

*STEP
OUT FRONT
IN '66 ... in a Rocket Action Olds!*



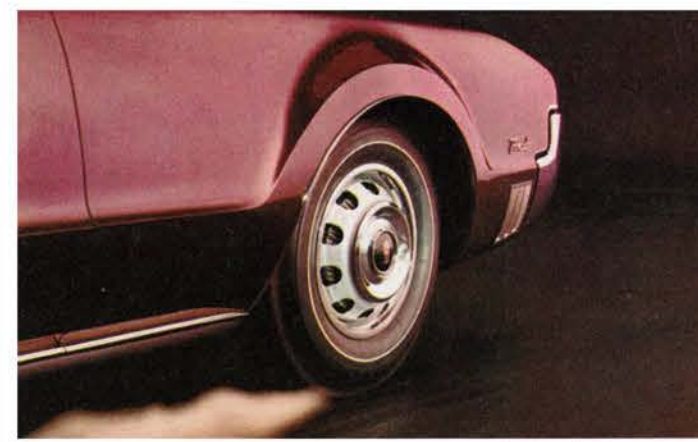
Buckle up and begone . . . in a '66 Oldsmobile Sports Model!



TORONADO
STARFIRE
4-4-2

TORONADO

New one-of-a-kind car . . . engineered by Oldsmobile!




Burly, businesslike wheels . . . with ten brake-cooling cutouts!



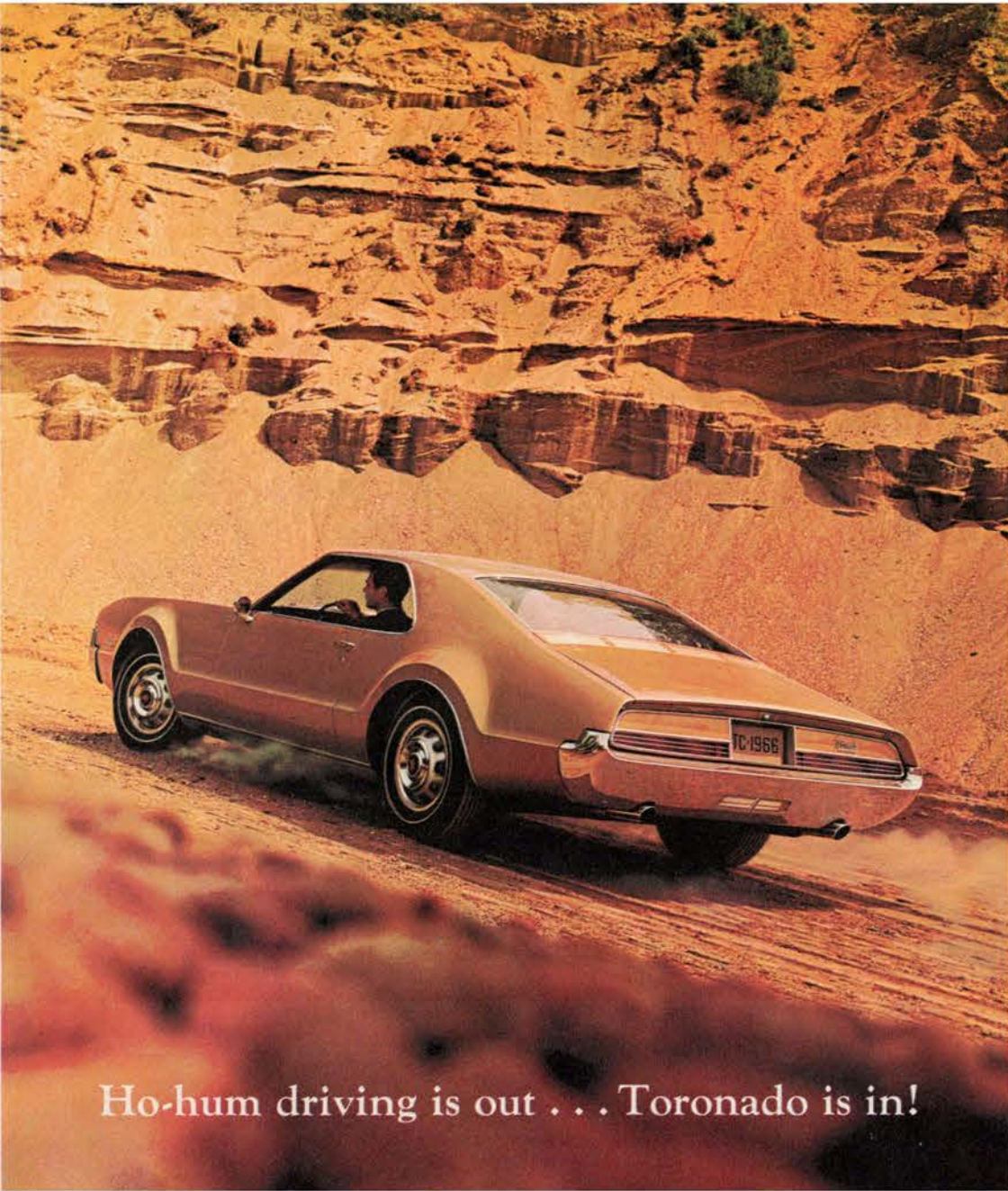
Headlights swing up and on . . . down and off . . . in seconds!



