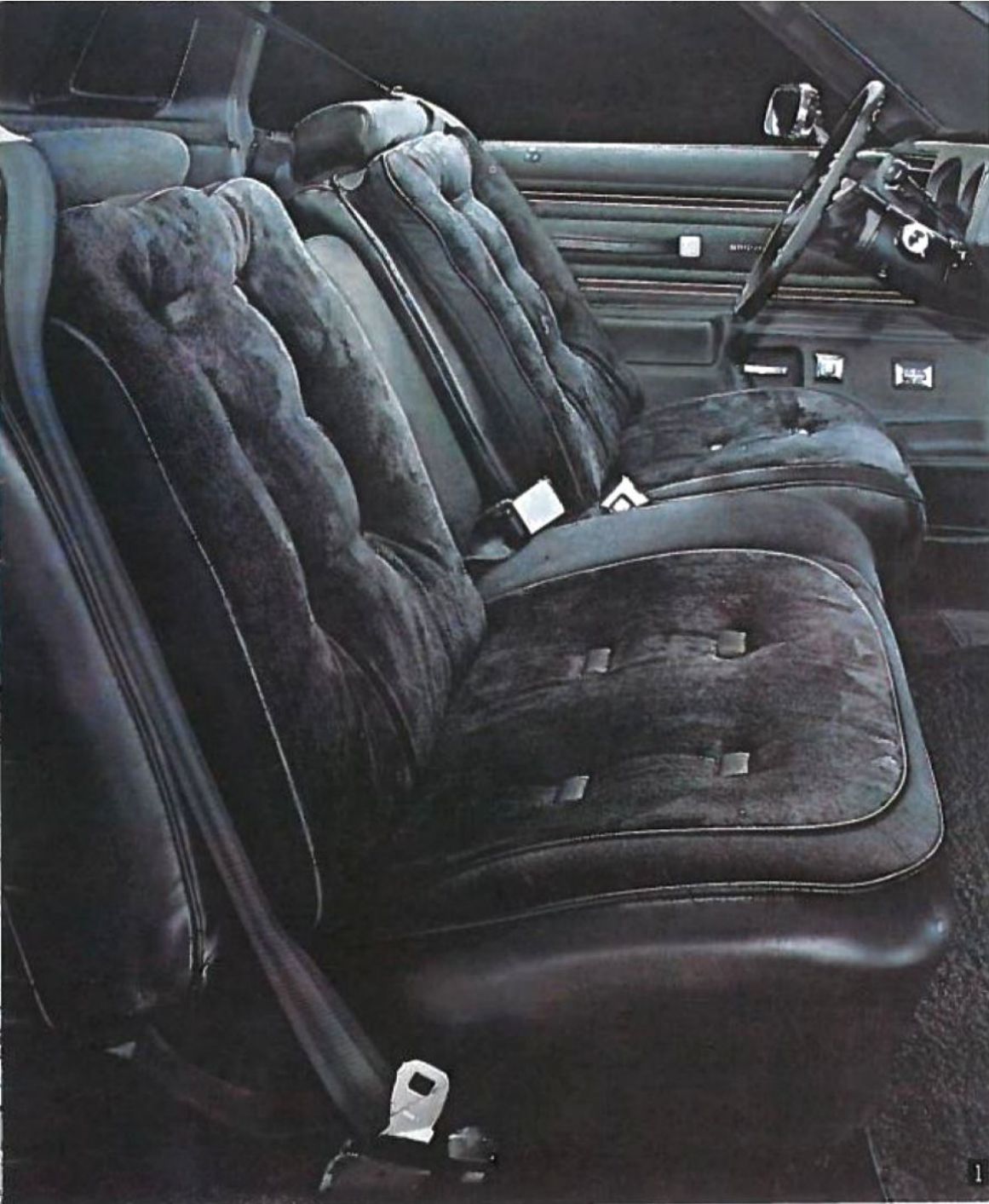


CUTLASS • OMEGA  
OLDSMOBILE '76

A classic look...a graceful response...  
a special elegance.  
Experience these same values ashore—  
in the luxurious new mid-size Olds.



Cutlass Supreme Brougham



If a classic-lined crisp-handling yacht excites you, then you'll appreciate the new mid-size Olds personal luxury car—Cutlass Supreme Brougham.

We took the best features of our popular Cutlass Supreme—good handling, easy parking, room for a family, an affordable price—and added a full measure of luxury.

Outside, new classic lines that bring the distinguished look and spirit of Toronado to a mid-size car.

Inside, elegance like never before in an Olds this size. Seats are full-foam and feature the "loose cushion" look of the most luxurious full-size Oldsmobiles. The divided front seat is very special. It offers separate seating comfort for two, with individual controls. Underfoot, sound-absorbing deep-pile carpeting.

Cutlass Supreme Brougham—a new concept of personal luxury in a car that is remarkably manoeuvrable and satisfyingly economical. A classic new standard for other mid-size cars to live up to.

Cutlass Supreme Brougham Colonnade Hardtop Coupe (far left): New personal luxury in a mid-size car.

1. Cutlass Supreme Brougham interior featuring a 60/40 divided front seat. Upholstery is La Mancha velour and Dover knit. Choice of black, blue, mahogany or buckskin.
2. A classic profile.
3. Ample luggage capacity, too.



1

2

3

To some, driving is more  
than getting from point A to point B.  
It's communication between man and car...  
command and feel...excitement.  
It's the grand touring experience of Cutlass Salon.



Cutlass Salon



In the grand touring tradition, Cutlass Salon is a car built to be driven. And enjoyed.

