

NEW

1953

"ROCKET"

OLDSMOBILE

A stylized, three-dimensional yellow rocket ship is depicted against a vibrant red background. The rocket is angled upwards from the bottom left towards the top right. It features a long, slender body with a pointed nose cone, a set of four fins on the underside, and a small, cylindrical tail section. The lighting creates a sense of depth and movement, with highlights and shadows on the rocket's surface.

OLDSMOBILE *for 1953*

The New Ruling Power of the Road!



POWER to Go!

A brilliant new version of Oldsmobile's famous "Rocket"! New higher power! New higher compression! New higher voltage!

POWER to Stop!

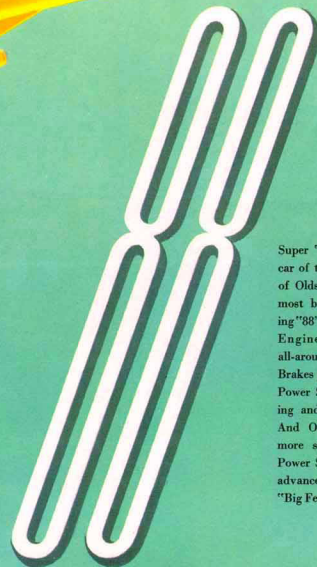
Oldsmobile Pedal-Ease Power Brakes with a new low, light-pressure pedal will stop you faster with 40 percent less effort.

POWER to Steer!

Oldsmobile Power Steering eliminates 80 percent of the steering effort—helps you park, turn and take curves with finger-tip ease.

PLUS Power Styling, too!

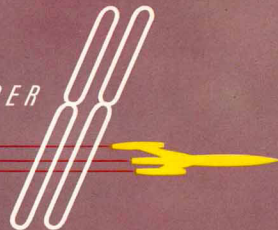
From the bold, new front end design to the long rear deck, Oldsmobile's new styling interprets the many new power features!



Super "88" for '53! . . . the "Big Feature" car of the year! This is the popularity leader of Oldsmobile's "Rocket" Engine cars—the most beautiful, most powerful, most thrilling "88" ever built! Oldsmobile's new "Rocket" Engine means even more sensational all-around action! New Pedal-Ease Power Brakes provide quicker, surer stopping power! Power Steering takes the effort out of parking and turning—makes driving safer, too! And Oldsmobile's leadership in beauty is more striking than ever with brand new Power Styling! All this, plus a host of other advancements, make the Super "88" for '53 the "Big Feature" car—the power car—of the year!

OLDSMOBILE'S

NEW SUPER



Oldsmobile's luxurious interiors feature the modern squared-off seat back design.



SUPER "88" 4-DOOR SEDAN

Brilliant beauty to match the "Rocket's" new performance! There's a new "power look" to the bold new front end—a striking smartness in the new high-level sweep of the raised rear fenders.

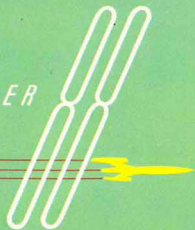


SUPER "88" 2-DOOR SEDAN

High in style, high in power, high in all-around comfort and value, this popular model brings you luxurious new interiors plus all of Oldsmobile's "power" features for '53!