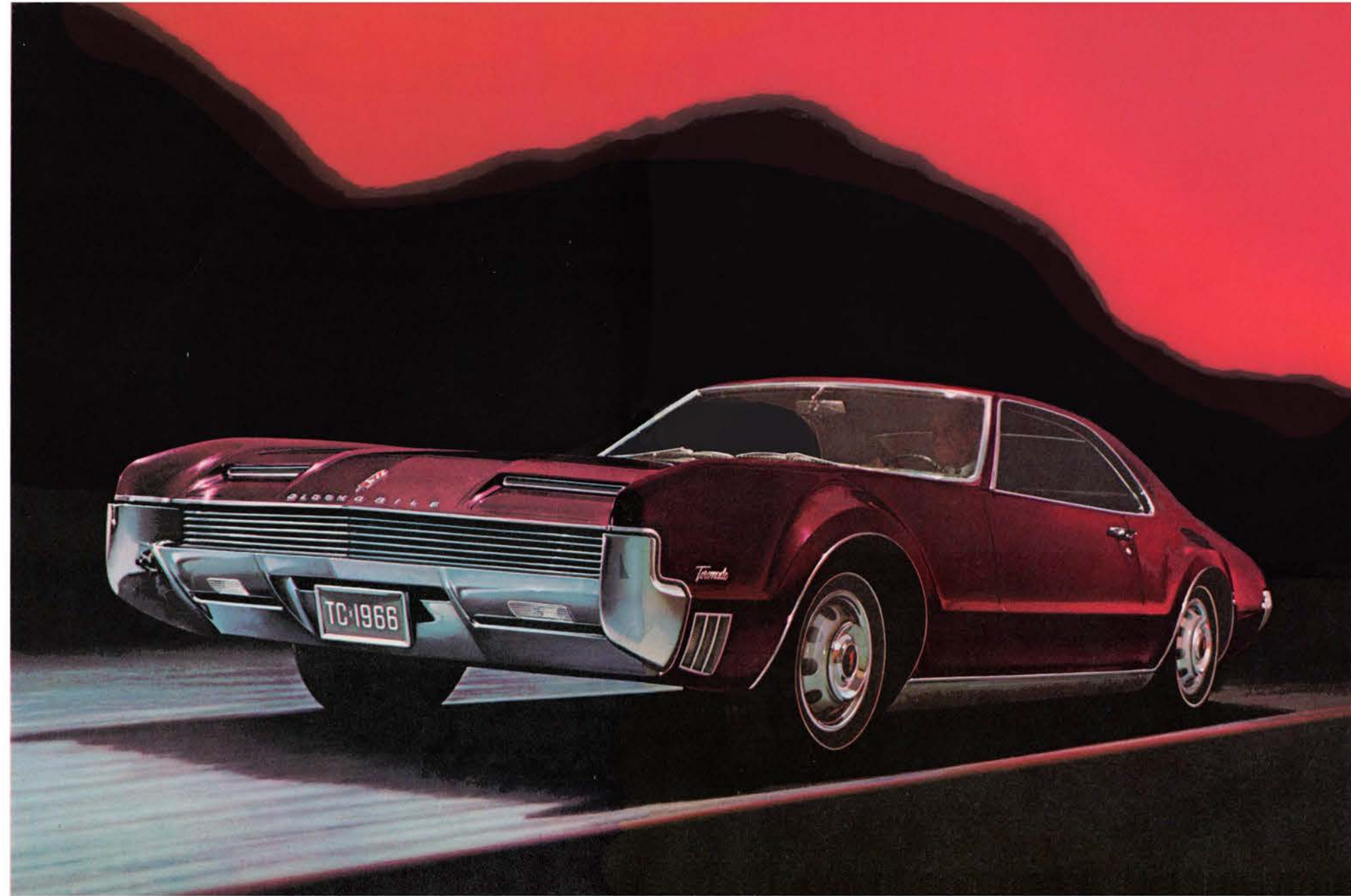
Excitement ahead, road behind . . . thanks to a 425-cu.-in. V-8!

 You're looking at it: Another engineering "first" from Oldsmobile! Name: Toronado. Virtues: almost endless. Years-ahead styling that takes its cue from space stuff. Sleek, full-view side windows. Unique new draft-free ventilation. Six-passenger roominess. Concealed headlamps. And just aft of those, the most sophisticated

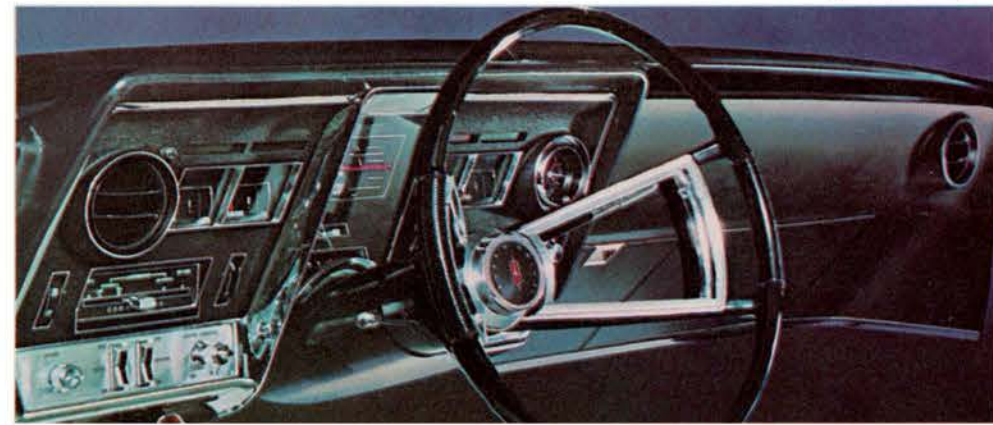
piece of machinery ever assembled under a hood: Front wheel drive! Match that with 385 horses and Toronado's own brand of Turbo Hydra-Matic Drive. Here's a car with the cool look of a coupe . . . the spaciousness of a sedan . . . the kind of performance you expect from Oldsmobile! Will the Toronado turn your head? Turn the page and see!



