

1973 OLDSMOBILE



TORONADO



NINETY-EIGHT



DELTA 88 ROYALE



CUTLASS SUPREME



CUTLASS S



OMEGA

What's new from Oldsmobile for 1973? Plenty.



New Vista Vent window lets the sun shine in.



You'd have to be an automotive engineer to understand why our new flex-head valves help provide longer V8 engine life. But they do.



Now there's up to six inches of contoured foam in Cutlass seats, as well as in our big Olds models.



Enter a new American road car in the grand touring tradition: Cutlass Salon.



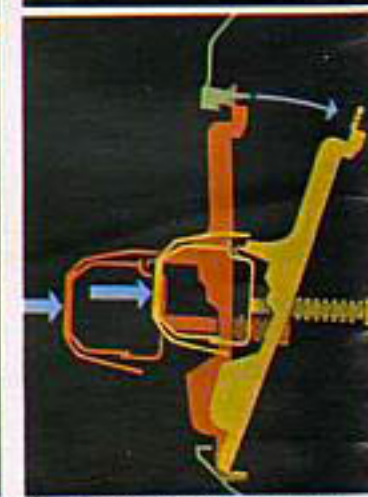
A whole new kind of Olds called Omega. It's a compact, with big-car thinking built in.



Even a monitor for certain exterior lights is available.



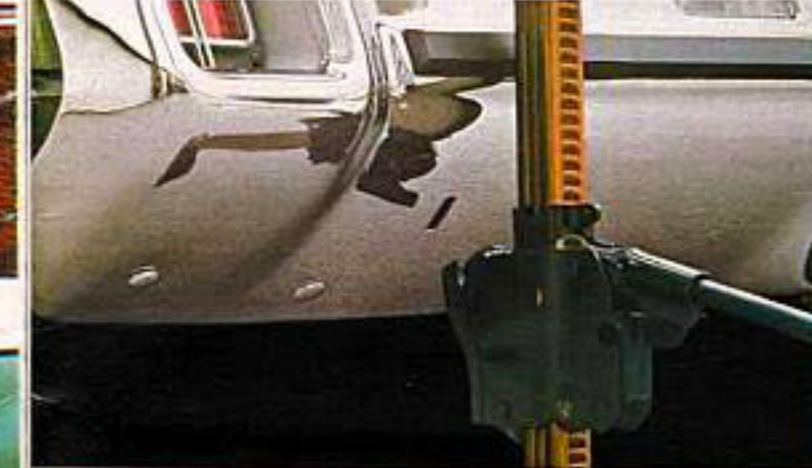
New bumper slots on all models show you where to position the jack.



New hydraulic front bumper system retracts on minor impact, grille moves out of the way. (Except Omega.)



New Supreme touch: Opera windows.



Great-looking new Cutlass instrument panel...



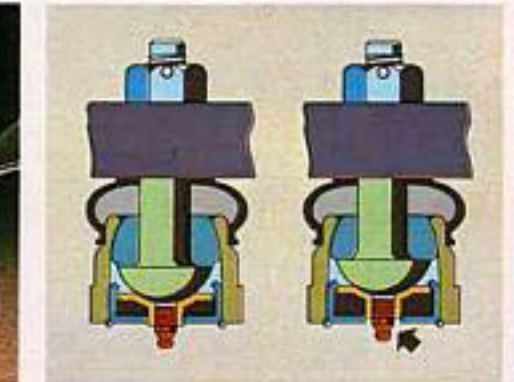
...has quickly removable units for easier servicing. A feature previously found only on full-size Olds models.



All-new look, new ride, new value in Cutlass.



Steel radials. A new tire for the new Salon.



New ball joint wear indicators on Delta 88, Royale and Ninety-Eight models.



New Power Beam single headlamps. Streamlined looks with efficient illumination. On Omega and Cutlass models.



Push the button to "MIST" and you get a single swipe of the wipers to clear away mist. (Except Omega.)



New idea in seats—bucket seats that swivel. Swing in, swing out, for easy entry and exit. Available on Cutlass S.

CONTENTS	
Toronado	4
Ninety-Eight Regency	8
Ninety-Eight	12
Delta 88 Royale	16
Delta 88 Sedan	20
Cutlass Salon	24
Cutlass Supreme	28
Cutlass S	32
Cutlass Coupe & Sedan	36
Omega	38
Custom Cruiser	42
Vista-Cruiser	44
Options & Accessories	46
Safety features and maintenance information	Back Cover

NOTE: Not all items shown here are available on all models. Oldsmobile offers many accessories and items of equipment at extra cost; some are shown on the cars illustrated, more are described on pages 46-7. For specific prices and availability, check your Olds dealer.

Toronado. There are two kinds of luxury cars. We invented this kind.



It offers a spirited kind of elegance. Plus the extraordinary roadability of front-wheel drive. The result is exceptional traction and directional stability, in a luxury car that's as famous for its handling as its looks.



The bumper guards are standard. So is the new hydraulic front bumper system.



The styling of the trunk deck is refined, the new rear bumper is stronger.



Exclusive eye-level signal lamps supplement the taillamps to help make sure other drivers are aware of your intentions.



The Brougham interior at left is available with a divided front seat (60/40), and with power controls available for each side. In Oxen-grain vinyl in beige or saddle. Or Laredo cloth in wedgewood blue, cranberry red, black, green and chamois gold.



Instruments and controls are canted toward the driver for easy reach and visibility. Cross-brushed metal inlays add a distinctive touch to the dash and steering wheel. And you can order a Tilt-and-Telescope steering wheel which adjusts both in height and reach to the best position for you.



The Brougham interior is thoughtfully accented with courtesy lights and assist straps. And the rear seat is surprisingly wide. Notice the folding armrest in the center of the rear seat back.



The standard Custom-Sport front seat comes, as you'd expect, with a center armrest. Covered with your choice of Laredo cloth fabric or Moroccan vinyl in white, black, beige, and saddle.



The front floor is a pleasant surprise when you seat three up front—it's flat. And the floor pedals are coordinated to the color scheme you select.

Toronado. There's nothing common about it. People often buy their first Toronado for its distinctive looks. But they buy their second one because they've learned to love driving again as a new experience.

