

'86 OLDSMOBILE

REGENCY

Ninety Eight

DELTA 88

CUTLASS

SUPREME

CALAIS

CIERA

CUTLASS

442

THERE IS A
SPECIAL FEEL IN
AN OLDSMOBILE.



CALAIS



It's this simple. Calais is built smart. It's designed and assembled using some of the most advanced high-tech automotive facilities ever. It's styled for sleek, good looks. Aerodynamics. And practical, five-passenger comfort. And it's equipped for performance, with the "Tech IV" 2.5-liter electronically fuel-injected engine, 5-speed manual transmission or optional 3-speed automatic, front-wheel drive, rack-and-pinion steering and MacPherson strut suspension. There's even an available 3.0-liter V6 with response-adding multiport fuel injection. Plus, Calais now comes in an all-new 4-door sedan. Calais is smart, alright. But get behind the wheel and you forget all about "smart" and "affordable." All you remember is the fun!



CALAIS SUPREME COUPE



CALAIS SUPREME SEDAN



CALAIS SEDAN



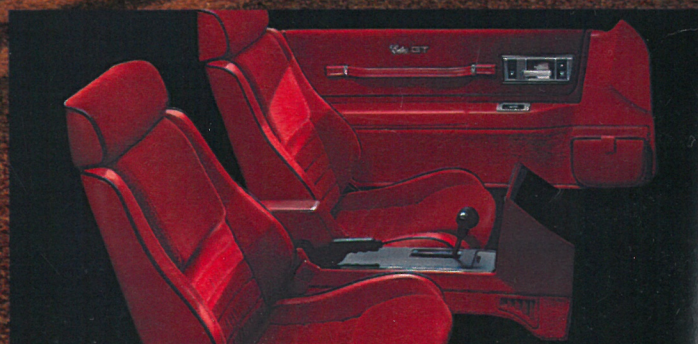
CALAIS COUPE

CALAIS GT



CALAIS GT

Country bends. Fast lanes. City streets. You name it, Calais GT is ready. READY. With the road-gripping handling of 14" Eagle GTs and Oldsmobile's firm Level III suspension system. READY. With a driver's cockpit of velour front bucket seats, Rallye instrument cluster and leather steering wheel. READY. To turn heads with the hot good looks of low-ride fascia and aero-rocker moldings, bold composite headlamps and an illusive front grille. READY. With the road machine response of an electronic fuel-injected 2.5-liter engine and 5-speed. Or opt for the power-producing 3.0-liter multiport fuel-injected V6/automatic transmission combination. Calais GT. Built tough. Tight. Ready for performance. Now... are you ready for all that?