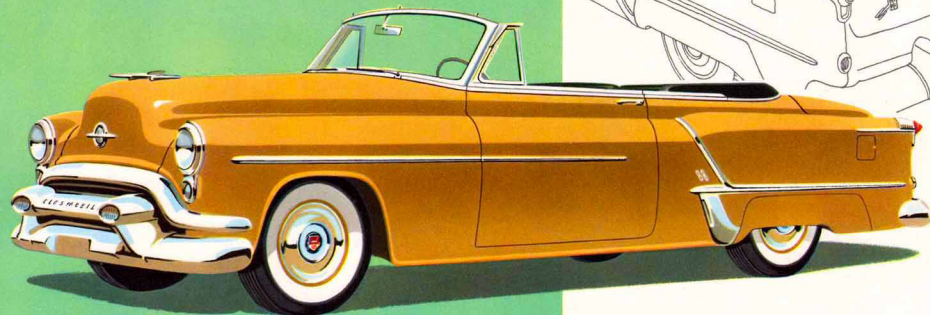
OLDSMOBILE'S

NEW SUPER



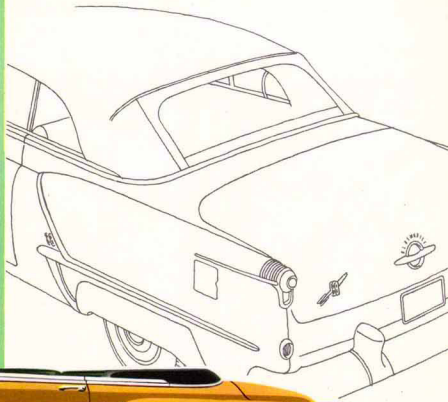
HOLIDAY COUPÉ

The flash and dash of a convertible—the comfort and convenience of a coupé! The dramatic Holiday combines ultra-modern hard-top styling and glamour with the safety of steel overhead.



CONVERTIBLE COUPÉ

Power Styling at its peak! All outdoors is yours in this sleek new Convertible Coupé! Deep-buffed leather interiors in striking colors provide the ultimate in cruising luxury.



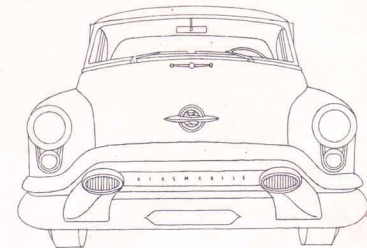
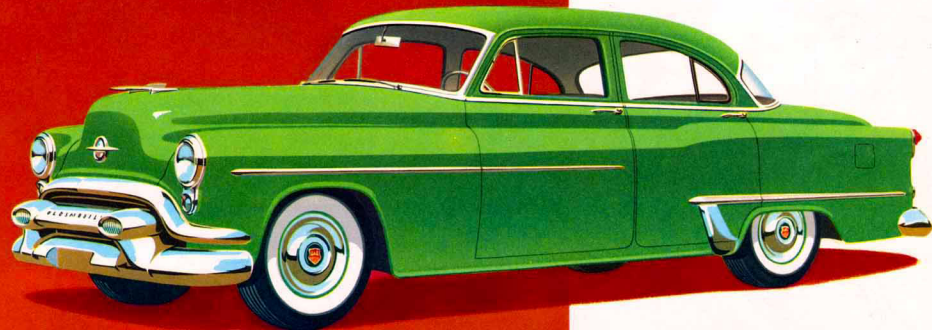
OLDSMOBILE'S



DE LUXE "88" 2-DOOR SEDAN

For those who want to own a "Rocket" Oldsmobile at lowest cost—here is the spacious DeLuxe "88" 2-Door Sedan. It's an exceptional family car—ideal for business and pleasure alike.

DELUXE



DE LUXE "88" 4-DOOR SEDAN

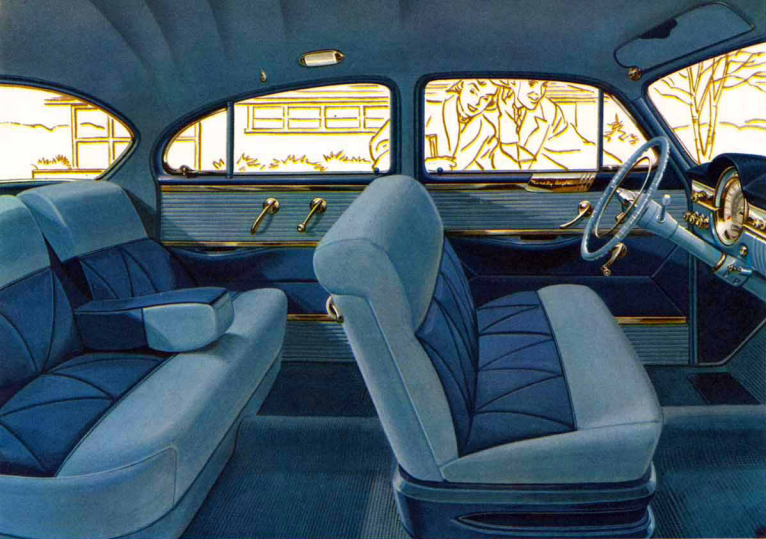
Practical—economical—fashionable! The important new "Rocket" Oldsmobile features, including Power Brakes and Power Steering, are available in this smart new DeLuxe "88" 4-Door.