Enter. Slip into a contoured lounge seat. Adjust the reclining seat back to the position you prefer. Then, turn it on. Slip the sporty 5-speed manual overdrive\* into gear—and move out—on a GT-style suspension that seems to straighten tight turns and shorten long drives.

Stabilizer bars, front and rear; quick ratio power steering; steel-belted radial-ply tires and power front disc brakes make driving a pleasure.

Maybe you prefer to do your GT-ing automatically. Then be our guest. Our smooth, efficient TurboHydra-Matic is standard.

If you take your driving seriously, you owe yourself a test drive in Olds Cutlass Salon—a grand touring experience, Canadian-style.

\*Optional with 260 V8 (no extra cost)

Cutlass Salon Colonnade Hardtop Coupe (far left): A grand touring experience without a grand touring price.

1. Reclining front lounge seats. Console available (at extra cost) with automatic transmission.

2. Colonnade Hardtop Sedan: Family comfort with GT-style roadability.

3. Order a Hatch Roof for the sun, fun and air of a convertible. The lift out panels store in a special trunk carrying case. Available on Cutlass Supreme Brougham, Supreme and Salon coupes.



1

2

3

The easy way isn't your way. You demand more of yourself—and the car you drive. You get more in Cutlass Supreme—the most popular Olds ever.



Cutlass Supreme



Cutlass Supreme's climb to the top started with an idea. Classic elegance and luxury in a mid-size car. Canada obviously liked the idea. Because it has become one of the most popular Olds in history.

For 1976, Supreme continues that tradition. New styling features rectangular headlamps and dual grilles that sweep gracefully up and back. The profile—a classic from the start—is even cleaner. The formal roof includes opera windows.

Inside, the kind of stretch-out room and relaxing comfort that has helped make Cutlass Supreme a favourite. Front and centre—a padded armrest. Relax. Enjoy.

Cutlass Supreme's trim size helps make handling and parking almost second nature.

At trade-in time, expect value. Because Supreme's popularity has helped make it one of Canada's leading resale values.

Cutlass Supreme Colonnade Hardtop Coupe (far left): More elegant than ever.

1. A Custom Sport front seat is standard. A 60/40 divided front seat, available in coupe models.

2. Enjoy sporty bucket seats, no extra charge, in place of the Custom Sport bench seat. Upholstered in Plisse vinyl.

3. Cutlass Supreme Colonnade Hardtop Sedan: You can afford it now!

Feeling free. Letting your spirit soar.  
It's a great feeling –  
and you want it in the car you drive.  
Meet Cutlass S...the carefree, smooth-lined Olds.



Cutlass S Coupe



1



2



3



4



5



What smooth, aerodynamic styling can do for you in the air, Olds Cutlass S can do for your spirit on the road.

For 1976, Cutlass S Coupe lines are sleek and more uninhibited than ever. The new grille in that all-new front end, for example. It starts out like a usual grille, then slants back with a flair all its own. The headlamps, too, are new. They're rectangular.

The new side styling—smooth like a fuselage. To the rear—a gently sloping fast-back roofline that says "Let's buckle up and go!"

And when you do, you find the going smooth and quick. Standard power steering and a trim 112-inch wheelbase make handling and parking a driver's delight.

A lot of mid-size car? To be sure. Yet, even with all its sporty good looks and care-free flair, Cutlass S is still priced with cars that carry low-price names. And that, good friends, can keep you feeling carefree, too!

Cutlass sedans have always been popular with active, growing families for a lot of good reasons. There's room for six, room for luggage—and room for thrift.

Cutlass can go up to 22,500 miles between recommended spark plug changes and up to 15,000 miles between recommended oil filter changes\*. So you spend more time with the family... less time on service.

A lot of room. A lot of value. And you thought people bought Cutlass just for its good looks.

\*With use of unleaded fuels

Cutlass S Colonnade Hardtop Coupe: Sporty, spirited, low priced.

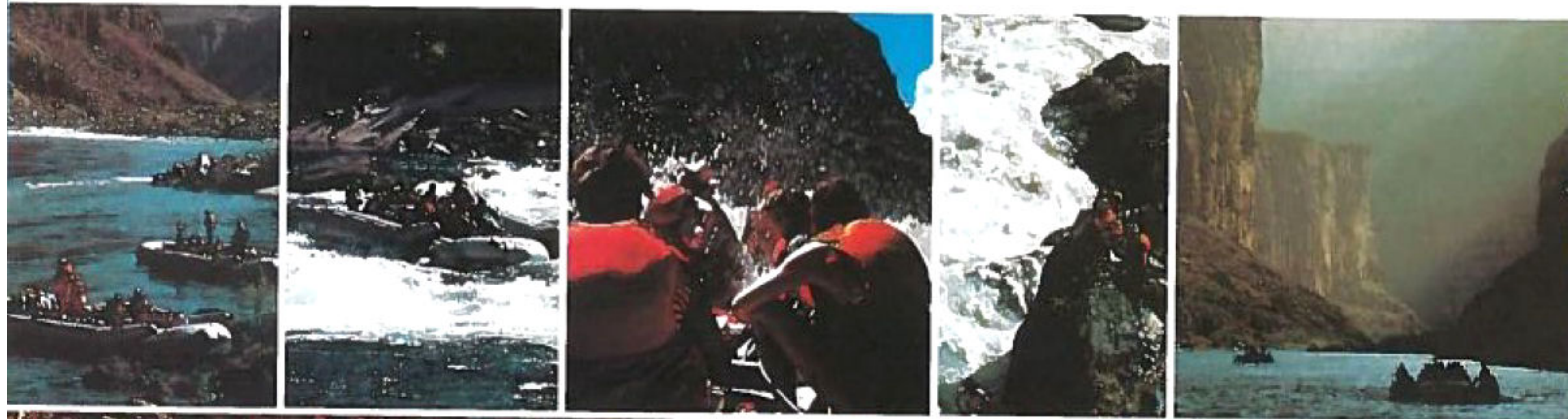
1. Cutlass S with available 4-4-2 package. Includes paint stripes, 4-4-2 decals, and FE2 rally suspension.

