

The Rocket Action Cars are out front again!



Next to mink, Toronado is the most exciting animal around.

(Who says it's a man's world?)

The nicest thing outside of a mink is the inside of a Toronado. Mark how Toronado doors open wide to let you glide in and out easily, even in the frilliest of frocks. Flat floors, front and rear, let you sit in the center like a lady. Now take the wheel. Toronado's front wheel drive negotiates tight turns, deep snow and rugged terrain effortlessly. And makes pulling into a parking place as easy as pulling on a kid glove. Would you say Toronado is a man's kind of car? Indeed. The kind of a car a man buys for his kind of girl!



There's a Rocket for every pocket at your Olds Dealer's One-Stop Transportation Center: 36 Toronado-inspired Oldsmobile models—with a wider range of prices, features and standard safety equipment than ever.

Engineered for excitement... Toronado-style!



OLDSMOBILE



MARK OF EXCELLENCE

Presenting '67 OLDSMOBILE

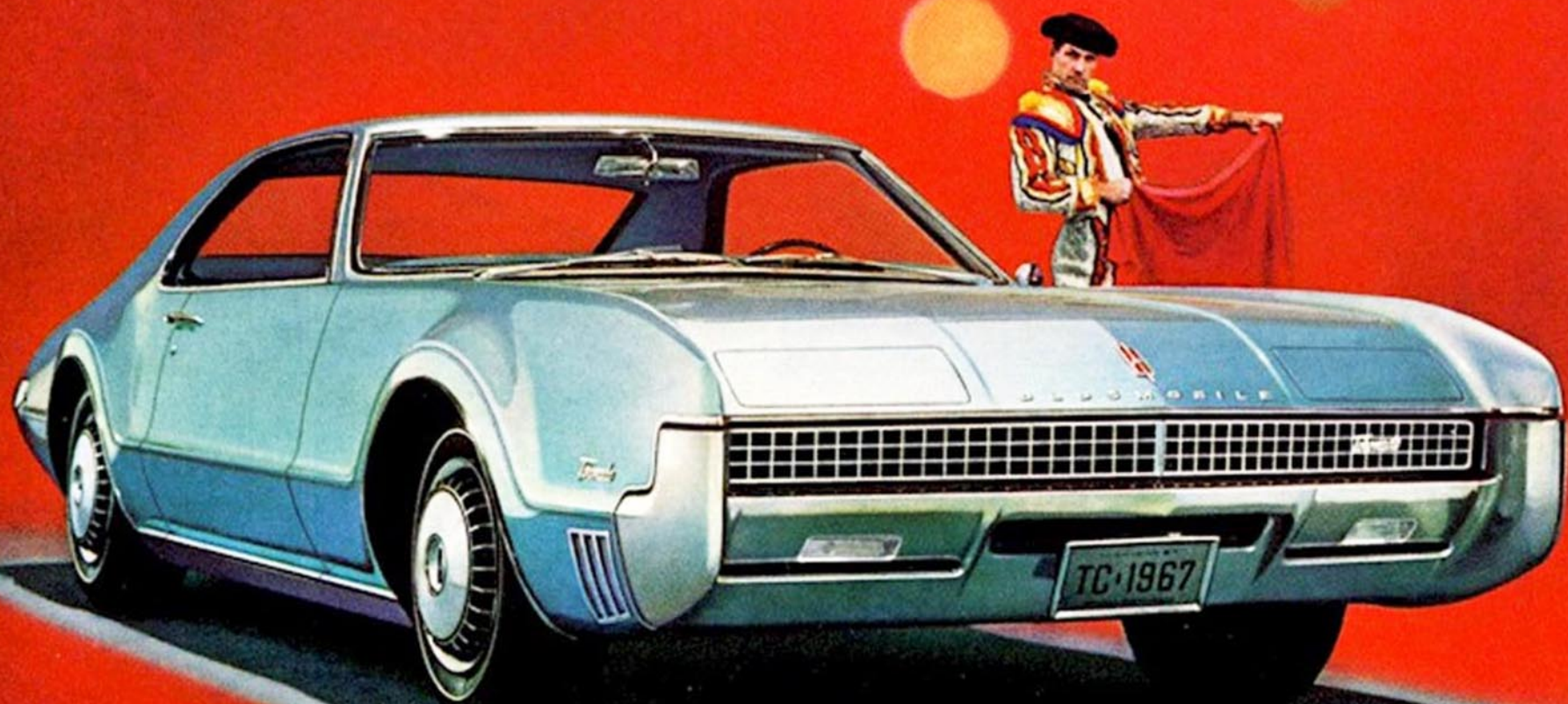
*The Rocket Action Cars
are out front again!*

