



# 1972 OLDSMOBILE

ALWAYS A STEP AHEAD

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



## Oldsmobile for 1972: New ideas, big improvements to keep a step ahead.

**"Oldsmobile: Always a step ahead."** That's not merely an advertising slogan—it's a wholehearted commitment that goes back to 1897, when Ransom E. Olds set out "to build one carriage in as nearly perfect a manner as possible."

It was already a well-established tradition 70 years ago, when a curved dash Oldsmobile churned through quagmires and over canal paths from Detroit to New York City in the unbelievable time of seven and a half days. (That stole the spotlight at that year's national New York auto show.)

It was really no surprise when Olds was again a step ahead in producing a truly automatic transmission in volume in 1939, or in introducing the modern era high-compression V8 engine in 1948.

1972 is Oldsmobile's 75th Anniversary Year, and we've been continuously building cars longer than anyone else. We like to think that trying always to stay a step ahead has had a lot to do with our success over the years. All seventy-five of them.

This year we have some new and significant ways to keep Olds a step ahead.

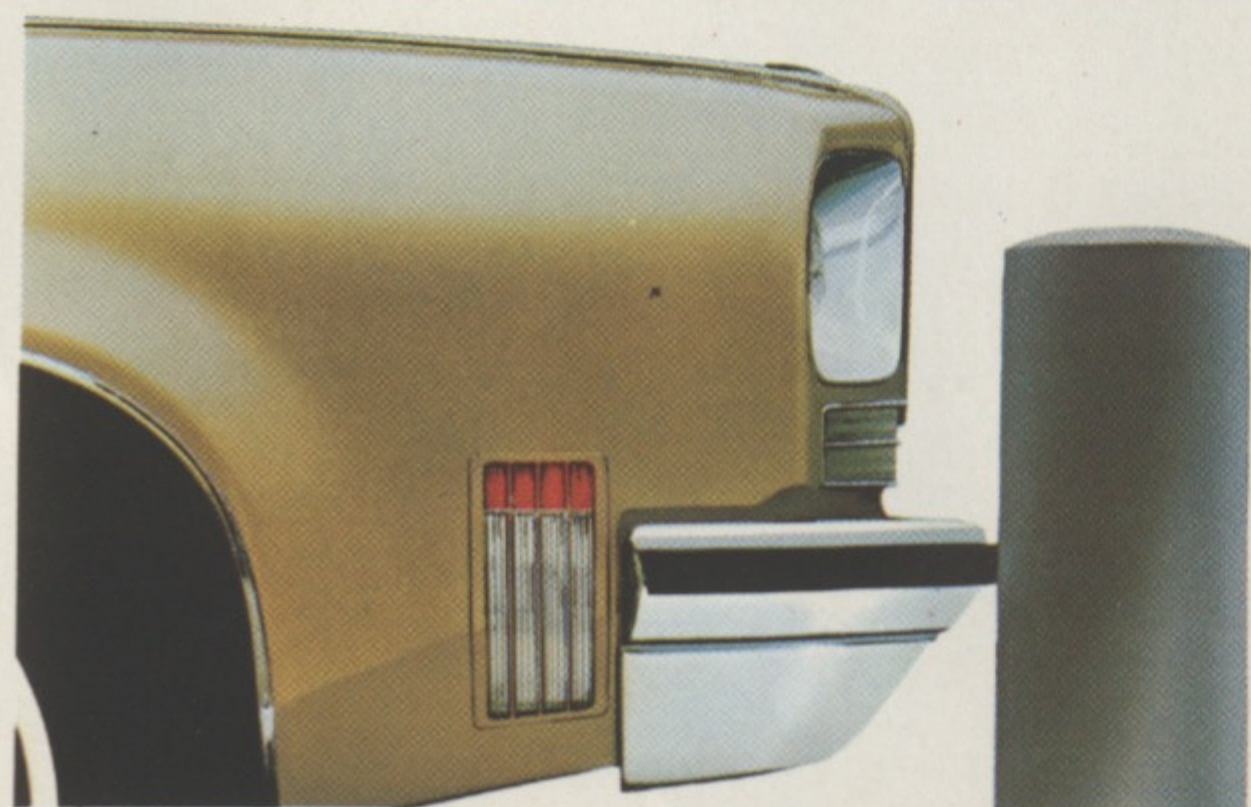
One of the most interesting is featured below, and there are more throughout our line. We've summarized them here for easy reference, and to make a point: since you're probably

going to keep your next new car a while, doesn't it make sense to buy one that's a step ahead to begin with?

**Toronado.....pages 4-9**  
There's nothing common about Oldsmobile's top-of-the-line personal luxury car—even to the way it's built on its own private production



line. After it's assembled, inspected and declared ready for shipment—it isn't delivered. Because special provisions have been made—and a separate crew of professional critics assigned—to thoroughly reinspect your Toronado. Then it's dispatched for a shakedown test drive (real, not "simulated"). Few cars in the world undergo such extraordinary measures to assure quality—but then, the Front Drive Toronado is an extraordinary car on all counts.

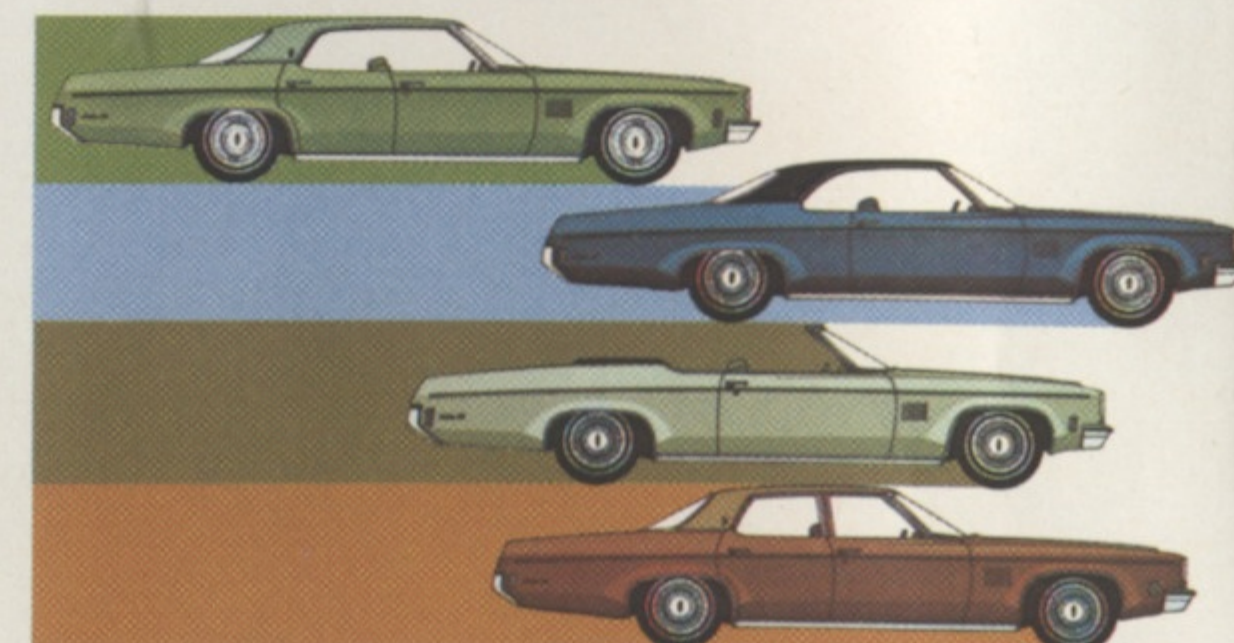


### Introducing Oldsmobile's new front bumper.

Behold a new kind of bumper that takes a bump in a new and different way. The bumper itself is made of heavier-gauge steel; and it's positioned on spring-steel mounts, which enable it to flex and absorb minor impacts—then come right back to its original position again. And you may order a heavy-duty vinyl insert strip along the impact face, to help protect its tri-nickel-plated-under-chrome finish from scuffs, scratches and dings. You'll find this step-ahead feature on all Ninety-Eight and Delta 88 models for 1972.

**Ninety-Eight.....pages 10-15**  
Quite a substantial car, with substantial innovations this year. A richly textured new grille, and the new front bumper to help protect it. Added refinements for the smoothest handling and ride in Ninety-Eight history. Plus new interiors and a total approach to luxury and comfort that rivals anything in more expensive automobiles.

**Delta 88.....pages 16-23**  
Lots of good news here. An expanded line of Delta 88 Royales—and in a new, lower price



range. But still with all the interior luxury and beauty the name implies. Best of all, we've been hard at work to make our Delta 88s more



than just another pretty car. Its already-famous "G-Ride" System has important new refinements. There are thermoplastic inner front fenders and an aluminized exhaust system to help protect your investment. Even an inside hood-release control that helps keep the engine compartment secure. And for 1972, every Delta 88 provides power steering, power and front disc brakes, and automatic transmission as standard equipment.

**Cutlass.....pages 24-35**  
Oldsmobile's fast-growing Cutlass line puts Olds quality into the mid-size car field. Cutlass



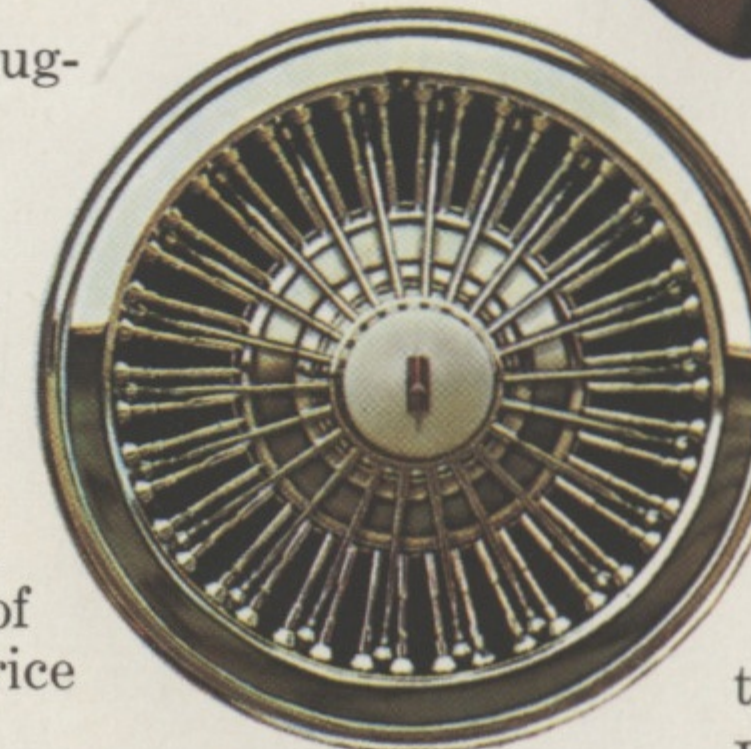
offers seven models in Cutlass Supreme, Cutlass S and Cutlass Series—plus an F-85 economy sedan that's very big on basic value.

Each now offers a rugged Rocket 350 V8 as standard equipment. When you move up to Olds, you won't be paying extra for a big V8.

If your budget is tight, note our lowest-priced Cutlass Hardtop. It's a lot of class, a lot of Olds for less than the price of many so-called low-priced cars.

Cutlass S is for those who like their cars very sporty indeed, but reasonably priced. And Cutlass Supreme is dedicated to the highly popular notion that "little limousines"—a lot of luxury in an easy-to-handle size and price range—are a great idea.

Whichever one strikes your fancy will have plenty of go—and plenty of stop, too.



New finned front-brake drums are now standard, to help dissipate heat faster, and increase resistance to brake fade.

When you get to page 24, notice the elegant new wire wheel covers we've come up with this year. Heavy-gauge wire spokes, deep rims, the works. They're an extra touch well worth considering.

**4-4-2 News.....pages 36-37**



Here's a surprise—those famous numerals can now grace a new variety of Cutlass models with a price range that starts far lower than before! Now, a "4-4-2" can be either a Cutlass Hardtop Coupe, Cutlass S Coupe, or a Cutlass Supreme Convertible. Order these cars with the 4-4-2 Sport/Handling Package, and they come out with a special dress-up job and striping, and with special suspension and wheels. And we have Dr. Oldsmobile's W30 Performance Package available for purists, too.

**Cruisers.....pages 38-41**

Cutlass Cruiser, Vista-Cruiser and Custom Cruiser—The Big 3 Oldsmobile Station Wagons for 1972.

Seven more pages of interesting reading about the 1972 Oldsmobiles:

Engines and ride systems.....pages 42-43

Options and accessories.....pages 44-45

Safety and ecology.....pages 46-47

### Your safety, your environment, your investment.

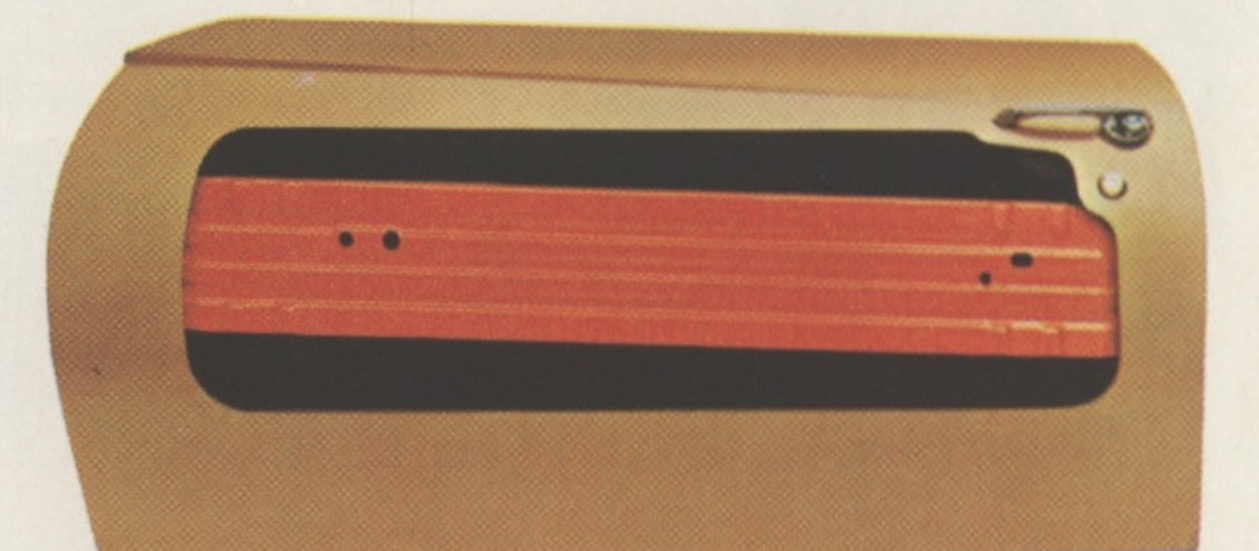
Since we started, 75 years ago, we've always concerned ourselves with meeting the needs of

the times. Today your needs put new emphasis upon greater driving safety, cleaner air, and protecting your automotive investment—and we've been working hard to stay a step ahead.

As of 1972, our Rocket engines are 80% lower in hydrocarbon emissions, and 65% lower in carbon monoxide, than those of just 10 years ago. And you can be certain we're working hard on the rest.

We've made our cars safer, too. Better braking systems, stronger bodies, protective padding inside, belts all around; all the standard GM safety features are built into each Olds.

Still, everything we build into an Oldsmobile really doesn't matter much, if its driver doesn't take advantage of it. The National Safety Council of America estimates that only one out of three drivers uses the seat belts in his car regularly—and that only about four out of every 100 use the shoulder belts.



And, of course, any engine's antipollution system will lose its effectiveness if the basic maintenance procedures described in the owner's manual, are not observed.

So please, buckle up for safety's sake. Drive defensively. And take care of your new car's antipollution system.

We'd like you to enjoy all the values we build into an Oldsmobile.

Now, which model is just right for you?

NOTE: Oldsmobile offers many accessories and items of equipment at extra cost; some are shown on the cars illustrated; more are featured on pages 44-45. For specific prices and details, please check your Oldsmobile dealer.

Some of the equipment illustrated is optional at extra cost.





## Toronado

There's nothing common about it.

In its styling and design, its handling and ride, even in the way it is made, Toronado is a unique luxury car.

It is built, slowly and carefully, on its own private production line.

And its famous front-drive principle offers significant benefits in road handling.

Toronado's look is its own, clean-lined and proud. The hidden grille is an example of a styling concept based on engineering accomplishment: dual air intakes below the bumper, coupled with special air scoops behind them, efficiently channel air to the radiator.

Toronado is a spacious and comfortable personal-luxury car. There is room for six persons, including their feet—for in Toronado, there is no uncomfortable hump in the floor. And front-seat hiproom and shoulder-room are over five feet.

For 1972, Toronado is not changed drastically, only refined. For example, the 455 Rocket V8, with dual exhausts offers improved fuel economy, because of combined improvements in axle ratio, carburetor calibration, valve timing and ignition timing.

And to protect your new Toronado against scuffs and scratches you may specify a heavy vinyl strip inset into the front bumper.

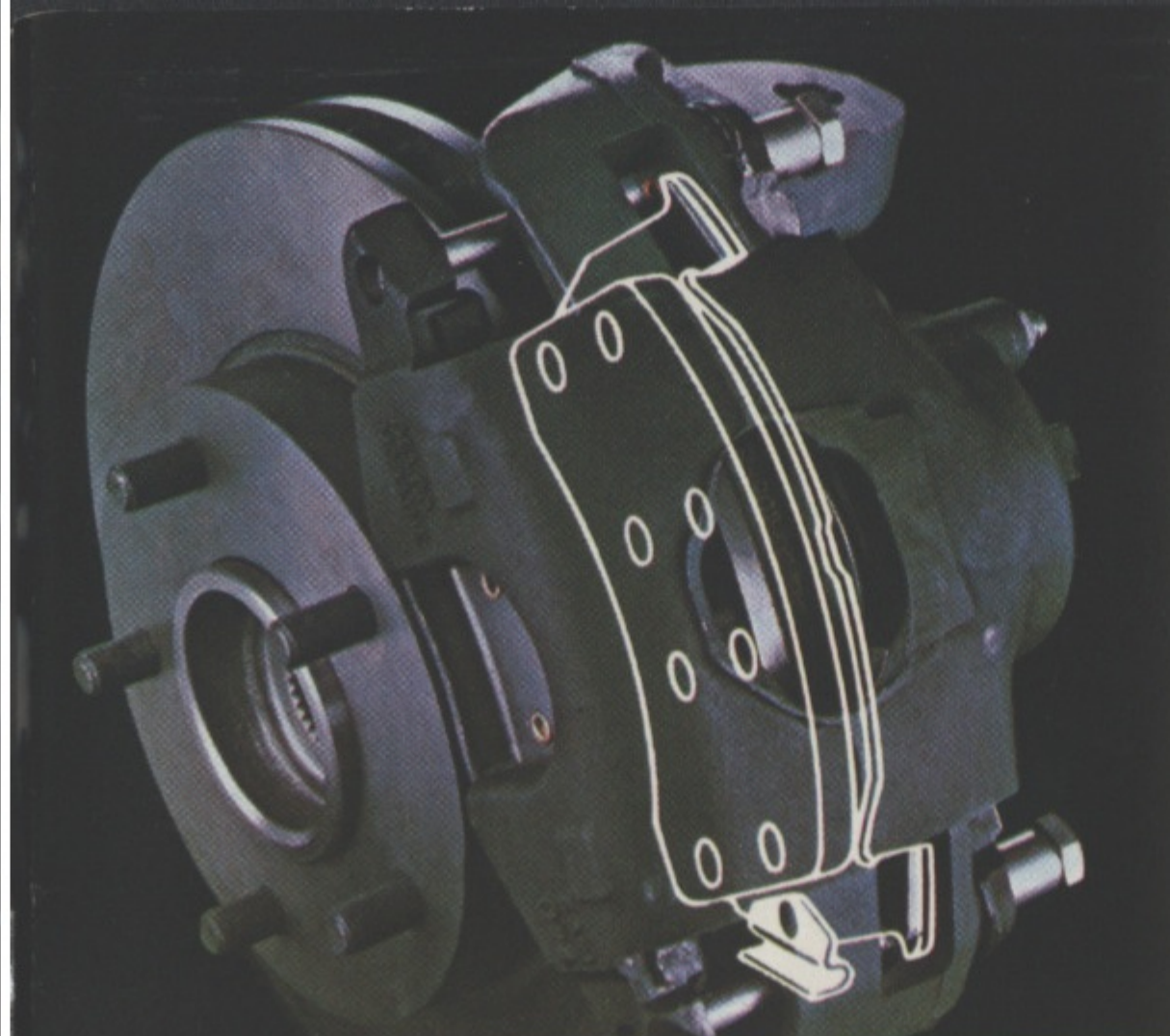
Meticulous attention is paid to every detail—from the design stage to a special second inspection and road test after assembly. The floor pedals, for example, are coordinated to the color scheme of your Toronado. Full-time power ventilation, power steering, power front disc brakes, automatic transmission, and a remote-control outside rearview mirror are provided as standard equipment.

Obviously, there is nothing common about Toronado... not in engineering, not in styling, nor in craftsmanship. Is it any wonder that Toronado owners are among the most enthusiastic and loyal in the world?



Some of the equipment illustrated is optional at extra cost.





For 1972, Toronado's power and front disc brakes (standard) have an ingenious new sensor built in, to sound a warning when the disc pads need replacement.



A highly popular and exclusive feature of Toronado's distinctive styling is the second, eye-level set of tail lights which signal your stops and turns.



Because Toronado's Front Drive pulls you around turns and corners, it manoeuvres with uncommon sureness and ease. Power steering, of course, is standard.



A step Toronado takes that most other cars don't is a complete and separate reinspection after assembly. Only when it meets Oldsmobile quality standards, is it certified for shipment.

## Toronado

It's designed to do things conventional cars can't.

Very simply, Toronado has built-in performance capabilities beyond those you've experienced in driving conventional luxury cars.

Its unique front drive delivers the power where the weight is greatest, to the front wheels—they pull the car along, not push it. What you get is traction and directional stability that are unsurpassed. What you feel is glad to be driving a Toronado.

When you're battling a storm and treacherous roads, it tracks true. Even on a dry, fast expressway, Toronado has almost a gyroscopic tendency to go where you want it to—on curves and turns, as well as straightaways.

If, occasionally, you drive great distances in a single day, Toronado treats you with special comforts and consideration. It holds the road with authority. Its full-foam front seat and custom-engineered ride system improve your isolation from road shock. The miles slip by quietly and peacefully.

If you've owned other luxury cars, you know what they have in common. Perhaps it's time now to drive Toronado, and find out about the one car that puts it all together in quite a different way.

Some of the equipment illustrated is optional at extra cost.





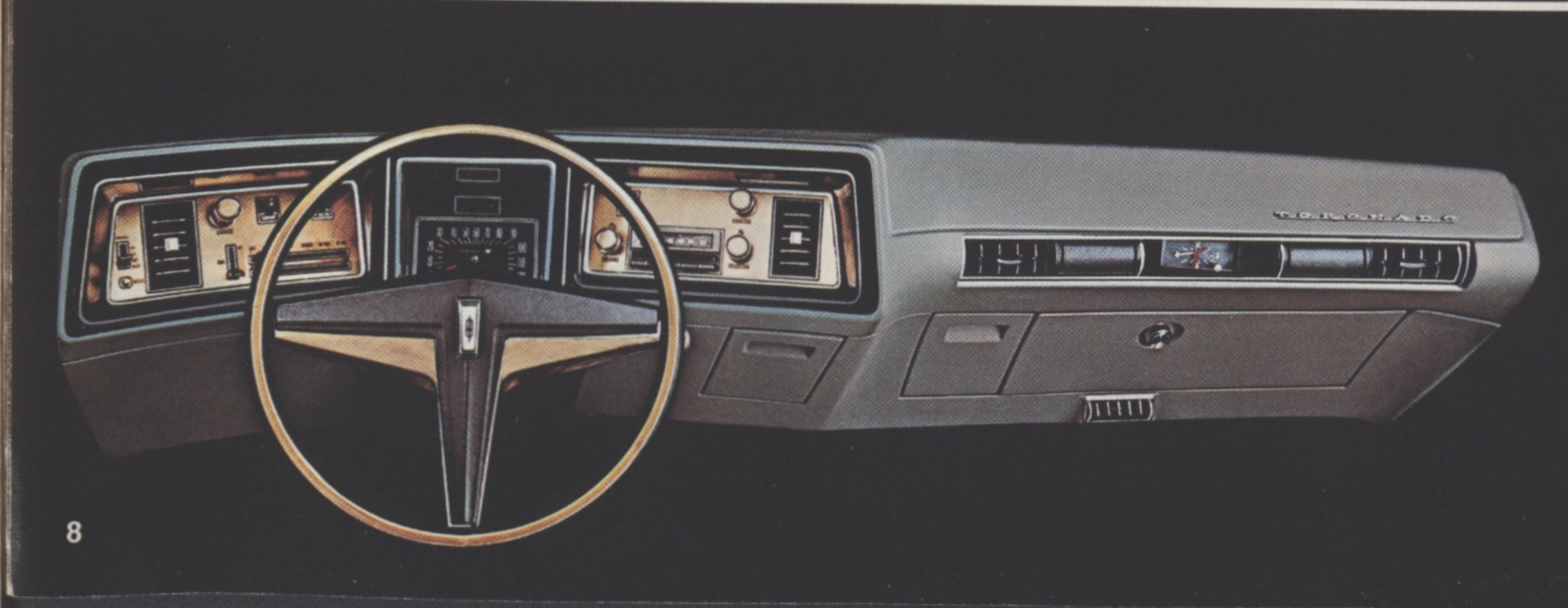
Courtesy lights and assist straps are typical of the extra touches provided for your convenience in the Toronado's Brougham interior.



Luggage space is not only generous, it is readily accessible—Toronado's rear deck opening is both wide and deep.



One of the fringe benefits of front drive: a front floor that is completely flat. A middle passenger has no awkward hump to contend with.



## Toronado

Inside, Toronado's uncommon comfort and luxury is tailored in subtly patterned Orlando cloth of pewter, black, dark green or dark blue; and in Orion cloth of covert-gold. Or in Elk-grain Morocceen, in black, covert-gold and saddle tan. The Custom-Sport front seat with centre armrest is standard. Toronado's instruments and controls, shown at left, are handsomely grouped in panels which angle toward the driver, bringing them within easier reach and visibility.



For individualized comfort, you may order a special Brougham interior with this divided front seat. Each side has its own seat controls.

MODEL AVAILABILITY: Custom Coupe				
STANDARD ENGINE: Rocket 455 V8 with 4-bbl. carburetor				
STANDARD TRANSMISSION: Turbo Hydra-matic column shift				
EXTERIOR DIMENSIONS: (in.)				
Wheelbase	Length	Width	Height	Curb Weight (lbs.)
122.3	220.6	79.8	54.7	4660
INTERIOR DIMENSIONS: (front/rear) (in.)				
Headroom	Shoulder-room	Legroom	Trunk Capacity	
38.1/37.1	64.3/60.2	42.4/35.2	13.5 cu. ft.	
OTHER STANDARD	FEATURES INCLUDE: Power Brakes, Instrument-Panel Cigar Lighter, Rear-Armrest Cigar Lighter, Full Dual Exhaust System, Interior-Operated Hood Lock, Remote-Control Outside Rearview Mirror, Color-Keyed Chrome-Accented Pedals, Sectional-Construction Bumper, Dual Front-Seat Head Restraints, Deluxe Seat Lap Belts (3 Front and 3 Rear), Deluxe Seat Shoulder Belts (2 Front), Constant-Ratio Power Steering, Deluxe Steering Wheel, Flo-Thru Ventilation, Chrome Wheel Discs.			
OTHER AVAILABLE	OPTIONS INCLUDE: Power Windows, Power Seats, Power Door Locks, Padded-Vinyl Rooftop Covering, Rear-Window Defogger, Air Conditioner, True-Track Braking, Cruise Control, Tilt-Away Steering Wheel, Tilt-and-Telescope Steering Wheel, Headlamp Off-Delay Control, Cornering Lamps, Low-Fuel Indicator, Radio, Safety Sentinel and Trip Odometer, Carefree Battery, Brougham Interior Trim, Heavy-Duty Suspension System, Outside-Temperature Indicator, Protective Bumper Rub Strip, Protective Side Molding.			

Some of the equipment illustrated is optional at extra cost.





## Ninety-Eight LS

It's quite a substantial car.

As the years go by, you look for more than size and softness in the car you drive. Oldsmobile offers you something quite a bit more substantial: the 1972 Ninety-Eight Luxury Sedan, on its own 127-inch wheelbase, is what you've always wanted in a car, all in one car.

The elegance is intentionally generous. What many other cars regard as extra-cost luxuries, the Ninety-Eight incorporates as standard equipment:

The smoothness of a Turbo Hydra-matic transmission.

Power front disc brakes are provided.

Variable-ratio power steering is also included.

Also standard, for your convenience, is a full complement of interior lamps.

A remote-control outside rearview mirror is provided on the driver's side.

The Ninety-Eight Luxury Sedan and Coupe have a two-way power front seat; and power side windows are standard, with controls set into a chrome armrest console.

The Ninety-Eight LS has many other touches of refinement. Even its control knobs and switches are finely detailed. Front and rear cigarette lighters, a spare tire cover, and an upholstered armrest in the centre of the back seat keep reminding you this is Oldsmobile's finest sedan. (There's even a clock in the back of the standard front seats, for rear-passenger convenience.)