2. Colonnade Hardtop Sedan: A four door welcome to Olds comfort. 3. A popular family value.

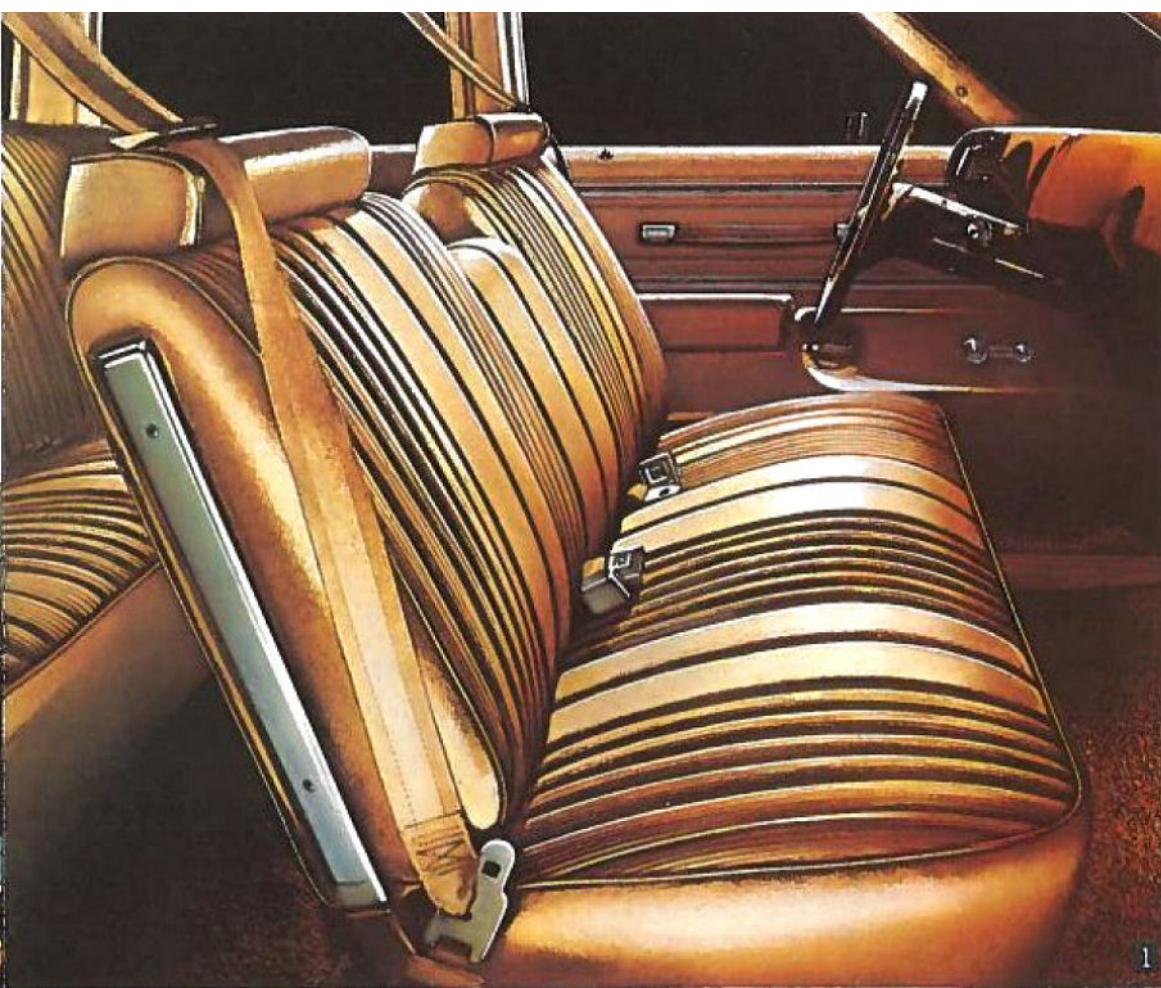
4. The instrument panel offers easy visibility. Wood-grain vinyl accents, standard.

5. Available swivel bucket seats that "swing" out to greet you. For Coupe only. A bench seat is standard.

Because family outings aren't always picnics in a park. This is the wagon that takes you away from it all and back. Beautifully.



Cutlass Supreme Cruiser



Paved boulevard or backwoods dirt road trail, Cutlass Supreme Cruiser is right at home with either.

Monday through Friday, this Cruiser is an elegant, smooth-riding Olds for six. Come weekends, it's a spacious, brawny worker that can take you, your family and a lot of gear where boulevards can't.

With coil-spring suspension and a 116-inch wheelbase, the ride is smooth and comforting. One trip to the corner . . . or to the country . . . and you'll appreciate that fact.

The seats are full-foam (except third seats). The upholstery, all-vinyl. Handsome. Durable. And it cleans up beautifully. A few wipes with a damp cloth and your stylish Supreme Cruiser is ready for a night on the town.