*Toronado sets the style for a grand-
new, brand-new '67 Oldsmobile
lineup! Thirty-six dazzling models in
all. All featuring a full slate of
standard safety items. All featuring
traditional Olds quality. And all
engineered for excitement . . .
Toronado-style! Turn the page for
a look at one shining example.*

Toronado, '67 edition! America's
first full-size front-wheel-drive car
is back with a flair, better than ever!



The Rocket Action cars are out front again!



After you've walked off with all the honors,
what do you do for an encore?

Meet Olds Toronado—'67 edition.

Awards for this. Awards for that. Awards for just about everything. But rest on its laurels? Not Toronado. Swinging new look outside. Posh new detailing inside. Doors with torsion-bar spring assists that open easier than ever to the flat-floored, room-for-six interior. Even that fabulous front-wheel-drive ride is smoother and quieter for '67. And front disc brakes and radial ply tires are available. Trend-setting Toronado: Proved and applauded by tens of thousands of satisfied owners. Greater than ever the second time around!

**OBEY
LAWS
DRIVE
SAFELY**

Oldsmobile thinks of your safety, too, with the GM-developed energy-absorbing steering column that can compress on severe impact up to 8¼ inches; with four-way hazard warning flasher; outside rearview mirror; dual master cylinder brake system, plus many other safety features—all standard for '67.

Engineered for excitement . . . Toronado-style!
'67 OLDSMOBILE



**Toronado:
Showed the
others how.
Then topped
itself.**

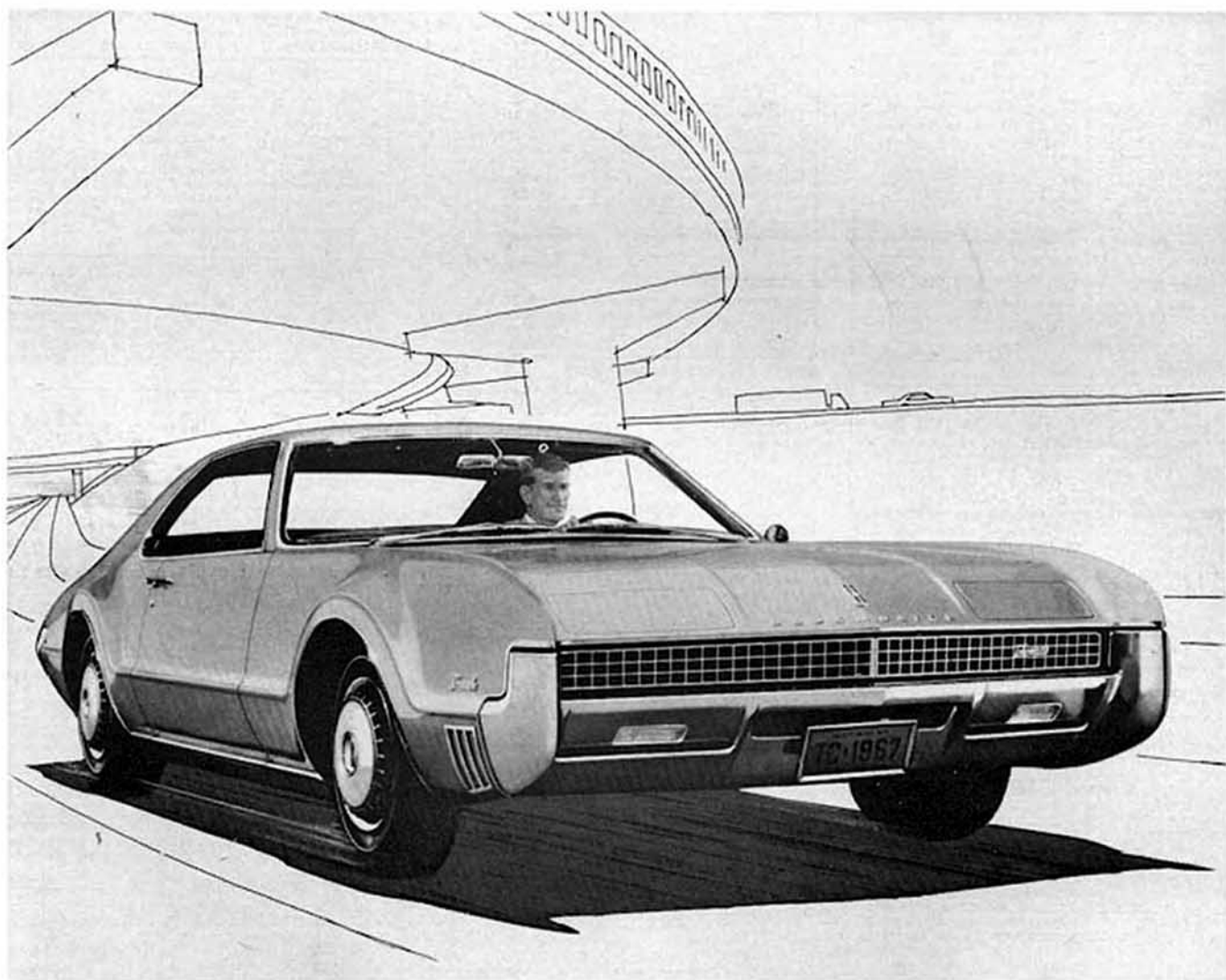
Another case of Olds one-ups-manship: Toronado, second edition! Bold new outside treatment. Tasteful new appointments inside. (Same flat-floored, sized-for-six dimensions, of course.)

