

In man's search for a new measure of excellence...

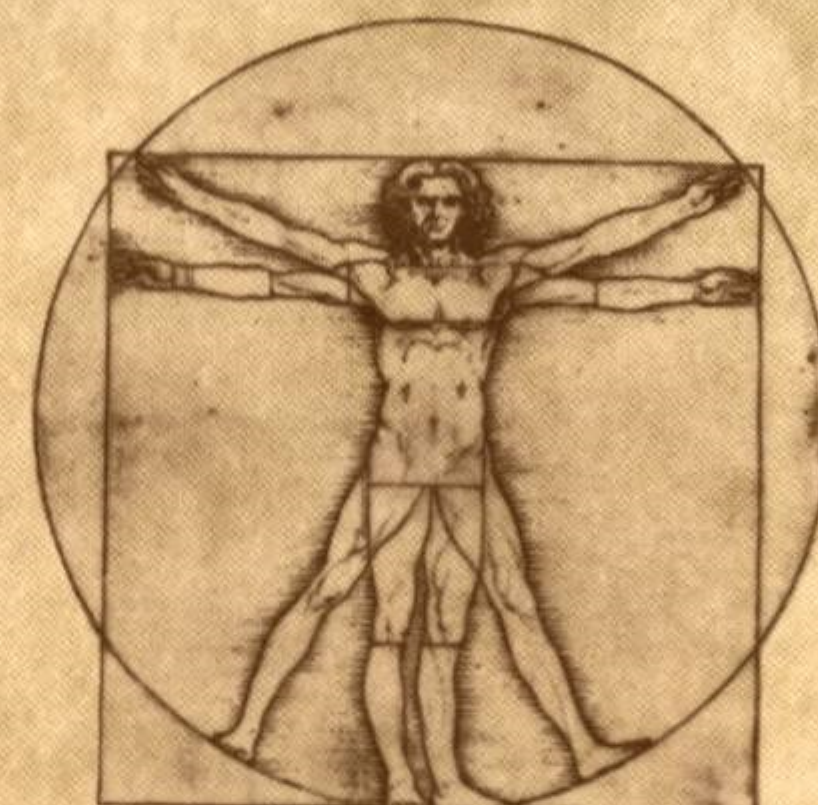
# 1977 OLDSMOBILE

TORONADO • NINETY-EIGHT • DELTA 88 • CUSTOM CRUISER



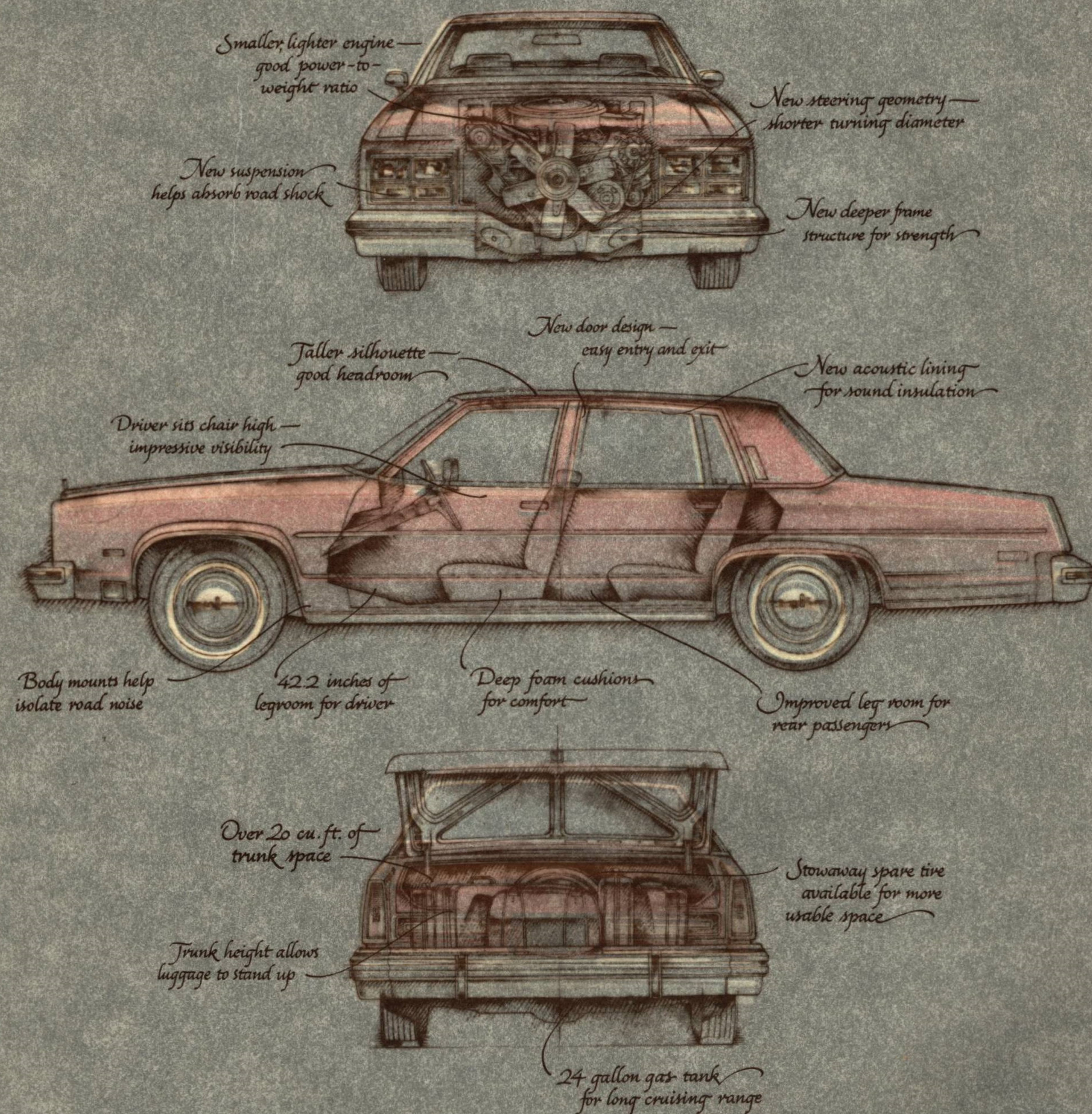
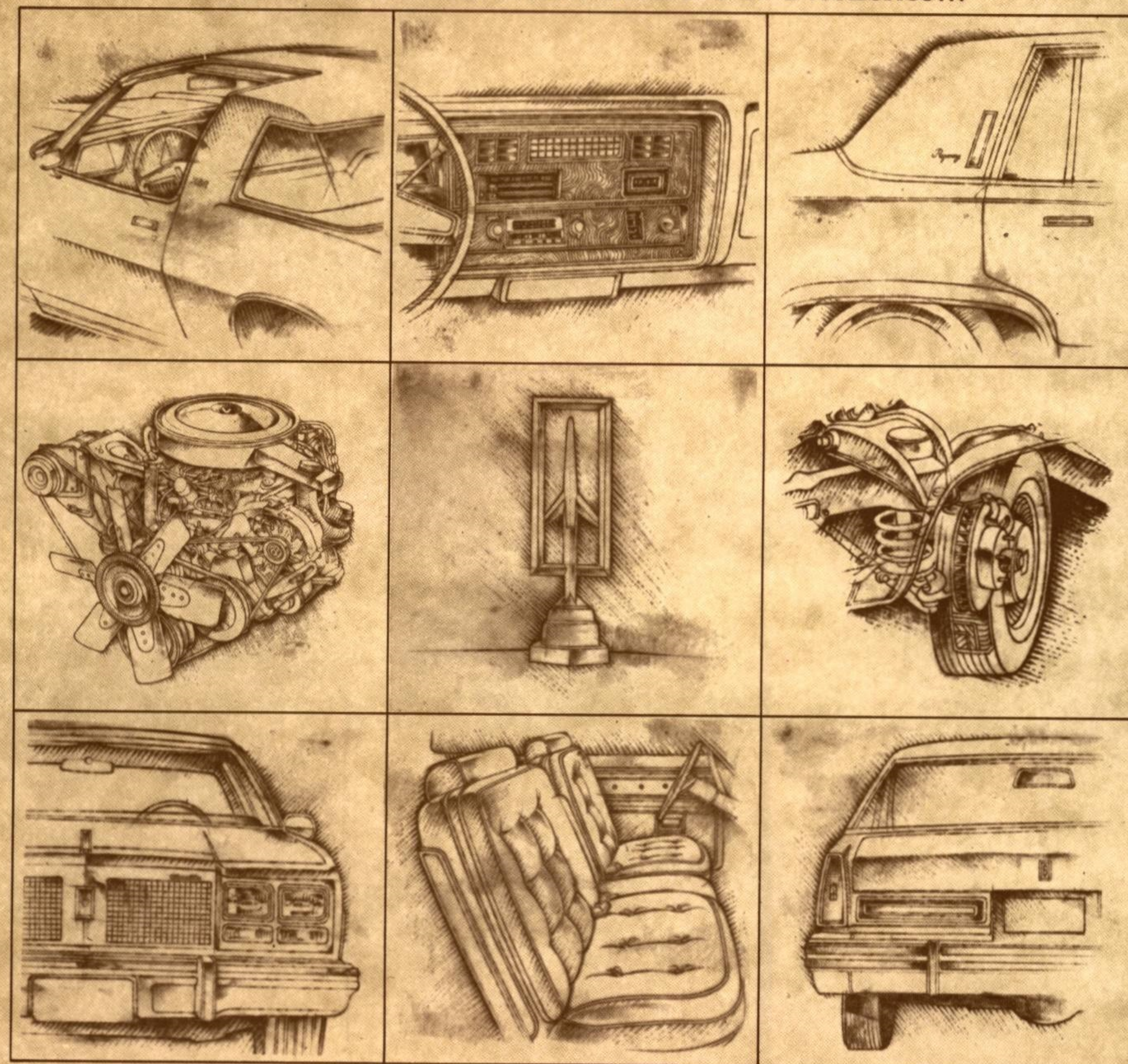


Leonardo da Vinci (1425-1519)... gifted painter, inventor, engineer and visionary, spent his lifetime achieving new measures of excellence. To represent Oldsmobile's search for new design, technology and human engineering means to achieve a new excellence in automobiles, we have chosen the famed da Vinci graphic theme shown below.



Leonardo da Vinci, circa 1500

In man's search for a new measure of excellence...





Settle back in the splendid, quiet comfort of the 98 Regency—and prepare for an extraordinary new experience in luxurious living. The new seats have been designed so you sit on cushions of deep foam; the generous legroom has been maintained and the headroom increased. The distinctive loose cushion look you've seen in fine furniture is recreated here in luxurious velours—you're surrounded by an atmosphere of rare elegance. Relax and enjoy.



## The Search: Cars that must do more than they've ever done before to meet the demands of our times. The 1977 Oldsmobiles.

### THE CHALLENGE:

To design and engineer a new family of full-size and luxury cars—more weight-efficient, more space-efficient. More practical in everyday driving. Meet these demands—without sacrificing the traditional qualities Olds owners have come to expect.

### THE SOLUTION:

A new approach to automotive design. New engineering techniques. New design concepts. Weight-reducing materials. New production processes. All these have been brought together in full-size Delta 88s and luxurious Ninety-Eights that are not only different from their '76 counterparts—but meet the challenge.

### NEW SIZE

New space efficiency now gives you a new kind of living room inside. The new 98 Regency Sedan (at left) offers more legroom for rear passengers, without losing any up front. Headroom has improved. And six passengers can still ride in comfort.

Even more surprising is the trunk space—the Delta 88 gives you over 20 cubic feet.

### NEW "DRIVEABILITY"

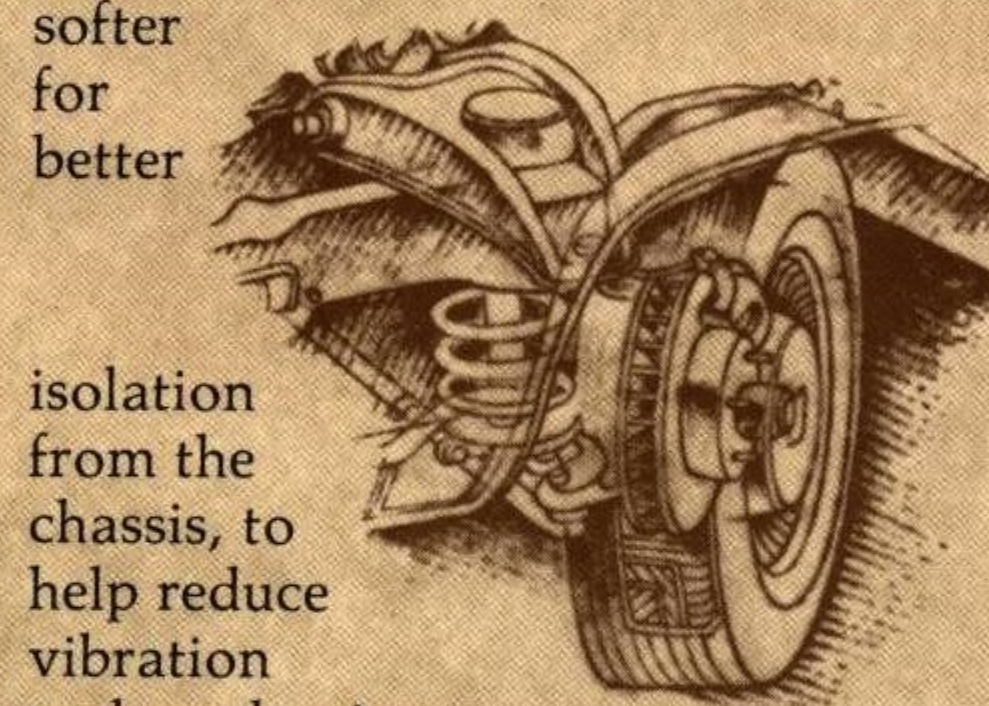
There you are, in all that big-car luxury. Yet you can thread through city traffic with ease. Take a tighter turn. Slip into parking places you'd pass up before. A new dimension has been added to the joy of driving a Ninety-Eight.

This new maneuverability is another result of new design. With its new size and 119-inch wheelbase, the turning diameter is nearly 2½ feet shorter than last year's.

### NEW RIDE

In smoothness, softness and comfort of ride, the new-size Ninety-Eight rivals the best Oldsmobiles of all time.

New, deeper-travel suspension systems were designed, front and rear. Increased positive caster is built into the front suspension to help directional stability; a large-diameter stabilizer bar helps control sway. Softer springs help absorb road shock and vibration. And the body mounting is softer for better



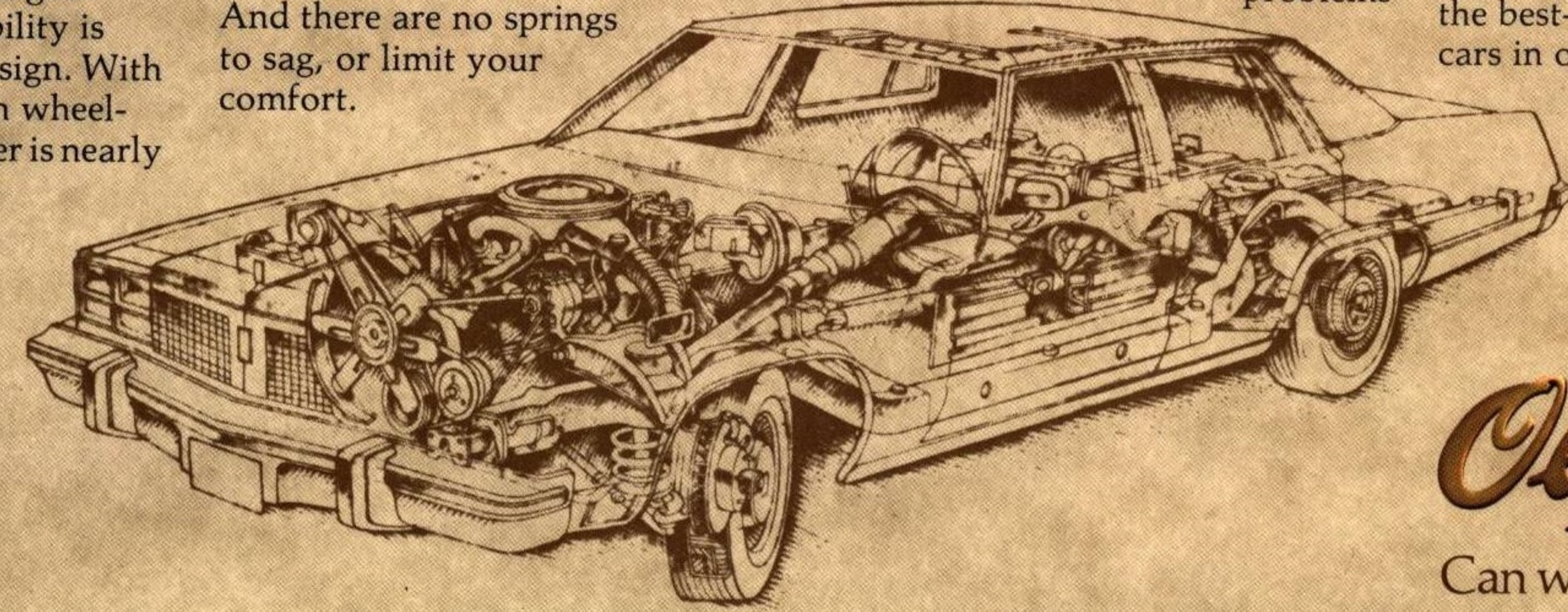
isolation from the chassis, to help reduce vibration and road noise.