Sounds great? But you'd like still more luxury? You've got it—with our roomy, elegant Vista-Cruiser. Even its handsome wood-grain vinyl exterior trim is standard.

The word for Supreme Cruiser (far left) is versatile. 2-seat model standard with third seat available.

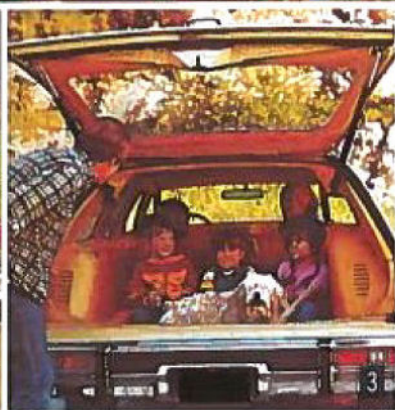
1. Supreme Cruiser Custom Sport bench front seat with centre armrest—in Plisse, a handsome, durable ribbed vinyl. Also available with a divided front seat.

2. Lots of "easy-to-get-at" loading space with convenient swing-up tailgate door. 85 cubic feet of load space for whatever it is you have to haul.

3. Comfortable, rearward-facing third seat available in both Olds Cruisers. Rear vent window, standard on all models with three seats.

4. This handy hidden compartment is standard on 2-seat models.

5. Vista-Cruiser: The elegant Olds wagon with wood-grain vinyl trim.



Yesterday's experience is for others.  
You go looking for what's new and exciting.  
You find it in this new Omega—  
the Olds compact offering Brougham luxury.



Omega Brougham



The compact idea isn't new. But Oldsmobile luxury in a compact is. And you find it, appropriately enough, in our new Omega Brougham.

Settle into its full-foam seats. Relax. Run your hand over the rich new brushed knit fabric. You get the feeling you're in a bigger, more expensive car.

You're surrounded with comforting touches. Overhead, acoustical sound absorbing ceiling. Underfoot, thick, lush cut-pile carpeting. Interior room is for six.

You'll find Brougham's ride impressive. It features components patterned after larger Oldsmobiles.

And if you wish, you may even top it off by ordering a special Landau roof with privacy side windows on coupe models. Very elegant.

Yet with all its luxurious and comforting ways, Omega Brougham remains a most efficient compact.

It is designed to help you save on operating costs by going up to 22,500 miles between tuneups, up to 15,000 miles between oil filter changes.\*

Compact economy has always been a good idea. Now it's a proud, comfortable and elegant idea as well.

Omega Brougham Coupe (far left): The class of its class.

1. Omega Brougham's rich, brushed knit Dover cloth interior makes it very special among compacts. Choice of blue and mahogany. Also available in Wallaby vinyl in white or buckskin. Or you can order bucket seats in the same four colours.

2. Omega Brougham Sedan: Proof that luxury looks and comfort don't have to be expensive.

\*With use of unleaded fuel



The snow is right...you want to pack up the family and go. Omega adds to the fun. It's a roomy, economical way to go anywhere.



Omega



These days, doing things as a family could take you many places. And getting there in an Omega is part of the fun.

Omega isn't just another compact. It's a compact Oldsmobile—with Olds room, Olds ride and Olds comfort. In fact, Omega is more car than some smaller compacts. Its wheelbase is longer. Its stance is wider. Its interior is more spacious and more welcoming with room for six.

Yet Omega still offers you what you buy a compact for—easy handling, easy parking, thrift and easy-to-take price.

And where are you going to find more built-in value? Front disc brakes, hydraulic front and rear bumpers, long-life exhaust system, high-energy ignition system, double-panel steel roof and catalytic converter are just a few of the features you don't pay extra for.

You don't pay extra for full-foam seats and neatly tailored interiors, either.

Omega is more than a lot of compact. It's a lot of Oldsmobile—still at a compact price!

Omega Sedan (far left): Family comfort to fit a family budget.

1. Omega is upholstered in Nero knit vinyl. It wears like vinyl, cleans like vinyl—but looks like cloth! Choice of mahogany, white and buckskin. Brushed knit trims in black and blue also available.

2. Omega Coupe: An Olds for the young or any age.



# Omega SX

Bring on the water skis,  
10-speeds and sleeping bags.  
Omega SX Hatchback can handle them—  
and be sporting about it.

The Omega SX Hatchback is fast becoming a 4-wheeled youth movement. And no wonder. It's priced to fit young budgets . . . styled to meet young tastes with bold stripes and dual sport mirrors . . . and built to live an on-the-go life.

Pop! Up—and out of the way—goes the rear hatch. Plop! Down goes the second seat. And just like that, you've got a six-foot long load space that's ready to go—water skiing, scuba diving, camping, hiking, biking or whatever!

And you go on a rally suspension that's got it all together. Smooth, but

firm, to help straighten tight turns.

You can go with added spirit too. Just order our new available 5-speed gear box along with a 260 V8 and you've got it.

Take that padded sport-style steering wheel in your hands and put an Omega SX Hatchback to the test. You'll see why more and more young people are getting carried away . . . with this spirited and sporty compact from Olds.