Its front-wheel drive delivers the engine's power to the front wheels. You're pulled along the road instead of pushed. Through mud, snow, on roads which challenge conventional cars—its traction and directional stability are exceptional.

Toronado is exceptional even in the way it's built. It's assembled on its own private production line, by specialists who work on no other car. And it undergoes inspection upon inspection throughout and after its assembly, by teams of meticulous quality-control monitors.

Toronado's standard equipment includes a 455-cubic-inch Rocket V8, with 4-barrel carburetor. Turbo Hydra-matic transmission. Power steering. Power front disc brakes. And full-time power ventilation.

Toronado also has available some interesting equipment related to its performance. Among them is a True-Track braking system—its computer monitors braking action to prevent brake "lock-up," and helps assure efficient, straight-line stops.

MODEL AVAILABILITY: Custom Coupe				
STANDARD ENGINE: Rocket 455 V8 with 4-bbl. carburetor				
STANDARD TRANSMISSION: Turbo Hydra-matic column shift				
EXTERIOR DIMENSIONS: (in.)				
Wheelbase	Length	Width	Height	Curb Weight (lbs.)
122.0	226.8	79.8	53.2	4790
INTERIOR DIMENSIONS: (front/rear) (in.)				
Headroom	Shoulder-room		Legroom	
38.1/37.1	64.3/60.2		42.4/35.2	

OTHER STANDARD FEATURES INCLUDE: Power Brakes (with discs up front). Constant-Ratio Power Steering. Full Dual Exhaust System. Hydraulic Front Bumper System. Bumper Guards (Front and Rear) with Vinyl Inserts. Power Flo-Thru Ventilation. Interior-Operated Hood Lock. Remote-Control Outside Rearview Mirror. Self-Regulating Electric Clock. Color-Keyed Chrome-Accented Pedals. Windshield Radio Antenna. Dual Front-Seat Head Restraints. Deluxe Seat Lap Belts (3 Front and 3 Rear). Deluxe Seat Shoulder Belts (2 Front). Deluxe Steering Wheel. Chrome Wheel Discs.

OTHER AVAILABLE OPTIONS INCLUDE: Power Windows. Power Seats. Power Door Locks. Soft-Ray Tinted Glass. Padded-Vinyl Rooftop Covering. Rear-Window Defogger. Air Conditioner. Maintenance-Free Sealed Battery. True-Track Braking. Cruise Control. Tilt-Away Steering Wheel. Tilt-and-Telescope Steering Wheel. Illuminated Visor. Vanity Mirror. Headlamp Off-Delay Control. Low Washer Fluid and Fuel Level Indicator. Cornering Lamps. Radio. Electronic Lamp Monitor. Power Front Fender Antenna. Steel-Belted Bias-Ply Tires. Safety Sentinel and Trip Odometer. Brougham Interior Trim. Heavy-Duty Suspension System. Bright Body-Side Moldings. Trailer Wiring Harness. Stereo Tape Player.

Ninety-Eight Regency. Luxury with the Tiffany touch.



Last year, it was a special limited edition in honor of Oldsmobile's 75th Anniversary. For 1973, Regency becomes a new full-production model, leading the Ninety-Eight series in elegance and comfort.



Ride in spacious comfort, on a 127-inch wheelbase and a suspension system specifically engineered for Ninety-Eight.



The trunk is fully lined. The spare tire has its own cover. And the trunk sill is lower than some other luxury cars, to make loading and unloading easy.



In the Regency, this 60/40 divided front seat with dual position controls is standard, and center armrests are provided, front and rear. Seat backs and cushions are deeply tufted. The upholstery shown at left is a richly textured velour, available in black.



The warm look of French walnut graces the elegant Ninety-Eight instrument panel. The panel units are quickly removed for easy servicing when necessary. As an added refinement, twin speakers are recessed into the top of the panel when you order a radio.



Two convenient pouch pockets are sewn into the back of the front seat. A thoughtfully placed courtesy light is on each door. And the armrest of each rear door has its own lighter and ashtray.



A distinctive feature on the dash is this electric timepiece, with a face specially styled by Tiffany's and bearing the Tiffany name. Another special touch reserved for the Regency alone.



Regency's unique interior is also offered in richly, distinctive Onata cloth in beige, green, cranberry red or wedgewood blue.

In the Regency, the smallest details receive as much attention as the obvious ones. The lined trunk. The zippered pouches sewn into the backs of the front seats. The unique pillowed effect tailored into the seats, front and back, just as in fine furniture. The Tiffany-styled timepiece facing, adding to the elegance of the instrument panel. You'll spot the gracious touches everywhere, setting Regency apart from all other luxury cars.

Above all, it's an automobile you like to drive yourself. Like all Ninety-Eights, it is a responsive road car. Regency's variable-ratio power steering aids handling. Power brakes, with discs up front, help make stopping easy. Power windows. Power seat controls for the driver. Turbo Hydra-matic transmission, and a smooth Rocket 455 V8—all as standard equipment—help to make your driving most enjoyable.

Thanks to Regency's divided front seat and separate seat controls, a tall man and a petite lady may sit side by side, each in personalized comfort. In fact, two people may share the wide passenger's portion of the seat.

So, in many ways, Regency is luxury with a Tiffany touch.

MODEL AVAILABILITY: Regency Sedan

STANDARD ENGINE: Rocket 455 V8 with 4-bbl. carburetor

STANDARD TRANSMISSION: Turbo Hydra-matic column shift

EXTERIOR DIMENSIONS: (in.)

Wheelbase	Length	Width	Height	Curb Weight (lbs.)
127.0	230.3	79.6	54.7	4686

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

Headroom	Shoulder-room	Legroom
39.3/38.2	64.3/63.4	42.4/41.1

OTHER STANDARD FEATURES INCLUDE: Power Brakes (with discs up front). Variable-Ratio Power Steering. Divided 60/40 Front Seat with 2-Way Power Adjustment for driver's side, separate controls for passenger side. Center Armrests, Front and Rear. Pouch Storage Compartments on Front Seatbacks. Tiffany-Styled Timepiece Facing. Power Windows. Power Flow-Thru Ventilation. Lined Trunk. Spare Tire Cover. Inside-Operated Hood Lock. Remote-Control Outside Rearview Mirror. Bumper Guards. Rear. New Hydraulic Front Bumper System. New Swing-Away Grille. Dual Head Restraints. Deluxe Shoulder Belts (2 Front). Deluxe Seat Lap Belts (3 Front and 3 Rear). Rear Wheel-Opening Covers.

