

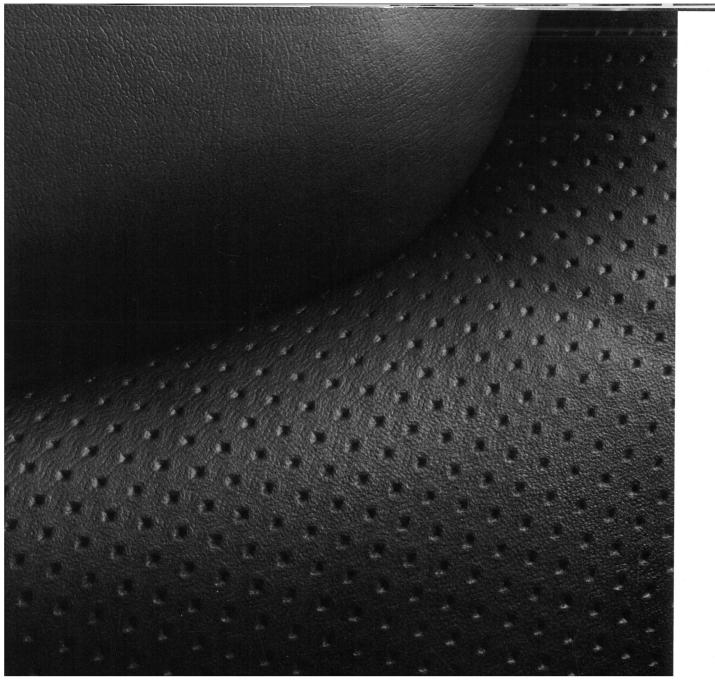
A

LEADER IN MEANINGFUL ENGINEERING

The kind of engineering that ultimately matters is the kind that results in a better driving experience for you. Like Bravada's SmartTrak system, which combines full-time all-wheel drive and four-wheel anti-lock brakes to automatically help maintain control under virtually any road and weather conditions.

Advanced powertrain controls give our electronic-shift transmission a shifting action that is all but imperceptible. It's available on 12 Oldsmobile models for 1993.

It's the kind of engineering most drivers may not notice...until it's needed. Because what's most important isn't what you see. It's what you get when you press the accelerator, turn the steering wheel or apply the brakes.



STEP-UP COMFORT AND FEATURES

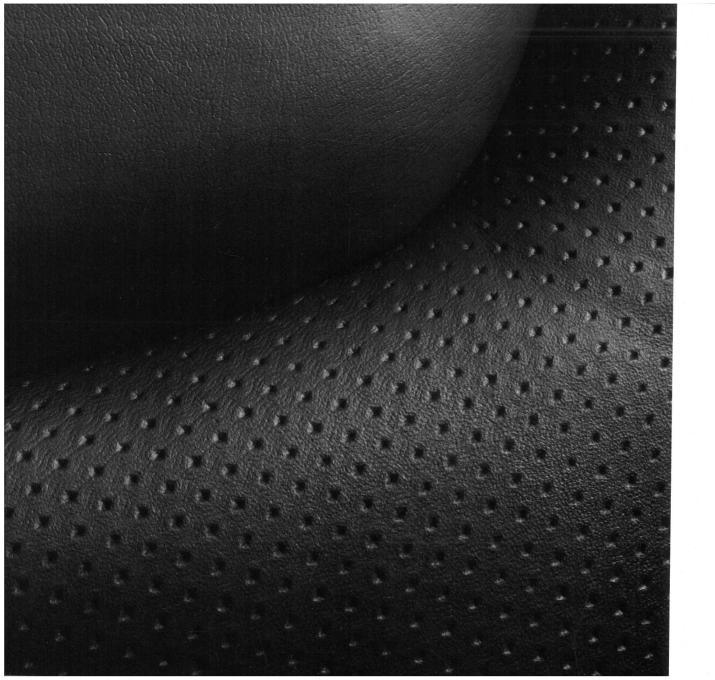
Every Oldsmobile vehicle provides an environment that surrounds you with the features you need...and with some that are just wonderful to have.

As a driver, you'll appreciate steering wheel touch controls that let you easily adjust the climate and/or sound system on many 1993 Oldsmobiles.