The front seat is made with six inches of solid foam for greater riding comfort. And, because it doesn't depend primarily on metal springs for support, there's less sagging.

The Ninety-Eight engine's power is impressive in a soft-spoken way. The 455 Rocket V8 runs efficiently on no-lead, low-lead or regular gasolines. Still, it has all the reserve you could possibly want, when you need it.

A fine car should be a completely efficient means of moving from one place to another. It should provide you with all the comfort and luxury possible. The 1972 Ninety-Eight fulfills these requirements. It's a reassuringly substantial car in every respect.

At left and below: Ninety-Eight Luxury Sedan.



Some of the equipment illustrated is optional at extra cost.





## Ninety-Eight

More than plush elegance and a big back seat.

The Ninety-Eight Hardtop Coupe is a big car. It's 227.8 inches long from bumper to bumper. It's big inside, too. You can carry people, packages, presidents or pets, and still have room to stretch out. The trunk is big enough to hold several large suitcases without meticulous rearranging.

The standard equipment is extensive. Everything about the car is intended to perform flawlessly. And with a minimum of effort on the part of the driver.

The 1972 Ninety-Eight has tasteful new exterior touches. The tail lights are more distinctive and the grille has been redesigned. The Ninety-Eight's new front bumper is mounted on spring-steel supports which flex to absorb minor impact.

Some of the Ninety-Eight's most satisfying features are unseen; and perhaps the best example is its smooth, quiet ride. Its new ride system includes 14 strategically placed rubber body mounts, and extremely efficient soundproofing throughout, to insulate passengers from rough roads and noise. And, thanks to Oldsmobile's Supershocks, computer-selected springs, and special steering geometry, a Ninety-Eight can handle bumps, stiff winds and highway manoeuvres with remarkable ease.

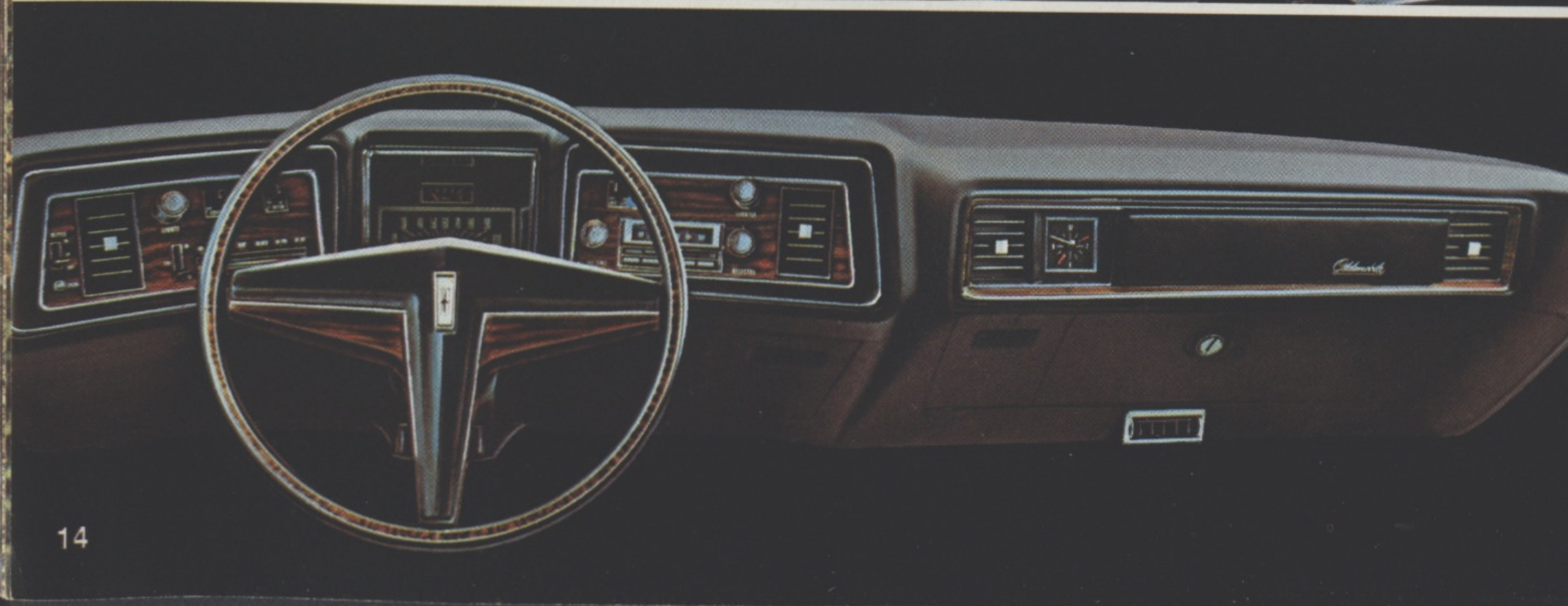
The 1972 Ninety-Eight Hardtop Coupe welcomes comparison. We think you'll find it substantially more automobile for your investment than anything else in the luxury class.

At left and below: Ninety-Eight Hardtop Coupe.



Some of the equipment illustrated is optional at extra cost.





## Ninety-Eight

Ninety-Eight interiors are famous for their elegance. The Hardtop Coupe provides this handsome Custom-Sport front seat with fold-down armrest as standard equipment. The solid-foam seat is over five feet wide, and upholstered in Oberon cloth in black, blue, green or pewter, or Orion cloth in covert-gold. Also available in black or covert-gold Elk-grain vinyl. The wraparound control centre places all instruments within easy reach.



The Ninety-Eight Luxury Sedan interior combines Onata cloth and Prima bolster cloth to heighten the luxurious effect. Available in green, blue, black, pewter and covert-gold.



This unique, divided front seat is available for Luxury Sedans and Coupes. Each side is individually adjustable for greatest comfort. Offered in Prima and Onata cloth in black, pewter and covert-gold.



Ninety-Eight's Luxury Coupe has its Custom-Sport front seat finished in this "biscuit"-pattern pleating, using Prima and Onata cloth in covert-gold, blue, green, pewter or black.



The Ninety-Eight Hardtop Sedan front seat, as well as those in other Ninety-Eight models, is especially constructed of solid, moulded foam, contoured for extraordinary comfort and support.



NINETY-EIGHT LUXURY COUPE



NINETY-EIGHT SEDAN

MODEL AVAILABILITY: Coupe, Luxury Coupe, Sedan, Luxury Sedan					
STANDARD ENGINE: Rocket 455 V8 with 4-bbl. carburetor					
STANDARD TRANSMISSION: Turbo Hydra-matic 400 column shift					
EXTERIOR DIMENSIONS: Coupe/Sedan (in.)					
Wheelbase	Length	Width	Height	Curb Weight (lbs.)	
127.0/127.0	227.8/227.8	79.6/79.6	54.1/54.6	4523/4608	

INTERIOR DIMENSIONS: Sedan (front/rear) (in.)				
Headroom	Shoulder-Room	Legroom	Trunk Capacity	
39.3/38.2	64.3/64.3	42.4/40.8	20.8 cu. ft.	

OTHER STANDARD FEATURES INCLUDE: Armrests with Chrome Power Controls (Luxury Models). Power Brakes. Cigar Lighters. Instrument-Panel Electric Clock. Rear-Compartment Electric Clock (Luxury Sedan with Armrest Bench Front Seat). Interior-Operated Hood Lock. Remote-Control Outside Rearview Mirror. Exclusive New Olds Bumper. Open-Door Warning Reflectors (Luxury Models). 2-Way Power Seat (Luxury Models). Dual Front-Seat Head Restraints. Deluxe Seat Lap Belts (3 Front and 3 Rear). Deluxe Seat Shoulder Belts (2 Front). Power Steering. Deluxe Steering Wheel. Spare Tire Cover (Luxury Models). Flo-Thru Ventilation. Chrome Wheel Discs. Rear-Wheel-Opening Covers. Power Side Windows (Luxury Models). Visor Vanity Mirror.

OTHER AVAILABLE OPTIONS INCLUDE: Power Seat (Bench). Power Door Locks. Chrome Protective-Side Moldings. Vinyl Rooftop Covering. Rear-Window Defogger. Air Conditioner. Anti-Spin Rear Axle. Cruise Control. Dual Exhaust System. Tilt-Away Steering Wheel. Tilt-and-Telescope Steering Wheel. Deluxe Wheel Discs. Headlamp Off-Delay Control. Cornering Lamps. Low-Fuel Indicator. Radio. Safety Sentinel and Trip Odometer. Protective Bumper Guards. Heavy-Duty Suspension System. Outside-Temperature Indicator, and Convenience Lamp Group.

Some of the equipment illustrated is optional at extra cost.





## Delta 88 Royale

Not just another pretty car.

This is a car for the distance—engineered to make mile after mile after mile pass effortlessly, comfortably, with excellent reliability over the years.

Delta 88's improved "G-Ride" System, for example, is designed to give you more predictable performance in unpredictable road situations. Helps smooth out that chuckhole you didn't see. Helps you handle sudden curves with minimum sway. Helps you stay steadier as you move through the airwash of a passing truck.

The secret? A combination of engineering advances, all interrelated. Such as new Supershocks. New springs, computer-matched to car weight. And a new steering geometry.

Many of the "extras" that make driving more pleasant are standard. Power steering, for example. Power and front disc brakes. A new, smoother automatic transmission. And a spirited Rocket 350 V8.

Inside, Royale surrounds you with luxury: The new interior is lavish and spacious. The front seat is molded of solid foam for greater comfort. And a centre armrest is standard (except Town Sedan). Power ventilation circulates the air, even when the car is standing still. And the double-walled Body-by-Fisher helps keep outside noises outside.

The quality of this automobile is readily apparent the first time you inspect it—and becomes even more apparent the longer you drive it. Because Delta 88s are built to last. Examples: A tougher, spring-mounted front bumper is designed to absorb minor impacts. And Positive Valve Rotators help keep your engine running better longer.

In '72, you can choose from the widest selection of Royales yet. A hardtop coupe. A sporty convertible. And new four-door hardtop and pillar sedans. Each is handsome, indeed, with Royale's distinctive side louvers and body-side moldings. But, remember—Delta 88 is not just another pretty car.

At left and below: Delta 88 Royale Hardtop Sedan.

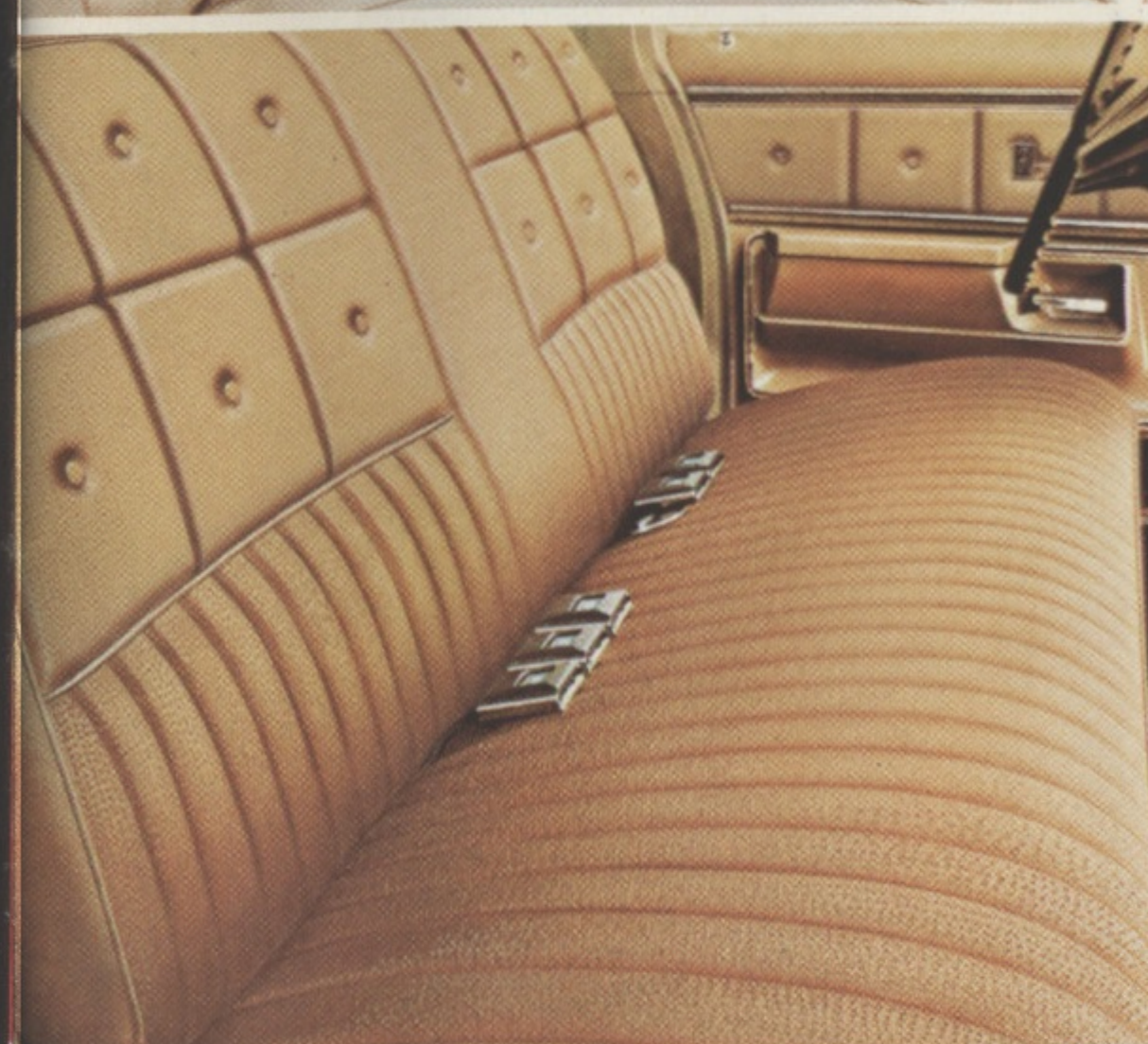


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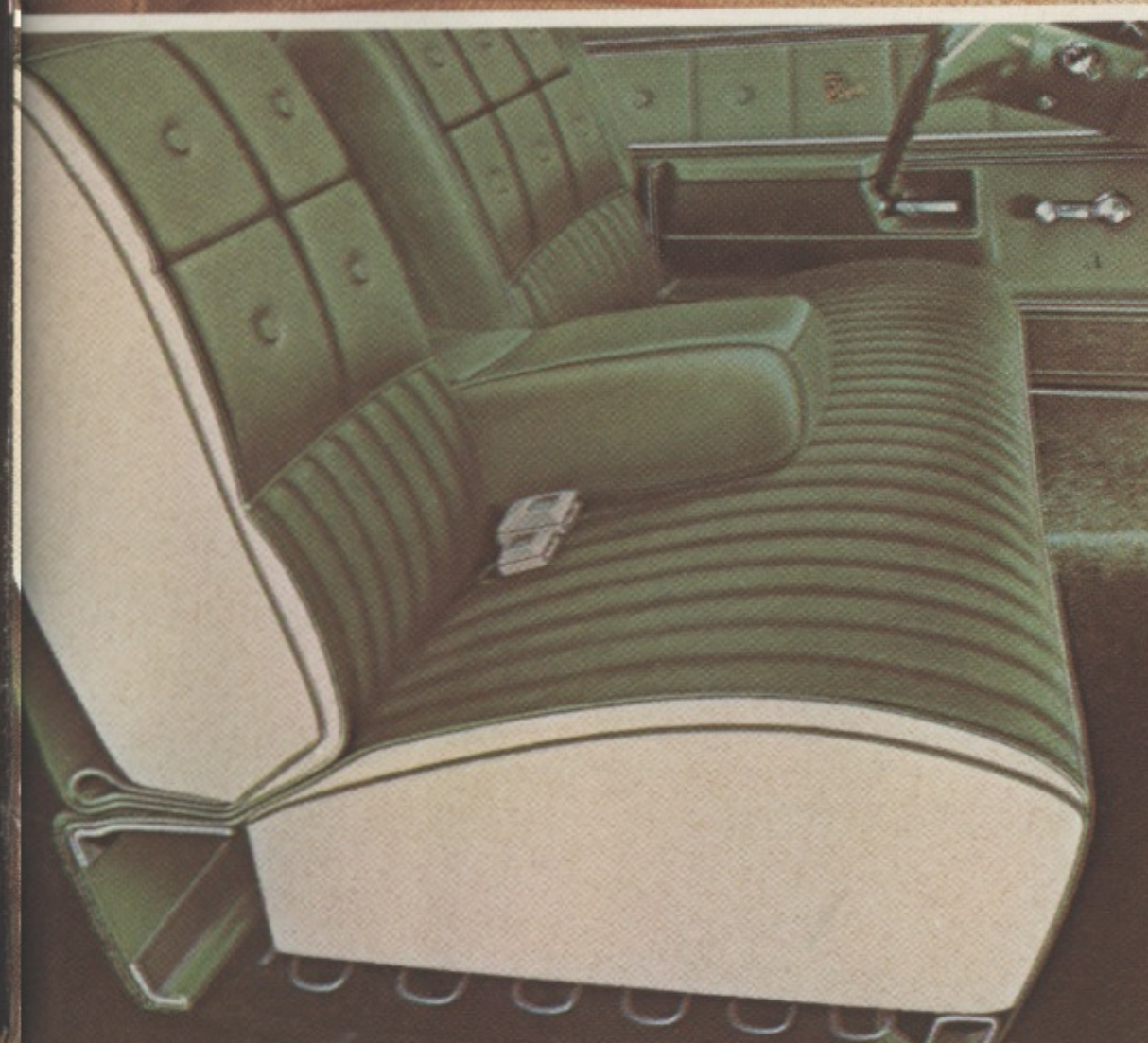




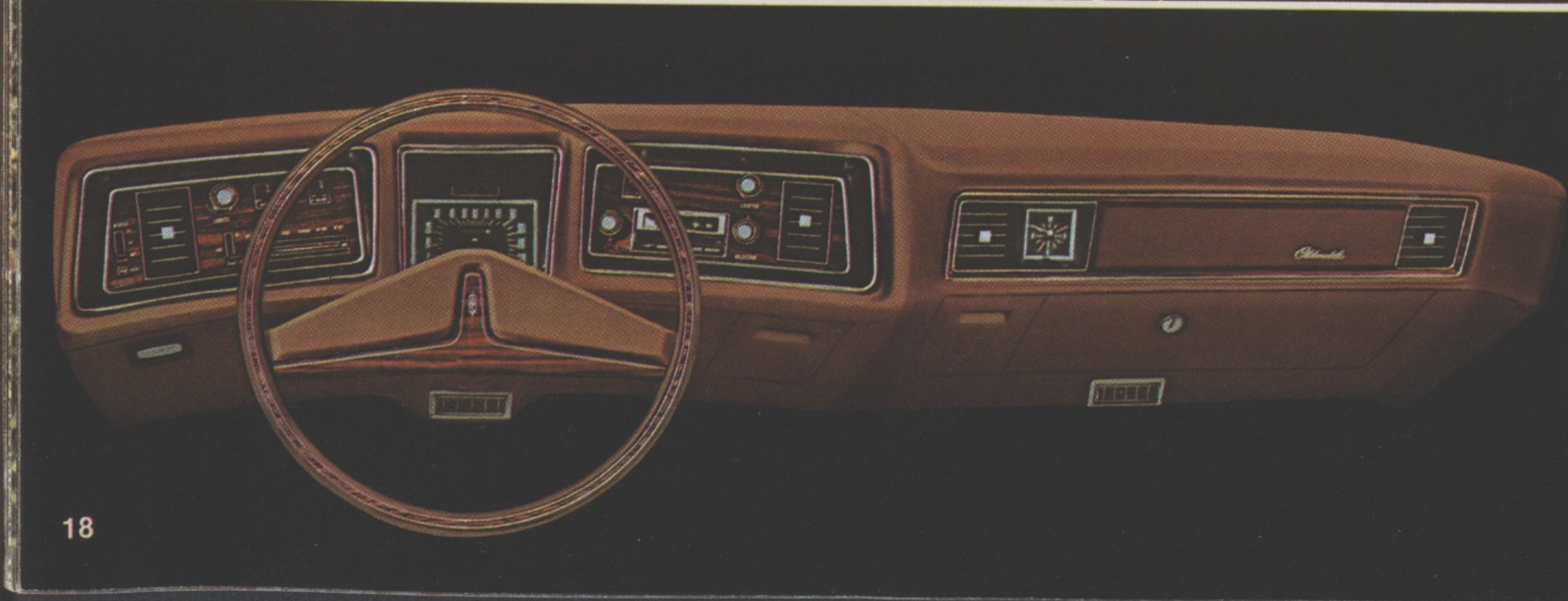
The handsome, easy-to-care-for interior of the convertible is custom-tailored in supple Elk- and Madrid-grained Moroccan, in white, black, green or saddle.



As you can see in this Delta 88 Royale Town Sedan, big-car comfort is very big indeed. You get over five feet of hiproom and shoulder-room, front and rear.

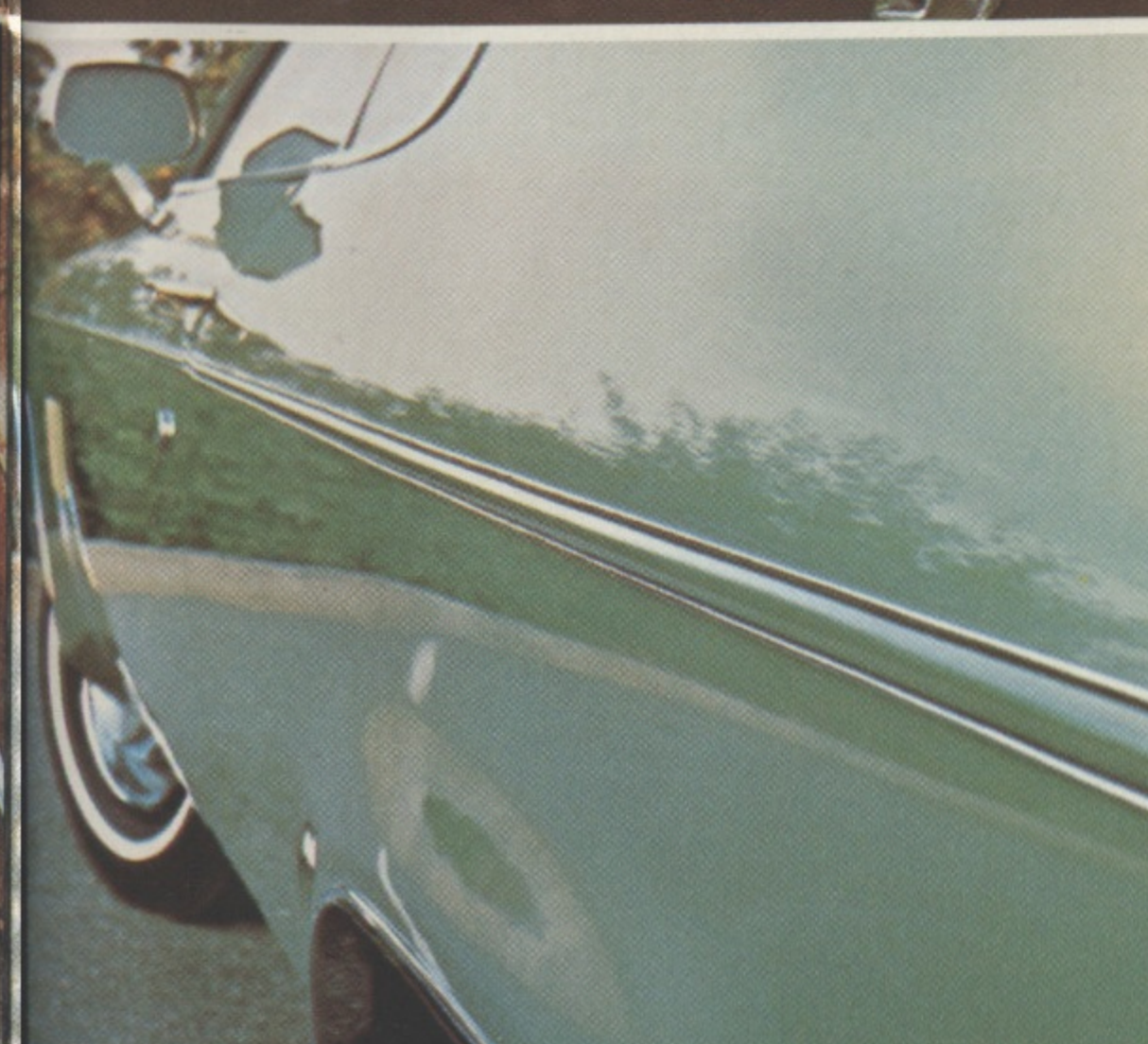


Under the fine fabric of the front seat is a cushion of solid foam up to six inches thick. It's molded and contoured to keep its shape and comfort for years.

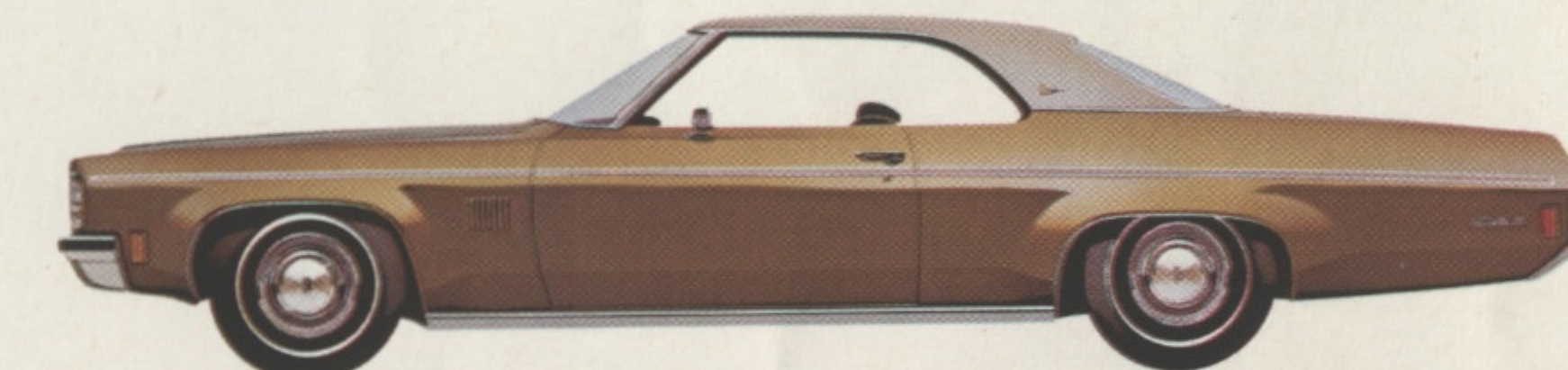


## Delta 88 Royale

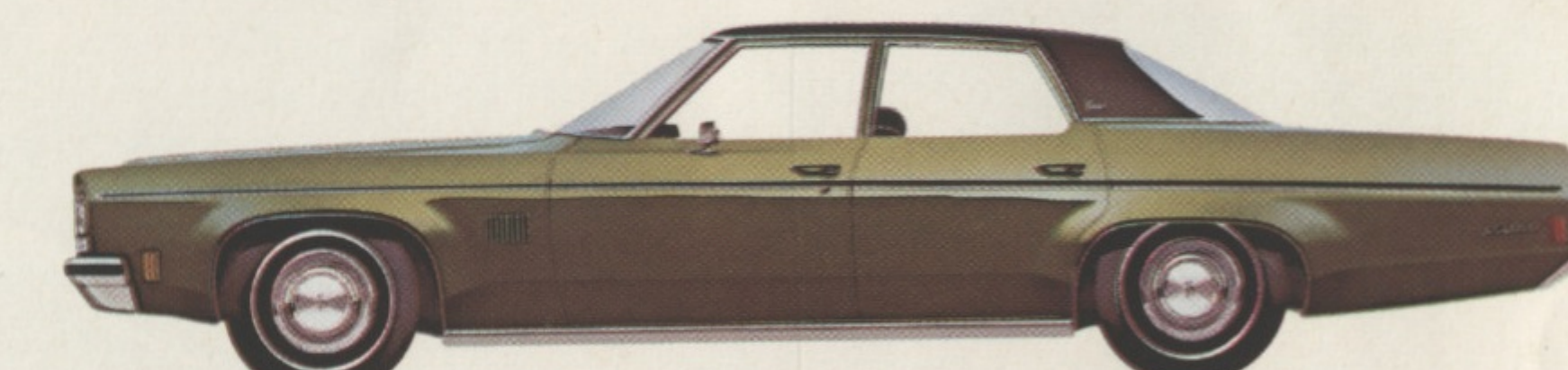
Delta 88 Royale's all-new interiors luxuriously live up to the name. This Custom-Sport front seat is standard in Royale hardtop coupe and sedan. Beautifully textured Kingswood cloth with Madrid-grain Moroccan vinyl trim is offered in covert-gold, black, green or blue; a selection of all-Moroccan interiors is also available. The wraparound control centre complements the elegant interior, and all instruments are conveniently arranged.