OTHER AVAILABLE OPTIONS INCLUDE: Power Door Locks. Power Trunk-Lid Release. Tinted Glass. Vinyl Roof. Air Conditioner. Rear-Window Defogger. Combination Dome and Reading Lamp. Mini Storage Console. Illuminated Visor Vanity Mirror. Cruise Control. Dual Exhaust. Tilt-Away Steering Wheel. Tilt-and-Telescope Steering Wheel. Bumper Guards. Front. Vinyl Bumper Rub Strips. Front and Rear. Deluxe Wheel Discs. Steel-Belted Bias-Ply Tires. Headlamp Off-Delay Control. Cornering Lamps. Power Front Fender Antenna. Safety Sentinel and Trip Odometer. Electronic Lamp Monitor. Maintenance-Free Sealed Battery. Low Washer Fluid and Fuel Level Indicator. Heavy-Duty Suspension. Trailer Wiring Harness. AM/FM, AM Radios and Stereo Tape Player.

Ninety-Eight. Drive it and draw your own conclusions.



You can spend more money on some other luxury cars—and not get any more room, ride and genuine luxury than in an Oldsmobile Ninety-Eight. And each year, more and more luxury car buyers are discovering its many values. We suggest you take one out on the road, and judge for yourself.



The rear is subtly restyled, with new taillamps and a new, stronger bumper.



The front bumper retracts on minor impact; a new hydraulic system cushions the shock. And a new Swing-away grille is hinged to move out of harm's way.



In the Ninety-Eight Coupe, the Custom Sport seat (left) with standard center armrest is upholstered in Minuet cloth with Moroccan trim in wedgewood blue, black, green, gold or cranberry red; or in beige Oxen-grain Moroccan throughout.



Our Ninety-Eight Hardtop Sedan offers this Minuet cloth interior in black, green, gold, blue or cranberry red. Or an all-Moroccan interior in beige. And the front center armrest is standard.



The Luxury Coupe and Sedan are available with this elegant divided front seat with dual controls in Bravo cloth of green, blue, black or gold; or an all-Moroccan interior, in beige.



Standard seat in the Luxury Sedan combines lustrous Bravo cloth with Moroccan trim in gold, cranberry red, black, green, blue; or you may prefer Moroccan upholstery in black or beige.



The Luxury Coupe's Custom Sport seat, in Bravo cloth of cranberry red, or four additional colors. All-Moroccan trim offered in beige or black.

In its own quiet way, Ninety-Eight is what luxury driving is all about. Drive one and draw your own conclusions.

Consider the quiet comfort all around you. Seats front and rear, are cushioned in solid foam. Wind noise, road noise and engine vibration are reduced to a remarkable degree. Even at expressway speeds, the Body by Fisher surrounds you with room, and comfort—and quiet.

Consider the smoothness of its ride. The wheelbase is 127 inches, longer than that of several other cars in its category. The suspension is especially calibrated to luxury car standards. Even the thick body mounts have been re-engineered, each to its own location—each with more rubber to help dampen the forces which might ruffle the ride.

As you might expect in such a car, the standard equipment is considerable, the trunk capacity is over 20 cubic feet. The choice of interior appointments, as you see, is exceptional. But more importantly, the end result is an automobile that is far more than simply plush elegance. We think Ninety-Eight may well be everything you ever wanted in a fine luxury car.



NINETY-EIGHT HARDTOP SEDAN



NINETY-EIGHT LUXURY COUPE



NINETY-EIGHT LUXURY SEDAN

MODEL AVAILABILITY: Coupe, Luxury Coupe, Sedan, Luxury Sedan
STANDARD ENGINE: Rocket 455 V8 with 4-bbl. carburetor
STANDARD TRANSMISSION: Turbo Hydra-matic column shift

EXTERIOR DIMENSIONS: Coupe/Sedan (in.)				
Wheelbase	Length	Width	Height	Curb Weight (lbs.)
127.0/127.0	230.3/230.3	79.6/79.6	54.2/54.7	4601/4686
INTERIOR DIMENSIONS: Sedan (front/rear) (in.)				
Headroom	Shoulder-room		Legroom	
39.3/38.2	64.3/63.4		42.4/41.1	

OTHER STANDARD FEATURES INCLUDE: Armrests with Chrome Power Controls (Luxury models). Power Brakes (with discs up front). Variable-Ratio Power Steering. Power Flow-Thru Ventilation. Power Windows and 2-Way Power Seat (Luxury models). Instrument-Panel Clock. Inside-Operated Hood Release. Remote-Control Outside Rearview Mirror. Cigar Lighters, Front and Rear. Windshield Radio Antenna. New Hydraulic Front Bumper System. Bumper Guards. Rear. Dual Front-Seat Head Restraints. Deluxe Shoulder Belts (2 Front). Chrome Rocker-Panel and Wheel-Opening Moldings. Rear Wheel-Opening Covers. Spare Tire Cover (Luxury models).

OTHER AVAILABLE OPTIONS INCLUDE: Power Seat (Bench). Power Door Locks. Tinted Glass. Power Trunk-Lid Release. Body-Side and Fender Moldings. Vinyl Rooftop Covering. Rear-Window Defogger. Air Conditioner. Combination Dome and Reading Lamp. Mini Storage Console. Illuminated Visor Vanity Mirror. Vinyl Bumper Rub Strips. Front and Rear. Cruise Control. Dual Exhaust. Tilt-Away Steering Wheel. Deluxe Wheel Discs. Steel-Belted Bias-Ply Tires. Tilt-and-Telescope Steering Wheel. Headlamp Off-Delay Control. Cornering Lamps. Power Front Fender Antenna. Safety Sentinel and Trip Odometer. Electronic Lamp Monitor. Front Bumper Guards with Vinyl Inserts. Maintenance-Free Battery. Low Washer Fluid and Fuel Level Indicators. Heavy-Duty Suspension. Trailer Wiring Harness. AM/FM. AM Radios and Stereo Tape Player.