GLAMOROUS NEW INTERIORS



Oldsmobile's all-new instrument panel is ultra-modern in styling and perfectly symmetrical in design. Another new luxury note is set by stylish new squared-off seat backs. Custom-Lounge Cushions of

extra-thick foam rubber mean smoother riding comfort. Handsome, long-wearing fabrics in harmonizing colors complement your preference in exterior body color. Other trim—including panels, hardware, and deep-pile carpeting—blends perfectly. A new Safety-Padded instrument panel (available on the Ninety-Eight Series) provides extra safety and guards against sun glare. A protective cushion of soft, shock-absorbing foam rubber, with an attractive leather-like plastic cover, is mounted on top of the panel.

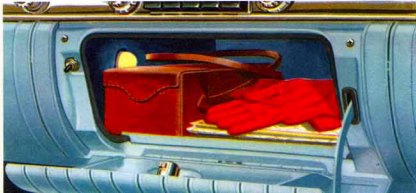


Glamor, luxury and comfort distinguish the new Ninety-Eight interior.

The new double-size, Quick-View Hydra-Matic quadrant is located below the speedometer for improved visibility.



Front seat ash trays for both driver and passengers are located on each side of the centrally-positioned glove compartment for extra convenience.



Smartly designed seat-back ash tray is conveniently and safely accessible to rear seat smokers. ▲



Modern simplicity and dignity set the motif for gleaming chrome trim and appointments. ▲



When doors are opened, this automatically-operated courtesy light guides your way into the car. ▲



Two large circles balance the new instrument panel—provide smart settings for instruments on left—clock and speaker on the right.

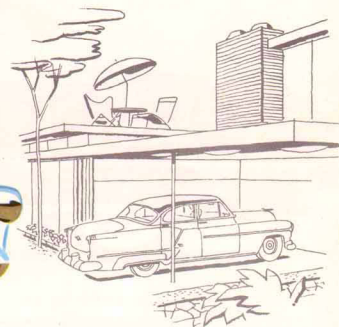
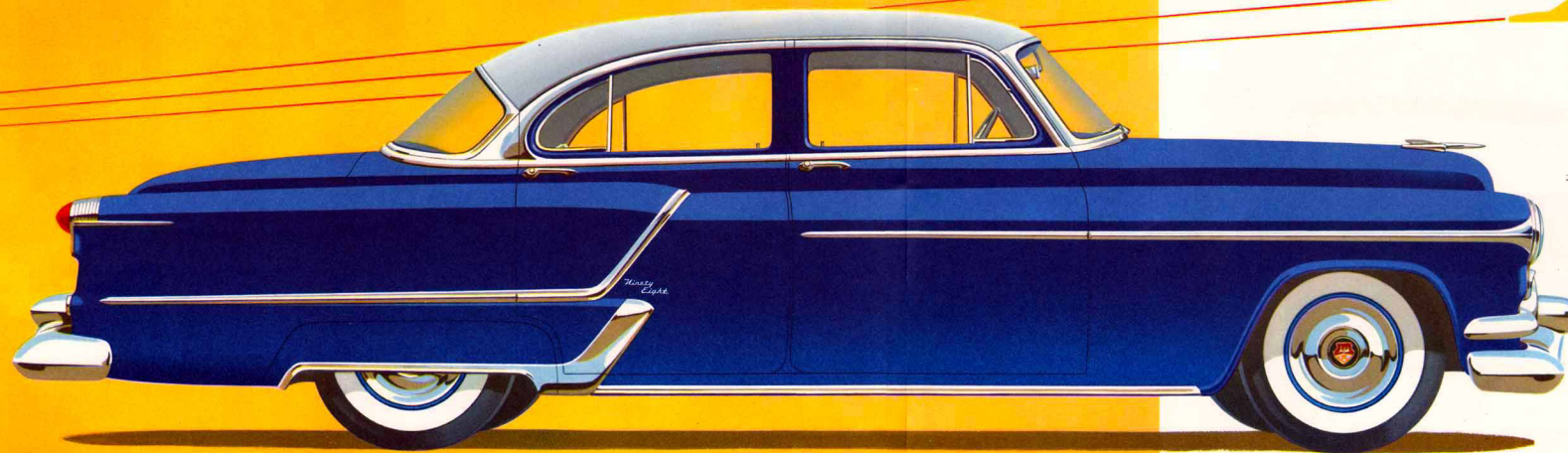