OMEGA F-85 (shown bottom right)

Omega F85 is our lowest priced Olds. It's so affordable it could very

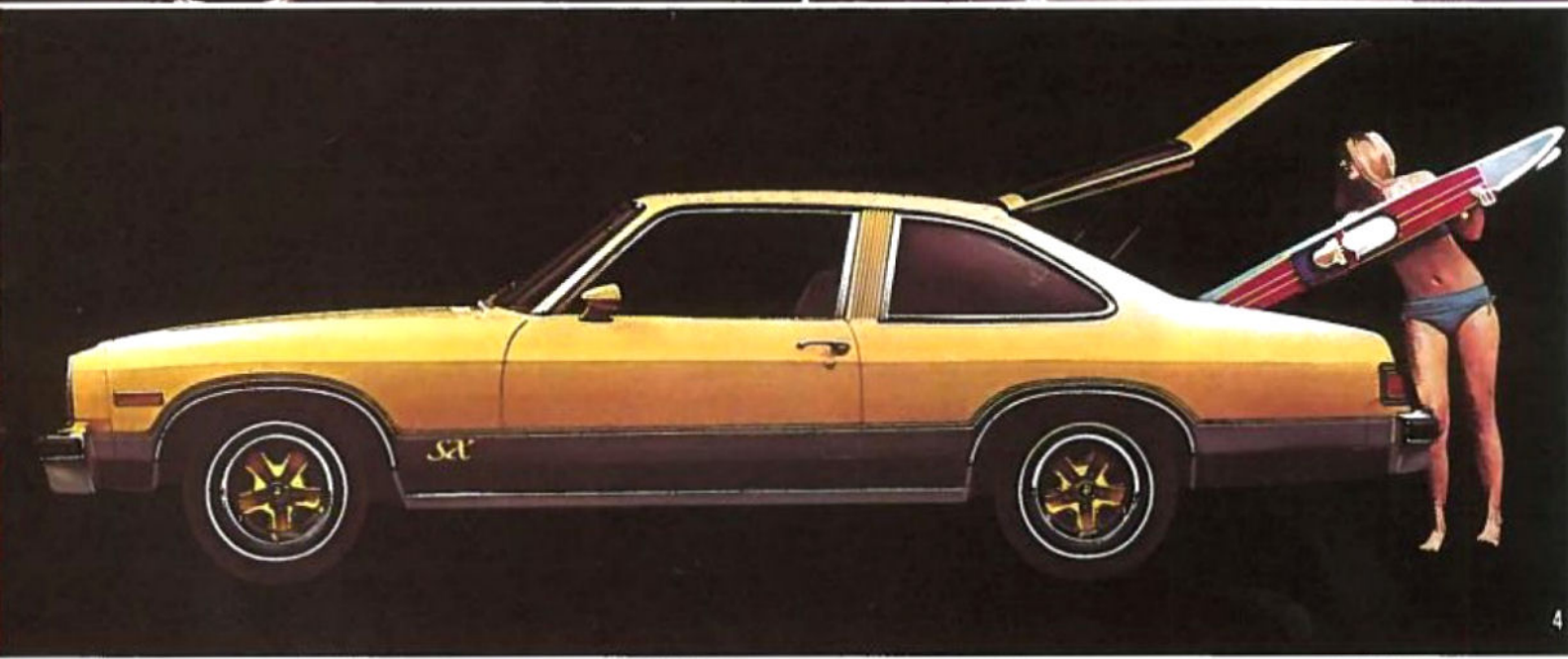
well be your first new-car choice.

The name says Olds outside.  
The quality says Olds inside.

Omega with available SX package (bottom): For people who like to make sport of driving.

1. That compact size makes Omega handling a pleasure. You'll find it easy to park, too.
2. Your command centre: neat and orderly. And easy to read.
3. Compact comfort can be sporty! Just order all-vinyl bucket seats on your Omega Coupe or Hatchback!
4. The hatch opens up and out of the way for convenience. The fold-down second seat helps provide a six-foot long cargo area! Wow! Get a load of all that space!





## CUTLASS FEATURES—

**FRONT DISC BRAKES** standard, drums rear. Discs offer fade-resistance, dissipate heat quickly, shed water rapidly. Power assist std. on all models except Cutlass S Coupe and Sedan, and Supreme Coupe. Rear drums are larger, beefier to promote cooling. New brake lining material for long life.

**HYDRAULIC BUMPER SYSTEM** front and rear, to absorb minor impact. Protective rubber bumper strips.

**FRONT FENDER LINERS.** Rustproof to help protect your investment

**STEEL-BELTED RADIAL-PLY TIRES,** standard. Made to GM specifications. Benefits include long tread life, stiff resistance to cuts, good traction in snow and on wet surfaces and low rolling resistance.

**FLO-THRU VENTILATION SYSTEM.** Continuously and automatically sends a flow of outside air through the interior. Windows may be kept closed for quieter riding comfort.

**250 SIX ENGINE,** standard (most coupes and sedans). Six cylinders, 1-barrel carburetion, 250 CID. Includes high-energy ignition system for extra starting power and excellent reliability in hot, cold or wet weather. 350 cu. in. V8 std. in Vista-Cruiser, Cutlass Supreme Cruiser. 260 cu. in. V8, Salon.

**TURBO HYDRA-MATIC TRANSMISSION,** available in coupes and sedans, standard in Cutlass Salon, Vista-Cruiser and Cutlass Supreme Cruiser. Three speeds for performance and efficiency.

**5-SPEED, OVERDRIVE MANUAL TRANSMISSION** available with 260 V8. All forward gears full-synch. The 5th gear (.80 to 1) delivers the efficiency of overdrive. (except wagons) No extra cost on Salon.

**MID-SIZE HANDLING.** With a 112 inch (coupe) or 116 inch (sedan) wheelbase, you've got a trim, mid-size car that's pure pleasure to handle and drive. Standard power steering, along with its trim size, helps make parking easy, too.