Ho-hum driving is out . . . Torino is in!



Torino's inside story: Room for six . . . flat floor convenience . . . luxury everywhere!



All-new, drum-type speedometer . . . easy-to-reach controls . . . easy-to-read needle gauges!



Torino puts the stopper on mundane motoring. It has an altogether new way of moving, tracking, holding, turning. Leads you into and out of curves nimbly. Torino increases traction on straightaways, too. Improves stability in stiff crosswinds. That's because all major components (engine, transmission, differential and steer-

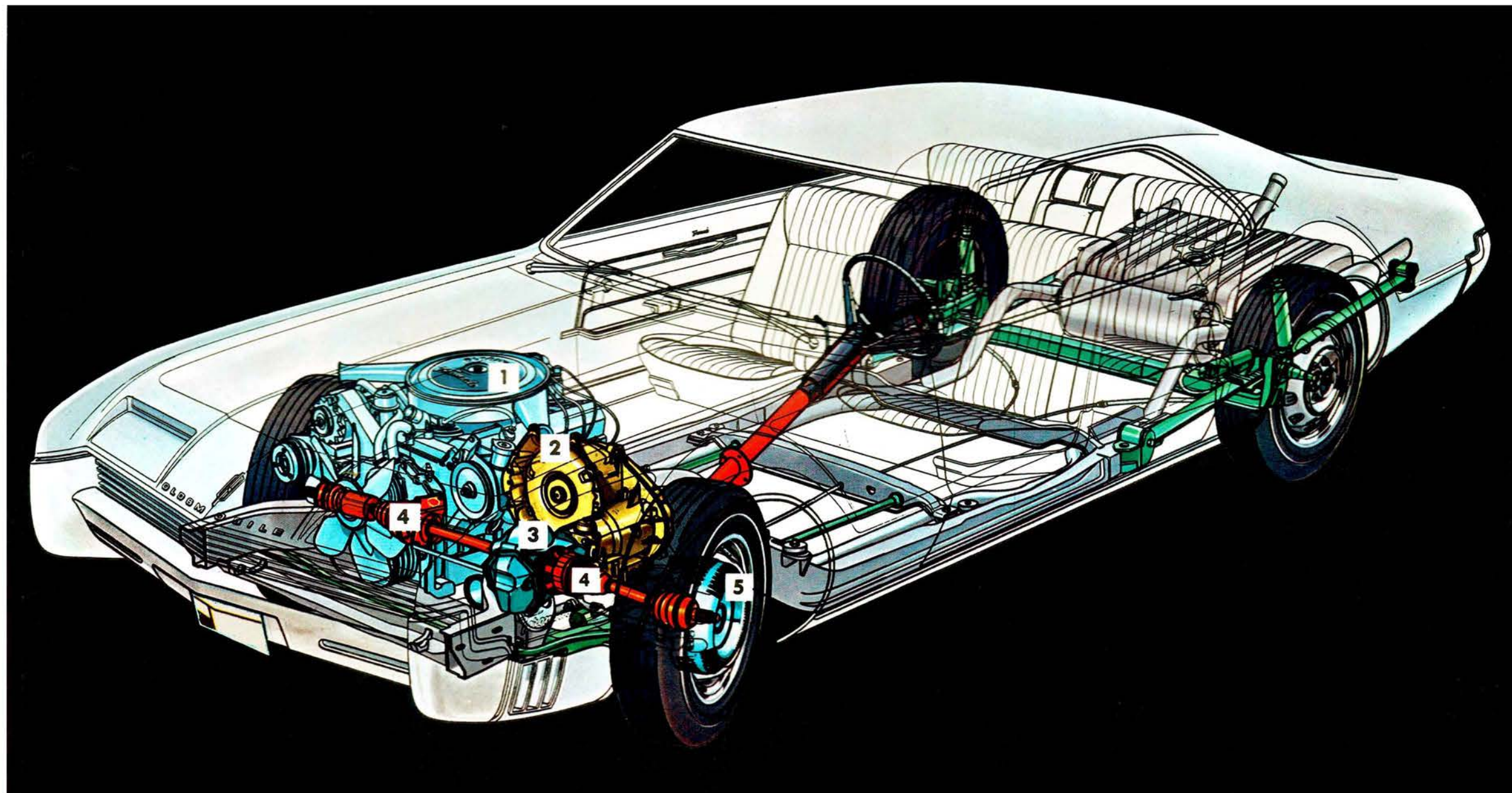
ing) are up front . . . where the traction is! Doors are extra wide. Floors are flat . . . for easy entry (and easy riding), front and rear. Six people ride in spacious, full-size luxury. Over a 119-inch wheelbase. In soft, deep-comfort seats (fold-down armrest on Deluxe model). And enjoy the ultra-quietness you'd expect in such a distinguished car.

Oldsmobile engineering leadership takes another bold step into the future!