OLDSMOBILE'S CLASSIC *Ninety-Eight*

Presenting . . . a new Classic design—new long-flowing Power Styling—a new higher-compression, higher-powered

"Rocket" Engine Ninety-Eight! Custom-Lounge Cushions combine with the new Power-Ride Chassis to give you matchless riding comfort. The new Ninety-Eight offers effortless Power Steering, Pedal-Ease Power Brakes, the Frigidaire

Car Conditioner and scores of other fabulous features. Here is the finest Oldsmobile ever built—a true Classic for 1953!

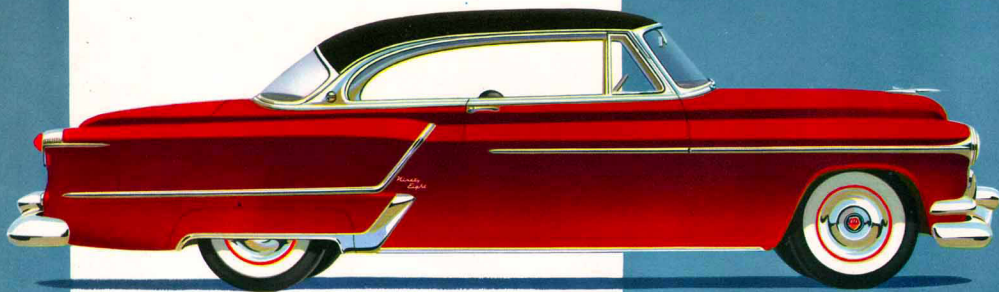
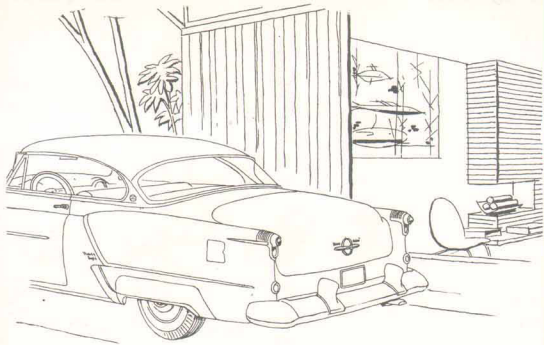


THE NINETY-EIGHT 4-DOOR SEDAN

Classic beauty, Classic comfort and the magnificent power of the new "Rocket" Engine make this glamorous Ninety-Eight 4-Door Sedan a true leader among the world's fine cars.

OLDSMOBILE'S CLASSIC

Ninety-Eight



THE NINETY-EIGHT HOLIDAY COUPÉ

The *Classic* idea expressed in glamorous "long look" beauty—the luxurious Ninety-Eight Holiday Coupé! Interiors are of handsome hand-buffed leather and beautiful basket weave nylon.



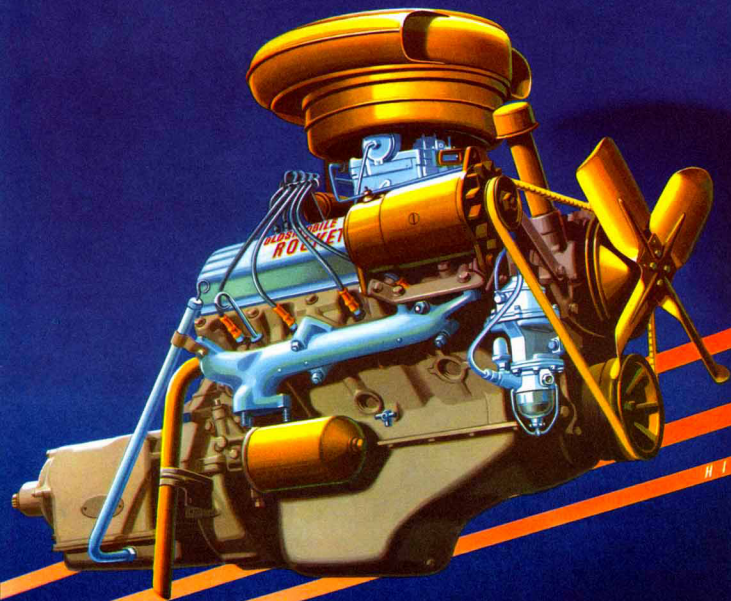
The Ninety-Eight Convertible presents an interior of soft, pliant, genuine leather . . . available in matching shades as well as striking solid colors. Just push a button . . . windows, top, and front seat operate hydraulically—*automatically!*