As a passenger, you'll experience the comfort provided by air ducts that direct warm or cool air to the rear seat on many models.

Every 1993 Oldsmobile offers not only the option of power locks, but also remote controls that can unlock the doors and trunk from up to 15 feet away.

All of these conveniences make an Oldsmobile a place where you'll enjoy being. No matter where you're going.



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SOLID WELL-BUILT AND SAFE

Oldsmobile vehicles are designed not only to help protect you in an accident, but also to help prevent one in the first place. Anti-lock brakes are standard on 13 models. Every Oldsmobile has front-wheel drive, except Bravada—and it has all-wheel-drive SmartTrak.

Occupant protection features on all Oldsmobile cars include sideguard door beams, front and rear crush zones, and three-point lap and shoulder belts. Driver-side air bags are standard on eight Oldsmobile models for 1993.

For your peace of mind, we also include automatic door locks, rear door child-security locks and a PASS-Key theft-deterrent system on many models.

Of all the elements in the Power of Intelligent Engineering, none stands apart more than our commitment to safety.



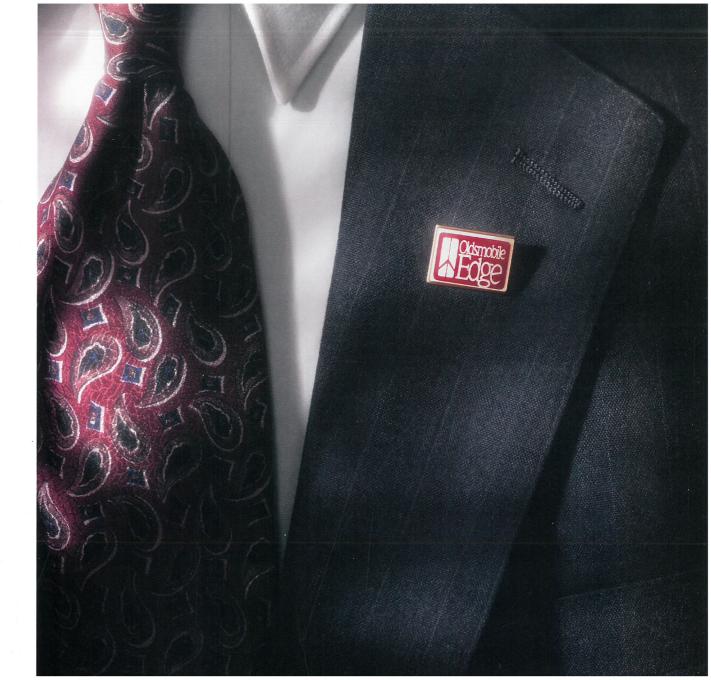
SUPERIOR OWNERSHIP EXPERIENCE

With some car companies, once the sale is made, you're forgotten. That doesn't happen at Oldsmobile, where owner surveys show over 90 percent of all new Oldsmobile owners would recommend their dealer to a friend.

In our 3,000-plus locations, you'll find highly trained technicians, many with Master Technician status, to help keep your vehicle in top condition. To help keep you informed, we'll send service reminders to your home.

We take particular pride in the Oldsmobile Edge-the most complete commitment to owner satisfaction in the industry-standard on every new Oldsmobile. For the full story, turn to page 26.

Few things are as satisfying as taking a new car home. At Oldsmobile, our goal is to preserve that feeling for a long, long time.







Top: Ninety Eight Regency Elite. Above: Ninety Eight Touring Sedan interior, trimmed in leather. Right: Ninety Eight Regency.



