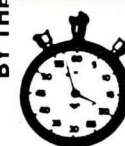




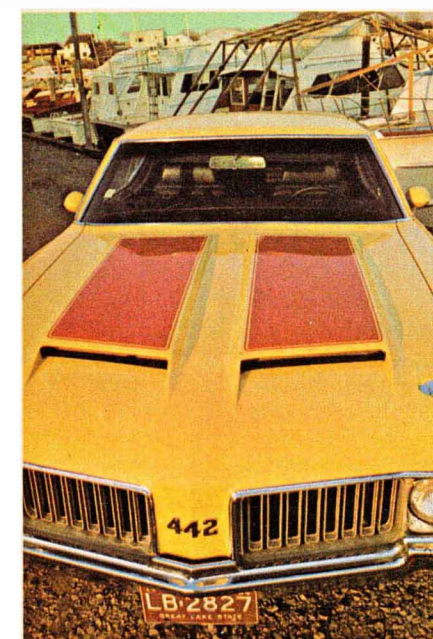
BY THE CARS STAFF



## CARS ROAD TEST

A tasteful combination of big-cube power, well-engineered suspension and luxury appointments all wrapped up in a head-turning, chick-gathering bod

# BOSS OLDS

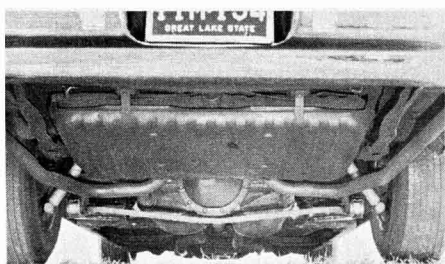




Motown 442 tested earlier with 3.91 gears and a steel rear (shown below) plus tuning mods went 1/2-sec quicker, 5-mph faster.

**O**LDSMOBILE has been in the supercar performance business longer than most people realize, even though their main line of attack has not necessarily been to the youth market. Oldsmobile was one of the first manufacturers to offer ram air induction, supercar multi carburetion, a beefy automatic transmission for performance engines and maximum control handling and traction packages. Much of the information gained from the engineering of special police interceptor packages has been successfully applied to the youth market intermediates. Because of Olds' position in General Motors, the factory engineers who engage themselves in exotic race engine and parts development rarely ever talk about them. That's why little is ever said about Weber-carbureted and turbocharged Olds engines that are run in sports car circles and especially the Can-Am series. And, even less is said about the special Pikes Peak engines and some of the drag racing hybrids. And, nothing is ever said about the Olds engineers who run super exotic *big-inch* 442 street machines on Motown's big bad Interstate where all the factory rodders—all makes—gather to find out what's really happening on the street scene. Oldsmobile knows where it's really at.

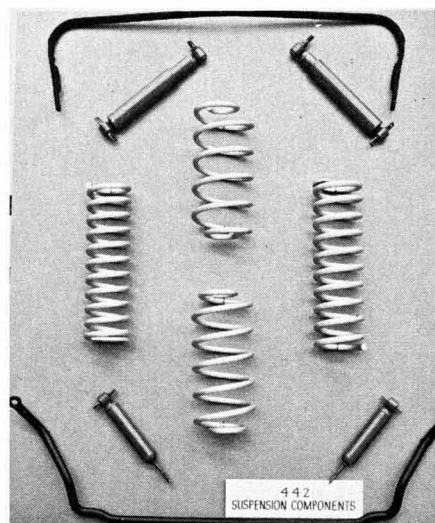
Unlike many of the Motown "iron manglers," Olds is not really that interested in keeping the maximum performance street and strip digger in the Lansing camp. First off, they can't hack it because of the lack of a true competition-type engine with solid lifters. And secondly, this market represents a very small percent-



age of the overall supercar market and they would rather service a bigger piece of the pie. Olds builds the right machines for the bigger segment of the market, so there's no reason to spend a fortune trying to convert the guy who's looking to buy a 454/460-hp Chevelle with 5.13 gears, four-speed and all that jazz. They haven't got the machinery to compete with hard-core strip iron.

