



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 V-8 engine in 1948.

1972 is our 75th Anniversary Year, and we've been continuously building cars longer than anyone else in the country. 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 by model for easy reference, and to make a point: since

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 flex, helping the bumper to absorb minor impacts—then come right back to position again. And there's 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, Delta 88 and Custom Cruisers for 1972.

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 shipped. Because special provisions have been made—and a separate crew of professional critics assigned—to thoroughly reinspect Toronados. Then they're dispatched for a shakedown test (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.



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 will satisfy the most discriminating buyer.

Delta 88.....pages 16-23
Lots of good news here. An expanded line of Delta 88 Royales—four in all.



Each Royale offers 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. And 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 includes power steering, power brakes with discs up front, and automatic transmission as standard equipment.

Cutlass.....pages 24-35
Oldsmobile's popular Cutlass line puts Olds quality into the mid-size car field. There are



eight models in the 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 V-8 as standard equipment. When you move up to Olds, you won't be paying extra for a big V-8.

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.

By the way, notice the elegant new wire wheel covers (shown below) 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, special suspension and wheels—and more. 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. Here you'll see why Oldsmobile has become one of the leading station-wagon producers in its class.

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
The full '72 Olds line.....back cover

Your safety, your environment, your investment. Since we started, 75 years ago, we've 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 to eliminate the rest.

We've made our cars safer over the years, too. Improved braking systems, stronger bodies, protective padding inside, belts all around; all the 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 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.



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 hump in the floor. Front-seat hiproom and shoulder-room are over five feet.

For 1972, Toronado is not changed drastically, only refined. A heavy vinyl strip is inset into the front bumper to help protect against scuffs and scratches. New moldings help protect the sides of the car. And the 455 Rocket V-8, with dual exhausts, offers improved fuel economy, because of combined improvements in axle ratio, carburetor calibration, valve timing and ignition timing.

Meticulous attention is paid to every detail—from the design stage to a special second inspection and road test after assembly. Even the floor pedals 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?





For 1972, Toronado's power 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 maneuvers with sureness and ease. Power steering, of course, is standard equipment.



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 ability that are unsurpassed. What you feel is glad to be driving a Toronado.

When you're battling a storm and treacherous roads, it stays true. Even on a dry, fast expressway, Toronado has almost 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.



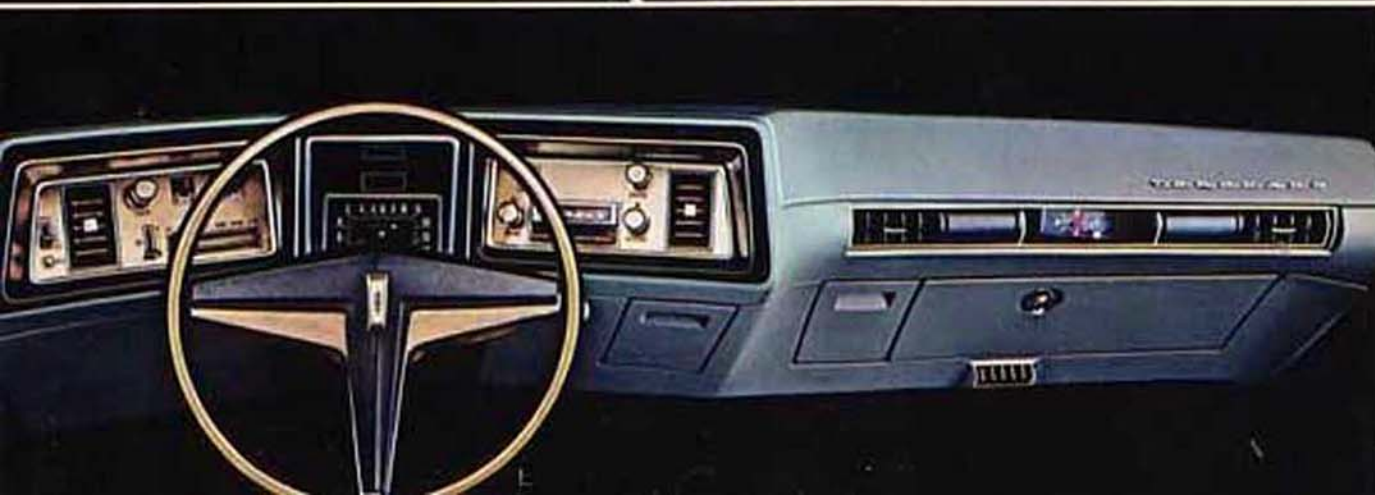
Courtesy lights and assist straps are typical of the extra touches provided for your convenience in the Torino's Brougham interior.



Luggage space is not only generous, it is readily accessible—Torino'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 hump in the floor to contend with.



Torino

Inside, Torino'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 Moroccan, in black, covert-gold and saddle tan. The Custom-Sport front seat with center armrest is standard. Torino'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 (60/40) front seat. Each side has its own seat controls.

MODEL AVAILABILITY: Custom Coupe				
STANDARD ENGINE: Rocket 455 V-8 with 4-bbl. carburetor				
STANDARD TRANSMISSION: Turbo Hydra-matic 400 column shift				
EXTERIOR DIMENSIONS: (in.)				
Wheelbase	Length	Width	Height	Curb Weight (lbs.)
122.0	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 (with discs up front), Instrument-Panel Cigar Lighter, Rear-Armrest Cigar Lighter, Full Dual Exhaust System, Interior-Operated Hood Lock, Remote-Control Outside Rear-view Mirror, Chrome Protective-Side Moldings, Color-Keyed Chrome-Accented Pedals, Sectional-Construction Bumper with Protective Vinyl Strip, Windshield Radio Antenna, 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, Power 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.			

Ninety-Eight LS

It's quite a substantial car.

As the years go by, you look for more than size and luxury 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 may 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 seven 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 center 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 V-8 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





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.