New finite-analysis computer technology made it possible to simulate "road-test" results before the first car was ever built—now you can actually road-test the results for yourself.

### NEW COMFORT

Among all the others is one more advancement that is of very personal significance. It's where you sit—and how.

Our seats have been redesigned for your comfort. You'll find you sit high; deep foam cushions are contoured to your body. And there are no springs to sag, or limit your comfort.



These seats are also more space-efficient, too—they take up less interior room.

### NEW ACOUSTICS

We took a whole new approach in acoustics engineering to achieve the inner quiet in Ninety-Eight that is a trademark of the world's most luxurious cars.

More effective, better fitting sound absorbers have been developed. New, soft door seals help keep out irritating wind noise.

And the ceiling above you is not only better looking, it's a more effective sound barrier against the noises of the outer world.

### NEW CORROSION DEFENSE

Now, zincrometal body panels are used in critical areas. Zinc-rich primers are used extensively throughout the body. New plastisol compound is flowed into joints, covering seams and welds. New application techniques reach the innermost crannies. The result is impressive corrosion protection, more thorough than any Oldsmobile has ever had before.

### NEW DIAGNOSTIC CONNECTORS

In the engine compartment is another development which can help improve serviceability for years to come—it is a pair of diagnostic connectors for the electrical systems of the engine and air conditioning.

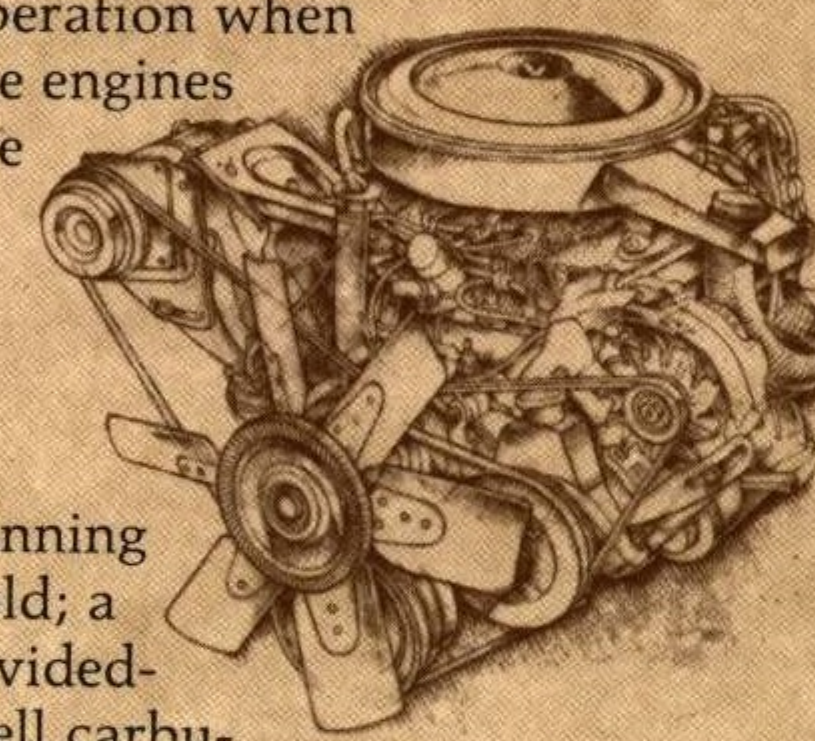
When connected to an analyzer, many types of electrical system problems

can be pin pointed quickly, and serviced more promptly.

### NEW ENGINE DESIGN

Using new designs and modern casting techniques, each Rocket V8 has achieved significant savings in weight. The line-up is new, too, with a new 403 CID V8 offering our largest displacement.

And we've improved their performance, too. A new thermal control in the air intake improves operation when the engines are



running cold; a divided-well carburetor aids operation in hot weather.

### MORE TO COME

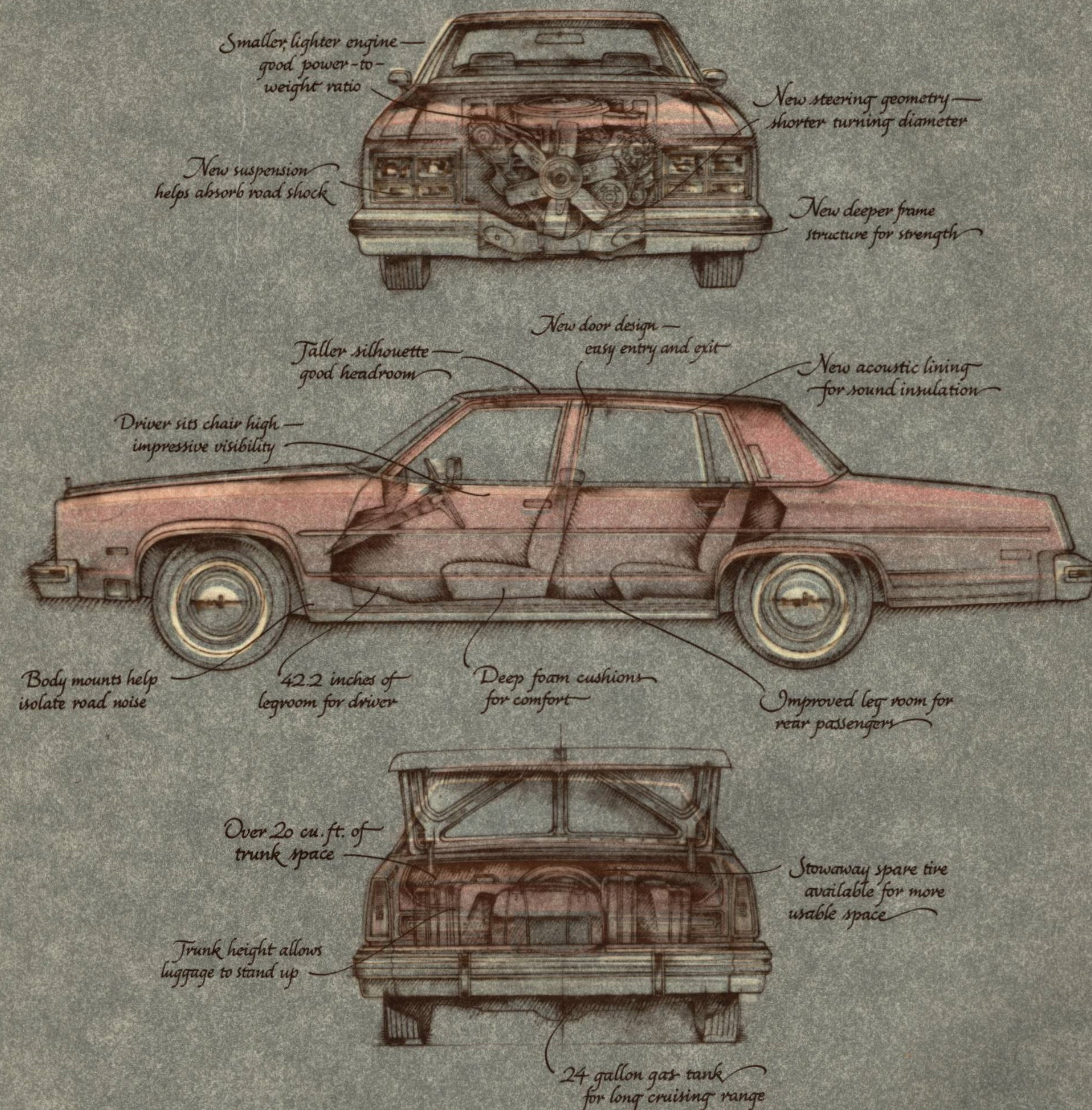
In these pages you'll also find news of an all-new Custom Cruiser that's a new approach to station wagons. And a dramatically new Toronado.

These are just some of the ways we have preserved and improved those traditional qualities which America's car buyers have come to expect in full-size and luxury Oldsmobiles—plus welcome new qualities you didn't expect.

America's oldest, most experienced car maker is proud to introduce what we believe to be the best-engineered, best-built big cars in our 80-year history—the 1977 Oldsmobiles. Read on, and see if you don't agree.

**Oldsmobile**

Can we build one for you?





A black and white photograph showing the front interior of a classic car. The focus is on the front seats, which are upholstered in a dark, tufted material. The driver's seat is on the right side of the frame, and the passenger seat is on the left. The dashboard and steering wheel are visible in the background, partially obscured by the seats. The lighting is dramatic, highlighting the texture of the upholstery and the contours of the car's interior.

**NEW RIDGE**

In smoothness, ride quality and control of ride, the new Ninety-Eight Ridge truly is the best car of its class at all times.

New, developed suspension systems were designed, front and rear. Increased positive caster is built into the front wheel drive help directional stability bar helps control sway. Softer springs help absorb bumps and ruts. The mounting is softer.

From the chassis, to help reduce vibration and road noise.

New finite analysis computer technology made it possible to "road-test" results before the car was ever built—now you can actually road-test the results for yourself.

**NEW COMFORT**

Among all the cars, we have advancement in every personal significance that's where you sit—and how it feels.

The new Ninety-Eight features a more comfortable seat contouring system. And there are no springs to sag, so your comfort is maintained.

**NEW ENGINE DESIGN**

Using new designs and modern casting techniques, each Rocker V8 has achieved significant saving in weight. The line-up is new, too, with a new 403 CID V8 offering our largest displacement.

And we've improved their performance, too. A new thermal control in the air intake improves operation when the engines warm up.

**NEW ACoustICS**

A new approach in acoustics engineering to achieve the inner quiet in Ninety-Eight—that is a trademark of the world's most luxurious cars.

More effective sound absorbers, sound absorbers, soft door seals help keep out rattling wind noise.

And the center above you is not only better looking, it's a more effective shield against the noises of the outside world.

**NEW CORROSION RESISTANCE**

New zinc metal body panels used in critical areas. Zinc-rich primers are used extensively throughout the body. New plastic compound is flowed into joints, crevices, seams and welds.

New application techniques reach the innermost crannies. The result is massive corrosion resistance more thorough than anything Oldsmobile has ever had before.

**NEW DIAGNOSTIC CONNECTORS**

The engine compartment is now a development which can help improve serviceability for years to come.

Diagnostic connectors for the engine and transmission analyzer, problems can be detected by the system.

**MORE TO COME**

In these pages you'll find details of an all-new Oldsmobile—a new approach to station wagon. And a dramatically new coupe.

These are just some of the ways we have prevented and improved those traditional qualities which America's car buyers have come to expect in full-size and luxury automobiles—plus welcome new qualities you didn't expect.

America's oldest, most experienced car maker is proud to introduce what we believe to be the finest engineered, best-built big car in over a century—the 1977 Oldsmobile. Read on, and see if you don't agree.

**Oldsmobile**

Can we build one for you?



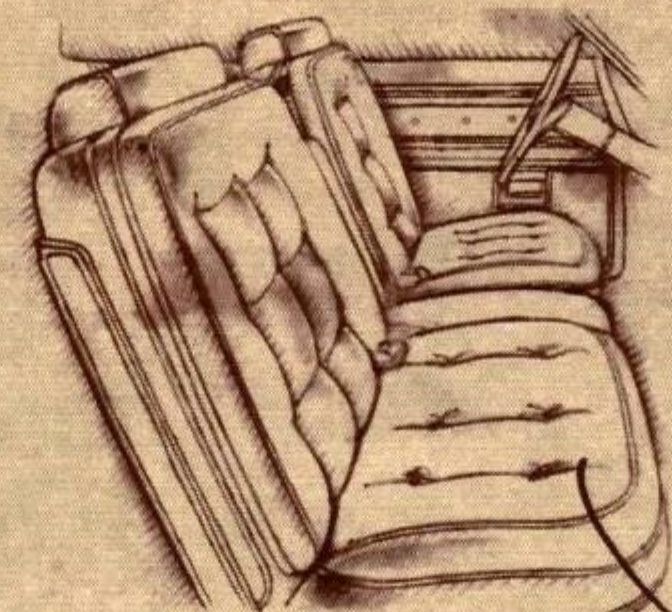
*Oldsmobile*  
Can we build one for you?



In man's search for a new measure of excellence . . .

# NINETY-EIGHT REGENCY SEDAN

A new luxury car that meets the demands of the times we live in—yet preserves the traditional qualities you've come to expect from Oldsmobile.



*Loose-cushion-look seats*

Someday, other full-size luxury cars will offer the new concept of 98 Regency—but you have the future here right now. And the discerning buyer will welcome luxury and improved fuel economy in the same car.

Outside, the Regency Sedan wears a new classic look of sculptured elegance. Its lines are crisp, clean, authoritative. The roofline is more formal—and new landau lamps on the rear roof pillar lend a fresh touch of distinction.

Inside, you'll find a new kind of limousine-like opulence and comfort. Rich crushed velours have been tailored into the loose-cushion look of the seat-backs. Deep-foam cushions and center armrests afford a feeling of lounge-chair comfort.

A remarkable silence surrounds you. New, effective sound barriers in the walls, the floor and the ceiling help shut out the noise outside. You have a quiet retreat where you can enjoy a soft conversation or music in



*Crest detail in grille*

rich stereo from an available radio.

Spaciousness adds its own dimensions to your sense of luxury within the Regency.

For back seat passengers, it means more legroom and headroom, and more footroom for easier entry and exit. For driver and front seat passenger, there are individually adjustable seats. And for that front passenger, there is also a reclining seat-back available, adjustable to your choice of restful positions.

For the driver, there is the ultimate luxury of commanding its remarkable maneuverability and responsive performance. Power steering, power brakes, and automatic transmission

do most of the work, of course, and all are standard. Yet the new feeling of command combines with Regency's magnificent luxury-car riding ease and comfort to bring you a brand new experience in driving.

98 Regency supplies other thoughtful touches you will enjoy, too. A digital clock with quartz movement, so accurate you can set your watch by it. Twin storage pouches on the front seat-backs. Power windows as standard equipment. And a trunk with over 20 cubic feet of space inside.

All this in a new-design luxury car that is not only more practical and functional than last year, but can offer substantially higher gas mileage—as the 1977 EPA results show.

For those who regard a luxury car as a long-term investment, the new 98 Regency is the one to invest in. Its new concept of luxury and comfort on the grand scale—in a better driving, more fuel-efficient car—is indeed a new measure of excellence in luxury automobiles.

Can we build one for you?

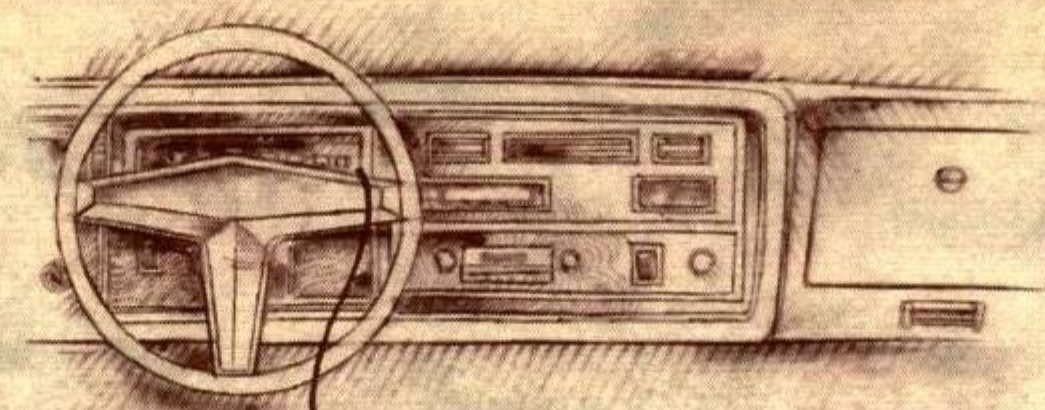




# NINETY-EIGHT REGENCY COUPE

Your personal edition of the "thinking man's luxury car."