Leave it to Oldsmobile to build a car so advanced in styling . . . in performance . . . in ride and handling . . . in reliability. After years of development and a million miles of rugged torture testing all over the United States, the Toronado represents the last word in progressive engineering. Toronado, only full-size car with front wheel drive, offers many distinct advantages:

- More passenger space from flat floors, front and rear. No drive-shaft running down the center to interfere with comfort.
- Improved utility of luggage compartment for traveling convenience. No gears in the rear to rob you of needed trunk space.
- A quieter ride. All driving components are concentrated up front, isolated from passenger compartment. And full-view side windows silence wind noise.
- Improved directional stability, excellent handling and road sense. The "pulling" wheels are the "steering" wheels. So you track straight, even in strong crosswinds. Take tight turns smooth and flat.

Where else can you find something like this? Nowhere. The only thing Toronado shares with any other car is the road!

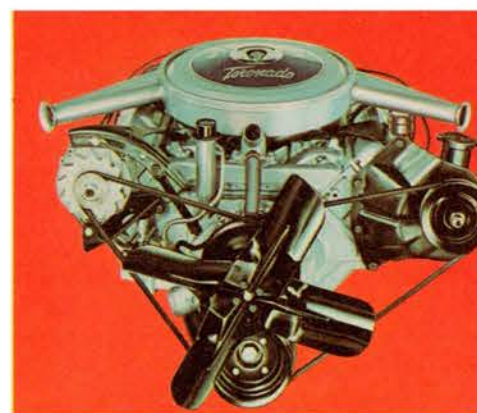


1. The 425-cubic-inch Toronado Rocket V-8, equipped with new Quadrajet Carburetor for top cruising economy and performance, delivers 385 high-compression horsepower. Compression ratio is 10.5-to-1 and torque is 475 lb.-ft. at 3200 rpm.

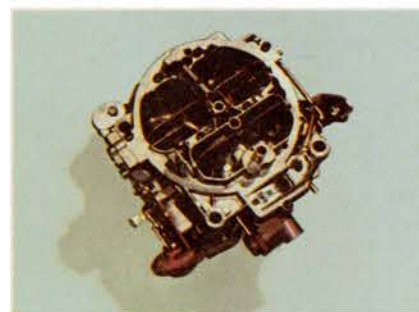
2. Turbo Hydra-Matic, newly designed to transfer power 180° forward, features variable-vane torque converter to deliver Rocket action smoothly.
3. Planetary differential is an exclusive Olds design.

4. Front drive shafts are equipped with twin constant-velocity universal joints for smooth flow of power.

5. Burly wheels with 8.85 x 15-inch tires, pull (not push) Toronado through turns. Ten wheel cutouts help cool brakes.



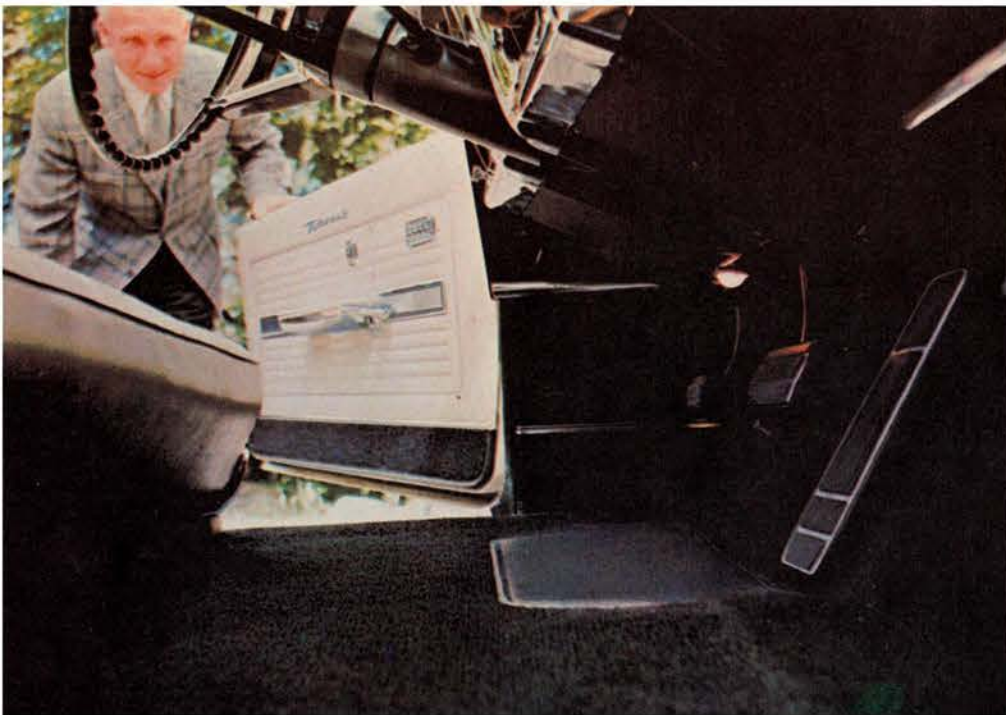
Rocket power, Toronado style! 425 cubic inches . . . 10.5-to-1 compression . . . 385 horsepower! Two long tapered snorkels on air cleaner make for quiet operation • Tames rugged terrain! Toronado's unique Turbo Hydra-Matic, with direct coupling to differential, provides power to the front wheels to pull (not push) you through mud, snow and ice. You stay on course even in heavy crosswinds.