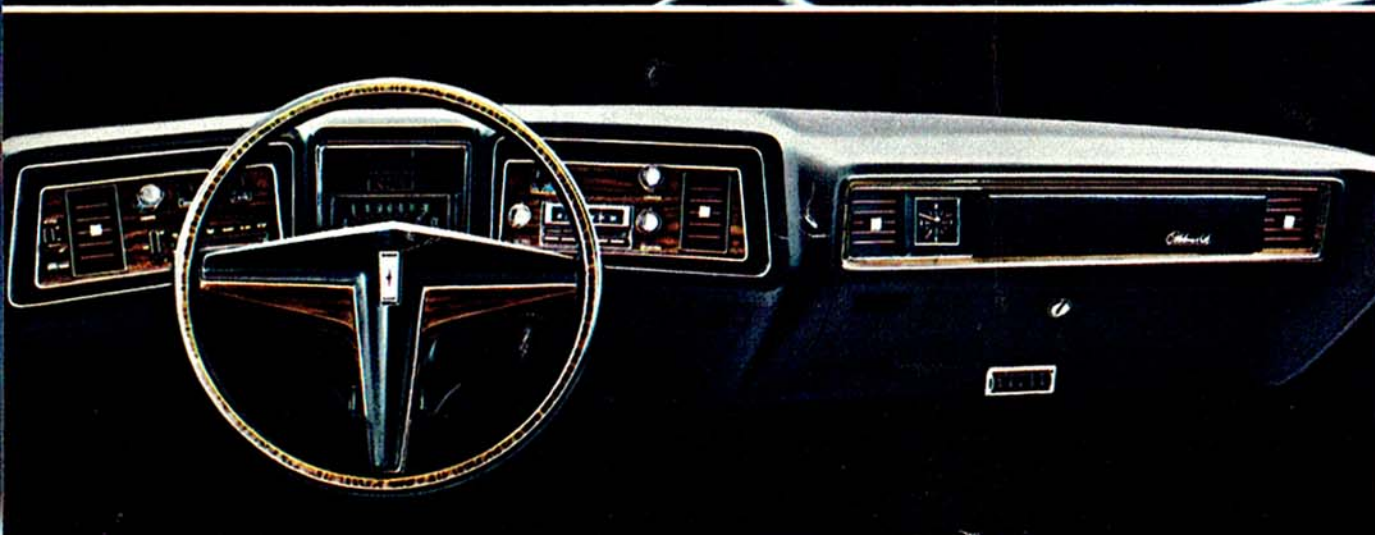
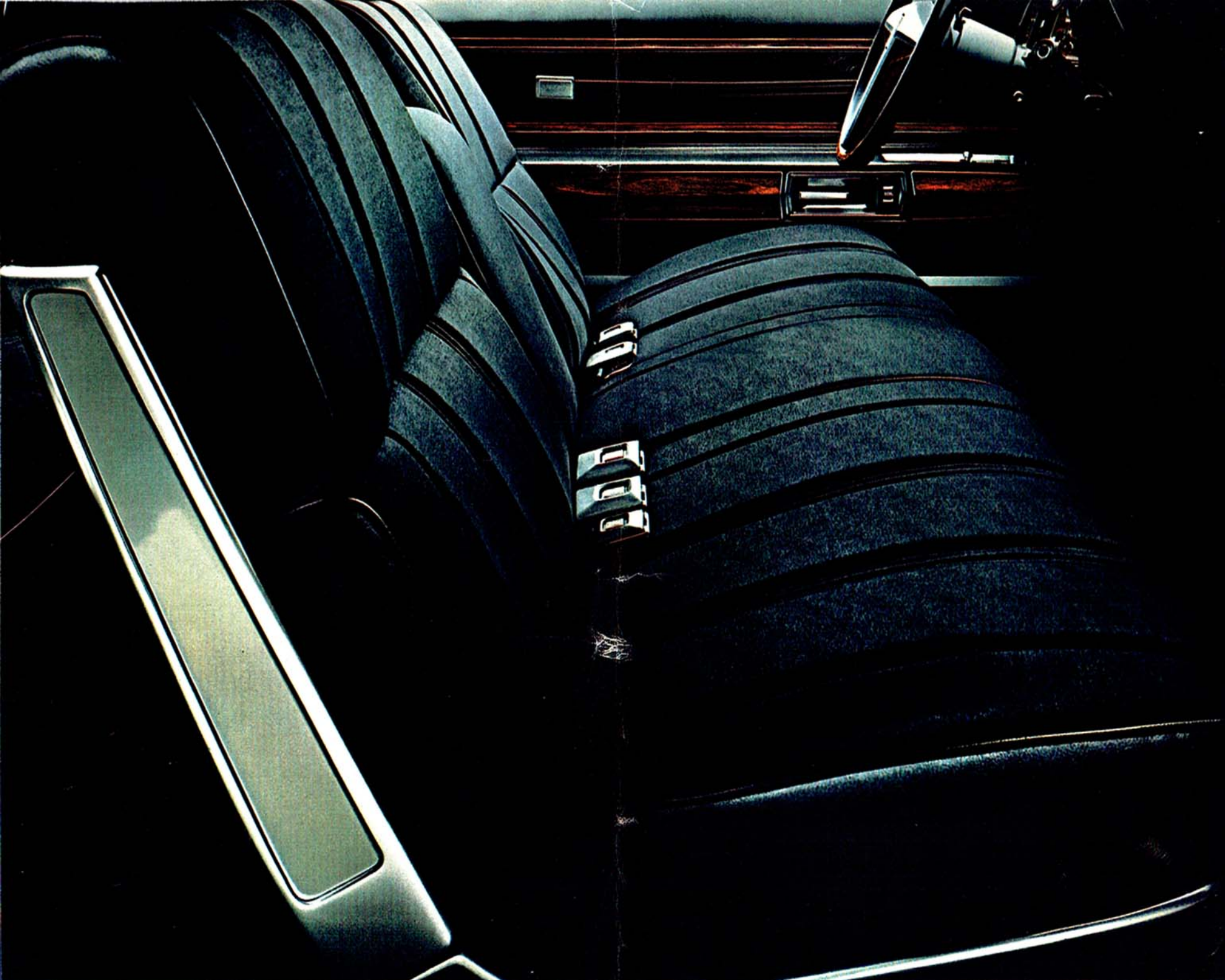
The 1972 Ninety-Eight has tasteful new exterior touches. The tail lights are more distinctive and the grille has been redesigned. The Ninety-Eight's new front bumper is mounted on spring-steel supports which flex to absorb minor impact. It's also protected by a heavy vinyl strip to help prevent nicks and scratches.

Some of the Ninety-Eight's most satisfying features are unseen; and perhaps the best example is its smooth, quiet ride. Its ride system includes 16 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 maneuvers 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.





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 center 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 divided front seat (60/40) is available for Luxury Sedans and Coupes. Each side is individually adjustable for greatest comfort. Offered in Prima and Onata cloth, in five colors above.



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, molded 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 V-8 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
38.8/38.2	64.3/64.3	40.6/40.0	20.8 cu. ft.

OTHER STANDARD FEATURES INCLUDE: Armrests with Chrome Power Controls (Luxury Models), Power Brakes (with discs up front), Cigar Lighters, Instrument-Panel Electric Clock, Rear-Compartment Electric Clock in Luxury Sedans with standard Front Seat, Interior-Operated Hood Lock, Remote-Control Outside Rearview Mirror, New Spring-Mounted Front Bumper, Windshield Radio Antenna, 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, Power Flo-Thru Ventilation, Chrome Wheel Discs, Rear-Wheel-Opening Covers, Power Side Windows (Luxury Models).

OTHER AVAILABLE OPTIONS INCLUDE: Power Seal (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.



Delta 88 Royale

Not just another pretty car.

This is the toughest, smoothest-riding 88 ever—engineered to give you many thousands of uncommonly comfortable miles.

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 brakes, with discs up front. A new, smoother automatic transmission. And a spirited Rocket 350 V-8.

