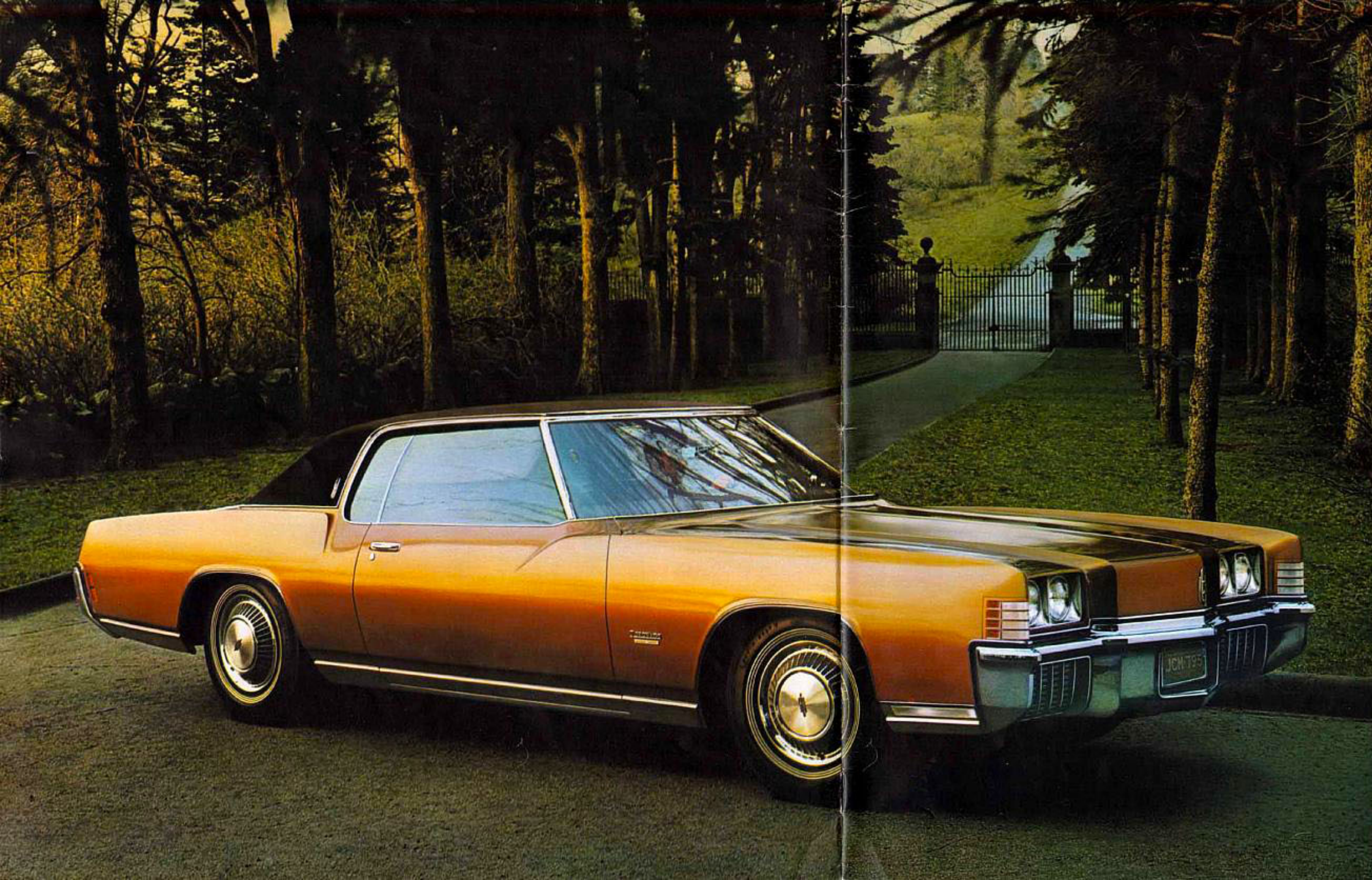


# 1971 OLDSMOBILE



TORONADO • NINETY-EIGHT • DELTA 88 • CUTLASS • 4-4-2 • STATION WAGONS





TORONADO.

The Unmistakable One.



This year, the Unmistakable One takes on grand new proportions.

Toronado, for '71, is a full five inches longer. And every inch adds to its elegance. Its dimensions, inside and out, are truly impressive.

The doors are beautifully counterbalanced for easier entry and exit, and include sturdy side-guard beams for passenger security. The interiors are more sumptuously appointed. The front floor is totally flat from door to door, with no hump to get in your way.

There's a second, high-level set of stop and turn lamps (see photograph above) to signal your intentions, smartly set off by the sculptured rear deck.

But the best spot of all is behind the wheel of Toronado. It provides one of the great experiences in all luxury motoring: front drive.

With front drive you apply power to the highway through the front wheels. This means the power *leads* you along the road, rather than *pushes* you. Result: Greater traction. Sure handling. Superb stability—whatever the weather, whatever the road.

And for 1971, Olds engineers have developed an outstanding new ride system with exclusive Supershocks for the smoothest, most comfortable ride of any car in the luxury class (see page 35).

And when you consider that a Rocket 455 V-8, dual exhausts, power steering, power front disc brakes, and Turbo Hydra-matic transmission are all standard—you've got one superb package. Unmistakable in looks, luxury, ride, and performance.

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Olds offers, at modest extra cost, a variety of accessories many of which are shown in the car illustrations, and may also be described on pages 36-37.





◀ Elegant fabrics and fine tailoring are customary in a luxury car. And Torino observes the custom impeccably. The Custom-Sport Bench Seat in Kingswood Cloth with Madrid-grain-vinyl trim (shown) may be ordered in Briar, Maize, Jade Green, Blue, or Black. Or you may select an Elk-grain-vinyl interior with Madrid-grain facings.

Torino's new control center conveniently groups fuel gauge and speedometer for quick, convenient reading. Servicing and replacement of instrument lights is a simple matter, since all units are now accessible from the passenger compartment. Switches, clock, and radio dial, for example, simply snap in and out.



STANDARD ENGINE: 455 V-8 w/4-bbl. carburetor and dual exhausts  
STANDARD TRANSMISSION: Turbo Hydra-matic 400

EXTERIOR DIMENSIONS: (in.)

Wheelbase	Length	Width	Height	Curb Weight
122.3	219.9	79.8	54.7	4577 lbs.

INTERIOR DIMENSIONS: (front/rear) (in.)

Headroom	Shoulder-room	Legroom	Trunk Capacity
38.1/37.1	64.3/60.2	42.4/35.8	14.2 cu. ft.

OTHER STANDARD FEATURES INCLUDE: Front drive. Power steering. Power front disc brakes. Flo-Thru Ventilation. Self-regulating electric clock. Front-seat center armrest. Swirl-gold-vinyl control center trim. Remote-control outside-left mirror. Interior-operated hood lock. Concealed radio antenna. Recessed windshield wipers. Deluxe steering wheel with Touch-and-Blow Horn Bar. Chrome wheel discs.

Also offers, at modest extra cost, a variety of accessories many of which are shown in the car illustrations, and may also be described on pages 36-37.

Torino's formal roof may be covered with an especially select grained vinyl—in Black, White, Gold, Green, or Brown. And under the vinyl? Special sound-absorbing acoustic fiber padding. Custom look outside. Custom quiet inside.

For the ultimate in individualized comfort, a special Brougham interior is offered for Torino. Its seat is divided on a 60/40 basis. The passenger (60) and the driver side (40) each have separate controls for the position and comfort each person prefers. This outstanding seat may be selected in new Jade Green, Maize, Briar, Blue, or Black.

The most roomy and comfortable Torino ever offered—with over five feet of shoulder-room, front and rear. And the front floor is flat. No bumps. No tunnels. Note that foot pedals are color-keyed to the interior scheme. True-Track Braking, a special computer-monitored system, may be ordered in Torino exclusively (described on page 36).

Torino's front drive and new ride provide a combination unavailable—at any price—in any other automobile. You drive this car no differently than others, but what you experience is indeed a new kind of luxury in motion.







## NINETY-EIGHT.

The comforts of home  
away from home.



Through the years you have probably made numerous changes and additions in your home to make it more beautiful, more convenient and, most importantly, more comfortable. We have done much the same with the Ninety-Eight.

1971 Ninety-Eight Sedans, for example, are the most spacious ever offered by Oldsmobile. Every significant interior dimension has been generously increased. The seats are uncommonly comfortable. Instead of building up a seat with layers of springs, padding, and foam, Ninety-Eight's new front-seat design is simple and sag-proof: solid foam, molded to the precise shapes and depths desired. The comfort and support provided easily rivals that of your own favorite armchair. In sedan models, the front seat also includes a center armrest.

And when it comes to smoothness, nothing can match the great new ride system developed for Ninety-Eight by Olds engineers.