Luxury coupes traditionally afford a very personal expression of one's taste and lifestyle in an automobile—and the Regency Coupe for 1977 improves on that tradition in exciting new ways it couldn't before. It starts with a new size, new maneuverability and new fuel economy that are quite remarkable in a full-size luxury car—and can add to your personal enjoyment of driving.

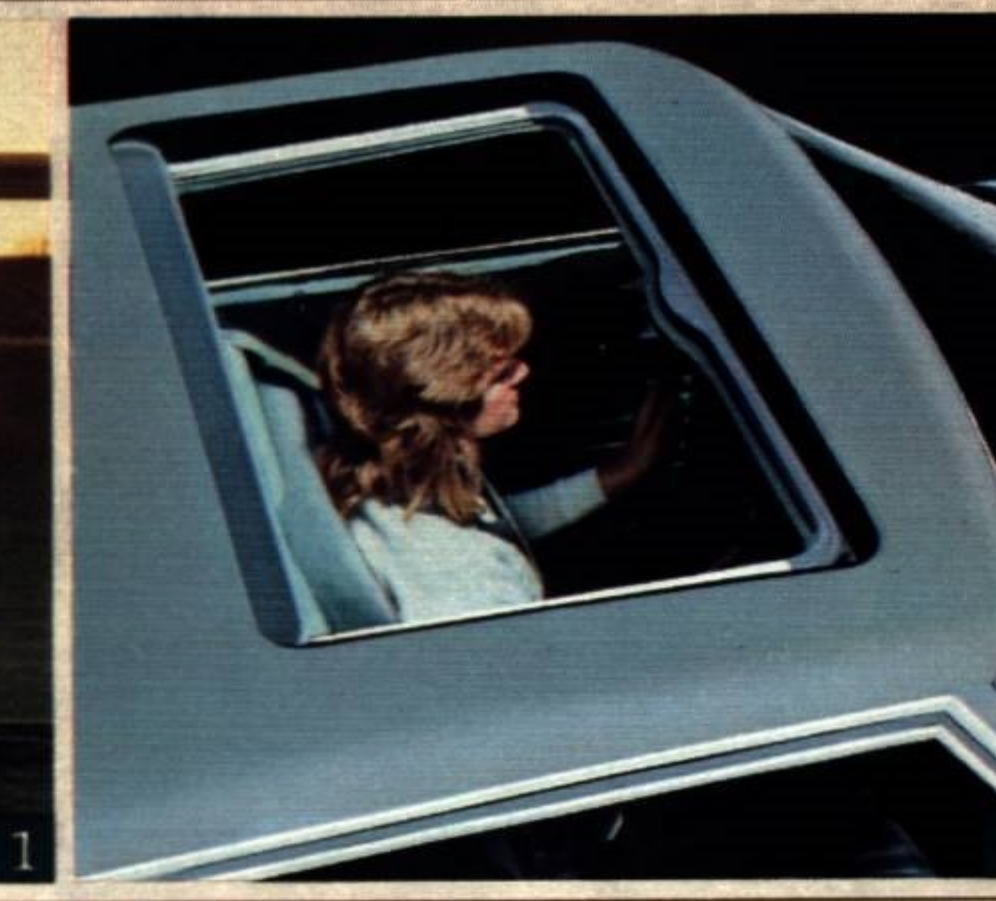
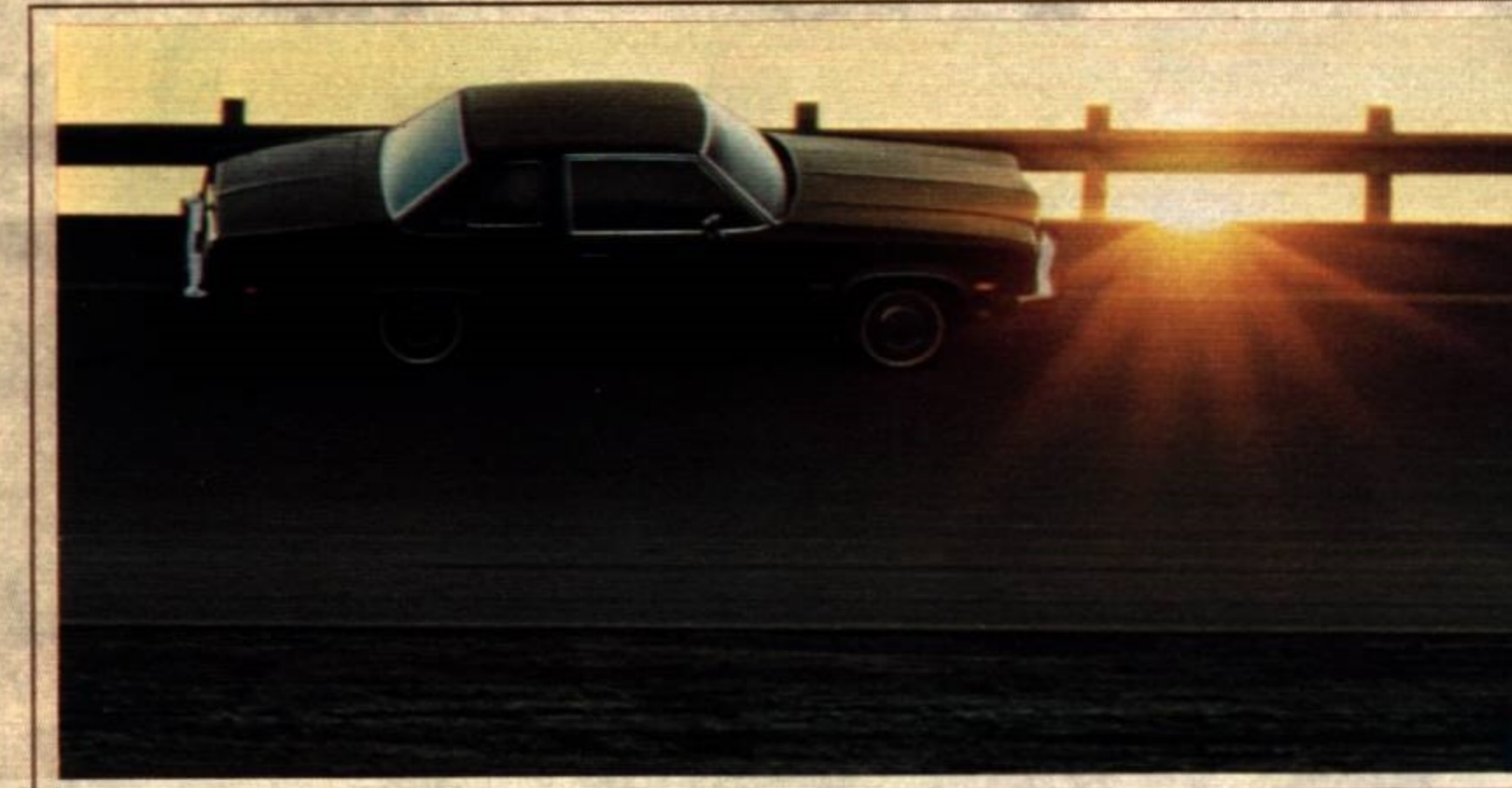
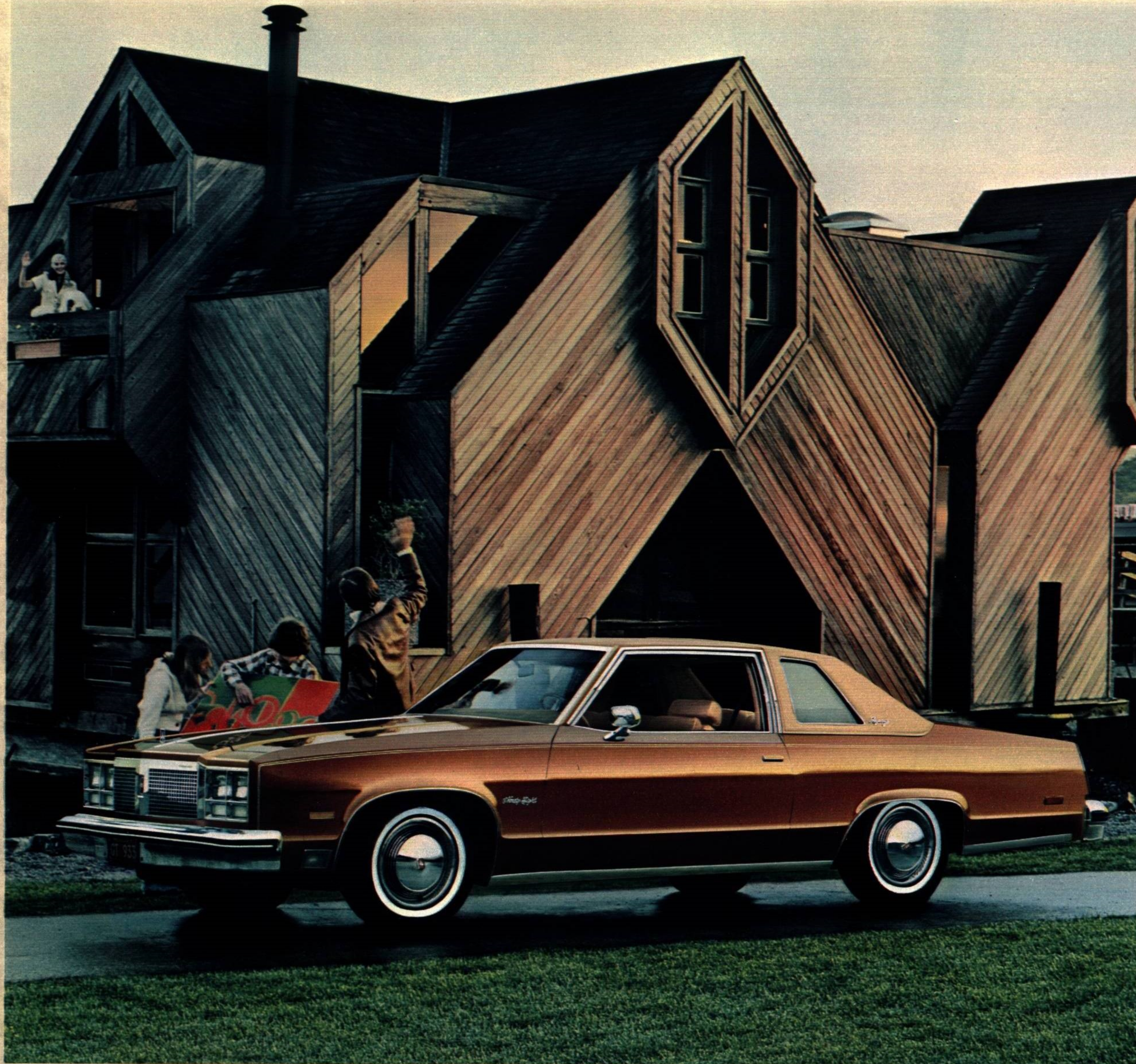


*Redesigned instrumentation—*

Regency reflects your taste in design as well. Sophisticated. But functional. The clean, elegant line. The jeweled details. And you can personalize it further, if you wish, with an available landau roof or leather seats.

Rear seat passengers may be amazed at the way Regency pampers them, too. To enter, they just tilt the front seat-back forward—no more latches to grope for. There's more legroom and headroom—and the rear seat is two inches wider than last year. They can lean back on loose-look cushions, tip down the center armrest, and enjoy the view through generously sized opera windows. While you enjoy a new experience in driving.

If you have a personal preference for luxurious living, Regency is for you.



(1) Long before this Regency ever hit the test track, its ride qualities had been tested through computer simulation. (2) You can order a glass or metal sliding sunroof. (3) An amazingly accurate digital clock is standard. (4) The interior: dress it in crushed velour, white vinyl—or available leather seats (shown).





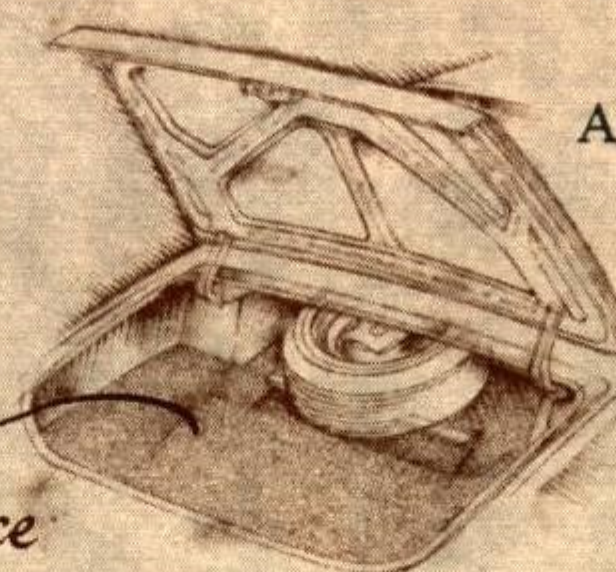
# NINETY-EIGHT LS

The traditional luxury you expect—plus the unexpected luxury of good gas mileage.

*Luxury also means—  
20 cubic feet of  
trunk space*

If you've been giving thought lately of moving up to a full-size luxury car, the Oldsmobile Ninety-Eight LS offers new considerations that the thinking man will want to weigh carefully this year.

If you've read this far, you know that Oldsmobile's new Ninety-Eight indeed has the basic structural and engineering qualities you want built into a luxury car. The solid strength. The performance. The timeless look of elegance.

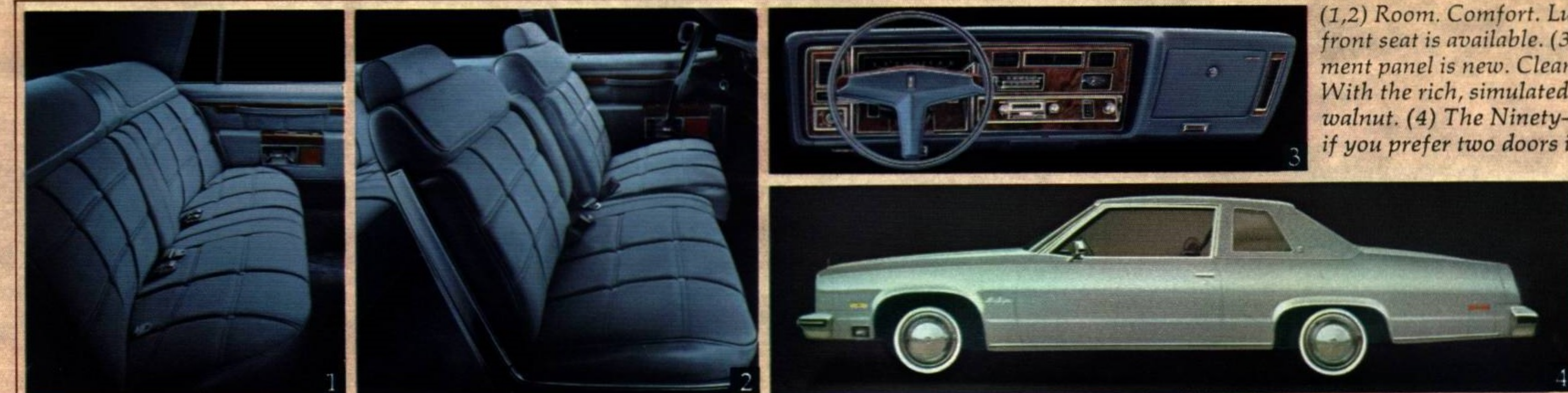


At the same time, you want those creature comforts that do make the step up worthwhile. The room inside.