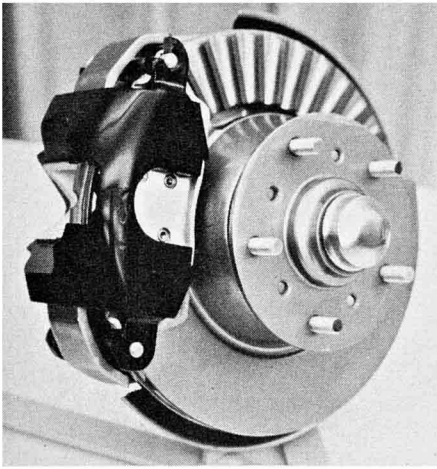
But, Olds has the machinery to cover most other markets. There's a budget-type W-31 Ram Air 350-cube Cutlass S, a stock 442, W-442 for the supercar market and a W-33 Delta 88 and W-34 Toronado GT for the hyper Geritol set. And, they back up every performance package with a ride and handling suspension (FE-2), disc brakes and a choice of Hurst four-speed or Turbo-Hydro. Every option is beefed for special applications in the W-series cars. The net result is a series of totally integrated handling, hauling and head-turning genuine performance cars with luxury appointments previously reserved *only* for luxury cars.

One of our all-time favorites is the W-30 version of the 442. At one time ('68) it was strictly a performance car, as the radical cam was sorely lacking in low end torque and never

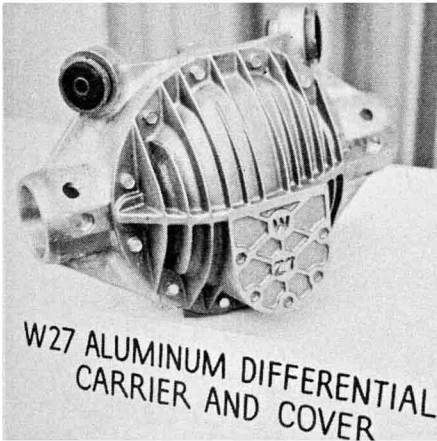


really worked that well with Turbo Hydro. Last year they used a milder cam and this year's package is the best yet. It's sort of a sophisticated adult supercar with enough torque and horsepower on tap to handle most average street situations and more than enough to cruise effortlessly at near century mark speeds in peace and quiet.

The only problem involved in buying a W-30 442 is that it's super easy to get hung up on the options list and end up with a \$5000 supercar. And that's exactly what we did. When Olds PR honcho Dave Jarrard asked us to option one out for road testing, we felt like kids being allowed to raid a candy warehouse. We started off with a straight 442 at \$3376 and ended up with a W-30 haulin', handlin' and head-turning "mutha" valued at—would you believe—\$5,016.01. And, mind you, we didn't opt for power windows, air condi-



Beefy front disc binders are the way to stop.

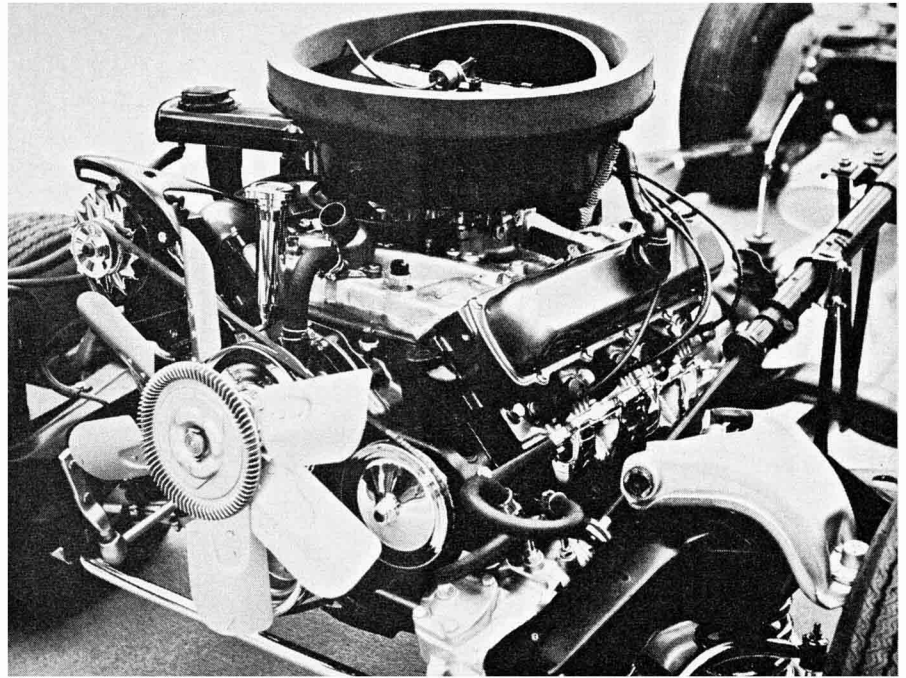


W-27 rear is for those who have money to burn.