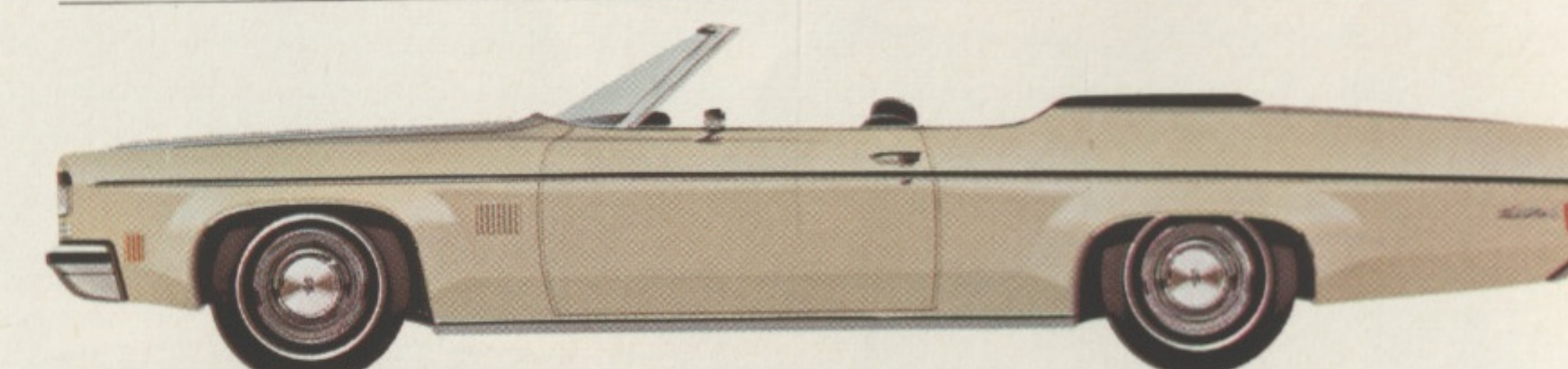
A special touch on all Delta 88 Royale models is this distinctive side molding with paint insert color-coordinated to the exterior paint you specify.



DELTA 88 ROYALE HARDTOP COUPE



DELTA 88 ROYALE TOWN SEDAN



DELTA 88 ROYALE CONVERTIBLE

MODEL AVAILABILITY: Hardtop Sedan, Town Sedan, Hardtop Coupe, Convertible					
STANDARD ENGINE: Rocket 350 V8 with 2-bbl. carburetor					
STANDARD TRANSMISSION: Turbo Hydra-matic column shift					
EXTERIOR DIMENSIONS: Hardtop Coupe/Hardtop Sedan (in.)					
Wheelbase	Length	Width	Height	Curb Weight (lbs.)	
124.0/124.0	222.1/222.1	79.5/79.5	53.4/53.6	4316/4404	
INTERIOR DIMENSIONS: Hardtop Sedan (front/rear) (in.)					
Headroom	Shoulder-room	Legroom	Trunk Capacity		
38.3/37.4	64.3/63.5	42.4/38.8	20.6 cu. ft.		
OTHER STANDARD FEATURES INCLUDE: Power Brakes, Cigar Lighter, Interior-Operated Hood Lock, Chrome Front-Fender Louver Grilles, Chrome Side Moldings (with painted insert), Exclusive New Olds Bumper with Protective Rub Strip, Dual Front-Seat Head Restraints, Seat Lap Belts (3 Front and 3 Rear), Power Steering, Seat Shoulder Belts (2 Front) (except Convertible), Power Top (Convertible), Flo-Thru Ventilation, Chrome Wheel Discs.					
OTHER AVAILABLE OPTIONS INCLUDE: Power Windows, Power Seat, Power Door Locks, Vinyl Rooftop Covering, Rear-Window Defogger, Air Conditioner, Remote-Control Outside Rearview Mirror, Anti-Spin Rear Axle, Cruise Control, Rocket 350 V8 with 4-bbl. carburetor, Rocket 455 V8 with 4-bbl. carburetor, Dual Exhaust System, Tilt-Away Steering Wheel, Super Stock Wheels, Headlamp Off-Delay Control, Cornering Lamps, Electric Clock, Low-Fuel Indicator, Radio, Safety Sentinel and Trip Odometer, Bumper Guards, Heavy-Duty Suspension System, Outside-Temperature Indicator.					

Some of the equipment illustrated is optional at extra cost.





## Delta 88

A car for the distance.

Delta 88 is everything you want in a family car. Big. Comfortable. Easy-going. And tough.

It's heavy, over 4200 pounds, with a long 124-inch wheelbase. This, alone, means outstanding roadability. And when you add Oldsmobile's exclusive "G-Ride" System, roadability becomes superb.

It's roomy. Six adults have room to stretch out and relax. And the trunk (over 20 cubic feet big) won't frustrate you when you pack up for the family vacation.

It's loaded with standard equipment. Power steering. Power and front disc and rear drum brakes. Automatic transmission. And dozens of standard GM safety features.

And Delta 88 is built to last. Which shows up in the way it performs—and at trade-in time, too. A few examples:

The new, heavier spring-mounted front bumper is designed to absorb minor impacts. It gives—then springs back for more.

Thermoplastic inner front fenders deflect water, stones and road salt, and discourage corrosion of the outer fenders.

The front body panel beneath the grille and around the headlights is molded of tough fiberglass to resist nicks and rust spots caused by flying stones.

The muffler and exhaust system are coated with rust-resisting aluminum for longer life.

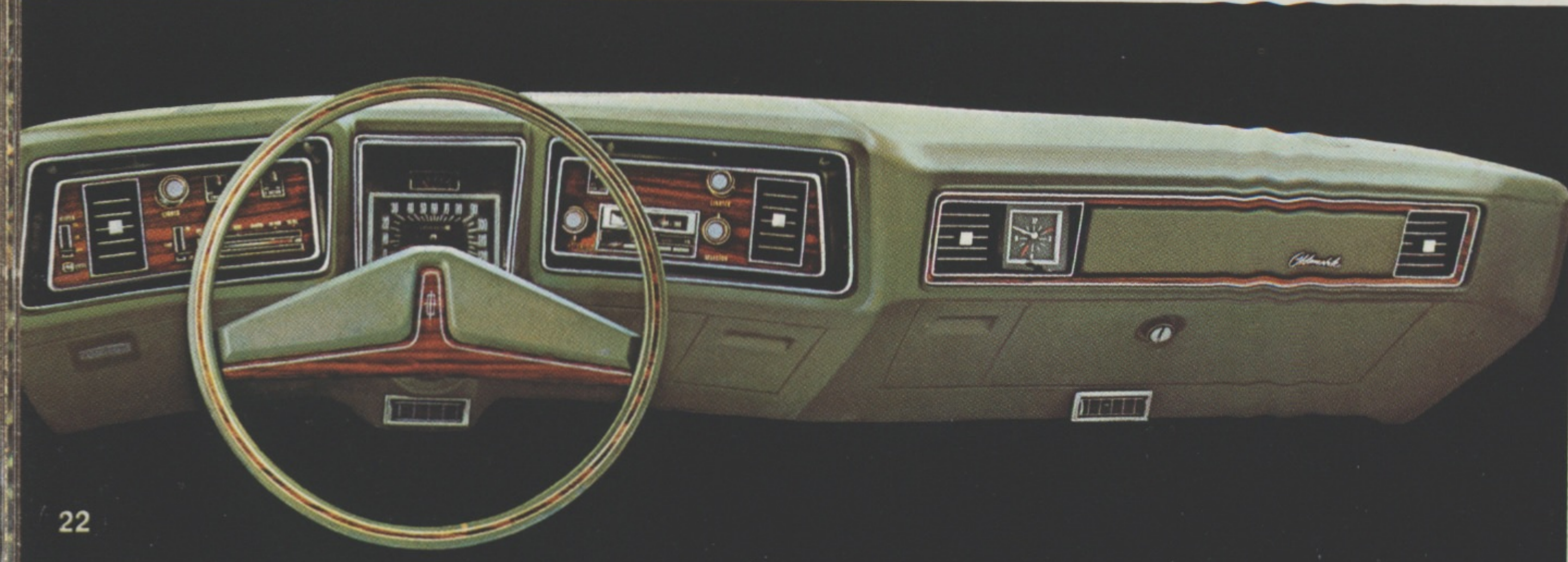
And our Rocket 350 V8 Engines are famous for dependability and long life. Now there's a new system of computer-testing *every* Rocket V8, before it's installed, to help assure the built-in quality that's basic to long life and trouble-free performance.

At left and below: Delta 88 Hardtop Coupe.



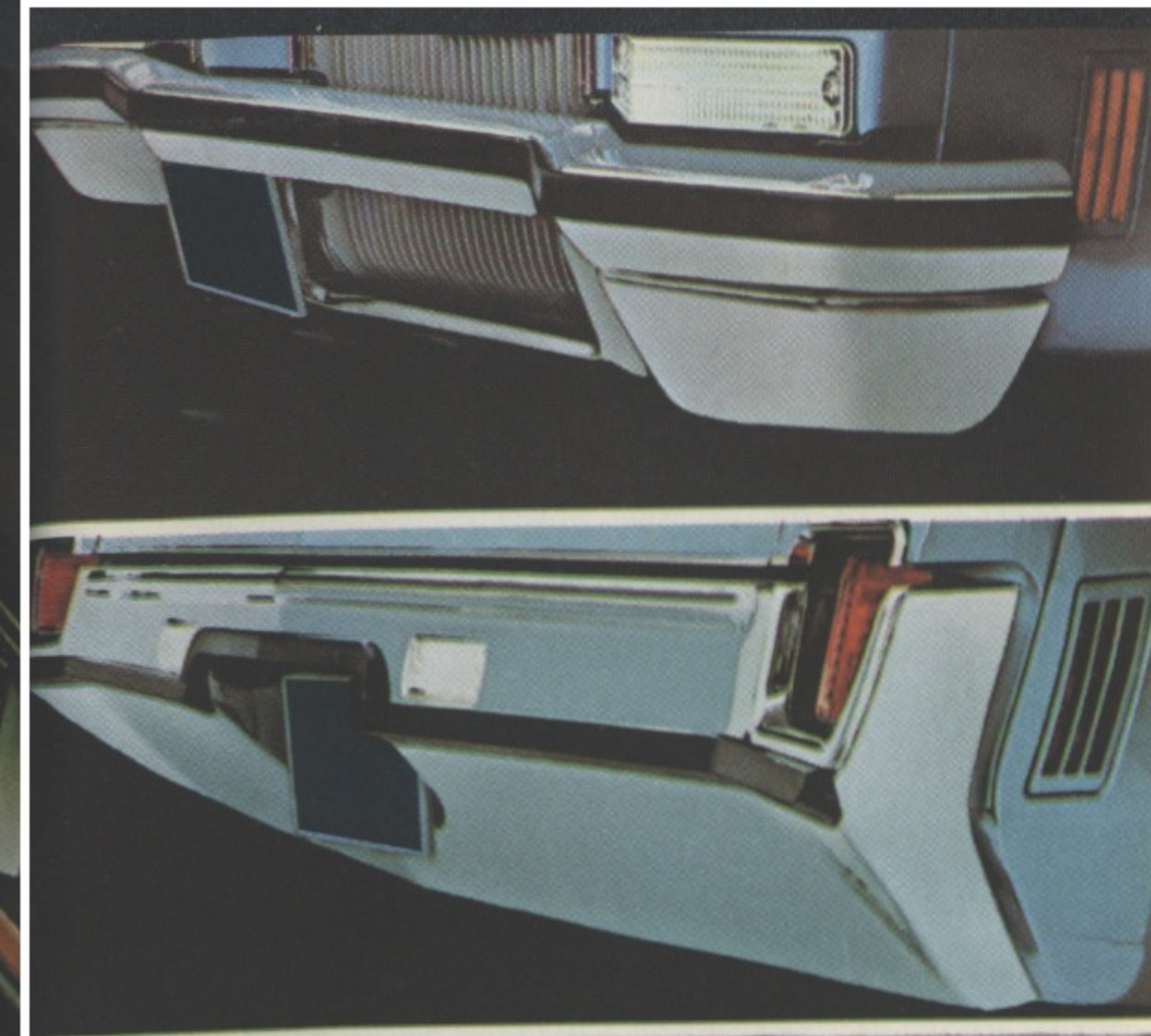
Some of the equipment illustrated is optional at extra cost.



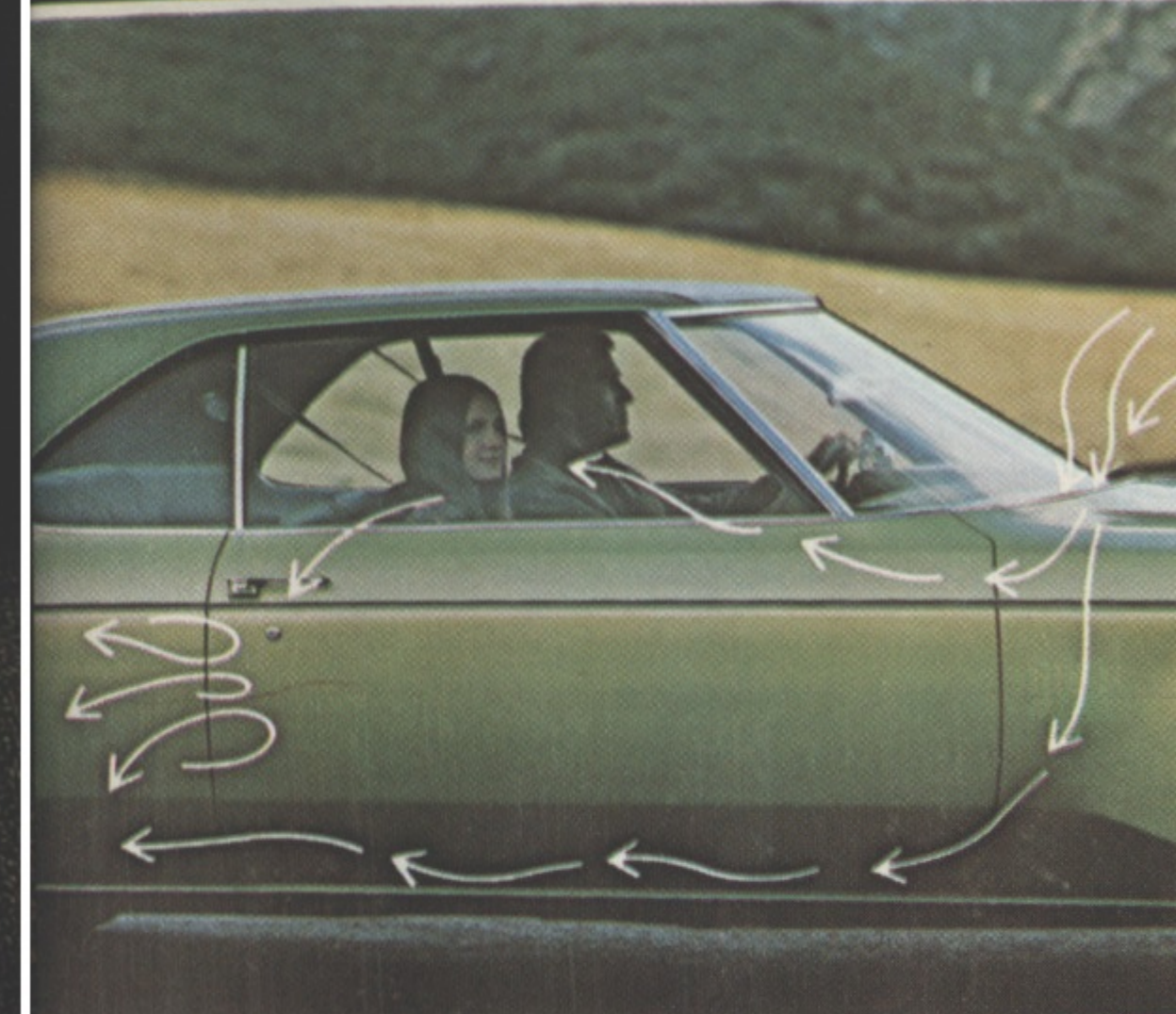


## Delta 88

Delta 88 Hardtop Coupes and Sedans offer this rich, long-wearing interior in Oakwood cloth of green, blue or covert-gold, and in Elk-grain Moroccan vinyl of covert-gold, black or saddle. Delta 88 provides the driver with easy-to-reach, easy-to-read controls and instruments. Gauges, switches, even the ashtrays are thoughtfully lighted. And to simplify servicing, dash panels snap in and out, quickly and easily.



Heavy vinyl impact facings on the front and rear bumpers available for Delta 88 models help to protect them against dents, dings and corrosion.



Upper and lower level power ventilation continually circulates the air inside, helps keep you comfortable at all times—even when idling at a stoplight.



Delta 88's Town Sedan interiors offer this Oakwood cloth trim in green, blue or covert-gold, and an all-Moroccan version in a choice of black or covert-gold.



DELTA 88 HARDTOP SEDAN



DELTA 88 TOWN SEDAN

MODEL AVAILABILITY: Hardtop Coupe, Hardtop Sedan, Town Sedan

STANDARD ENGINE: Rocket 350 V8 with 2-bbl. carburetor

STANDARD TRANSMISSION: Turbo Hydra-matic column shift

EXTERIOR DIMENSIONS: Hardtop Sedan/Hardtop Coupe (in.)		Curb Weight (lbs.)	
Wheelbase	Length	Width	Height
124.0/124.0	222.1/222.1	79.5/79.5	53.6/53.4
		4375/4296	

INTERIOR DIMENSIONS: Town Sedan (front/rear) (in.)		Trunk Capacity	
Headroom	Shoulder-room	Legroom	
38.3/37.4	64.3/63.5	42.4/38.8	20.6 cu. ft.

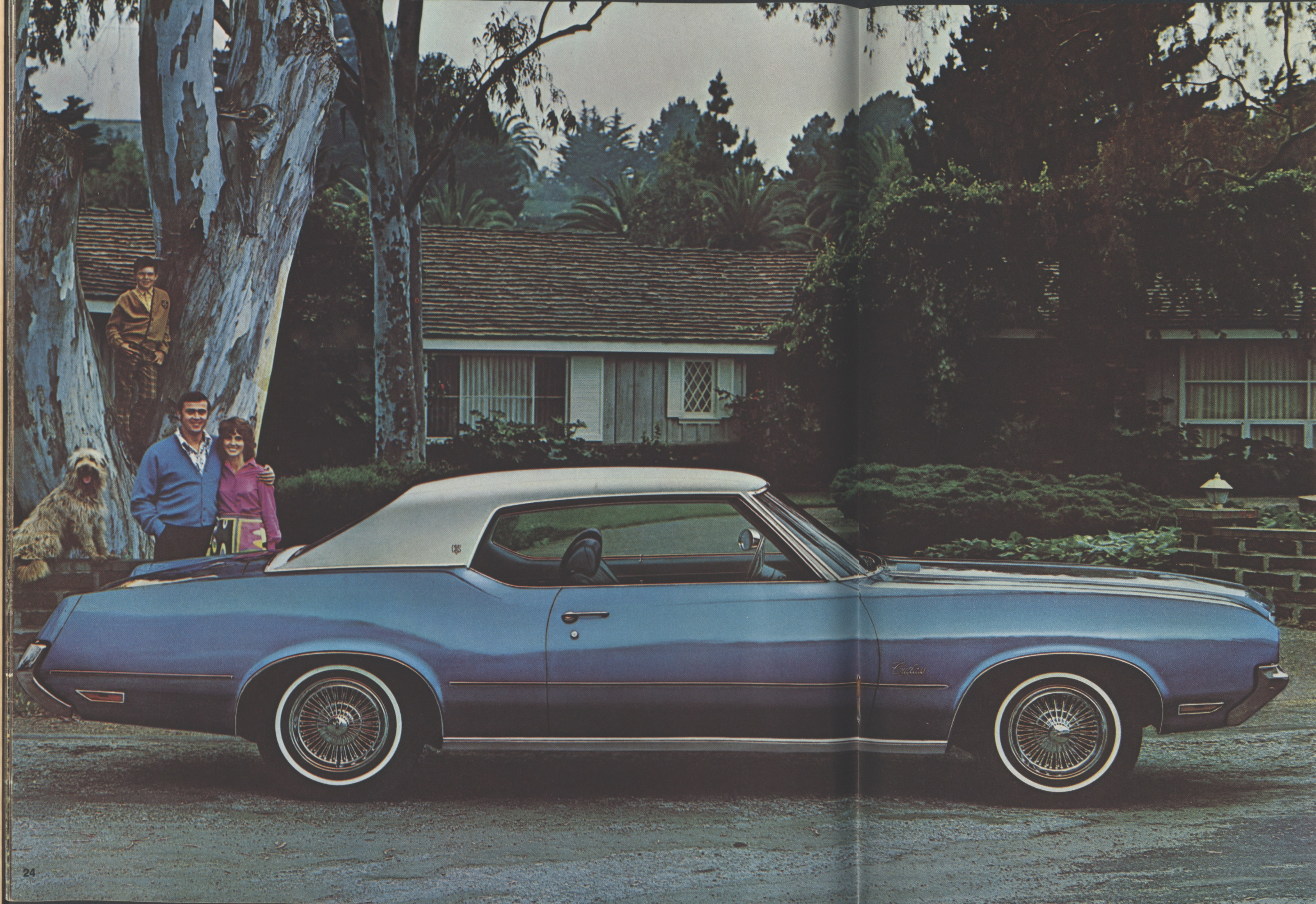
OTHER STANDARD FEATURES INCLUDE: Power Brakes, Cigar Lighter, Interior-Operated Hood Lock, Exclusive New Olds Bumpers, Dual Front-Seat Head Restraints, Seat Lap Belts (3 Front and 3 Rear), Seat Shoulder Belts (2 Front), Power Steering, Deluxe Steering Wheel, Flo-Thru Ventilation, Chrome Wheel Discs.

OTHER AVAILABLE OPTIONS INCLUDE: Power Windows, Power Seat, Power Door Locks, Vinyl Rooftop Covering, Rear-Window Defogger, Air Conditioner, Remote-Control Outside Rearview Mirror, Anti-Spin Rear Axle, Cruise Control, Rocket 350 V8 with 4-bbl. carburetor, Rocket 455 V8 with 4-bbl. carburetor, Dual Exhaust System, Tilt-Away Steering Wheel, Super Stock Wheels, Headlamp Off-Delay Control, Cornering Lamps, Electric Clock, Low-Fuel Indicator, Radio, Safety Sentinel and Trip Odometer, Bumper Guards, Heavy-Duty Suspension System, Outside-Temperature Indicator, Protective Bumper Rub Strips.

An interior-operated hood release is standard on all Delta 88 models. It lets you control opening of the hood from the driver's seat, prevents tampering.

Some of the equipment illustrated is optional at extra cost.





## Cutlass Supreme

"If your friends could see you now!"

Years ago, the luxury you talked of owning "someday" was in big and expensive cars.

But this is 1972. And this is Cutlass Supreme—our "little limousine." It gives you the luxury you've always wanted—but in an easy-to-handle size and price range.

The look is Supreme all the way. Formal roofline. And the new grille has a classic quality and texture. There is available a tapered protective side molding, with a vinyl insert to absorb scuffs and scrapes.

With all this elegance, we give you a Flo-Thru Ventilation System to keep the air circulating, even with all windows closed. A strong, tight Body-by-Fisher that wraps you in quiet and deep comfort.

Under it all, there's a chassis designed to give you a comfortable ride on an easy-to-manoeuvre, easy-to-park 112-inch wheelbase. And a computer matches the springs to the final weight of your car. Tuned body mounts and stabilizer bar help smooth out the road. And for power, there's a choice of Rocket V8s—350 4-barrel is standard, and you can order a 350 2-barrel, a 455 4-barrel, with a special W30 option 4-barrel 455 for the convertible.

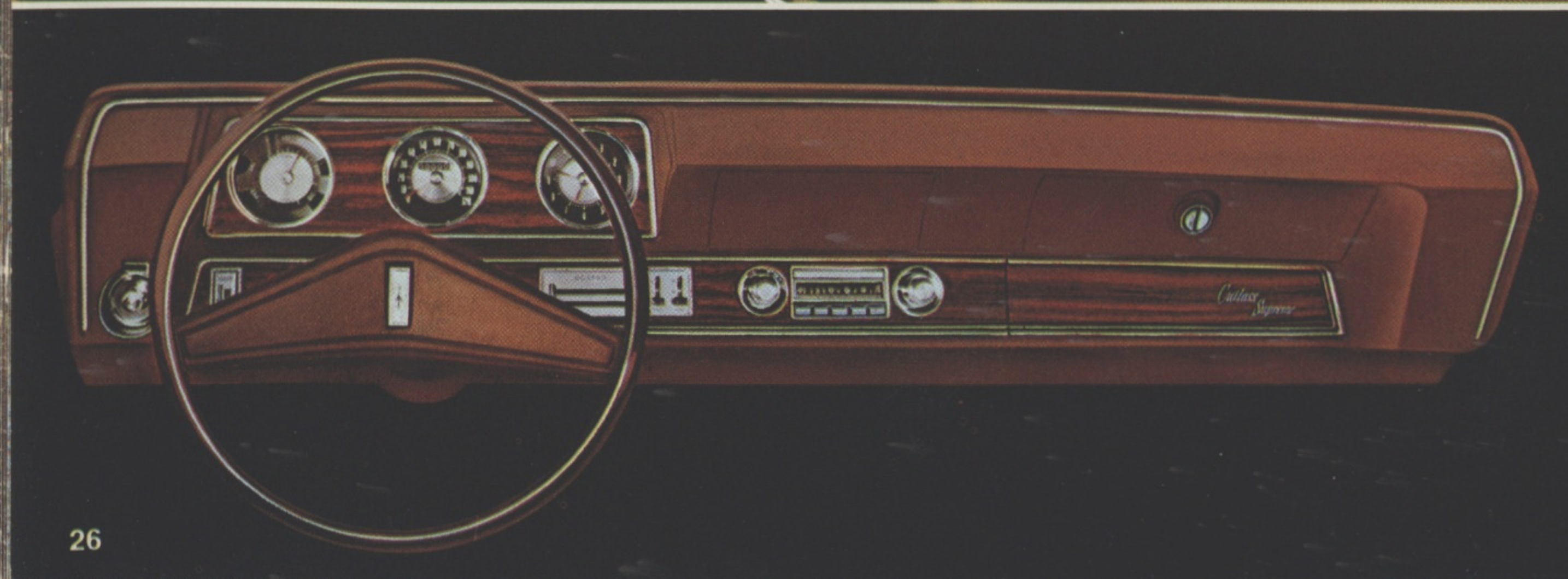
Now, how's that for Supreme luxury in a mid-size car, circa 1972?

At left and below: Cutlass Supreme Hardtop Coupe.



Some of the equipment illustrated is optional at extra cost.



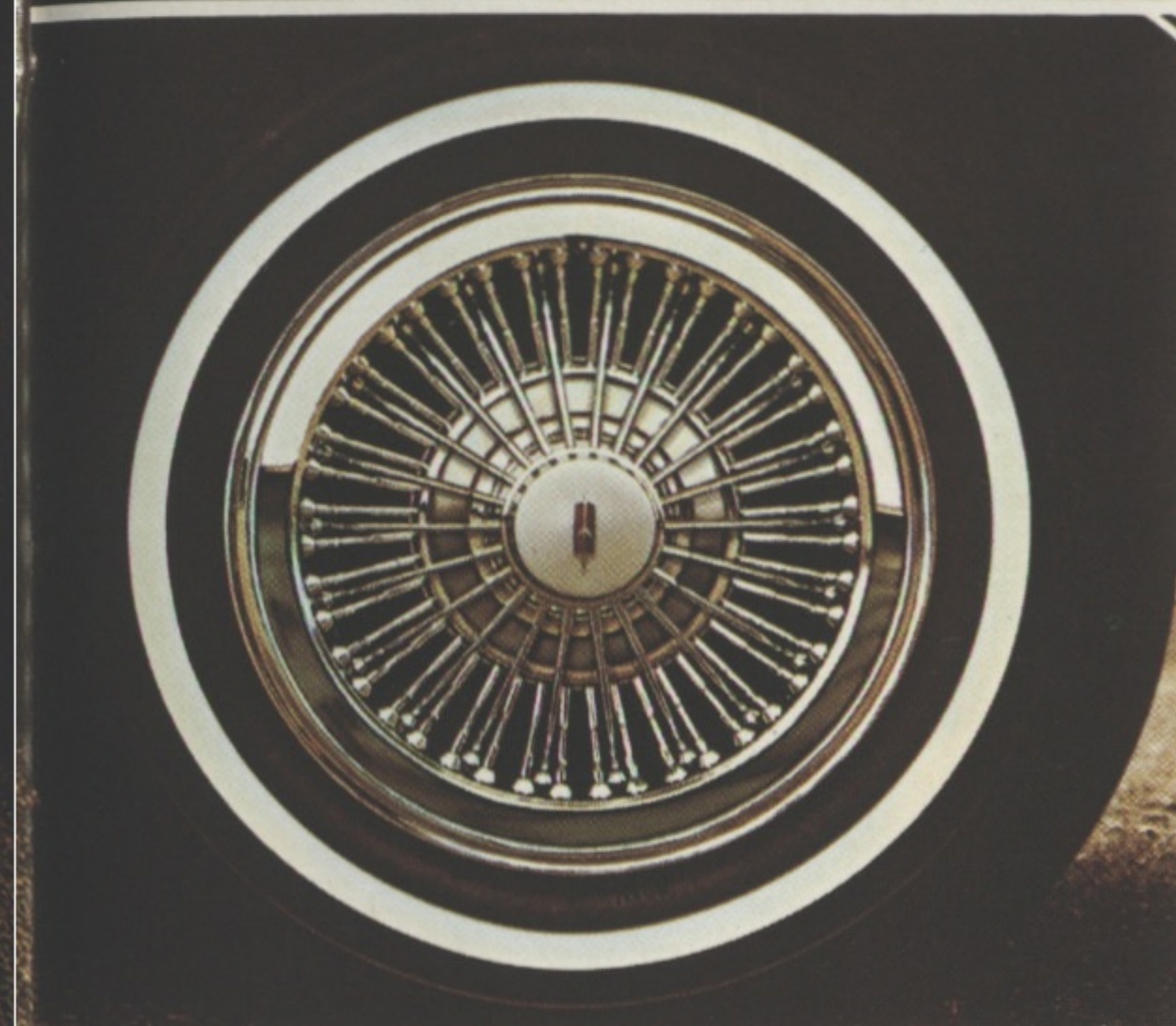


## Cutlass Supreme

Oldsmobile richly carries out the "little limousine" tradition inside, too. This Custom-Sport front seat in the hardtop coupe combines patterned Orleans brocade with Prima cloth in covert-gold, blue or green; or in all-Moroccan vinyl in black, white or saddle. The deeply-padded folding centre armrest is standard; so are rosewood-grain inlays on the doors and instrument panel. The deluxe steering wheel provides a Touch-and-Blow horn in the centre pad.