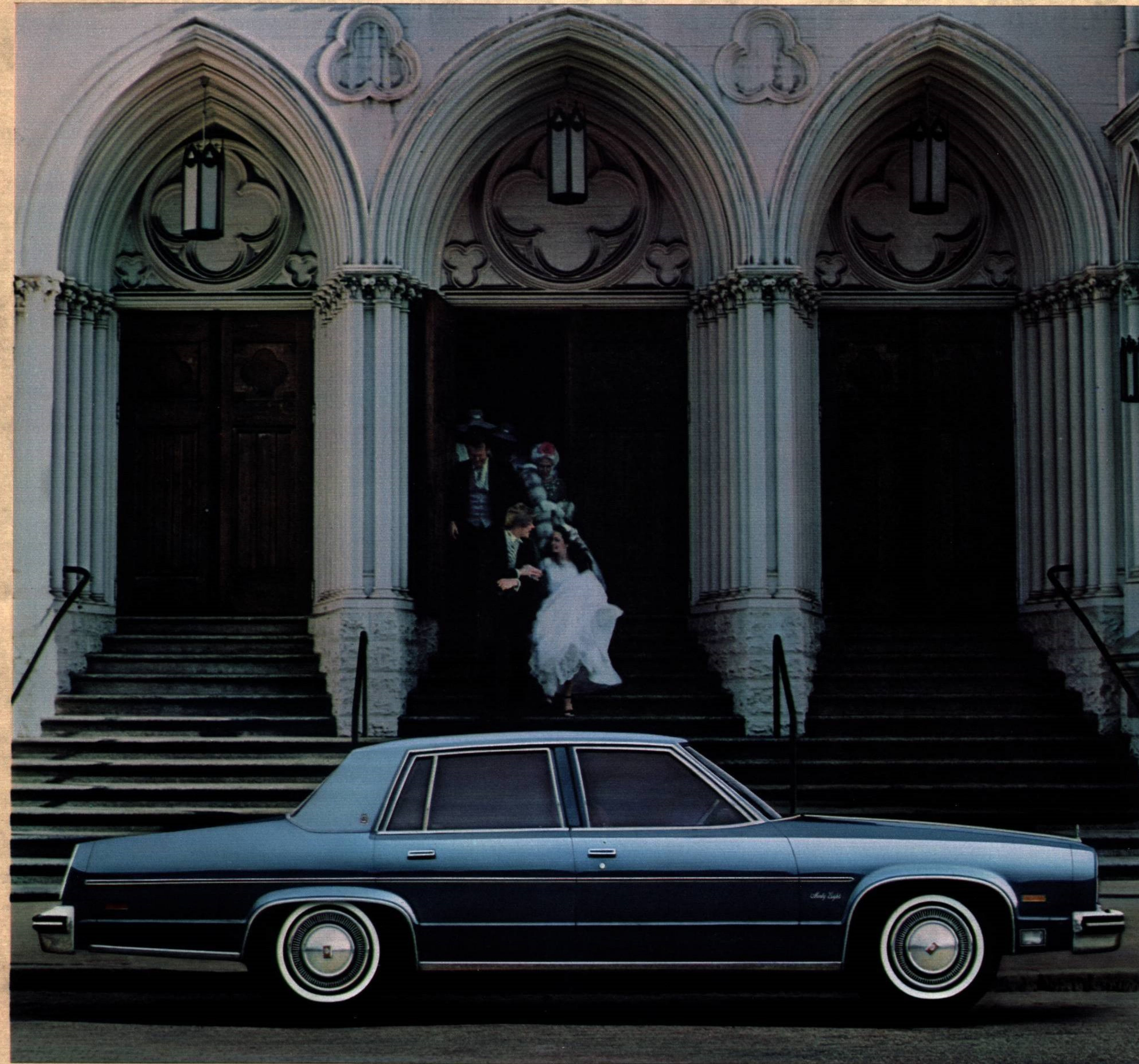
Luxurious upholstery and thick carpets. Soft seats. Quiet. Ninety-Eight's new design sacrifices none of these traditional qualities that have always made luxury cars so pleasurable.

But now, Ninety-Eight adds things you wouldn't expect. The kind of maneuverability it's surprising to find in a full-size luxury car. A new ease in parking, born of its new size. And a surprising new fuel economy which can stretch your gas dollars significantly. One final consideration: The LS Sedan and Coupe are Oldsmobile's lowest-priced entries into the luxury car field.

All things considered, you can see how the Ninety-Eight LS really is "the thinking man's luxury car"—and a remarkable luxury car value.



(1,2) Room. Comfort. Luxury. Divided front seat is available. (3) The 98 instrument panel is new. Cleanly designed. With the rich, simulated look of swirled walnut. (4) The Ninety-Eight LS Coupe, if you prefer two doors instead of four.



## POWER TRAIN

Engine—std.\*..... 350 V8  
avail..... 403 V8  
Carburetor..... 4 bbl.  
Turbo Hydra-matic trans..... std.  
Rear axle ratio std..... 2.41  
Brakes, std..... power  
\*For California and high-altitude areas, check your Oldsmobile dealer for engine requirements.

## DIMENSIONS (Sedans)

Length (in.)..... 220.4  
Width (in.)..... 76.4  
Height (in.)..... 56.6  
Wheelbase (in.)..... 119.0  
Tread—front (in.)..... 61.7  
Tread—rear (in.)..... 60.7  
Tire size, std..... GR 78-15  
Fuel tank (gal.)..... 24.5  
Curb weight (lbs.)..... 3985

## INTERIOR DIMENSIONS (Sedan)

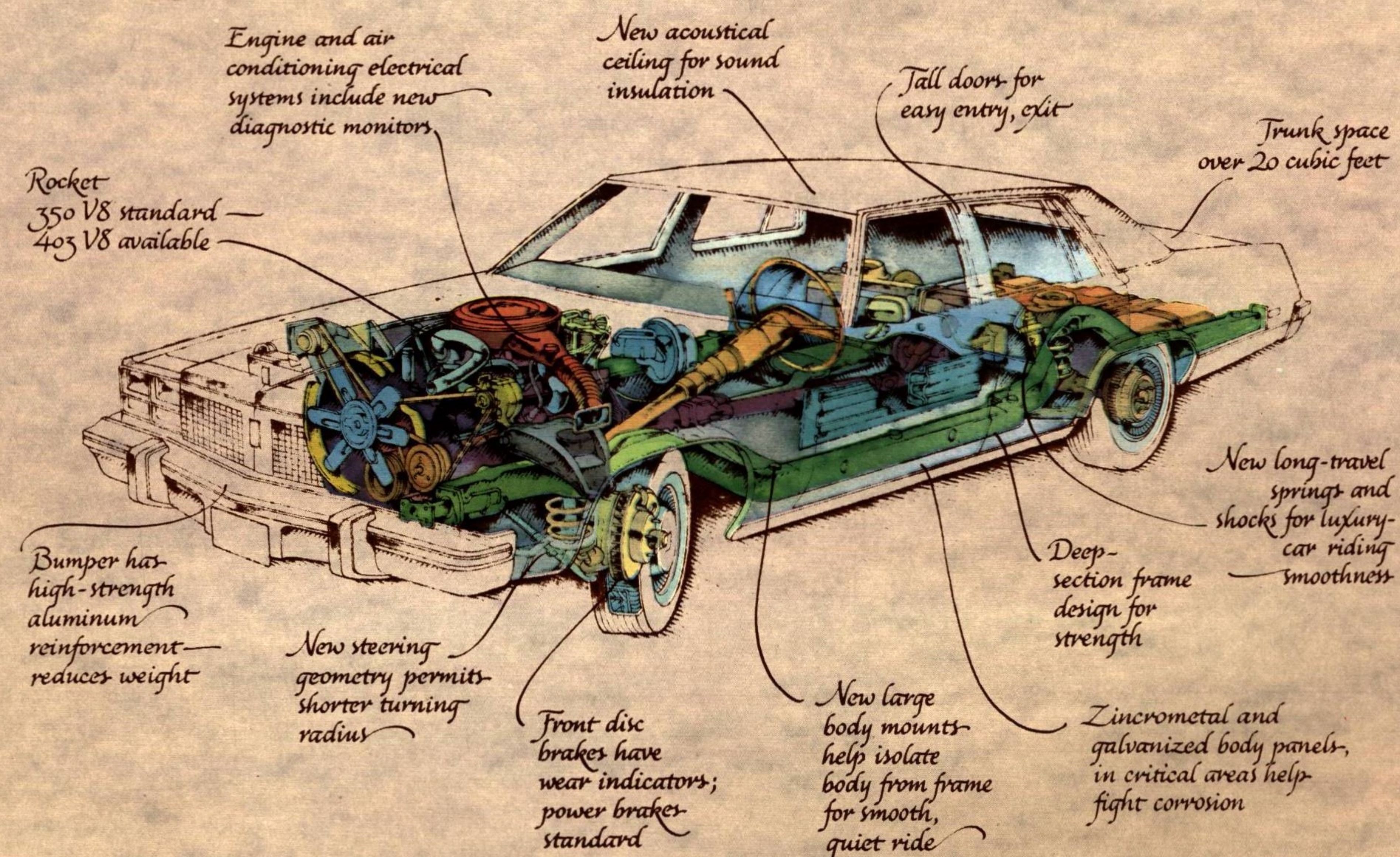
Front:  
Legroom (in.)..... 42.2  
Headroom (in.)..... 39.3  
Shoulder room (in.)..... 60.6  
Rear:  
Legroom (in.)..... 40.9  
Headroom (in.)..... 38.0  
Shoulder room (in.)..... 60.6  
Trunk capacity (cu. ft.)..... 20.3

## 98 STANDARD EQUIPMENT INCLUDES:

Power steering. Power brakes. Power windows. Power seat control (2-way). Driver's door armrest control console. Electronic message centers on instrument panel. Electric clock. Fold-down center armrests, front and rear. Front ashtray, glove box and courtesy lamps. GM-specs

steel-belted radial-ply tires. Bumper impact strips, front and rear. Catalytic converter emissions system. And more. 98 REGENCY EQUIPMENT INCLUDES: Loose-cushion look interiors. Velour upholstery. Divided front seat with dual seat controls. Digital clock. Door-open warning lamps. Front seatback pouches.

*The search for excellence goes deep, in the 1977 Olds Ninety-Eight...*



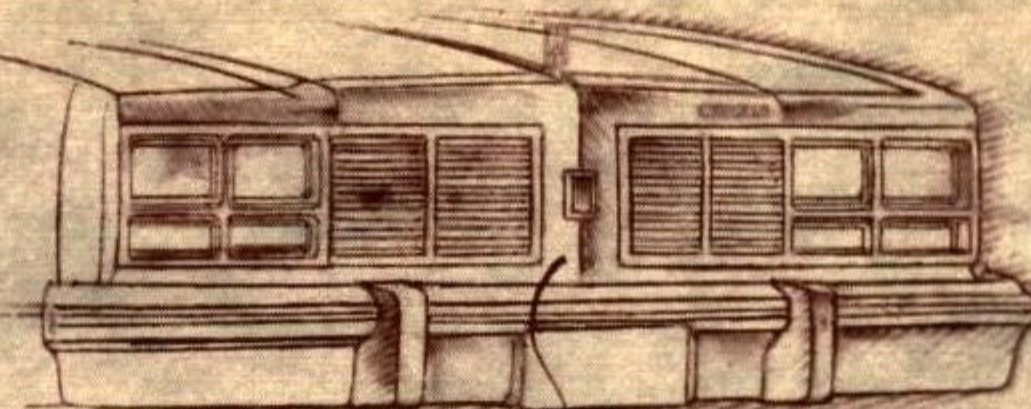


# DELTA 88 ROYALE SEDAN

Man's search for luxury and quality in a practical full-size car ends here.

Are you ready to upgrade every idea you've ever had about what a full-size car should be and should do? Then you're ready for the new Delta 88 Royale Sedan.

Start with the basic advantages you expect in a full-size car. The room. The big-car ride. The comfort and all-around liveability. And the trunk space, too, of course. The new Delta 88 Royale Sedan gives you the legroom and headroom in the rear—and trunk space—you just don't find in many mid-size cars. As for



*Clean, crisp lines—*

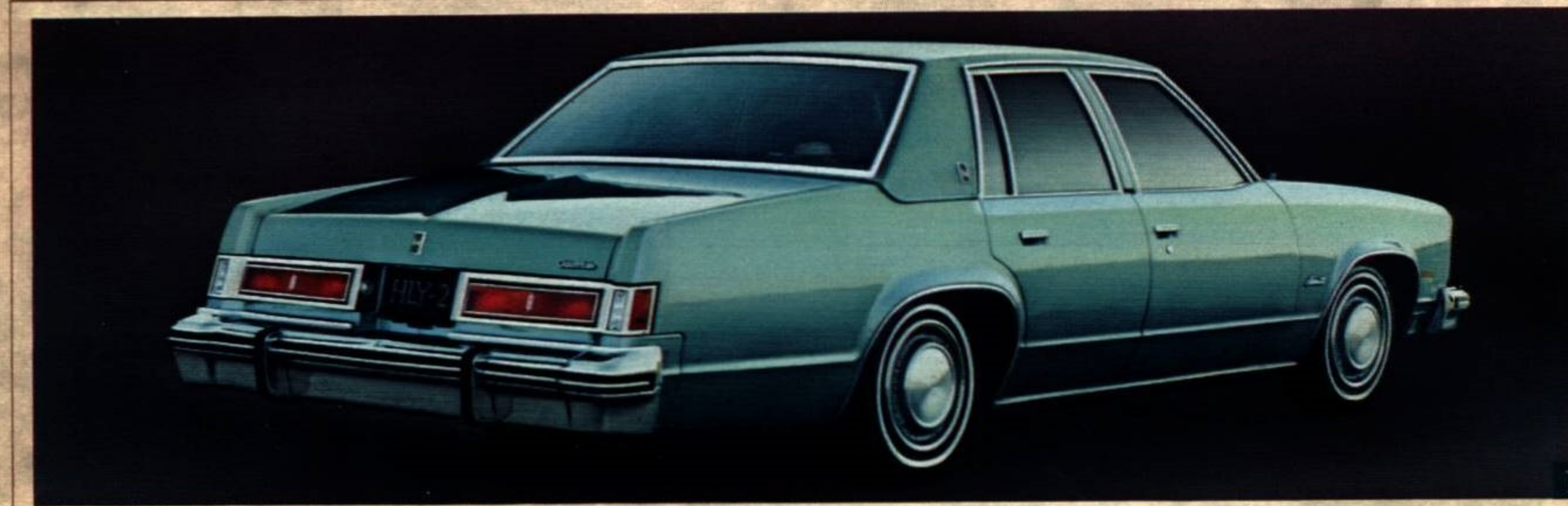
comfort and ride, we'll leave that for you to decide. We think it lives up to the Olds tradition that's made Delta 88 one of America's three most popular full-sized cars in 1976. Only now you get all this with more space efficiency

and better gas mileage!

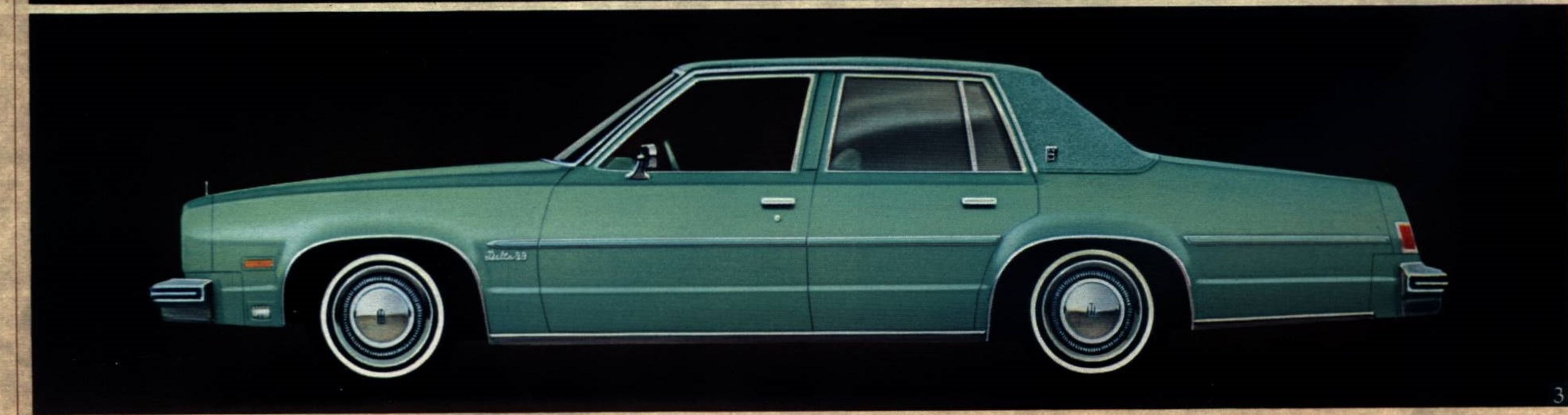
Now for the Royale part. You will find the same velours we use in our 98 Regency. Rich detailing on the doors. A front center armrest. And a thoroughly luxurious atmosphere. That's the nicest part of all: you enjoy the ambience of a full-fledged luxury car—without paying the price for one.