CALAIS GT INTERIOR

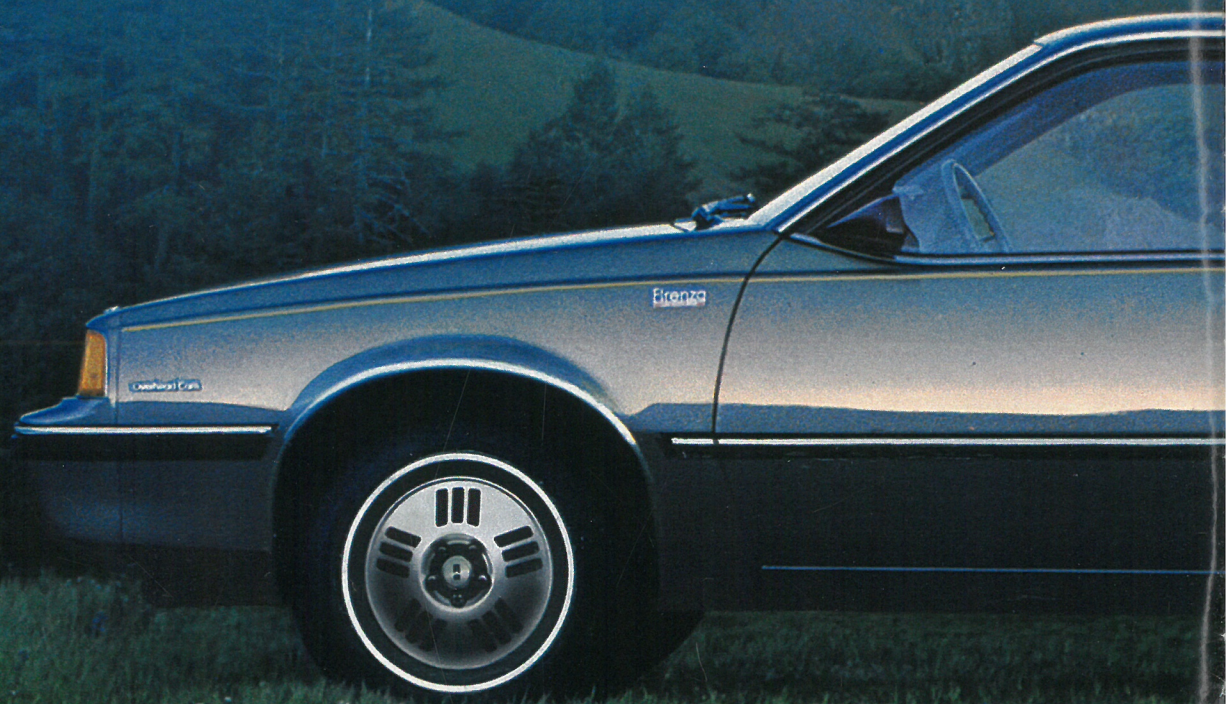
CALAIS ES



CALAIS ES

Solid, agile and sleek...designed and built for a road tour all its own. That's Calais ES. Equipped with front-wheel drive, rack-and-pinion steering, track-hugging 14" Eagle GTs and a firm suspension for impressive handling. A fine-tuned 2.5-liter electronically fuel-injected engine for quick power. Or an available 3.0-liter multiport fuel-injected V6 for sprint response. But Calais ES delivers more than just enlightening road performance. It's also beautifully aerodynamic, with dual patch mirrors, sharp black trim, composite headlamps and a sleek front end for extra good looks. And inside, breakthrough technology isn't for dazzling, but for driver ease and comfort. Calais ES. Take hold, and ride with the wind.

