



**A catalog of the most important
sporting events of 1968:**

Olds offers, at modest extra cost, a variety of options and accessories many of which are described and illustrated in this booklet.



the “youngmobiles” from Oldsmobile

We know a hot second-baseman who wouldn't pay a dime to see a track meet. And a high hurdler who wouldn't be caught dead at a doubleheader.

But then, all sportsmen aren't alike. Nor all sporting cars. And that's what this catalog is all about: Sporting cars. Different kinds for different people. Exciting new 4-4-2, for instance. And sleek, suave Cutlass S. And Toronado—big, bold, burliest of the bunch. Now that you know the starting lineup, choose the Oldsmobile that suits you best.

What this younger generation is coming to: 4-4-2

Rarely will you find 4-4-2 in so tranquil a setting. But we staged it so—to give you one leisurely look at the sportiest Youngmobile of them all.

That fresh rear sculpturing is the property of all three 4-4-2 models—Holiday Coupe, Sports Coupe and Convertible (complete with glass rear window). Louvered hood, GT pinstriping, concealed windshield wipers are all standard.

Handsome, eh? But lest you think 4-4-2 is purely hearts and flowers, turn page for the hard facts.



You'll never really get acquainted with 4-4-2 'till you let the machinery show its mettle on the move.

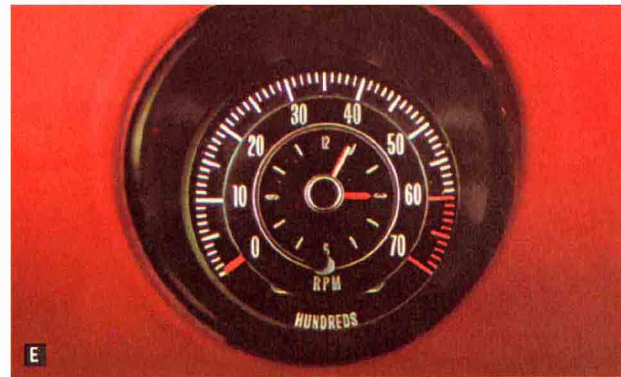
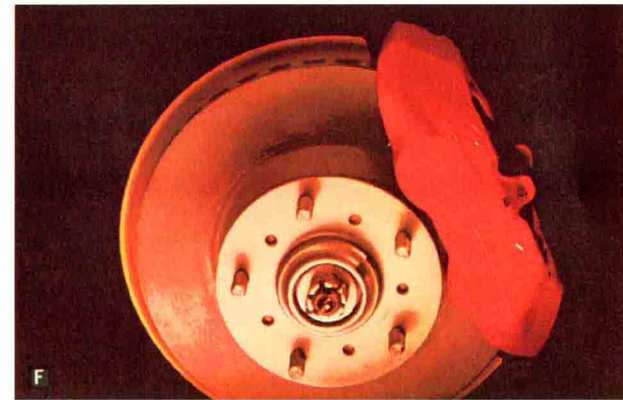
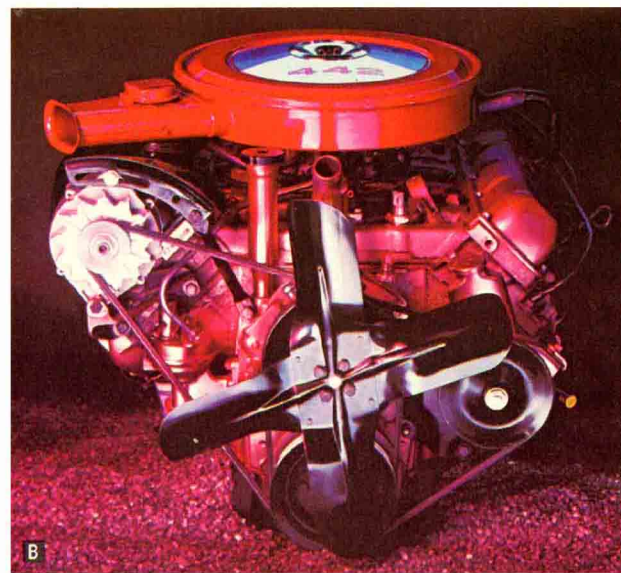
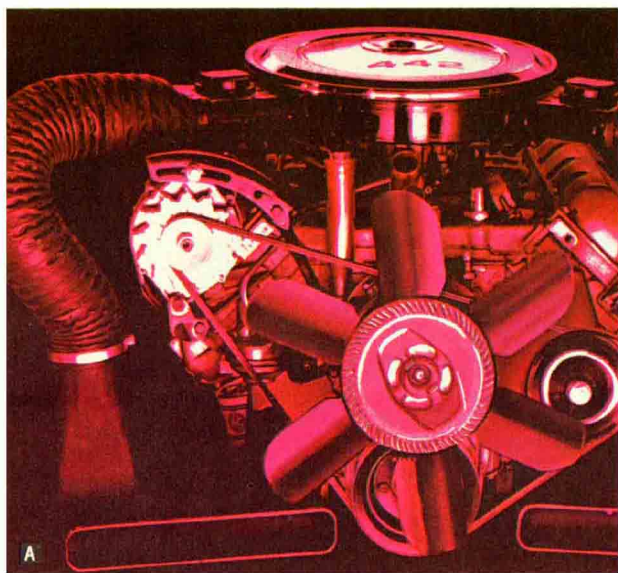
Take that 400-CID V-8, for instance. 350 horses. 10.5-to-1 compression. Four-barrel carb. Quicker low-end torque peak. And those are only openers.