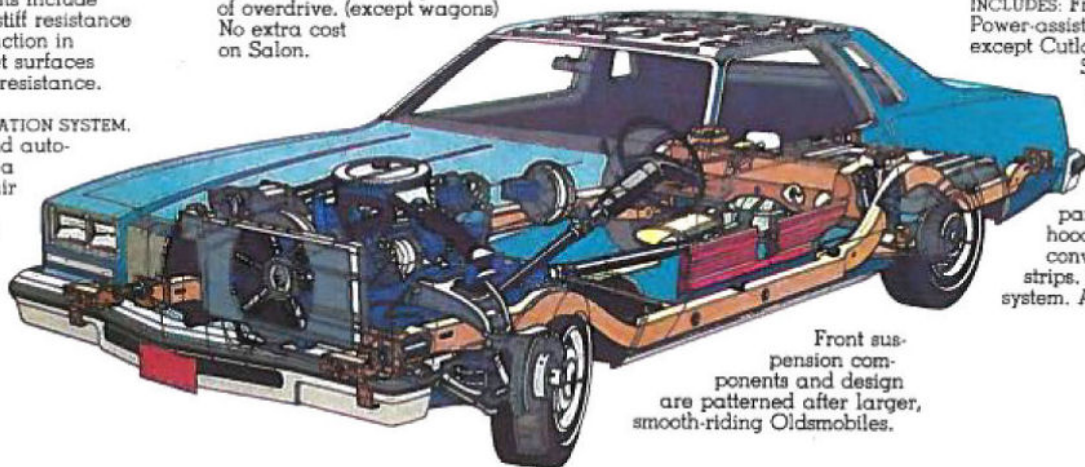
**DOUBLE-PANEL STEEL ROOF.** A roof within a roof for added strength, quiet. Steel inner panel is joined to steel outer panel to form a double roof.

**SMOOTH OLDS RIDE.** You'll appreciate the big-car thinking in the ride. Computer-selected coil springs at all wheels, as in larger Oldsmobiles.

**FULL-FOAM SEATS.** The comfort you experience in larger Oldsmobiles begins with the full-foam seat construction. You find the same type of construction in every Olds Cutlass (except station wagon third seats). The foam is up to six inches thick.

**CUTLASS DIMENSIONS, STANDARD POWER TEAM (COUPE/SEDAN).** Wheelbase, 112/116 inches. Overall length, 211.7/215.7 inches. Engine, 6 cylinders, 250 CID. (except Salon and wagons). Transmission, full-synch 3-speed manual (except Salon and wagons). Rear axle ratio, 2.73.

**CUTLASS STANDARD EQUIPMENT INCLUDES:** Front disc brakes. Power-assisted, all models except Cutlass S Coupe and Sedan and Supreme Coupe. Power steering. Steel-belted radial-ply tires. Woodgrain vinyl. Carpeting on floor and lower door panels. Interior-operated hood release. Catalytic converter. Bumper impact strips. Long-life exhaust system. And more.



Front suspension components and design are patterned after larger, smooth-riding Oldsmobiles.

## OMEGA FEATURES—

**HYDRAULIC BUMPER SYSTEM,** front and rear, to absorb minor impacts.

**SMOOTH OLDS RIDE.** Like larger Oldsmobiles, compact Omega features computer-selected coil springs up front. The rear suspension features multi-leaf springs. The resulting ride is surprisingly smooth.

**250 SIX ENGINE,** 250 CID. Six cylinders, 1-barrel carburetion. Includes high-energy ignition system for starting power and reliability in any weather, hot or cold.

**3-SPEED MANUAL TRANSMISSION.** All forward gears fully synchronized. Designed for smooth, easy shifting. A 3-speed Turbo Hydra-Matic transmission is available.

**5-SPEED MANUAL OVERDRIVE TRANSMISSION,** available with the 260 V8. It adds sport. And efficiency—because the fifth gear (.80 to 1) provides overdrive. It also allows the engine to run at lower-rpm's.

**STEEL-BELTED RADIAL-PLY TIRES** available. Made to GM specifications. Benefits include long tread life, good traction in snow and on wet surfaces and low rolling resistance. Bias-belted tires, standard.

**BODY AND FRAME INSULATION.** Body and chassis are rubber insulated to reduce road noise and vibration.

**FLO-THRU VENTILATION SYSTEM.** Continuously and automatically sends a flow of outside air through the interior. Windows may be kept closed for quieter riding comfort.

**ADULT-SIZE ROOM.** Omega is a compact 16½ feet outside. Inside, there's room for six. Omega is more car than some

smaller compacts. Its wheelbase is longer. Its track is wider. It's a lot of Olds.

**FULL-FOAM SEATS.** The secret of seating comfort starts with the seat construction. In Omega it's full-foam, as in the most expensive Olds. The foam is contoured, one-piece and up to six inches deep. No loose padding to shift or lose its shape.

**DOUBLE-PANEL STEEL ROOF.** It's a roof within a roof for added strength and quiet. A steel inner panel is firmly joined to the steel outer panel to form an air chamber.