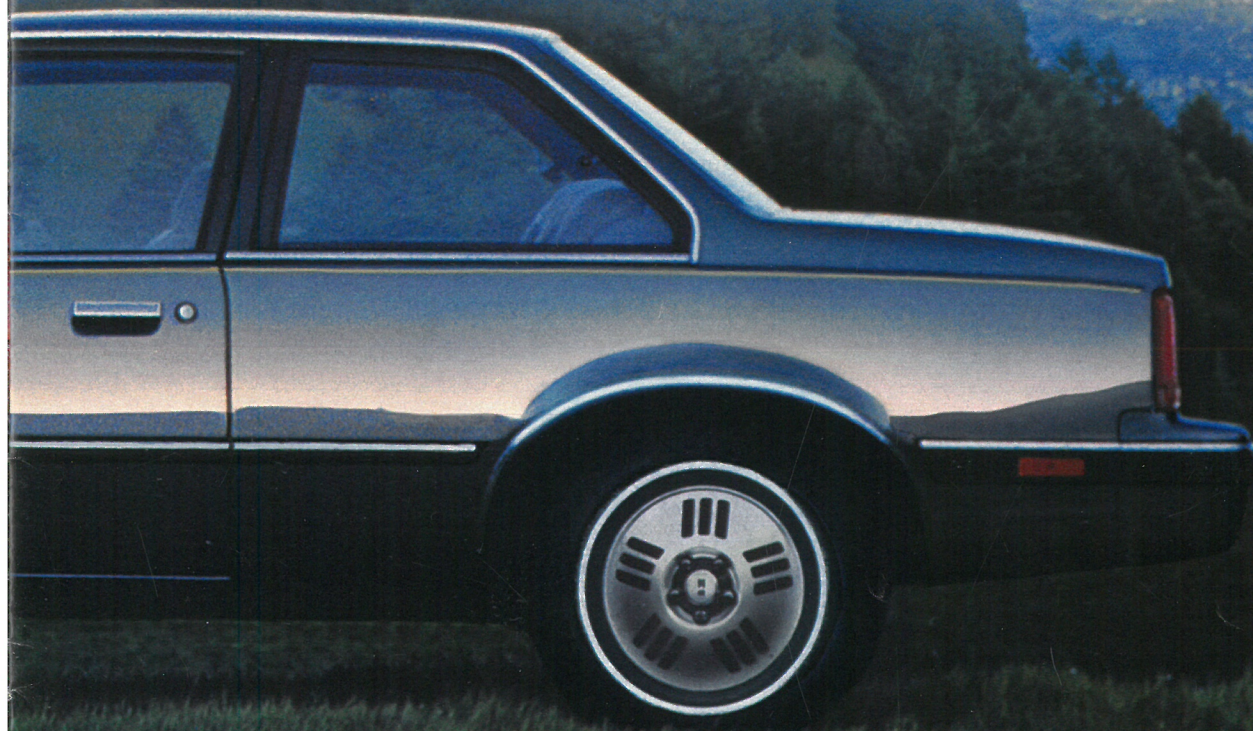
FIRENZA



Work hard. Drive easy. Few bodies are so well prepared for today's active days—and nights. The exception? The Firenza lineup of Oldsmobiles. Each one with fuel-injected performance plus front-wheel drive and MacPherson front suspension for quick, agile handling that's just plain fun to be with. And the stylish good looks of these Firenzas will rub off—making you look good in the bargain. You'll be indulged by plenty of rewarding Firenza touches and sporty standard equipment. And tempted by a special list of smart, available options. There's even a super-sporty GT hatchback coupe—for extra "hot" good looks. Best of all, as the most affordable of Oldsmobiles, Firenza is one great shape that's easy to get into.



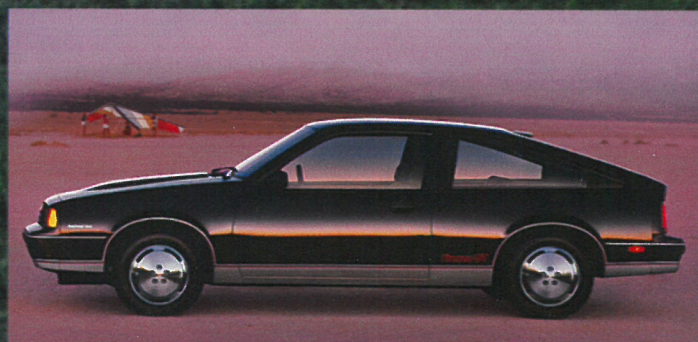
FIRENZA LX SEDAN



FIRENZA LC COUPE



FIRENZA COUPE, SEDAN AND FIRENZA S HATCHBACK COUPE



FIRENZA GT HATCHBACK COUPE

CUTLASS CIERA



When specialists design a car so thoroughly correct...it can only be a winner. For example, Cutlass Ciera and Cutlass Ciera Brougham—they're not only a technological marvel, they're marvelous to look at and fun to drive. Created with state-of-the-art computers. Manufactured by smart minds using advanced robotics for precise fit and finish. And the quality shows, especially in the ride. MacPherson strut suspension and rack-and-pinion steering, coupled with steel-belted radial tires, iron out the road. And for performance...a 2.5-liter electronically fuel-injected engine is standard, with a 2.8-liter V6 available. Inside and out, this is style, technology and performance at the top of its class.