Cutlass Supreme's elegantly formal roofline lends distinction to the body lines—and the vinyl roof is available in white, black, saddle, green or covert-gold.



A close-up look at Oldsmobile's newly available wire wheel cover. Its heavy-gauge wire spokes, small hub and deep rim give lots of gleam that's perfect for a Cutlass Supreme



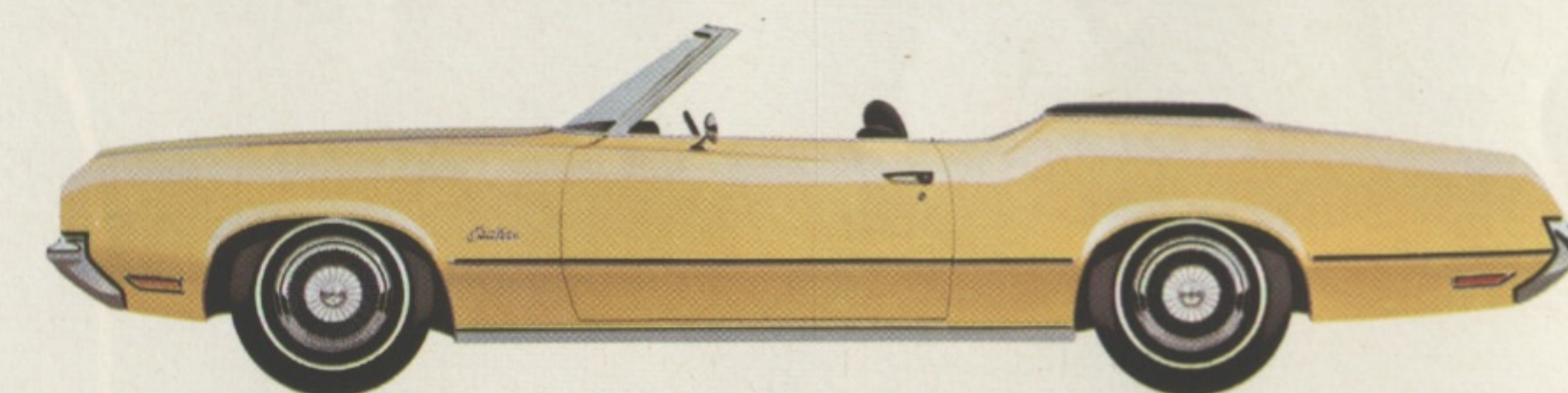
The Cutlass Supreme Hardtop Sedan also comes with the Custom-Sport front seat in Orleans cloth of covert-gold, green or blue, in all-Moroccan of black or saddle. Note the detailing of the door.



In the hardtop coupe or convertible, you have your choice of these elegant Strato-Bucket seats or the bench-type front seat shown on the facing page.



CUTLASS SUPREME HARDTOP SEDAN



CUTLASS SUPREME CONVERTIBLE

MODEL AVAILABILITY: Hardtop Sedan, Hardtop Coupe, Convertible				
STANDARD ENGINE: Rocket 350 V8 with 4-bbl. carburetor				
STANDARD TRANSMISSION: Fully synchronized 3-speed manual with column shift				
EXTERIOR DIMENSIONS: Sedan/Coupe (in.)				
Wheelbase	Length	Width	Height	Curb Weight (lbs.)
116.0/112.0	207.6/203.6	76.8/76.8	53.5/52.9	3642/3520
INTERIOR DIMENSIONS: Sedan (front/rear) (in.)				
Headroom	Shoulder-room	Legroom	Trunk Capacity	
38.5/37.1	58.2/57.3	41.5/34.0	14.5 cu. ft.	
OTHER STANDARD	FEATURES INCLUDE: Cigar Lighter, Strato Bucket Seats (Coupe and Convertible), Seat Lap Belts (2 Front and 3 Rear . . . Coupe and Convertible), (3 Front and 3 Rear . . . Sedan), Seat Shoulder Belts, 2 Front (ex. Conv.), Power Top (Convertible), Flo-Thru Ventilation, Positive Valve Rotators, Deluxe Steering Wheel, Thermoplastic Front-Fender Inner Panels, Aluminized Exhaust System, Self-Adjusting Brakes.			
OTHER AVAILABLE	OPTIONS INCLUDE: Power Windows, Power Seat, Power Door Locks, Vinyl Rooftop Covering, Rear-Window Defogger, Air Conditioner, Remote-Control Outside Rearview Mirror, Sports Console, Anti-Spin Rear Axle, Power Brakes, Power Brakes with Front Disc Brakes, Cruise Control, Rocket 350 V8 with 2-bbl. carburetor, Rocket 455 V8 with 4-bbl. carburetor, 4-Speed Floor-Shift Wide-Ratio Transmission, Turbo Hydra-matic 350 Transmission (for Rocket 350-cu.-in. V8 Engine), Turbo Hydra-matic 400 Transmission (for Rocket 455-cu.-in. V8 Engine), Dual Exhaust System (ex. H.T. Sedan), Power Steering, Super Stock Wheels, Simulated Wire Wheel Discs, Chrome Wheel Discs, Rocket Rallye Pac, Electric Clock, Stereo Tape Player, Radio, Protective Bumper Guards, Dual-Intake Force-Air Fiberglass Hood, 4-4-2 Appearance and Handling Package, W30 Performance Package, Heavy-Duty Clutch, 3-Speed Hurst Performance Shifter, Heavy-Duty Suspension System, Outside-Temperature Indicator, Body Side Molding.			

Some of the equipment illustrated is optional at extra cost.





## Cutlass S

Puts you into an Olds a couple of years sooner.

Imagine it. You, in an Olds—a fastback Cutlass S. With chromed hood louvers. It can happen. Easily. For just about the price of many of the so-called "low-priced" cars.

Cutlass S acts like it looks—sporty. In fact, it has regularly drawn praise over the years from car magazines for its handling response, stability and all-around behaviour on the road. When you drive one, you'll see why.

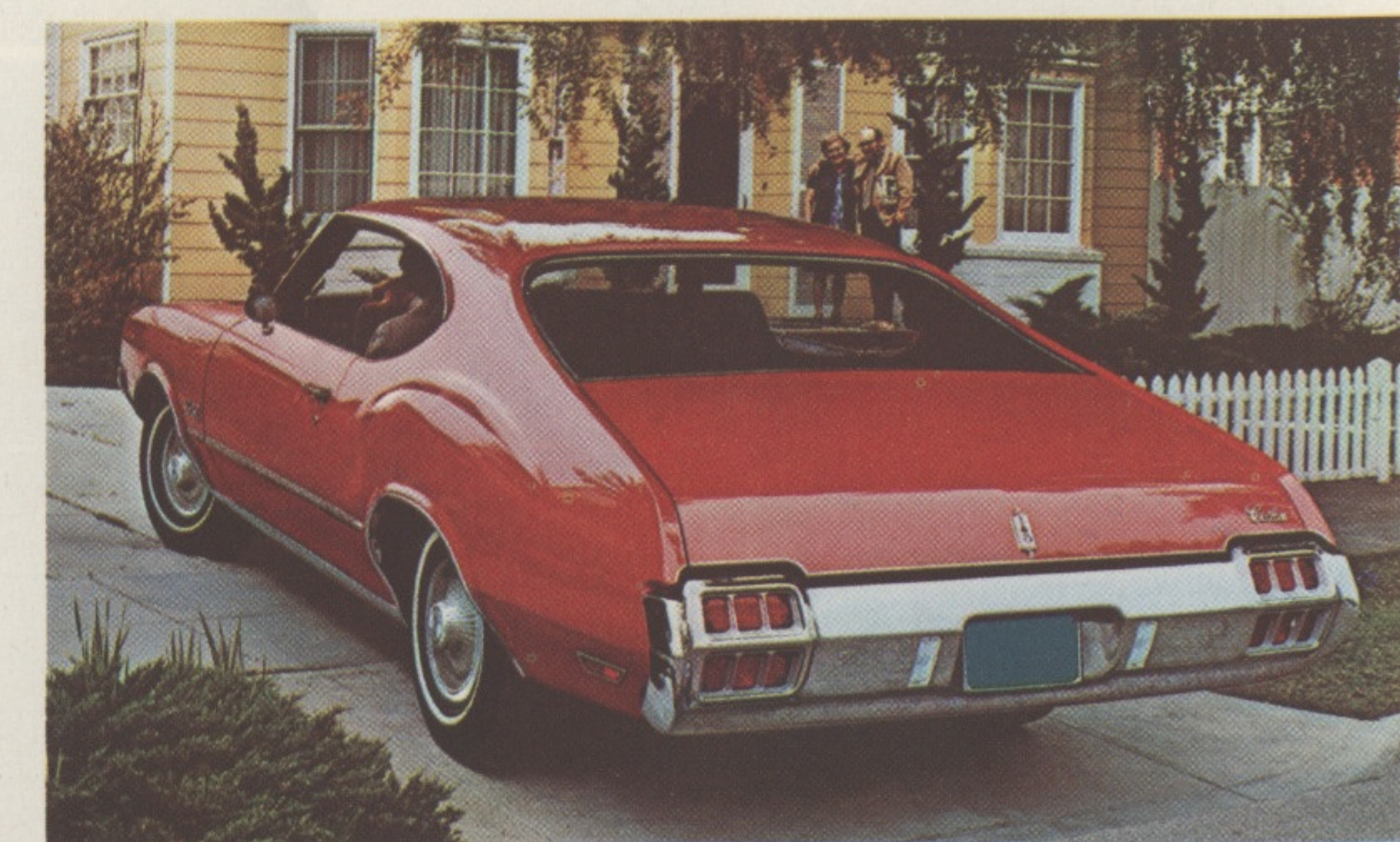
Your choice of engines starts with a Rocket 350 V8, standard, and goes up from there. Yet they all run efficiently on no-lead, low-lead or regular gasolines.

And you have your choice of 15 colors—including six special Cutlass colors a little on the wild side.

Care to make this Hardtop Coupe even more far out? Just add Cutlass S extras: Like bucket seats, floor-mounted Hurst Shifter, Super Stock Wheels; and now the 4-4-2 Sport/Handling Package is available for the first time (see pages 36-37).

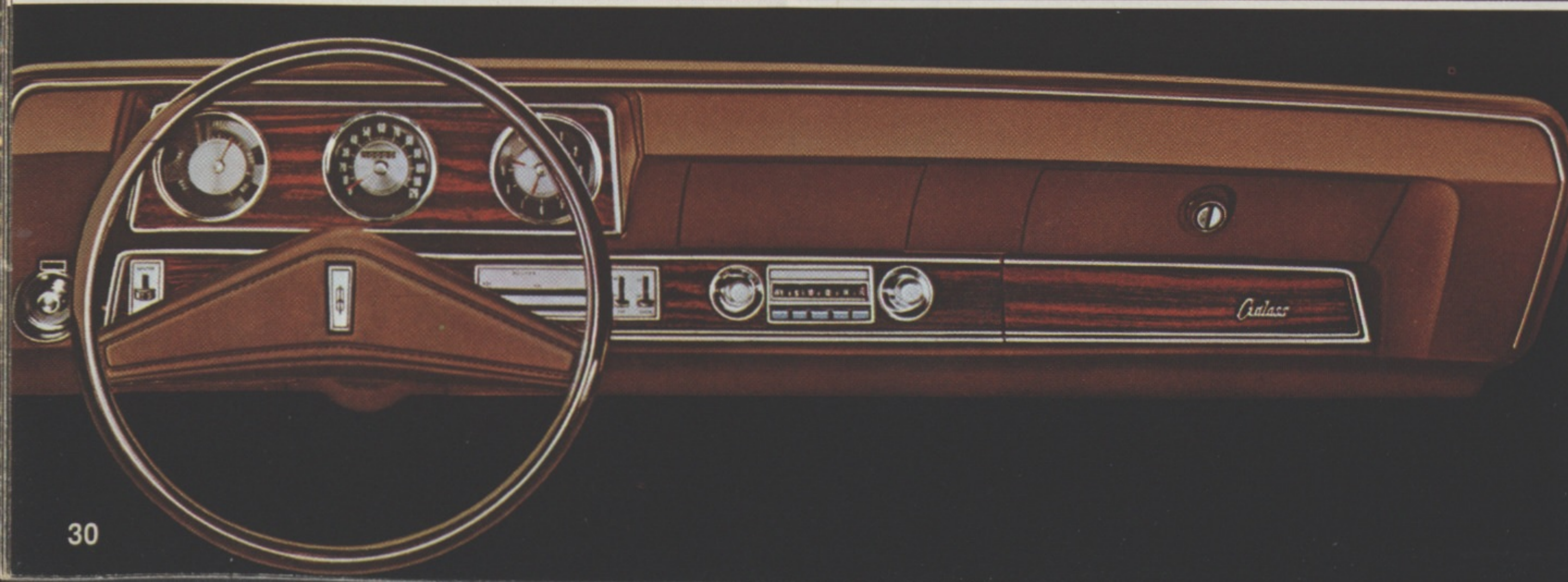
Either way, Cutlass S is a lot of car. With niceties: Flo-Thru Ventilation on the Hardtop Coupe. Full carpeting. Hidden windshield wipers and radio antenna (if radio is ordered). New heavier finned front-brake drums provide cooler operation, greater heat dissipation. All of which is even more impressive when you find out how easy it is to own a Cutlass S.

At left and bottom: Cutlass S Hardtop Coupe.



Some of the equipment illustrated is optional at extra cost.



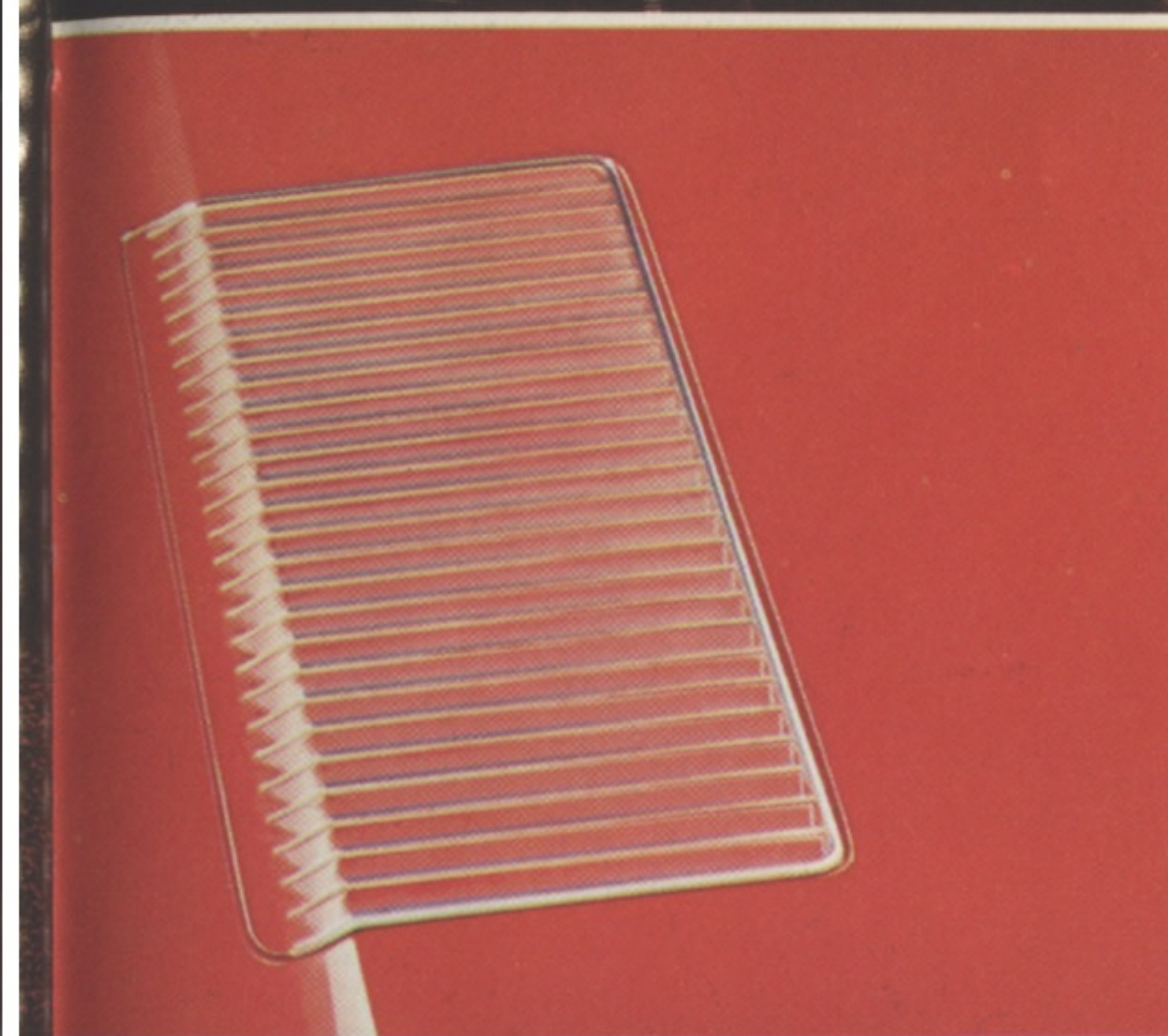


## Cutlass S

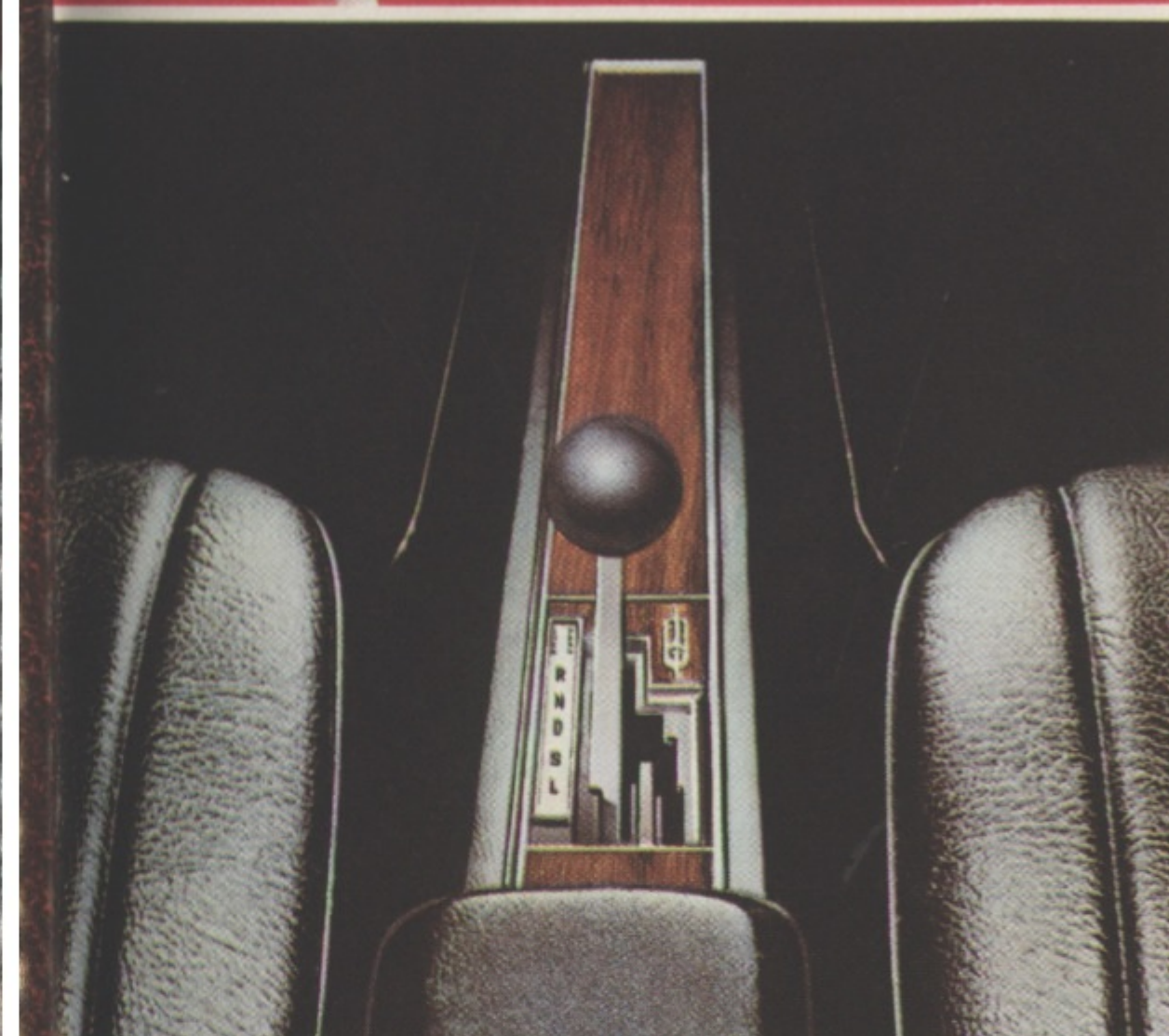
When it comes to interiors, the "S" stands for sleek and sporty. Luxurious Madrid- and Elk-grain Moroccan vinyl are combined in saddle tan, black, white or green; Orion cloth upholstery is offered in blue or covert-gold. If you're thinking it's all too luxurious—don't worry, it's easy to get used to. And notice, Cutlass S instrumentation provides you with easy-to-read gauges and easy-to-reach controls.



If hunting for the horn bothers you you'll like the new Touch-and-Blow feature of our deluxe steering wheel: a light touch anywhere on the centre bar does it—and it's standard!



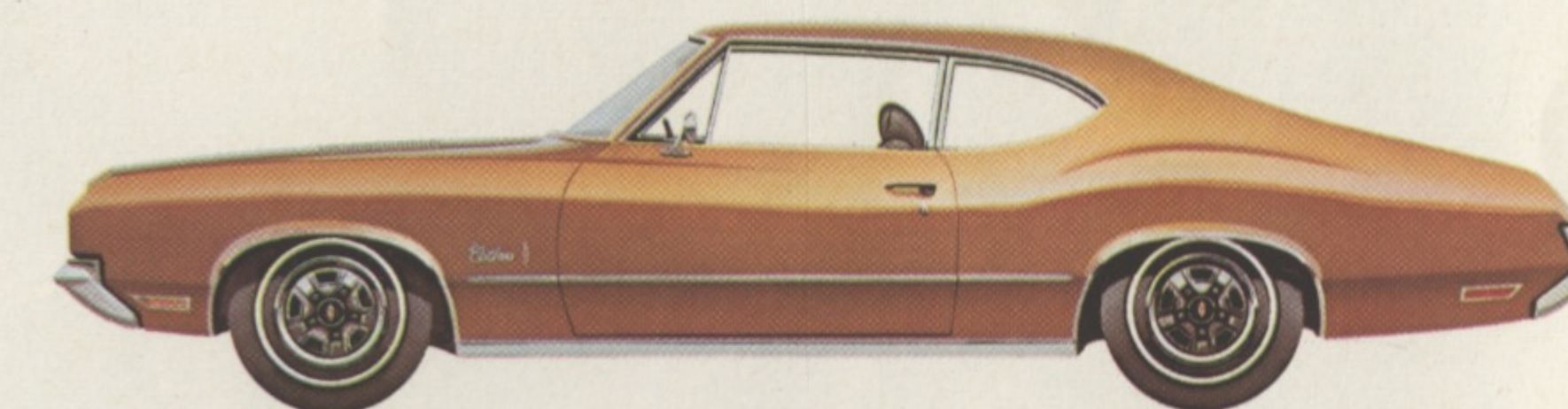
Chromed hood louvers are usually something you order extra on other cars—but not on Cutlass S. They're standard. And sporty.



"His-and-Hers" Dual-Gate Shifter. Lets you shift manually or automatically. Order it along with your Sports Console. And other available delights, like sports mirrors, Super Stock Wheels and raised-letter tires.



How do you make a Cutlass S Hardtop Coupe even sportier? With Strato-Bucket Seats. Specially shaped and contoured for deep comfort. Moroccan vinyl upholstery in saddle, black, white, green or blue.



CUTLASS S SPORTS COUPE

MODEL AVAILABILITY: Sports Coupe, Hardtop Coupe

STANDARD ENGINE: Rocket 350 V8 with 2-bbl. carburetor

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

EXTERIOR DIMENSIONS: Hardtop Coupe (in.)

Wheelbase	Length	Width	Height	Curb Weight (lbs.)
112.0	203.6	76.8	52.9	3509

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

Headroom	Shoulder-room	Legroom	Trunk Capacity
37.9/36.3	58.2/55.7	41.5/32.3	14.5 cu. ft.

OTHER STANDARD FEATURES INCLUDE: Cigar Lighter, Chrome Hood Louver Grilles, Dual Front-Seat Head Restraints, Seat Lap Belts (3 Front and 3 Rear), Seat Shoulder Belts (2 Front), Flo-Thru Ventilation (Hardtop Coupe), Crank-Operated Vent Windows, (Sports Coupe), Positive Valve Rotators, Aluminized Exhaust System, Self-Adjusting Brakes, Deluxe Steering Wheel.

OTHER AVAILABLE OPTIONS INCLUDE: Power Windows, Power Seat, Power Door Locks, Vinyl Rooftop Covering, Rear-Window Defogger, Air Conditioner, Remote-Control Outside Rearview Mirror, Sports-Styled Outside Rearview Mirror, Sports Console (Hardtop Coupe), Anti-Spin Rear Axle, Power Brakes, Power Brakes with Front Disc Brakes, Cruise Control, Rocket 350 V8 with 4-bbl. carburetor, Rocket 455 V8 with 4-bbl. carburetor, 4-Speed Floor-Shift Wide-Ratio Transmission, Turbo Hydra-matic 350 Transmission (for Rocket 350-cu.-in. Engine), Turbo Hydra-matic 400 Transmission (for Rocket 455-cu.-in. Engine), Dual Exhaust System, Power Steering, Super Stock Wheels, Chrome Wheel Discs, Simulated Wire Wheel Discs, Interior-Operated Hood Lock, Rocket Rallye Pac, Electric Clock, Stereo Tape Player, Radio, Protective Bumper Guards, Dual-Intake Force-Air Fiberglass Hood, Sports Console with Hurst Shifter, 4-4-2 Appearance and Handling Package, W30 Performance Package, Heavy-Duty Clutch, Hood Paint Stripe, Heavy-Duty Suspension System, Outside-Temperature Indicator.

Some of the equipment illustrated is optional at extra cost.





## Cutlass/F-85

"Your friends will never believe you're on a budget!"

They're every inch Oldsmobiles—yet they're actually lower-priced than many cars you might pick for budgetary reasons. And look at the extra-value features we add for your indulgence:

Start off with a big Rocket 350 V8 that costs nothing extra. Team it up with a ride that's made possible by computer-matched chassis components. That's the Oldsmobile way of building a better ride into our bigger cars, so that's how we do it for these.

Add a beautiful, strong Body-by-Fisher, in a choice of 15 colors that keep their gleam year after year. Build in dozens of standard Olds safety features. Like steel side-guard beams inside the doors that afford an extra barrier of protection. And a steel cargo guard that keeps passengers and trunk cargo apart. And more, listed on page 47.

Then, include an interior that lives up to the Olds heritage. With broad, inviting sofa seats. A vinyl-padded dash that nestles the essential instruments and controls within easy reach of the driver. And an anti-theft lock for extra protection.

Now that we've cleared the air about just how much you can get in an Olds—and still stay on budget—check with your Olds dealer about a Cutlass or F-85. Your friends wouldn't believe how little one costs.

Left to right: Cutlass Hardtop Coupe, Cutlass Town Sedan. Below: F-85 Town Sedan.