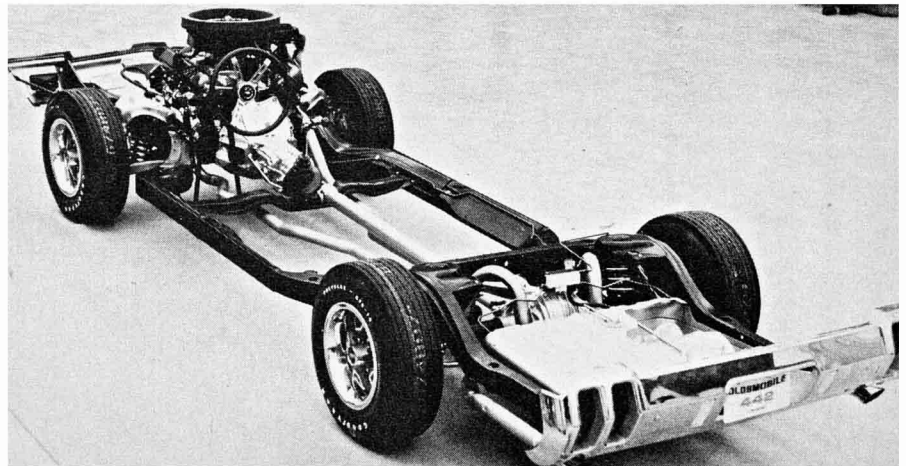


They finally put scoops where they belong.

tioning or the new wing-ding spoiler. The equipment that brought the tariff up over the five grand marker included the W-30 engine package, Hurst-shifted Turbo Hydro, limited slip with the W-27 aluminum center section, HD radiator, tinted windows, variable ratio power steering, discs, Super Stock wheels, Polyglas shoes, custom steering wheel, various light and courtesy groups, power deck lid, AM-FM Stereo, racing mirrors, Rocket Rally Pac and a special Sebring Yellow paint job. To



Torque laden 455-inch W-30 mill makes use of an aluminum high-riser, select-fit parts.



Chassis and coil suspension are engineered for compromise, ride handling plus safety.

say it was loaded would be the understatement of the year.

Whenever possible we speed tune each road test car and try our best to order it with a performance gear ratio. This time we deviated from our normal course slightly to give our readers a better idea of how a straight showroom W-30 car performs sans a distributor and timing job, the right carb mods and decent gearing. Even the suspension was left as is. Besides, we already had on record how the same car performs with speed tuning, suspension mods and 3.91 gears, as we had tested one month back at the GM Proving Grounds. That car ran consistent 13.70-13.90 et's with trap speeds ranging from 102-104.90 mph.

The first reaction to the car came from our tester Joel Kim, who had just finished ringing out a Hemi-Cu-

da—the test of which appears on Page 34 of this issue. He was all ready to write out a check on the spot—he fell in love with it immediately. Not because it was super quick or super fast, because it really wasn't. He went ape over it because of the quiet ride, groovy AM-FM Stereo, comfy buckets and the out-of-sight Sebring Yellow paint job with red stripes. At this point he cared more about Tahiti mobilizing than he did about 0 to 60 or quarter-mile times!

It turned out to be the kind of care you just couldn't fault 90 percent of the time. It rode beautifully, handled relatively well and attracted chicks much quicker than the Hemi-Cuda did. Around town acceleration and cruising pickup couldn't possibly be bad with 455 inches under the hood and stock 3.42 gears with a

Turbo. The 455 engine in the W-30 car runs 10.50-to-1 pistons which sit .002-inch "in the hole," a performance-calibrated Quadrajel, aluminum manifold, a .475-inch lift cam rated at 328 degrees duration with 108 degrees overlap, big 2.07/1.63 valves, duals and select-fit lower end parts. The Hurst-controlled Turbo (beefed upshift points) worked out really neat with the 3.42 limited slip rear and sexy aluminum center section. Kim really grooved on the aluminum ham until he found out how much it costs. With it you save approximately 22 pounds (early estimates ran as high as 40 pounds) and get the benefit of additional lube cooling. Without it, however, Kim discovered he could have been \$157.98 richer. He decided that if he were to buy it, he would pocket the \$157.98 and go on a 22 pound diet!