CUTLASS CIERA BROUGHAM INTERIOR



CUTLASS CIERA BROUGHAM SEDAN



CUTLASS CIERA BROUGHAM COUPE



CUTLASS CIERA SEDAN AND COUPE

CUTLASS CIERA ES



CUTLASS CIERA ES

Here's a car that turns curves into straights, beautifully. Just your kind of driving machine—the Cutlass Ciera ES. Its front-wheel drive and 3.8-liter sequentially fuel-injected V6 will take you smoothly through every beautiful bend. And to add to the special feel of performance, there's plenty of sporty standard equipment: a 4-speed automatic transmission with overdrive, Oldsmobile's Level III firm handling suspension, dual outlet exhaust, Tungsten halogen headlamps, 14" Eagle GTs, aluminum wheels, Rallye instrumentation, leather-wrapped steering wheel, front bucket seats and a floor-mounted console shifter. So take on those curves with a car that knows how to straighten 'em out. Take on Cutlass Ciera ES.

CUTLASS CIERA GT



CUTLASS CIERA GT

Cutlass Ciera GT's performance tells you it's a driver's car. Its ground hugging, road-handling capabilities inform you it's a very special Oldsmobile. For starters, GT's high-energy ignition system fires up a 3.8-liter sequential port fuel-injected V6 engine. Next, put its floor-mounted console shifter—linked to a 4-speed automatic overdrive transmission—into gear. Then, take hold of the leather-wrapped steering wheel and get set for Ciera GT excitement...it's sure to quicken your pulse. And there's more! Form-fitting reclining bucket seats, Level III handling suspension, 14" Eagle GT tires and one sporty GT feature after another—inside and out. Ciera GT. It'll raise your standard of driving as it raises your pulse.



CUTLASS CIERA GT INTERIOR

CUTLASS

SUPREME



Your travel outlook never looked as good as it does when you arrive in a Cutlass Supreme. Coupe or sedan, each Cutlass Supreme is a pleasure to drive. Inside, the quiet and comfortable environment is enhanced by rich, velour, first-class seating for six. For road performance, why not opt for the powerful 5.0-liter 4-barrel V8 in Cutlass Supreme Brougham—then step on the pedal and take control. The ride is quiet and smooth. The result of power steering, power brakes, automatic transmission and so much more—all standard. Then choose from the long list of available features, such as Tilt-Wheel steering, Cruise Control and special Delco-GM sound systems. Cutlass Supreme. It's always great to go first class.



CUTLASS SUPREME BROUGHAM SEDAN



CUTLASS SUPREME BROUGHAM COUPE



CUTLASS SUPREME COUPE AND SEDAN



CUTLASS SALON AND CUTLASS 442



DELTA 88 ROYALE BROUGHAM SEDAN

DELTA 88



To improve a car as popular as the Delta 88 Royale Brougham Sedan was a challenge. Take styling. We changed it for 1986. But only after we made sure it was sleeker, more attractive, more aerodynamic. Take interior room. Delta 88 owners insist on plenty of headroom, hiproom and legroom. For six. So we kept roominess in mind. Then, for smooth ride and easy handling, we added front-wheel drive, rack-and-pinion steering and four-wheel independent suspension. We even made electronic load levelers available. And so it went. Improved support in full-foam seats. Improved corrosion resistance features. Improved interior luxury and acoustics. Delta 88 Royale Brougham Sedan—it'll make you smile.



DELTA 88 ROYALE BROUGHAM INTERIOR

DELTA 88



To improve a car as popular as the Delta 88 Royale Brougham Sedan was a challenge. Take styling. We changed it for 1986. But only after we made sure it was sleeker, more attractive, more aerodynamic. Take interior room. Delta 88 owners insist on plenty of headroom, hiproom and legroom. For six. So we kept roominess in mind. Then, for smooth ride and easy handling, we added front-wheel drive, rack-and-pinion steering and four-wheel independent suspension. We even made electronic load levelers available. And so it went. Improved support in full-foam seats. Improved corrosion resistance features. Improved interior luxury and acoustics. Delta 88 Royale Brougham Sedan—it'll make you smile.