THE NINETY-EIGHT CONVERTIBLE COUPÉ

Glamor on the go! Oldsmobile's new Ninety-Eight Convertible Coupé is styled for power—for glamor—for fun! It's truly a dashing sports car—every bit as fleet and spirited as it looks!

*HIGH-COMPRESSION
LEADER...* OLDSMOBILE'S NEW '53 "ROCKET"!



HIGHER POWER

HIGHER VOLTAGE

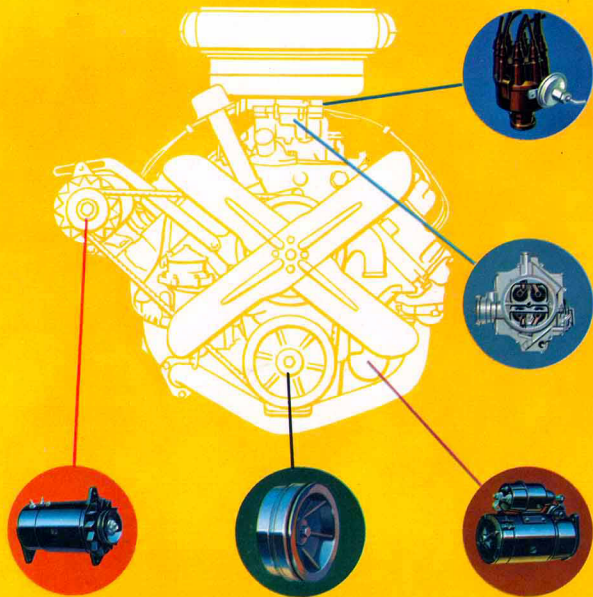
HIGHER COMPRESSION

THE FAMOUS OLDSMOBILE "ROCKET" ENGINE sets even higher power standards

in 1953 with a new, higher, 165-horsepower rating; a new, higher 8 to 1 compression ratio; and a new higher-capacity, 12-volt ignition system. That's

why the "Rocket" will continue to be in '53: "The Ruling Power of the Road!"

NEW 12-VOLT IGNITION SYSTEM...



heads a host of important **"ROCKET"** advancements for 1953

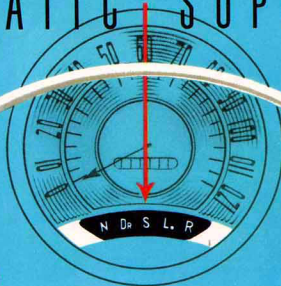
Oldsmobile spearheads another advancement in high-compression engine performance with the "Rocket's" new 12-volt electrical system. Higher ignition voltage, increased generator out-put and greater over-all battery capacity mean faster starting and smoother, safer high-compression operation. The entire system is new in every respect. The wiring, ignition, coil, generator, starter motor, battery, regulator, lights and horns are all newly designed.

The four-barreled Quadri-Jet Carburetor provides maximum performance and efficiency over the entire speed range of Oldsmobile's brilliant new "Rocket" power plant. For top economy, the "Rocket" operates on just one set of barrels, with the second set held in reserve until called upon for an extra, powerful surge of acceleration. A new system has been installed in the carburetor for better idling.

To assure smooth engine operation and long main bearing life, six scientifically positioned counter-weights are built in as part of the crankshaft when it is forged. Crankshaft and fly-wheel are balanced statically and dynamically. The precision work put into these vital "Rocket" Engine parts means longer, smoother, more trouble-free engine life for Oldsmobile owners.