Delta 88 Royale. Not just another pretty car.



Royale is everything "Oldsmobile" and "88" are famous for. It's big. Smooth-riding. Tough. And then it's appointed and equipped to live up to its name. If you're looking for a big, heavy car that'll take you places in high style for a long, long time—this is the one for you.



New horizontal taillights, new stronger bumper. With smart styling to match.



The new hydraulic bumper system fronts a new grille designed to work with it.



When the bumper gets bumped, it gives a little; and the grille is hinged to move out of harm's way.



Royale's Custom Sport front seat in the Hardtop Coupe is solid comfort, three passengers wide. The center armrest is standard. Interior pictured at left is in Bravo cloth with Madrid-grain Moroccan vinyl trim; all Moroccan interiors are also available in beige and saddle.



To add a dash of luxury, the convenient controls and instruments are framed in the look of wood. Panel components are easily removed for quicker service when necessary. Note that six outlets are provided when you order your Delta 88 Royale with air conditioning.



The Royale Town Sedan interior in Bravo cloth with Moroccan trim is not only plush, it's also durable. Available in black, green, wedgewood blue, or chamois cloth and in beige vinyl.



The Royale Hardtop Sedan's Custom Sport front seat has a fold-down center armrest, standard. Offered in green Bravo cloth as shown, and three other colors, or in Moroccan in saddle or beige.



Oldsmobile's entry in the convertible class for '73 comes with an easy-to-clean, richly pleated all-Moroccan interior. Available in black, white, cranberry red and saddle.

For 1973, Oldsmobile's G-Ride System has been further refined: in frame design, spring tuning, shock absorber calibration, bushings and engine mounts. Even the body mounts have been re-engineered.

What makes the Royale a Royale? A lot of special touches of luxury added to Delta 88's basic size and toughness. A wide choice of rich interiors. A soft-padded front center armrest in the hardtop coupe, hardtop sedan and convertible. Distinctive side moldings, with color-coordinated vinyl inserts. And like all 88s, variable-ratio power steering, power front disc brakes, full-time power ventilation, Turbo Hydra-matic transmission and our Rocket 350 V8. All are standard equipment.

Royale's new front and rear bumpers provide thick vinyl impact strips to help shield them against minor dents and dings. There's a new, high-powered headlamp system, too, to aid nighttime road visibility.

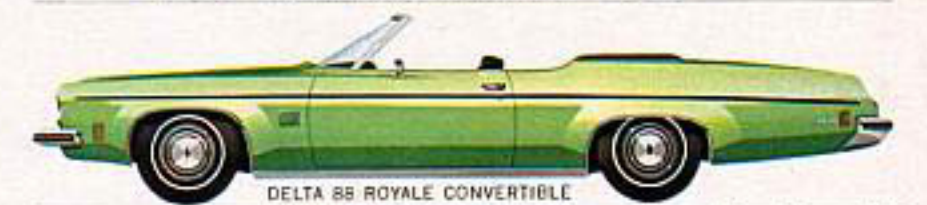
These are just some of the reasons Delta 88 Royale is not just another pretty car.



DELTA 88 ROYALE HARDTOP SEDAN



DELTA 88 ROYALE TOWN SEDAN



DELTA 88 ROYALE CONVERTIBLE

MODEL AVAILABILITY: Hardtop Sedan, Hardtop Coupe, Town Sedan, Convertible

STANDARD ENGINE: Rocket 350 V8 with 2-bbl. carburetor

STANDARD TRANSMISSION: Turbo Hydra-matic column shift

EXTERIOR DIMENSIONS: Hardtop Sedan/Coupe (in.)

Wheelbase	Length	Width	Height	Curb Weight (lbs.)
124.0	226.3	79.6	53.6/53.4	4448/4341

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

Headroom	Shoulder room	Legroom
38.3/38.0	64.3/63.3	42.4/38.8

OTHER STANDARD FEATURES INCLUDE: Power Brakes (with discs up front), Variable-Ratio Power Steering, Power Flow-Thru Ventilation, Deluxe Steering Wheel, Side Moldings with Colored Vinyl Inserts, Front-Center Armrest (Hardtop and Convertible), Chrome-Accented Control Pedals, Louvered-Style Chrome Fender Trim, New Hydraulic Front Bumper System, Vinyl Impact Strips, Front and Rear, New Swing-Away Grille, Inside-Operated Hood Lock, Cigar Lighters, Front and Rear, Chrome Rocker-Panel and Wheel Opening Moldings, Windshield Radio Antenna, Chrome Wheel Discs, Dual Front-Seat Head Restraints, Seat Lap Belts (3 Front and 3 Rear), Shoulder Belts (2 Front).

OTHER AVAILABLE OPTIONS INCLUDE: Power Windows, Power Door Locks, Power Seat Controls, Power Trunk-Lid Release, Vinyl Roof, Window Defogger, Tinted Glass, Electric Clock, Air Conditioner, Remote-Control Outside Rearview Mirror, Mini Storage Console, Illuminated Visor Vanity Mirror, Power Front Fender Antenna, Two-Tone Paint (ex. Conv.), Anti-Spin Rear Axle, Cruise Control, Rocket 455 V8, Dual Exhaust, Tilt-Away Steering Wheel, Steel-Belted Bias-Ply Tires, Cornering Lamps, Safety Sentinel and Trip Odometer, Bumper Guards, Front and Rear, Electronic Lamp Monitor, Outside Temperature Indicator, AM/FM, AM Radios and Stereo Tape Player, Trailer Wiring Harness, Heavy-Duty Suspension.

Delta 88. It gives you a lot more than just size.



Delta 88 is over 4,100 pounds of ruggedness, on a 124-inch wheelbase. And, our lowest-priced big-car series. These two facts are even more impressive when you discover something else: for about the same money, some other so-called "big" cars give you less heft, less wheelbase, and (we believe) less built-in value.