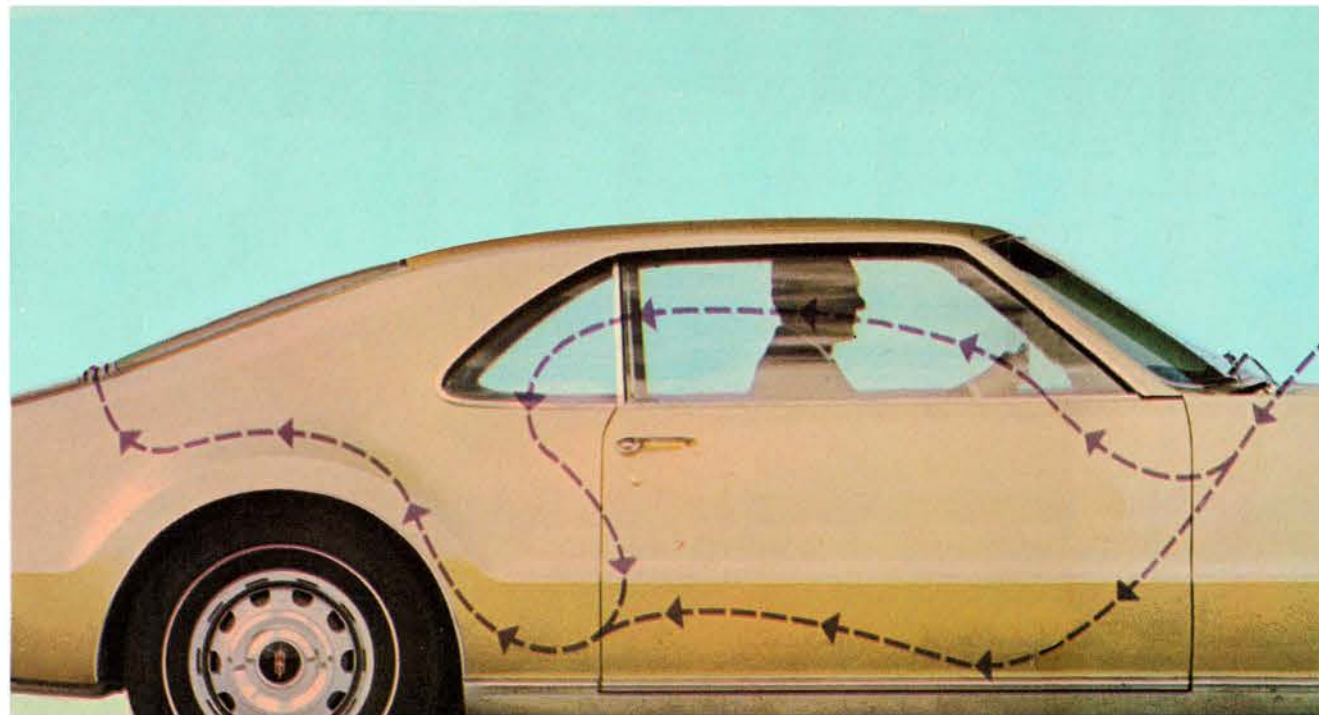
Silky performance . . . standard equipment! New Quadrajet Carburetor, with 40% increase in air capacity, feeds the big Toronado engine efficiently at every speed. Assures low-speed smoothness, delivers full-range economy • Road-grabbing traction! That's because all major driving components —engine, transmission, differential and steering—are positioned up front . . . where the traction is!



Smooth on the curves! Thanks to high-rate torsion bar front suspension, large-diameter stabilizer bar, and precision-calibrated front shock absorbers, Toronado corners with exceptional stability! Power steering is standard • Steady on the stops! Large 15-inch wheels have air-vented spiders that protrude into airstream, help cool cast-fin brake drums. Self-adjusting power brakes are standard.



Enter a new world of inner space! Toronado's as easy to sit in as it is to get in. Flat floors provide added comfort...center-of-seat passengers—both front and rear—finally get a break.



Noise out. Outside air in. Toronado's all-new ventilation system scoops in air through five adjustable vents, circulates it silently through the car and out grille below rear window.



New outlook on style! Full-view side windows (without ventipanes) are a feature of draft-free ventilation system.

If you think Toronado is out to spoil you with luxury and convenience features . . . you better believe it!

Oldsmobile's Toronado is built for people—first, last and all around.

Easy entering . . . easy living! Doors open wide, extra wide, on Toronado so that you can slip into front or back seat gracefully!

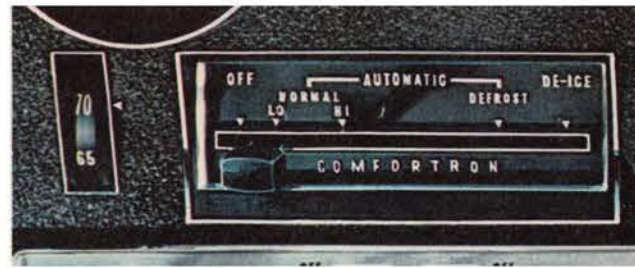
Floors are flat! Center seat passengers, front and rear, never had it so comfortable!

New Strato Seats are bucket-seat comfortable in Toronado Deluxe. All the convenience of bench seats . . . plus a center armrest that folds down to form snug twin cockpits!

Toronado sweeps up outside air in volume! Circulates it thoroughly, front and rear . . . all compliments of a unique new draft-free ventilation system. Quietly, mind you, with never a draft!