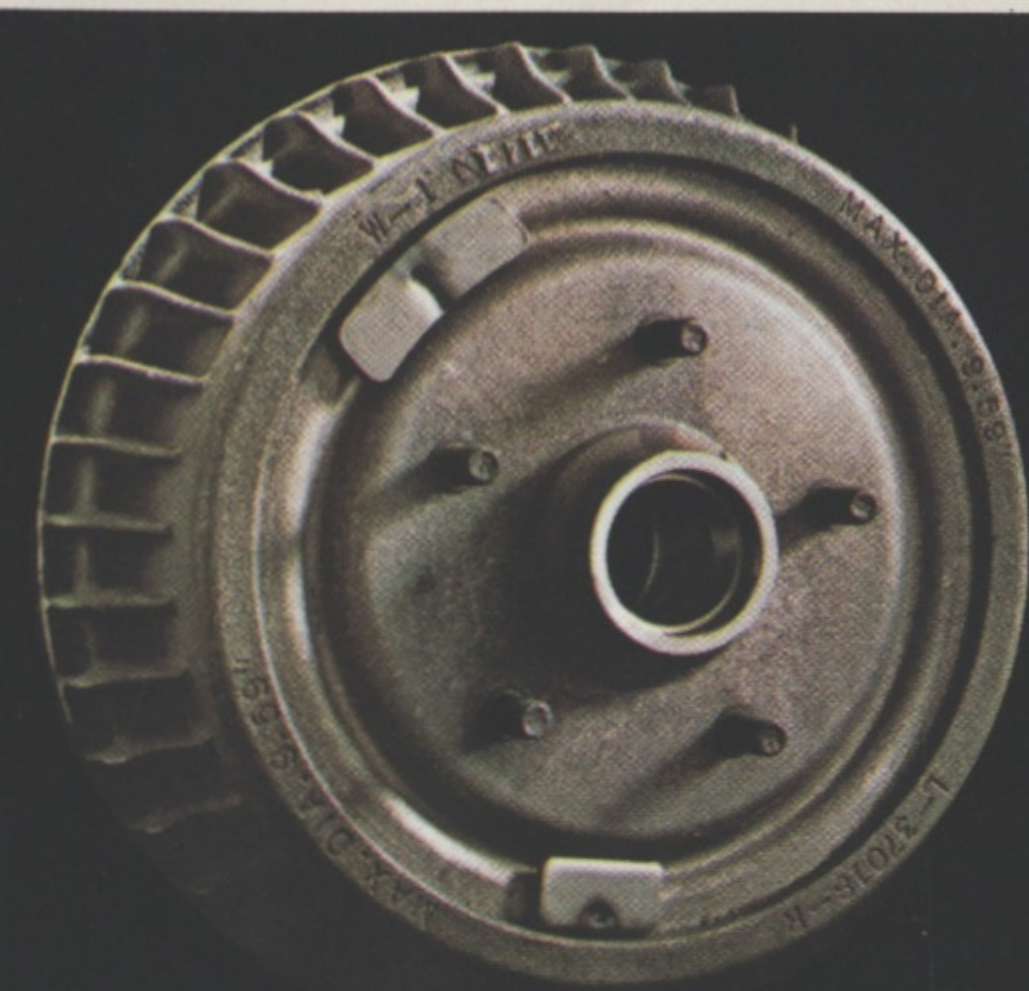


Some of the equipment illustrated is optional at extra cost.



## Cutlass

Nothing skimpy or stripped-down about the interior of Oldsmobile's lowest-priced hardtop, right? Rich Elk-grain Moroccan vinyl trim like this is available in white, black, green and saddle tan; an Orion cloth-with-Moroccan-trim interior is offered in covert-gold. And Olds craftsmanship shines through wherever you look—even to an instrument panel that's padded, and in a class by itself. We've also included a deluxe steering wheel, with the Touch-and-Blow horn you saw on more expensive models.

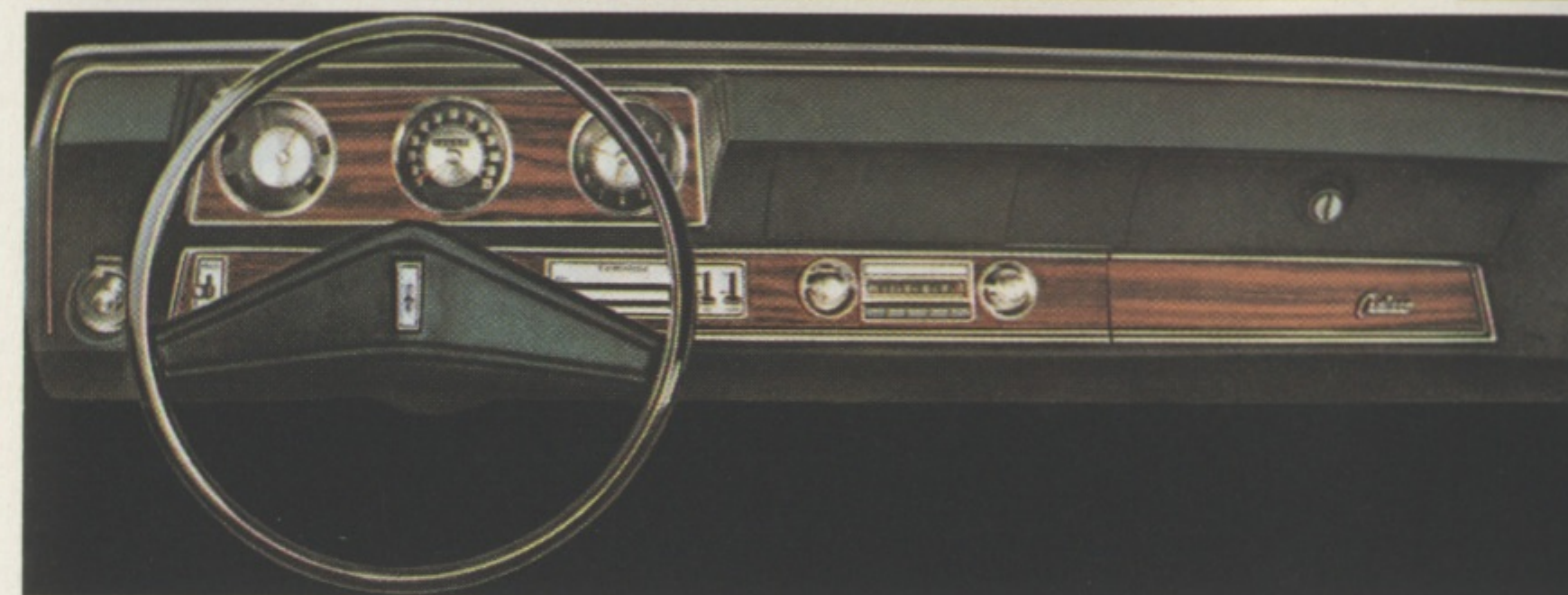


New finned front-brake drums are standard on all Cutlass models. They're four pounds heavier; the fins help dissipate heat, improving fade-resistance and lining life.

Cutlass Sedan carpeting isn't just wall-to-wall—it goes up on the lower door panels, too. It's high-quality nylon-blend, loop-pile carpeting, color-coordinated to the interior.

If you choose the Cutlass Town Sedan, interior choices include Orion cloth upholstery in blue or covert-gold, or Moroccan upholstery in black, white, green or saddle.

Elk-grain Moroccan vinyl trim.



Cutlass instrument panel with available Touch-and Blow horn and Wood-Grain-Vinyl trim.

MODEL AVAILABILITY: Hardtop Coupe, Town Sedan  
STANDARD ENGINE: Rocket 350 V8 with 2-bbl. carburetor  
STANDARD TRANSMISSION: Fully synchronized 3-speed manual with column shift  
EXTERIOR DIMENSIONS: Coupe/Sedan (in.)

Wheelbase	Length	Width	Height	Curb Weight (lbs.)
112.0/116.0	203.6/207.6	76.8/76.8	52.9/53.5	3509/3549

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

Headroom	Shoulder-room	Legroom	Trunk Capacity
38.5/37.1	58.2/57.3	41.5/34.0	14.5 cu. ft.

OTHER STANDARD FEATURES INCLUDE: Cigar Lighter. Dual Front-Seat Head Restraints. Seat Lap Belts (3 Front and 3 Rear). Seat Shoulder Belts (2 Front). Flo-Thru Ventilation (Coupe). Positive Valve Rotators. Thermoplastic Front-Fender Inner Panels. Aluminized Exhaust System. Self-Adjusting Brakes. Deluxe Steering Wheel.

OTHER AVAILABLE OPTIONS INCLUDE: Power Windows. Power Seat. Power Door Locks. Vinyl Rooftop Covering. Rear-Window Defogger. Air Conditioning. Remote-Control Outside Rearview Mirror. Anti-Spin Rear Axle. Power Brakes. Power Brakes with Front Disc Brakes. Cruise Control. Rocket 350 V8 with 4-bbl. carburetor. Rocket 455 V8 with 4-bbl. carburetor. 4-Speed Floor-Shift Wide-Ratio Transmission (H.T. coupe only). Turbo Hydra-matic 350 Transmission (for Rocket 350-cu.-in. Engine). Turbo Hydra-matic 400 Transmission (for Rocket 455-cu.-in. Engine). Dual Exhaust System (Coupe). Power Steering. Super Stock Wheels. Chrome Wheel Discs. Simulated Wire Wheel Discs. Interior-Operated Hood Lock. Electric Clock. Stereo Tape Player. Radio. Protective Bumper Guards. Heavy-Duty Suspension System. Outside-Temperature Indicator.

## F-85

This F-85 Town Sedan interior is a perfect example of how to make a car look more expensive than it really is—you just build in the quality, and it shows. Rich Orion cloth in covert-gold is accented with matching Moroccan vinyl trim. An all-Moroccan upholstery is available in dark green or black. Anyway you look at it, it's all Olds, right up to its color-coordinated instrument panel. Deluxe steering wheel, as shown, may be ordered.

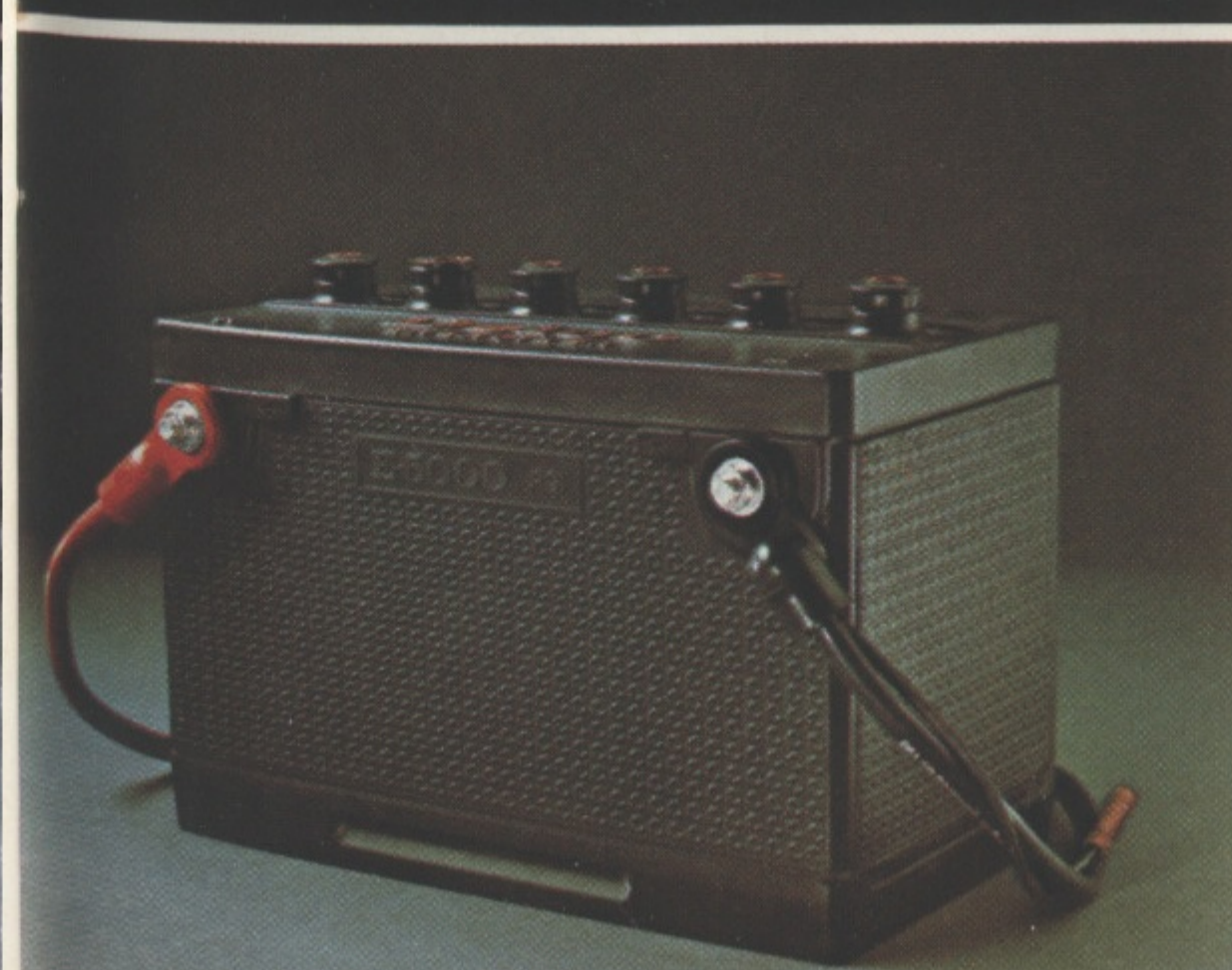


Orion cloth in covert-gold with matching Moroccan vinyl trim.

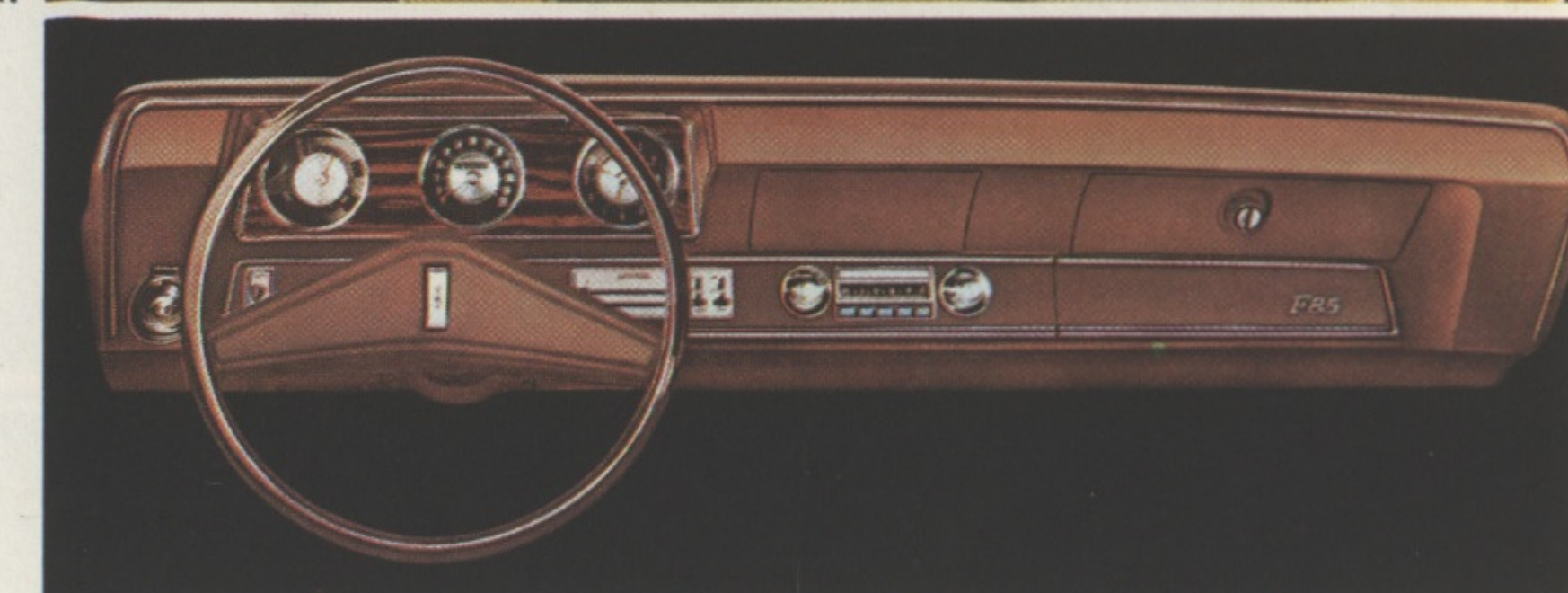
Olds doors are easy to open, easy to close, easy to lock. Just press down the lock button and close the door; you don't have to keep the outside latch button pressed in.



Rustproof thermoplastic inner front fenders deflect the salt, stones and water from the outer steel fenders, one more way Olds helps to protect your investment.



No detail is too small for Olds improvement! Olds battery terminals are on the side of the case; there's less chance of corrosion and dirt buildup.



F-85 instrument panel with DeLuxe steering wheel.

MODEL AVAILABILITY: Town Sedan  
STANDARD ENGINE: Rocket 350 V8 with 2-bbl. carburetor  
STANDARD TRANSMISSION: Fully synchronized 3-speed manual with column shift  
EXTERIOR DIMENSIONS: Sedan (in.)

Wheelbase	Length	Width	Height	Curb Weight (lbs.)
116.0	207.6	76.3	53.5	3536

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

Headroom	Shoulder-room	Legroom	Trunk Capacity
38.5/37.1	58.2/57.3	41.5/34.0	14.5 cu. ft.

OTHER STANDARD FEATURES INCLUDE: Cigar Lighter. Dual Front-Seat Head Restraints. Seat Lap Belts (3 Front and 3 Rear). Seat Shoulder Belts (2 Front). Crank-Operated Vent Windows. Positive Valve Rotators. Thermoplastic Front-Fender Inner Panels. Positive Crankcase Ventilation. Aluminized Exhaust System. Self-Adjusting Drum Brakes.

OTHER AVAILABLE OPTIONS INCLUDE: Power Seat. Vinyl Rooftop Covering. Rear-Window Defogger. Air Conditioner. Remote-Control Outside Rearview Mirror. Anti-Spin Rear Axle. Power Brakes. Power Brakes with Front Disc Brakes. Cruise Control. Rocket 350 V8 with 4-bbl. carburetor. Rocket 455 V8 with 4-bbl. carburetor. Turbo Hydra-matic 350 (for Rocket 350-cu.-in. V8 Engines). Turbo Hydra-matic 400 (for Rocket 455-cu.-in. Engines). Power Steering. Super Stock (Sport) Wheels. Chrome Wheel Discs. Simulated Wire Wheel Discs. Interior-Operated Hood Lock. Electric Clock. Stereo Tape Player. Radio. Protective Bumper Guards. Heavy-Duty Suspension System. Outside-Temperature Indicator.

Some of the equipment illustrated is optional at extra cost.





## 4-4-2

For the first time, *any* Cutlass Coupe, Cutlass S Coupe, or Cutlass Supreme Convertible, can be a 4-4-2—one that looks great and fits your budget.

Simply order our new 4-4-2 option package with any of these cars, and you get the 4-4-2 transformation in two areas: looks and handling.

The look starts with special paint striping on the hood and body. Then hood louvers. A special 4-4-2 grille. Chrome wheel-opening moldings. And those magic 4-4-2 numbers all around.

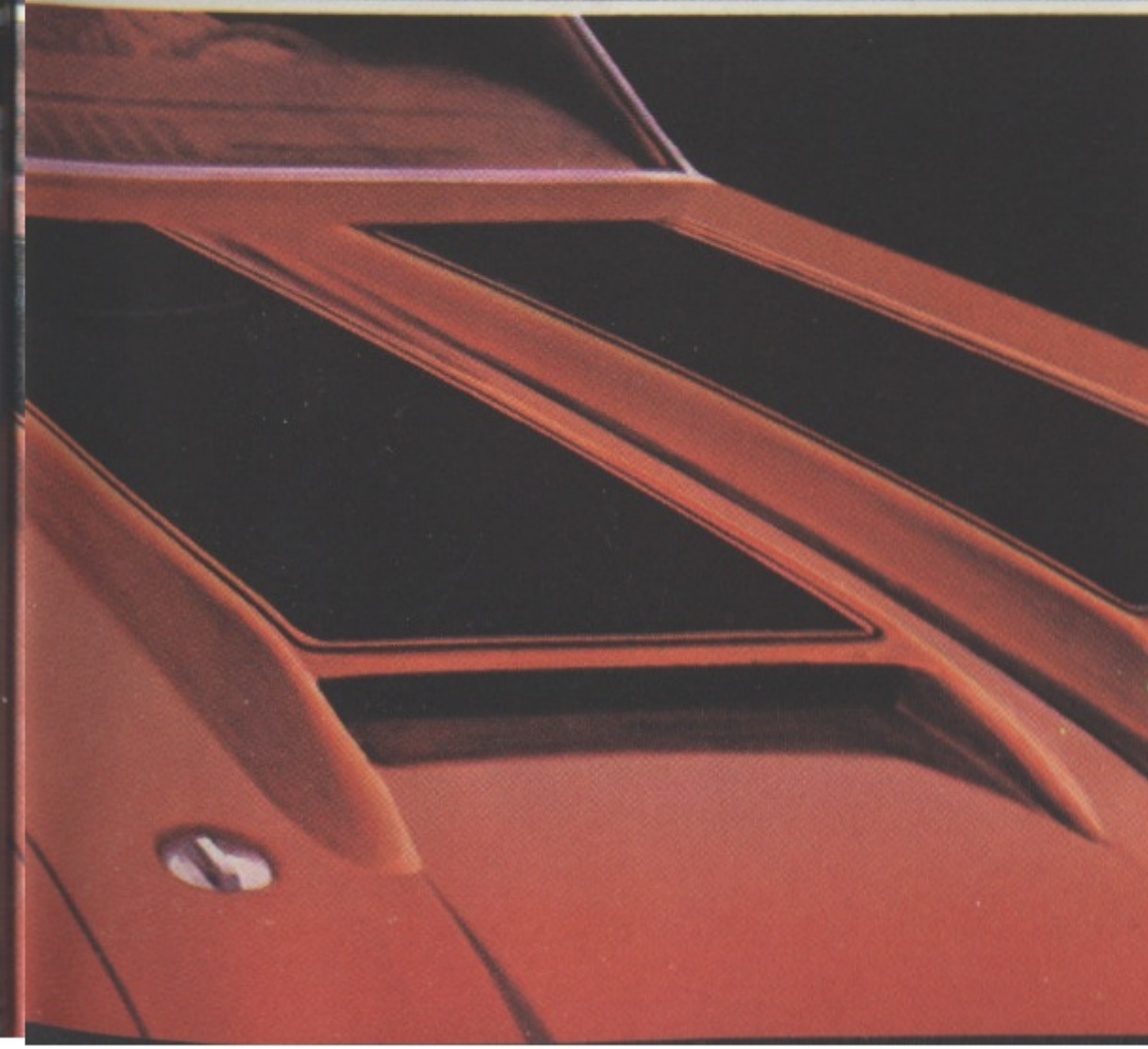
The special handling package puts super-wide 14" x 7" heavy-duty wheels on the axles and beefed-up suspension components in the chassis. (Details below.)

For go, you have three versions of Rocket V8. And if you're a performance purist, there's still Dr. Oldsmobile's legendary W30 Package you can order.

Think about it—you, in a 4-4-2. Wow! Care to have your friends see you in the scene at left?



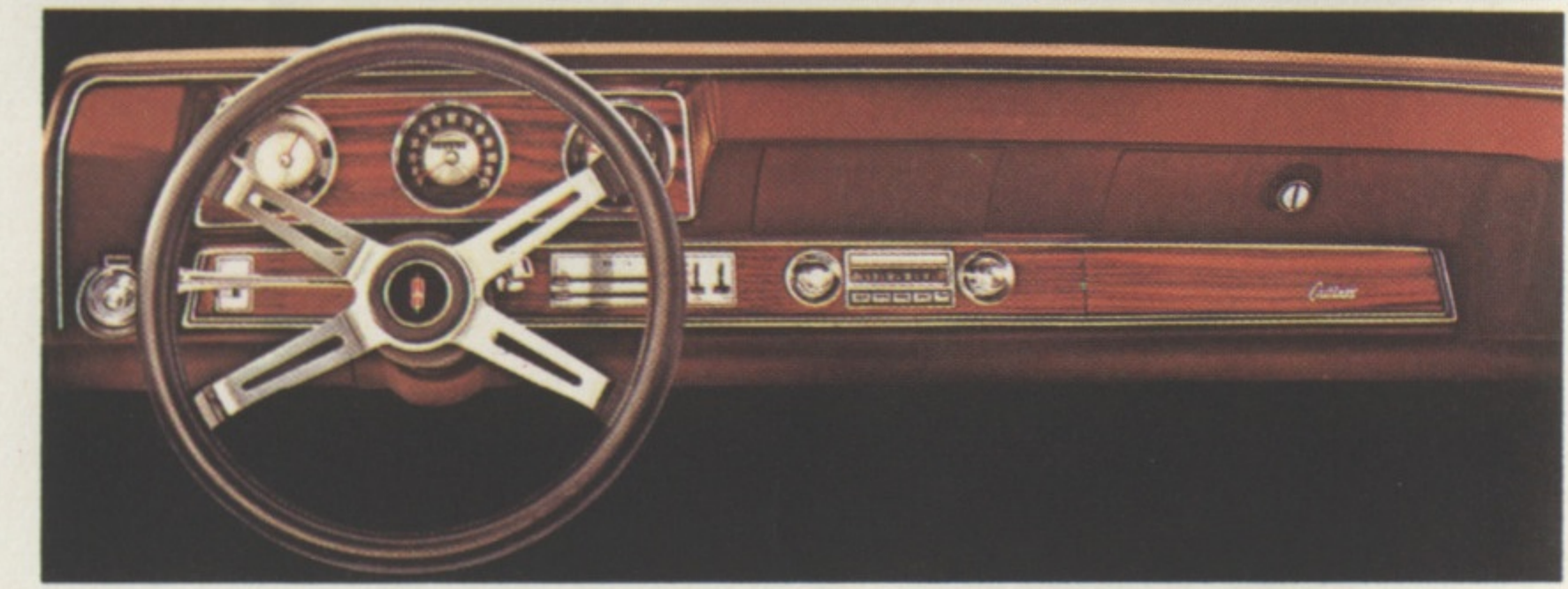
Twin pipes are included when you order the Rocket 455 V8 or the W30 Performance Package. Other goodies to consider are Strato-Bucket Seats, Hurst 3-Speed Shifter, Custom-Sport Steering Wheel, etc., etc.



Fiberglass hood with functional scoops and tie-downs is included with the factory-blueprinted W30 Performance Package—and it's also available with 350 or 455 4-bbl. Rocket V8s.



Strato-Bucket seats with centre console.



Cutlass instrument panel with Custom-sport steering wheel.

AVAILABLE WITH: Cutlass and Cutlass S Coupes and Cutlass Supreme Convertible

4-4-2 SPORTS/HANDLING PACKAGE (W29)  
INCLUDES: Hood paint stripe. Hood louvers. Body striping. Blacked-out 4-4-2 grille. Chrome wheel-opening moldings. Hurst Shifter. 3-speed, floor-mounted, if standard transmission is ordered with Rocket 350 V8. RALLYE SUSPENSION PACKAGE ALSO INCLUDED. Heavy-duty springs and shock absorbers, front and rear. Front and rear stabilizer bars. Heavy-duty rear-suspension lower control arms. 14" x 7" heavy-duty wheels.

W30 PERFORMANCE PACKAGE  
INCLUDES: High-performance Rocket 455 V8 with 4-bbl. carburetor and dual exhausts. Forced cold-air induction system. High-performance camshaft, heavy-duty radiator, fiberglass hood with functional air scoops and chromed tie-downs, anti-spin rear axle, wide-oval tires with raised letters, sports sideview mirrors. REQUIRES: Turbo Hydra-matic 400 transmission or 4-speed wide-ratio floor-shift transmission.

OTHER ENGINES AVAILABLE:  
Rocket 350 V8, 2-bbl. carburetor (L32); Rocket 350 V8, 4-bbl. carburetor (L34); Rocket 455 V8 with dual exhausts (L75). Fiberglass hood also available with L34 or L75 engines.

Some of the equipment illustrated is optional at extra cost.





## Custom Cruiser

The station wagon that doubles as a plush sedan.  
And vice-versa.

Few station wagons in the world come close to its luxuriousness—fewer still combine this luxury with 106 cubic feet of cargo-carrying space. Built on a 127-inch wheelbase, the Custom Cruiser is easily as comfortable as most sedans you can buy.

You'll appreciate the Custom Cruiser's quiet majesty. The upholstery selections are tailored and pleated much the same as in a big, luxurious sedan. The front seat is solid, contoured foam rubber. There are upholstered assist straps near all doors. And thanks to a specially engineered version of Oldsmobile's advanced ride system, the Custom Cruiser even cradles its passengers in the manner of a plush sedan.

Turbo Hydra-matic transmission is standard equipment. So are power steering, power and front disc brakes, the spring-steel-mounted front bumper that absorbs minor impact—and a disappearing Glide-Away Tailgate with a power-operated rear window. And you get a 455 Rocket V8 that thrives on no-lead, low-lead or regular gasolines.

The Custom Cruiser is the proudest of Oldsmobile's station wagons for 1972. Our popular Vista-Cruisers and Cutlass Cruisers are detailed on the following pages. The Big 3 from Oldsmobile.

At left: Custom Cruiser.



Some of the equipment illustrated is optional at extra cost.