Three-on-the-floor, fully synchronized transmission is standard. Four-on-the-floor and Turbo Hydra-Matic are both available. Heavy-duty prop shaft and motor mounts come with, as does 4-4-2's own performance axle (ratios up to 4.46-to-1).

And heavy-duty springs and shocks, front and rear stabilizer bars and Wide-Oval Red-Lines on beefed-up wheels—all standard—make cornering a joy.

Not to be outdone in the cross-country category, 4-4-2 even offers a Turnpike Cruising Option that combines all its standard goodies with a 2-barrel, 400-cube V-8 and a 2.56-to-1 economy rear axle.

But don't stop now. On the next page you'll find still more specifics that make standing still seem like a very silly thing to do.



4-4-2 sports enough standard items for a car-and-a-half—plus a whole book of modest-cost options that let you tailor it to suit.

Ⓐ Force-Air Induction System is a new extra-cost option for '68. 4.33-to-1 axle ratio, Rally Stripe, anti-spin differential, 4-on-the-floor and 360-hp Rocket Engine are its major virtues. Air intakes are readily identifiable below 4-4-2's front bumper.

Ⓑ 400-cube V-8—standard 4-4-2 power plant—features four-barrel carb, delivers 350 hp.

Ⓒ Broad front-fender Rally Stripe is also an individual availability, as are these Custom Sport Wheels, wire wheel discs or sport covers.

Ⓓ Close- or wide-ratio 4-on-the-floor with Hurst Shifter, Turbo Hydra-Matic with a 28% boost from a 2.3-to-1 torque converter ratio, are available. Fully synchronized 3-on-the-floor is standard.

Ⓔ Tach on the outside, clock in the middle, and a whole cluster of honest-to-goodness engine gauges make a practical Rally-Pac option for the real purist.

Ⓕ Front disc brakes with power assist may also be specified on 4-4-2. With Force-Air Induction, only manual front disc brakes are available.

Ⓖ Dual exhausts show themselves through notched bumper.

Oldsmobile's UHV Transistorized Ignition System is available on 4-4-2. Eliminates condenser and points, extends plug life, fires even when plugs are flooded and fouled.

Anti-spin differential is also available on 4-4-2.



New bucket-seat 4-4-2 cockpit

No control center ever looked more inviting—or more functional!

Moroccan-tailored bucket seats are standard. Though you may prefer a bench seat, available at no extra cost in any of three colors. Dual front shoulder belts, plus seat belts for all passenger positions, are standard. So is deep-pile carpeting—color-matched to your interior choice. And the Sport Steering Wheel and floor-mounted control console are both available.



Cutlass S Holiday Coupe

New youth movement: Cutlass S



Cutlass S Sports Coupe

One thing about picnicking via Cutlass S: You'll never forget the pepper. Cutlass has it built in. And at a price that makes owning it a sporty proposition.

Under that tooled bonnet is your choice of Oldsmobile's own 250-CID Action-Line Six or a 350-cube, two-barrel Rocket V-8. (Though if you've a real fetish for the finest, you can buy our 350-cube, four-barrel version.)

Cutlass S, like its attractive companion 4-4-2, is fastback-styled on a new, highly maneuverable

112-inch wheelbase (turning circle is a scant 40 feet!) And it's yours in the same sleek body-style trio—hardtop, pillar coupe and convertible.