And that's just the beginning. Other standard Toronado niceties include: Turbo Hydra-Matic • Power Steering • Power Brakes • Deep Pile Carpeting • Heater and Defroster • Ashtrays with Individual Lighters • Padded Sun Visors • Padded Instrument Panel • Back-up Lights • And many others listed on the back page.

Toronado options . . . at modest extra cost. Just take your pick from those pictured at right. Other optional equipment includes Tinted Windshield and Rear Window • AM-FM Signal-Seeker Radio • Four-Season Air Conditioning • Remote Door and Trunk Locks.



Change the weather? Just dial! Comfortron Air Conditioning and Heating provide automatic temperature and blower control—regardless of the weather outside!



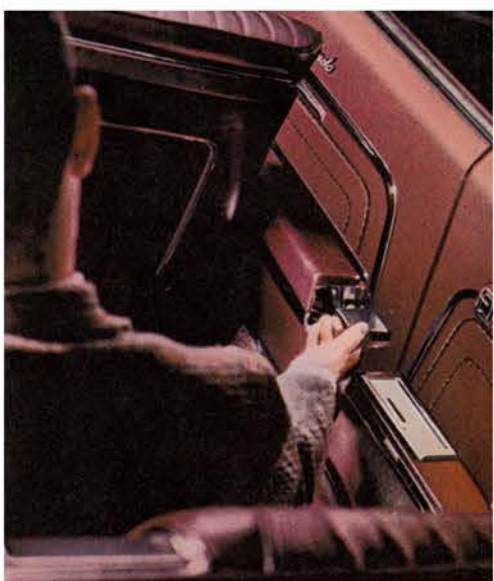
Get comfortable . . . relax! Moroccan Front Seat Headrests provide padded comfort, are color-keyed to interior. Reclining Strato Seat can be adjusted up to 30 degrees.



Step aboard without squeezing. Toronado doors open wide on luxury room for six passengers. Doors extend far back of front seat, make entering the rear seat of Toronado easier, too.



Flick a lever! Power window, seat controls (optional) are located in Deluxe armrest.



Easy open! Dual door handles permit Deluxe-model rear seat riders to open door.



Load a lot . . . lift off! With no gears in the rear, trunk is deep and flat-floored for 14.5 cubic feet of cargo space!



Take a corner with confidence! Cornering lights operate automatically when you use directional signals with lights on—assure more convenient turning at night.

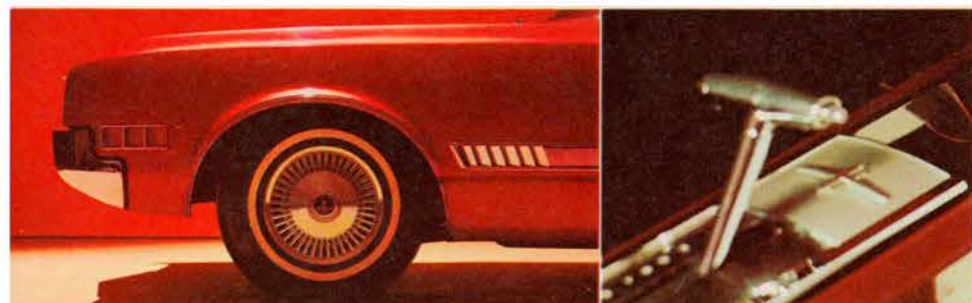


Like things just so? Tilt-and-Telescope Steering Wheel adjusts to driver's size with 3-inch in-out adjustment, 7 up-down positions. Makes for easier entry and exit, too!

STARFIRE Sporting new way to step out front in style!



Strato Bucket Seats, contoured for comfort, are standard in Starfire. So is Starfire's sporty control console and Moroccan-inset instrument panel. Optional seating includes a reclining passenger seat, front-seat headrests and new Strato Bench Seats.



Long, low hood, sport-styled wheels, dramatic fender vents • "Go" controls include optional T-Stick Turbo Hydra-Matic with tachometer • Starfire V-8 weighs in at 375 horsepower • View from the rear: Starfire's high-visibility taillights, dual pipes!

Starfire rest on its laurels? Never! For 1966, rakish new looks set this Oldsmobile stylishly apart from everything else on the road. Distinctive vents in sweeping new chrome side mouldings. Bold front end. Longer looking . . . lower looking too. Inside, thin-shell Strato Bucket Seats flank a smart control console (all standard). Beneath that dramatic hood, a 425-cubic-inch Starfire

V-8 Engine delivers 375 high-compression horsepower (standard, too). And as if all that weren't enough to get you Starfire bound, Oldsmobile adds one more thing: a price that's mighty hard to resist!

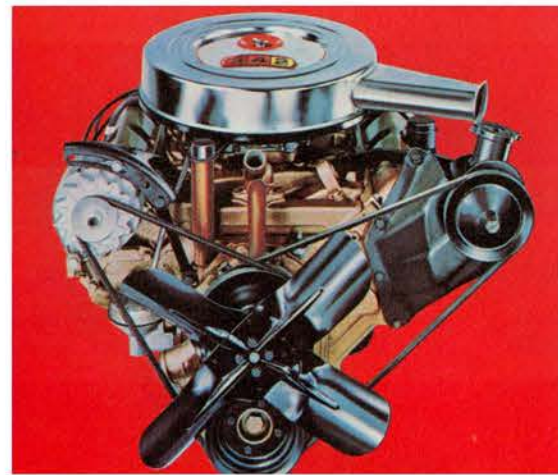


442 Swinging new kind of sports-car excitement!

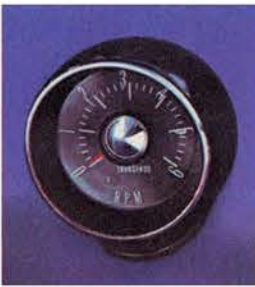
Olds 4-4-2 cuts the mustard all ways! Performance-wise, a 400-cubic-inch, 350-horsepower V-8 does the honors. Ride-wise, roads become canoe-smooth thanks to four-coil springs, front and rear stabilizer bars, heavy-duty suspension. Style-wise, it has the cool good looks equally at home at a sports car rally or on a quiet Sunday ride. And now . . . there are five 4-4-2 models to choose from!