OLDSMOBILE'S HYDRA-MATIC SUPER DRIVE

THE SUPERIOR
AUTOMATIC
TRANSMISSION



"No-shift, no-clutch" driving at its best! Hydra-Matic is the proved automatic leader—in popularity—in performance—in flashing action! And in Oldsmobile, Hydra-Matic Super Drive offers you "Drive" Range for brilliant "Rocket" performance in ordinary city and country driving—"Super" Range for mountainous roads or quick bursts of acceleration. A new Quick-View quadrant is located in the instrument cluster for improved visibility.



It's ideal for city and country driving! "Drive" Range delivers "Rocket" Engine power smoothly and swiftly. You get brilliant action with an added *plus* in economy.



It's super for hills! "Super" Range lets you sweep over the highest hills without downshifting or engine strain—provides ideal braking control on downgrades.



It's tops for power! A special passing gear gives you extra power when you need it! You're out ahead in a flash with new "Rocket" Hydra-Matic teamwork!

NEW POWER-RIDE CHASSIS...HEAVIER, MORE DURABLE THAN EVER !

6-POINT STABILIZATION

Double-acting front and direct-acting rear shock absorbers team up to assure road-hugging stability on the sharpest curves.

ANGLE-SET REAR SPRINGS

Sturdy leaf springs—58" long—are angle-set for greater lateral stability that makes Oldsmobile a standout in riding comfort.

I-BEAM, X-MEMBER FRAME

More rigid and rugged than ever, this solid, deep-braced new frame provides a firm foundation for the famous "Rocket" ride.

HIGHER CAPACITY REAR AXLE

Bigger, heavier gears, bearings, and housing provide increased load capacity for sure, smooth delivery of new "Rocket" power.

WIDER FRONT TREAD

Increased front tread now equals the rear tread width for better "tracking" and improved road balance and stability.

CENTER-CONTROL STEERING

Balanced control means sure, positive handling and turning—greater safety and maneuverability—more driving pleasure.

More miles of carefree driving



Longer-lasting, self-energizing Hydraulic Brakes assure smooth, sure stopping power. Steering is always easy, positive and safe—thanks to friction-free Dual Center-Control Steering.

More years of thrifty service



From front to rear, Oldsmobile's new chassis is stronger—more durable! At every vital point, ball or roller bearings reduce friction, provide extra assurance for low-cost, trouble-free service.

A BETTER RIDE WHEREVER YOU GO!

POWER TO STOP + POWER TO STEER...



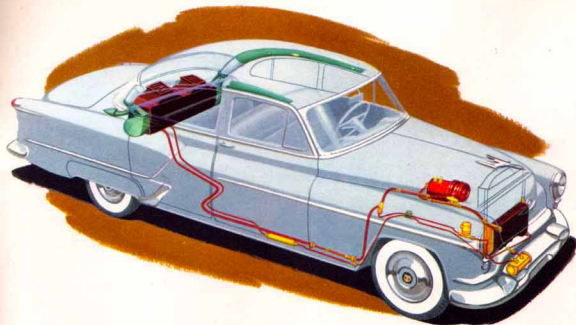
NEW PEDAL-EASE POWER BRAKES

Now you can stop as you go with a touch of the toe! You no longer need *lift* your foot from accelerator to brake and lose precious seconds in emergency stops! Oldsmobile's new Pedal-Ease Power Brake, with a new low, light-pressure pedal next to the accelerator, makes it easy to pivot on your heel from accelerator pedal to brake pedal. Vacuum power cuts braking effort 40 percent and permits brake to be applied with feather-light pressure. Here's a brake with revolutionary application speed and sure stopping-power!

OLDSMOBILE POWER STEERING

Oldsmobile Power Steering takes 80 percent of the effort out of steering and gives you extra safety, too! Takes the work out of "tight" parking . . . even at a standstill, wheels turn with finger-tip ease! Power Steering furnishes all the steering power you need to take hair-pin curves, sharp city corners, or maneuver in traffic without effort on your part—but it leaves the "feel" in the wheel. You always retain that very important feeling of control—you always know you're in full command of the car in any emergency.