So if you are searching for new values in a full-size car, check the EPA gas mileage figures for 1977. Then take a drive in a Delta 88 Royale.

That just could end your search.



(1) Sculptured lines, sweeping taillights—and over 20 cu. ft. for luggage. (2) Delta 88 Royale, inside—a sedan should be roomy, front and rear. Easy to enter and exit. And very accomodating while you ride. This one is. (3) The profile really shows off the distinctive new design concept. Can we build one for you?



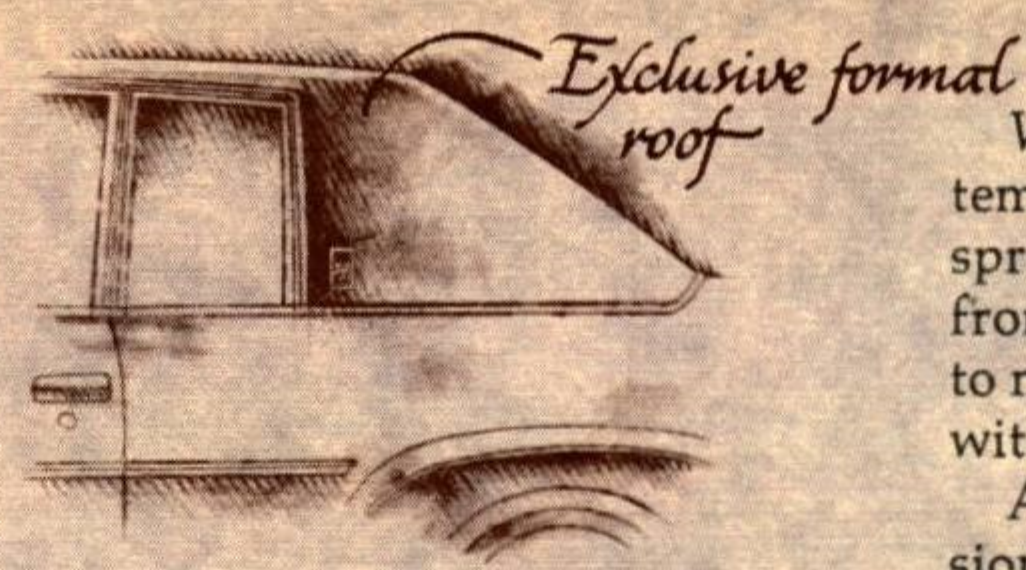


# DELTA 88 ROYALE COUPE

Olds engineering delivers everything its advanced design promises. It's one beautiful driving car.

The new Delta 88 Royale is one of those rare cars that works as good as it looks—and looks as good as it works. And while its new design does promise a lot, we'd like to explain why it's one beautiful driving car.

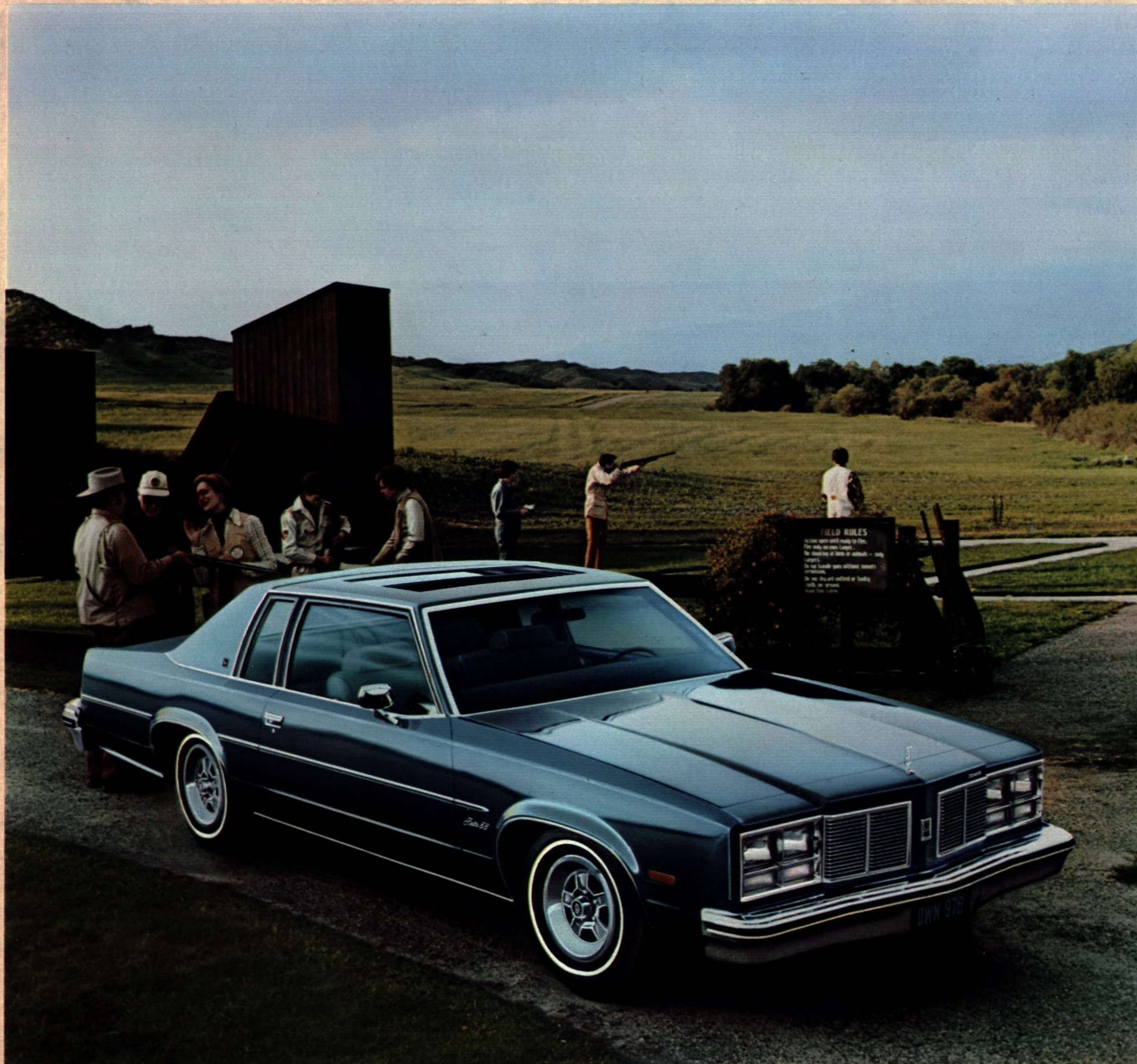
Starting from scratch, Olds engineers were able to build in some advantages Royale didn't have before. With its new size, 116-inch wheelbase and shorter



turning radius, it has outstanding maneuverability. And positive caster in the front suspension has been increased. The result: a beautiful feeling of precise driving control.

With new-design suspension systems, front and rear, deeper-travel springs and a softer body isolation from the chassis, a lot has been done to maintain the famous 88 big-car ride within its new space-efficient design.

All of which only adds new dimensions to the Royale luxury you enjoy as you drive. Power steering, power brakes and automatic transmission are standard to simplify the mechanical chores. So you can enjoy the quiet, the strength and the luxury around you. Royale promises. Royale delivers.

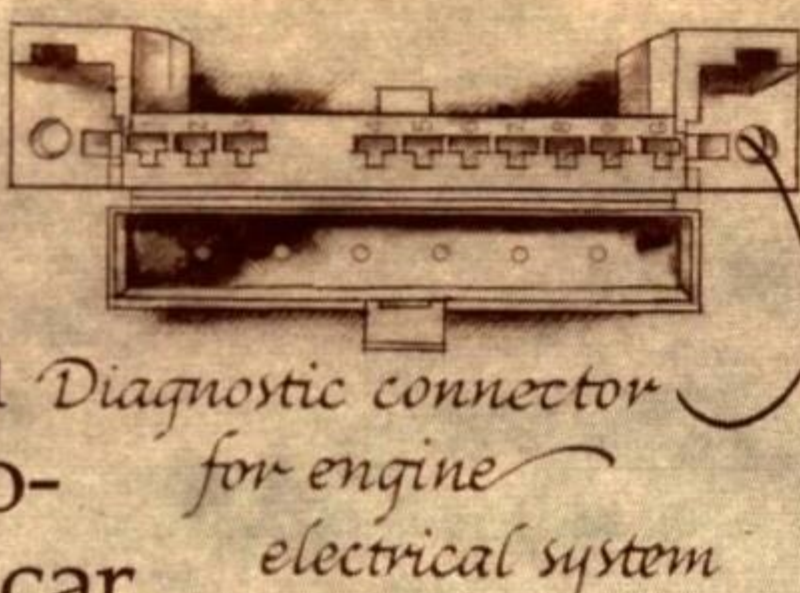


(1) From the revolutionary Rocket 88s of twenty-five years ago came an Oldsmobile reputation for great road cars—one our engineers are very proud of. Now, with new fuel-efficiency for 1977, that reputation is going to get even better. (2) Royale puts you at ease in very luxurious surroundings. The crushed velour upholstery is used for handsome accents on the doors as well; the front center armrest is standard.



# DELTA 88

Olds has just raised its standards for what you can expect in a down-to-earth American family car.



Delta 88 looks so good—inside as well as outside—you'll find it hard to remember that these are our lowest priced full-size Oldsmobiles! They're a beautiful alternative for budget-minded families who've been looking at other full-size cars—but would rather have the qualities—and values—this new design provides.

The new Delta 88 offers a new measure of the room, the comfort and the ride a family car should have. Without sacrificing kneeroom, legroom or headroom for Mom and Dad up front, they've been improved for the kids in back. And you have over 20 cubic feet of trunk space besides.

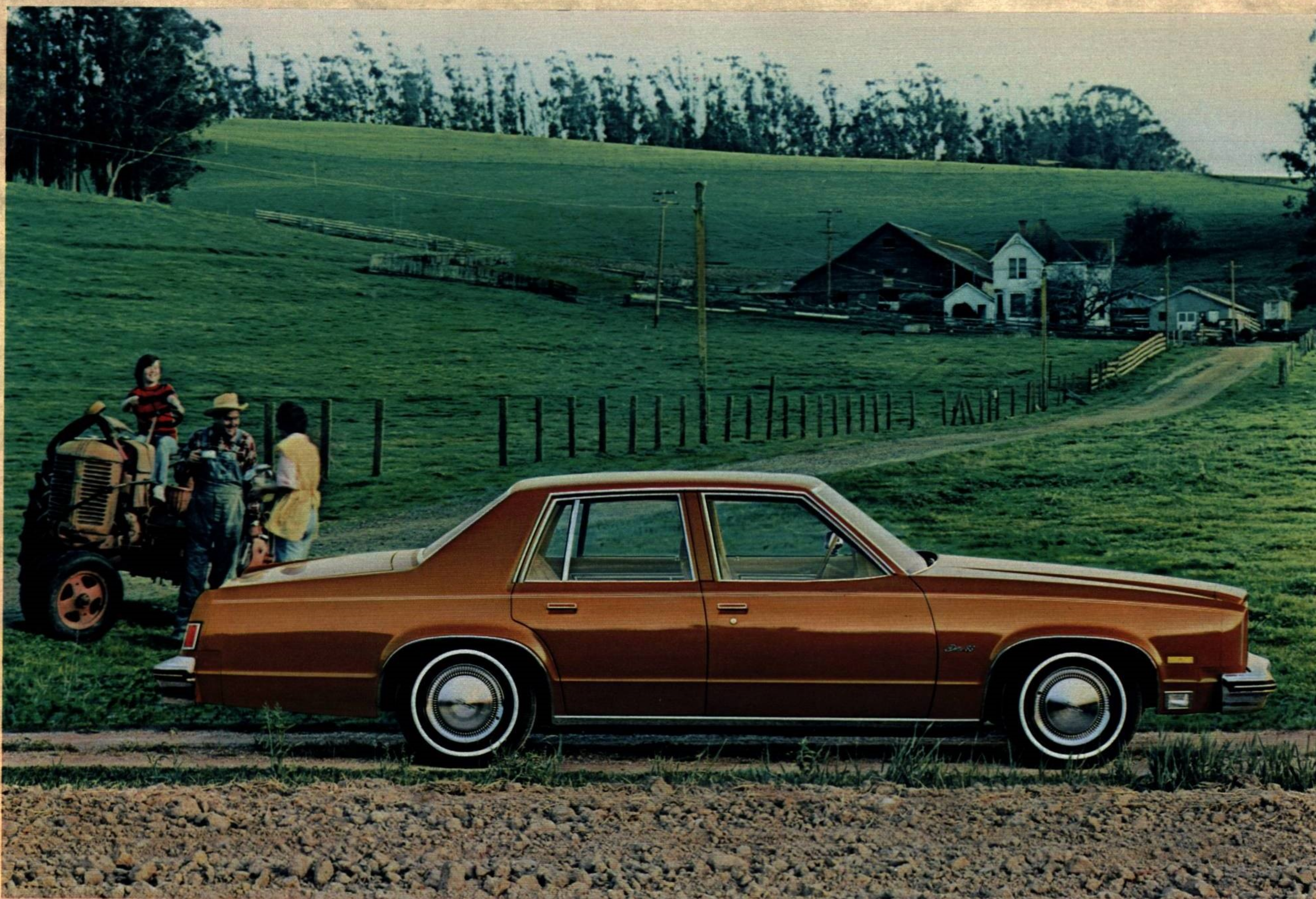
All this, plus more miles per gallon! As for the ride, trying is believing.

The big-car ride and feel of Olds 88 has been preserved on a new 116-inch wheelbase. Which means it's easier to drive than last year.

Improved serviceability and reliability have been engineered into these cars, too. There's a new diagnostic connector for the engine's electrical system—plug in the analyzer, and problems can be pinpointed quickly. (There's another for air conditioning, if ordered.)

A new fuse eliminates internal connections—and a source of possible problems. And the new instrument panel can be serviced from the driver's side, to simplify things.

Delta 88. Can we build one for you?



(1) The Delta 88 Coupe—an elegant formal roofline, and a new two-tone treatment, available in 6 colors. (2) Your choice of all-vinyl or nylon knit upholstery with matching door accents. (3) For a white interior with contrasting accents, ask about Compaticolor choices. (4) Richer looking, efficient—the Delta 88 instrument panel.



## POWER TRAIN

Engines—std. 231 V6  
avail\* 260 V8  
350 V8  
403 V8  
Turbo Hydra-matic trans. std.  
Brakes, std. power  
\*For California and high-altitude areas, check your Oldsmobile dealer for engine availability.