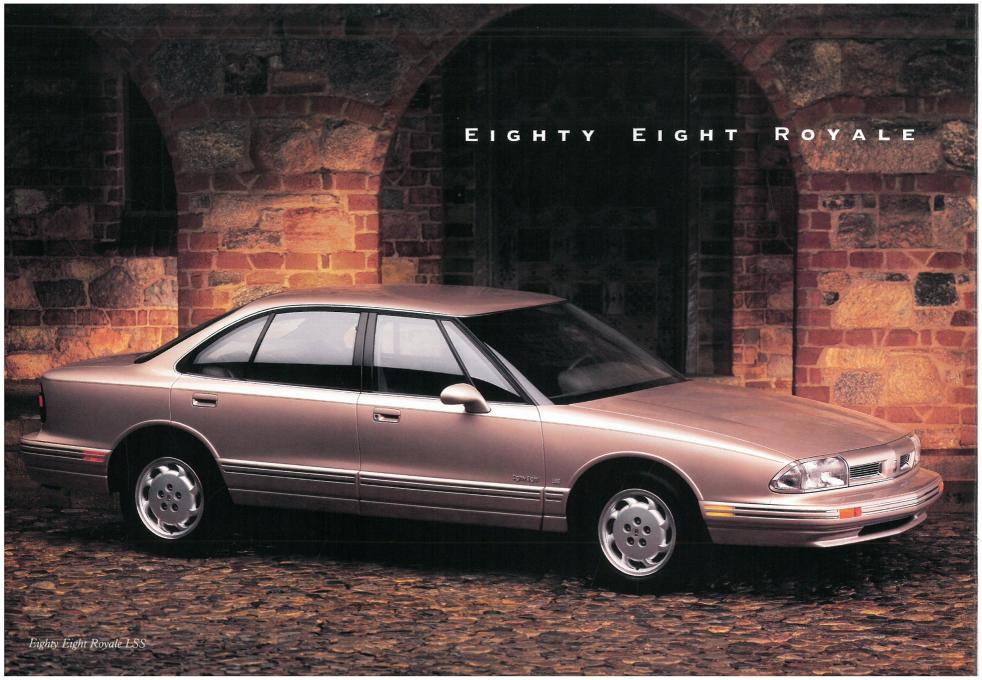
SURROUND YOURSELF WITH

INTELLIGENT LUXURY

Many luxury cars claim to be exceptionally quiet, comfortable and smooth. Every Oldsmobile Ninety Eight model is designed to truly deliver on this promise. Quietness is assured by a process we call sound mapping, which enabled us to put sound-dampening materials in their most effective places. The result for you is one of the quietest cars on the road today. Enhancing comfort is an available automatic climate control system that lets you set different temperatures for driver and front seat passenger (standard on Touring Sedan). Smoothness is assured by the advanced 3800 V6 engine, matched to an electronic automatic transmission that monitors and adjusts to driving conditions 360 times per second

to provide nearly imperceptible shifting. But with standard features like a driver-side air bag, antilock brakes, rear door child-security locks and extensive use of reinforced steel, the most comforting feature of every Ninety Eight may well be its ability to protect you.

ENGINE	3800 V6	SUPERCHARGE 3800 V
Displacement	3.8-liter	3.8-lite
	(231 cu. in.)	(231 cu. in
Horsepower	170 @ 4800	205 @ 440
Torque		260 @ 260
		Optional o
,		Touring Seda
	Eight models	Touring Coun
	TRANSAXLE	





IT'S EVERYTHING A FULL-SIZE SEDAN SHOULD BE



The Eighty Eight Royale LS is both spacious and stylish.

We designed every Eighty Eight Royale to provide you with the ideal qualities of a full-size sedan. Starting with a generous amount of well-appointed interior room and a 17.5-cubic-foot trunk, which give the Eighty Eight Royale the traditional qualities of room and comfort. A responsive 170-horse-



power 3800 V6 engine, four-wheel independent suspension, anti-lock brakes and a sleek, aerodynamic exterior help give it a decidedly nontraditional soul for the road. Of course, a number of standard safety features are also provided, including a driver-side air bag, power window lockout switch, rear door child-security locks and reinforced steel. In short, the Eighty Eight Royale is spacious, comfortable, responsive and safeexactly what a full-size sedan should be.

Above: The Eighty Eight Royale.