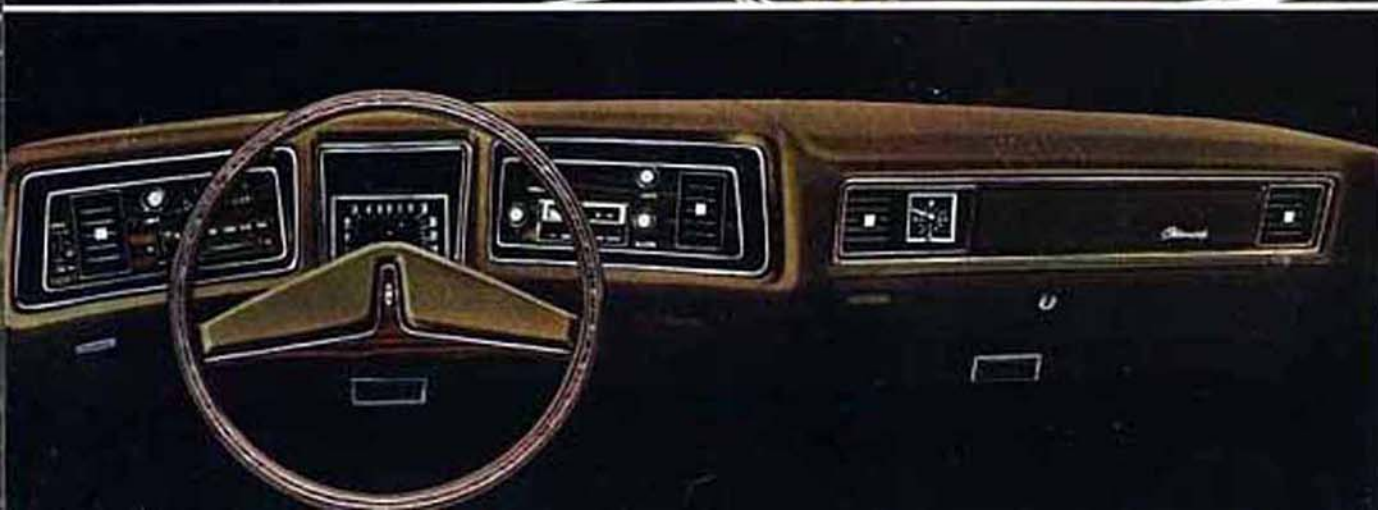
Inside, Royale surrounds you with luxury: The new interior is lavish and spacious. The front seat is molded of solid foam for greater comfort. And a center armrest is standard. Power ventilation circulates the air, even when the car is standing still. And the thoroughly insulated Body-by-Fisher helps 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.





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 center complements the elegant interior, and all instruments are conveniently arranged.



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.



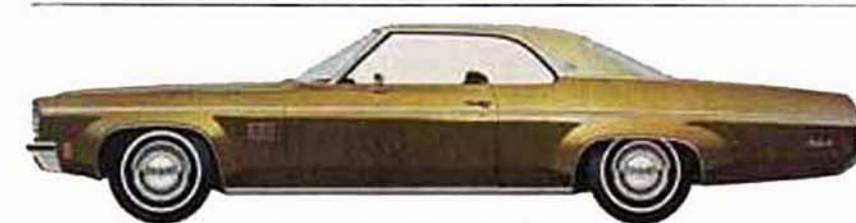
As you can see in this Delta 88 Royale Town Sedan, big-car comfort is very big indeed. You get over five feet of shoulder-room, front and rear.



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.



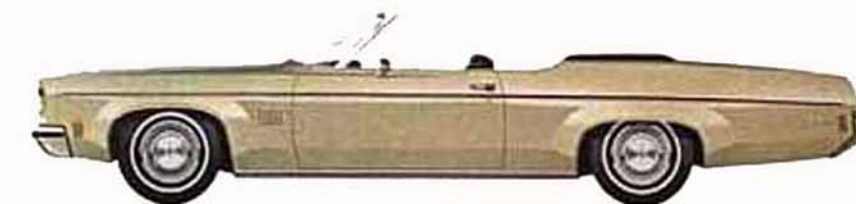
A special touch on all Delta 88 Royale models is this distinctive side molding with paint insert color-coordinated to the exterior paint you specify.



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 V-8 with 2-bbl. carburetor					
STANDARD TRANSMISSION: Turbo Hydra-matic 400 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	53.4/53.8	4316/4404	
INTERIOR DIMENSIONS: Hardtop Sedan (front/rear) (in.)					
Headroom	Shoulder-room	Legroom	Trunk Capacity		
38.4/37.4	64.3/63.3	42.3/38.8	20.6 cu. ft.		
OTHER STANDARD FEATURES INCLUDE: Power Brakes (with discs up front), Cigar Lighter, Interior-Operated Hood Lock, Chrome Front-Fender Louver Grilles, Chrome Side Moldings (with painted insert), New Spring-Mounted Front Bumper, Windshield Radio Antenna, 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), Power 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 V-8 with 4-bbl. carburetor, Rocket 455 V-8 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.					



Delta 88

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 brakes with discs up front. Automatic transmission. And a long list of 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 surrounding the grille and headlights is molded of tough fiberglass to resist nicks caused by flying stones.

Heavy vinyl strips help protect both bumpers from scuffs and scratches.

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

And our Rocket 350 V-8 Engines are famous for dependability and long life. Now there's a new system of computer-testing every Rocket V-8, 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.





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 of 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. (Shown here on Delta 88 Royale)



