic* with *Hurst Dual-Gate Shifter* (for manual and automatic shifting).

Rocket Rally Pac—Includes 7000-rpm tach. self-regulating clock, plus temperature and oil gauges.

Heavy-Duty Rally Suspension (FE2)—Includes heavy-duty springs, shocks, control arms, plus front and rear stabilizer bars. Standard in 4-4-2. Available in all Cutlass and F-85 coupe or convertible models.

Anti-Spin Rear Axle—Automatically directs power to the wheel with the best footing. Especially important when you are driving in snow, sand, or on soft ground.

Cornering Lamps—Help you to light your way around corners. They operate when turn signal is in use.

Self-Regulating Clock—Timing mechanism automatically self-corrects when hands are reset to proper time. Good looking. Easy to read.

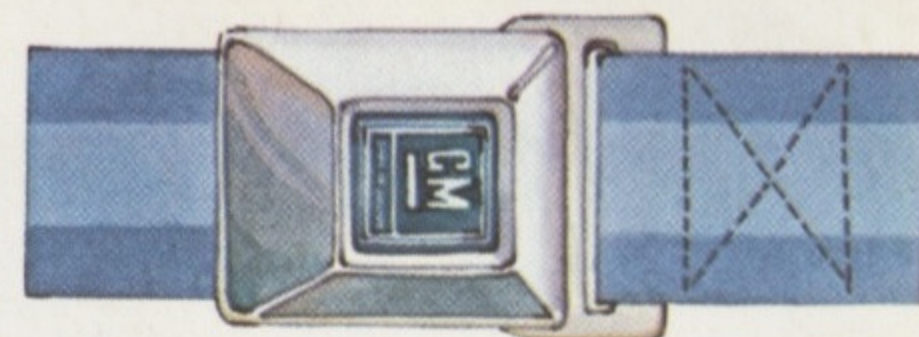


Child Safety Seat—Simple and easy to use. Solid construction provides protection for child up to 30 pounds. Lap belt holds seat securely in place.

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

Rear-Seat Shoulder Belts—Securely anchored. Comfortable. Easy to use and store when not in use.

Night-Watch Headlamp Off-Delay Control—An excellent convenience feature. Your headlamps remain on after you leave the car—lighting the way to your door. Then the headlamps extinguish automatically after 60 seconds.



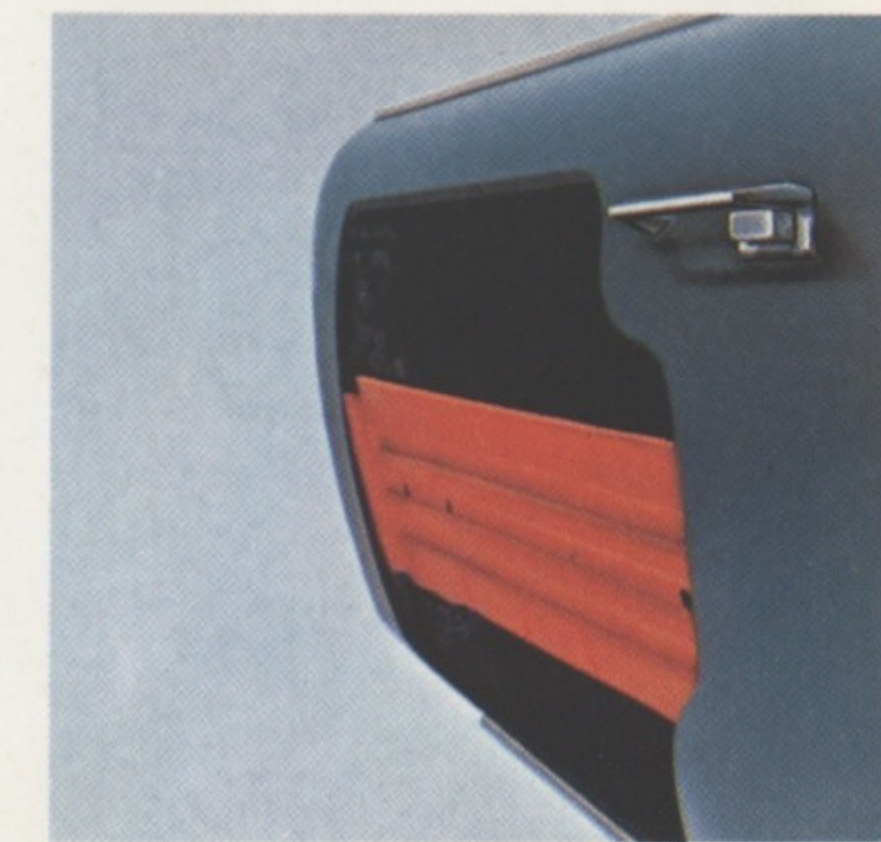
Safety Features.