Delta 88's headlamps are a new, high-intensity system. Its hydraulic front bumper system is new, too.



The trunk is vacation-sized. And the sill is low, to make the loading easy.



Delta 88 has a new stronger rear bumper, available with vinyl impact strips and bumper guards, also vinyl-faced.



The Delta 88 Hardtop seat (page 22) offers sofa-soft comfort and elegance. Shown in Lansing cloth and Moroccan vinyl trim of chamois gold; also available in green, or wedgewood blue; and in all-Moroccan of black, beige, or saddle.



It's nice to know a seat this handsome is tough and long-wearing, too. The Town Sedan offers it in Lansing cloth with Moroccan trim, in wedgewood blue, green or chamois gold.



Beneath the rich selection of fabrics, up to six inches of contoured solid foam give you remarkably comfortable support. (Delta 88 Royale seat shown).

Part of the value of a Delta 88 is the variety of features that keep it looking good. And keep it running good.

Underneath, rustproof inner front fenders help protect the outer fenders.

Under all its coats of Magic-Mirror finish, a rust-fighting primer helps protect the solid Body by Fisher.

The muffler and tailspout are aluminized to resist corrosion.

And our famous Rocket 350 V8 has positive valve rotators and new flex-head valve design built in—to help keep your Delta 88 running better—and longer.

Part of its worth, too, is its ease of handling. Delta 88 is surprisingly agile and responsive for a big car. Thanks to variable-ratio power steering, power front disc brakes. Turbo Hydra-matic transmission and G-Ride System—all as standard equipment.

So, in a lot of ways, Delta 88 is a car you can live with, happily. Year after year.



DELTA 88 HARDTOP COUPE



DELTA 88 TOWN SEDAN

MODEL AVAILABILITY: Hardtop Coupe, Hardtop Sedan, Town Sedan

STANDARD ENGINE: Rocket 350 V8 with 2-bbl. carburetor

STANDARD TRANSMISSION: Turbo Hydra-matic column shift

EXTERIOR DIMENSIONS: Hardtop Sedan/Hardtop Coupe (in.)

Wheelbase	Length	Width	Height	Curb Weight (lbs.)
124.0/124.0	225.0/225.0	79.5/79.5	54.3/53.4	4420/4313

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

Headroom	Shoulder-room	Legroom
38.3/38.0	64.4/63.5	42.4/38.5

OTHER STANDARD FEATURES INCLUDE: Power Brakes (with discs up front). Variable-Ratio Power Steering. Power Flow-Thru Ventilation. Cigar Lighter. Inside-Operated Hood Lock. Hydraulic Front Bumper System. Dual Front-Seat Head Restraints. Seat Lap Belts (3 Front and 3 Rear). Seat Shoulder Belts (2 Front). Rocker-Panel and Wheel-Opening Moldings. Chrome-Accented Pedals. Windshield Radio Antenna. Deluxe Steering Wheel. Chrome Wheel Discs.

OTHER AVAILABLE OPTIONS INCLUDE: Tinted Glass. Power Windows. Power Door Locks. Power Seat. Power Trunk-Lid Release. Vinyl Rooftop Covering. Side Moldings with Vinyl Inserts. Rear-Window Defogger. Air Conditioner. Remote-Control Outside Rearview Mirror. Mini Storage Console. Illuminated Visor Vanity Mirror. Radio. Power Front Fender Antenna. Two-Tone Paint. Anti-Spin Rear Axle. Engine Block Heater. Cruise Control. Rocket 455 V8 with 4-bbl. carburetor. Dual Exhaust System. Tilt-Away Steering Wheel. Deluxe Wheel Discs. Steel-Belted Bias-Ply Tires. Cornering Lamps. Electric Clock. Safety Sentinel and Trip Odometer. Electronic Lamp Monitor. Bumper Rub Strips (Front and Rear) and Bumper Guards with Vinyl Inserts. Maintenance-Free Sealed Battery. Low Washer Fluid and Fuel Level Indicator. Outside Temperature Indicator. Heavy-Duty Suspension. Trailer Wiring Harness. Stereo Tape Player.

Cutlass Salon. A new Olds in the grand touring tradition.



Cutlass Salon is Oldsmobile's new specially-engineered and appointed touring sedan for the driving enthusiast. Within its Colonnade Hardtop styling, there's a 4-place interior that makes you want to sit down and relax. An engine that makes you want to get up and go. And a suspension that lets you do both.



With ample usable luggage space, you can travel in style. Note the distinctive taillights.



Flags to remind onlookers it's built in the grand touring tradition.



Special wheel discs with color accents to match the body are standard. So are steel-belted radial 15" tires—they provide improved traction, resistance to road hazards, and durability.



The Cutlass Salon interior, opposite, is designed for four people. The front seats aren't like ordinary buckets—they feel more like easy chairs. Choose ribbed-velour upholstery in cranberry red or saddle; or glove-soft perforated vinyl in black. The console is standard.



The driver's command post. Switches are easy to reach. Dials are easy to read. The controls are floodlit at night. And other supplemental gauges are available, if you prefer. New single-sweep function of the wipers for misty weather is standard.



Salon's front seats are individually adjustable, forward and back. Turn the dial beside the seat, and you can recline its back to the angle you find most comfortable.

It's a lot like an expensive imported touring sedan—for a lot less money.

Cutlass Salon has what it takes to handle well on the road. A custom-engineered suspension with front and rear anti-sway bars, and heavy-duty rear arm bushings. A trim 116-inch wheelbase. Front disc brakes. Steel-belted radial tires. Rocket 350 V8 with 4-barrel carburetor. Available only with Turbo Hydra-matic.

Inside, you're in another world. A private world of abundant space, comfort and splendor for four persons. A console that accommodates the shift lever, a coin-keeper, even a compartment for driving gloves. All standard. There's the look of French walnut inlaid on the doors and dash. The two contoured foam seats in front recline.

Cutlass Salon is a sophisticated road car—and more. It's a 4-place, 4-door road car for the driving enthusiast who has practical family considerations, too. It gives you all the pleasures of an exceptional road car. The back seat room and comfort of a family car. The practicality of Olds engineering. And the availability of Olds dealer service. All in one very distinctive package.