New air-conditioned driving comfort FRIGIDAIRE CAR CONDITIONER

Here is true air conditioning in an automobile—another exciting Oldsmobile feature for '53! The cooling unit is located on the ledge of the trunk, the condenser in front of the radiator, and a rotary compressor under the hood. To operate, simply set a thermostat, and the new system cools and dehumidifies the air in your Oldsmobile in a matter of minutes. Two flat sleeves, each with 1500 tiny perforations, extend from rear to front just above the windows, and expel air evenly into the car. Special air jets, located in the four corners of the interior, can be manually operated for extra currents of cool, refreshing air when desired. The new revolutionary Frigidaire Car Conditioner adds immeasurably to the comfort, health and efficiency of the modern motorist.



Automatic headlight dimmer OLDSMOBILE'S AUTRONIC-EYE!



Oldsmobile's Autronic-Eye keeps your headlights bright as long as approaching headlights are beyond the "dazzling" range.



The Autronic-Eye picks up approaching headlight beam and actuates electric switch that dims your headlights instantly.



Once the other car's beam is past, Oldsmobile's Autronic-Eye automatically switches your headlights back to bright again.

SPECIFICATIONS

NINETY-EIGHT

EIGHT-CYLINDER ENGINE—The "ROCKET"—Bore, 3 $\frac{1}{4}$ inches; stroke, 3 $\frac{1}{4}$ inches; displacement, 303 cubic inches. Taxable horsepower, 45. Brake horsepower, 165 at 3600 r.p.m. Pistons are of the Auto-Thermic type reinforced with two steel struts—with two compression (top ring is chrome plated) and one oil-control ring. Full-pressure lubrication to all main, connecting rod, and camshaft bearings, distributor drive gear, timing chain, and cylinder walls.

FUEL AND COOLING SYSTEM—Quadri-Jet down-draft carburetion with built-in automatic choke. Thermostatically controlled cooling and internal recirculation system. Ball-bearing, permanently lubricated water pump.

CLUTCH AND TRANSMISSION—Synco-Mesh Transmission with 10 $\frac{1}{2}$ " single plate semi-centrifugal dry disc clutch.

HYDRA-MATIC SUPER DRIVE—Optional at extra cost on all "98" models.

12 VOLT ELECTRICAL SYSTEM—Under-hood battery, 11 plate, 70-ampere-hour capacity. Air-cooled generator with automatic charging control. Ignition key solenoid-type starter. Unit-type Sealed-Beam headlights with foot selector switch. Spark plug insulating sleeves give completely shielded ignition wiring.

FRAME—Rigid-girder, I-beam X-Member construction with 5 crossmembers.

SUSPENSION—Knee-Action front suspension and 58" x 2 $\frac{1}{2}$ " semi-elliptical leaf springs at rear. Front and rear stabilizer. Double-action hydraulic shock absorbers, cam and lever in front and direct-acting in rear.

POWER STEERING—Optional at extra cost on all models.

STEERING—Dual Center-Control. Recirculating ball and nut.

TIRES—Low-pressure tires, 7.60 x 15 inches. (Convertible, 8.00 x 15).

BRAKES—Super-Hydraulic, self-energizing type. Cast iron braking surfaces. Mechanical parking brake on rear wheels. All brakes completely sealed. Brake lining area, 191.7 square inches. Front brake size, 11" x 2 $\frac{1}{2}$ "; rear brake size, 11" x 2".

WHEELBASE—124 inches. Over-all length, 215 inches. Over-all width, 77 inches.

TURNING CIRCLE DIAMETER—43 feet.

BODIES BY FISHER on all models—Body types—4-Door Sedan, Holiday Coupé, Convertible Coupé.

HYDRAULIC CONTROLS—Door windows, quarter windows and seat adjuster hydraulically operated are regular equipment on the Holiday Coupé, and Convertible Coupé models.

SUPER 88

EIGHT-CYLINDER ENGINE—The "ROCKET"—Bore, 3 $\frac{1}{4}$ inches; stroke, 3 $\frac{1}{4}$ inches; displacement, 303 cubic inches. Taxable horsepower, 45. Brake horsepower, 165 at 3600 r.p.m. Pistons are of the Auto-Thermic type reinforced with two steel struts—with two compression (top ring is chrome plated) and one oil-control ring. Full-pressure lubrication to all main, connecting rod, and camshaft bearings, distributor drive gear, timing chain, and cylinder walls.

FUEL AND COOLING SYSTEM—Quadri-Jet down-draft carburetion with built-in automatic choke. Thermostatically controlled cooling and internal recirculation system. Ball-bearing, permanently lubricated water pump.