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 features are built into each Oldsmobile as quickly as they are developed and tested. But, the most important "safety feature" of all is you. 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-back-rest 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 • 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 and corrosion-resistant brake lines.

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.



SPECIFICATIONS 1971 OLDSMOBILE

		TORONADO CUSTOM	NINETY- EIGHT	CUSTOM CRUISER	DELTA 88 ROYALE	DELTA 88 CUSTOM	DELTA 88	VISTA CRUISER	4-4-2	CUTLASS SUPREME	CUTLASS S	CUTLASS	F-85	CUTLASS CRUISER
BODY STYLES		Coupe	Coupe Sedan Luxury Coupe Luxury Sedan	2-seat 3-seat	Hardtop Coupe Convertible	Hardtop Sedan Hardtop Coupe Town Sedan	Hardtop Sedan Hardtop Coupe Town Sedan	2-seat 3-seat	Convertible Hardtop Coupe	Hardtop Sedan Hardtop Coupe Convertible	Sports Coupe Hardtop Coupe	Town Sedan Hardtop Coupe	Town Sedan	2-seat
Engines	Standard (6 cyl.) Standard (8 cyl.) Optional (8 cyl.)	— 455 —	— 455 —	— 455 455	— 455 455	— 455 455	— 350 455 455	— 350 455 455	— 455 455	— 350 350 455	250 350 350	250 350 350	250 350 350	250 350 350
Transmission	Standard Optional	Turbo Hydra-matic	Turbo Hydra-matic	3-speed m. Turbo Hydra-matic	3-speed m. Turbo Hydra-matic	3-speed m. Turbo Hydra-matic	3-speed m. Turbo Hydra-matic	3-speed m. Turbo Hydra-matic	3-spd. m. (H.D.) 4-speed m. Turbo Hydra-matic	3-speed m. 4-speed m. Turbo Hydra-matic	3-speed m. 4-speed m. Turbo Hydra-matic	3-speed m. 4-speed m. Turbo Hydra-matic	3-speed m. 4-speed m. Turbo Hydra-matic	3-speed m. Turbo Hydra-matic
Brakes	Disc/Drum (dia.)(ins.) Min. Eff. Area (*Drum Front and Rear)	11.88 Frt. Disc 11.0 Rr. Drum 116.7 sq.in.	11.88 Frt. Disc 11.0 Rr. Drum 116.7 sq.in.	11.88 Frt. Disc 12.0 Rr. Drum 121.5 sq.in.	11.88 Frt. Disc 11.0 Rr. Drum 116.7 sq.in.	11.88 Frt. Disc 11.0 Rr. Drum 116.7 sq.in.	11.88 Frt. Disc 11.0 Rr. Drum 116.7 sq.in.	10.8 Frt. Disc 9.5 Rr. Drum 117.5 sq.in.	10.8 Frt. Disc 9.5 Rr. Drum 117.5 sq.in.	9.5 Frt. Drum 9.5 Rr. Drum 141.8 sq.in.	9.5 Frt. Drum 9.5 Rr. Drum 141.8 sq.in.	9.5 Frt. Drum 9.5 Rr. Drum 141.8 sq.in.	9.5 Frt. Drum 9.5 Rr. Drum 141.8 sq.in.	10.8 Frt. Disc 9.5 Rr. Drum 117.5 sq.in.
Turning Dia. (ft.) (Curb to curb)		44.9	45.3	43.8	43.7	43.7	43.7	42.8	40.0	40.0 H.T. Coupe	40.0 H.T. Coupe	41.2 Sedan	41.2 Sedan	41.3
Energizer	Standard (8 cyl.)	74 amp.	74 amp.	73 amp.	73 amp.	73 amp.	61 amp.	61 amp.	74 amp.	61 amp.	61 amp.	61 amp.	61 amp.	61 amp.