MODEL AVAILABILITY: Colonnade Hardtop Sedan

STANDARD ENGINE: Rocket 350 V8 with 4-bbl. carburetor

TRANSMISSION: Turbo Hydra-matic. Transmission mandatory

EXTERIOR DIMENSIONS: Sedan (in.)

Wheelbase	Length	Width	Height	Curb Weight (lbs.)
116.0	212.9	76.5	54.0	3941

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

Headroom	Shoulder-room	Legroom
38.3/37.5	59.6/58.9	42.3/38.4

OTHER STANDARD FEATURES INCLUDE: Contour Reclining Bucket Seats. Specific Interior and Door-Panel Trim. Front Console. "Salon" Name and Flag Plaques. Special Wheels. Wheel Discs. Steel-Belted White-Stripe Radial-Ply Tires (15"). Ride and Handling Package. Dimmer Switch in Turn-Signal Lever. Deluxe Armrests (Front and Rear). Front Disc Brakes. Cigar Lighter. Interior-Operated Hood Lock. Bright Rocker-Panel and Wheel-Opening Moldings. Windshield Radio Antenna. Dual Front Head Restraints. Seat Lap Belts (2 Front and 3 Rear). Seat Shoulder Belts (2 Front). Deluxe Steering Wheel. Flow-Thru Ventilation. Flex-Head Intake Valves. Valve Rotators.

OTHER AVAILABLE OPTIONS INCLUDE: Tinted Glass. Power Windows. Power Seat. Power Trunk-Lid Release. Power Door Locks. Protective-Side Moldings with Vinyl Inserts. Vinyl Rooftop Covering. Rear-Window Defogger. Air Conditioner. Combination Dome and Reading Lamp. Remote-Control Outside Rearview Mirror. Two-Tone Paint. Anti-Spin Rear Axle. Power Brakes (with discs up front). Engine Block Heater. Rocket 455 V8 with 4-bbl. carburetor. Dual Exhaust System. Tilt-Away Steering Wheel. Custom-Sport Steering Wheel. Electric Clock. Instrument Panel Gauges. Radio. Bumper Rub Strip (Front and Rear). Bumper Guards with Vinyl Inserts. Outside Temperature Indicator. Trailer Wiring Harness. Stereo Tape Player.

Cutlass Supreme. Even more of a little limousine than last year.



For those who want a taste of limousine luxury in an easy-to-handle, mid-size car—and who'd like a ride to match. Dramatically new Colonnade Hardtop styling in both Coupe and Sedan models now makes Cutlass Supreme more of a little limousine in many ways—except in price.



Cutlass Supreme has a new hydraulic front bumper system and its own Swing-away grille.



There's a new stronger rear bumper, too—and a distinctive new taillight treatment.



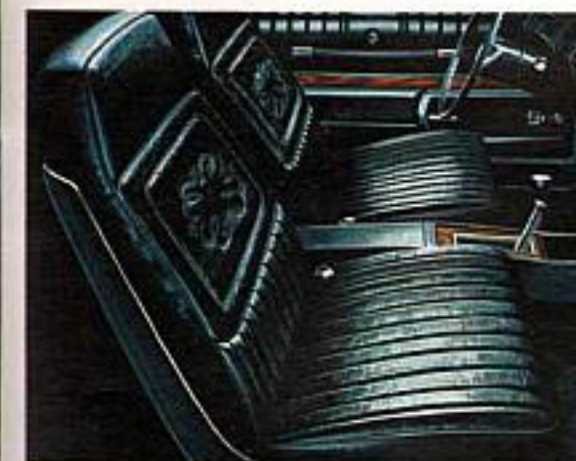
New Colonnade Hardtop Coupe styling offers a Supreme touch that's distinctive: Opera windows.



At left: Richly appointed, luxuriously soft, the Cutlass Supreme Colonnade Hardtop Coupe's all-new interior pampers you with solid-foam seats and a front center armrest. Available in green, wedgewood blue and beige, or in Oxen-grain Moroccan in black, white, cranberry red or saddle.



Our Colonnade Hardtop Sedan offers this interior of Lansing cloth in green, wedgewood blue, or beige. Or you may select Moroccan upholstery in black or saddle.



If you prefer a sportier kind of luxury in your Supreme Coupe—you've got it, when you ask for these bucket seats in black, white, green, cranberry red or saddle Moroccan, at no extra cost.

**For families
who have
grown in numbers.
In size. Or both.**

Our Cutlass Supreme Coupe on the previous page has a 112-inch wheelbase. The Colonnade Hardtop Sedan shown below has a Body by Fisher designed for its 116-inch wheelbase. There's increased headroom, shoulder-room, and legroom, front and back. Which means more comfort for six.

Coupe or Sedan, it's a whole new ride. Cutlass Supreme has a new suspension system patterned after our bigger Oldsmobiles. So there's more limousine in the way it smooths the roadbed and eases through curves. The springs are even computer-matched to the weight of your car.

Behind the new look of the styling, there's new strength and silence built in. The roof is a double layer of steel. There's new strength, too, in the bumper system up front, and a heavier bumper behind. The grille has a novel feature—it swings out of the way when the bumper gets bumped. They're all in addition to the GM safety features we've been building in right along.

MODEL AVAILABILITY: Colonnade Hardtop Sedan, Colonnade Hardtop Coupe

STANDARD ENGINE: Rocket 350 V8 with 4-bbl. carburetor

STANDARD TRANSMISSION: Fully synchronized 3-speed manual with column shift

EXTERIOR DIMENSIONS: Sedan/Coupe (in.)

Wheelbase	Length	Width	Height	Curb Weight (lbs.)
116.0/112.0	212.9/208.9	76.5/76.5	54.0/53.1	3920/3824

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

Headroom	Shoulder-room	Legroom
38.3/37.5	59.6/58.9	42.1/38.4

OTHER STANDARD FEATURES INCLUDE: Deluxe Armrests (Front and Rear), Front Disc Brakes, Cigar Lighter, Interior-Operated Hood Lock, Bright Rocker-Panel and Wheel-Opening Moldings, Windshield Radio Antenna, Dual Front Head Restraints, Seat Lap Belts (3 Front and 3 Rear), Seat Shoulder Belts (2 Front), Deluxe Steering Wheel, Flow-Thru Ventilation, Flex-Head Intake Valves, Valve Rotators, New, Thicker Body Mounts.