CLUTCH AND TRANSMISSION—Synco-Mesh Transmission with 10 $\frac{1}{2}$ " single plate semi-centrifugal dry disc clutch.

HYDRA-MATIC SUPER DRIVE—Optional at extra cost on all Super "88" models.

12 VOLT ELECTRICAL SYSTEM—Under-hood battery, 11 plate, 70-ampere-hour capacity. Air-cooled generator with automatic charging control. Ignition key solenoid-type starter. Automatic spark advance. Sealed-Beam headlights with foot selector switch. Spark plug insulating sleeves give completely shielded ignition wiring.

FRAME—Rigid-girder, I-beam X-Member type construction with 5 crossmembers.

SUSPENSION—Knee-Action front suspension and 58" x 2 $\frac{1}{2}$ " semi-elliptical leaf springs at rear. Front and rear stabilizer. Double-action hydraulic shock absorbers, cam and lever in front and direct-acting in rear.

POWER STEERING—Optional at extra cost on all models.

STEERING—Dual Center-Control. Recirculating ball and nut.

TIRES—Low-pressure tires, 7.60 x 15 inches.

BRAKES—Super-Hydraulic, self-energizing type. Cast iron braking surfaces. Mechanical parking brake on rear wheels. All brakes completely sealed. Brake lining area, 191.7 square inches. Front brake size, 11" x 2 $\frac{1}{2}$ "; rear brake size, 11" x 2".

WHEELBASE—120 inches. Over-all length, 204 inches. Over-all width, 77 inches.

TURNING CIRCLE DIAMETER—42.5 feet.

BODIES BY FISHER on all models—Body types—4-Door Sedan, 2-Door Sedan, Holiday Coupé, Convertible Coupé.

DELUXE 88

EIGHT-CYLINDER ENGINE—The "ROCKET"—Bore, 3 $\frac{1}{4}$ inches; stroke, 3 $\frac{1}{4}$ inches; displacement, 303 cubic inches. Taxable horsepower, 45. Brake horsepower, 150 at 3600 r.p.m. Pistons are of the Auto-Thermic type reinforced with two steel struts—with two compression (top ring is chrome flashed) and one oil-control ring. Full-pressure lubrication to all main, connecting rod, and camshaft bearings, distributor drive gear, timing chain, and cylinder walls.

FUEL AND COOLING SYSTEM—Dual down-draft carburetion with built-in automatic choke. Thermostatically controlled cooling and internal recirculation system. Ball-bearing, permanently lubricated water pump.

CLUTCH AND TRANSMISSION—Synco-Mesh Transmission with 10 $\frac{1}{2}$ " single plate semi-centrifugal dry disc clutch.

HYDRA-MATIC SUPER DRIVE—Optional at extra cost on all De Luxe "88" models.

12 VOLT ELECTRICAL SYSTEM—Under-hood battery, 11 plate, 70-ampere-hour capacity. Air-cooled generator with automatic charging control. Ignition key solenoid-type starter. Automatic spark advance. Sealed-Beam headlights with foot selector switch. Spark plug insulating sleeves give completely shielded ignition wiring.

FRAME—Rigid-girder, channel X-Member type construction with 5 crossmembers.

SUSPENSION—Knee-Action front suspension and 58" x 2 $\frac{1}{2}$ " semi-elliptical leaf springs at rear. Front and rear stabilizer. Double-action hydraulic shock absorbers, cam and lever in front and direct-acting in rear.

POWER STEERING—Optional at extra cost on all models.

STEERING—Dual Center-Control. Recirculating ball and nut.

TIRES—Low pressure tires, 7.60 x 15 inches.

BRAKES—Super-Hydraulic, self-energizing type. Cast iron braking surfaces. Mechanical parking brake on rear wheels. All brakes completely sealed. Brake lining area, 191.7 square inches. Front brake size, 11" x 2 $\frac{1}{2}$ "; rear brake size, 11" x 2".

WHEELBASE—120 inches. Over-all length, 204 inches. Over-all width, 77 inches.

TURNING CIRCLE DIAMETER—42.5 feet.

BODIES BY FISHER on all models—Body types—4-Door Sedan, 2-Door Sedan.

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