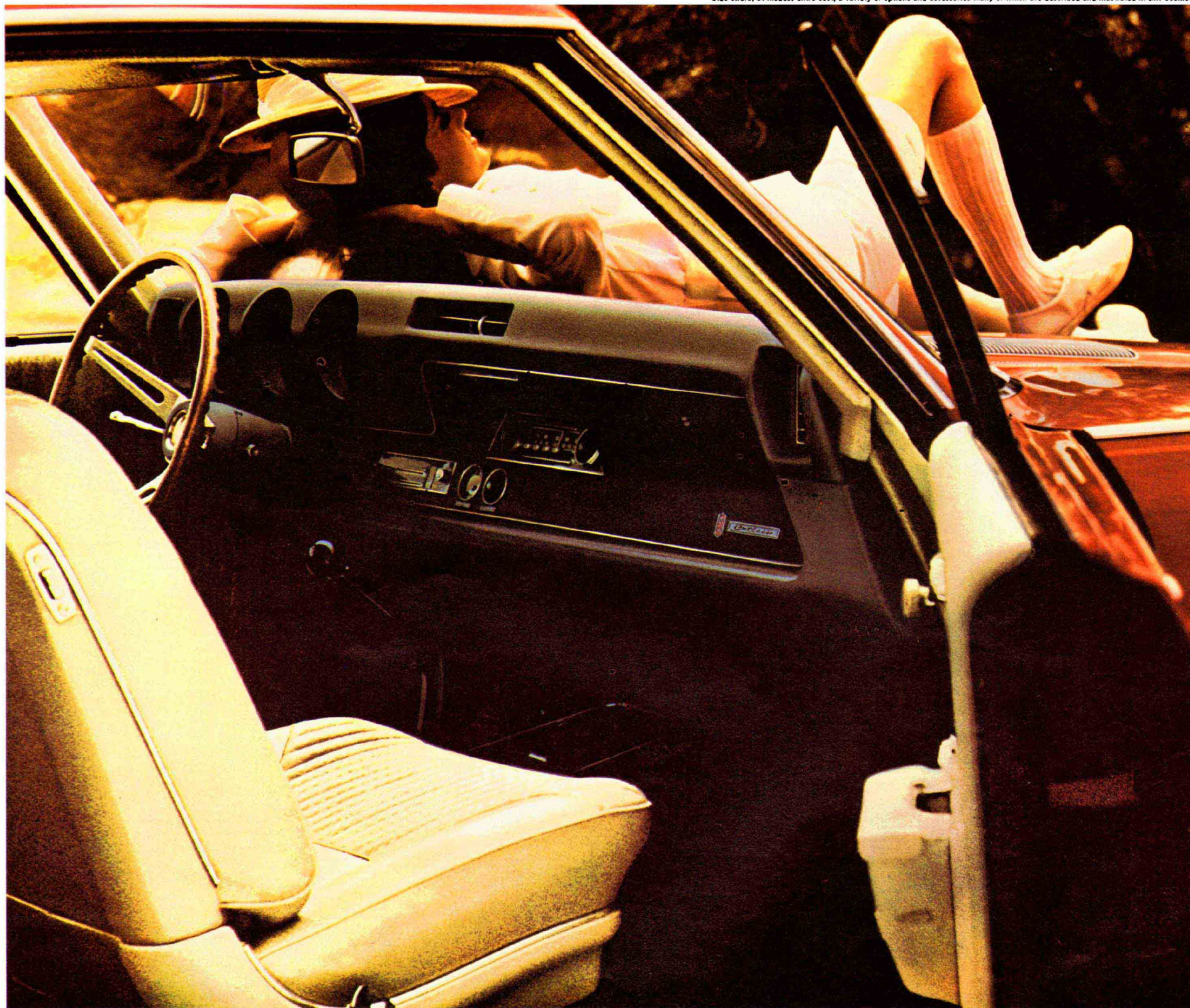
We should tell you that the vinyl top (four colors this year) costs a little extra, but there are many who feel the style is well worth the stipend.

Such outside equipment as dual exhausts, GT pinstriping, and a variety of fancy wheels—a la 4-4-2—let you embellish your Cutlass S still more. And if you're a member of the rigid-ride school, you

can specify our efficient Rally Sport Suspension package. It includes heavy-duty springs, shocks and front stabilizer.

In addition to the three Cutlass S Youngmobiles, there's a Cutlass Supreme Holiday Coupe that sports elegance with an elan all its own, too. 310-hp, four-barrel Rocket V-8 Engine, Deluxe Steering Wheel, buckets or bench seat with a fold-down center armrest are only a few of its standard niceties. And very, very nice it is!