Suspension		Torsion bar Front Coil Spring Rear	Deep Coil Front and Rear Spring	Deep Coil Front and Multi-Leaf Rear Spring	Deep Coil Front and Rear Spring	Deep Coil Front and Rear Spring	Deep Coil Front and Rear Spring	Deep Coil Front and Rear Spring	Heavy Duty Deep Coil Front and Rear Spring	Deep Coil Front and Rear Spring	Deep Coil Front and Rear Spring	Deep Coil Front and Rear Spring	Deep Coil Front and Rear Spring	Deep Coil Front and Rear Spring
Frame		Torque Beam	Torque Beam	Torque Beam	Torque Beam	Torque Beam	Torque Beam	Torque Beam	Torque Beam	Torque Beam	Torque Beam	Torque Beam	Torque Beam	Torque Beam
Wheelbase (ins.)		122.3	127.0	127.0	124.0	124.0	124.0	121.0	112.0	112.0 H.T. Coupe	112.0 H.T. Coupe	116.0 Sedan	116.0 Sedan	116.0
Length (overall) (ins.)		219.9	226.1	225.3	220.2	220.2	220.2	218.3	203.6	203.6	203.6	207.6	207.6	213.3
Height (ins.)		54.7	54.6	57.2	53.6	53.6	53.6	58.5	52.9	52.9	52.9	53.5	53.5	54.4
Width (ins.)		79.8	79.0	79.5	79.5	79.5	79.5	76.8	76.8	76.8	76.8	76.8	76.3	76.8
Weight (lbs.) (Curb Wt.) (V8)		4577	4582	4928	4254	4198	4198	4293	3823	3575	3561 H.T. Coupe	3598 Sedan	3569	4072
Tread (ins.)	Front Rear	63.5 63.6	64.1 64.0	63.8 63.7	64.1 64.0	64.1 64.0	64.1 64.0	59.7 59.0	59.7 59.0	59.7 59.0	59.7 59.0	59.7 59.0	59.7 59.0	59.7 59.0
Tires	Base	J78 x 15	J78 x 15	L78 x 15	H78 x 15	H78 x 15	H78 x 15	H78 x 14	G70 x 14	F78 x 14	F78 x 14 (V8)	F78 x 14 (V8)	F78 x 14 (V8)	H78 x 14
Wheel size		15 x 6	15 x 6	15 x 6	15 x 6	15 x 6	15 x 6	14 x 6	14 x 7	14 x 6	14 x 6	14 x 6	14 x 6	14 x 6
Road Clearance (ins.)		4.8	5.7	5.9	5.9	5.9	5.9	6.2	4.5	4.5	4.5	4.5	4.5	5.2
Headroom (ins.)	Front Rear	38.1 37.1	39.4 38.2 H.T. Sedan	39.6 39.3	38.0 37.0	38.3 38.0	38.3 38.0	40.3 40.3	37.7 35.7	37.7 36.3	37.9 36.3	38.5 37.1	38.5 37.1	38.4 38.3
Legroom (ins.)	Front Rear	42.4 35.8	42.4 40.5 H.T.	42.4 39.0	42.4 35.5	42.4 38.5	42.4 38.5	41.6 37.8	41.4 31.9	41.4 31.9	41.5 36.3	41.5 35.0	41.5 34.9	42.6 34.8
Shoulder Room (ins.)	Front Rear	64.3 60.2	64.3 63.4	64.3 63.3	64.3 62.2	64.3 63.5	64.3 63.5	58.3 57.5	58.2 55.8	58.2 55.7	58.2 55.7	58.2 57.3	58.2 57.3	58.3 57.4
Hiproom (ins.)	Front Rear	62.3 56.0	62.3 62.8	62.2 62.1	62.2 56.2	62.2 62.1	62.2 62.1	59.4 59.2	59.6 58.2	59.6 58.3	59.6 58.3	59.6 59.4	59.6 59.4	59.7 59.5
Fuel Tank Capacity (Imp. gals.)		20.8	20.8	20.8	20.8	20.8	20.8	19.1	16.6	16.6	16.6	16.6	16.6	19.1
Usable Luggage Space (cu.ft.)		14.2	20.5	—	20.1	20.1	20.1	—	13.2	13.2	13.2	12.9	12.9	—
Cargo Volume (not including Hidden Compartment) (cu.ft.)		—	—	106.1	—	—	—	97.2	—	—	—	—	—	83.6