## DIMENSIONS (Sedan)

Length (in.) 217.4  
Width (in.) 76.4  
Height (in.) 55.7  
Wheelbase (in.) 116.0  
Tread—front (in.) 61.7  
rear (in.) 60.7  
Tire size, std. FR 78-15  
Fuel tank (gal.) 21  
Curb weight (lbs.) 3606

## INTERIOR DIMENSIONS (Sedan)

Front:  
Legroom (in.) 42.2  
Headroom (in.) 39.1  
Shoulder room (in.) 60.8  
Rear:  
Legroom (in.) 39.5  
Headroom (in.) 38.2  
Shoulder room (in.) 60.8  
Trunk Capacity (cu. ft.) 20.3

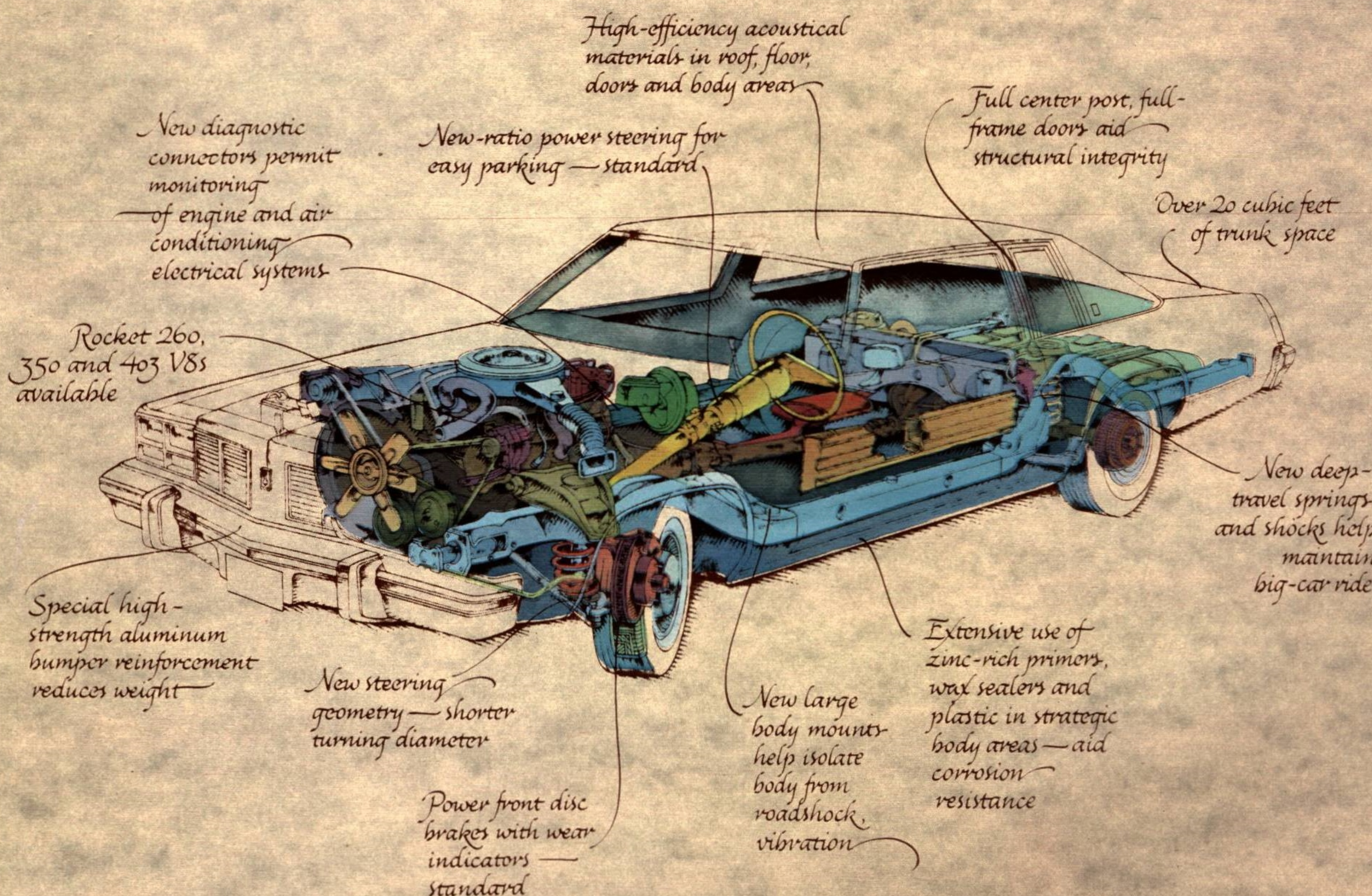
## 88 STANDARD EQUIPMENT

INCLUDES: Power steering. Power brakes. Electronic message centers on instrument panel. Ashtray and overhead courtesy lamps, automatic front door courtesy switches. One-piece wall-to-wall cut-pile carpeting, carpeted lower doors. Chrome wheel discs. GM-spec glass-belted radial-ply tires.

## ROYALE EQUIPMENT INCLUDES:

Custom sport bench front seat with fold-down center armrest. Velour upholstery. Glove box lamp. Bright metal pedal accents. Deluxe steering wheel. Stand-up hood ornament. Bumper impact strips, front and rear. Protective side moldings. GM-specification steel-belted, radial-ply tires.

*The search for excellence goes deep, in the 1977 Olds Delta 88*



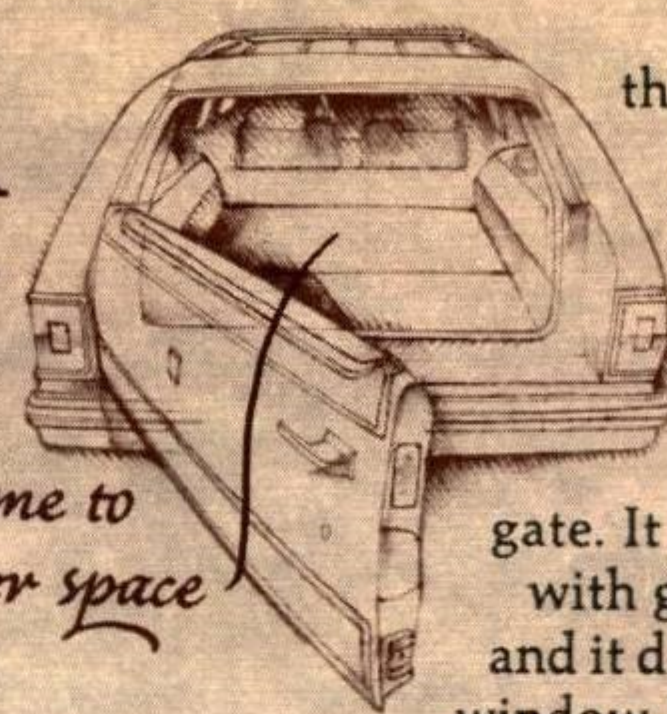


# CUSTOM CRUISER

To top our best in luxury, comfort, ride—and space efficiency—we created a new kind of wagon.

To design a more space- and fuel-efficient station wagon for our times, our engineers took new approaches to the working features a wagon should have. But . . . Custom Cruiser has a reputation for uncommon luxury, comfort and quiet, too. So our engineers had the challenge of preserving these qualities as well. We think you'll like the result.

Since space and versatility are the first considerations in a wagon, we've told



*Welcome to  
inner space*

that story in pictures on the next page.

But you see here it's entered now through a new three-way tail-

gate. It opens like a door with glass up; or down; and it drops, too, with the window lowered. Which ever way, it opens to cargo space that's cleaner, squarer and richly carpeted.

What's equally remarkable is how

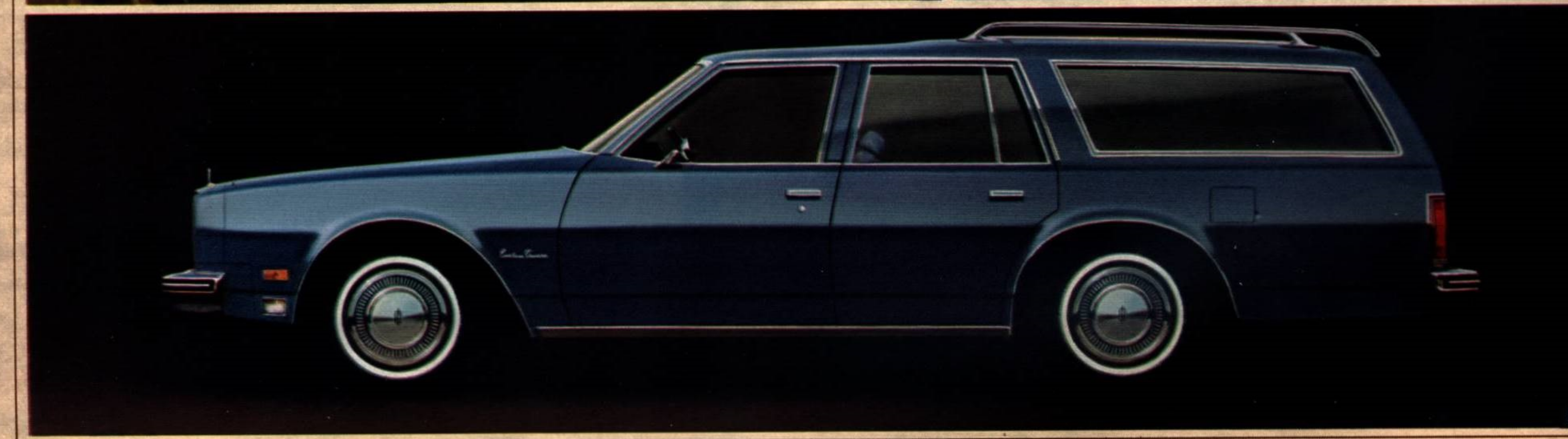
smooth, comfortable and quiet it is as a passenger car, after work.

All you've read about innovations for Delta 88 in acoustic engineering, ride control and driveability also apply to Custom Cruiser, too. So much so, that you may have difficulty remembering you're in a wagon, if you don't look back. You can even have velour upholstery to heighten the luxurious sedan feeling, if you wish.

As you can see, with or without side paneling, two seats or three, new Custom Cruiser is the way to go.



(1) New rear-facing third seat is available. (2) Cleaner, squarer load area is great for tall and bulky cargo. (3) Luxury-car amenities like a divided front seat, power seat controls, and power windows are available. The front center armrest is standard. But then, so are power steering, power brakes, Rocket 350 V8, automatic transmission and remote rear window operation. (4) A locking storage compartment in the left panel. Spare tire with handy extractor in the right panel. Spare tire with handy extractor in the right panel, another storage area under the floor, handy storage trays under the windows—and for the roof, a great new luggage rack is available with adjustable crossbars plus an integral air deflector. (5) The trim new Custom Cruiser profile, as it looks without available side paneling.





# TORONADO XSR

A true classic—for those who cannot be content with the ordinary.

Rarely does a new automobile appear that's so impressive it causes excitement wherever it's seen. Toronado XSR is that kind of car.

A new panoramic rear window wraps around to form the rear windows in one sweep of glass. Twin reflective-glass panels form skylights in the roof; at the touch of a button they slide inboard, creating the open air feeling of a convertible. With its long, lean lines, Toronado XSR emerges as a dynamic new kind of personal luxury car.



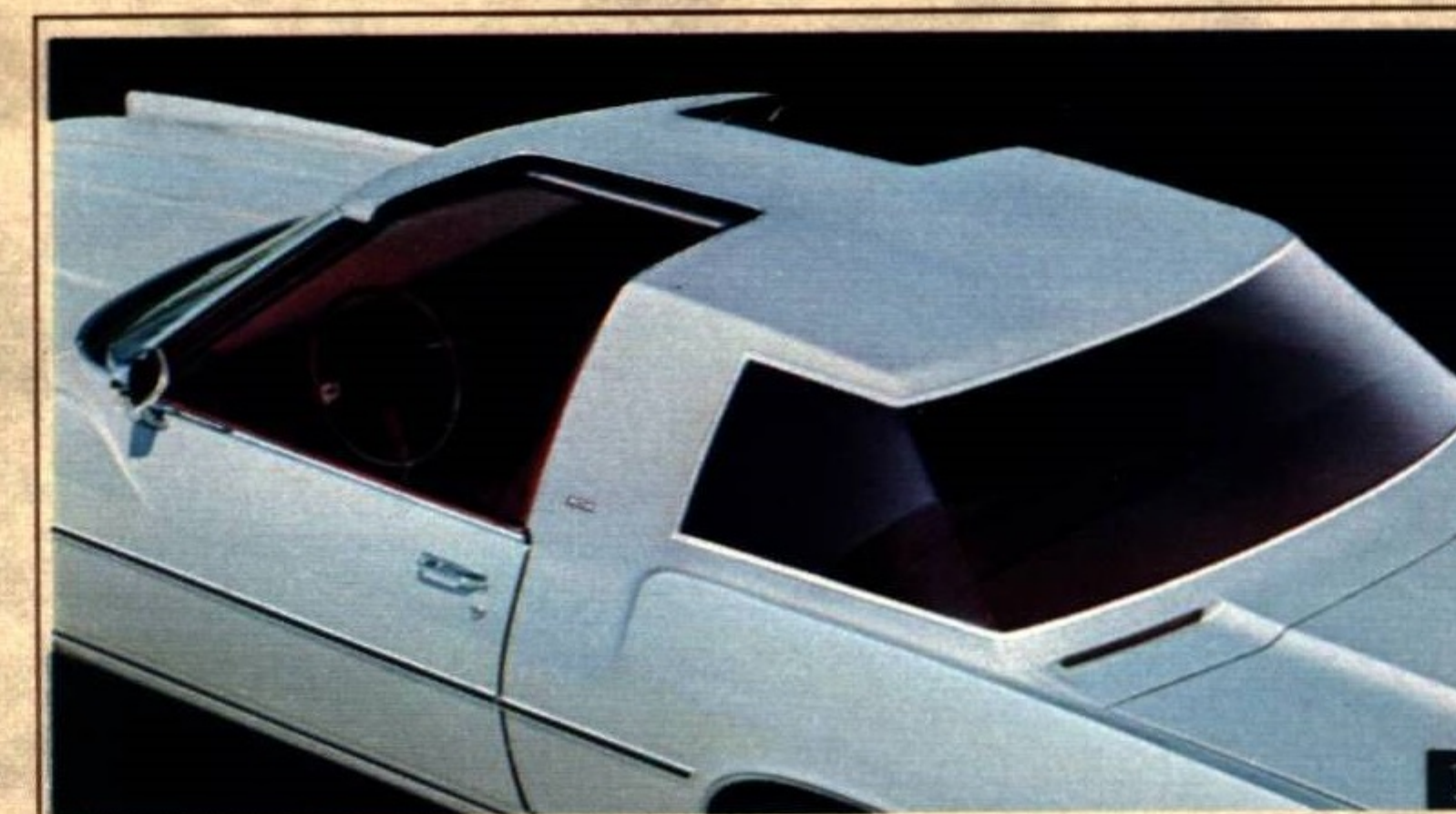
But there's more. The front-wheel drive Toronado has long been known for its engineering excellence. Now it has a new, more fuel-efficient Rocket 403 V8 which

generates torque and horsepower with unique precision—for it is equipped with a new totally electronic spark timing different from that in any other car.

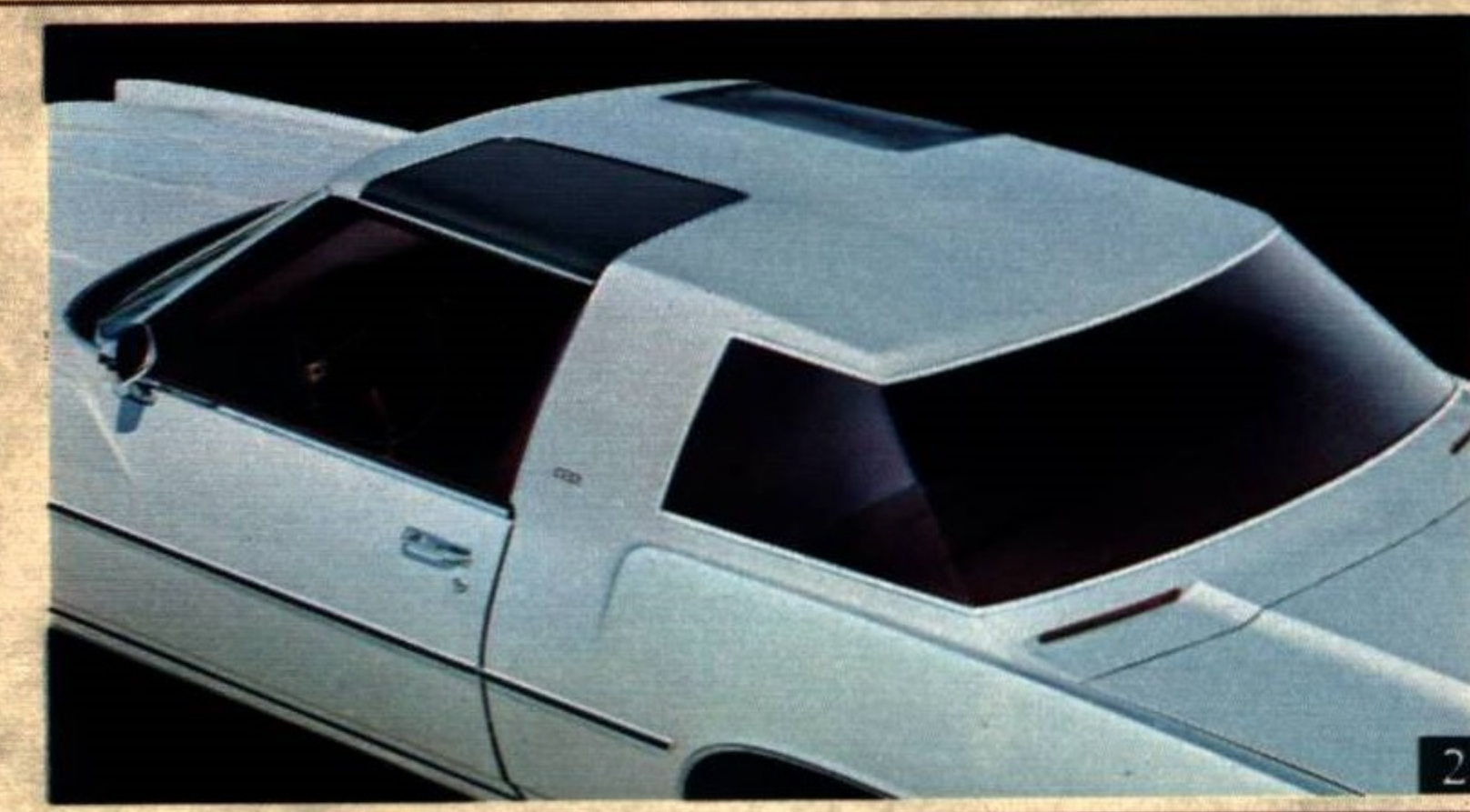
Toronado's electronic spark timing uses a digital microprocessor to monitor the engine's speed, vacuum and

coolant temperature as you drive—continuously fine-tuning its performance to the requirements of the moment. Whether running cold or at optimum temperature, accelerating, decelerating or cruising, spark timing is instantly adjusted to produce incredibly smooth response to your need. Another Toronado first.