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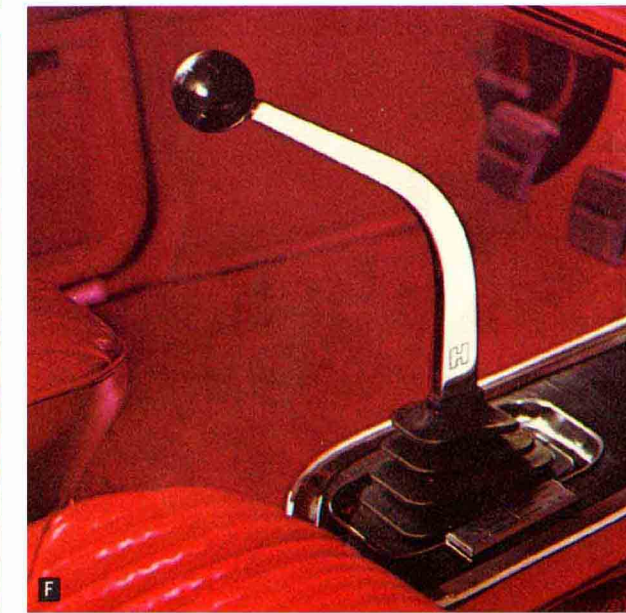
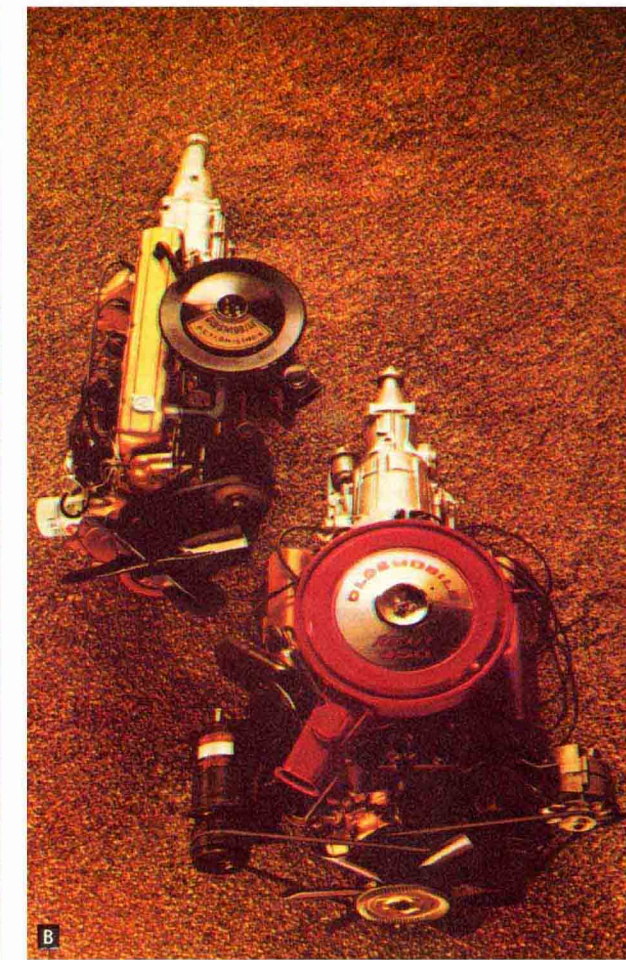
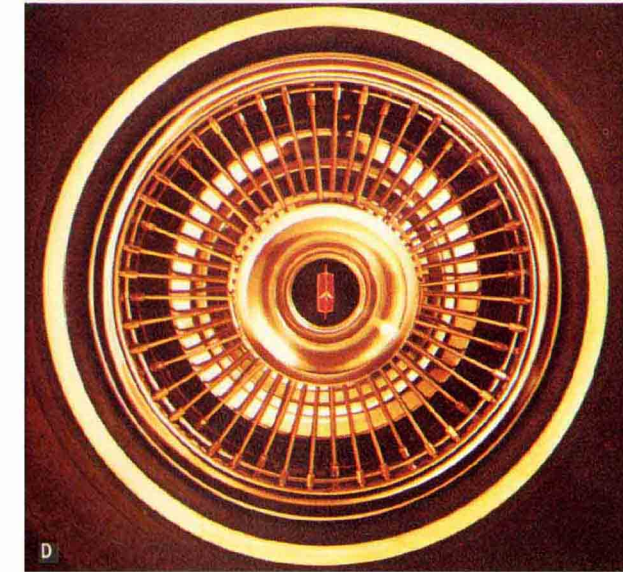
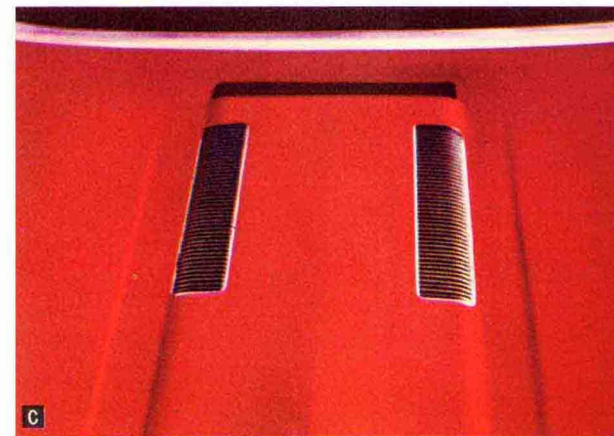
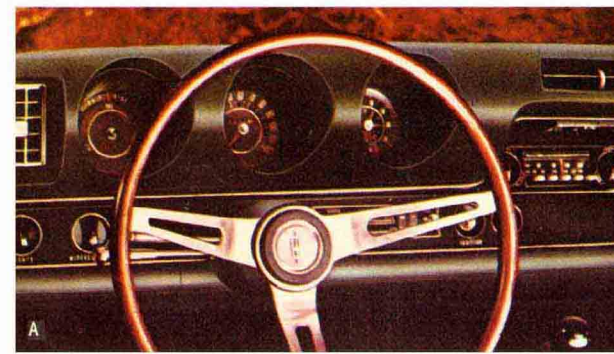