New easier opening doors with torsion-bar spring assists. New smoother, quieter ride. Plus such availabilities as new Climatic Combustion Control, UHV Transistorized Ignition System, front disc brakes and radial-ply tires. All headed up by 425 cubic inches of Rocket V-8 performance to make front-wheel-drive Toronado an even better buy the second time around. Come in and give it a trial mile soon. Like today!

The Rocket Action Cars are out front again!

Olds thinks of your safety, too, with the GM-developed energy-absorbing steering column that can compress on severe impact up to 8 3/4 inches, with four-way hazard warning flasher, outside rearview mirror, dual master cylinder brake system, plus many other safety features—all standard for 1967.

**OBEY
LAWS
DRIVE
SAFELY**



Engineered for excitement . . . Toronado-style!

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Move the best part of the show to your driveway: Toronado!

After you take in the Auto Show, take out a Toronado. Watch admiring neighbors watching you as you sit on the far side of that crisp, new styling. Notice how Toronado's front wheel drive takes the starch out of tight curves, the bluster out of stiff crosswinds. Observe how effortlessly that easy-breathing 385-hp Super Rocket V-8 gives the long mile short shrift. Then pull into your driveway and treat the neighborhood to a private auto show, 12 months of the year.

**OBEY
LAWS
DRIVE
SAFELY**

Olds thinks of your safety, too, with the GM developed anti-grabbing steering column that can compress on severe impact up to 8 1/4 inches; with four-way hazard warning flashers; outside rearview mirror; dual master cylinder brake system, plus many other safety features—all standard for 1967.

Engineered for excitement... Toronado-style!

'67 OLDSMOBILE



Go ask 'em up on Pikes Peak what Toronado's front-wheel driving can do.



They found out, in the 46th annual test of machines vs. mountain, known as the Pikes Peak Auto Hill Climb.

Three privately-owned Toronados made their runs against the clock. So did the rest of the toughest competitive lineup ever brought together for the stock car class.

You know what? These front-wheel-driving cars finished 1-2-3 in the event sponsored by the

United States Auto Club.

But, that's Toronado for you: a great luxury car, built on the superior traction and maneuvering capabilities of front-wheel driving.

It tracks where others can't. And in more normal driving, Toronado tends to its business with a response and obedience you didn't know a big car could have.