DELTA 88 ROYALE BROUGHAM INTERIOR



DELTA 88 ROYALE BROUGHAM SEDAN

DELTA 88



This year, Delta 88 has a whole new game plan for America's families—more exciting, more attractive, more durable. To do it, we put together a whole new team. Front-wheel drive for sure tracking. The quick reflexes of rack-and-pinion steering. Four-wheel independent suspension to block out bumps. And we didn't stop there. We added a smooth-running 3.0-liter V6 with multiport fuel injection and a 4-speed automatic overdrive transmission. For extra kick, there's an available 3.8-liter V6 with sequential port fuel injection. And, of course, elegant interior comfort for six. The unique, distinctively styled Delta 88 Royale and Royale Brougham—sedans and the all-new coupe—just the car for an All-American family like yours.



DELTA 88 ROYALE SEDAN



DELTA 88 ROYALE BROUGHAM COUPE



DELTA 88 ROYALE COUPE



DELTA 88 ROYALE INTERIOR

REGENCY

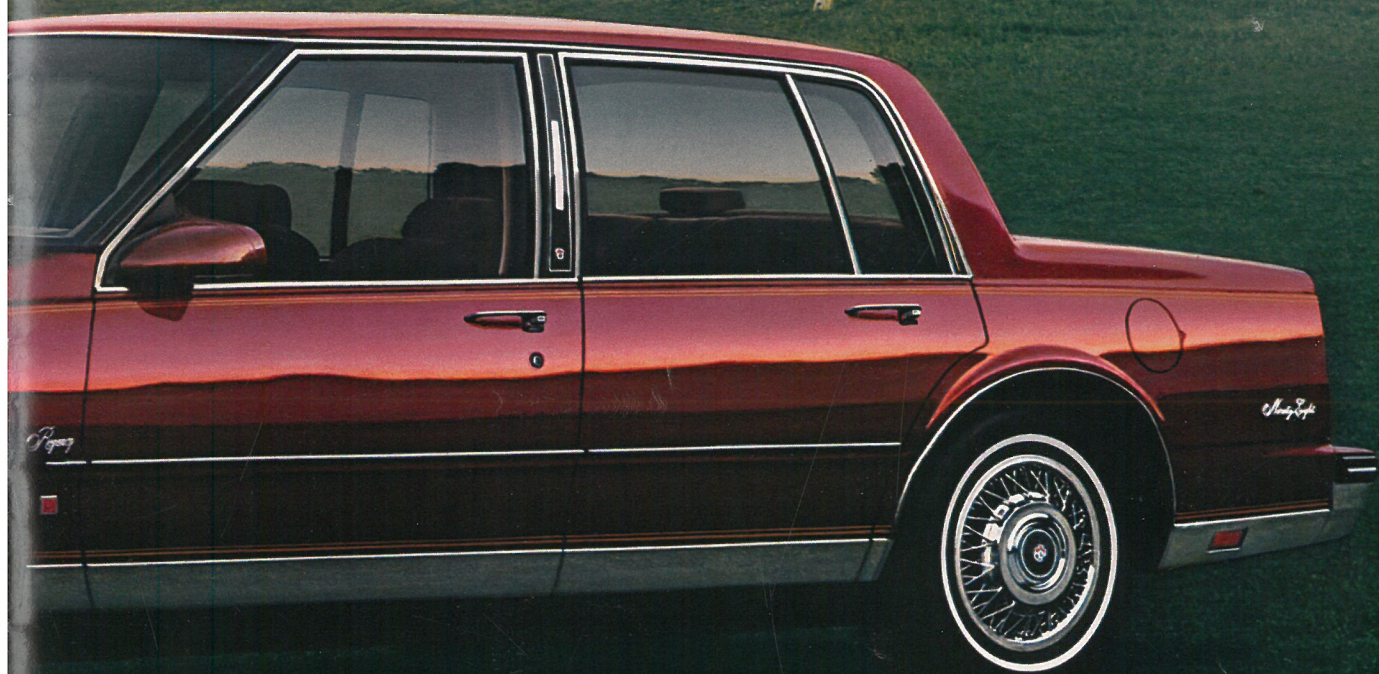
Ninety-Eight



Ninety-Eight owners share something in common. They share a highly developed sense of appreciation for elegance and luxury in the cars they drive. They want it all. Impressive lines. Opulent interiors. Impeccable detailing. All! They want technology. And Ninety-Eight offers the most exciting electronics available. (Even a voice information reminder system.) Ride! Precise road management! Performance! Sequential port fuel-injected V6! Standard equipment! Everything from Four-Season air conditioning to a host of power features. All told, whether Ninety-Eight Regency or Regency Brougham, sedan or coupe, this is the perfect marriage of logic and luxury—the “thinking person’s” luxury car.