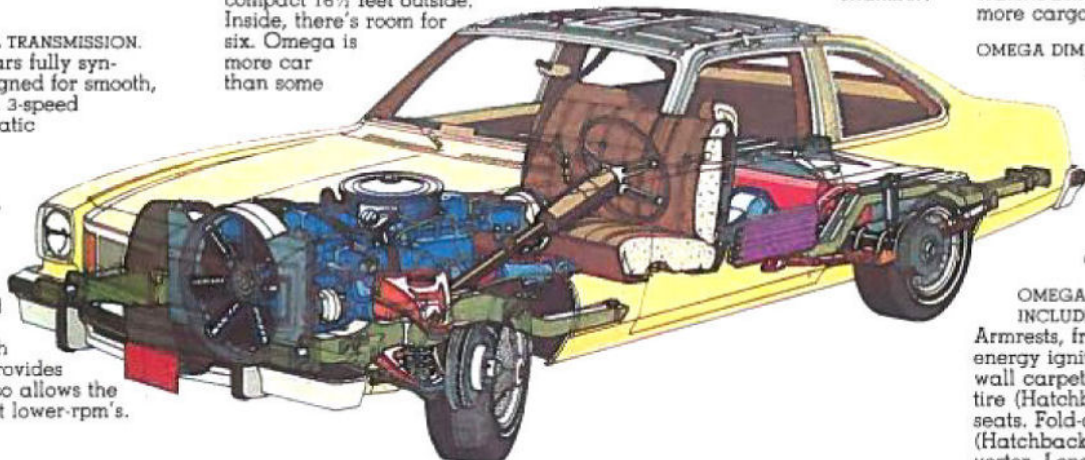
**111-INCH WHEELBASE.** It's long enough to contribute to the surprisingly smooth Omega ride. Short enough to make handling and parking a pleasure.

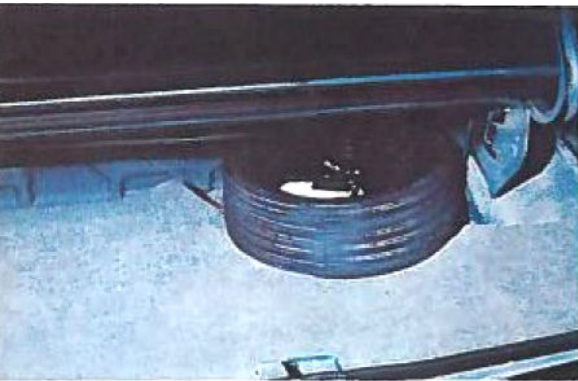
**LONG-RANGE CRUISE CAPABILITY.** Some smaller cars come with much lower fuel tank capacities. Omega's capacity is a big 17.5-gallons. You can go a long way between fill-ups.

**LUGGAGE CAPACITY.** The Omega Coupe's trunk has 14.2 cubic feet of cargo space. Enough room for family luggage. Hatchback models offer even more cargo space.

**OMEGA DIMENSIONS AND STANDARD POWER TEAM.** Wheelbase, 111 inches. Overall length, 199.6 inches. Engine, 6 cylinder 250 CID. Transmission, full-synch. 3-speed manual. Rear axle ratio, 2.78.

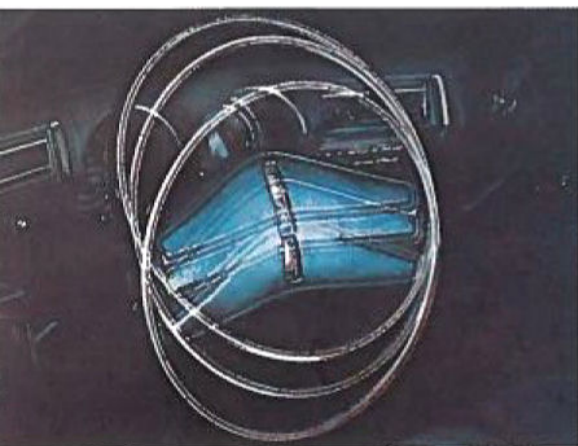
**OMEGA STANDARD EQUIPMENT INCLUDES:** Front disc brakes. Armrests, front and rear. High-energy ignition system. Wall-to-wall carpeting. Stowaway spare tire (Hatchback). Full-foam seats. Fold-down second seat (Hatchbacks). Catalytic converter. Long life exhaust system. And more.





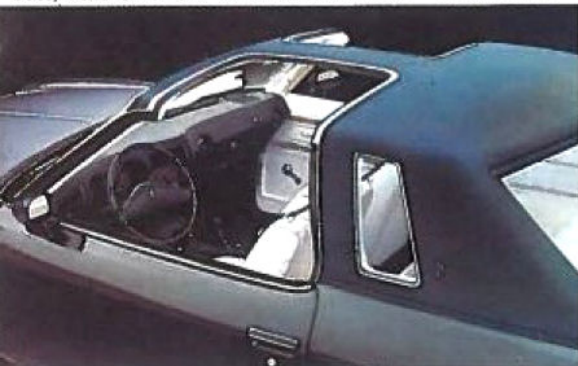
Stowaway spare tire. Available on coupes and sedans. Its compact size provides added luggage space. Inflates in seconds with compressed gas (can included).

5-speed overdrive manual transmission. All five forward gears are fully synchronized. Lets you enjoy the sport of shifting. It's efficient, too, because the 5th gear (.80 to 1) is overdrive! Lets the engine turn fewer rpms.

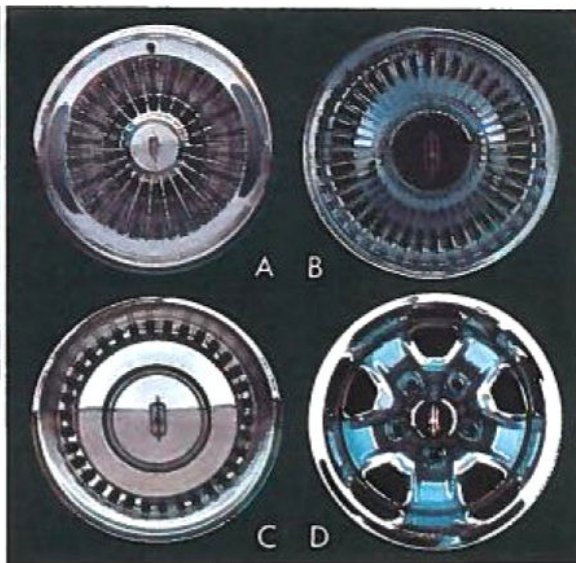


Tilt-away steering wheel. It's the wheel that adjusts to fit all driving members of your family. It also helps make entry and exit easier and more convenient.