ENGINES		ACTION-LINE 250 L6	ROCKET 350 V8 OPT. L65	ROCKET 350 V8 OPT. L74	ROCKET 455 V8 OPT. L30	ROCKET 455 V8 OPT. L31	ROCKET 455 V8 OPT. L32	ROCKET 455 V8 STD. 4-4-2	ROCKET 455 V8 STD. Toronado	FORCE AIR ROCKET 455 V8 OPT. W30
Displacement (cu. ins.)		250	350	350	455	455	455	455	455	455
HP @ RPM	gross net	145 @ 4200 110 @ 3800	240 @ 4200 160 @ 4000	260 @ 4600 180 @ 4000	280 @ 4000 185 @ 3600	320 @ 4400 225 @ 3600	320 @ 4400 250 @ 4200	340 @ 4600 270 @ 4400	350 @ 4400 275 @ 4200	350 @ 4700 300 @ 4700
Torque @ RPM (ft. lbs.)	gross net	230 @ 2000 185 @ 2000	350 @ 2400 275 @ 2400	360 @ 3200 275 @ 2800	445 @ 2000 355 @ 2000	460 @ 2800 360 @ 2600	460 @ 2800 370 @ 2800	460 @ 3200 370 @ 3200	465 @ 2800 375 @ 2800	460 @ 3200 410 @ 3200
Compression Ratio		8.5:1	8.5:1	8.5:1	8.5:1	8.5:1	8.5:1	8.5:1	8.5:1	8.5:1
Carburetion		1 bbl.	2 bbl.	4 bbl.	2 bbl.	4 bbl.	4 bbl.	4 bbl.	4 bbl.	4 bbl.
Bore & Stroke (ins.)		3.875 x 3.530	4.057 x 3.385	4.057 x 3.385	4.125 x 4.25	4.125 x 4.25	4.125 x 4.25	4.125 x 4.25	4.125 x 4.25	4.125 x 4.25
Fuel		Reg.	Reg.	Reg.	Reg.	Reg.	Reg.	Reg.	Reg.	Reg.
Oil System (less filter) (Imp. qts.)		3.3	3.3	3.3	3.3	3.3	3.3	3.3	4.2	3.3
Cooling System (Imp. qts.)		10.1	13.5	13.5	14.2	14.2	14.2	14.2	16.3	14.2
Exhaust		Single	Single	Single	Single	Single	Dual	Dual	Dual	Dual
Valve Lifters		Hydraulic	Hydraulic	Hydraulic	Hydraulic	Hydraulic	Hydraulic	Hydraulic	Hydraulic	Hydraulic
Clutch Diameter		250 L6 9.12 in.	350 V8 10.4 in.		455 V8 11.00 in.					

AXLE RATIOS	(without Air Cond)	(Std. V8)									
		Turbo Hydra-matic	Turbo Hydra-matic	3-Speed Manual	4-Speed Manual			Turbo Hydra-matic	Turbo Hydra-matic	3-Speed Manual	4-Speed Manual
TORONADO		N/A	3.07:1	N/A	N/A	4-4-2		N/A	3.23:1	3.23:1	3.42:1
NINETY-EIGHT		N/A	2.73:1	N/A	N/A	CUTLASS SUPREME		2.56:1	N/A	3.23:1	3.23:1
CUSTOM CRUISER		N/A	2.93:1	2.93:1	N/A	CUTLASS S	}	2.56:1 2.73:1	N/A N/A	3.08:1 2.73:1	N/A (V8) N/A (L6)
DELTA 88 ROYALE		N/A	2.56:1	3.08:1	N/A	CUTLASS					
DELTA 88 CUSTOM		N/A	2.56:1	3.08:1	N/A	CUTLASS CRUISER					
DELTA 88		3.08:1	N/A	3.08:1	N/A	F-85					
VISTA CRUISER		N/A	2.73:1	3.23:1	N/A						

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 gasolines with the research octane number of 91 or higher may be used.

The illustrations in this catalogue do not necessarily show standard colors, materials and equipment. General Motors of Canada Limited reserves the right to make changes at any time, without notice, in prices, colors, materials, equipment, specifications and models, and also to discontinue models. This right may be exercised without incurring any responsibility with regard to cars previously sold.

GENERAL MOTORS OF CANADA LIMITED, OSHAWA, ONTARIO



Printed in Canada