On the quarter-mile there was absolutely no way to make the showroom stocker run like the original prepared job. The suspension seemed to work out, but the huge Polyglas tires would just burn if we came out too hard. It's the same story with most of the big inch supercars. It took approximately eight back-to-back runs to make the hot light come on, which is unusual for an Olds fitted with the HD radiator package. Times ran from 14.20-14.40 seconds with trap speeds in the 98-100 mph range. Most runs were in the 14.30's at 98 mph. We had no problem transferring weight, as the minute the pedal was laid into, the front would come right up. This was great on the quarter-mile. However, once Kim got the 442 on the handling course, he wished the front end didn't come up that easily. When he really put it into a tight turn, the inside front fender had a tendency to make contact with the tall Polyglas tires, taking off a piece of tread on each pass. What impressed him most was the fact that with the rear stabilizer bar and the big Polyglas tires and variable ratio power steering, he could make the car go anywhere he wanted to make it go. Sometimes he would change direction via the wheel and other times via the gas pedal. It was the first time we had ever been faced with the front end tire contact that big on a 442 and we're certain that it's not standard equipment on all cars.

Where the W-30 442 has it all over most of the competition is in the overall presentation and appointments. The car looks tough but still manages to retain its class. The

*(Continued on Page 76)*

## 1970 OLDSMOBILE W-30 442 SPECIFICATIONS

### ENGINE

Type.....	OHV V-8
Displacement.....	455 cubic-inches
Compression Ratio.....	10.50-to-1
Carburetion.....	Rochester Quadrajel
Camshaft .....	Hydraulic
Horsepower.....	370 @ 5200
Torque.....	500 @ 3600
Exhaust .....	Dual
Ignition.....	Stock

### TRANSMISSION

Make.....	Three-speed Turbo
Control.....	Hurst Floor shift

### REAR END

Type.....	W-27 HD Anti-spin
Ratio .....	3.42-to-1

### BRAKES

Front.....	11-inch Discs
Rear.....	9.5-inch Drums

### SUSPENSION

Front.....	HD independent coil springs
Rear.....	HD coil springs
Steering.....	Variable Ratio Power
Overall Ratio.....	17.5-to-1

### GENERAL

List Price.....	\$3376
Price As Tested.....	\$5016
Weight .....	3,875
Wheelbase.....	112 inches
Overall Length.....	203.2 inches
Tire Size.....	G-70 x 14 Polyglas

### PERFORMANCE

0 to 30 mph.....	4.0 seconds
0 to 60 mph.....	7.5 seconds
Standing 1/4 mile.....	98 mph
Elapsed Time.....	14.30 seconds
Top Speed.....	120 mph (EST)
Fuel Consumption.....	9/14 mpg

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## BOSS OLDS

(continued from page 54)

scoops are up front where they belong. The sunken hood locks are boss. The colors, side mirrors and trim are outrageous—which is good! It has that quality touch throughout and everything seems to fit in and work out. And, you really couldn't ask for more than 455 cubes under the hood. It looks like that freaked out Doctor from Lansing has another winner.

## EDITOR'S NOTE

(continued from page 4)

Once in the air things quieted down, with most of my fellow passengers, stewardesses and even the Captain shaking their heads as they passed by and saw my Captain America helmet on the next seat. When we were about to land in N.Y., one stewardess got up enough courage and asked, "What kind of bike do you ride?"

"Oh, I don't ride a bike."

To which she replied, "Then what are you doing with a helmet?"

To which I replied, "I see you've never flown with Captain Shirley before!" I don't think she ever recovered from that one!

## HEMI-CUDA

(continued from page 38)

tunity to run against a stick 440 tri-power Challenger that had just been dyno-tuned. After the smoke had cleared it was Kim by quite a few cars, and he had managed to blow the Challenger's doors right back to Hamtramck (where Dodges are built). Now we know why Oldham calls the Hemi Cuda a whole new bag. It's the Shotgun Express of the Rapid Transit System!

## STREET T

(continued from page 59)

cubic inches by a .120-inch bore job. Stroke was left stock. A Crower Cam and pushrods were used (280 T F Grind), as well as Forgetrue piston with Perfect Circle rings and Mickey Thompson's Aluminum rods. Compression ratio is 13-to-1. To make the engine perform to specification, an Edelbrock Tunnel Ram with two 600 cfm Holleys are used. An early model Chevrolet distributor with a dual point kit was installed to keep the engine hot. A set of custom built headers were also installed by Cliff. Be-