Hatch Roof. This "lift-off" roof gives you the sun, fun and air of a convertible—in a hard-



top! Two custom-designed tinted glass roof panels lift out easily. They store neatly in a special carrying case. Available on Supreme Brougham, Supreme, and Salon Coupes.



Deluxe Wheel Discs and Wheels: (A) Cutlass, Vista-Cruiser. (B) Omega. (C) Cutlass, Vista-Cruiser. (D) With cast gray centre or body paint colour centre Cutlass.

Fuel economy meter. This dash-mounted gauge shows you when you're attaining efficient gas mileage—and when you're not. Helps improve your driving habits, so that you can improve your gas mileage.



Cruise Control. Lets you maintain a constant speed on turnpikes, without the use of the accelerator pedal. Helps reduce fatigue on long trips.



Let us entertain you. Five quality radios available. AM-FM Stereo Radio with Stereo Tape Player, AM-FM Stereo Radio and AM Radio with Stereo Tape Player—all with front and rear speakers. AM-FM Radio and Deluxe AM Radio—with front speakers, rear available.

## MORE OPTIONS AND ACCESSORIES YOU CAN ORDER!

Headlight-on reminder. A gentle buzz to help prevent leaving lights on.

Power trunk release. Open the trunk lid from inside the car. Makes loading and unloading more convenient—especially in the rain.

Rear window defogger. Convenient way to remove fog or frost.

Tempmatic Air Conditioner. Automatically maintains the temperature you select. Cools, heats, dehumidifies. An "economy" setting indicates to the driver that the compressor isn't running. Available on all Cutlass models.

Four-Season Air Conditioner. Heats, cools, dehumidifies. Also features an "economy" setting. Provides year-round comfort.

Dual sport mirrors. Aerodynamically styled dual mirrors that match your car's body paint colour. Left side features remote control.

Power door locks. Secure all doors instantly with one touch of a switch in either front door.

Custom sport steering wheel. Features a thick padded rim of simulated leather and four brushed metal spokes.

Pulse wiper system. For a slower-than-normal wiper speed. Added convenience for light rain, fog or mist. Also includes normal speeds.

THERE'S MORE! Power windows. Power seats. Electric clock. Special paint stripes. Tinted glass. Anti-spin axle. Full or Landau vinyl roof covering. Trailer towing equipment. Semi-automatic level control.

Lighted vanity mirror. And more.

Special note: Not all of these accessories are available on all models. Check your Olds dealer for specific availability.

# Cutlass and Omega for '76.



CUTLASS COLOURS ONLY:



YELLOW RED

OMEGA COLOURS ONLY:



BRIGHT YELLOW RED-ORANGE

(1) 4-4-2 PACKAGE AVAILABLE  
(2) SX PACKAGE AVAILABLE

1976 OLDSMOBILE EXTERIOR COLOURS ON ALL MODELS:



Printed colours are approximate only and may vary from actual car paint colours.

## Built-in Olds features to help protect you, your investment and the environment.

**TO HELP GUARD YOUR INVESTMENT — YOUR OLDSMOBILE HAS THESE ACCIDENT PREVENTION FEATURES:** Side marker lights and reflectors ■ Parking lamps that illuminate with headlamps ■ Four way hazard warning flasher ■ Backup lights ■ Lane change feature in direction signal control ■ Windshield defrosters, washer and dual speed wipers ■ Wide view inside mirror (vinyl edged, shatter resistant glass and deflecting support) ■ Outside rear view mirror ■ Dual master cylinder brake system with warning light ■ Starter Safety

Switch ■ Dual action safety hood latches

**TO HELP PROTECT YOU—THESE OCCUPANT PROTECTION FEATURES:** Seat belts with pushbutton buckles for all passenger positions ■ Two front combination seat and inertia reel shoulder belts for driver and right front passenger (with reminder light and buzzer) ■ Energy absorbing steering column ■ Passenger guard door locks ■ Safety door latches and hinges ■ Folding seat back latches ■ Energy absorbing padded instrument panel

and front seat back tops\* ■ Contoured windshield header ■ Thick laminate windshield ■ Safety armrests ■ Safety steering wheel ■ Cargo Guard (except hatchback and station wagon models) ■ Contoured roof inner panel

**AND TO HELP PREVENT THEFT—YOUR OLDSMOBILE PROVIDES THESE ANTI-THEFT FEATURES:** Anti-theft ignition key reminder buzzer ■ Anti-theft steering column lock ■ Inside hood latch release on most models

\*Including intermediate seat back tops on three-seat station wagons.



Can we build one for you?

The Oldsmobile is distinctive in the world because of its engineering and styling. Oldsmobile's advanced road equipment, General Motors of Canada's standard features, the right to repair clause and easy-to-use vehicle features, air, locks, mirrors, windows, equipment, speedometer and gauges, fuel and lubrication systems. This could vary by model and region. Always read your owner's manual for more details.

GENERAL MOTORS OF CANADA LIMITED, OSHAWA, ONTARIO



Printed in Canada