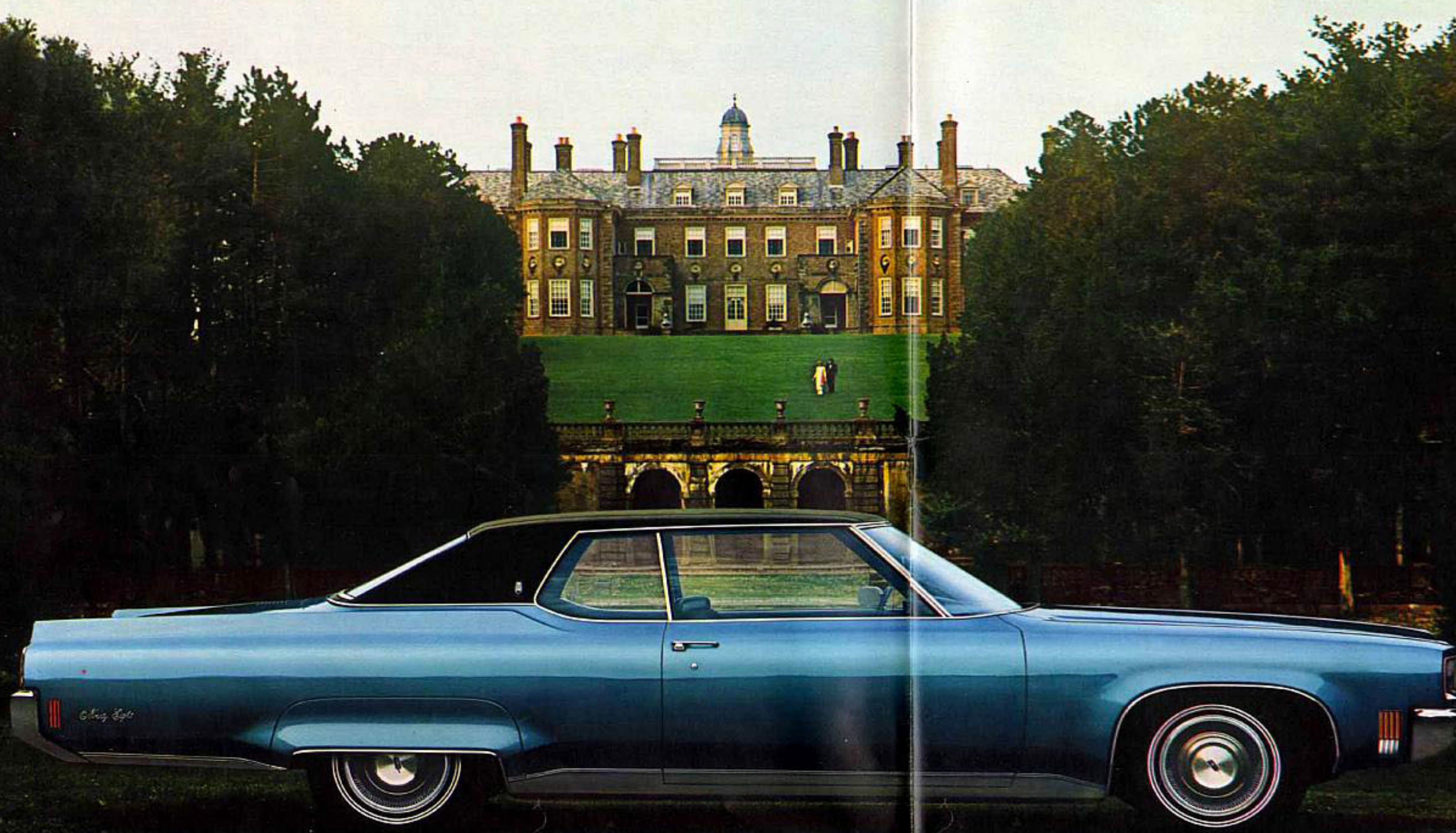
As for convenience? Every new Ninety-Eight comes with an impressive array of power assists that wait on you hand and foot. Power steering, power front disc brakes, (power windows and power seats in Luxury Sedan and Luxury Coupe), as well as Turbo Hydra-matic transmission are all standard. So is a Rocket 455 V-8 that reduces emissions and operates on no-lead, low-lead or regular fuel.

This year, when you head for the open road, take the comforts of home with you—in a spacious, luxurious Olds Ninety-Eight.

Illustrated at left—1971 Olds Ninety-Eight Luxury Hardtop Sedan. Ninety-Eight Hardtop Sedan, available.

Olds offers, at modest extra cost, a variety of accessories many of which are shown in the car illustrations, and may also be described on pages 36-37.





## NINETY-EIGHT.

For people who like  
to be surrounded  
by beautiful things.



If you can take your eyes from that magnificent new profile for a moment, we'd like to tell you of some other beautiful things you have in store.

The superb fabrics, for example. Soft and inviting to the touch. Of the hundreds of materials sampled, a mere half-dozen were deemed excellent enough for the new Ninety-Eight.

The thoroughly redesigned instrument panel is now splendidly bedecked with the warm look of Rosewood. There is beauty in the view—with the new panoramic sweep of glass that surrounds you.

Beauty is underfoot as well—in sumptuous carpeting, especially deep and thick to soak up little sounds that might grate the nerves.

You can fill the silence with the sound of the concert hall. This is easily accomplished by ordering the outstanding new four-speaker stereo sound system. Either AM or AM-FM radios are available. A stereo tape unit may also be ordered.

And you'll find beauty in convenience. In a glove compartment that is now double in size. In the thoughtfully located ash receivers, two of which light for night use. In deep-cushioned center armrests that attend to your added comfort.

If you like to be surrounded by beautiful things, you belong in an Olds Ninety-Eight.

Illustrated at left—1977 Olds Ninety-Eight luxury Hardtop Coupe. Ninety-Eight Hardtop Coupe, available.

Olds offers, at modest extra cost, a variety of accessories many of which are shown in the car illustrations, and may also be described on pages 36-37.





◀ This impressive Ninety-Eight Hardtop Coupe interior features a soft and luxurious Ottawa Cloth with supple Madrid-grain-vinyl trim. It may be ordered in Jade Green, Briar, Black, Blue, or White.

The new Ninety-Eight wraparound control center surrounds you with well-lighted, easy-to-read instruments. Deluxe steering wheel with Touch-And-Blow Horn Bar, rich Rosewood-grain vinyl, self-regulating clock, and "snap-in" panels are standard. A rear-compartment clock is also standard in Luxury Sedans with bench front seats. A trip odometer and a low-fuel warning light may be ordered.



STANDARD ENGINE: 455 V-8 w/4-bbl. carburetor				
STANDARD TRANSMISSION: Turbo Hydra-matic 400				
EXTERIOR DIMENSIONS: Sedans (in.)				
Wheelbase	Length	Width	Height	Curb Weight
127.0	226.1	79.0	54.6	4549 lbs.
INTERIOR DIMENSIONS: Sedans (front/rear) (in.)				
Headroom	Shoulder-room	Legroom	Trunk Capacity	
39.3/38.2	64.3/63.4	42.4/40.5	20.5 cu. ft.	

OTHER STANDARD FEATURES INCLUDE: Power steering, Power front disc brakes, Power seat and side windows (Luxury models), Flo-Thru Ventilation, Self-regulating clock, Also a rear-compartment clock in Luxury Sedans with Armrest Bench Front Seat, Front-seat center armrest, Rear-seat center armrest (Luxury Sedan), Cigar lighters, front and rear (Luxury models), Chrome-accented foot pedals, Remote-control outside-left mirror, Interior-operated hood lock, Wood-grain-vinyl control center trim, Concealed radio antenna, Recessed windshield wipers, Deluxe steering wheel with Touch-and-Blow Horn Bar, Chrome wheel discs, Rear-wheel-opening covers.

\*Odds others, at modest extra cost, a variety of accessories, many of which are shown in the car illustrations, and may also be described on pages 36-37.

Ninety-Eight Hardtop Sedan interior with front armrests in Ottawa Cloth and Madrid-grain-vinyl trim. May be ordered in Blue, Jade Green, White, Briar, or Black. This and all Ninety-Eight models feature the new solid foam, springless construction for exceptional support and comfort.



Ninety-Eight Luxury Sedan may be ordered with the Divided Front Seat with Dual Controls. Each side is individually adjustable for the ultimate in riding comfort. Tailored in supple Black Elk-grain vinyl with Madrid-grain trim. Also available in Black Orient and Prima Cloth.



Ninety-Eight Luxury Coupe interior with the Custom-Sport Front Seat. It is richly upholstered in Orient and Prima Cloth. And it is available in a wide choice of tasteful colors—Sandalwood, Briar, Jade Green, Blue, and Black.



There's an elegant console in the driver's door of some Ninety-Eights, providing fingertip control of various power features. In Ninety-Eight Luxury models, it includes controls for power windows, seat, remote-control mirror. It includes power door lock controls, if ordered.







## DELTA 88.

Now with Oldsmobile's exclusive "G-Ride" System.



If you thought Delta 88 offered a warm welcome to the big-car world before, just wait till you drive a beautiful and newly styled 1971 model down a few miles of open road!

The first thing you'll notice is what you *don't* notice. Road noise, for example. Vibration. Jolts. Bottoming. Delta 88's new "G-Ride" System virtually eliminates them—by better controlling the effect of "G forces" (those forces that affect the way a car handles and rides).

The "G-Ride" System is a combination of engineering advances in chassis, suspension, steering, and sound insulation. An example of those advances is Supershocks, an Olds exclusive. They feature friction-reducing Teflon-coated pistons for smoother, more predictable performance and longer service.

Other advancements include improved steering linkage for superb straight-line stability. A tuned stabilizer bar that reduces pitch and sway. Larger rear control arms bushings which better isolate you from road impact. And computer-selected spring rates for a consistently comfortable ride.

Put all that together in a big, heavy Delta 88 and some wonderful things happen.

It corners better, takes hills better, handles better in stiff crosswinds. You feel more comfortable whatever the road.

And if all this isn't enough to tempt you into the big-car world of Olds, consider the sheer economics of the matter. Rocket V-8 performance, power steering, and power front disc brakes are all included in the surprisingly modest price of every new Delta 88.

Illustrated left to right—Delta 88 Town Sedan, Delta 88 Hardtop Sedan, Delta 88 Hardtop Coupe.

Olds offers, at modest extra cost, a variety of accessories many of which are shown in the car illustrations, and may also be described on pages 30-31.



## DELTA 88 CUSTOM.

With "G-Ride" smoothness, great new looks, and a whole lot more.



If you called it the "and-then-some" Olds, you'd have Delta 88 Custom pinned down beautifully.

Take something as simple as carpeting. It's wall-to-wall as in most cars. But, in the Delta 88 Custom, it continues up the cowl and across the lower door panels.

Or take the steering wheel. Functional, sure, but, in Delta 88 Custom, it becomes a thing of beauty as well. Its rim features a slim Rosewood-grain-vinyl inlay. Very handsome. And a perfect complement to matching inlays in the instrument panel and in all doors.

You'll find an extra helping of room and comfort, too. That impressive new aerodynamic body styling is the reason. Its tubular shape, with dramatically curved side glass (reminiscent of a sleek aircraft fuselage), adds generously to all important comfort dimensions. Shoulder-room, for example, is two inches greater.

But that doesn't even begin to do justice to all that Delta 88 Custom offers. Here are a few more features, all standard. A redesigned Rocket 455 V-8 that fights pollution and operates on no-lead, low-lead or regular fuel. Upper and lower level Flo-Thru Ventilation, now with a fan for constant air circulation and greater comfort, even while idling at a stoplight. Heavier gauge bumpers with greater dent resistance. Two lighted ashtrays in the instrument panel. Courtesy and map lights. Full wheel discs. And, of course, all the smooth new riding comfort of exclusive "G-Ride". All standard.

If you're after big-car comfort, luxury, and value, Delta 88 Custom has it.

And then some!

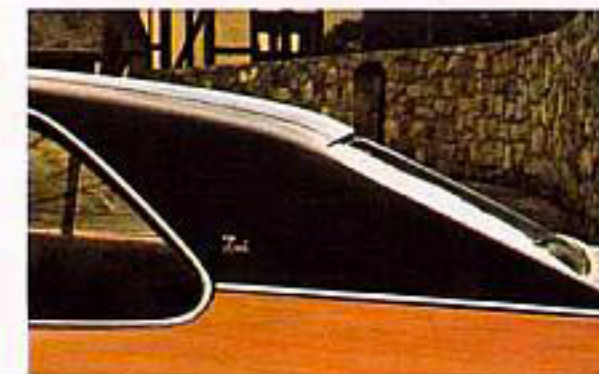
Illustrated left to right—Delta 88 Custom Town Sedan, Delta 88 Custom Hardtop Sedan, Delta 88 Custom Hardtop Coupe.