## Cutlass Cruiser

(Far left.) Handy to park, easy to budget, big where it counts. Over 83 cubic feet of cargo space on a 116" wheelbase. Hefty Rocket 350 V8 is standard; so are the Drop-or-Swing Tailgate, heavy-duty wheels, and power brakes with discs up front. A lot of wagon!



Nice? Wood-grained inlays on the doors and dash, carpeting on the floors and all-Moroccan vinyl upholstery in saddle, green or blue. Very nice!



Here's how the Cutlass Cruiser looks from the front. With all this class, and that great Oldsmobile ride going for you, it's hard to believe it's budget-priced!

MODEL AVAILABILITY: 2-Seat Cruiser				
STANDARD ENGINE: Rocket 350 V8 with 2-bbl. carburetor				
STANDARD TRANSMISSION:				
Fully synchronized 3-speed manual with column shift				
EXTERIOR DIMENSIONS: (in.)				
Wheelbase	Length	Width	Curb Weight (lbs.)	
116.0	213.3	76.8	4049	
INTERIOR DIMENSIONS: (1st/2nd seat) (in.)				
Headroom	Shoulder-room	Legroom	Cargo Cap.	
38.4/38.3	58.3/57.4	42.6/34.8	83.6 cu. ft.	
OTHER	STANDARD FEATURES INCLUDE: Cigar Lighter. Dual Front-Seat Head Restraints. Seat Lap Belts (3 Front and 3 Rear). Seat Shoulder Belts (2 Front). Hidden Storage Compartment. Drop-or-Swing Tailgate. Crank-Operated Vent Windows. Recessed-Park Windshield Wipers. Power Front Disc Brakes.			
OTHER	AVAILABLE OPTIONS INCLUDE: Power Windows. Power Seat. Window Air Deflector. Power Tailgate Window. Power Door Locks. Air Conditioner. Remote-Control Outside Rearview Mirror. Cruise Control. Rocket 350 V8 with 4-bbl. carburetor. Rocket 455 V8 with 4-bbl. carburetor. Turbo Hydra-matic 350 Transmission (for Rocket 350-cu.-in. Engine). Turbo Hydra-matic 400 Transmission (for Rocket 455-cu.-in. Engine). Power Steering. Chrome Wheel Discs. Interior-Operated Hood Lock. Electric Clock. Stereo Tape Player. Radio. Protective Front Bumper Guards. Chrome Rooftop Luggage Carrier. Rear Storage Compartment Lock and Trim. Outside-Temperature indicator.			

Left to right: Cutlass Cruiser, Vista-Cruiser 2-seat model.

## Vista Cruiser

(Near left.) Over 97 cubic feet of cargo space on a 121" wheelbase. Its exclusive observation roof turns any trip into a scenic drive. Choose yours with two or three seats—they all face forward. Take a look—it's the most popular station wagon we've ever built.

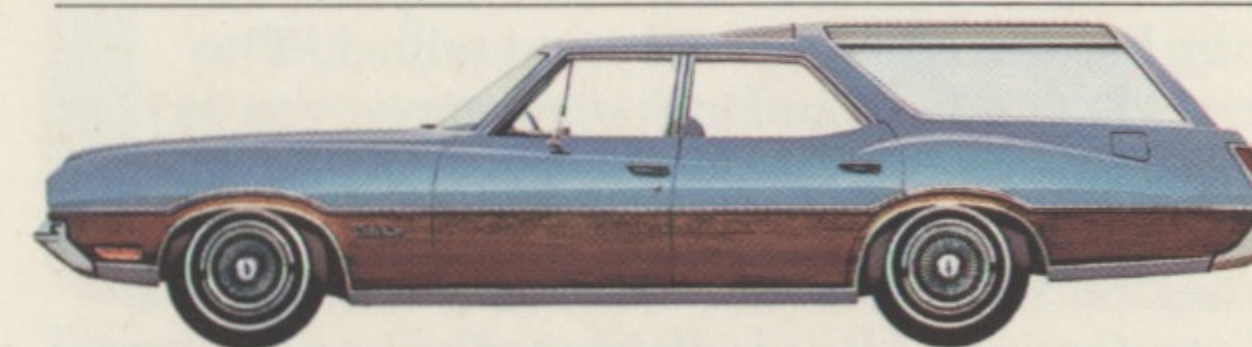


You travel first cabin here. Deluxe all-Moroccan interiors in covert-gold, saddle, green or blue. Or covert-gold in Orleans cloth and Prima cloth.



A Drop-or-Swing Tailgate is standard equipment. So is the paneling on the sides and tailgate. With power and front disc brakes. And a Rocket 350 V8.

MODEL AVAILABILITY: 2-Seat Cruiser, 3-Seat Cruiser				
STANDARD ENGINE: Rocket 350 V8 with 2-bbl. carburetor				
STANDARD TRANSMISSION:				
Fully synchronized 3-speed manual with column shift				
EXTERIOR DIMENSIONS: (in.)				
Wheelbase	Length	Width	Curb Weight (lbs.)	
121.0	218.3	76.8	4285	
INTERIOR DIMENSIONS: (1st/2nd seat) (in.)				
Headroom	Shoulder-room	Legroom	Cargo Cap.	
38.0/40.3	58.3/57.5	41.5/37.8	97.8 cu. ft.	
OTHER STANDARD FEATURES INCLUDE: Chrome-Framed Wood-Grain-Vinyl Body-Side and Tailgate Panels. Power Front Disc Brakes. Cigar Lighter. Forward-Facing Third Seat (3-Seat Models). Dual Front-Seat Head Restraints. Seat Lap Belts (3 Front and 3 Rear)*. Seat Shoulder Belts (2 Front). Deluxe Steering Wheel. Drop-or-Swing Tailgate. Vista-Roof Sun Visors. Heavy-Duty Wheels. Crank-Operated Vent Windows.				
*2 for Third Seat in 3-Seat Models.				
OTHER AVAILABLE OPTIONS INCLUDE: Power Windows, Power Tailgate, Power Seat, Tinted Roof Glass, Power Door Locks, Rear-Window Air Deflector, Air Conditioner, Remote-Control Outside Rearview Mirror, Anti-Spin Rear Axle, Cruise Control, Rocket 350 V8 with 4-bbl. carburetor, Rocket 455 V8 with 4-bbl. carburetor, Turbo Hydraulic Transmission, Tilt-Away Steering Wheel, Power Steering, Chrome Wheel Discs, Interior-Operated Hood Lock, Electric Clock, Stereo Tape Player, Radio, Protective Front Bumper Guards, Chrome Rooftop Luggage Carrier, Rear Storage Compartment Lock and Trim, Heavy-Duty Suspension System, Outside-Temp. Indicator.				



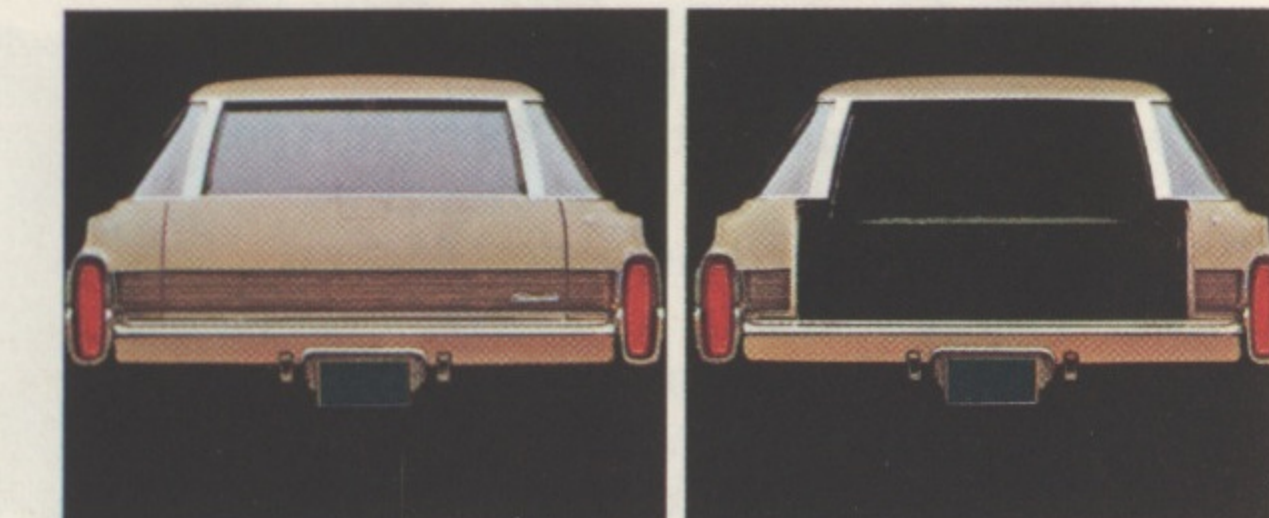
3-SEAT VISTA-CRUISER

## Custom Cruiser

(P. 39) Pure luxury. 106 cubic feet of cargo room on a 127" wheelbase. Power steering, power and front disc brakes, Rocket 455 V8, automatic transmission, power ventilation and a power rear window all standard. Available with two or three seats.

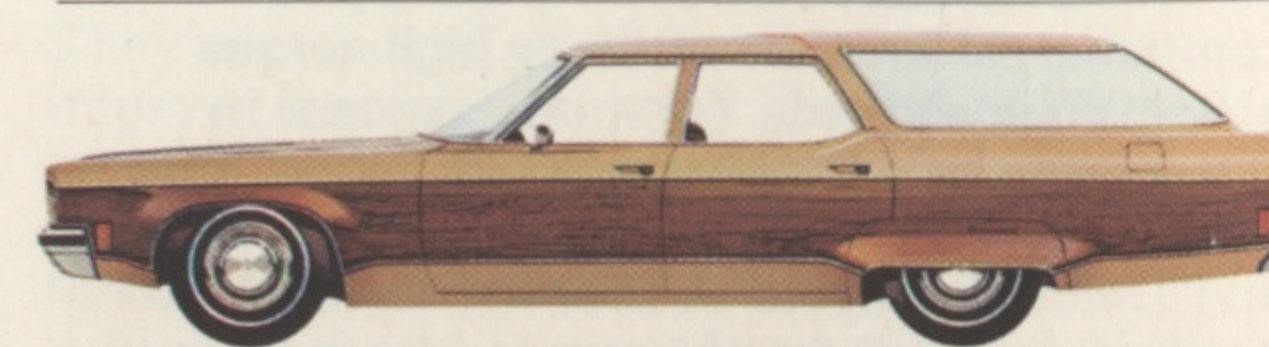


Under that upholstery, up to six inches of pure foam for comfort. Elk-grain Moroccan in saddle, green, blue or covert-gold; also covert-gold in Onata cloth.



The Glide-Away Tailgate is counterbalanced to lower easily under the floor; the power-operated rear window raises into the roof. Presto!

MODEL AVAILABILITY: 2-Seat Cruiser, 3-Seat Cruiser				
STANDARD ENGINE: 455 V8				
STANDARD TRANSMISSION:				
Turbo Hydra-matic 400 column shift				
EXTERIOR DIMENSIONS: (in.)				
Wheelbase	Length	Width	Curb Weight (lbs.)	
127.0	227.0	79.5	5109	
INTERIOR DIMENSIONS: (1st/2nd seat) (in.)				
Headroom	Shoulder-room	Legroom	Cargo Cap.	
39.6/39.3	64.3/63.3	42.4/39.4	106.0 cu. ft.	
OTHER STANDARD FEATURES INCLUDE: Chrome-Framed Wood-Grain-Vinyl Body-Side and Tailgate Panels. Power Front Brakes. Cigar Lighter. Interior-Operated Hood Lock. Dual Front-Seat Head Restraints. Seat Lap Belts (3 Front and 3 Rear)*. Seat Shoulder Belts (2 Front). Power Steering. Deluxe Steering Wheel. Retractable Glide-Away Tailgate. Flo-Thru Ventilation. Heavy-Duty Wheels. Chrome Wheel Discs. Rear-Wheel-Opening Covers.				
*2 for Third Seat in 3-Seat Models.				
OTHER AVAILABLE OPTIONS INCLUDE: Power Windows, Power Door Locks, Vinyl Rooftop Covering, Power-Operated Glide-Away Tailgate, Rear-Window Defogger, Air Conditioner, Remote-Control Outside Rearview Mirror, Anti-Spin Rear Axle, Cruise Control, Tilt-Away Steering Wheel, Deluxe Wheel Discs, Headlamp Off-Delay Control, Cornering Lamps, Electric Clock, Low-Fuel Indicator, Safety-Sentinel and Trip Odometer, Protective Front Bumper Guards, Chrome Rooftop Luggage Carrier, Rear Storage Compartment Lock and Trim, Heavy-Duty Suspension System, Outside-Temperature Indicator.				



3-SEAT CUSTOM CRUISER

Some of the equipment illustrated is optional at extra cost.



**Engines matched to the car...  
Transmission matched to the engine...  
For precision performance  
in the Olds tradition.**

The Olds Rocket V8s for 1972 are designed and built to go Olds' legendary reputation for response and dependability one better. Each features positive valve rotators for smoother operation and long engine life; a carburetor that's adjusted and calibrated by computer to couple optimum performance with economy; and new heat-resistant alloys that make for the longest-lasting Rocket V8s yet.

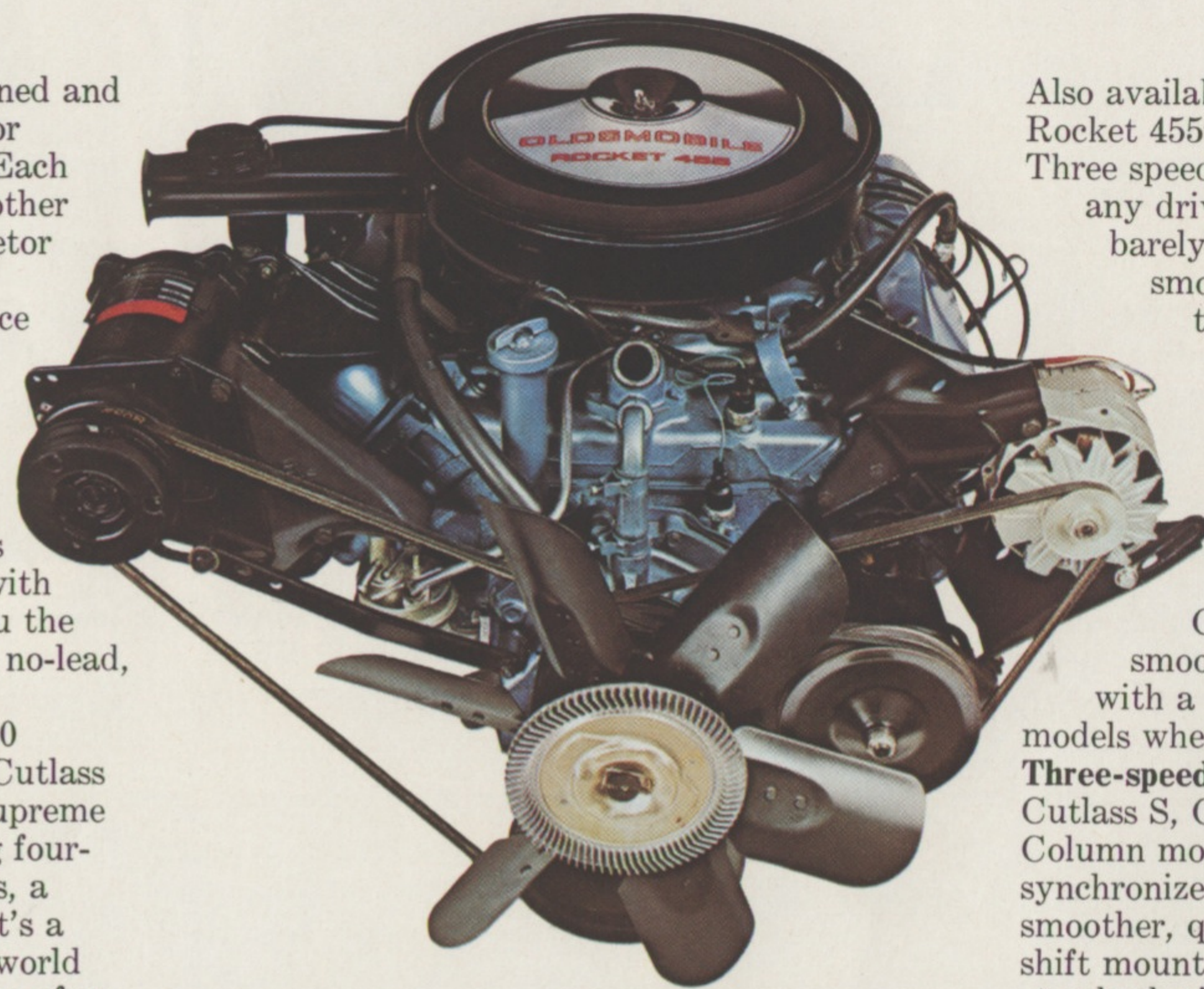
**The Rocket 455 V8.** Standard on the 1972 Toronado. 455 cubic inches. Dual exhausts. A four-barrel carburetor that's calibrated by a computer. It combines with an 8.5-to-1 compression ratio to give you the efficiency you expect from Toronado on no-lead, low-lead and regular fuels.

**The Rocket 455 V8.** The heart of the W30 Performance Package, available on the Cutlass Coupe, Cutlass S Coupes and Cutlass Supreme Convertible. Gets you an easy-breathing four-barrel carb, low-restriction dual exhausts, a special cam that's really turned. When it's a W30, you get I.D. on the car to let the world know you've got an extraordinary version of an extraordinary automobile.

**The Rocket 455 V8 (L75).** More of the good news from Olds this year. This new four-barrel carburetor member of the Rocket 455 family makes Rocket 455 response available to you no matter what Olds you select. It's available on F-85, Cutlass, Cutlass S, Cutlass Supreme Coupes, Sedans and on Vista-Cruiser with dual exhausts.

**The Rocket 455 V8.** The Standard power plant on the 1972 Olds Ninety-Eights. Also available on Delta 88 and Delta 88 Royale. Four-barrel carburetor, standard. Carburetor computer-calibrated to deliver high torque at low engine speeds, for more response in the driving speeds you use most.

**The Rocket 350 V8 (L35).** Available on Delta 88 and Delta 88 Royale. A four-barrel carburetor version, designed for the owner who is after response plus. And features like positive valve rotators on both intake and exhaust valves



Also available on Cutlass models ordered with Rocket 455 V8 or W30 Performance Package. Three speeds for economy and performance in any driving range, three speeds you can barely feel. That's why we think it's the smoothest, most effortless automatic transmission on the market today.

**Another Turbo Hydra-matic.** A new transmission expressly designed to team up with Rocket 350 engines. This Turbo Hydra-matic is standard equipment on Delta 88, Delta 88 Royale.

**Turbo Hydra-matic 350.** For all Cutlass lines. Three speeds for smoothness and versatility. Available with a Hurst Dual-Gate Shifter on Cutlass models when you also order the centre console. **Three-speed manual.** Standard on F-85, Cutlass, Cutlass S, Cutlass Supreme and Vista-Cruiser. Column mounted shift. Forward gears are fully synchronized for greater durability and smoother, quieter shifting. A special floor shift mounted version with Hurst linkage is standard with the 4-4-2 option.

**Four-speed manual.** Wide-ratio, floor-mounted and fully-synchronized. Featuring linkage by Mr. Hurst. Available on Cutlass, Cutlass S, Cutlass Supreme and F-85s.

**Axle Ratios.** Lugging a big load or lots of people? After economy on the turnpike or about town? No matter. There's an Olds Axle Ratio available to give you the most from your Olds power team. Just talk it over with your Olds Dealer. He has no less than nine different axle ratios for you to choose from. Count 'em. 2.73-to-1 for economy . . . 2.93-, 3.08- and 3.23-to-1 for performance . . . 3.42- and 3.73-to-1 for heavy-duty performance . . . 4.10-, 4.66- and 5.00-to-1, dealer-installed and intended for maximum performance under severe loads or conditions. Availability? Check with your Olds Dealer. He'll also recommend the Anti-Spin Rear Axle you can order to take you through ice, snow, mud, anything slick or mushy, that much easier.

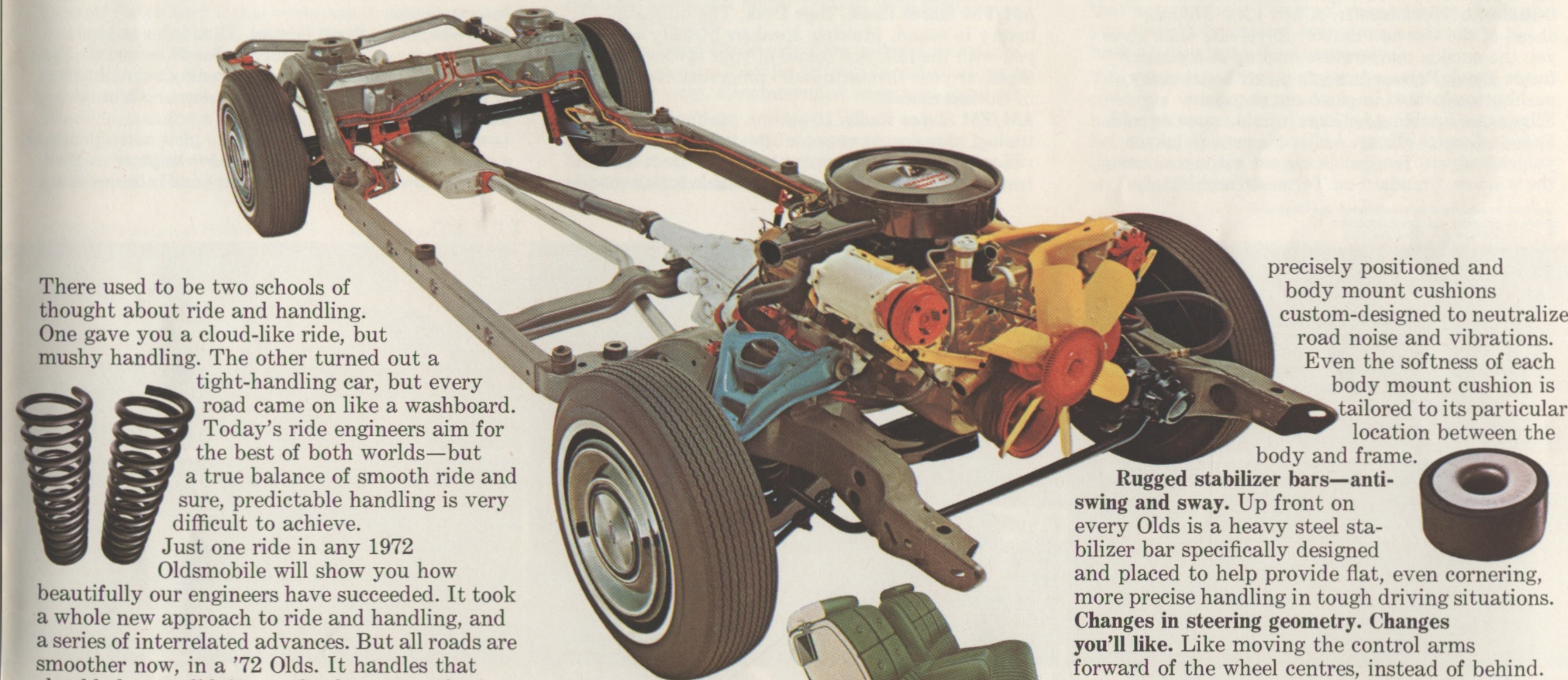
help to deliver the goods.

**The Rocket 350 V8 (L34).** The standard engine on the Cutlass Supreme and available on F-85, Cutlass, Cutlass S and Vista-Cruiser. A computer-adjusted, four-barrel carburetor and an 8.5-to-1 compression combine to deliver optimum response . . . on no-lead, low-lead, or regular gases, of course.

**The Rocket 350 V8.** Standard on the Delta 88 and Delta 88 Royale. 350 cubic inches. Two-barrel carburetor with an 8.5-to-1 compression ratio. Like all Olds engines, it's tested on compressed air and computer-checked long before it's completely assembled. The result? You get the Rocket response you expect, mile after mile after mile.

**The Rocket 350 V8 (L32).** The standard power plant on F-85, Cutlass, Cutlass S and Vista-Cruiser. Also available in Cutlass Supremes. **Turbo Hydra-matic 400.** The Standard transmission on Toronado, 98, and Custom Cruiser.

**A smooth ride...  
or sure, predictable handling?  
Get both.  
Get an Olds.**



There used to be two schools of thought about ride and handling. One gave you a cloud-like ride, but mushy handling. The other turned out a tight-handling car, but every road came on like a washboard. Today's ride engineers aim for the best of both worlds—but a true balance of smooth ride and sure, predictable handling is very difficult to achieve. Just one ride in any 1972 Oldsmobile will show you how

beautifully our engineers have succeeded. It took a whole new approach to ride and handling, and a series of interrelated advances. But all roads are smoother now, in a '72 Olds. It handles that chuckhole you didn't see. Or that curve that's sharper than you expected. And here's why:

**The "G-Ride" System—an Olds exclusive.** Developed and engineered for Delta 88, this complete system of ride and handling innovations established a whole new kind of more predictable performance for those unpredictable road situations you meet. And you'll find the thinking that went into "G-Ride" reflected in every Oldsmobile we build this year.

**Supershocks. Another Olds innovation.** Where ordinary shock absorbers may lose their effectiveness because the air inside mixes with the hydraulic fluid, the air space in Supershocks is sealed into Pliacel cushions so it can't aerate the fluid. And Teflon-coating keeps the action smooth. Supershocks—tougher than the toughest road.

Standard on Delta 88, Ninety-Eight, Custom Cruiser and Toronado.

**Springs, matched to your car by computer.**

Since the weight of any model can vary significantly according to the engine and equipment you order, Olds has a wide variety of springs to meet any need. And they're matched to each Olds by computer, according to your order. Springs matched to the car, by the pound, by computer—nobody picks them like Olds picks them.

**Tuned rubber body mounts.** Each Olds series has its own special stress points and vibration harmonics—so each Olds series has body mounts

precisely positioned and body mount cushions custom-designed to neutralize road noise and vibrations. Even the softness of each body mount cushion is tailored to its particular location between the body and frame.

**Rugged stabilizer bars—anti-swing and sway.** Up front on every Olds is a heavy steel stabilizer bar specifically designed and placed to help provide flat, even cornering, more precise handling in tough driving situations. **Changes in steering geometry. Changes you'll like.** Like moving the control arms forward of the wheel centres, instead of behind. Which helps you maintain directional stability in crosswinds, handle the airwash of a passing truck, track truer over the road.

**Suspension linkage with greater "give."** When a car "bottoms" over a bad bump, it ran out of "give". Our linkages have been redesigned to permit greater up-and-down travel, even with heavier loads.

**Belted bias-ply tires, welded steel wheels.** They're standard on all models because they improve traction and tread life and resist road hazards better. Welded steel wheels because they have the strength to provide a secure seat for the tire.

Add it all up, and you can see why Oldsmobile's outstanding reputation for ride and handling will grow more in 1972.



## Options and Accessories

They can customize the Olds you choose for greater personal pleasure—greater value when it's time to trade it in, too:

**Four-Season Air Conditioner** quickly and quietly warms, cools, filters and dehumidifies the air. Provides an ideal environment all year round, permits fast cool-down on the hottest days.

**Comfortron Air Conditioner.** Does the air-conditioning job automatically. Set it and forget it—thermostatic controls maintain the temperature you prefer, without adjustments. You're never too hot, never too cool.

**Outside-Air Thermometer.** A new idea. Mounts ahead of the sideview mirror. Revolving scale gives you the outside temperature reading at a glance.

**Inside Trunk Release** lets you open the trunk by pushbutton located in glove compartment. Eliminates fumbling for keys in rain, snow or cold.

**Remote-Control Mirror.** A driver's outside mirror you can adjust from inside the car without opening the window. Standard on Toronado and Ninety-

Eight Luxury models. Conventional outside mirror is a standard feature on all other models.

**Cruise Control** helps reduce turnpike fatigue by maintaining a constant preset speed for you. Automatically disengages when you brake.

**Armrest Power Control Console.** When your Ninety-Eight or Toronado is equipped with power windows, power door locks, power seat adjustment, and remote-control mirror, their controls are all grouped conveniently in a chromed console, located at the driver's door armrest. (Ninety-Eights and Toronados only).

**AM/FM Stereo Radio/Tape Deck.** The ultimate luxury in sound. Multiple speakers literally surround you with the full, rich sound of your favourite stereo tapes, or your favourite radio programs. Not available in Cutlass models.

**AM/FM Stereo Radio.** 10-station pushbutton tuning, plus dozens more on the dial give you a wide world of entertainment to choose from. Fully transistorized, full rich tone. Available for all models.

**Vinyl-Roof** covering adds distinction and choice of color combinations for any Olds. Exclusive padded-vinyl roof is offered for Toronado.

**Rear Window Electric Defogger.** Tiny filaments in the glass silently clear away fog, steam or ice.

Available on all Olds models, except Cutlass Supreme convertibles, Vista-Cruiser and Cutlass Cruiser.