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

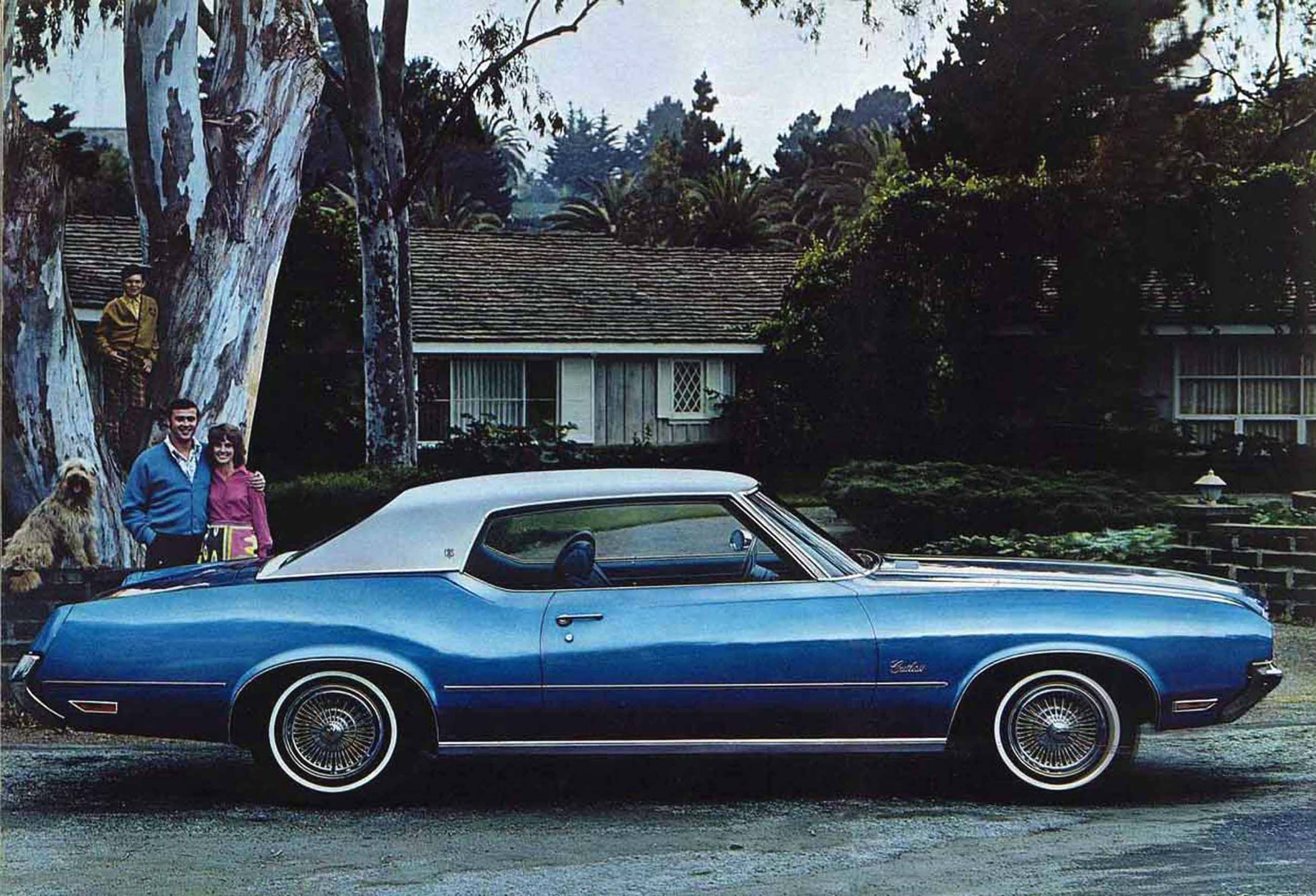


DELTA 88 TOWN SEDAN

MODEL AVAILABILITY: Hardtop Coupe, Hardtop Sedan, Town Sedan				
STANDARD ENGINE: Rocket 350 V-8 with 2-bbl. carburetor				
STANDARD TRANSMISSION: Turbo Hydra-matic 400 column shift				
EXTERIOR DIMENSIONS: Hardtop Sedan/Hardtop Coupe (in.)				
Wheelbase	Length	Width	Height	Curb Weight (lbs.)
124.0/124.0	222.1/222.1	79.5/79.5	53.6/53.4	4375/4290
INTERIOR DIMENSIONS: Town Sedan (front/rear) (in.)				
Headroom	Shoulder-room	Legroom	Trunk Capacity	
38.4/37.4	64.4/63.5	42.4/38.0	20.6 cu. ft.	
OTHER STANDARD	FEATURES INCLUDE: Power Brakes (with discs up front), Cigar Lighter, Interior-Operated Hood Lock, New Spring-Mounted Front Bumper, Dual Front-Seat Head Restraints, Seat Lap Belts (3 Front and 3 Rear), Seat Shoulder Belts (2 Front), Power Steering, Deluxe Steering Wheel, Power Flo-Thru Ventilation, Chrome Wheel Discs, Windshield Radio Antenna.			
OTHER AVAILABLE	OPTIONS INCLUDE: Power Windows, Power Seat, Power Door Locks, Vinyl Rooftop Covering, Rear-Window Delogger, Air Conditioner, Remote-Control Outside Rearview Mirror, Anti-Spin Rear Axle, Cruise Control, Rocket 350 V-8 with 4-bbl. carburetor, Rocket 455 V-8 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.			

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, helps prevent tampering.





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. Tapered protective side molding, with a vinyl inset to absorb scuffs and scrapes. And the new grille has a classic quality and texture.

With all this elegance, our Hardtop Coupe gives 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-manuever, easy-to-park 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 variety of Rocket V-8s available—a 350 4-barrel is standard, and you can order a 350 2-barrel, or a 455 4-barrel version.

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

At left and below: Cutlass Supreme Hardtop Coupe



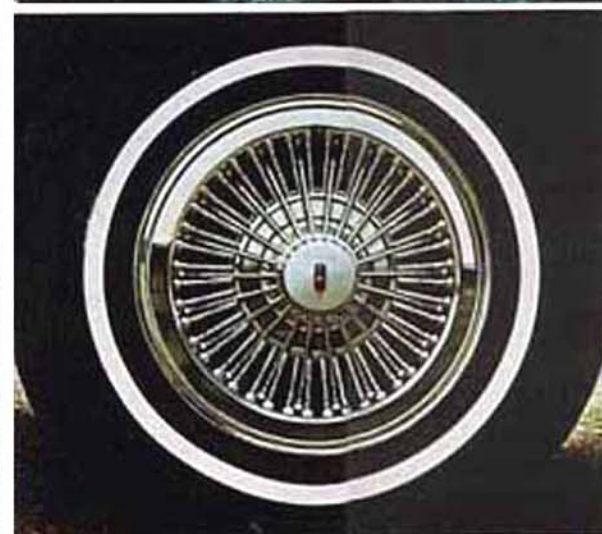


Cutlass Supreme

Oldsmobile richly carries out the "little limousine" tradition inside, too. This Custom-Sport front seat in the hardtop coupe combines patterned Orleans cloth with Prima cloth in covert-gold, blue or green; or in all-Moroccan vinyl in black, white or saddle. The deeply-padded folding center 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 center pad.



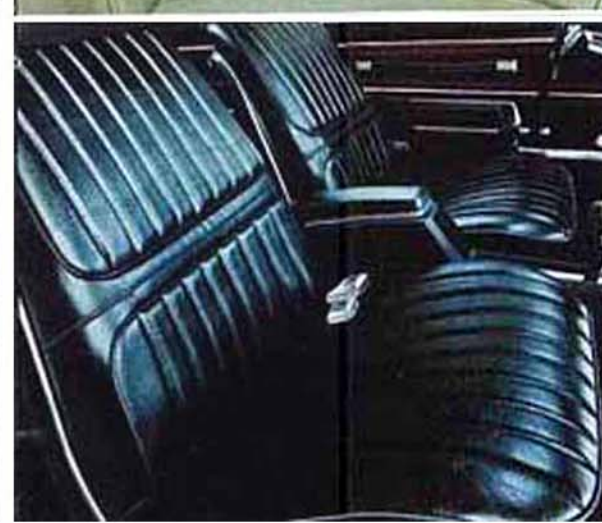
Cutlass Supreme's elegantly formal roofline lends distinction to the body lines—and the vinyl roof is available in white, black, saddle, green or covert-gold.



A close-up look at Oldsmobile's newly available wire wheel cover. It's 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 V-8 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
38.1/37.1	58.2/55.7	41.6/34.0	14.5 cu. ft.

OTHER STANDARD FEATURES INCLUDE: Cigar Lighter, Windshield Radio Antenna, 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 (Coupe), 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 or Power Brakes with Front Discs, Cruise Control, Rocket 350 V-8 with 2-bbl. carburetor, Rocket 455 V-8 with 4-bbl. carburetor, 4-Speed Floor-Shift Wide-Ratio Transmission, Turbo Hydra-matic 350 Transmission (for Rocket 350-cu.-in. V-8 Engine), Turbo Hydra-matic 400 Transmission (for Rocket 455-cu.-in. V-8 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, Heavy-Duty Suspension System, Outside-Temperature Indicator, For Convertible only: Dual-Intake Force-Air Fiberglass Hood, 4-4-2 Appearance and Handling Package, W30 Performance Package, Heavy-Duty Clutch, 3-Speed Hurst Performance Shifter.



Cutlass S

"What a step-up—holly cow!"

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 behavior on the road. When you drive one, you'll see why.

Your choice of engines starts with a 2-barrel Rocket 350 V-8, 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. 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 below: Cutlass S Hardtop Coupe.



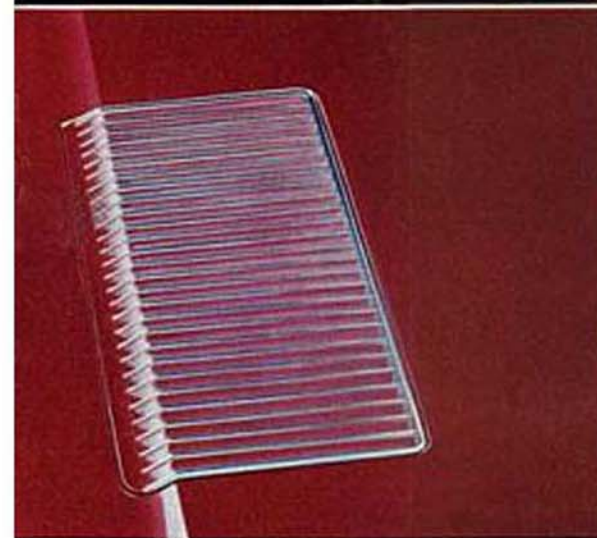


Cutlass S

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 bugs you, you'll like the new Touch-and-Blow feature of our deluxe steering wheel: a light touch anywhere on the center 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 on the Hardtop Coupe. 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 V-8 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, Windshield Radio Antenna, 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 or Power Brakes with Front Discs, Cruise Control, Rocket 350 V-8 with 4-bbl. carburetor, Rocket 455 V-8 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, V30 Performance Package, Heavy-Duty Clutch, Hood Paint Stripe, Heavy-Duty Suspension System, Outside-Temperature Indicator.