Olds offers, at modest extra cost, a variety of accessories many of which are shown in the car illustrations, and may also be described on pages 36-37.



## DELTA 88 ROYALE.

Sporting elegance.  
Now with "G-Ride" and a  
great new running mate.



That's the power of popularity!

We start out with sporting elegance in one model, and we wind up with *two* of them! And that's just fine with us.

For 1971, we've added a rakish new Convertible for top-down lovers. Like the Hardtop, it features all of the personal touches that set Royale off as the top of the Delta 88 line. For example, the custom triple pinstriping that runs the full length of the lower body. The exclusive Royale grille. Courtesy lamps in each door that light when opened. And distinctive chrome side louvers.

On the Hardtop, there's a vinyl-covered top with formal rear window. In the Convertible, an electrically powered top that folds inward for additional rear-seat room and a more tailored appearance. Both standard.

If you wish, you may personalize still further by ordering from a wide range of power, convenience, and comfort accessories.

1971 Delta 88 Royale, now with Oldsmobile's exclusive "G-Ride" System. It's the sporting full-size car that caters to you without compromise.

Illustrated left to right—1971 Delta 88 Royale Convertible, and Delta 88 Royale Hardtop. Colors.

Olds offers, at model extra cost, a variety of accessories many of which are shown in the car illustrations, and may also be described on pages 36-37.





Delta 88 Custom interior is in pleated Excelsa Cloth with Madrid-grain-vinyl trim. Select from Jade Green, Briar, or Blue. Also available with all-vinyl in White or Black.

Delta 88 interior is offered in a smartly patterned Eden Cloth with supple Madrid-grain-vinyl trim. This handsome, long-wearing interior is available in Blue, Jade Green, and Black. All-vinyl may be ordered in Briar, Black, White (hardtops only), and Sandalwood (pillar sedans only).

Delta 88 Royale Hardtop Coupe Interior with Custom-Sport Front Seat of Prima and Orient Cloth. Available in Jade Green, Briar, Blue, or Black. May also be ordered in all-vinyl—White only in the Coupe—Jade Green, Briar, Blue, Black, or White in the Convertible.

The new Delta 88 wraparound control center, with warm Rosewood-vinyl trim, features "snap-in" switches and panels for easy service. Dials and gauges are lighted by tiny flood lamps for excellent visibility. Quiet, effective Flo-Thru Ventilation now features upper and lower level controls for added comfort.

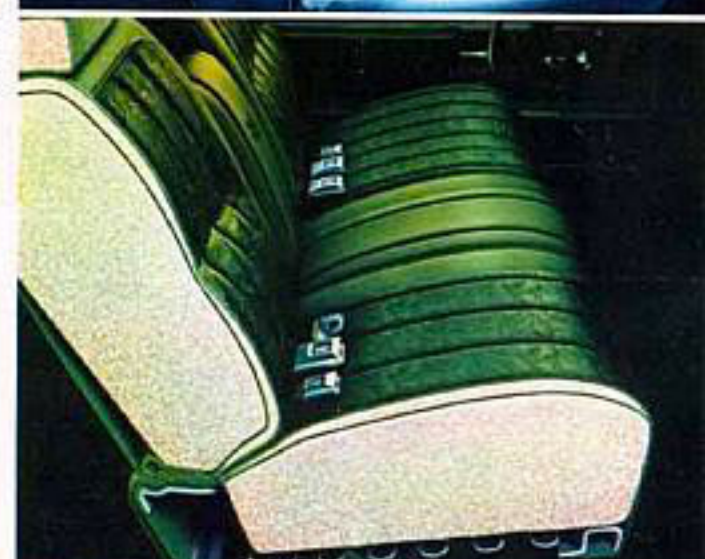


Seat construction in every Delta 88 features solid foam rubber (up to six inches thick) in front-seat cushions and backs, and in rear seatbacks. Pure luxury. Solid comfort.

Delta 88s are bigger everywhere you look. That includes the luggage compartment, which is increased in capacity.

<b>STANDARD ENGINE:</b>				
350 V-8 w/2-bbl. carburetor (Delta 88)				
455 V-8 w/2-bbl. carburetor (Custom, Royale)				
<b>STANDARD TRANSMISSION:</b>				
Fully synchronized manual 3-speed with column shift				
<b>EXTERIOR DIMENSIONS:</b> Delta 88 Hardtop Sedan (in.)				
Wheelbase	Length	Width	Height	Curb Weight
124.0	220.2	79.5	53.6	4221 lbs.
<b>INTERIOR DIMENSIONS:</b> Delta 88 Hardtop Sedan (front/rear) (in.)				
Headroom	Shoulder-room	Legroom	Trunk Capacity	
38.3/38.0	62.2/62.1	42.4/38.5	20.1 cu. ft.	
<b>OTHER STANDARD FEATURES INCLUDE:</b> Power steering, Power front disc brakes, Flo-Thru Ventilation, Wood-grain-vinyl control center trim, Deluxe steering wheel with Touch-and-Blow Horn Bar, Interior-operated hood lock, Cigar lighter, Concealed radio antenna, Recessed windshield wipers, Chrome wheel discs.				

Delta 88 offers, at modest extra cost, a variety of accessories many of which are shown in the car illustrations, and may also be described on pages 36-37.





## CUTLASS SUPREME.

Down goes the age  
limit on elegance.



Time was when folks figured they had to be pretty well off to move into so much elegance.

Well, that's just not the case with the beautiful new Olds Cutlass Supreme. It places all-out elegance within the reach of almost every new-car buyer!

For 1971, here's good taste and luxury in an easy handling size. Take a thoughtful look at the Cutlass Supreme profile. It's classic. The roofline? Impressively formal, tastefully refined.

Inside, the wide and welcoming front sofa-seat features a deeply padded armrest. The lavish use of Rosewood-grain vinyl adds the warmth of a paneled den. In Coupe models, the whisper-quiet Flo-Thru Ventilation now features both *upper and lower* level controls for your added comfort.

Cutlass Supreme performance is supplied efficiently by a 4-barrel Rocket 350 V-8 that runs on no-lead, low-lead or regular fuel.

If you want true elegance in your next car and insist on economy, too—you and Cutlass Supreme are made for each other.

Illustrated left to right—Cutlass Supreme Convertible, Cutlass Supreme Hardtop Coupe, Cutlass Supreme Hardtop Sedan.

Olds offers, at modest extra cost, a variety of accessories many of which are shown in the car illustrations, and may also be described on pages 36-37. 21





## CUTLASS S.

It takes a low price  
and makes sport of it.



Nobody can accuse Cutlass S of being a wallflower. This one is bold and outgoing. Freshest fastback on the road today!

But then, what else could it be with all those young ideas going for it? Louvered hood, hideaway wipers, concealed radio antenna (it's cleverly hidden in the windshield), and deft-handling 112-inch wheelbase all included in this sporting proposition.

So is a spirited Rocket 350 V-8 or big Action-Line 6. Your choice. Both are designed to fight air pollution. And they'll do it smoothly on no-lead, low-lead or regular fuel.

Care to sport it up still more? Then how about selecting one of our wild new colors? Bittersweet, Saturn Gold, Viking Blue, or Lime Green. No extra cost!

Or if you like, you can order from a whole list of sporty Olds extras—bucket seats, sports console, special striping, sport wheels, dual-gate shifter that lets you shift manually or automatically, and so on!

But maybe the best part of all is how Cutlass S is priced. Right down there with those low-price names. And that, sports fans, is about as sporting as you can get!

Illustrated left to right—Cutlass S Sports Coupe, Cutlass S Hardtop Coupe.

Olds offers, at modest extra cost, a variety of accessories many of which are shown in the car illustrations, and may also be described on pages 36-37.



## CUTLASS/F-85.

Owning an Olds  
keeps getting easier.  
And easier. And easier.



It's no secret that Olds has made a habit of offering especially easy-to-own models. Well, for 1971, we offer *three!* All beautifully endowed with Olds styling, Olds engineering, and hard-to-believe Olds extras.

Take that rakish Cutlass Hardtop Coupe. It's brand new. And it's Oldsmobile's *lowest priced hardtop!*

Then, of course, there're the Cutlass and F-85 Town Sedans, each with more saving ways than you can shake a bank book at!

But what exactly will this impressive threesome get you? An almost endless list of built-in Olds features. The kind that add value when you buy. And keep it there till you sell. Things like front-fender liners that fight off rust. An aluminized exhaust system that resists corrosion. A strong side-guard beam in each door for added security. An anti-theft steering column that discourages "borrowing". And a beautifully rugged Body by Fisher.

And for your added convenience, there's even a new door-locking system. Now you simply depress the lock button on the window sill and close the door. That's all there is to it.

Sound like a lot of value? It sure is. But then, Oldsmobile has *always* been a step ahead in that department.

Illustrated, left to right—1971 Cutlass Hardtop Coupe, Cutlass Town Sedan, and F-85 Town Sedan.

Olds offers, at modest extra cost, a variety of accessories many of which are shown in the car illustrations, and may also be described on pages 26-27. 25





Cutlass Supreme Hardtop Coupe interior with Custom-Sport Front Seat in Prima Cloth with vinyl accents in Jade Green, Blue, and Black. All-vinyl Custom-Sport Front Seat available in Black, Sienna, and White. Or you may wish to choose specially contoured all-vinyl Strato Bucket Seats in Coupe or Convertible. Take your pick.