OTHER AVAILABLE OPTIONS INCLUDE: Tinted Glass, Power Windows, Power Seat, Power Trunk-Lid Release, Driver-Operated Roof Ventilator (Coupe), Power Door Locks, Protective-Side Moldings with Vinyl Inserts, Vinyl Rooftop Covering, Rear-Window Defogger, Air Conditioner, Combination Dome and Reading Lamp, Remote-Control Outside Rearview Mirror, Sports-Styled Outside Rearview Mirror Color-Matched to Body (Coupe), Sports Console, Mini Storage Console, Two-Tone Paint (Sedan), Anti-Spin Rear Axle, Power Brakes (with discs up front), Engine Block Heater, Rocket 455 V8 with 4-bbl. carburetor, Turbo Hydramatic Transmission, 4-Speed Floor-Shift Wide-Ratio Transmission (Coupe), Dual Exhaust System, Tilt-Away Steering Wheel, Custom-Sport Steering Wheel, Vari-Ratio Power Steering, Super Stock II Wheels, Super Stock III Wheels, Chrome Wheel Discs, Salon Option (Sedan), Electric Clock, Instrument Panel Gauges, Radio, Bumper Rub Strip (Front and Rear) and Bumper Guards with Vinyl Inserts, Outside Temperature Indicator, Heavy-Duty Suspension, Trailer Wiring Harness, Stereo Tape Player.

(Below) Cutlass Supreme Colonnade Hardtop Sedan



Cutlass S. Every year a little better. Not just prettier.



From its sleek roofline (it's stronger), to its great interior (it's roomier), Cutlass S is new in exciting ways. But we haven't sacrificed any of the things that have made it one of the most popular mid-size coupes in America—and that especially includes its easy-to-take price.



We combined two headlamps in one to get a cleaner look. And slimmed the pillars, front and rear.



Cutlass S has always been a sporty car. Now it's more so. And, it came out richer-looking, too.



New Colonnade Hardtop styling in the Cutlass S gives you improved visibility all around.



Like bucket seats? Cutlass S has something special available on the opposite page—high-backed buckets of solid foam, upholstered in Espana-grained Moroccan with a new “wet-look.” They’re sleek, they’re contoured—and they swivel! Offered in black, white, green, cranberry red or saddle.



The new Cutlass S panel floodlights the controls at night. New mist-control gives you a single wipe of the windshield when needed. Panel units are easily removed to simplify servicing when it's needed. And if you like a still sportier look, order the Custom Sport steering wheel.



This is the standard Cutlass S seat with new comfort for two—or three. Lagoon cloth in wedge-wood blue, or beige. Or in Moroccan in black, white, green, cranberry red or saddle.



Touch a lever, and this seat swivels out to meet you, swivels you neatly into place behind the wheel. Yet it's also adjustable for your comfort behind the wheel. Available only in Cutlass S.



4-4-2 is alive and well! The basic 4-4-2 Package (W29) gets you a car that is set apart in ride and handling. (Details at right.)

Inside story on the Cutlass S: Under the great new look, there's a great new ride on a 112-inch wheelbase. It feels smoother, more like a bigger, heavier car—because the new suspension system has been patterned after our bigger Oldsmobiles. You'll enjoy new comfort, too, on seats of solid foam up to six inches thick. You have new room to stretch out, in practically every dimension. You can even order our new Vista Vent in the roof. Most of all, you'll have a sweet and sporty coupe that's every inch an Oldsmobile.

MODEL AVAILABILITY: Cutlass S Colonnade Hardtop Coupe

STANDARD ENGINE: Rocket 350 V8 with 4-bbl. carburetor

STANDARD TRANSMISSION: Fully synchronized 3-speed manual with column shift

EXTERIOR DIMENSIONS: (in.)

Wheelbase	Length	Width	Height	Curb Weight (lbs.)
112.0	207.0	76.5	53.3	3840

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

Headroom	Shoulder-room	Legroom
37.7/37.0	59.6/57.5	42.1/33.7

OTHER STANDARD FEATURES INCLUDE: Deluxe Armrests (Front and Rear). Front Disc Brakes. Cigar Lighter. Wall-to-Wall Carpeting. Interior-Operated Hood Lock. Rocker-Panel and Wheel-Opening Moldings. Windshield Radio Antenna. Seat Lap Belts (3 Front and 3 Rear). Seat Shoulder Belts (2 Front). Flow-Thru Ventilation. Flex-Head Intake Valves. Valve Rotators. Deluxe Steering Wheel.

OTHER AVAILABLE OPTIONS INCLUDE: Tinted Glass. Power Windows. Power Trunk-Lid Release. Vista Vent Roof Ventilator. Power Door Locks. Protective-Side Moldings with Vinyl Inserts. Vinyl Rooftop Covering. Rear-Window Defogger. Air Conditioner. Combination Dome and Reading Lamp. Remote-Control Outside Rearview Mirror. Sports-Styled Mirrors Color-Styled to Body. Sports Console. Mini Storage Console. Two-Tone Paint. Anti-Spin Rear Axle. Power Brakes (with discs up front). Engine Block Heater. Rocket 445 V8 with 4-bbl. carburetor. 4-Speed Floor-Shift Wide-Ratio Transmission. Turbo Hydramatic Transmission. Dual Exhaust System. Tilt-Away Steering Wheel. Custom-Sport Steering Wheel. Vari-Ratio Power Steering. Super Stock 11 Wheels. Super Stock 111 Wheels. Chrome Wheel Discs. White-Stripe Tires. Instrument Panel Gauges. Electric Clock. Radio. Bumper Rub Strip (Front and Rear). Bumper Guards (Front and Rear) with Vinyl Inserts. 4-4-2 Appearance and Handling Package. Paint-Stripe Decals. Outside Temperature Indicator. Heavy-Duty Suspension. Trailer Wiring Harness. Stereo Tape Player.