Exciting innovations in design and engineering—yours only in the new Toronado XSR. One of those rare, genuinely exciting automobiles—a classic. Can we build one for you?



(1) Roof panels store over one another in the center T-bar. (2) When closed, the tinted and heat-reflective glass panels lock into place, letting through a gentle, filtered sunlight. (3) Sophisticated ribbed velours grace Toronado's special version of the "loose look" cushions. Divided front seat with center armrest, power windows, Four Season air conditioning, power steering and power brakes all are standard.

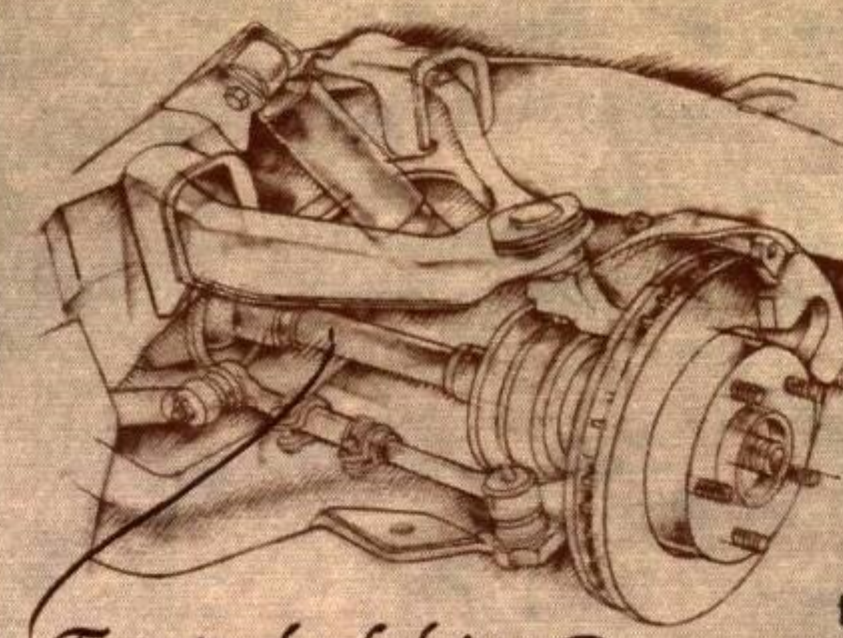




# TORONADO BROUGHAM

Front-wheel drive and the inner world of Toronado—a rare driving pleasure.

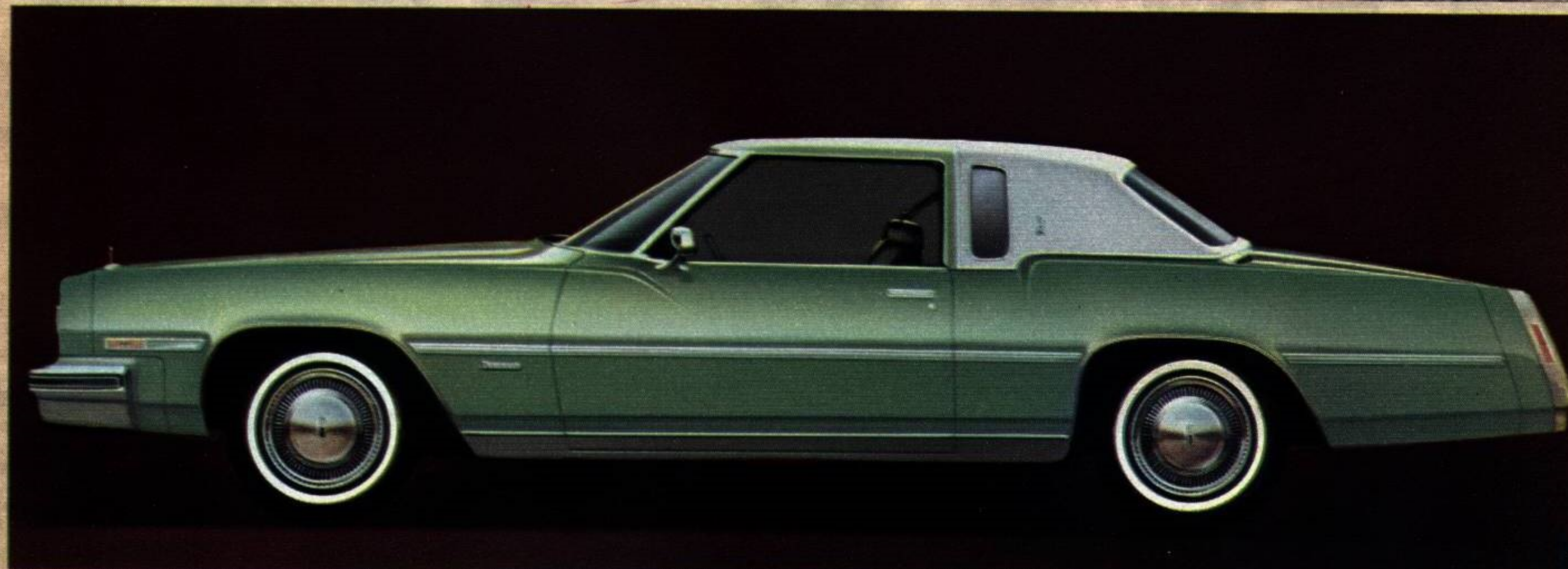
Toronado was America's first contemporary luxury car with front-wheel drive. Its basic advantage is that the weight of the engine rides directly over the front wheels which power it forward. And this works for you, providing impressive



Front wheel drive

traction as you are pulled over the road, rather than pushed. In bad weather, on wet roads, Toronado's resultant roadability and directional stability can be particularly helpful. And the new Rocket 403 V8 with Toronado's totally electronic spark timing is there to deliver the performance required every second of the way. So you can relax and enjoy the inner world of Toronado.

It's a luxurious world. The same ribbed velours and "loose-cushion" look of the XSR are here. The divided front seat offers individualized comfort for driver and front passenger. Center armrests, front and rear, give you the feeling of lounging in your favorite chair at home. The front floor is flat. Four Season air conditioning is standard, and power controls will lower the windows for you when the weather clears. Suddenly "the Toronado experience" is a very meaningful phrase.



(1) Toronado Brougham with the available and very popular padded landau roof. The protective side molding is standard. (2) Ribbed velour in a choice of four colors, or white vinyl with contrasting trim, are offered. (3) Distinctive eye-level lamps will signal your intention to stop or turn. (4) Command post for rare driving pleasure.



## POWER TRAIN

Engine, std.	403 V8
Carburetor	4 bbl.
Electronic spark timing	std.
High-energy ignition	std.
Turbo Hydra-matic transmission	std.
Front axle ratio	2.73
*For California and high-altitude areas, check your Oldsmobile dealer for engine requirements.	

## DIMENSIONS

Length (in.)	227.5
Width (in.)	80.0
Height (in.)	53.2
Wheelbase (in.)	122.0
Tread—front (in.)	63.6
Tread—rear (in.)	63.5
Tire size, std.	JR 78-15
Fuel tank (gal.)	26.0
Curb weight (lbs.)	4747

## INTERIOR DIMENSIONS

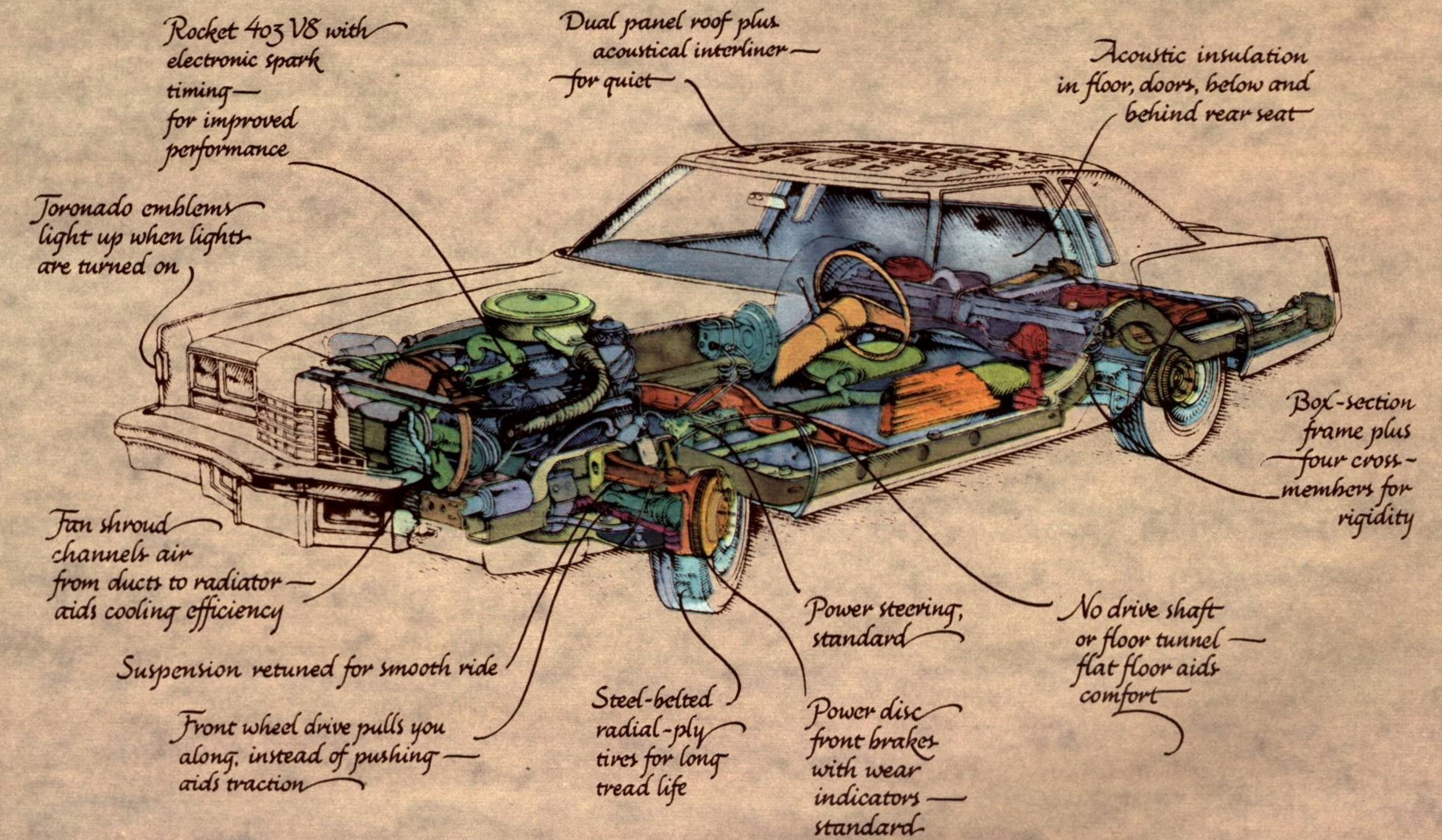
Front:	
Legroom (in.)	42.2
Headroom (in.)	37.7
Shoulder room (in.)	63.7
Rear:	
Legroom (in.)	35.2
Headroom (in.)	36.7
Shoulder room (in.)	61.7
Trunk capacity (cu. ft.)	17.0

## TORONADO STANDARD EQUIPMENT INCLUDES:

Power steering. Power brakes. Power windows. Driver's door armrest control console. Loose-cushion look interior. Velour upholstery. Divided front seat with center armrest. Digital clock. Four Season air conditioning. Inside day-night rearview mirror. Cornering lamps. Instrument panel and overhead

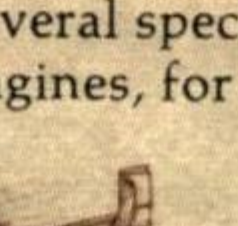
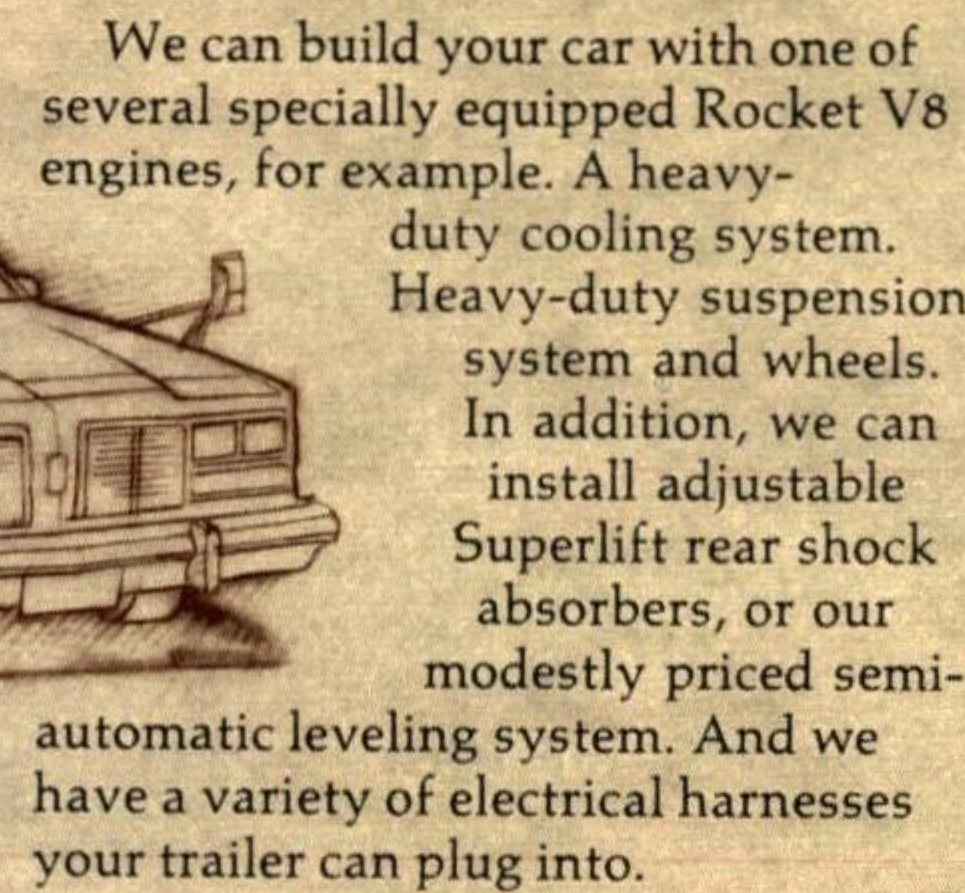
courtesy lamps, glove box and front ashtray lights. Rear center armrests. GM-specification steel-belted radial-ply tires. Lower front bumper guards. Bumper impact strips, front and rear. Bright metal roof, window sill, rocker panel and wheel opening moldings. Color-coordinated protective side moldings. And more.

*The search for excellence goes deep, in the 1977 Olds Toronado...*





Towing equipment  
available



We can build your car with one of several specially equipped Rocket V8 engines, for example. A heavy-duty cooling system. Heavy-duty suspension system and wheels. In addition, we can install adjustable Superlift rear shock absorbers, or our modestly priced semi-automatic leveling system. And we have a variety of electrical harnesses your trailer can plug into.

The chart below shows some of the engineering recommendations for equipment you should have, depending on the Olds you've picked and the load it'll be pulling. It's divided into three categories: Light (1000-2000 lbs.); medium (2000-4000 lbs.); and heavy (4000-6000 lbs.). Remember to figure the weight of trailer plus load.