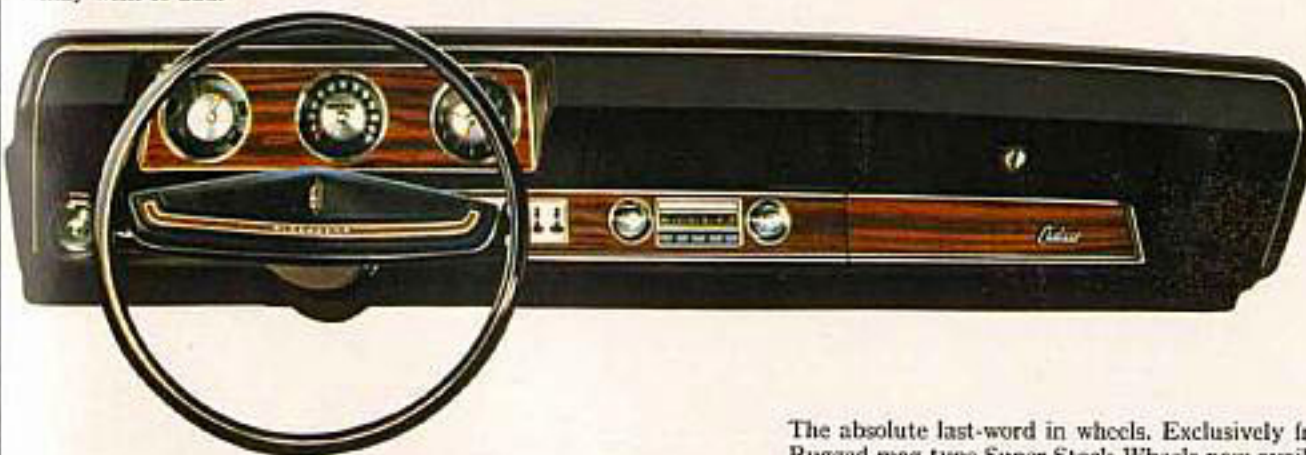
Cutlass Hardtop interior in handsome, easy-to-care-for Elk-grain Moroccan. A damp cloth can keep it looking like new. Order in White, Jade Green, Sienna, or Black.



Like equipment with a sporting flare? Then order your Cutlass S with cushy Strato Bucket Seats and console-mounted transmission! Power windows and that 4-spoke Custom-Sport Steering Wheel with non-slip, leather-like vinyl grip, available.

Lavish is the word for the rich Rosewood-vinyl inlays in each door, across the dash (standard on Cutlass Supreme, available on Cutlass S, Cutlass, and F-85). Custom-mounted, self-regulating clock, radio (with or without stereo), and air conditioning are a few other extras you may wish to add.

"His-and-hers" Dual-Gate Shifter. Lets you shift manually or automatically. Order it along with your sports console.



The absolute last-word in wheels. Exclusively from Olds. Rugged mag-type Super Stock Wheels now available with special trim to match the body paint color you select! And there are 15 great new colors for you to choose from!



<b>STANDARD ENGINE:</b>				
350 V-8 w/2-bbl. carburetor (Cutlass/S/F-85)				
250 6-cyl. w/1-bbl. carburetor (Cutlass/S/F-85)				
350 V-8 w/4-bbl. carburetor (Cutlass Supreme)				
<b>STANDARD TRANSMISSION:</b>				
Fully synchronized manual 3-speed with column shift				
<b>EXTERIOR DIMENSIONS:</b> Cutlass Coupes/Sedans (In.)				
Wheelbase	Length	Width	Height	Curb Wt. (V-8)
112.0/116.0	200.6/207.6	76.8/76.8	52.9/53.5	3553/3598 lbs.
<b>INTERIOR DIMENSIONS:</b> Cutlass Sedans (front/rear) (In.)				
Headroom	Shoulder-room	Legroom	Trunk Capacity	
38.5/37.1	58.2/57.3	41.5/35.0	17.0 cu. ft.	

**OTHER STANDARD FEATURES INCLUDE:** Concealed radio antenna. Recessed windshield wipers. Crank-operated vent windows or Flo-Thru Ventilation. Glove compartment with rotary latch. Cigar lighter. Deluxe steering wheel, all except F-85. Louvered hood. Cutlass S only. Wood-grain-vinyl instrument-panel trim and Custom-Sport Front Seat with center armrest, Cutlass Supreme only.

Olds offers, at modest extra cost, a variety of accessories many of which are shown in the car illustrations, and may also be described on pages 36-37.





## 4-4-2.

### Turns drivers into enthusiasts.

With a special high-torque, 455-cubic-inch V-8, it's easily understandable. 4-4-2 performance is strictly top drawer. And we intend to *keep* it that way.

For 1971, we've increased the spark, opened up the breathing, and slipped in "a little more cam" just to make sure.

As for handling? The rest of the pack is still scrambling to match 4-4-2's special underpinnings, which include all heavy-duty components and stabilizer bars both *front and rear!*

Strato Bucket Seats, wide-striped louvered hood, Hurst Competition Shifter, heavy-duty wheels, and the super-wide bias-ply glass-belted tires with white stripes are also standard.

**W-30:** A special-performance package with factory-blueprinted engine! Available in 4-4-2 only. Includes lightweight fiberglass hood with functional air scoops and chromed hood pins. Special factory-blueprinted 455-CID, cold-air V-8 to help assure top performance. Performance-calibrated Quadrajet 4-bbl. carb. Special air-cleaner. High-overlap cam. Aluminum intake manifold. Hood and wide body-side paint stripes. Front disc brakes, manual. Lightweight sound insulation. Die-cast W-30 identification on front fenders. And, of course, dual sports-styled outside mirrors, raised-letter tires, and an anti-spin performance axle are a must! Order them along with your W-30 package.

Can you think of a better way to set off your 4-4-2 instrument panel than with that handsome Custom-Sport Steering Wheel! It features a thick, pliable, leather-like vinyl grip and four brushed-metal spokes. Be sure to order one—along with a tach, clock, gauges, and other sporting extras.



<b>STANDARD ENGINE:</b>				
455 V-8 w/4-bbl. carburetor and dual exhausts				
<b>STANDARD TRANSMISSION:</b>				
Fully synchronized heavy-duty 3-speed manual with Hurst Competition Shifter, floor-mounted				
<b>EXTERIOR DIMENSIONS: Coupe (in.)</b>				
Wheelbase	Length	Width	Height	Curb Weight
112.0	203.6	76.6	52.9	3792 lbs.
<b>INTERIOR DIMENSIONS: Coupe (front/rear) (in.)</b>				
Headroom	Shoulder room	Legroom	Trunk Capacity	
37.9/36.3	58.2/57.7	41.5/32.3	17.0 cu. ft.	

**OTHER STANDARD FEATURES INCLUDE:** Hood, body-side, and trunk lid paint stripes. Louvered hood. Bucket seats. Low-restriction dual exhausts. Deluxe steering wheel. Wood-grain-vinyl instrument-panel trim. Concealed radio antenna. Recessed windshield wipers. Cigar lighter, FE2 (heavy-duty) suspension, G70 x 14" white-stripe wide-oval tires (bias-ply glass-belted). Heavy-duty 7-inch-wide wheels, Flo-Thru Ventilation.

Oldsmobile, at modest extra cost, a variety of accessories many of which are shown in the car illustrations, and may also be described on pages 36-37.

Those handsome, louvered Super Stock Wheels are available with argent trim, as shown. Or you can order them trimmed to match the body paint color you select. The 7-inch-wide, bias-belted white-stripe tires come standard.

The ultimate head-turning extra you can order. This lightweight fiberglass hood features functional dual air scoops, bold stripes, and special chromed exterior hood latches.

We're playing your song! Through low-restriction full-dual exhausts with handsome flared outlets. They're standard. So is that exclusive and custom-notched rear bumper.

As if 4-4-2 styling isn't young enough to begin with—here are four new and wild, special colors to make it even more so! Viking Blue. Lime Green. Bittersweet. Saturn Gold. No extra charge—on 4-4-2, F-85, and all Cutlass models!

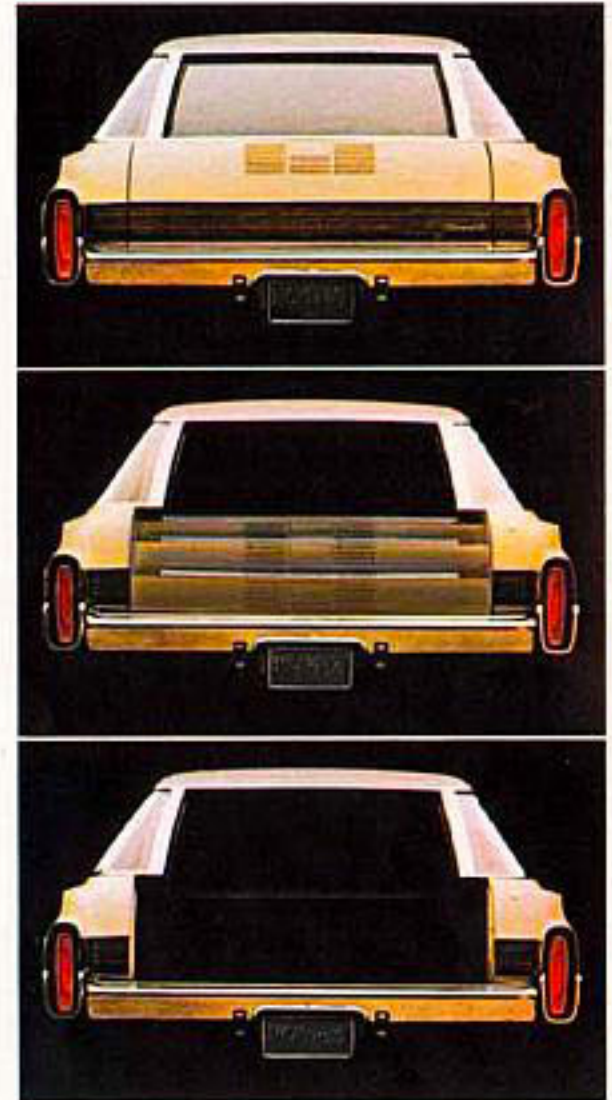






## CUSTOM CRUISER.

Introducing the totally new luxury station wagon with the disappearing tailgate!



Custom Cruiser is Oldsmobile's definitive statement on what station wagon elegance is all about. With its 127-inch wheelbase, it's the biggest wagon Olds has ever built. And, quite obviously, the most luxurious. Interior fabrics and appointments are of salon quality.

Even the lavish wood-grain-vinyl exterior is special. It is made of a sheer translucent vinyl that automatically "blends itself" to complement whichever body paint color you select!

And Custom Cruiser offers outstanding function as well as luxury. Its Glide-Away Tailgate doesn't just open. It disappears! Its power-operated window glides smoothly into the roof, while the manually-operated tailgate slides under the floor. A power-operated tailgate may also be ordered.

Illustrated at left—Custom Cruiser, 3-seat, 2-seat model, available.

Olds offers, at modest extra cost, a variety of accessories many of which are shown in the car illustrations, and may also be described on pages 36-37.





## CUTLASS CRUISER.

Meet our "wonder wagon". You'll wonder how we put so much room and comfort into such a handsome, low-priced package! Handles and parks with ease. That standard wide-opening Drop-or-Swing Tailgate and flat, unobstructed floor makes loading a breeze. After whale-size value? You've found it!

### STANDARD ENGINE:

350 V-8 w/2-bbl. carburetor  
250 6-cylinder w/1-bbl. carburetor

### STANDARD TRANSMISSION:

Fully synchronized manual 3-speed with column shift

### EXTERIOR DIMENSIONS: (in.)

Wheelbase	Length	Width	Curb Weight
116.0	213.3	76.8	4072 lbs.