Sporty new Cutlass S interior

Silly girl! Lolling around out there when you could be enjoying all the good things inside this Cutlass S.

Color, for one thing. Red, gold, teal, black, parchment or blue are available when you specify extra-cost buckets. Standard bench seats are yours in the last three. All washable Moroccan.

Sumptuous carpeting is standard. Console and stick shift, yours at small extra cost. Front-seat shoulder belts, plus seat belts for all passenger positions, are built in.



A What a swingin' place for a sit-in! Cutlass control center features recessed dials, padded dash. Tilt-Away Steering Wheel, optional at extra cost, adjusts to seven positions. Sports Steering Wheel, also an extra-cost option, adds a sporty note.

B Action-Line 6 (top) and Rocket 350 V-8 are both available—which means the choice is yours. And both use regular fuel. Or maybe you'd rather pick a four-barrel, premium-fuel V-8 with 310 hp. All Olds V-8s, by the way, feature greater low-end

torque for '68 and a brand-new kind of quietness, economy and performance. And all boast a Combustion Control System that eliminates winter icing.

C Handsome twin louvers are a standard Cutlass S touch.

D Wire wheel covers are an extra-ticket item, well worth their cost in wow.

E Custom Sport Wheels and wheel lip moldings are available, too, on the Cutlass. Wheel lip and lower body moldings are standard equip-

ment on Cutlass Supreme models.

F Specify 4-on-the-floor, to boot—or Jetaway automatic. Standard box is a fully synchronized 3-speed column shift. Whichever transmission you go for, you'll find a variety of axle ratios to match your kind of driving—all the way up to 4.66-to-1.

Not shown, but good to know: All Cutlass models can be equipped with the extra pulling power of Anti-Spin Differential—best way in the world to avoid being a stick-in-the-mud!



Separates the men from the boys: Toronado '68

Toronado isn't everybody's end-all and be-all. On the contrary, this big, burly Olds is for the iconoclast who likes his action with some size to it.

Example: Back of that brawny new nose is the biggest Rocket power plant Oldsmobile ever put in a car—a 455-cubic-inch, high compression, four-barrel V-8 that builds a totally new kind of response into Toronado's unique front-wheel drive.

Example: An early-peak torque pattern that gives Toronado improved performance in the lower

driving ranges and cuts engine sound to a minimum in the process.

Example: An extra-cost performance package that combines a Force-Air Induction System, redesigned cam and dual exhausts.

Example: A ride that smooths out inside stiffness without sacrificing Toronado's incredible front-wheel tracking characteristics.