Above, far left: The Eighty Eight Royale

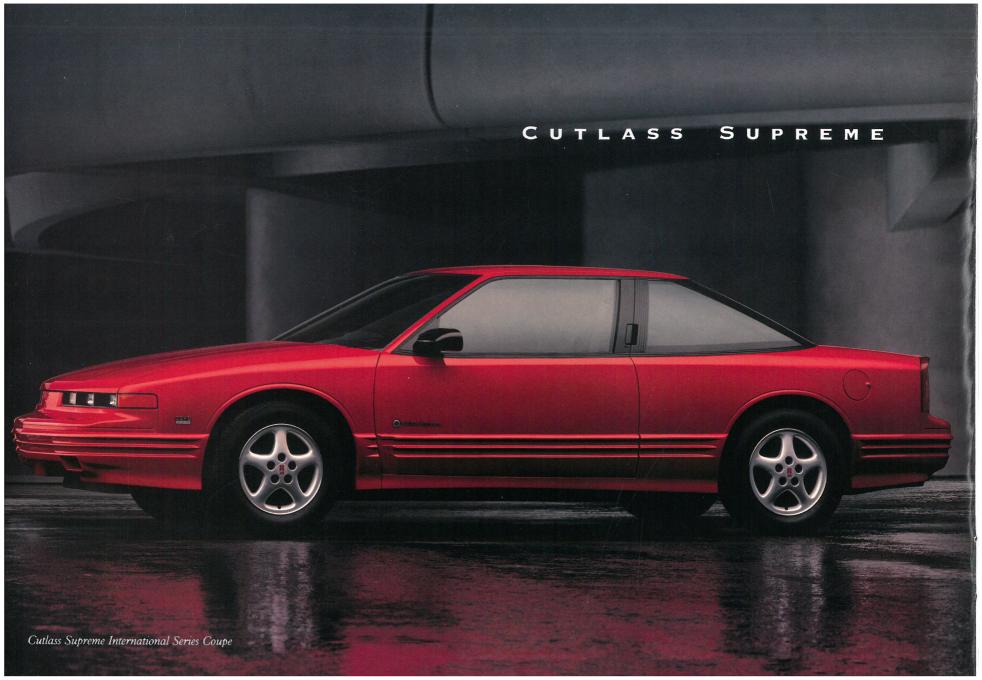
LSS interior trimmed

in available leather.

Child-security locks prevent the rear doors from being opened from inside.

EIGHTY EIGHT POWERTRAIN SPECIFICATIONS

ENGINE	IN SPECIFICATIONS 3800 V
Horsepower	3.8-liter (231 cu. in
	RANSAXLE



IT'S AS INSPIRING То Lоок Ат AS IT IS TO DRIVE



Your first look at any Cutlass Supreme tells you it's a masterpiece of design. Your first drive will tell you it's a masterpiece of engineering. Whether you choose the Cutlass Supreme International Series, SL, S or Convertible model. you'll appreciate features like fourwheel independent suspension, four-wheel disc brakes, and engine choices that include the 200-horsepower 3.4-liter Twin Dual Cam V6 and a 3.1-liter V6. You'll also discover that every Cutlass Supreme is designed to make an inspired



driving experience the norm, rather than the exception.

CUTLASS SUPREME POWERTRAIN SPECIFICATIONS

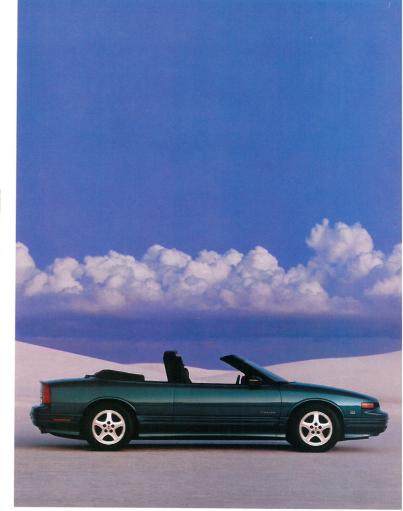
ENGINE	3.1-LITER V6	3.4-LITER V6
Displacement .	3.1-liter	3.4-liter
	(191 cu. in.)	(207 cu. in.)
Horsepower .	140 @ 4400	200 @ 5000
Torque	185 @ 3200	215 @ 4000
Availability	Standard on	Standard on
-	S, SL and	International
	Convertible,	Series, optional
	optional on Inter-	on Supreme S. SL
	national Series	and Convertible
	TDANCAVIE	

LE
ed 4-speed or automatic tic

Right: The Cutlass Supreme convertible provides an unexpected level of room and comfort.