The best way to proceed is to add up that total weight, then talk trailering with your Olds dealer. He has a complete reference guide, plus special ordering information to aid you.

[illegible]

a—No special equipment is usually required for trailers less than 1000 lbs.; b—Required for unusually high temperatures, heavy traffic, hilly terrain, or towing trailer wider than the frontal area of the car. NOTE: Optional rear axle ratios are not available for California. NOTE: Canadian cars only: Optional rear axle ratios are not available when option Z95 (Emission Equipment) is ordered.

**CAUTIONS: Hitches**—To help avoid personal injury due to loss of structural stability (sway caused by such things as: cross winds, big trucks passing and road irregularities), or due to separation of the trailer: 1. A frame side rail mounted load distributing hitch with sway control of sufficient capacity is required for trailers over 3,000 lbs. loaded weight. 2. Do not use axle-mounted hitches. They can cause damage to the axle housing, wheel bearings, wheels or tires. 3. Trailer brakes are required on trailers over 1,000 lbs. loaded weight. 4. Do not tap into the car's hydraulic brake system if operation of the trailer brake system requires more than 0.02 cubic inch of fluid displacement from the car's master cylinder. The car's master cylinder fluid capacity will not be sufficient to operate both car and trailer brakes under all conditions of use if more than 0.02 cubic inch of fluid displacement is required. All hydraulic components must be capable of withstanding 3,000 psi. The hydraulic connection must be fitted to the master cylinder port specifically designed for that purpose. The connection is subject to fatigue failure and must not be used in such connections. 5. Whenever a trailer hitch is removed, be certain to have any mounting holes in the underbody properly sealed to prevent possible entry of exhaust fumes, dirt or water. 6. Use only trailer hitches which permit normal operation of the Energy Absorbing Bumper system. For example, a rigid fore and aft connection between the bumper and any other part of the vehicle should be avoided. Otherwise damage may be increased in the event of a collision.

**ACCIDENT PREVENTION:**  
Side Marker lights and reflectors • Parking lamps that illuminate with headlamps • Four way hazard warning flasher • Back-up lights • Lane change feature in direction signal control • Windshield defrosters, washer and dual speed wipers • Wide view inside mirror (vinyl edged, shatter resistant glass and

deflecting support) • Outside rearview mirror • Dual master cylinder brake system with warning light • Starter Safety Switch • Dual action safety hood latches (front opening hoods).

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 passen-

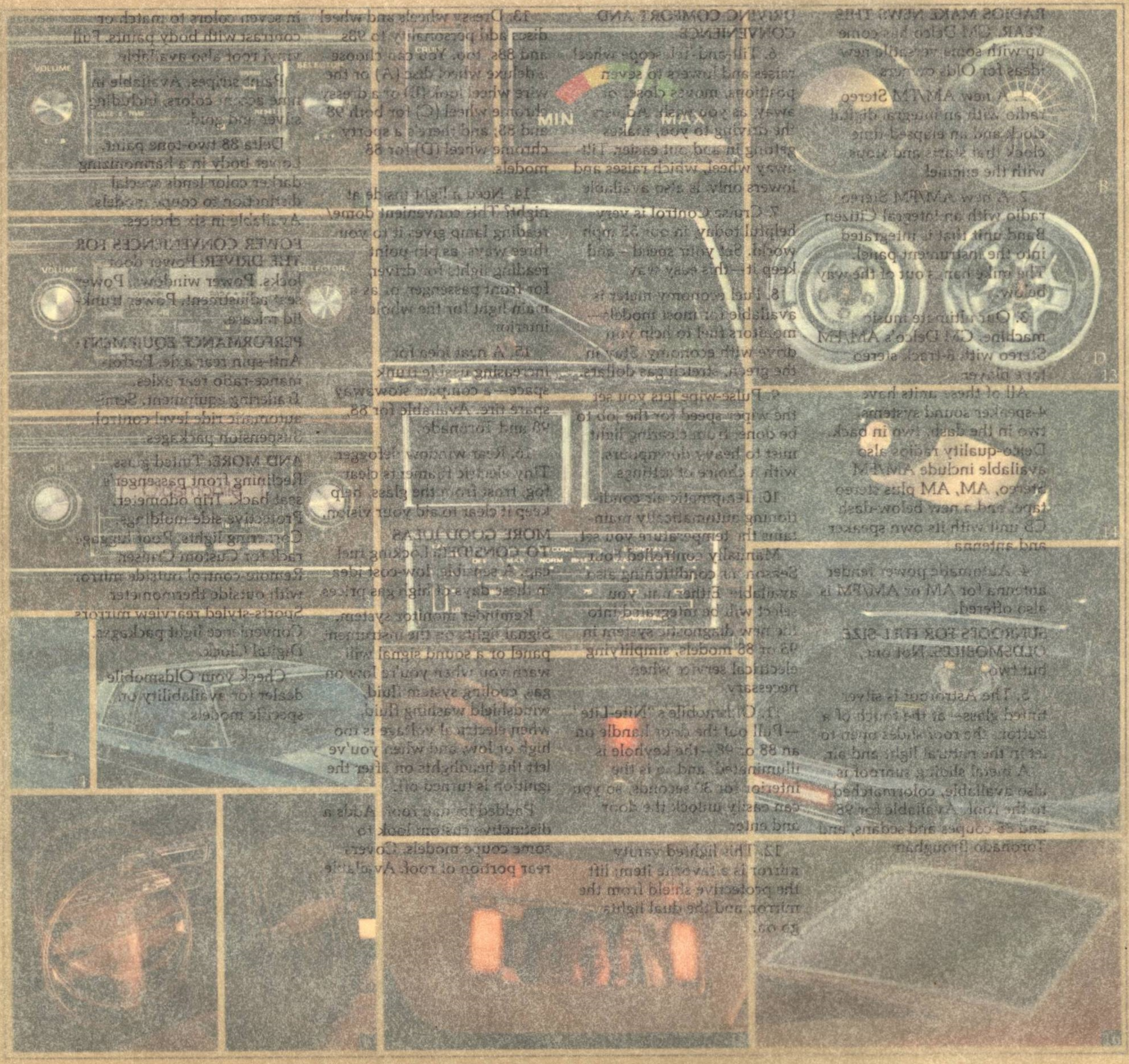
- Energy absorbing steering column
- Passenger guard door locks
- Safety door latches and hinges
- Folding seat back latches
- Energy absorbing padded instrument panel and front seat back tops
- Contoured windshield header
- Thick laminate windshield
- Safety armrest
- Safety steering wheel.

- Anti-theft ignition key reminder buzzer
- Anti-theft steering column lock.

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**NOTE:** Not all accessories and items of equipment shown on the models illustrated in this catalog are standard. Some are extra cost, and available only on specific models. See pages 28 and 29. For specific prices and availability, check your Oldsmobile dealer.

Answers to each man's search for his own perfect car.





# TRAILERING

We'll build your Olds to order, for whatever you have to tow.

Deciding on an Oldsmobile is doubly wise—when you've got a horse, boat, camper or mobile home to tow. First, because it's an Oldsmobile, you know you've got a great road car to start with; second, because we offer a wide range of factory-installed towing equipment, you can tailor your Olds for the specific kind of towing you do.

## Answers to each man's search for his own perfect car.

**RADIOS MAKE NEWS THIS YEAR.** GM Delco has come up with some versatile new ideas for Olds owners:

1. A new AM/FM Stereo radio with an integral digital clock and an elapsed-time clock that starts and stops with the engine!

2. A new AM/FM Stereo radio with an integral Citizen Band unit that is integrated into the instrument panel. The mike hangs out of the way below.

3. Our ultimate music machine, GM Delco's AM/FM Stereo with 8-track stereo tape player.

All of these units have 4-speaker sound systems, two in the dash, two in back. Delco-quality radios also available include AM/FM Stereo, AM, AM plus stereo tape, and a new below-dash CB unit with its own speaker and antenna.

4. Automatic power fender antenna for AM or AM/FM is also offered.

**SUNROOFS FOR FULL-SIZE OLDSMOBILES.** Not one, but two.

5. The Astrorooft is silver tinted glass—at the touch of a button, the roof slides open to let in the natural light and air. A metal sliding sunroof is also available, color-matched to the roof. Available for 98 and 88 coupes and sedans, and Toronado Brougham.

**DRIVING COMFORT AND CONVENIENCE**

6. Tilt-and-Telescope wheel raises and lowers to seven positions, moves closer or away, as you wish. Adjusts the driving to you, makes getting in and out easier. Tilt-away wheel, which raises and lowers only, is also available.

7. Cruise Control is very helpful today, in our 55 mph world. Set your speed—and keep it—this easy way.

8. Fuel economy meter is available for most models—monitors fuel to help you drive with economy. Stay in the green, stretch gas dollars.

9. Pulse-wipe lets you set the wiper speed for the job to be done, from clearing light mist to heavy downpours, with a choice of settings.

10. Tempmatic air conditioning automatically maintains the temperature you set.

Manually controlled Four Season air conditioning also available. Either unit you select will be integrated into the new diagnostic system in 98 or 88 models, simplifying electrical service when necessary.

11. Oldsmobile's "Nite-Lite"—Pull out the door handle on an 88 or 98—the keyhole is illuminated, and so is the interior for 30 seconds, so you can easily unlock the door and enter.

12. This lighted vanity mirror is a favorite item; lift the protective shield from the mirror, and the dual lights go on!

**OCCUPANT PROTECTION**  
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 passen-

We can build your car with one of several specially equipped Rocket V8 engines. For example, A heavy-duty cooling system. Heavy-duty suspension system and wheels. In addition, we can install adjustable Superlift rear shock absorbers, or our modestly priced semi-automatic leveling system. And we can install a reference guide, plus special ordering information to aid you.

13. Dressy wheels and wheel discs add personality to 98s and 88s, too. You can choose a deluxe wheel disc (A) or the wire wheel look (B) or a dressy chrome wheel (C) for both 98 and 88; and there's a sporty chrome wheel (D) for 88 models.

14. Need a light inside at night? This convenient dome/reading lamp gives it to you three ways: as pin-point reading lights for driver, for front passenger, or as a main light for the whole interior.

15. A neat idea for increasing usable trunk space—a compact stowaway spare tire. Available for 88, 98 and Toronado.

16. Rear window defogger. Tiny electric filaments clear fog, frost from the glass, help keep it clear to aid your vision.

**MORE GOOD IDEAS TO CONSIDER:** Locking fuel cap. A sensible, low-cost idea in these days of high gas prices.

Reminder monitor system. Signal lights on the instrument panel or a sound signal will warn you when you're low on gas, cooling system fluid, windshield washing fluid, when electrical voltage is too high or low, and when you've left the headlights on after the ignition is turned off.

Padded landau roof. Adds a distinctive custom look to some coupe models. Covers rear portion of roof. Available on 98 and 88 coupes. Includes: Passenger guard door locks • Safety door latches and hinges • Folding seat back latches • Energy absorbing padded instrument panel and front seat back tops • Contoured windshield header • Thick laminate windshield • Safety armrest • Safety steering wheel.

**ANTI-THEFT**  
Anti-theft ignition key reminder buzzer • Anti-theft steering column lock.

The chart below shows some of the engineering recommendations for equipment you should have, depending on the Olds you've picked and the load it'll be pulling. It's divided into three categories: Light (1000-2000 lbs.); medium (2000-4000 lbs.); and heavy (4000-6000 lbs.). Remember to figure the weight of trailer plus load.

The best way to proceed is to add up that total weight, then talk trailering with your Olds dealer. He has a reference guide, plus special ordering information to aid you.

in seven colors to match or contrast with body paints. Full vinyl roof also available.

Paint stripes. Available in nine accent colors, including silver and gold.

Delta 88 two-tone paint. Lower body in a harmonizing darker color lends special distinction to coupe models. Available in six choices.

**POWER CONVENIENCES FOR THE DRIVER:** Power door locks. Power windows. Power seat adjustment. Power trunk-lid release.

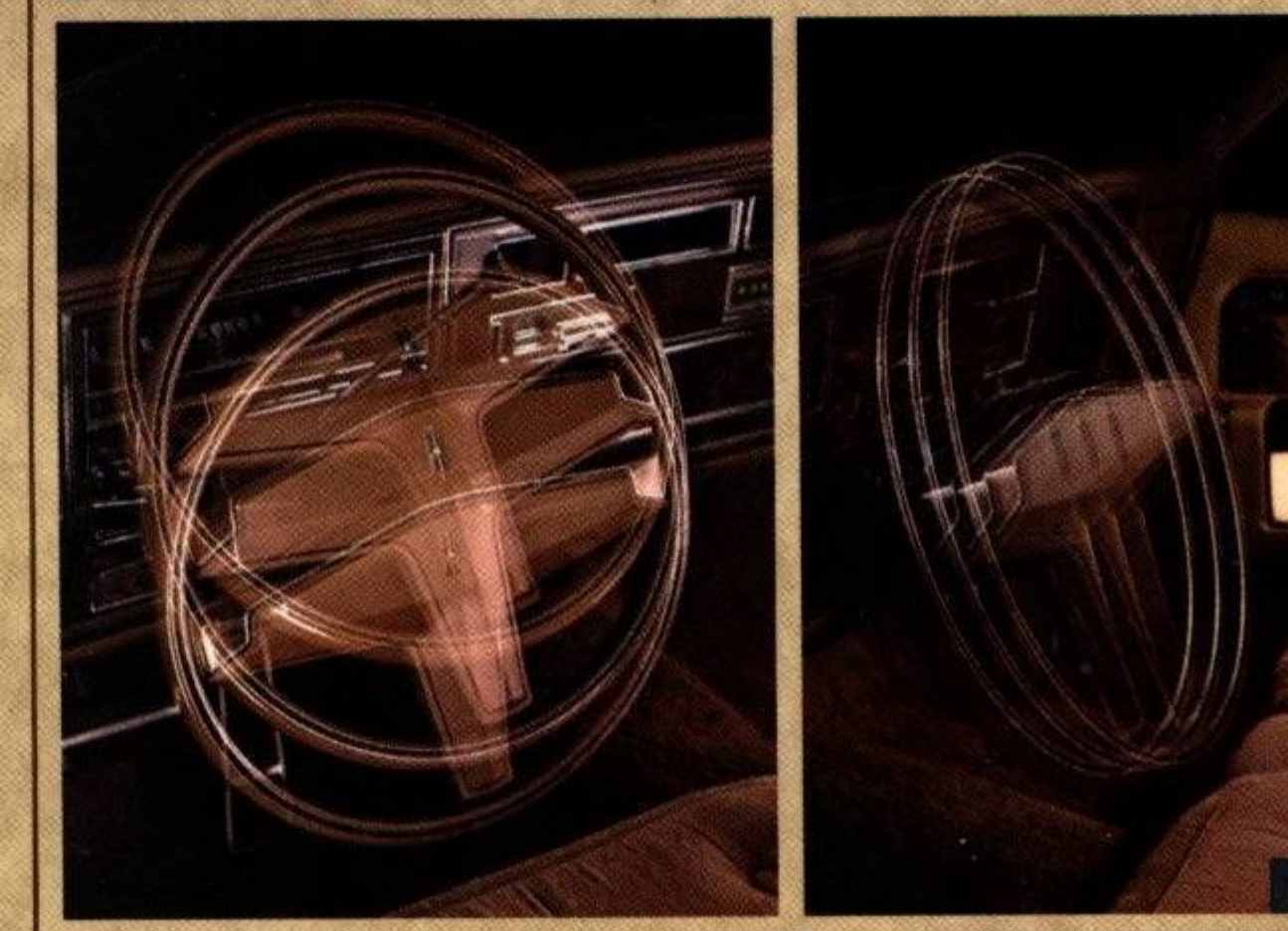
**PERFORMANCE EQUIPMENT:** Anti-spin rear axle. Performance-ratio rear axles. Trailering equipment. Semi-automatic ride level control. Suspension packages.

**AND MORE:** Tinted glass. Reclining front passenger's seat back. Trip odometer. Protective side moldings. Cornering lights. Roof luggage rack for Custom Cruiser. Remote-control outside mirror with outside thermometer. Sports-styled rearview mirrors. Convenience light packages. Digital Clock.

Check your Oldsmobile dealer for availability on specific models.

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# OPTIONS AND ACCESSORIES





# Oldsmobile

Can we build one for you?



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

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

## 1977 OLDSMOBILE EXTERIOR COLORS ON ALL MODELS



## ALL MODELS EXCEPT STARFIRE AND OMEGA



## STARFIRE AND OMEGA COLORS ONLY



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