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 V-8 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 a long list of GM safety features. Like steel side-guard beams inside the doors that afford added 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 steering column lock.

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



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.



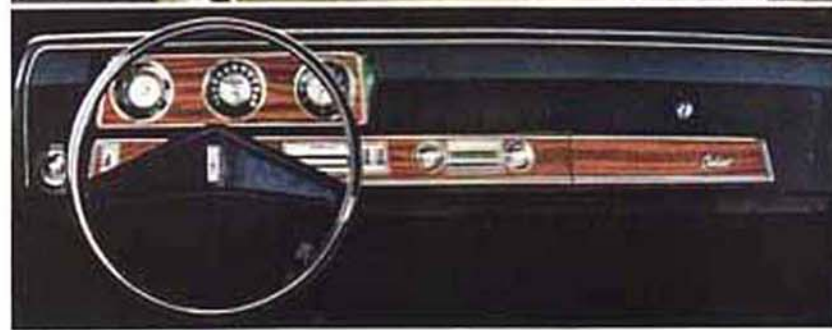
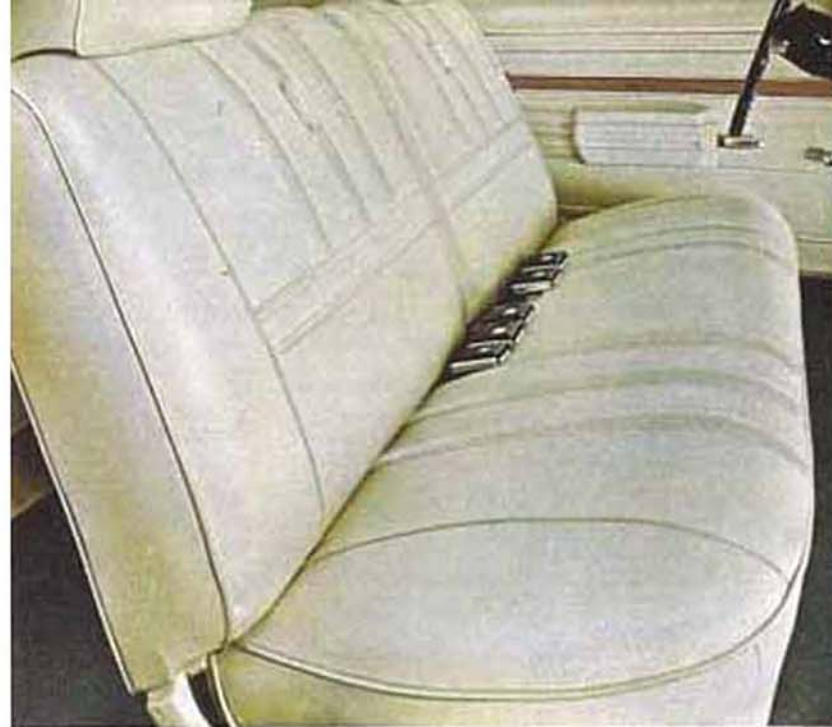
New finned front-brake drums are standard on all Cutlass models. They're four pounds heavier; the fins help dissipate heat, improving fade-resistance and lining life.



Cutlass Town 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.



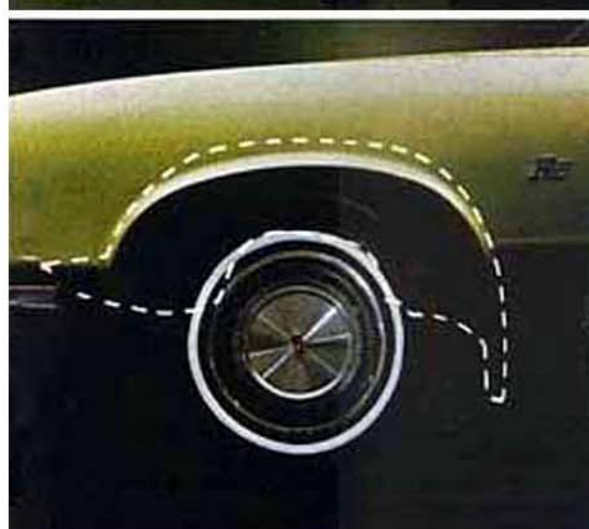
If you choose the Cutlass Town Sedan, interior choices include Orion cloth upholstery in blue or covert-gold, or Moroccan upholstery in black, white, green or saddle.



MODEL AVAILABILITY: Hardtop Coupe, Town Sedan					
STANDARD ENGINE: Rocket 350 V-8 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	70.0/71.8	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, Windshield Radio Antenna, Dual Front-Seat Head Restraints, Seat Lap Belts (3 Front and 3 Rear), Seat Shoulder Belts (2 Front), Floor Mats, Ventilation (Coupe), Positive Valve Rotators, Thermoplastic Front-Fender Inner Panels, Aluminized Exhaust System, Self-Adjusting Drum Brakes, Deluxe Steering Wheel.					
OTHER AVAILABLE OPTIONS INCLUDE: Power Windows, Power Seat, Power Door Locks, Vinyl Roottop Covering, Rear Window Defogger, Air Conditioner, Remote-Control Outside Rearview Mirror, Anti-Spin Rear Axle, Power Brakes or Power Brakes with Front Discs, Cruise Control, Rocket 350 V-8 with 4-bbl. carburetor, Rocket 455 V-8 with 4-bbl. carburetor, 4-Speed Floor Shift/Wide-Range 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. For Coupe Only: Dual-Intake Fecor Air Fiberglass Hood, 4-4-2 Appearance and Handling Package, W.D. Performance Package, Heavy-Duty Clutch, 3-Speed Hurst Performance Shifter.					

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.



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.



MODEL AVAILABILITY: Town Sedan					
STANDARD ENGINE: Rocket 350 V-8 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	41.2/34.1	14.5 cu. ft.		
OTHER STANDARD FEATURES INCLUDE: Cigar Lighter, Windshield Radio Antenna, 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 or Power Brakes with Front Discs, Cruise Control, Rocket 350 V-8 with 4-bbl. carburetor, Rocket 455 V-8 with 4-bbl. carburetor, Turbo Hydra-matic 350 (for Rocket 350-cu.-in. V-8 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.					



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 ax and beefed-up suspension components in the chassis. (Details below.)

For go, you have three versions of Rocket V-8. And if you're a performance purist, there's still Dr. Oldsmobile's legendary W30 Package you can order.