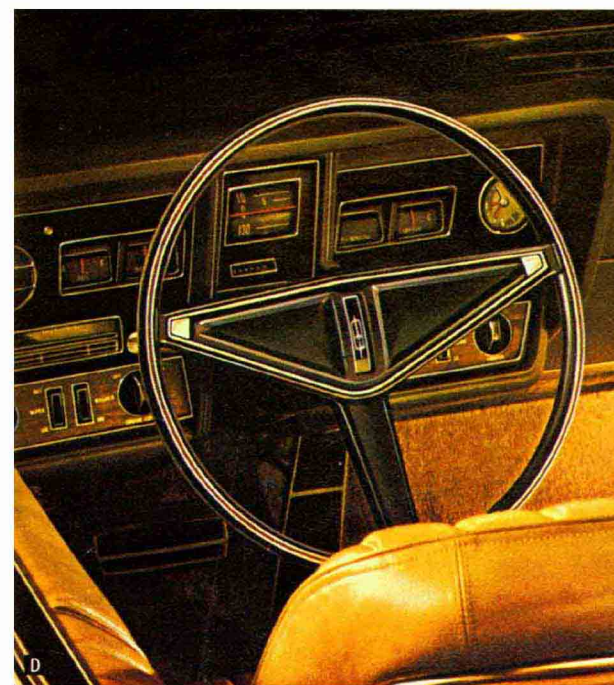
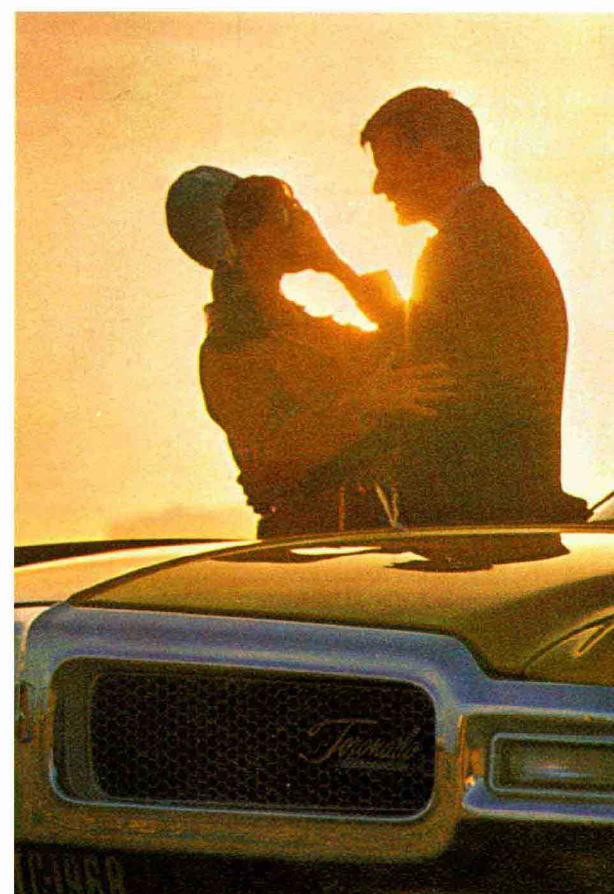
And with it all, there's still that Toronado look: Unique. Distinctive. Massively male.



Toronado's custom interior option

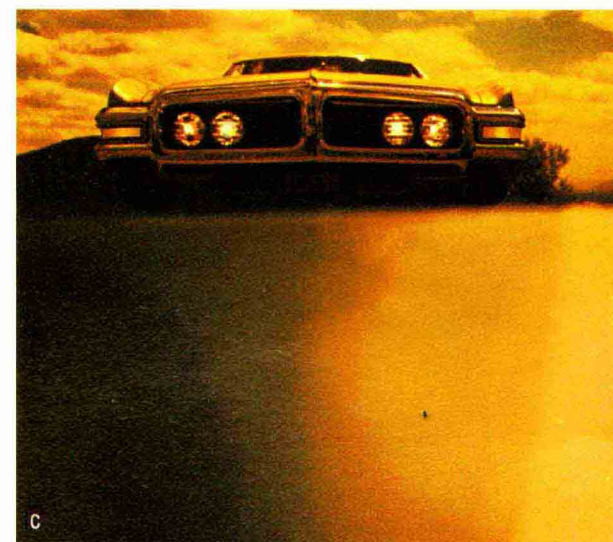
Now that you've toured the outside, come on in! Toronado's as rich as it is rakish. This custom interior features Strato Bench Seat or individual buckets if you're so disposed.

Color-matched carpeting, front and back, is plushier than ever—and Toronado '68 has the flat floors to show it off with a flourish. Seat belts all around and front shoulder belts, right and left, are included. And come to think of it, where could you find a more elegant place to buckle yourself into?



Toronado just isn't the kind to sport mundane trappings. And every feature—inside, outside, underneath—says here's a machine that does it with a difference.