INTERIOR DIMENSIONS: (1st/2nd seat) (in.)			Cargo Capacity
Headroom	Shoulder-room	Legroom	
38.4/39.3	56.3/57.4	41.5/34.8	93.6 cu. ft.

OTHER STANDARD FEATURES INCLUDE: Power front disc brakes. Concealed radio antenna. Recessed windshield wipers. Deluxe steering wheel. Cigar lighter. Hidden storage compartment. Drop-or-Swing Tailgate. Crank-operated vent windows.



Olds Cutlass Cruiser interior in Madrid-grain Moroccan with Pebble-grain trim. Handsome. Durable. And extremely easy to care for. A damp cloth is all it takes!



A spacious hidden storage compartment under the floor, standard in all Olds Cruiser models. Just the place for keeping valuables out of sight. A lock may be ordered for it.

Illustrated left to right—Vista-Cruiser 2-seat model, Cutlass Cruiser 2-seat model, Vista-Cruiser 3-seat model, available.

## VISTA-CRUISER.

The exclusive, 11-windowed wagon that's topped the Olds popularity poll for years! And with Vista-Roof styling, 100-plus-cubic-foot cargo space, and wood-grain-vinyl exterior, it's easy to see why. With two- and three-seat models with forward-facing seats, it could easily win *your* 1971 vote!

### STANDARD ENGINE:

350 V-8 w/2-bbl. carburetor

### STANDARD TRANSMISSION:

Fully synchronized manual 3-speed, column-mounted

### EXTERIOR DIMENSIONS:

Wheelbase	Length	Width	Curb Weight
121.0	218.3	76.8	4293 lbs.

INTERIOR DIMENSIONS: (1st/2nd seat) (in.)			Cargo Capacity
Headroom	Shoulder-room	Legroom	
38.0/40.3	58.2/57.5	41.5/37.8	105.2 cu. ft.

OTHER STANDARD FEATURES INCLUDE: Power front disc brakes. Concealed radio antenna. Recessed windshield wipers. Deluxe steering wheel. Cigar lighter. Hidden storage compartment. Drop-or-Swing Tailgate. Wood-grain-vinyl interior and exterior trim. Tailgate dome lamp. Central dome lamp.



Olds Vista-Cruiser interior tailored in Madrid-grain Moroccan with Pebble-grain trim. It can take all the wear a big family can give it—and still look fresh for years!



Drop-or-Swing Tailgate standard in Vista-Cruiser. Cutlass. Drop it down to take on cargo. Swing it open when picking up groceries. Power-operated tailgate window, available.

## CUSTOM CRUISER.

The ultimate in wagon luxury makes its grand entrance—with a lavish list of extras that don't cost extra! Power steering, power brakes (discs in front), new Glide-Away Tailgate, Rocket 455 V-8, Flo-Thru Ventilation, and special wood-grain-vinyl paneling (sides and rear)—all standard!

### STANDARD ENGINE:

455 V-8 w/2-bbl. carburetor

### STANDARD TRANSMISSION:

Fully synchronized manual 3-speed, column-mounted

### EXTERIOR DIMENSIONS: (in.)

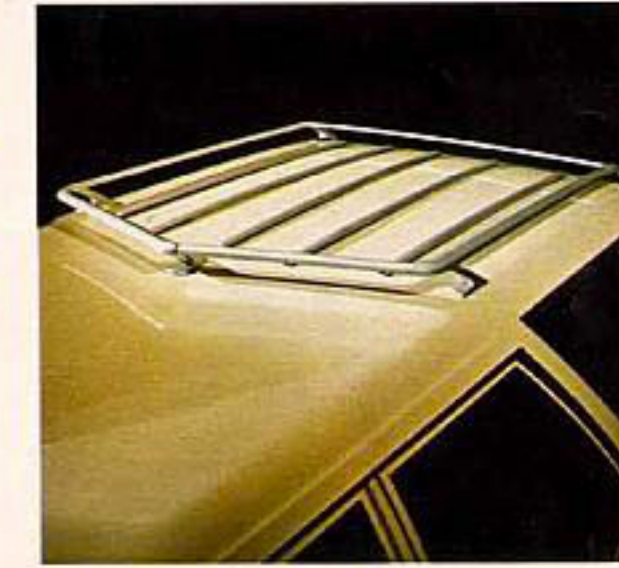
Wheelbase	Length	Width	Curb Weight
127.0	225.3	79.5	4997 lbs.

INTERIOR DIMENSIONS: (1st/2nd seat) (in.)			Cargo Capacity
Headroom	Shoulder-room	Legroom	
39.5/39.4	64.3/63.3	42.4/39.0	109.0 cu. ft.

OTHER STANDARD FEATURES INCLUDE: Power front disc brakes. Power steering. Glide-Away Tailgate. Concealed radio antenna. Recessed windshield wipers. Deluxe steering wheel. Cigar lighter. Hidden storage compartment. Flo-Thru Ventilation. Interior-operated hood lock. Chrome wheel discs. Rear-wheel-opening covers.



Olds Custom Cruiser interior in elegant Madrid-grain Moroccan with Derma-grain trim. The front-seat and second-seat backrest feature the comfort of solid foam.



Need even more cargo space? The sky's the limit—when you order this handsome, chromed rooftop carrier. A special ski-rack adapter is also available as an accessory.

Olds offers, at modest extra cost, a variety of accessories many of which are shown in the car illustrations, and may also be described on pages 36-37.



## More efficient engines, smoother transmissions, an exciting new ride—all designed to keep you a step ahead!

Olds Engines. Every one of them is a pollution-fighter.

Olds engineers have always pioneered in automobile performance.

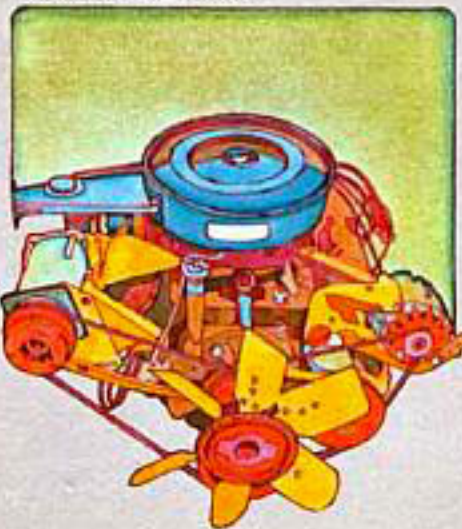
It's truer than ever this year.

For 1971, all Oldsmobile engines have been designed to operate efficiently on the new no-lead or low-lead gasolines. In addition to the lower exhaust emissions attainable with this engine/fuel combination, there are benefits in longer life for your spark plugs, exhaust system and other engine components. If these no-lead, low-lead gasolines are not available, any leaded regular-grade gasoline with a Research Octane Number of 91 or higher may be used.

Other types of emissions have been significantly reduced through additional advances. The carburetor idle-mix adjustment, now preset at the factory and permanently sealed, is an example. So is the new Olds-developed fuel-feed system, and new programmed choke. We've also added a new evaporative fuel-control system to reduce gas vapor emissions.

The end results? Quicker starts. Excellent all-round performance. Less maintenance. Cleaner, more efficient operation. And most importantly—less emissions and cleaner air for all.

It's quite a lot to expect—except from Olds engineers!



**Rocket 455 V-8/4-bbl.**  
Displacement..... 455 cu. in.  
Torque..... 375 lb.-ft. at 2800 rpm  
Bore & Stroke..... 4.125 x 4.250  
Carburetor..... Quadrajet 4-bbl.  
Exhaust system..... Full dual  
Availability..... Toronado only. Standard

**Rocket 455 V-8/4-bbl. (L32)**  
Displacement..... 455 cu. in.  
Torque..... 370 lb.-ft. at 2800 rpm  
Bore & Stroke..... 4.125 x 4.250  
Carburetor..... Quadrajet 4-bbl.  
Exhaust system..... Full dual  
Availability..... Cutlass Supreme, Vista-Cruiser

**Rocket 455 V-8/4-bbl. (L31)**  
Displacement..... 455 cu. in.  
Torque..... 360 lb.-ft. at 2600 rpm  
Bore & Stroke..... 4.125 x 4.250  
Carburetor..... Quadrajet 4-bbl.  
Exhaust system..... Single  
Availability..... All Delta 88 models. Standard in Ninety-Eight

**Rocket 455 V-8/2-bbl. (L30)**  
Displacement..... 455 cu. in.  
Torque..... 355 lb.-ft. at 2000 rpm  
Bore & Stroke..... 4.125 x 4.250  
Carburetor..... 2-bbl.  
Exhaust system..... Single  
Availability..... Standard in Custom Cruiser, Delta 88 Custom, and Delta 88 Royale. Available in Delta 88 and Vista-Cruiser

**Rocket 455 V-8/4-bbl. (4-4-2)**  
Displacement..... 455 cu. in.  
Torque..... 370 lb.-ft. at 3200 rpm  
Bore & Stroke..... 4.125 x 4.250  
Carburetor..... Quadrajet 4-bbl.  
Exhaust system..... Full dual  
Availability..... Standard in 4-4-2

**Rocket 455 V-8/4-bbl. (W-30)**  
Displacement..... 455 cu. in.  
Torque..... 410 lb.-ft. at 3200 rpm  
Bore & Stroke..... 4.125 x 4.250  
Carburetor..... Quadrajet 4-bbl. (performance-calibrated)  
Exhaust system..... Full dual  
Includes factory-blueprinting, force-air induction, special air-cleaner, high-overlap cam, aluminum intake manifold, oversize intake and exhaust ports and more.  
Availability..... 4-4-2 only

**Rocket 350 V-8/4-bbl. (L74)**  
Displacement..... 350 cu. in.  
Torque..... 275 lb.-ft. at 2800 rpm  
Bore & Stroke..... 4.057 x 3.385  
Carburetor..... Quadrajet 4-bbl.  
Exhaust system..... Single  
Availability..... Standard in Cutlass Supreme. Available in all other Cutlass and F-85 models

**Rocket 350 V-8/2-bbl. (L65)**  
Displacement..... 350 cu. in.  
Torque..... 275 lb.-ft. at 2400 rpm  
Bore & Stroke..... 4.057 x 3.385  
Carburetor..... 2-bbl.  
Exhaust system..... Single  
Availability..... Standard in Delta 88, Vista-Cruiser, Cutlass, Cutlass S, and F-85. Available in Cutlass Supreme

**Action-Line Six/1-bbl.**  
Displacement..... 250 cu. in.  
Torque..... 185 lb.-ft. at 2000 rpm  
Bore & Stroke..... 3.875 x 3.530  
Carburetor..... 1-bbl.  
Exhaust system..... Single  
Availability..... Standard in Cutlass, Cutlass S, and F-85

## Transmissions

**Turbo Hydra-matic 400.** The smoothest, most refined transmission available today. Three speeds for maximum performance, economy. Standard in Toronado, Ninety-Eight. Available with 455 V-8 models.