Left: Cutlass Supreme SL, available in both four-door sedan and two-door coupe versions.

ACHIEVA

DRIVING ENJOYMENT HAS NEVER BEEN THIS WELL-THOUGHT-OUT



Above: The Achieva SC comes with a High-Output Quad 4 engine that delivers 175 horsepower.

Right: The Achieva's wraparound dash is designed to put every control at your fingertips (shown here is Achieva SC).



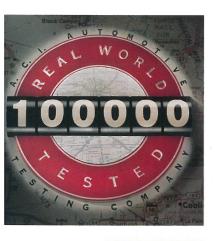
Below: The Achieva SCX features the same 16-valve W41 engine used in race competition. This engine, exclusive to Oldsmobile, provides 185 horsepower.



Every Achieva model provides features you'd expect to find only on larger, more expensive cars. For example, a four-wheel anti-lock braking system and automatic power door locks are standard on all models. So, too, is an advanced engine-whether you choose the Quad OHC (Achieva S), Quad 4 (Achieva SL), High-Output Quad 4 (Achieva SC) or W41 Ouad 4 (Achieva SCX). Inside, you'll find an interior with eight separate storage areas, reclining front bucket seats with driver-side lumbar support, and a rear seat heating outlet, which will make everyone comfortable. What it all means is that when you set your sights on an Achieva, there's no need to lower your expectations.

PO	A Wertraii	CHIEVA N SPECIFIC	ATIONS
ENGINE	QI	JAD OHC	QUAD 4
Horsepower Torque	(1/ 115 140 St	40 cu. in.) @ 5200 . @ 3200 .	2.3-liter (140 cu. in.) 155 @ 6000 150 @ 4800 Standard on Achieva SL, optional on S and with SC package
	TR	ANSAXLE	
Transaxle .		. 5-speed manual or 3-speed automatic	3-speed automatic
ENGINE	HIGH- OUTPUT QUAD 4	W41 QUAD	3300 V6
	(140 cu. in.) 175 @ 6200 155 @ 5200 Standard	(140 cu. in. 188 @ 6800 160 @ 5200 Standard	5 160 0 @ 5200 0 185 0 @ 2000 d Optional on
	with SC package	with SC) package	
	TRA	ANSAXLE	
Transaxle .	5-speed	5-speed	1 3-speed

THE ACHIEVA 100,000-MILE REAL-WORLD TEST

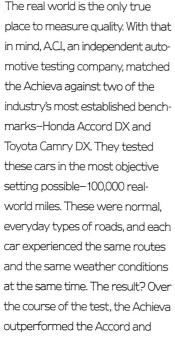


Al Carpenter, a thirty-twoyear veteran of the auto industry, is the president of A.C.I., the company that put the

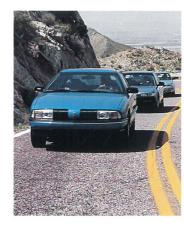


Achieva through the 100,000-mile test. "I've never seen a company with the confidence to put themselves on the line the way Oldsmobile did with a brandnew car. They put their new Achieva up against the world, and in doing so, set a new standard for how quality should be measured"

The Achieva's Opti-Ride seat is designed to provide a consistent level of support that resists sagging over time.



Camry in total
cost, which
includes maintenance, repair
and operating
costs. All three



Achieva S models driven completed the test without needing a single repair to their standard Quad OHC engine. One of the reasons may be because the Quad OHC has fewer parts which could break down, with an integrated direct ignition system eliminating the need for spark plug wires, PCV valves and timing adjustments. Throughout the test, drivers also commented on the Achieva's wraparound dash, finding its controls well laid out, easy



to use and virtually at their fingertips. Others noted the variety of control settings provided by the heating and air conditioning knobs. Beyond what was revealed in the 100,000-mile test, when you drive an Achieva for a number of years. you'll discover the long-term durability of its stainless-steel exhaust and two-sided galvanized steel body panels. In a real-world test or in your real world, the Achieva has truly redefined quality.





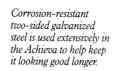
The Quad OHC and Quad 4 DOHC engines that were tested require no spark plug wires or distributor. This improves engine reliability and lowers maintenance costs.