NINETY-EIGHT REGENCY BROUGHAM INTERIOR



NINETY-EIGHT REGENCY BROUGHAM SEDAN



NINETY-EIGHT REGENCY BROUGHAM COUPE

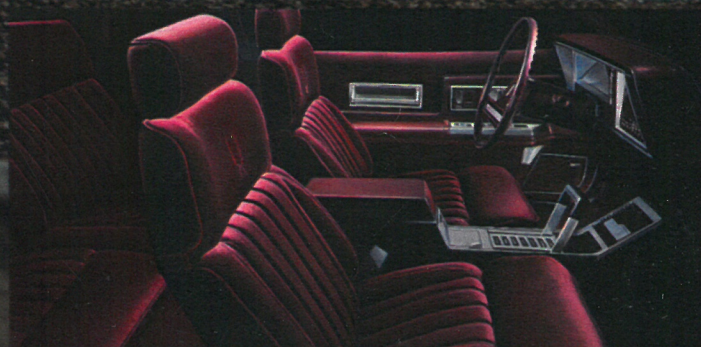


NINETY-EIGHT REGENCY SEDAN AND COUPE

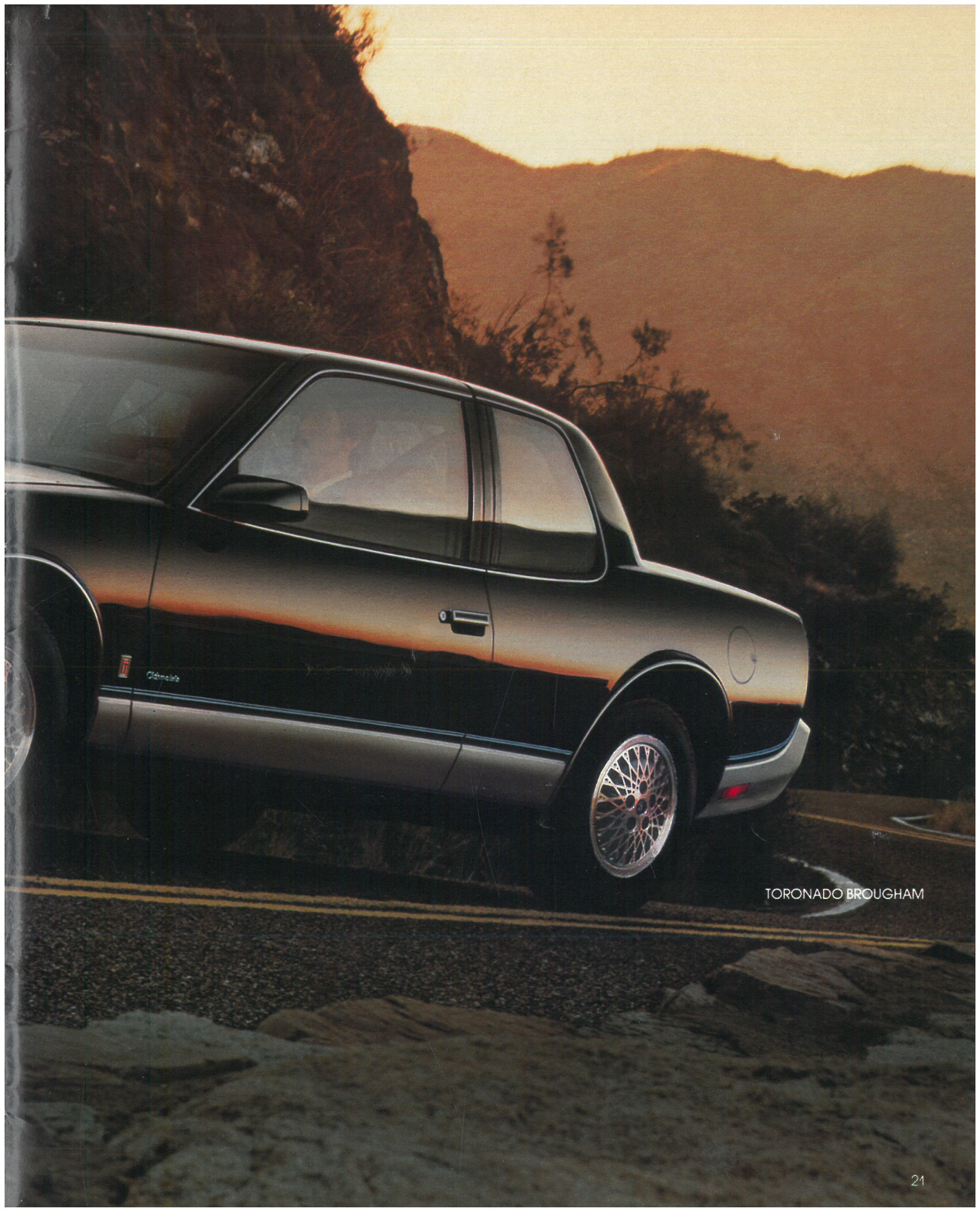
TORONADO



Once in a generation comes a car so unique, so personal, it stands alone. When Oldsmobile first introduced the Toronado twenty years ago, it was the world's first personal luxury coupe...a category of one. Now, with this striking new shape and innovative technology, Toronado redefines the category and it is again...a category of one. This is the shape of luxury and performance. The result of new, ground-breaking engineering excellence. This is world-class roadability and response...with a standard 3.8-liter sequentially fuel-injected V6, front-wheel drive, four-wheel independent suspension and a drag coefficient of just .36. This is the Toronado personal luxury coupe...once again, a category of one.



TORONADO BROUGHAM INTERIOR



TORNADO BROUGHAM

IMPORTANT: Since the time of printing, some of this information may have been updated. Also, some of the equipment shown or described in this brochure is available at extra cost. The right is reserved to make changes at any time, without notice, in materials, equipment, specifications and models. Check with your Oldsmobile dealers for complete information before ordering.