A Turbo Hydra-matic 350 version is available in all other V-8 and 6-cylinder models.

**Fully synchronized 3-speed manual.** Easy-shifting gear lever is located on steering column. Standard in all Custom Cruiser, Delta 88, Vista-Cruiser, Cutlass, and F-85 models.

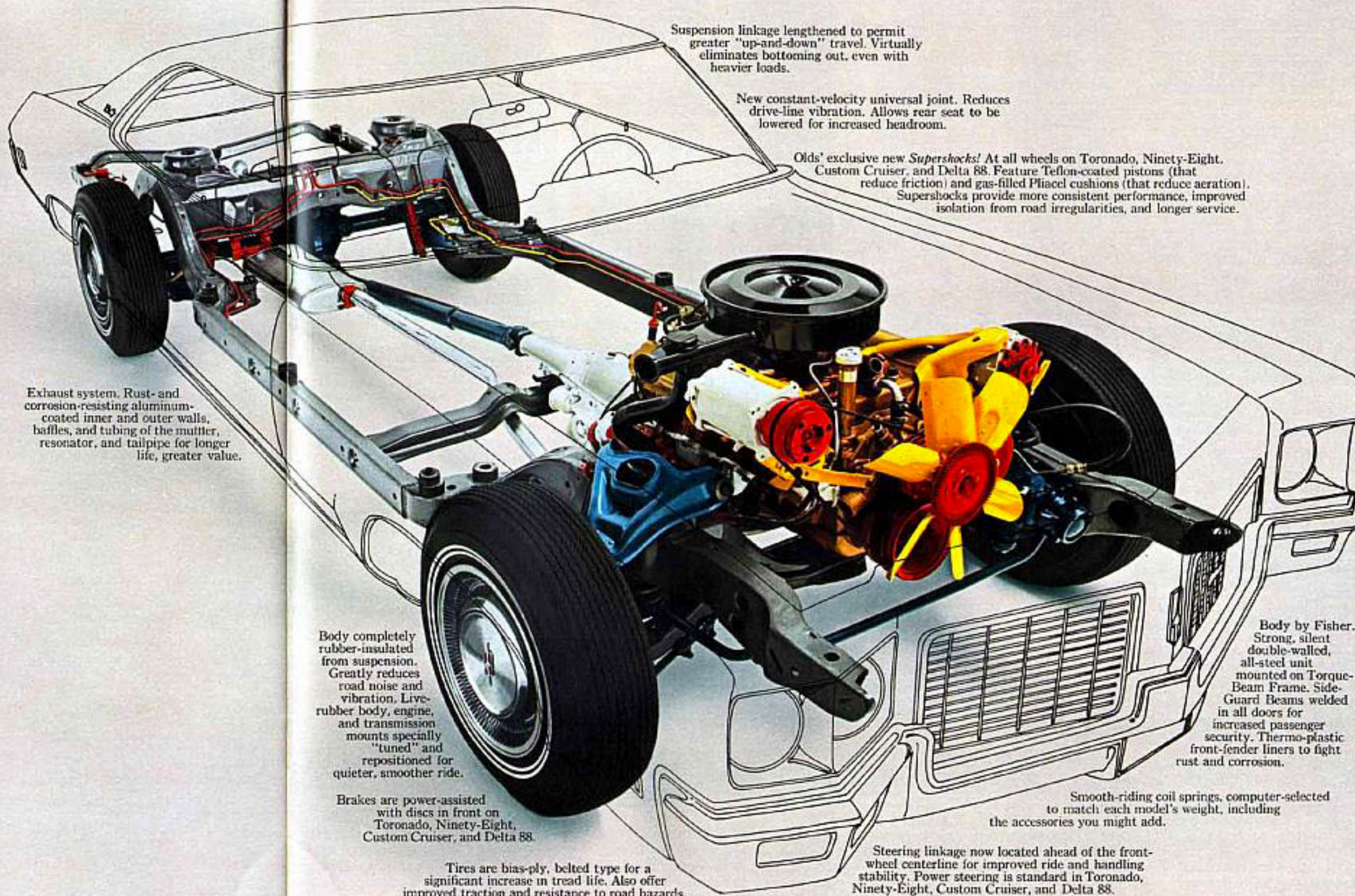
**Fully synchronized heavy-duty 3-speed manual.** With floor-mounted Hurst Competition Shifter, standard in 4-4-2. Available in Cutlass and F-85 V-8 models.

**Fully synchronized heavy-duty 4-speed manual (Wide-Ratio).** Floor-mounted Hurst Competition Shifter. Available in 4-4-2, Cutlass, and F-85 V-8 models.

**Fully synchronized extra-heavy-duty 4-speed manual (Close-Ratio).** For quick, short-throw shifts. Floor-mounted Hurst Competition Shifter. Requires somewhat higher axle ratios. Available in 4-4-2 and with the W-30 Package only.

## Axle Ratios

Olds offers a wide range of axle ratios to match whatever type of driving you do most. From top economy (2.56-to-1) ... to all-around (3.23-to-1) ... to heavy-duty maximum performance (5.00-to-1). The full list of ratios follows: 2.56-, 2.73-, 2.93-, 3.08-, 3.23-, 3.42-, 3.73-, 4.10-, 4.66-, and 5.00-to-1. Availability depending on engine and model choice.



Suspension linkage lengthened to permit greater "up-and-down" travel. Virtually eliminates bottoming out, even with heavier loads.

New constant-velocity universal joint. Reduces drive-line vibration. Allows rear seat to be lowered for increased headroom.

Olds' exclusive new *Supershocks!* At all wheels on Toronado, Ninety-Eight, Custom Cruiser, and Delta 88. Feature Teflon-coated pistons (that reduce friction) and gas-filled Pliaacel cushions (that reduce aeration). Supershocks provide more consistent performance, improved isolation from road irregularities, and longer service.

Exhaust system. Rust- and corrosion-resisting aluminum-coated inner and outer walls, baffles, and tubing of the muffler, resonator, and tailpipe for longer life, greater value.

Body completely rubber-insulated from suspension. Greatly reduces road noise and vibration. Live-rubber body, engine, and transmission mounts specially "tuned" and repositioned for quieter, smoother ride.

Brakes are power-assisted with discs in front on Toronado, Ninety-Eight, Custom Cruiser, and Delta 88.

Tires are bias-ply, belted type for a significant increase in tread life. Also offer improved traction and resistance to road hazards.

Body by Fisher. Strong, silent double-walled, all-steel unit mounted on Torque-Beam Frame. Side-Guard Beams welded in all doors for increased passenger security. Thermo-plastic front-fender liners to fight rust and corrosion.

Smooth-riding coil springs, computer-selected to match each model's weight, including the accessories you might add.

Steering linkage now located ahead of the front-wheel centerline for improved ride and handling stability. Power steering is standard in Toronado, Ninety-Eight, Custom Cruiser, and Delta 88.

## Oldsmobile revolutionizes the big-car ride with the exclusive new "G-Ride" System!

"G forces", as engineers refer to them, affect the way a car behaves as it moves over bumps, rounds curves, and speeds up or slows down. Olds engineers are constantly working to control the effects of these forces on cars so that drivers and passengers get a more balanced and smoother ride.

For 1971, a new ride system has been developed for all full-size Oldsmobiles.

It's called "G-Ride"

It is a combination of Olds innovations and advancements (shown and explained below) that make every Delta 88, Custom Cruiser, Ninety-Eight, and Toronado ride smoother, corner better, take hills better, and handle better in stiff crosswinds.

In short, you ride more comfortably—whatever the road. It's a new experience you are cordially invited to try! Take a "G-Ride" soon.



## Options & Accessories

They can make your new Olds even more enjoyable. And more valuable.

**Four-Season Air Conditioner**—Warms, cools, filters, and dehumidifies—for year-round comfort.

**Comfortron Air Conditioner**—Warms, cools, filters, and dehumidifies—and does it all automatically! You simply set it for the temperature you prefer and it is maintained the year-round. Both air conditioner units feature improved venting, quieter operation, and quicker cool-down.



**AM Radio**—Beautiful, clear-tone sound. Pushbutton operated for convenience. May be ordered with rear-seat speaker and dual-speaker controls. The AM Radio may also be ordered with a Stereo Tape Unit and four speakers, if you wish.

**AM-FM Stereo Radio**—Features magnificent 4-speaker sound. It may be ordered with a new Stereo Tape Unit which is now custom-integrated into the radio.

**Power Steering**—The ultimate in road-feel and handling ease. Standard in Toronado, Ninety-Eight, Custom Cruiser, and Delta 88.

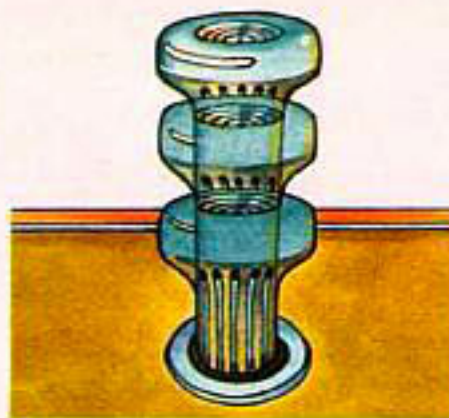
**Power Side Windows**—Raise and lower all side windows electrically from the driver's seat. What could be more convenient? Standard in Ninety-Eight Luxury models.



**Shift-Lever-Controlled Washer/Wiper**—Lets you clear the windshield by simply pushing a button on the end of the gearshift lever. An outstanding convenience feature.

**Power Front Disc Brakes**—For smooth and low-effort stopping. They provide long lining wear and outstanding performance when wet. Standard in Toronado, Ninety-Eight, Delta 88, and all Olds Cruisers.

**True-Track Braking**—A computer-monitored system that automatically "pumps" rear brakes for smooth straight-line stops even during extreme braking situations. Toronado only.



**Power Door Locks**—Lock or unlock all doors from the driver's seat. For added convenience, added security. Includes *Front-Seat-Backrest Release* when ordered on two-door models.



**6-Way Power Seat**—Powers seat up, down, fore, aft, and tilts. Allows you to select the position that suits you best. Allows you to assume a completely new position on long trips.

**4-Way Power Seat**—Available for left-hand bucket seat. Moves up, down, fore, and aft. Allows you to change positions on long drives.