All the while, coddling you

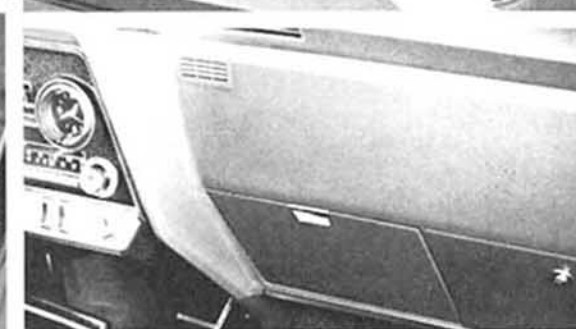
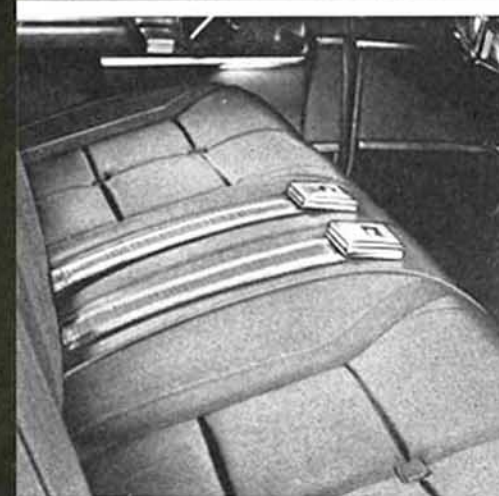
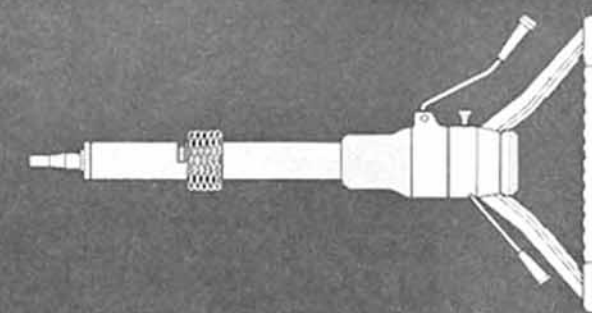
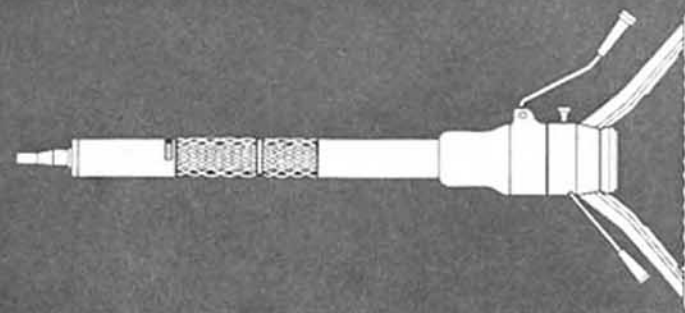
in comforts a limousine owner might envy.

Isn't it time you found out what front-wheel driving can do to spoil you for conventional cars?

Your nearest Olds dealer would be more than happy to oblige.

**Oldsmobile Toronado:
For front-wheel-drive
roadability.**

*The Rocket Action Cars
are out front again!*



Every '67 Oldsmobile comes with a full complement of safety features including GM-developed energy-absorbing steering column, front and rear seat belts, inside day-night mirror, outside rearview mirror, padded sun visors, energy-absorbing instrument panel, backup lights, passenger-guard door locks and dual-speed windshield wipers.

Buckle up...

you'll find more than one kind of "comfort" in Toronado!

Toronado is an inherently comfortable car. Generously proportioned foam-cushioned seats make it so. Flat floors make it so. Sure-tracking front wheel drive and draft-free ventilation make it so. But there's another kind of comfort. It comes from knowing you're buckled into a car with a full slate of Olds-engineered safety features: From a new dual master cylinder brake system . . . to latches that hold folding-seat-backs firmly in position. And they're all standard on Toronado (as they are on all '67 Oldsmobiles)! Comforting thought.

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LAWS
DRIVE
SAFELY

Engineered for excitement . . . Toronado-style!
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Four-way hazard warning flasher, lane change feature in direction-signal control, dual master cylinder brake system and folding-seat-back latches are other standard Olds safety items.