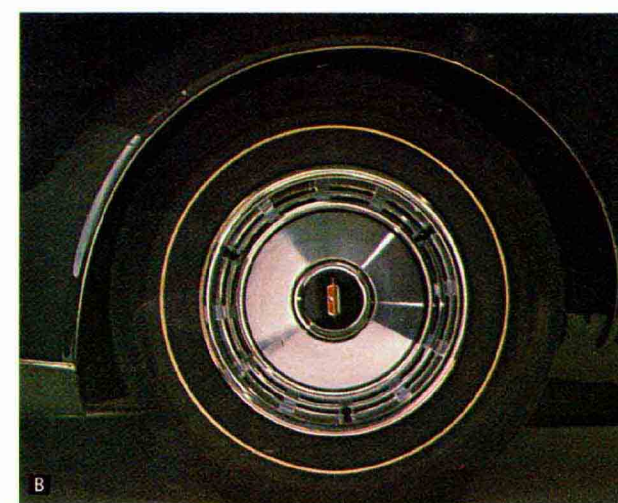
Ⓐ This is what Toronado performance is all about—front-wheel drive. 375-hp Rocket V-8 Engine is linked through Turbo Hydra-Matic directly to the front axle. That's where this striking new Youngmobile gets its superior tracking qualities. Corners with unusual precision because the steering wheels



are the driving wheels. Literally pulls you out of trouble on snowy or muddy roads. Even improves stability in gusty crosswinds.

Ⓑ New wheel covers complement Toronado '68 styling and are an extra cost item.

Ⓒ Look what just came out for the evening—Toronado headlights! Grille retracts when lights are turned on. All four lights are concealed behind grille when not in use. (Olds windshield wipers hide away when not in use, too.)



Ⓓ Simple. Functional. That's Toronado's instrument panel. Tilt-and-Telescope Steering Wheel, an extra-cost option, has a new built-in horn control. It extends all the way around the inside of the steering wheel, permitting you to sound the horn with just a squeeze of the fingers.

Ⓔ Bucket seats in soft vinyl are offered at extra cost. Center console with stick-shift is another sporty availability.

The facts of life.

Olds 4-4-2

Three bucket-seat models: Holiday Coupe, Sports Coupe, Convertible.

ENGINE

Type	Rocket V-8
Bore x stroke, inches	3.87 x 4.25
Displacement, cubic inches	400
Compression ratio	10.5-to-1
Bhp	350* at 4800 rpm
Torque, lb.-ft.	440 at 3200 rpm
Carburetion	4-bbl.

Built-in Combustion Control System provides constant carb air temperature.

Optional: Force-Air Induction System. Includes close-ratio 4-on-the-floor transmission or Turbo Hydra-Matic, 4.33-to-1 axle, 360 bhp at 5400 rpm.

Optional: Cruising package: Includes 400-CID V-8 with 2-bbl. carb, 290 bhp, 9-to-1 compression, Turbo Hydra-Matic, 2.56-to-1 axle. 325-hp Rocket 400 V-8 with 4-bbl. carb and 10.5-to-1 compression ratio teams with Turbo Hydra-Matic.

*Bhp 325 with Turbo Hydra-Matic.

DRIVE TRAIN

Transmission	Fully Synchronized, heavy-duty 3-on-the-floor with Hurst Shifter
Optional:	4-on-the-floor (close- or wide-ratio with Hurst Shifter) or Turbo Hydra-Matic floor shift.
Prop shaft	Heavy-duty
Axle ratios	2.56-to-1 up to 4.66-to-1
Optional:	Heavy-duty axle (H.D. shafts, bearings, differential gears), 3 ratios.

CHASSIS and BODY

Suspension	Heavy-duty. Includes heavy-duty springs and shocks, front and rear stabilizers. Dual exhausts.
Steering ratio	24-to-1
Wheels	Heavy-duty 14-inch with extra-wide rims
Tires	F70x14", Nylon-Cord Wide-Oval Red-Lines

OTHER OPTIONS

Power front disc brakes. UHV Transistorized Ignition. Anti-Spin Differential. Rally Stripe. Rally Pac (clock, tach, engine gauges). Sports console. Custom Sport Steering Wheel. Simulated-wire and Super Stock Wheels. Special wheel discs. Others.

GENERAL

Wheelbase	112"
Overall length	201.6"
Overall width	76.2"
Overall height	52.8"
Curb wt. (lb.) Holiday Coupe	3628
Tread	front 59.0", rear 59.0"

Olds Cutlass

Three Cutlass S models: Holiday Coupe (hardtop); Sports Coupe (pillar coupe); Convertible.