**Power Trunk-Lid Release**—Opens the trunk from inside the car. No fumbling around in inclement weather.

**Interior Hood Lock**—Controls hood latch from instrument panel. Discourages tampering. It is standard in all Toronado, Ninety-Eight, Custom Cruiser, and Delta 88 models.

**Trip Odometer**—Measures the distance you travel on trips. Set dial before you start out. Includes Safety Sentinel.



**Soft-Ray Tinted Glass**—May be ordered for windshield only or for all windows. Reduces glare and eye-strain. Keeps passenger compartment cooler.



**Special Wheel Trim**—"A" and "E" Wheel Discs are available on all intermediate models. "B" and "C" Super Stock Wheels—Available on all intermediates, except wagons. "D" Super Stock Wheel—Same as "C", except that gray trim is replaced with body paint color. Available on all intermediates, except wagons. "F" Super Stock Wheel—Available Delta 88 models. "G" Wheel Disc—Available on Delta 88 and Ninety-Eight models.

**Remote-Control Mirror**—Left-hand outside mirror is standard on all models, but it may be ordered with remote control. Lets you adjust mirror without opening the window. Remote-Control, standard on Toronado, Ninety-Eight Luxury models.

**Sport-Styled Mirrors**—Tear-shaped, right- and left-hand outside mirrors, color-keyed to body color. Left side includes remote control.



**Low-Fuel Warning Light**—Automatically goes on when fuel falls below four gallons. A thoughtful reminder.



**Protective Body-Side Moldings**—Guards against parking lot dings, scrapes, and scratches.

**Door-Edge Guards**—Protects edge of door from chipping in close-in parking situations. Protects car next to you, too.



**Cruise Control**—Lets you maintain a constant preset speed on turnpikes. Reduces fatigue on long trips. Cruise Control automatically disengages when brake is used.

**Deluxe Appearance Packages**—Available for both interiors or exteriors. The beautiful finishing touch.

**Divided Front Seat with Dual Controls**—This outstanding divided front seat features separate controls for each side, so that both driver and passenger may select the seating position preferred. The ultimate in comfort. Available in Toronado and Ninety-Eight Luxury Sedan and Coupe.

**Two-Tone Magic-Mirror Finish**—Available on Sedans, Coupes, and Cutlass Cruiser.

**Vinyl Roof Covering**—A handsome luxury touch. May be ordered in complementary or matching colors. Padded-Vinyl Roof Covering, available exclusively on Toronado.

**Electric-Defogging Rear Window**—Silently clears window of ice, steam, fog, without a draft.



**Custom-Sport Steering Wheel**—4-spoke sport steering wheel featuring a soft leather-like vinyl rim for positive non-slip grip.



**Bumper Guards, Front and Rear**—Feature rubber inserts to reduce dings, dents and help protect your investment.



**Tilt-Away Steering Wheel**—Tilts up and out of the way for easy entry and exit. Provides additional laproom. Can be adjusted to seven different positions to suit individual driver.



**Tilt-and-Telescope Steering Wheel**—Tilts to five different positions. Also telescopes in and out for ultimate steering and driving comfort.

**Cornering Lamps**—Help to light your way around corners. They operate when turn signal is in use.

**Special Exterior Paint Pinstriping**—Adds beautiful finishing touch and a tasteful custom look. Standard on Delta 88 Royale and 4-4-2 models.

**Tailgate Window Air Deflector**—Helps keep tailgate window clean by changing the direction of air stream. Available on all Olds Cruisers.

**Strato Bucket Seats**—Individually adjustable. Deeply padded but firm. Offer excellent support as well as comfort. All-Moroccan vinyl that's as durable as it is handsome.

**Sports Console**—A beautiful go-between for those handsome Strato Bucket Seats. Has wood-grain-vinyl inlays, chrome trim, and locking storage compartment. Can be ordered with *manual 4-speed* with Hurst Competition Shifter, *Turbo Hydra-matic*, or *Turbo Hydra-matic* with *Hurst Dual-Gate Shifter* (for manual and automatic shifting).

**Rocket Rally Pac**—Includes 7000-rpm tach, self-regulating clock, plus temperature and oil gauges.

**Heavy-Duty Rally Suspension (FE2)**—For outstanding handling. Includes heavy-duty springs, shocks, control arms, plus front and rear stabilizer bars. Standard in 4-4-2. Available in all Cutlass and F-85 models.

**Dual Exhausts**—For reduced back pressure, improved breathing, and a deep-throated, beautifully tuned sound. Standard in 4-4-2, Toronado.

**Anti-Spin Rear Axle**—Automatically directs power to the wheel with the best footing. Especially important when you are driving in snow, sand, or on soft ground.

**Self-Regulating Clock**—Timing mechanism automatically self-corrects when hands are reset to proper time. Good looking. Easy to read.



**Child Safety Seat**—Simple and easy to use. Solid construction provides protection for child up to 30 pounds. A lap belt holds the Child Safety Seat securely in place.

**Infant Safety Carrier**—A special, rear-facing double-shell carrier for infant protection. The Infant Safety Carrier is designed for children up to one year old.

**Rear-Seat Shoulder Belts**—Securely anchored. Comfortable. Easy to use and store when not in use. They are color-coordinated to the interior of each Olds model.

**Night-Watch Headlamp Off-Delay Control**—An excellent convenience and security feature. Your headlamps remain on after you leave the car—lighting the way to your door. Then the headlamps extinguish automatically after 60 seconds.

## 1971 Exterior Colors Available on all Olds models

Carnie White
Sterling Silver
Oxford Gray*
Ebony Black**
Nordic Blue
Monarch Blue
Caori Aqua*
Palm Green
Antique Jade
Galleon Gold†
Sandalwood
Sienne**
Sable Brown
Malador Red**
Antique Briar**
*N.A. on Toronado or Cutlass/F-85
**N.A. on Toronado

## Exclusive Toronado Colors

Silver Mint
Bamboo
Kashmir Copper
Doanlin
Briar
Venetian Red

## Special Cutlass/F-85 Colors

Viking Blue
Lime Green
Bittersweet
Saturn Gold



## Trailering Features.

Olds approaches your trailer towing needs on an individual basis. Tell your Olds dealer the kind of towing you'll be doing and he'll recommend the exact towing equipment you'll need. No more. No less.

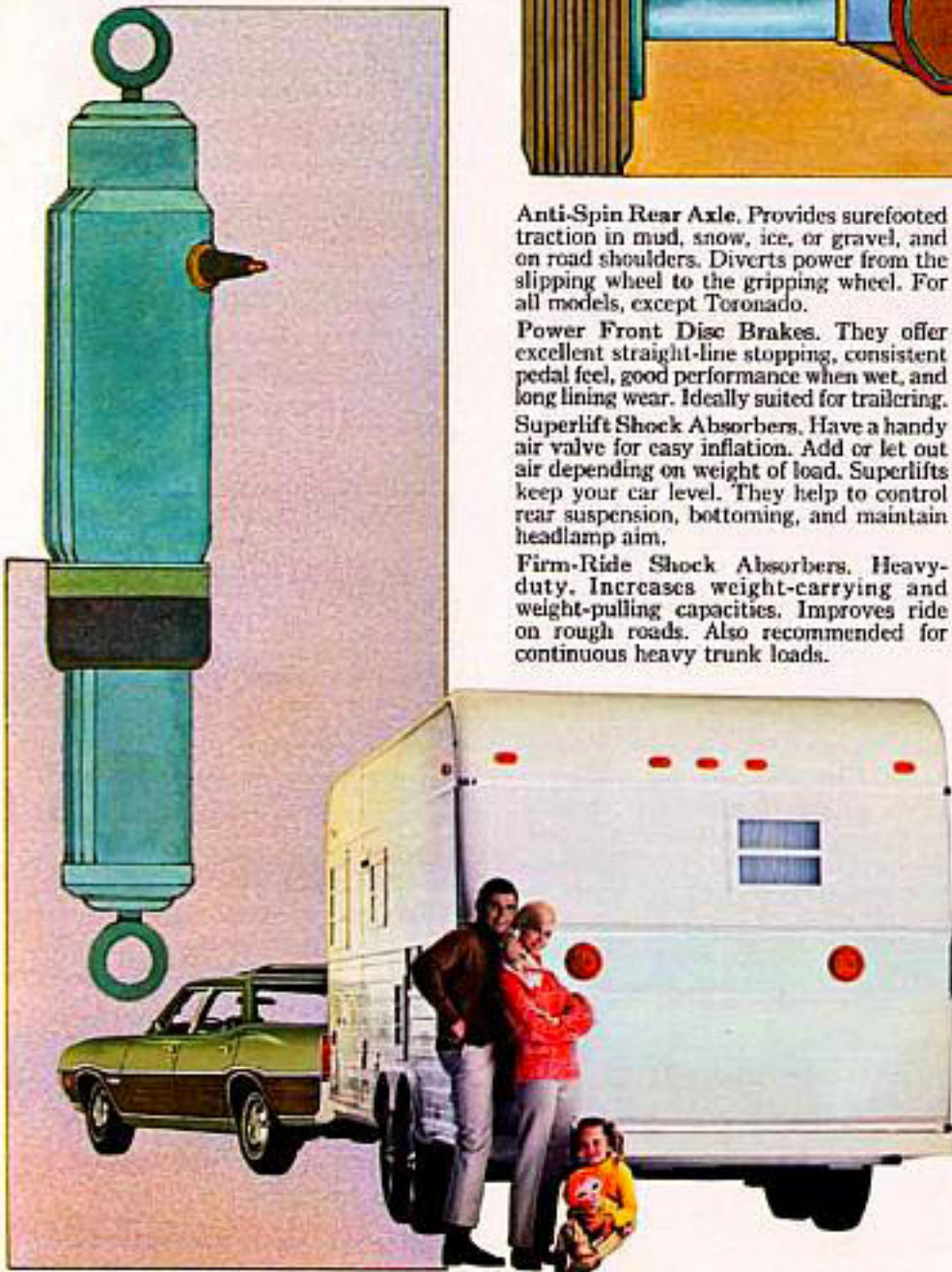
Oh sure, we could put together a couple of ready-made packages for you to choose from, but then you might wind up paying for more equipment than you really need.

We think our way is the better way. You will, too—when you see how beautifully your specially equipped Oldsmobile turns those long hauls into short and simple trips.

So whether you'll be pulling a light-weight skiff or mobile home, talk to your Olds dealer. He can fit your trailering needs—exactly!

Here's just a sampling of the specially designed trailer towing equipment available for your particular application.