Adventure rides with a 4-4-2! Styling is new from stem to crisply styled stern of 4-4-2 coupe!



Where the fun starts! 4-4-2's V-8 power plant delivers 350 horsepower from a 400-cube V-8!



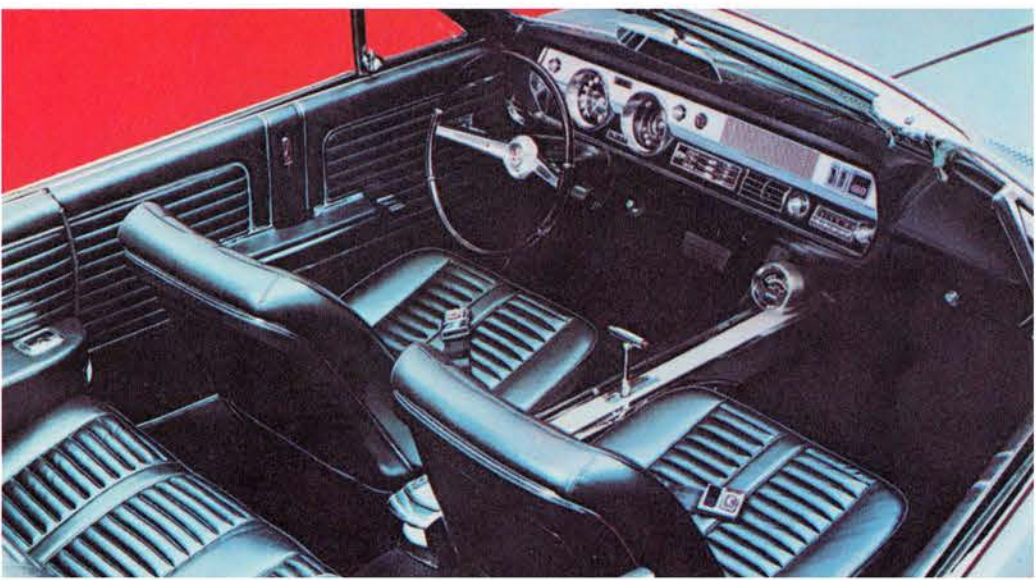
Optional tachometer is mounted on dash.



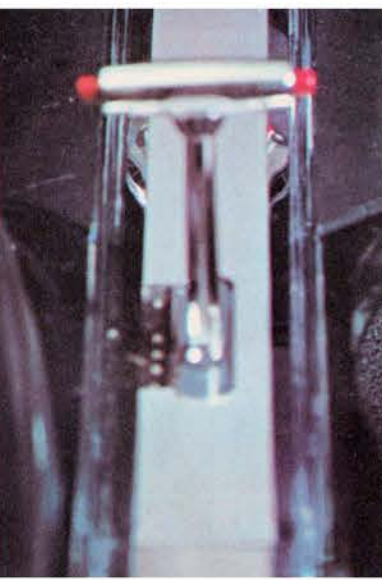
Action center for the most exciting 4-4-2 ever to put rubber to road! All instruments are recessed, glareproof . . . easy to read and reach!



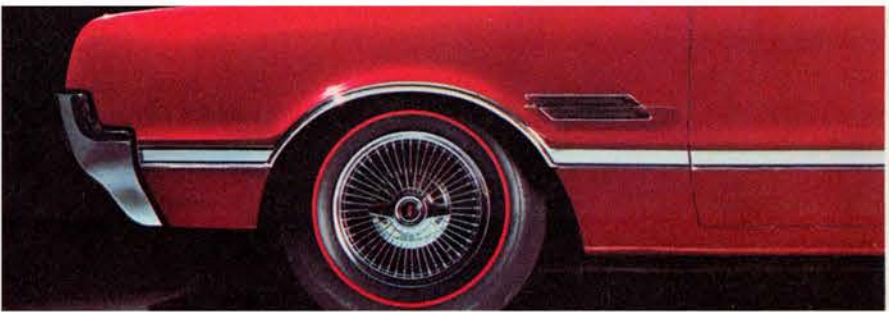
Fully synchronized Hurst 4-speed stick or 3-on-the-floor are options.



Buckle up, sit back and relax in Strato Bucket Seats—contoured for a glove-like fit, standard in every 4-4-2 Cutlass. Center console, complete with performance gauge, is an extra-cost option.



Jetaway Drive, center console are optional. 3-speed shift, standard.



All-over new for 1966! Side fender vents, red-line shoes, optional wire wheels tell the world Oldsmobile's 4-4-2 is a movin' machine! Rocket action proves it!



Twin pipes rumble! Heavy-duty rear suspension reduces rear-end "squat" for controlled ride.