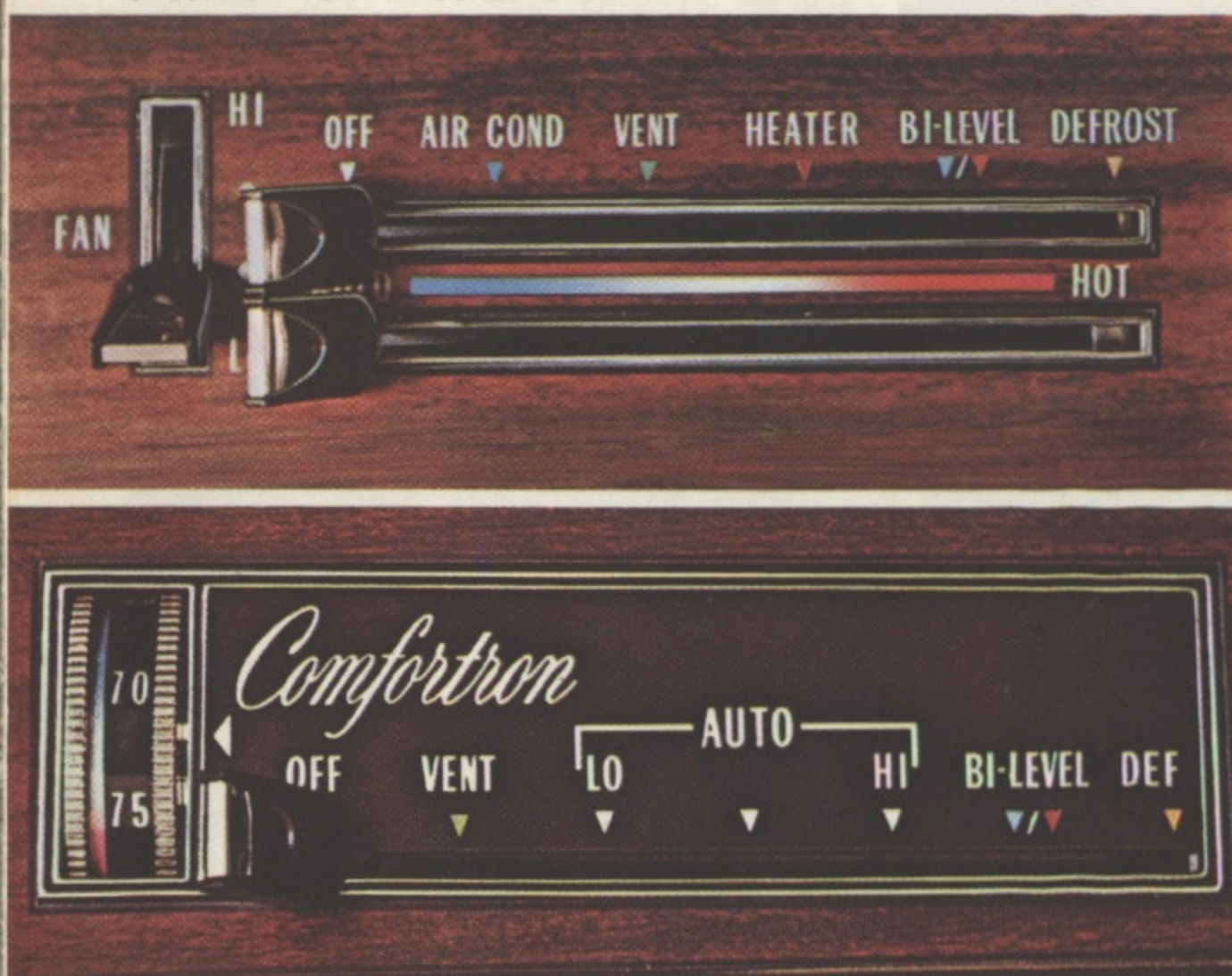
**Six-Way Power Seat Control** lets you select precisely the seat position you prefer, change seat position as you drive. Powers seat forward, back, up, or down—and tilts, too. Four-way power seat is available on Olds Intermediates.

**Nite-Watch Headlamp Control.** Turn it on as you leave the car—the lights stay on for 60 seconds to light your way to your door, then turn off automatically.

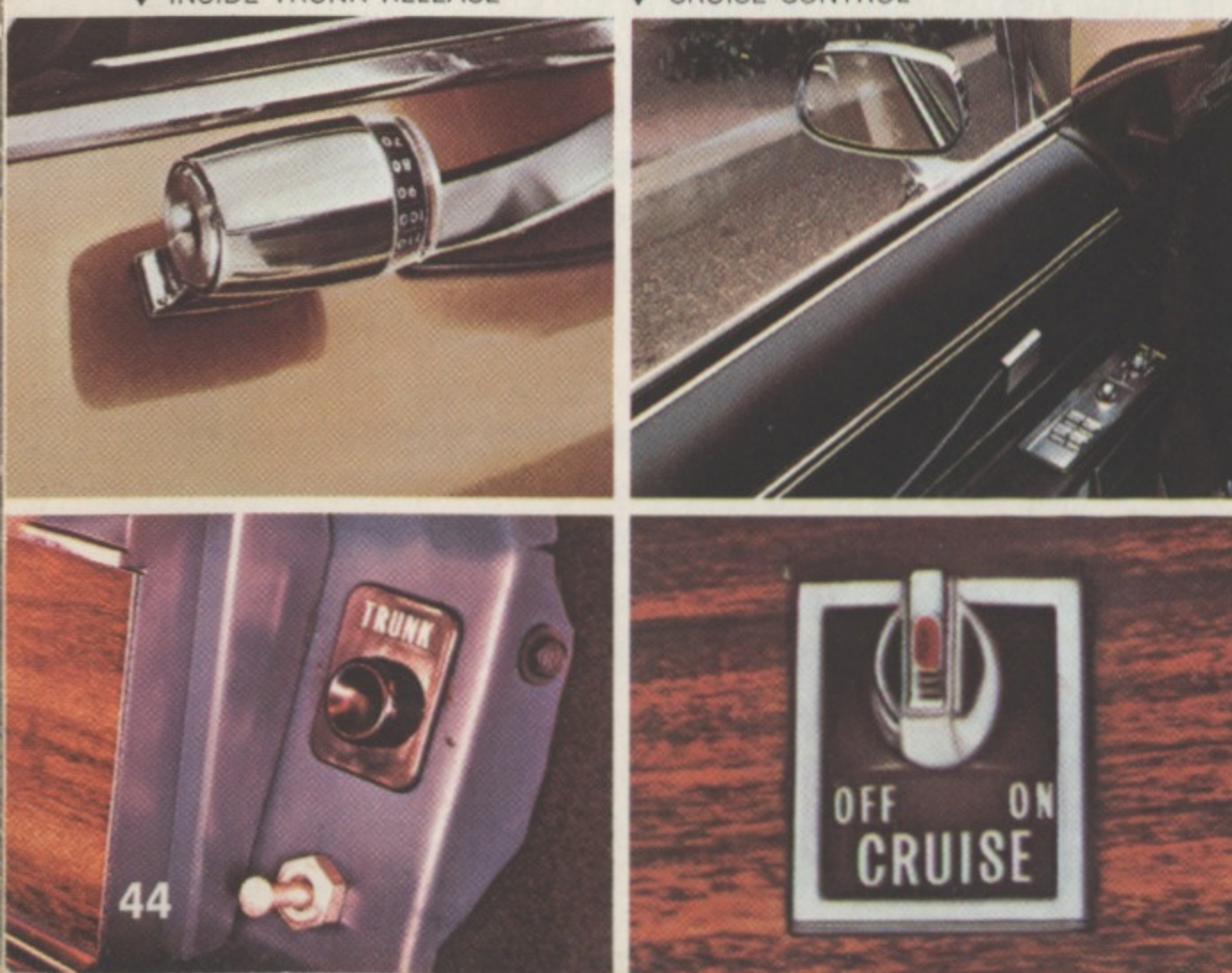
A valuable convenience for many owners. Not available on Olds Intermediates.

**Low-Fuel Warning Light.** Begins to glow when your fuel supply goes below 3.3 gallons, glows brighter as the fuel gets lower! Not available on Olds Intermediates.

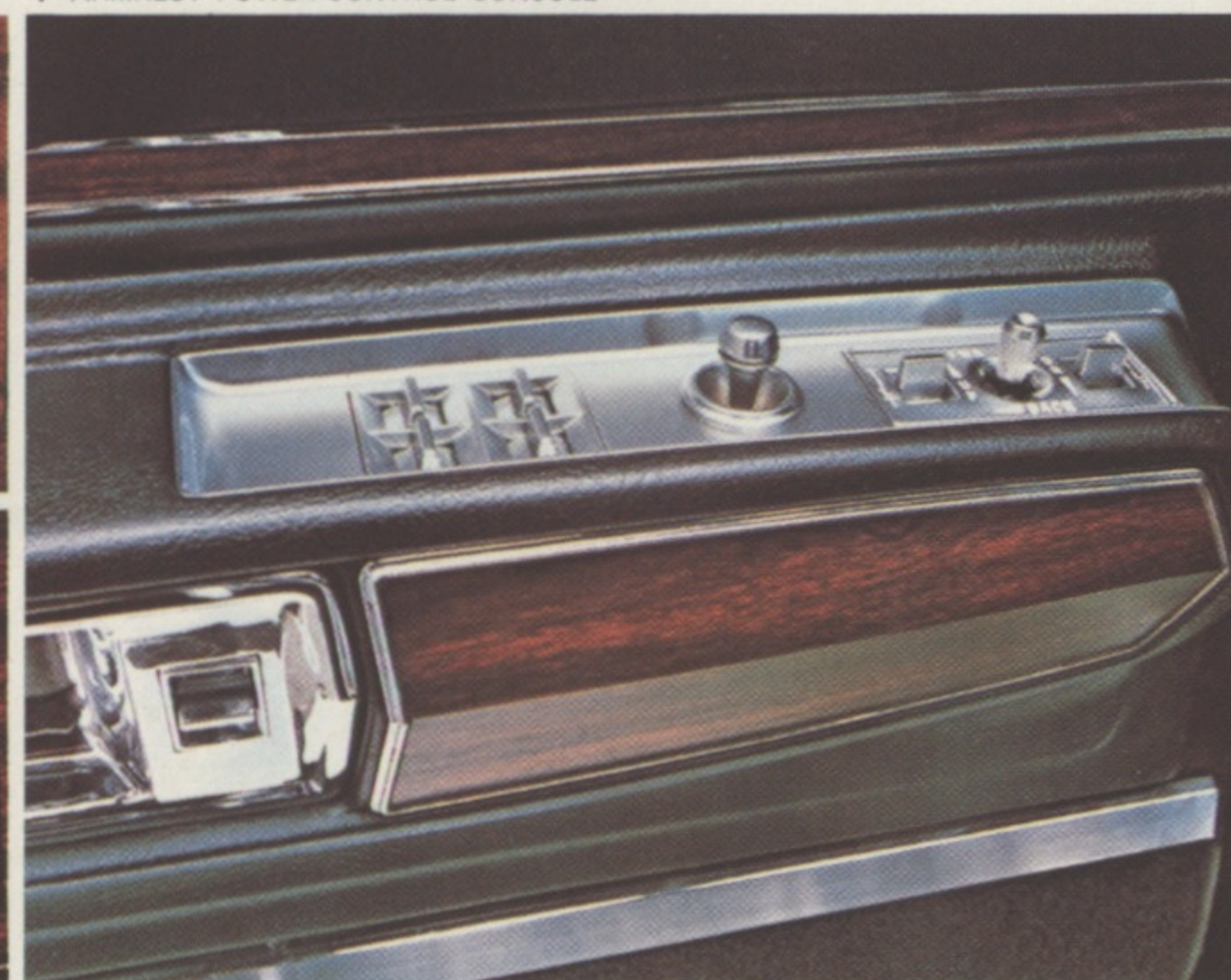
▼ FOUR SEASON AIR CONDITIONER  
▼ COMFORTRON AIR CONDITIONER



▼ OUTSIDE-AIR THERMOMETER  
▼ INSIDE TRUNK RELEASE  
▼ REMOTE-CONTROL MIRROR  
▼ CRUISE CONTROL



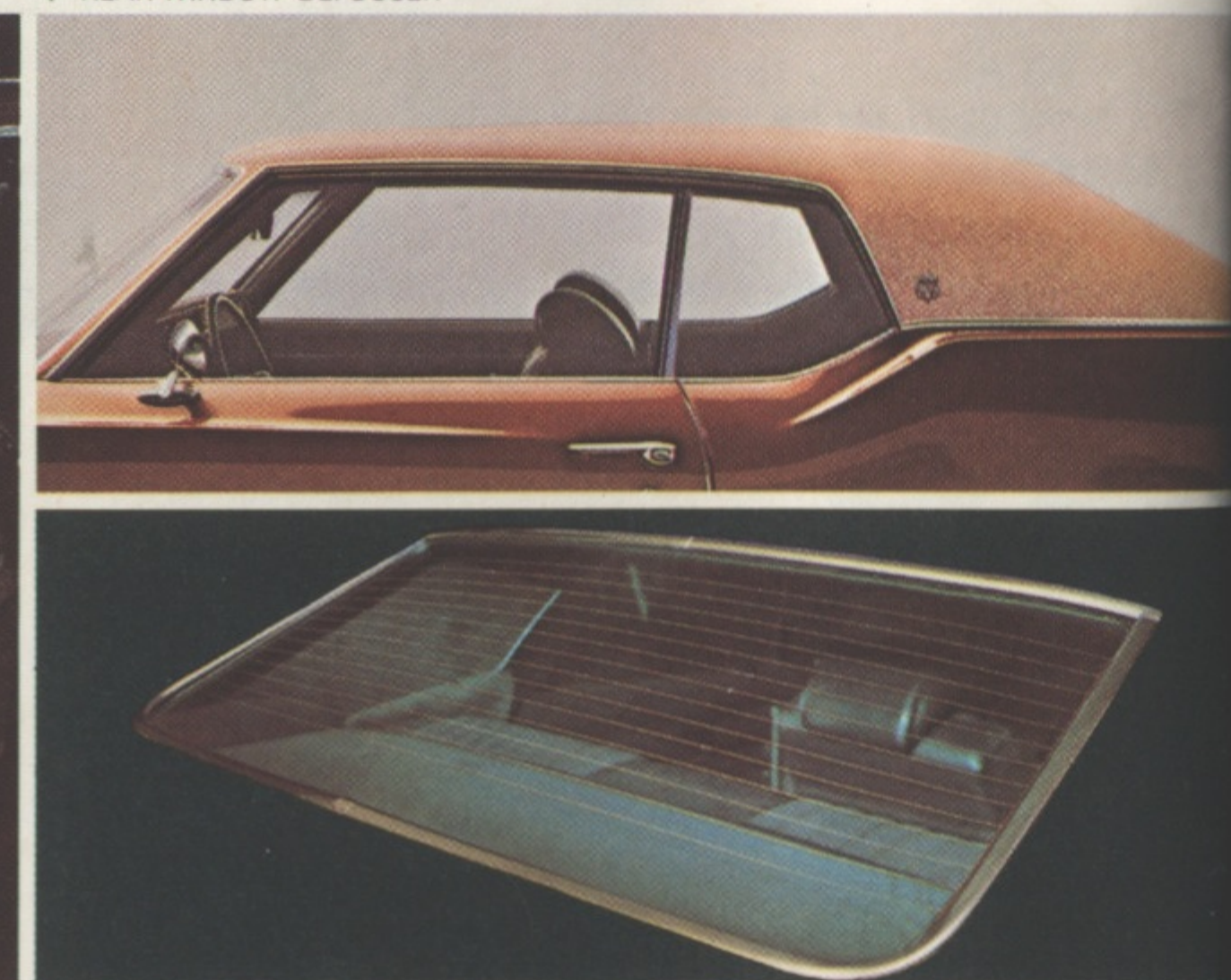
▼ ARMREST POWER-CONTROL CONSOLE



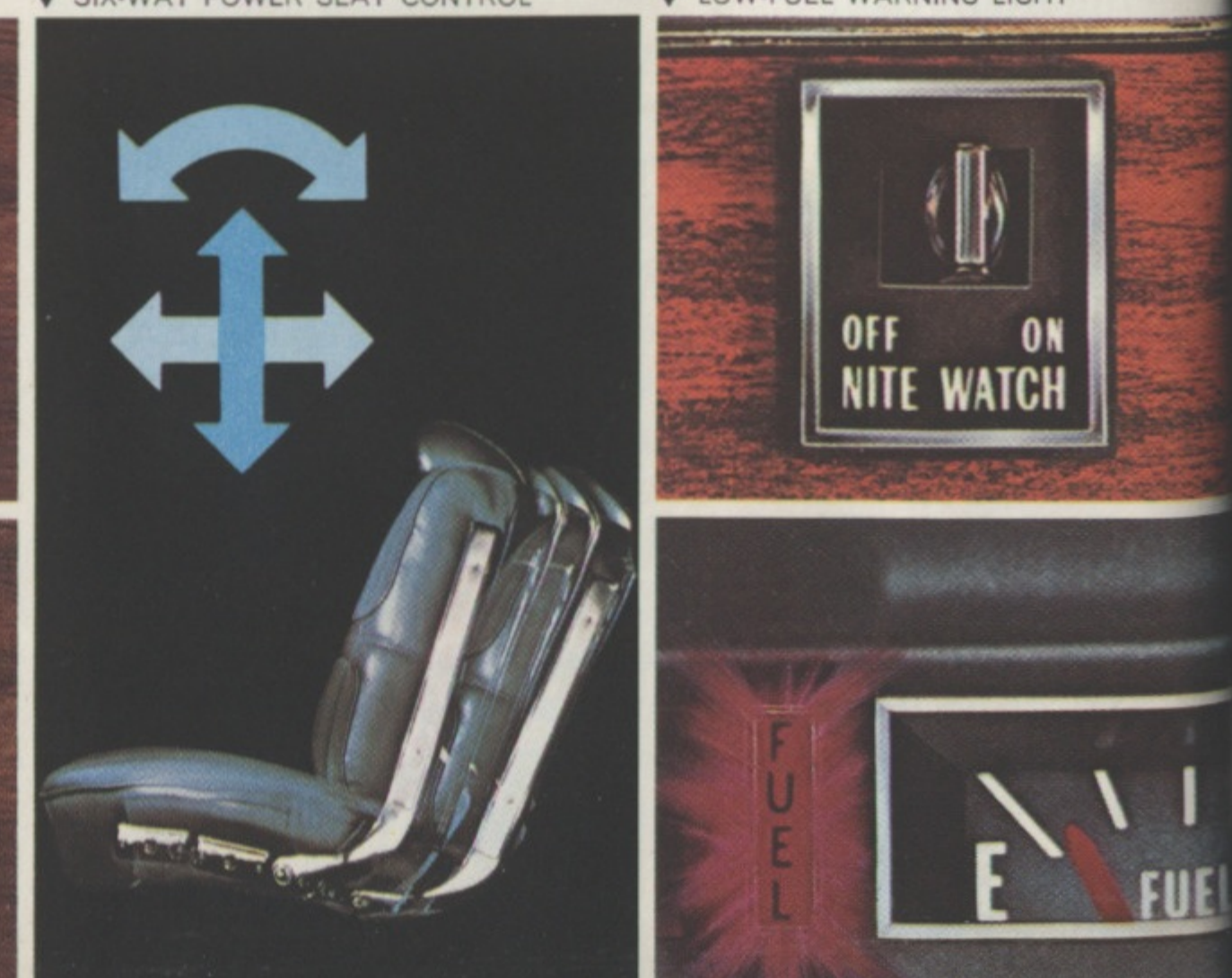
▼ AM/FM STEREO RADIO/TAPE DECK  
▼ AM/FM STEREO RADIO



▼ VINYL ROOF  
▼ REAR-WINDOW DEFOGGER



▼ SIX-WAY POWER SEAT CONTROL



▼ NITE-WATCH HEADLAMP CONTROL  
▼ LOW-FUEL WARNING LIGHT

**Special Wheels and Covers.** From top to bottom:

(1) Deluxe Disc for Delta 88's and Ninety-Eights.

(2) Deluxe Wheel Cover for Olds Intermediates.

(3) is the new Wire Wheel Cover available for all Cutlass models, except wagons. (4) is a ribbed chrome wheel disc available for mid-sized models.

(5) & (6) are Super Stock Wheels available for all Cutlass models, except wagons. And (7) is the Super Stock Wheel available for Delta 88 models.

**Cornering Lights** help you find your turn-off at night, illuminate that "blind spot" as you turn.

Operates with turn signal when headlamps are on. Available on Delta 88, Ninety-Eight, Toronado and Custom Cruiser.

**Infant Safety Carrier.** Specially designed, rear-facing, double-shell ride seat for infants up to 20 pounds.

Provides maximum protection when secured in place with car seat belt.

**Exterior Protective Items:** Bumper Guards (illustrated), Bumper Impact Strips, and Body Side

Moldings provide extra protection against annoying scuffs, scratches and parking lot dings. Check your Dealer for complete availability of these popular options.

**Tilt-and-Telescope Steering Wheel.** Tilts to six different positions, and also telescopes in and out over three inches to give you just the "feel" that's right for you. Available for Ninety-Eight models and Toronado.

Some other Oldsmobile accessories which are not illustrated, but highly popular with many owners, are these:

**Soft-Ray Tinted Glass** cuts glare, reduces eye strain, keeps you cooler. May be ordered for all windows or windshield only. Recommended when you order air conditioning.

**Power Window Control.** Just a touch raises or lowers any side window, and the driver has controls for all windows. Standard on Ninety-Eight Luxury Sedan

and Coupe models.

**Power Door Locks.** Easier to lock or unlock all doors, because controls for them are located beside the driver. Includes front-seat-back lock release when ordered for two-door models.

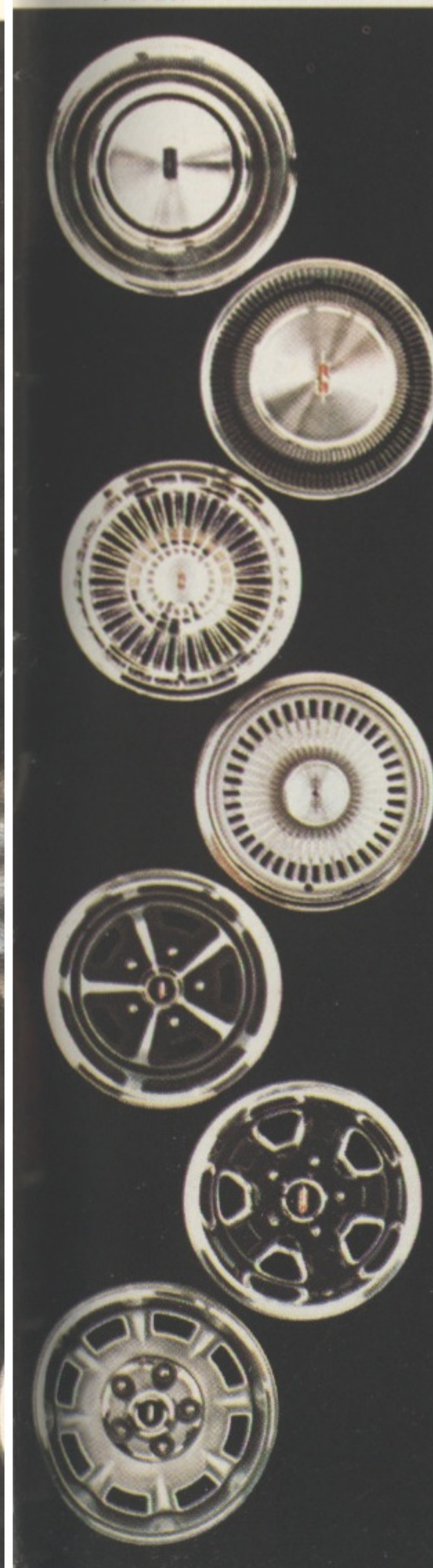
**Anti-Spin Rear Axle.** Automatically directs power to the wheel with the greatest traction. Especially important when driving in snow, sand or on soft ground. Available for all models, except Toronado.

**True-Track Braking.** A computer-monitored system that automatically "pumps" rear brakes to help give you straight-line stops, even during extreme braking situations. Toronado only.

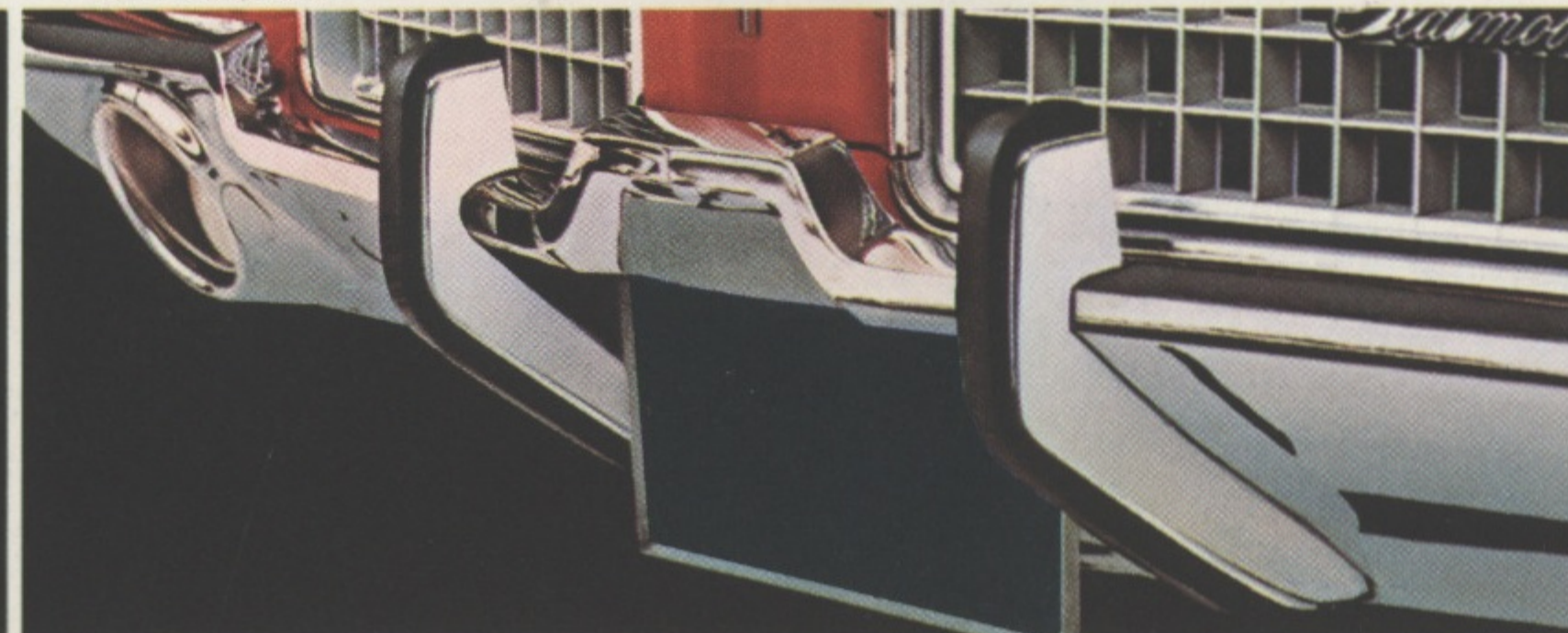
**Trip Odometer & Safety Sentinel** speed warning combines two important features. Set odometer before you start a trip, and it records the mileage. Set the safety sentinel to the speed you want, and a buzzer warns you when it is reached. Not available on Olds Intermediates.

Some of the equipment illustrated is optional at extra cost.