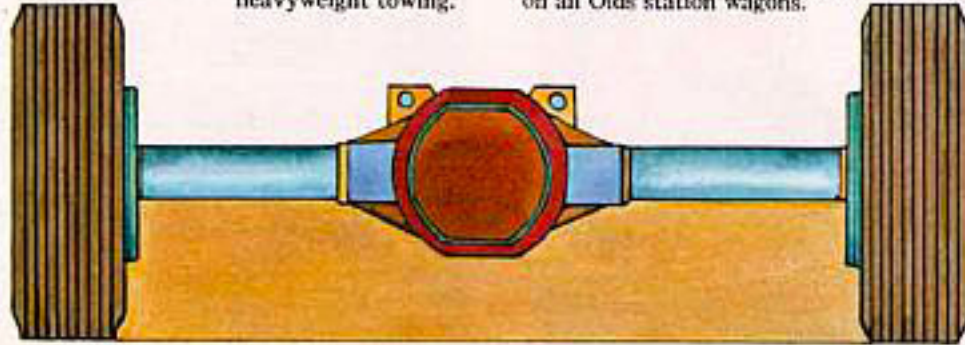
Read through this list. Then see your Oldsmobile dealer.



**Available engines.** The extra strain of trailering makes the money spent for a more powerful Rocket V-8 Engine a sound investment. These engines provide you with the reserve power needed for steep grades, rough terrain, and demanding, all-day turnpike touring.

**Available Automatic Transmissions.** Turbo Hydra-matic transmissions are perfect working teammates for those more powerful engines and are recommended for all trailer towing. To properly team engines and transmissions, see your Olds dealer.

**Heavy-Duty Cooling Equipment.** Helps maintain proper engine operating temperature while trailering. Includes: Heavy-duty radiator and water pump; Thermo-cool variable-speed fan; heavy-duty 55-ampere Delcotron to compensate for the extra power drain of trailer towing, plus an auxiliary oil cooler for use with all automatic transmissions for protection against transmission overheating during strenuous trailer towing. This heavy-duty equipment is required for all medium-weight and heavyweight towing.



**Anti-Spin Rear Axle.** Provides surefooted traction in mud, snow, ice, or gravel, and on road shoulders. Diverts power from the slipping wheel to the gripping wheel. For all models, except Toronado.

**Power Front Disc Brakes.** They offer excellent straight-line stopping, consistent pedal feel, good performance when wet, and long lining wear. Ideally suited for trailering.

**Superlift Shock Absorbers.** Have a handy air valve for easy inflation. Add or let out air depending on weight of load. Superlifts keep your car level. They help to control rear suspension, bottoming, and maintain headlamp aim.

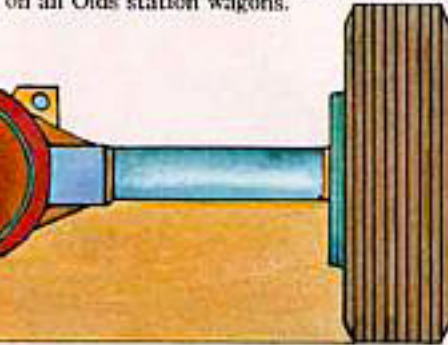
**Firm-Ride Shock Absorbers.** Heavy-duty. Increases weight-carrying and weight-pulling capacities. Improves ride on rough roads. Also recommended for continuous heavy trunk loads.

**Heavy-Duty Suspension.** For strenuous service, continuous heavy trunk loads, and medium- and heavyweight trailer towing. Includes heavy-duty front and rear springs, heavy-duty front stabilizer bar, and Firm-Ride Shock Absorbers. Superlift Shock Absorbers are available.

**Special Toronado Suspension.** Recommended for strenuous service, such as continuous heavy trunk loads and medium- and heavyweight trailer towing. Includes higher rate front torsion bars and rear springs. Special heavy-duty shock absorbers are calibrated and tuned to these springs for improved rough-road ride.

**Power Steering.** The only way to go. It makes easy work of every trailer towing situation—on the road or when parking. Standard on Toronado, Ninety-Eight, Custom Cruiser, and Delta 88. Power steering is recommended for all models that are intended to be used for trailer towing.

**Heavy-Duty Wheels.** These are mandatory for all medium- and heavyweight hauling. Heavy-duty wheels are available in both 14" and 15" wheel sizes. Standard on all Olds station wagons.



**Electrical Wiring Harness.** Gives you one, simple connection for trailer taillamps, brake lamps, and turn signals. Trailers with electrical brakes require 6-point male and female connectors in addition to this wiring harness.



**Differential Cover.** Designed with special cooling ribs for rapid heat dissipation. Keeps gears running coolly, quietly.

**Guide To Trailer Classification:**  
Light weight  
(SAE Class 1).....1000-2000 lbs.  
Medium weight  
(SAE Class 2).....2000-3500 lbs.  
Heavy weight  
(SAE Class 3).....3500-5000 lbs.

With proper equipment, all Toronado, Ninety-Eight and Delta 88 models are excellent for Class 1, 2 and 3 towing. Vista-Cruisers and Cutlass Cruisers, with 455 V-8 and other proper equipment, are also excellent for Class 1, 2 and 3 towing. All other models can be equipped for Class 1 and 2 towing. Talk to your Olds dealer for the best model and equipment for your particular trailering needs.



## Safety Features.

At Oldsmobile, we not only care how your Olds looks and handles, we also care how it cares for you! That's why the new GM safety and convenience features are built into each 1971 Oldsmobile model. But, the most important "safety feature" of all is you. Be sure to drive safely and courteously at all times.

**Standard on all 1971 Olds models:** Occupant protection. Seat belts with pushbutton buckles for all passenger positions • Shoulder belts with pushbutton buckles—driver and right front passenger (except Convertibles) • Two front-seat head restraints • Energy-absorbing steering column • Passenger-guard door locks with forward-mounted lock buttons • Safety door latches and hinges • Folding-seat-backrest latches • Energy-absorbing padded instrument panel and front- and intermediate-seat-backrest tops • Contoured roof rails (Delta 88, Ninety-Eight and Toronado, only) • Contoured windshield header (Cutlass, 4-4-2, and F-85, except Convertibles) • Thick laminate windshield • Padded sun visors • Safety armrests • Safety steering wheel • Cargo-Guard (except wagons) • Side-Guard Beams • Smooth-contoured door and window-regulator handles • Soft low-profile window control knobs, coat hook, dome lamp • Two front-seat belt retractors.

**Accident prevention.** Side-marker lights and reflectors (front side-marker lights flash with directional signal) • Parking lamps that illuminate with headlamps • Four-way hazard warning flasher • Backup lights • Lane-change feature in direction-signal control • Windshield defrosters, washers and dual-speed wipers • Wide-view inside day/night rearview mirror (vinyl-edged, shatter-resistant glass and deflecting support) • Outside rearview mirror • Dual-master-cylinder brake system with warning light • Dual-action safety hood latches • Low-glare instrument-panel top, inside windshield moldings, wiper arms and blades, and steering wheel metallic surfaces • Safety wheel rim • Self-adjusting brakes and corrosion-resistant brake lines.

**Anti-theft.** Anti-theft ignition key warning buzzer • Anti-theft steering column lock • Inside hood lock release (Delta 88, Ninety-Eight, and Toronado, only) • Tamper-resistant odometer with tell-tale feature.



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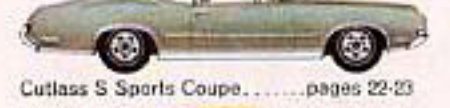
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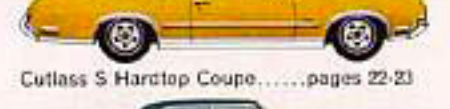
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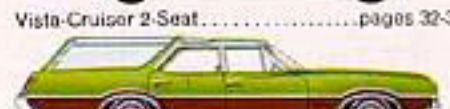
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## Available options, accessories, and engines.

OPTIONS AND ACCESSORIES:	4-4-2	Cutlass Supreme	Cutlass S	Cutlass Supreme	Delta 88	Delta 88 Royale	Delta 88 Custom	Ninety-Eight	Ninety-Eight	Toronado	Cutlass Cruiser	Vista-Cruiser	Custom Cruiser
Vinyl Rooftop Covering	A	A	A	A	A	A	A	A	A	A	A	A	A
Wheel Discs	A	A	A	A	A	A	A	A	A	A	A	A	A
Super Stock Wheels	A	A	A	A	A	A	A	A	A	A	A	A	A
Protective Bumper Guards	A	A	A	A	A	A	A	A	A	A	A	A	A
Mirror, Remote-Control Outside Rearview	A	A	A	A	A	A	A	A	A	A	A	A	A
Full-Foam Divided—Dual-Control Seat	—	—	—	—	—	—	—	A	A	—	—	—	—
Strato Bucket Seats	—	—	A	S	S	—	—	—	—	—	—	—	—
Power Windows	—	A	A	A	A	A	A	A	A	A	A	A	A
Power Seat	A	A	A	A	A	A	A	A	A	A	A	A	A
Power Steering	A	A	A	A	A	S	S	S	S	A	A	A	S
Power Brakes	A	A	A	A	—	—	—	—	—	—	—	—	—
Power with Front Disc Brakes	A	A	A	A	A	S	S	S	S	S	S	S	S
Radio	A	A	A	A	A	A	A	A	A	A	A	A	A
Stereo Tape Player	A	A	A	A	A	A	A	A	A	A	A	A	A
Cruise Control	A	A	A	A	A	A	A	A	A	A	A	A	A
Sports Console	—	—	A	A	—	—	—	—	—	—	—	—	—
Washer/Wiper, Shift-Lever Controlled	—	A	A	A	A	A	A	A	A	A	A	A	A
Inside Hood Release	A	A	A	A	S	S	S	S	S	S	A	A	S
Air Conditioner	A	A	A	A	A	A	A	A	A	A	A	A	A
Electric Clock	A	A	A	A	A	A	S	S	S	S	A	A	A
Rear Window Defogger	A	A	A	A	A	A	A	A	A	A	—	—	A
4-Speed Floor Shift, Manual	—	A	A	A	—	—	—	—	—	—	—	—	—
Turbo Hydra-matic 350	A	A	A	A	—	—	—	—	—	—	A	A	—
Turbo Hydra-matic 400	—	—	A	A	A	A	S	S	S	—	A	A	—
Anti-Spin Rear Axle	A	A	A	A	A	A	A	A	A	A	A	A	A
Heavy-Duty Suspension System	A	A	A	S	A	A	A	A	A	A	A	A	A

**ENGINES:**  
Action-Line 6  
Rocket 350 V-8 (L55)  
Rocket 350 V-8 (L74)  
Rocket 455 V-8 (L301)  
Rocket 455 V-8 (L31)  
Rocket 455 V-8 (L32)  
4-4-2 Rocket 455 V-8  
Forced-Air Rocket 455 V-8 (W30)  
Toronado Rocket 455 V-8

A—Available S—Standard  
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Printed in U.S.A. 8-70







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