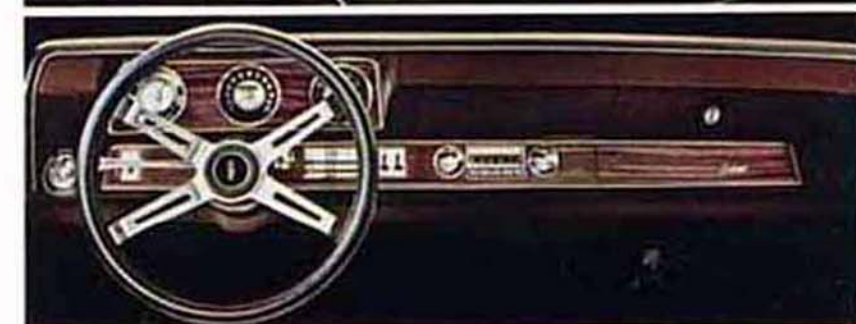
Think about it—you, in a 4-4-2. Wow! Care to have your friends see you in the scene at left?



Twin pipes are included when you order the Rocket 455 V-8 or the W30 Performance Package. Other items 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 V-8s.



AVAILABLE WITH: Cutlass and Cutlass S Coupes and Cutlass Supreme Convertible 4-4-2 SPORT/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 V-8. 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"x7" heavy-duty wheels.

PERFORMANCE PACKAGE (W30)

INCLUDES: High-performance L77 Rocket 455 V-8 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. Manual front disc brakes. MUST ALSO BE ORDERED: Turbo Hydra-matic 400 transmission or 4-speed wide-ratio floor-shift transmission, anti-spin rear axle, wide-oval tires with raised letters, sports sideview mirrors.

OTHER ENGINES AVAILABLE:

Rocket 350 V-8, 2-bbl. carburetor (L32); Rocket 350 V-8, 4-bbl. carburetor (L34); Rocket 455 V-8 with dual exhausts (L75). Fiberglass hood also available with L34 or L75 engines.



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 up to 109 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. There are upholstered assist straps near the 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 brakes with discs up front, 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 V-8 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. Together, they make up America's most popular line of better station wagons—The Big 3 from Oldsmobile.

At left and below: Custom Cruiser 2-seat model.





Cutlass Cruiser

(Far left.) Handy to park, easy to budget, big where it counts. Over 93 cubic feet of cargo space on a 116" wheelbase. Hefty Rocket 350 V-8 is standard; so are the Drop-or-Swing Tailgate, heavy-duty wheels, and power brakes with discs up front. A lot of wagon!



Nice? The look of wood 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 V-8 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	93.6 cu. ft.	
OTHER STANDARD FEATURES INCLUDE: Cigar Lighter, Windshield Radio Antenna, 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 Brakes with front discs.				
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 V-8 with 4-bbl. carburetor, Rocket 455 V-8 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 105 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 front disc brakes. And a Rocket 350 V-8.

MODEL AVAILABILITY: 2-Seat Cruiser, 3-Seat Cruiser				
STANDARD ENGINE: Rocket 350 V-8 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	58.2/57.5	41.5/37.6	105.2 cu. ft.	
OTHER STANDARD FEATURES INCLUDE: Wood-Grain-Vinyl Body and Tailgate Panels with chrome framing, Power Brakes with front discs, Cigar Lighter, Windshield Radio Antenna, Forward-Facing Third Seat (3-Seat Models), Dual Front-Seat Head Restraints, Seat Lap Belts (3 Front, 3 Rear, 2 for Third Seat), Seat Shoulder Belts (2 Front), Deluxe Steering Wheel, Drop-or-Swing Tailgate, Vista-Roof Sun Visors, Heavy-Duty Wheels, Crank-Operated Vent Windows.				
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 V-8 with 4-bbl. carburetor, Rocket 455 V-8 with 4-bbl. carburetor, Turbo Hydraulic 400 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.				



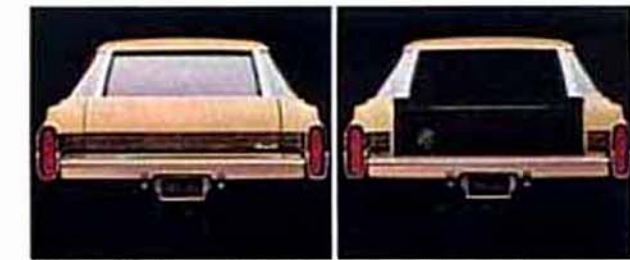
2-SEAT VISTA-CRUISER

Custom Cruiser

(P. 39) Pure luxury. Up to 109 cubic feet of cargo room on a 127" wheelbase. Power steering, power front disc brakes, Rocket 455 V-8, 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: Rocket 455 V-8 with 4-bbl. carburetor				
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	109.0 cu. ft.	
OTHER STANDARD FEATURES INCLUDE: Wood-Grain-Vinyl Body and Tailgate Panels with chrome framing, New Spring-Mounted Front Bumper, Power Brakes with front discs, Cigar Lighter, Interior-Operated Hood Lock, Windshield Radio Antenna, Dual Front-Seat Head Restraints, Seat Lap Belts (3 Front, 3 Rear, 2 for Third Seat), Seat Shoulder Belts (2 Front), Power Steering, Deluxe Steering Wheel, Retractable Glide-Away Tailgate, Power Floor-Thru Ventilation, Heavy-Duty Wheels, Chrome Wheel Discs, Rear-Wheel-Opening Covers.				
OTHER AVAILABLE OPTIONS INCLUDE: Power Windows, Power Door Locks, Vinyl Rooftop Covering, Power-Operated Glide-Away Tailgate, Rear-Window Defogger, Air Conditioner, 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.				



2-SEAT CUSTOM CRUISER

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

The Olds Rocket V-8s 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 V-8s yet.

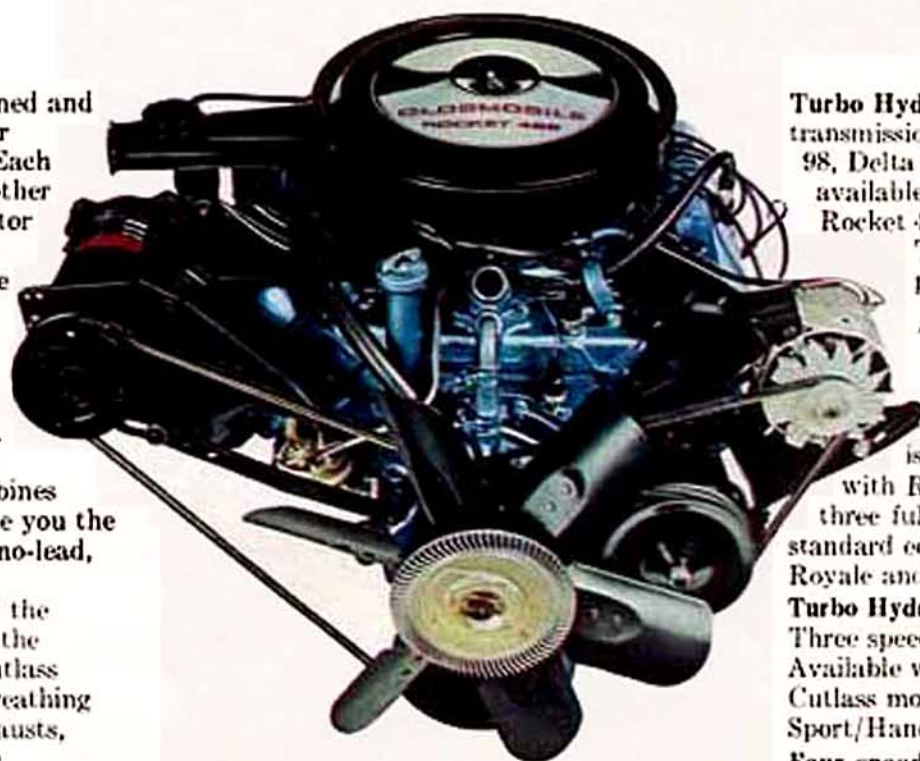
The Rocket 455 V-8 (L78). Standard on the 1972 Toronado. 455 cubic inches. Dual exhausts. A four-barrel carburetor that's calibrated by a computer. It combines with an 8.5-to-1 compression ratio to give you the efficiency you expect from Toronado on no-lead, low-lead and regular fuels.