100.000-MILE TEST RESULTS*/AVERAGE COST PER CAR

Vehicles**	Maintenance [†]	Repairs	Operating Cost**	Total Cost
ACHIEVA	\$ 959	\$ 512	\$4,084	\$5,555
ACCORD	\$2,756	\$ 366	\$4,098	\$7,220
CAMRY	\$1,499	\$1,283	\$4,358	\$7,140
*Concurrence overeriens	- 1- A Ctt			

*Consumer experience may vary. **3 Achieva S. 3 Achieva SL., 3 Accord DX, 6:2 Camry DX models. *Based on manufacturer's recommended maintenance schedule. **Includes fuel, fluids and routine wear-outs.

The final test results speak for themselves. At \$5,555, the Achieva's average total cost was substantially less than either Accord or Camry.





Lexan® polycarbonate

chipping, cracking and

shattering, adding to

long-term durability.

lenses are used in the

headlamps to resist







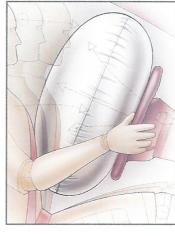
Achieva's standard four-wheel anti-lock braking system, ABS VI, features a simplified design to increase reliability.

CUTLASS CIERA

PROVEN ENDURANCE MAY BE

ITS MOST VALUABLE QUALITY





The Cutlass Ciera SL's standard air bag is the product of extensive testing. Remember, always wear safety belts, even with an air bag.



Functional and easy-touse describe the standard instrument panel with analog gauges. How do you create a car with enduring value? It takes more than a proven design-it takes a commitment to continuous

improvement. Since the Cutlass
Ciera was first introduced, we've
made more than 7,000 refinements. This year, we added a
driver-side air bag and made it
standard on every SL model. We
also improved the chassis to
provide even better stability during
windy conditions. The suspension
was fine-tuned to provide an even
smoother ride. Some things,

though, didn't change. Like a comprehensive list of standard features that include a reliable 3300 V6 engine, automatic transmission, air conditioning and automatic power door locks. One other thing that's unchanged is our commitment to making the Cutlass Gera SL a great, all-around car.

ENGINE	2.2-LITER	3300 V6
Displacement .	2.2-liter	3.3-lite
	(133 cu. in.)	(204 cu. in.)
Horsepower	110 @ 5200	. 160 @ 5200
Torque	130 @ 3200	. 185 @ 2000
	Standard	
-	on S	on SL
		optional on S
	TRANSAXLE	
Transaxle	3-speed	3-speed
	automatic	automatic
		or 4-speed

automatic

CUTLASS CIFRA/CRUISER

THE CUTLASS CIERA MEASURES UP, NO MATTER HOW YOU MEASURE QUALITY

The quality of the Oldsmobile Cutlass Ciera can be measured in a number of ways. In the recent J.D. Power and Associates 1992 Initial Quality Study, the Cutlass Ciera was ranked in the top ten among over 140 different models. It was also ranked best model in initial quality in its price class-\$12,001-\$17,000* Just as important as how it was ranked, is who was doing the ranking-the study was based on the comments of those who are the true judges of initial quality-owners. Of course, this car's quality comes as no surprise to us. Because 95% of all the Cutlass Cieras ever sold are still on the road today (based on R.L. Polk registrations, 1982-1991). That's 95% of more than two mil-



lion Cutlass Cieras sold in the past ten years. Funny, isn't it, that many other manufacturers never seem to talk about numbers like this. Then again, maybe they don't have a quality story like this to report.

BEST IN PRICE CLASS CLAIM BASED ON \$12,001-\$17,000 PRICE CLASS CATEGORY J.D. Power and Associates 1992 Initial Quality Study; SM Based on 33,573 consumer responses, indicating ownerreported problems during the first 90 days of ownership.



The Cutlass Ciera S model is shown at top and above.

Our commitment to quality and continuous improvement extends to a rigorous and ongoing testing process, another standard feature that's part of every Cutlass Ciera. Exposure to freezing temperatures, snow, salt, steep grades and unforgiving roads are a few of the conditions it's subjected to during testing.