ENGINE

Type	Rocket V-8
Bore x stroke, inches	4.057 x 3.385
Displacement, cubic inches	350
Compression ratio	9-to-1
Bhp	250 at 4400 rpm
Torque, lb.-ft.	355 at 2600 rpm
Carburetion	2-bbl.

Built-in Combustion Control System provides constant carb air temperature. Also standard: Action-Line 6-cylinder Engine. 250 CID. 155 bhp. 240 lb.-ft. torque. 3.875 bore. 3.53 stroke.

Optional: Four-barrel-carb Rocket V-8. 350 CID. 310 bhp. 390 lb.-ft. torque. 4.057 bore. 3.385 stroke.

DRIVE TRAIN

Transmission	Fully Synchronized, 3-speed column shift
Optional:	4-on-the-floor (close- or wide-ratio with Hurst Shifter) or Jetaway Drive.
Axle ratios	2.56-to-1 up to high-performance 4.66-to-1
Optional:	Heavy-duty performance rear axles (H.D. shafts, bearings, differential gears) in two ratios.

CHASSIS and BODY

Suspension	Four-coil-spring. Front stabilizer bar.
Optional:	Rally Sport Suspension (H.D. springs, shocks, front stabilizers).
Steering ratio	24-to-1
Tires	7.75x14" Blackwall (std.) or Whitewall (opt.). F70x14", Nylon-Cord Wide-Oval Red-Lines also optional.

OTHER OPTIONS

Power front disc brakes. Anti-Spin Differential. Dual exhausts. Simulated-wire wheels. Super Stock Wheels. Radial-Ply White-walls. Rocket Rally Pac. G.T. pinstriping. Sports console. Custom Sport Steering Wheel. Stereo tape player. Others.

GENERAL

Wheelbase	112"
Overall length	201.6"
Overall width	76.2"
Overall height	52.8"
Curb wt. (lb.) Holiday Coupe	3463
Tread	front 59.0", rear 59.0"

1968 GM safety features: Seat belts for all passenger positions. Dual front shoulder belts. Side marker lights. Passenger-Guard door locks. Deflecting window regulator handles. Dual master cylinder brake system with warning light and corrosion-resistant brake lines. Folding-seat-back latches. Dual-speed windshield wipers and washer. Backup lights, new side marker lights and parking lamps that illuminate with headlamps. Padded instrument panel, sun visors and windshield corner posts. Reduced-glare instrument panel top, inside windshield moldings, horn buttons, steering wheel hub, and windshield wiper arms and blades. Outside rearview mirror. Inside day-night mirror with deflecting base. Lane change feature in direction-signal control. Safety armrests. Thick laminate windshield. Soft, low-profile window control knobs and coat hooks. Padded front and intermediate seat backs. Smooth-contoured door handles that yield on impact.

Toronado

One model: Front-wheel-drive hardtop Coupe.

ENGINE

Type	Rocket V-8
Bore x stroke, inches	4.125 x 4.25
Displacement, cubic inches	455
Compression ratio	10.25-to-1
Bhp	375 at 4600 rpm
Torque, lb.-ft.	510 at 3000 rpm
Carburetion	4-bbl.

Built-in Combustion Control System provides constant carb air temperature.

Battery 75 amp.-hr.

Optional: Force-Air Induction System. Includes high-output cam, dual exhausts, 400 bhp at 4800 rpm.

DRIVE TRAIN

Transmission	Turbo Hydra-Matic 3-speed with higher output torque converter, 180° forward power transfer. Floor shift, mounted on full-size console at extra cost.
Differential	Low-friction bevel gears.
Axle ratio	3.08-to-1 standard

CHASSIS and BODY

Suspension	Front stabilizers, rear leaf springs, four rear shocks.
Steering ratio	17.5-to-1
Tires	8.85x15"
Brakes	Power, self-energizing, self-adjusting.

OTHER OPTIONS

Power front disc brakes. UHV Transistorized Ignition. Radial-Ply Tires. Chrome Open-Spider Wheels. Custom interior. G.T. pinstriping. Bucket seats. Vinyl top. Stereo tape player. Many more.

GENERAL

Wheelbase	119.0"
Overall length	211.4"
Overall width	78.8"
Overall height	52.8"
Curb wt. (lb.)	4472
Tread	front 63.5", rear 63.0"

Oldsmobile reserves the right to make changes at any time, without notice, in prices, colors, materials, equipment, specifications and models and also to discontinue models. 1-47 LITHO IN U.S.A.

MARK OF EXCELLENCE