The Rocket 455 V-8 (L77). 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 V-8 (L75). More of the good news from Olds this year. This new four-barrel carburetor version makes Rocket 455 response available to you no matter what Olds you select. It's available on Cutlass, Cutlass S and Cutlass Supreme Coupes with dual exhausts, and on F-85, Cutlass or Supreme 4-door models, Cutlass Cruiser, and Vista-Cruiser with single exhaust.

The Rocket 455 V-8 (L74). The standard power plant on the 1972 Olds Ninety-Eights and Custom Cruiser. 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 V-8 (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 help to deliver the goods.

The Rocket 350 V-8 (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 V-8 (L33). 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 V-8 (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 with Rocket 455 V-8s on Toronado, 98, Delta 88 Royale and Custom Cruiser. Also available on Cutlass models ordered with Rocket 455 V-8 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.

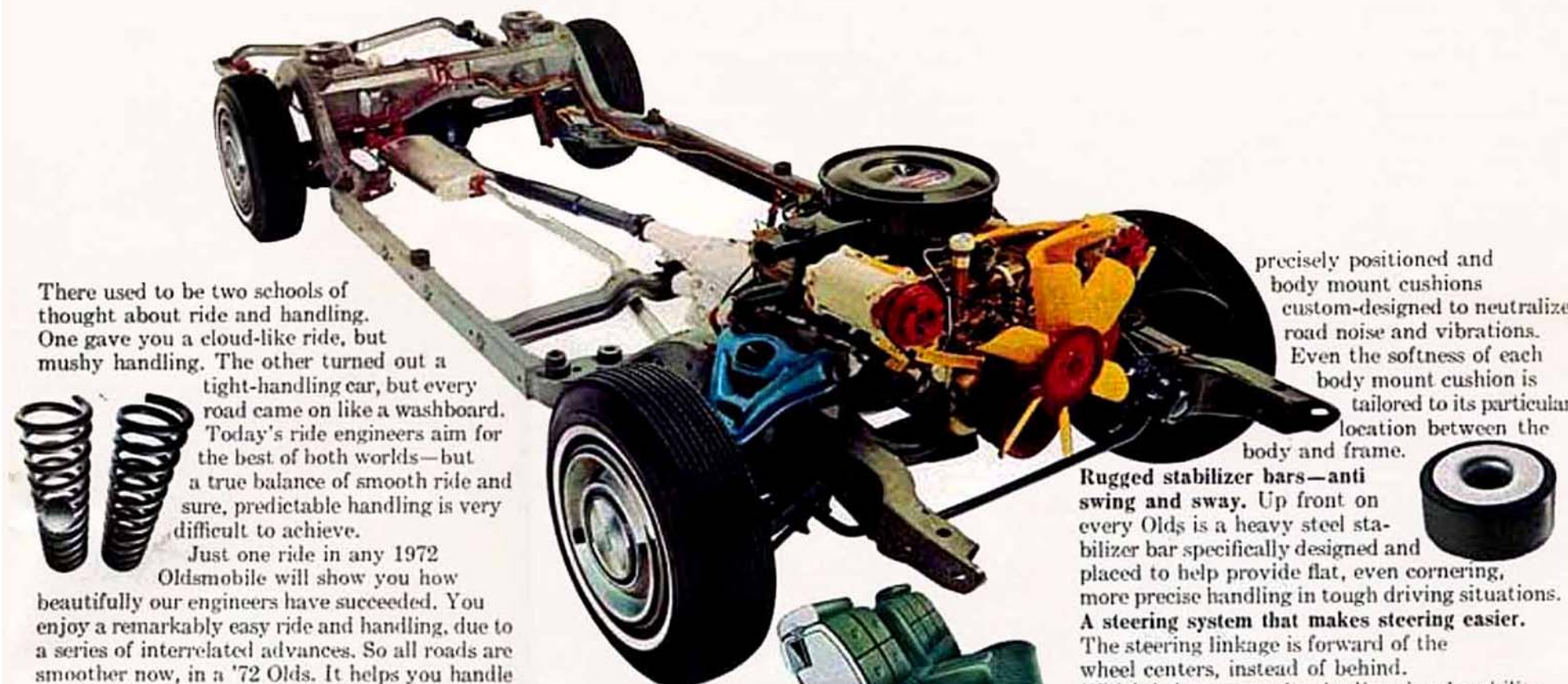
A new version of this transmission is expressly designed to team up with Rocket 350 engines. It also provides three fully-synchronized speeds, and is standard equipment on Delta 88, Delta 88 Royale and Vista-Cruiser.

Turbo Hydra-matic 350. For all Cutlass lines. Three speeds for smoothness and versatility. Available with a Hurst Dual-Gate Shifter or Cutlass models when you also order the 4-4 Sport/Handling Package.

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. A special floor-mounted version is standard with the Olds 4-4-2 option, linkage, again, courtesy of Hurst.

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 excellent 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.

**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. You enjoy a remarkably easy ride and handling, due to a series of interrelated advances. So all roads are smoother now, in a '72 Olds. It helps you handle that chuckhole you didn't see. Or that curve that's sharper than you expected.

The "G-Ride" System—an Olds exclusive. Developed and engineered for Delta 88 last year, 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 Pliaxel 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.

A steering system that makes steering easier. The steering linkage is forward of the wheel centers, 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, strong steel wheels. They're standard on all models because they improve traction and tread life and resist road hazards better. 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 that keep you a step ahead in comfort and convenience.

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.

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, and available on all other Oldsmobile models.

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

Power Controls. Shown below are the power controls for an Olds Ninety-Eight equipped with power windows, 6-way power seat and remote-control mirror.

These controls are all grouped conveniently in a chromed console, located at the driver's door armrest.

AM/FM Stereo Radio/Tape Deck. The ultimate luxury in sound. Multiple speakers literally surround you with the full, rich sound of your favorite stereo tapes, or your favorite radio programs. Not available in mid-size 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 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 also available.

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.

Low-Fuel Warning Light. Begins to glow when your fuel supply goes below four gallons, keeps reminding you to fuel up before you run out of gas!

Special Wheels and Covers. From top to bottom: 1 is the Deluxe Wheel Covers for mid-size models; 2 is for Delta 88s and Ninety-Eights.

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.

Bumper Guards. Available for front only on

Ninety-Eights and station wagons; front and rear on Delta 88 and Cutlass models. Heavy chromed-steel vertical guards provide extra protection from bumpers of varying heights. Vinyl inserts protect the face from scuffs, scratches and dings.

Tilt-and-Telescope Steering Wheel. Tilts to five 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.

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

Luxury Sedan and Coupe models for 1972.

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.