CUTLASS CRUISER-ENGINEERED FOR VERSATILITY



Above: The Cutlass Cruiser S model provides another wagon choice in the Cutlass Cruiser line. It only takes one weekend to appreciate the value of the Cutlass Cruiser SL. The standard third seat provides additional seating room for the kids. The rear two seats fold flat to provide 74 cubic feet of cargo space. If you're going

camping, the Cutlass Cruiser can tow the trailer, no problem. And fuel-efficiency is a plus, with an EPA estimated 20 mpg city, 29 mpg hwy. Anything else? Chances are, this wagon can handle whatever situation may arise.

Flexibility is provided by the third seat that extends seating capacity to eight passengers, middle and rear seats that fold flat to provide over 74 cubic feet of capacity, and a flip-up rear window for easy loading. A retractable cargo cover and a rooftop luggage rack are standard on SL.



ONE OF THE MOST LUXURIOUS CARS YOU CAN FIND INSIDE A MINIVAN





DETAILS NOT THE REAL PROPERTY.	ERTRAIN SPECIFIC	
ENGINE	3.1-LITER V6	3800 V6
Displacement	3.1-liter (191 cu. in.)	3.8-liter (231 cu. in.)
	120 @ 4200 . 175 @ 2200 .	170 @ 4800
	Standard	
	TRANSAXLE	
Transaxle	3-speed automatic	4-speed automatic electronic

Driver information is presented by the Silhouette's analog instrument panel. Steering wheel touch controls for climate control and sound system functions are available. A center console features a lockable storage bin that can store valuable items.

Above: Silhouette interior with seating areas trimmed in available leather.

Right: An industry first, the available electronic sliding door opens and closes at the touch of a button (late model year availability).



All minivans can comfortably handle a variety of cargo-hauling assignments. The Silhouette, however, is designed to handle people just as comfortably. For starters, all seats are individually contoured and are available with leather trim. Plus, the five rear seats can be folded into tables. They are easily removable, too, and at only 34

pounds each, lifting them out is a snap. By incorporating 15 acoustical refinements, we made the Silhouette one of the quietest minivans on the road today. For responsive performance, we gave it a standard 3.1-liter V6 engine that also helps deliver an impressive EPA estimated 18 mpg city, 23 mpg hwy. Or for added

performance, you can choose the available 170-horsepower 3800 V6. Finally, for car-like driveability, we've provided standard features like anti-lock brakes and front-wheel drive. Reward yourself with the versatility of a minivan and the comfort of a luxury sedan. Reward yourself with a Silhouette.



Road conditions can change quickly. Fortunately, Bravada's SmartTrak system adjusts just as fast.









ENGINEERED FOR THE UNEXPECTED

The Bravada's standard road management system, SmartTrak, combines all-wheel drive and fourwheel anti-lock brakes to instantly react to road conditions. While many four-wheel-drive vehicles require you to shift in and out of four-wheel drive as the need arises the SmartTrak system goes one step further by automatically adjusting to the road. That's reassuring, considering the unpredictability of roads and weather. And because the Bravada is an Oldsmobile, it also provides you with an unexpected level of luxury in a sport utility vehicle. So whether you find yourself on the roughest or smoothest of roads, the Bravada will take care of you.



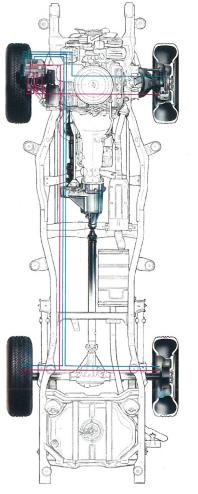
Above: The Bravada's interior, with seats trimmed in available leather.

Right: With an available towing package, the Bravada can tow up to 5,250 pounds (including passengers, trailer, cargo and equipment).



ENGINE	4.3-LITER
Displacement	4.3-li
	(262 cu. i
Horsepower	200 @ 45
Torque	260 @ 36
Availability	
TRAN	SAXLE

The Bravada's antilock braking system combines hydraulically operated braking (shown in red) with an electronic sensing system (shown in blue).



IOOSMODIE

THE POWER OF INTELLIGENT ENGINEERING.