Toronado



TORONADO DELUXE



TORONADO

Ninety-Eight



LUXURY SEDAN



HOLIDAY SEDAN



HOLIDAY COUPE



TOWN SEDAN



CONVERTIBLE

Delta 88



HOLIDAY COUPE



HOLIDAY SEDAN



CONVERTIBLE



CELEBRITY SEDAN

Starfire



COUPE



Look to OLDS
for the NEW!

For '66, there's a Rocket to fit your pocket! Choose from a wide spectrum of models, appointments, prices. See your Dealer . . . step out front in a Rocket Action Olds today!

Dynamic 88



CONVERTIBLE



HOLIDAY COUPE



CELEBRITY SEDAN



HOLIDAY SEDAN

Jetstar 88



HOLIDAY COUPE



HOLIDAY SEDAN



CELEBRITY SEDAN

Cutlass



CUTLASS SUPREME



CUTLASS HOLIDAY COUPE



CUTLASS CONVERTIBLE



CUTLASS SPORTS COUPE



CUTLASS CELEBRITY SEDAN

F-85 Station Wagons



F-85 DELUXE STATION WAGON



F-85 STATION WAGON

F-85



F-85 DELUXE HOLIDAY COUPE



F-85 DELUXE HOLIDAY SEDAN



F-85 DELUXE 4-DOOR SEDAN



F-85 CLUB COUPE



F-85 4-DOOR SEDAN

4-4-2



4-4-2 CUTLASS HOLIDAY COUPE



4-4-2 CUTLASS SPORTS COUPE



4-4-2 CUTLASS CONVERTIBLE



4-4-2 DELUXE HOLIDAY COUPE



4-4-2 CLUB COUPE

Vista-Cruiser



3-SEAT CUSTOM



2-SEAT CUSTOM

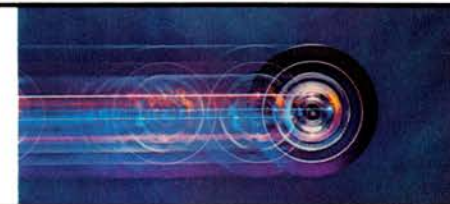


3-SEAT



2-SEAT

Oldsmobile SPORTS MODELS SPECIFICATIONS



General	Toronado	Starfire	4-4-2
Wheelbase	119"	123"	115"
Overall length	211"	217"	204.2"
Overall width	78.5"	80"	75.4"
Overall height	52.8"	54.1"	53.7"
Tread—front	63.5"	62.5"	58.0"
Tread—rear	63.0"	63.0"	59.0"
Tire size	8.85 x 15"	8.25 x 14"	7.75 x 14"
Axle ratio (std.)	3.21	3.23	3.55
Curb weight (lbs.)	4496	4204	3660
Trunk Capacity (cu. ft.)	14.5	19.4	20.1
Engine			
Displacement (cu. in.)	425	425	400
Horsepower	385	375	350
Torque (lb.-ft.)	475	470	440
Comp. ratio	10.5	10.5	10.5
Carburetor	Quadrajel, 4-bbl.	Quadrajel, 4-bbl.	Quadrajel, 4-bbl. †
Fuel	Premium	Premium	Premium

Toronado: Front wheel drive. Turbo Hydra-Matic standard. Guard-Beam frame. Planetary differential. Front drive shafts with dual constant velocity joints. Front suspension ball-joint type with torsion bar springs, direct-acting shock absorbers, stabilizer bar. Rear suspension single-leaf type, 2 horizontal and 2 vertical shock absorbers. Power steering standard. Power brakes standard, self-adjusting. Dual-outlet exhaust standard.

Starfire: Guard-Beam frame. 3-speed fully synchronized floor-mounted transmission standard. T-stick Turbo Hydra-Matic or 4-speed fully synchronized transmission optional at extra cost. Self-adjusting brakes, 208.6-sq.-in. lining area. 4-coil suspension with front stabilizer bar. Dual exhaust system.

4-4-2: Guard-Beam frame. 3-speed fully synchronized transmission standard. Jetaway Drive is optional at extra cost. 4-speed fully synchronized Hurst floor stick shift is optional at extra cost. Heavy-duty components: front and rear suspension, springs, front and rear stabilizer bars, shock absorbers. Brakes self-adjusting, 156.3-sq.-in. lining area. Steering ratio 20.7. Dual exhaust system, acoustically tuned.

Extra-Cost Options and Accessories—Tilt-Away steering wheel** • Tilt-and-Telescope steering wheel* • Cruise-Control • Power steering • Power brakes • Power windows • Power seat • Four-Season Air Conditioning • Comfortron Weather Control* • Sports-type wheel discs** • Custom Sports steering wheel** • Electric clock • Anti-Spin differential** • Deluxe pushbutton radio • Super Deluxe Signal Seeker radio* • Rear seat speaker • Reverbatone speaker* • AM-FM radio* • Deck Lid Power Lock Release • 15-inch wheels • Tinted glass • Rear window defroster* (except Convertibles and Station Wagons) • Center control console optional on Cutlass models with bucket seats.

† TRI-CARB (three 2-bbls.), optional at extra cost with manual transmission only. *Not available on 4-4-2. **Not available on Toronado.

Standard Equipment—The following items are included as standard equipment on every 1966 Oldsmobile: Heater and defroster. Front and rear seat belts. Padded instrument panel. Padded sun visors. Glare-reducing two-speed windshield wipers. Windshield washers. Outside rear view mirror. Directional signals. Back-up lamps.

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