A word about engines: Oldsmobiles are equipped with engines produced at facilities operated by GM car groups, subsidiaries or affiliated companies worldwide. See your dealer for details.

Every new 1986 Oldsmobile delivered by an Oldsmobile dealer in the United States comes with a one year, \$10,000 safety belt insurance certificate from MIC General Insurance Corporation at no additional charge. \$10,000 will be paid to the estate of any occupant who suffers fatal injuries as a result of an accident involving that vehicle while wearing a GM safety belt. Buckle up every time you drive.

THE 1986 OLDSMOBILES:

Toronado Brougham
Ninety-Eight Regency Brougham Sedan
Ninety-Eight Regency Brougham Coupe
Ninety-Eight Regency Sedan
Ninety-Eight Regency Coupe
Custom Cruiser
Delta 88 Royale Brougham Sedan
Delta 88 Royale Brougham Coupe
Delta 88 Royale Sedan
Delta 88 Royale Coupe
Cutlass Supreme Brougham Sedan
Cutlass Supreme Brougham Coupe
Cutlass Supreme Sedan
Cutlass Supreme Coupe
Cutlass Salon Coupe
Cutlass Cruiser
Cutlass Ciera Brougham Sedan

Cutlass Ciera Brougham Coupe
Cutlass Ciera Sedan
Cutlass Ciera Coupe
Calais Supreme Sedan
Calais Supreme Coupe
Firenza LX Sedan
Firenza LC Coupe
Firenza GT HB Coupe
Firenza Sedan
Firenza Coupe
Firenza S HB Coupe
Firenza Cruiser

There is a special feel
in an

Oldsmobile 



Let's get it together...buckle up.

PRINTED IN USA 6/85