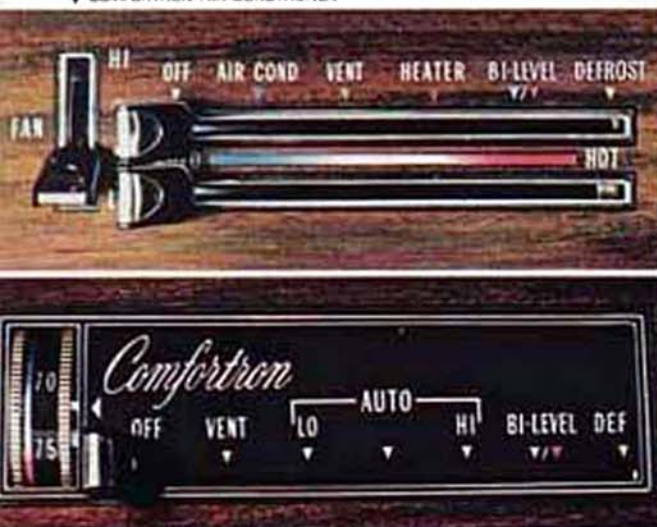
Anti-Spin Rear Axle. Automatically directs power to the wheel with the greatest traction. Especially important when driving in snow, sand or on soft ground. Available for all models, except Toronado.

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. Available on 88, Ninety-Eight, Toronado and Custom Cruiser.

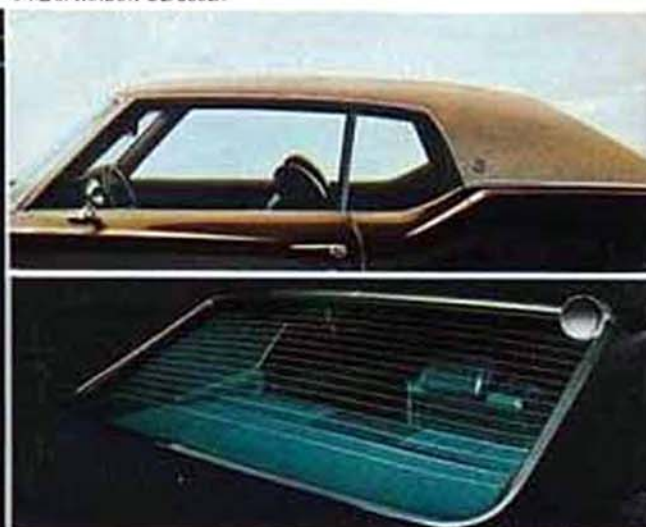
▼ FOUR-SEASON AIR CONDITIONER
▼ COMFORTRON AIR CONDITIONER



▼ ARMREST POWER-CONTROL CONSOLE



▼ VINYL ROOF
▼ REAR-WINDOW DEFOGGER



▼ OUTSIDE-AIR THERMOMETER
▼ INSIDE TRUNK RELEASE



▼ REMOTE-CONTROL MIRROR
▼ CRUISE CONTROL



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



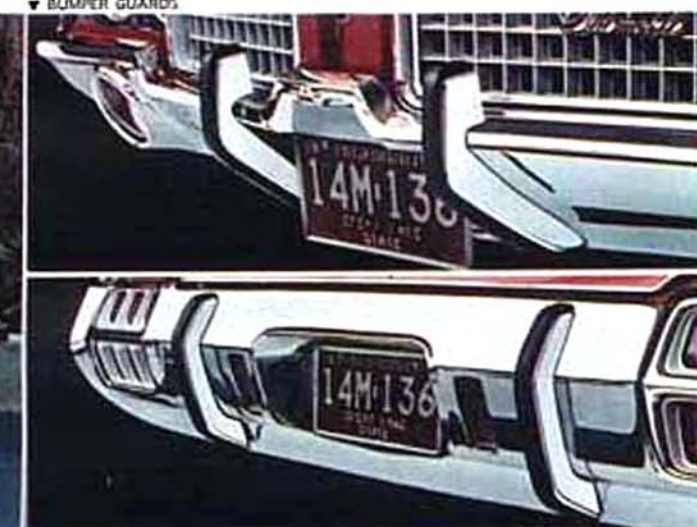
▼ SIX-WAY POWER SEAT CONTROL
▼ NITE-WATCH HEADLAMP CONTROL



▼ SPECIAL WHEELS AND COVERS
▼ CORNERING LIGHTS



▼ BUMPER GUARDS



▼ INFANT SAFETY CARRIER



▼ TILT-AND-TELESCOPE STEERING WHEEL



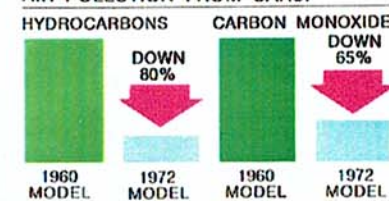
1972 EXTERIOR COLORS



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—and we're working hard on the rest.

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



We've done it with a succession of important engineering advances.

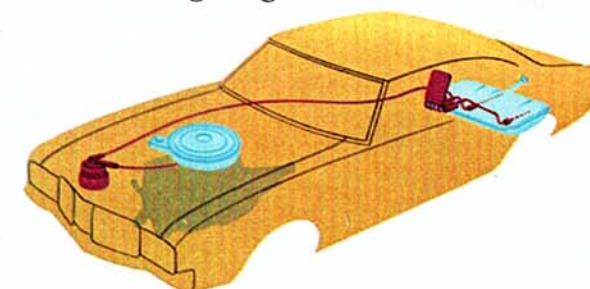
Today, every '72 Olds is equipped with a Positive Crankcase Ventilation (PCV) system so that no crankcase emissions are released into the atmosphere, but are recycled.

Oldsmobile pioneered a Controlled Combustion System which alters the combustion process to reduce exhaust pollutants—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 pollutants as much as 30% without affecting performance.

And every Rocket V-8—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.

Olds is concerned about your safety. Oldsmobiles have many features to help protect you and your passengers



in case of accident—in addition to seat belts with pushbutton buckles. And shoulder belts for the driver and right front passenger in all models, except convertibles. (Always buckle up . . . for safety's sake!)

You're surrounded by a tough steel cage. Side-Guard Beams are built into the doors. The roof is a double layer of steel on full sized models. 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 8¼ inches upon severe impact.

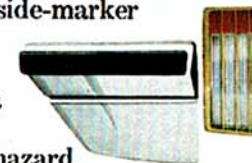
Soft, protective padding cushions the energy-absorbing instrument panel. The front-seat-back tops. The sun visors. And the safety armrests.

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 to help discourage corrosion of the outer fenders. Aluminum-coated exhaust system and muffler to increase performance life.

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 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.



OLDSMOBILE

ALWAYS A STEP AHEAD

Twenty-five ways to make your step ahead for 1972:



Toronado.....pages 4-9



Delta 88 Royale Hardtop Coupe.....pages 18-19



Cutlass Supreme Hardtop Sedan.....page 27



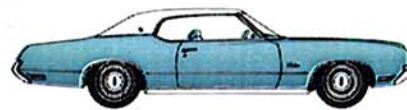
F-85 Town Sedan.....pages 33, 35



Ninety-Eight Luxury Sedan.....pages 10-15



Delta 88 Royale Town Sedan.....page 19



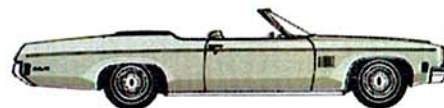
Cutlass Supreme Hardtop Coupe.....pages 24-27



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Ninety-Eight Coupe.....pages 12-15



Delta 88 Hardtop Coupe.....pages 20-23



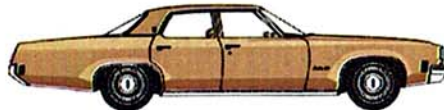
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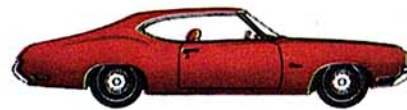
Delta 88 Town Sedan.....page 23



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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.

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