▼ SPECIAL WHEELS AND COVERS



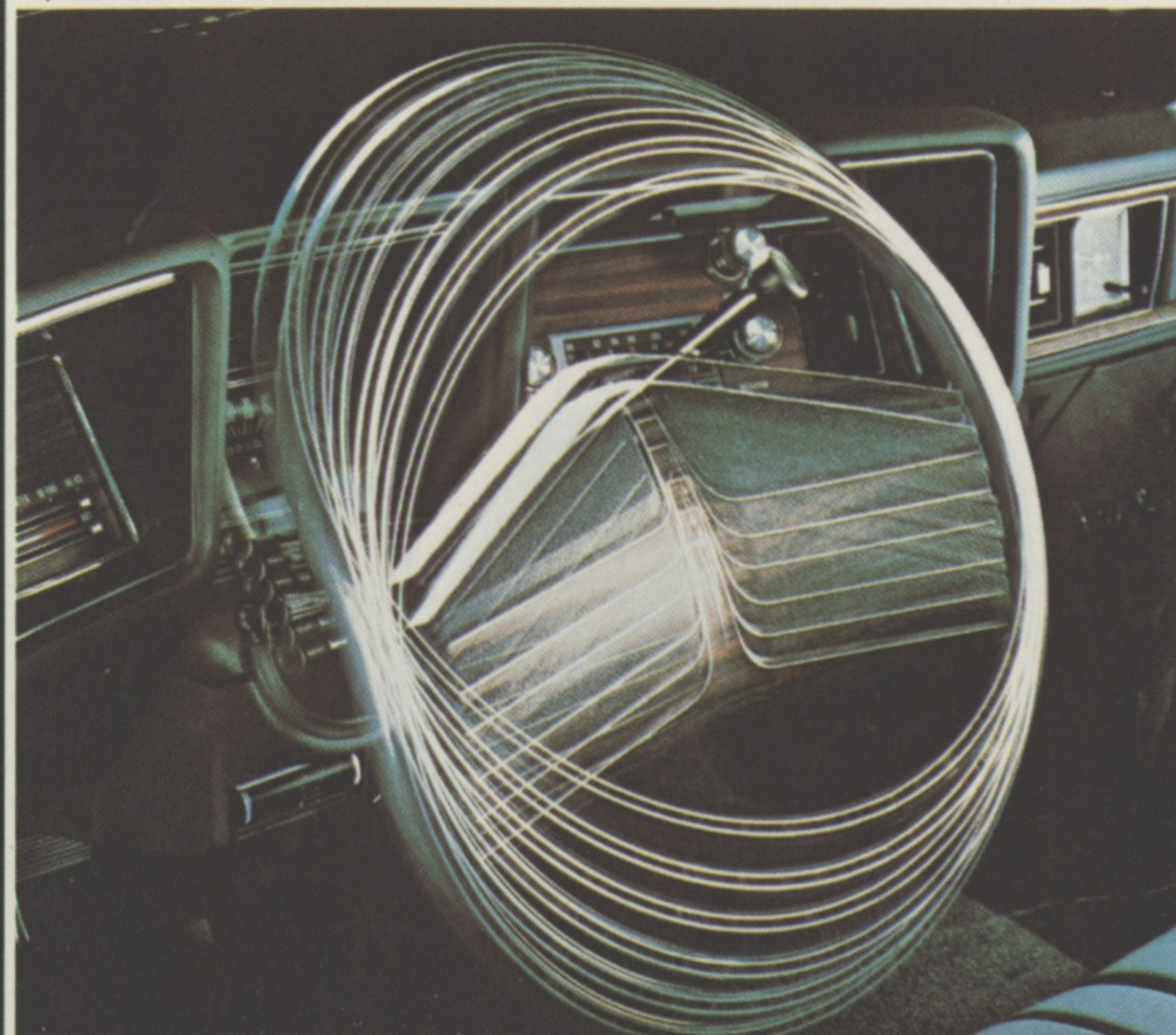
▼ BUMPER GUARDS



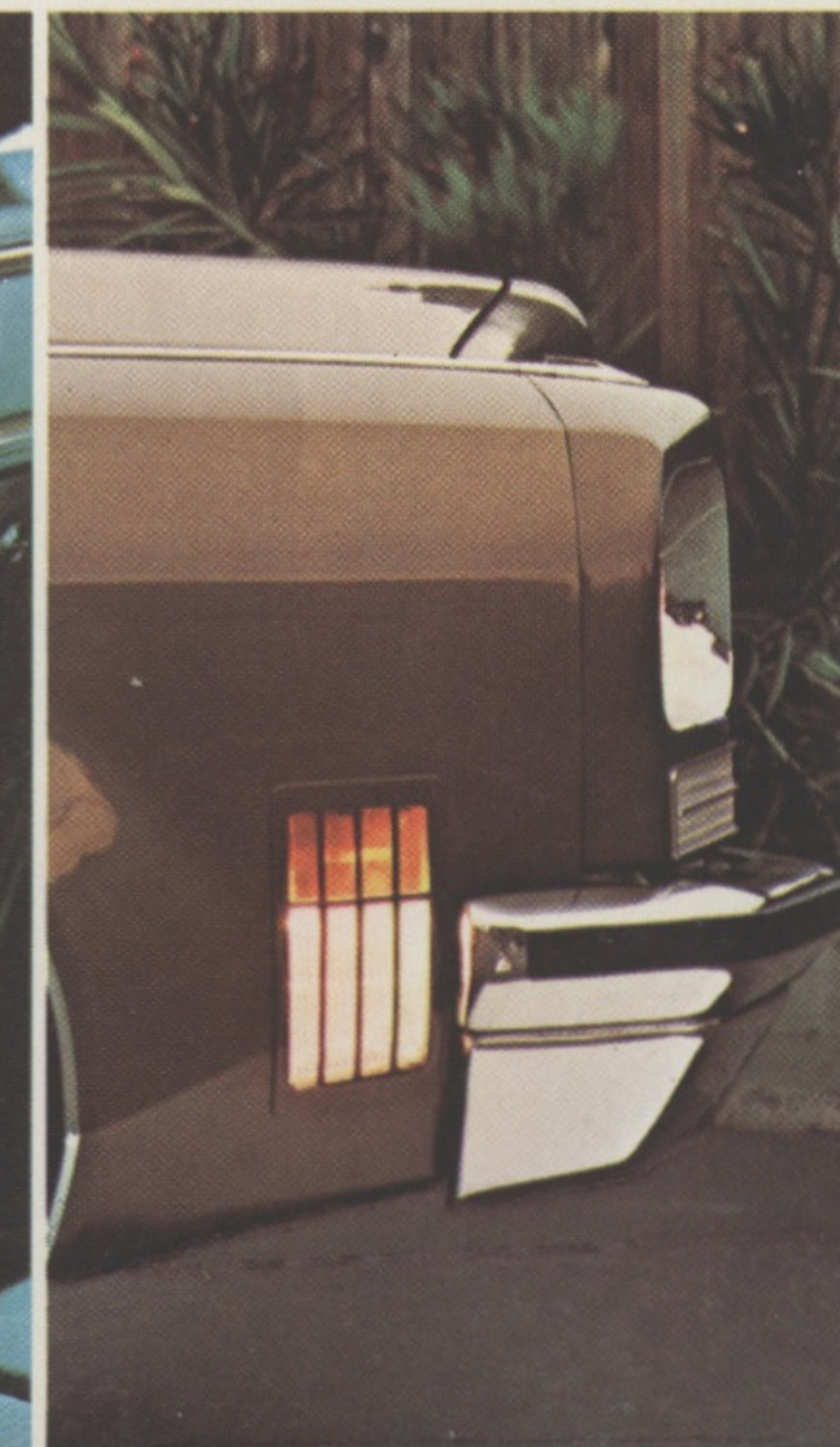
▼ BUMPER GUARDS



▼ TILT-AND-TELESCOPE STEERING WHEEL



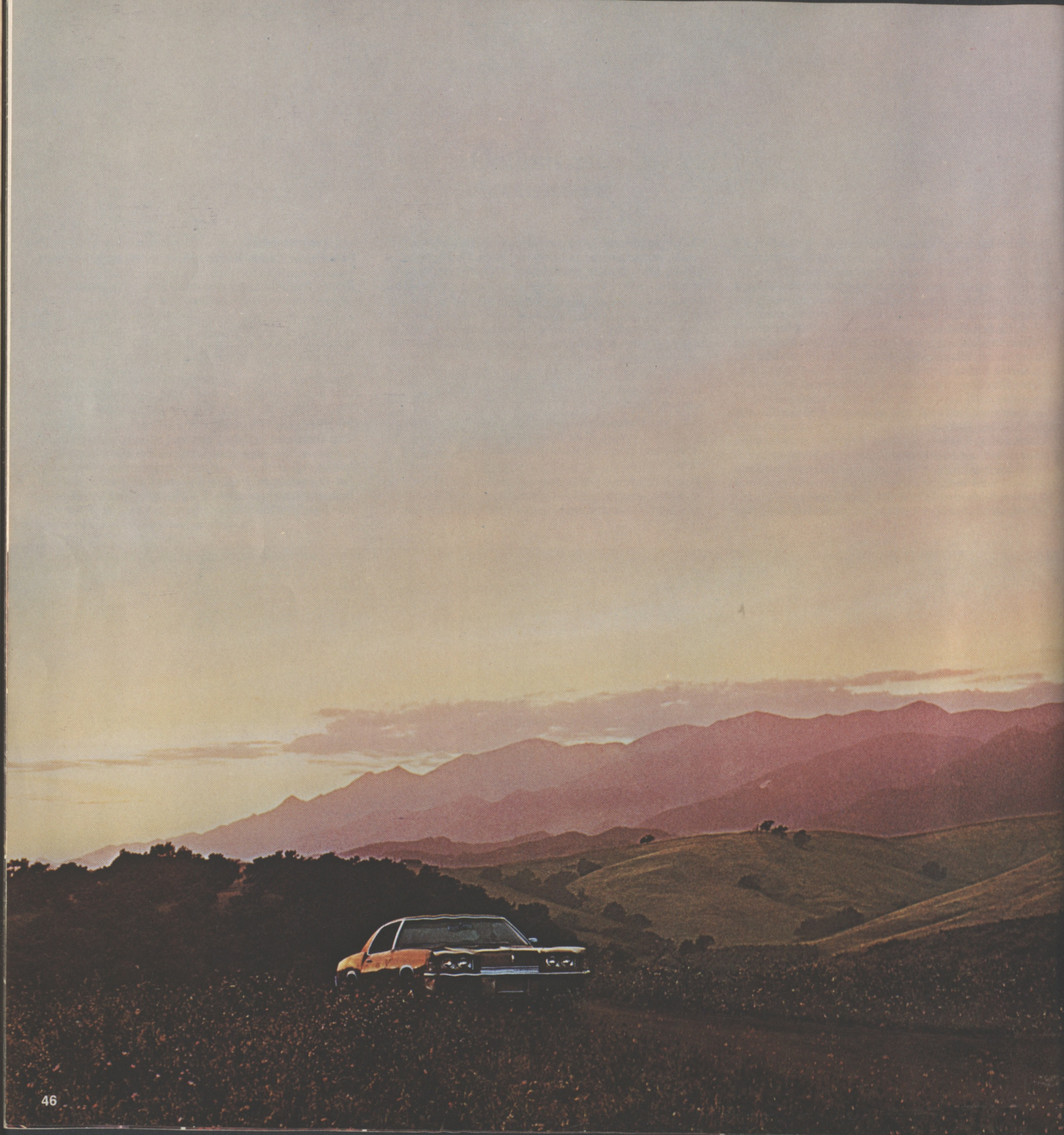
▼ CORNERING LIGHTS



▼ INFANT SAFETY CARRIER





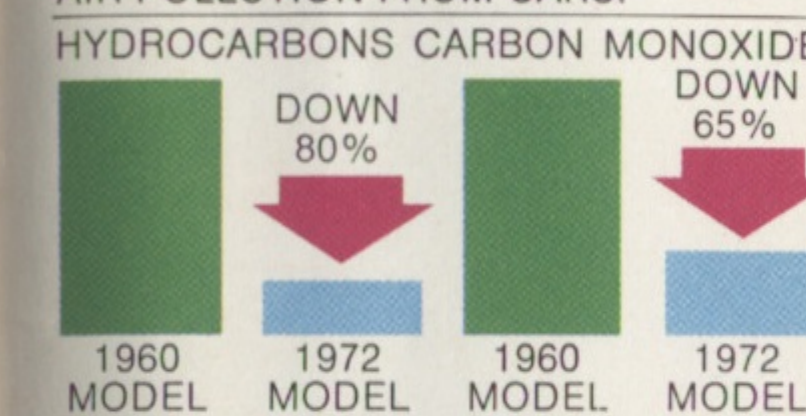


## How Olds looks after your environment. Your safety. And your investment.

### Olds is considerate of the air you breathe.

Over the past ten years, we've succeeded in eliminating 80% of the hydrocarbons and 65% of the carbon monoxide from the exhaust—

OLDSMOBILE'S PROGRESS  
SINCE 1960 IN CONTROLLING  
AIR POLLUTION FROM CARS:



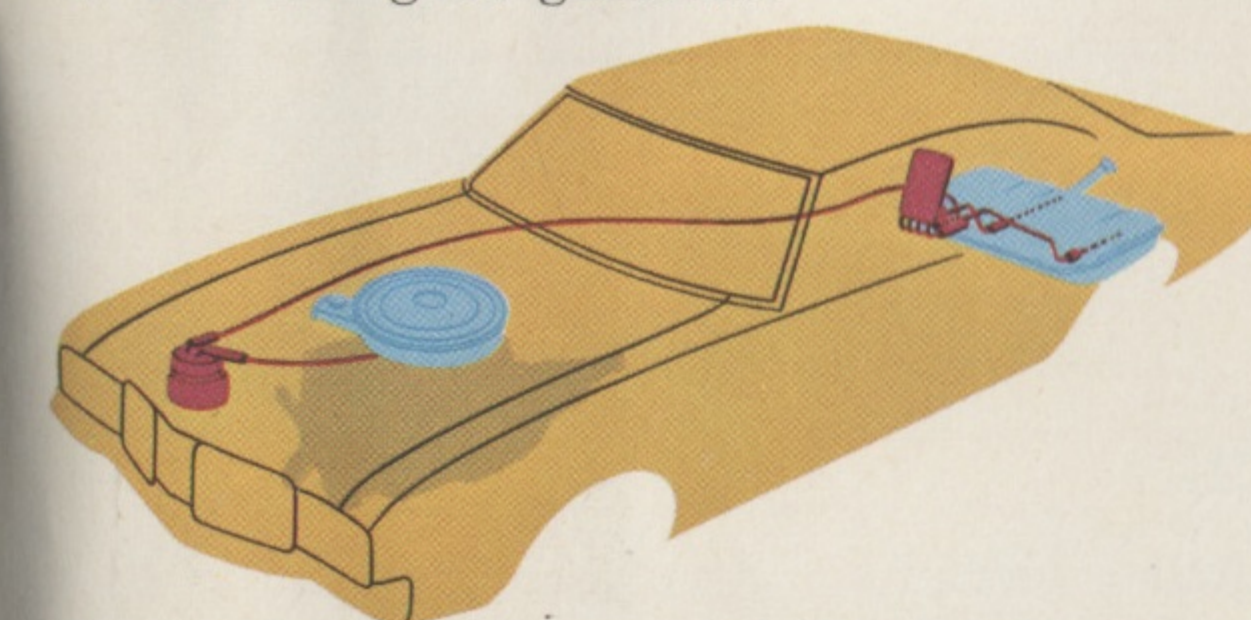
Today, every '72 Olds is equipped with a Positive Crankcase Ventilation (PCV) system so that no crankcase emissions are released into the atmosphere, but are recycled.

Oldsmobile pioneered a Controlled Combustion System which alters the combustion process to reduce exhaust emissions—and, in addition, helps provide faster engine warm-ups, eliminate carburetor icing and improve gasoline economy in the process.

Olds carburetors have a tamper-proof idle-mix adjustment which is computer-set at the factory for minimum air pollution—then sealed. In normal operation, it should never require any other adjustment.

Another Olds antipollution development is an ignition timing system called Transmission Controlled Spark. It reduces exhaust emission as much as 30% without affecting performance.

And every Rocket V8—regardless of size or horsepower—now runs efficiently on no-lead, low-lead or regular gasolines.



Every Olds also has a sealed fuel system that prevents emissions by evaporation, too.



Vapors are trapped by special controls, then stored and recycled for burning off in normal combustion.

### Oldsmobile is concerned about your safety.

Oldsmobiles have many features to protect you and your passengers in case of accident. For example, seat belts with pushbutton buckles for all passenger positions. And the single buckle seat and shoulder belt (shoulder belts not on convertibles) system for driver and right front passenger includes an instrument panel reminder light and buzzer. Just buckle up your seat belt like before. Then attach the shoulder belt to the same seat belt latch.

It's just that simple. So now it's even easier to always buckle up for safety's sake. And that's another idea everyone can live with. In addition, you're surrounded by a tough steel cage. Side-Guard Beams are built into the doors. The roof is double-steel, reinforced by strong steel girders. A steel Cargo-Guard separates the passenger compartment from whatever you're carrying in the trunk (except wagons).

The windshield is a thick laminate glass, with a contoured roof header bar on all models except convertibles.

A safety steering wheel tops an energy-absorbing steering column that telescopes

as much as 8 1/4 inches upon severe impact.

Soft, protective padding cushions the energy-absorbing instrument panel. The front-seat-back tops. The sun visors. And the safety armrests.

The seats are solidly anchored. With two head restraints in front. And safety latches on the folding seat-backs. All doors have safety latches and hinges, as well as Passenger-Guard door locks with forward-mounted lock buttons.

In addition to protecting you in case of accident, every Olds is equipped to help you avoid accidents in the first place.

To help others see you and to know your intentions, Oldsmobiles have side-marker lights and reflectors. The front side-marker lights flash with the directional signal. The direction signal also has a convenient lane-changer feature—plus a four-way hazard warning flasher. For additional visibility, Olds parking lamps illuminate with the headlamps.

And to help you see more clearly, every Olds has windshield defrosters, washers and dual-speed wipers. A wide-view inside day/night rearview mirror (vinyl-edged, shatter-resistant glass and deflecting support). An outside rearview mirror. And backup lights to help you see when backing up at night.

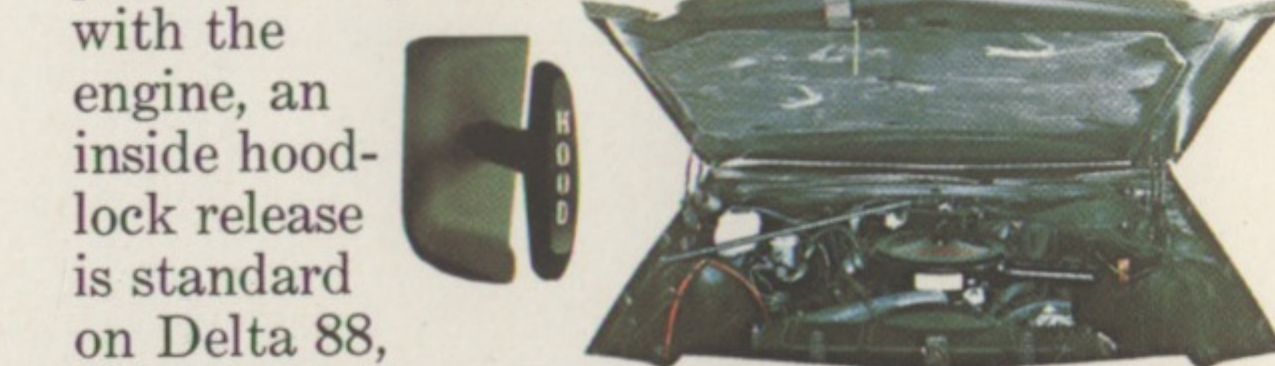
Olds' dual-master-cylinder brake system has a warning light to alert you in case of pressure loss. And the brakes are self-adjusting as well.

The hood is securely fastened by dual-action safety latches.

And a starter safety switch prevents you from starting the car when it's in gear.

**Olds is conscientious about protecting your investment.** To guard against rust, nicks, dings, and dents, Oldsmobile has many protective features. Such as thermoplastic inner front fenders. Aluminum-coated exhaust system. A spring-mounted front bumper, and you may order vinyl impact strips on both bumpers.

And to keep someone else from driving off with your new Oldsmobile, the steering column locks when you pull the key. To make sure you *do* pull the key, a buzzer warns you if you forget. And to help prevent tampering with the engine, an inside hood-lock release is standard on Delta 88, Ninety-Eight, Custom Cruiser and Toronado, and available on the others. The odometer is tamper-resistant, too—with a telltale feature that indicates if it has been interfered with.





# 1972 SPECIFICATIONS

		TORONADO CUSTOM	NINETY- EIGHT	CUSTOM CRUISER	DELTA 88 ROYALE	DELTA 88	VISTA- CRUISER	CUTLASS SUPREME	CUTLASS S	CUTLASS	CUTLASS CRUISER	F-85
BODY STYLES		Coupe	Coupe Sedan Luxury Coupe Luxury Sedan	2-seat 3-seat	Hardtop Coupe Hardtop Sedan Convertible Town Sedan	Hardtop Coupe Hardtop Sedan Town Sedan	2-seat 3-seat	Hardtop Coupe Hardtop Sedan Convertible	Sports Coupe Hardtop Coupe	Hardtop Coupe Town Sedan	2-seat	Town Sedan
Engines:	Standard V8 Optional V8s	455-4 bbl. None	455-4 bbl. None	455-V8 None	350-2 bbl. 350-4 bbl. 455-4 bbl.	350-2 bbl. 350-4 bbl. 455-4 bbl.	350-2 bbl. 350-4 bbl. 455-4 bbl.	350-4 bbl. 350-2 bbl. 455-4 bbl.	350-2 bbl. 350-4 bbl. 455-4 bbl.	350-2 bbl. 350-4 bbl. 455-4 bbl.	350-2 bbl. 350-4 bbl. 455-4 bbl.	350-2 bbl. 350-4 bbl. 455-4 bbl.
Transmission:	Standard Optional	Turbo Hydra-matic None	Turbo Hydra-matic None	Turbo Hydra-matic None	Turbo Hydra-matic None	Turbo Hydra-matic None	3-spd. manual Turbo Hydra-matic	3-spd. manual 4-spd. manual Turbo Hydra-matic	3-spd. manual 4-spd. manual Turbo Hydra-matic	3-spd. manual 4-spd. manual Turbo Hydra-matic	3-spd. manual Turbo Hydra-matic	3-spd. manual Turbo Hydra-matic
Brakes:	Front Dia. (ins.) Rear Dia. (ins.) Eff. Area (sq. ins.)	10.88 Disc* 11.00 Drum* 112.3	11.74 Disc* 11.00 Drum* 109.2	11.74 Disc* 12.00 Drum* 116.8	11.74 Disc* 11.00 Drum* 109.2	11.74 Disc* 11.00 Drum* 109.2	10.8 Disc* 9.5 Drum* 117.5	9.5 Drum 9.5 Drum 141.8	9.5 Drum 9.5 Drum 141.8	9.5 Drum 9.5 Drum 141.8	10.8 Disc* 9.5 Drum* 99.9	9.5 Drum 9.5 Drum 141.8
*Power Assist Standard												
Overall Steering Ratio:	Manual Power	N.A. 17.9:1	N.A. 16.5-14.3:1	N.A. 16.5-14.3:1	N.A. 17.6-14.3:1	N.A. 17.6-14.3:1	33.0:1 18.8-15.3:1	33.0:1 18.8-15.3:1	33.0 18.8-15.3:1	33.0:1 18.8-15.3:1	33.0:1 18.8-15.3:1	33.0:1 18.8-15.3:1
Turning Circle:	Curb-to-Curb (ft.)	44.9	45.7	45.7	44.7	44.7	42.7	40.0 (Coupes)	40.0 (Coupes)	40.0 (Coupes)	41.2	41.2
Energizer:	Standard V8	73 amp.	73 amp.	73 amp.	61 amp.	61 amp.	61 amp.	61 amp.	61 amp.	61 amp.	61 amp.	61 amp.
Suspension:	Front Rear	Torsion Bar Coil	Coil Coil	Coil Leaf	Coil Coil	Coil Coil	Coil Coil	Coil Coil	Coil Coil	Coil Coil	Coil Coil	Coil Coil
Frame		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	121.0	112.0 (Hdtp. Coupe)	112.0	112.0 (Hdtp. Coupe)	116.0	116.0
Overall Length (ins.)		220.6	227.8	227.0	222.1	222.1	218.3	203.6 (Hdtp. Coupe)	203.6	203.6 (Hdtp. Coupe)	213.3	207.6
Height (ins.)		54.7	54.6 (Sedan)	57.2	53.4 (Hdtp. Coupe)	53.6 (Hdtp. Sedan)	58.5	52.9 (Hdtp. Coupe)	52.9	52.9 (Hdtp. Coupe)	54.4	53.5
Width (ins.)		79.8	79.6	79.5	79.5	79.5	76.8	76.8	76.8	76.8	76.8	76.3
Curb Weight (lbs.) Approx.		4660	4608 (Sedan)	5109 (2-Seat)	4316 (Hdtp. Coupe)	4375 (Hdtp. Sedan)	4285 (2-Seat)	3520 (Hdtp. Coupe)	3503	3509 (Hdtp. Coupe)	4049	3536
Tread (ins.):	Front Rear	63.5 63.6	63.6 64.0	63.3 63.7	63.6 64.0	63.6 64.0	59.3 59.0	59.3 59.0	59.3 59.0	59.3 59.0	59.3 59.0	59.3 59.0
Base Tire Size		J78 x 15	J78 x 15	L78 x 15	H78 x 15	H78 x 15	H78 x 14	F78 x 14	F78 x 14	F78 x 14	H78 x 14	F78 x 14
Wheel Size		15 x 6.0	15 x 6.0	15 x 6.0	15 x 6.0	15 x 6.0	14 x 6.0	14 x 6.0	14 x 6.0	14 x 6.0	14 x 6.0	14 x 6.0
Minimum Ground Clearance (ins.)		5.0	5.3	5.3	5.3	5.3	6.7	4.7	4.7	4.7	5.2	4.7
Head Room (ins.):	Front Rear	38.1 37.1	39.3 38.2 (Sedan)	39.6 39.3	38.0 37.0 (Hdtp. Coupe)	38.3 37.4 (Hdtp. Sedan)	38.0 40.3	37.9 36.3 (Hdtp. Coupe)	37.9 36.3	37.9 36.3 (Hdtp. Coupe)	38.4 38.3	38.5 37.1
Leg Room (ins.):	Front Rear	42.4 35.2	42.4 40.8 (Sedan)	42.4 39.4	42.4 35.8 (Hdtp. Coupe)	42.4 38.8 (Hdtp. Sedan)	41.5 37.8	41.5 32.3 (Hdtp. Coupe)	41.5 32.3	41.5 32.3 (Hdtp. Coupe)	42.6 34.8	41.5 34.0
Hip Room (ins.):	Front Rear	62.3 56.0	62.3 62.8 (Sedan)	62.2 62.1	62.2 56.2 (Hdtp. Coupe)	62.2 62.1 (Hdtp. Sedan)	59.4 59.2	59.6 58.3 (Hdtp. Coupe)	59.6 58.3	59.6 58.3 (Hdtp. Coupe)	59.7 59.4	59.6 59.4
Shoulder Room (ins.):	Front Rear	64.3 60.2	64.3 63.4 (Sedan)	64.3 63.3	64.3 62.2 (Hdtp. Coupe)	64.3 63.5 (Hdtp. Sedan)	58.3 57.5	58.2 55.7 (Hdtp. Coupe)	58.2 55.7	58.2 55.7 (Hdtp. Coupe)	58.3 57.4	58.2 57.3
Fuel Tank Capacity (Imp. gals.)		20	20	18.3	20	20	18.3	15.8	15.8	15.8	18.3	15.8
Usable Luggage Space (cu. ft.)		13.5	20.8	—	20.6	20.6	—	14.5	14.5	14.5	—	14.5
Cargo Volume (cu. ft.)—Hidden Comp. not incl.		—	—	106.0	—	—	97.8	—	—	—	83.6	—

ENGINES	ROCKET 350 V8	ROCKET 350 V8 Optional L34 or L35	ROCKET 455 V8 Option L75 (4-spd. man.)	ROCKET 455 V8 Option L74 or L75 (Turbo Hydra-matic)	ROCKET 455 V8 Option W30	ROCKET 455 V8 Std. on Toronado
Displacement (cu. in.)	350	350	455	455	455	455
HP @ rpm (SAE net)	160 @ 4000	180 @ 4000	270 @ 4400	225 @ 3600	300 @ 4700	250 @ 4000
Torque (ft.lbs.) @ rpm (SAE net)	275 @ 2400	275 @ 2800	370 @ 3200	360 @ 2600	410 @ 3200	375 @ 2800
Compression Ratio	8.5:1	8.5:1	8.5:1	8.5:1	8.5:1	8.5:1
Carburetion	2-bbl.	4-bbl.	4-bbl.	4-bbl.	4-bbl.	4-bbl.
Bore & Stroke (ins.)	4.057 x 3.385	4.057 x 3.385	4.125 x 4.250	4.125 x 4.250	4.125 x 4.250	4.125 x 4.250
Fuel	Regular	Regular	Regular	Regular	Regular	Regular
Oil System (Less Filter) (Imp. qts.)	3.3	3.3	3.3	3.3	3.3	4.1
Cooling System (Imp. qts.)	12.7 All F85s 13.5 All 88s	12.7 All F85s 13.5 All 88s	14.2	13.5 Opt. L74 14.2 Opt. L75	14.2	16.3
Exhaust System	Single	Single†	Dual	Single*	Dual	Dual
Valve Lifters	Hydraulic	Hydraulic	Hydraulic	Hydraulic	Hydraulic	Hydraulic
Clutch Dia. (ins.) Intermediate models only	10.4	10.4	11.00	N.A.	11.00	N.A.

## BASE AXLE RATIO (without air cond.) Std. V8 only

	3-spd. manual	Turbo Hydra-matic		3-spd. manual	4-spd. manual (Coupes only)	Turbo Hydra-matic	Opt. W30 (Coupes only) 4-spd. manual or Turbo Hydra-matic
TORONADO	N.A.	2.73:1	CUTLASS SUPREME	3.23:1	3.23:1	2.73:1	3.42:1
NINETY-EIGHT	N.A.	2.73:1	CUTLASS S	3.23:1	N.A. Std. V8	2.73:1	3.42:1
CUSTOM CRUISER	N.A.	2.93:1	CUTLASS	3.23:1	N.A. Std. V8	2.73:1	3.42:1
DELTA 88	N.A.	3.08:1	F-85	3.23:1	N.A. Std. V8	2.73:1	
VISTA-CRUISER	3.23:1	3.08:1	CUTLASS CRUISER	3.23:1	N.A. Std. V8	2.73:1	

For 1972, all Oldsmobile engines have been designed to operate efficiently on regular, low-lead or no-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.

\*Opt. L75 for Intermediate models includes Dual Exhaust:  
SAE Net HP 250 @ 4200; SAE Net Torque 370 @ 2800  
†Opt. L34 with Optional Dual Exhaust:  
SAE Net HP 200 @ 4400; SAE Net Torque 300 @ 3200



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