4-4-2 APPEARANCE AND HANDLING PACKAGE (W29) INCLUDES: Body-side and deck-lid decal, 4-4-2 radiator grille, black hood louvers, grille and deck-lid numbers, plus rocker-panel and wheel-opening moldings. Rallye suspension package (also included): heavy-duty front and rear stabilizer bars; and heavy-duty rear-suspension upper control arms. 14 x 7" wheels. Available with any Rocket V8 engine. Cutlass or Cutlass S Coupe models only.

Cutlass. Just looking, it's hard to believe these are our lowest-priced Cutlasses.



What a step-up! Cutlass is an easy way to go Olds. Famous Rocket 350 V8. A new suspension system—patterned after our bigger Oldsmobiles—for a smoother ride. New looks outside, new room inside, new strength and quiet built in. All priced less than a lot of other cars!



The Cutlass Sedan interior offers a choice of Lagoon cloth in wedgewood blue or beige. Or you can have all-Moroccan upholstery in black, white, green or saddle.



Solid comfort for six in the Cutlass Coupe, with up to six inches of solid foam in the seats. They're wider; the shoulder-room and legroom are greater.

MODEL AVAILABILITY: Colonnade Hardtop Sedan, Colonnade Hardtop Coupe

STANDARD ENGINE: Rocket 350 V8 with 4-bbl. carburetor

STANDARD TRANSMISSION: Fully synchronized 3-speed manual with column shift

EXTERIOR DIMENSIONS: Sedan (in.)				
Wheelbase	Length	Width	Height	Curb Weight (lbs.)
116.0	211.0	76.5	54.0	3905

INTERIOR DIMENSIONS: Sedan (front/rear) (in.)		
Headroom	Shoulder-room	Legroom
38.3/37.5	59.6/58.9	42.1/38.4

OTHER STANDARD FEATURES INCLUDE: Deluxe Armrests (Front and Rear), Front Disc Brakes, Cigar Lighter, Wall-To-Wall Carpeting (Sedan), Interior Flood Lock, Bright Rocker-Panel and Wheel-Opening Moldings (Sedan), Windshield Antenna, Seat Shoulder Belts (2 Front), Flo-Thru Ventilation, Flex-Head Intake Valves, Valve Rotators, Deluxe Steering Wheel.

OTHER AVAILABLE OPTIONS INCLUDE: Tinted Glass, Vista Vent Roof Ventilation (Coupe), Protective-Side Moldings with Vinyl Inserts, Vinyl Rooftop Covering, Mini Storage Console, Two-Tone Paint, Anti-Spin Rear Axle, Rocket 455 V8 with 4-bbl. carburetor, 4-Speed Floor-Shift Wide-Ratio Manual Transmission (Coupe), Super Stock III Wheels, Chrome Wheel Discs, Rocket Instrument Group, 4-4-2 Appearance and Handling Package (Coupe), Bright Rocker-Panel and Wheel-Opening Moldings (Coupe), Heavy-Duty Suspension.

(Background) Cutlass Colonnade Hardtop Sedan
(Foreground) Cutlass Colonnade Hardtop Coupe

Meet Omega. A whole new kind of Olds.



Omega is a whole new kind of Olds. A compact. But one with Olds big-car thinking built in. So, Omega comes out bigger and heavier than some compacts—and with the looks and class of an Oldsmobile, inside and outside.



Raise the big back door of our hatchback—you've got 6½ feet of carpeted floor, station-wagon style.



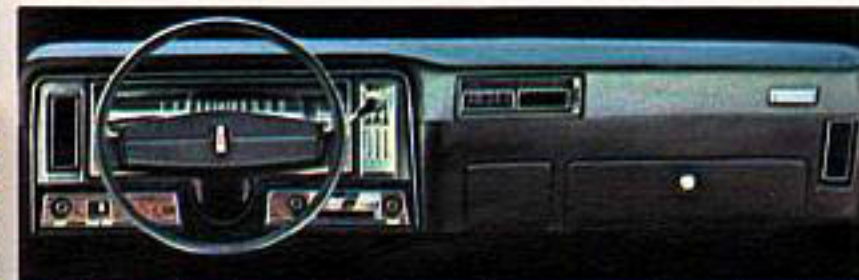
You close the back door as easily as a trunk lid, and your hatchback has the sleek fastback look of a coupe.



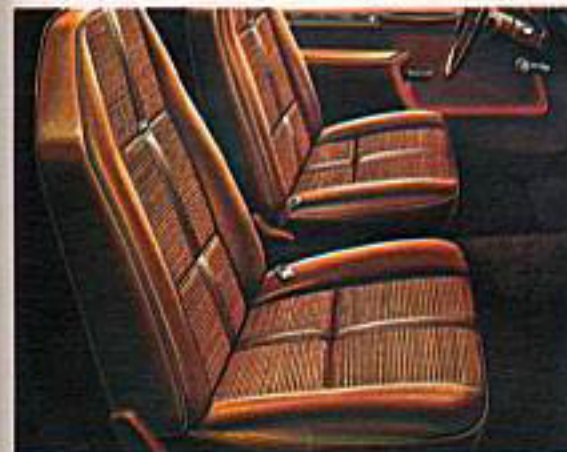
Even the Omega signature reflects Oldsmobile's standard of quality.



A deluxe quality nylon houndstooth fabric lends its elegance to this Omega interior (left). It's just one of five interiors offered, each one complemented by new "wet-look" vinyls for an added touch of luxury.



It looks more like the panel of a big car than a compact. Note the enclosed (and lockable) glove box and the vinyl-clad steering wheel. The instruments are easy to read. The controls, easy to reach. The total effect, very neat. There's even the touch of wood-grained vinyl inlays, here and there.



You'd like still more class? Indulge yourself. Order these plush, integral-headrest bucket seats, plus a handsome console. They really put it all together. In comfort.



If you like Omega in 4-door style, here's the sofa you'll sit on, up front. Very comfortable, and easy to keep looking new. It's washable knit vinyl, and practically kid-proof.

Close up on Omega: It's built like a 1½-ton brick. Nearly 500 pounds more car than some smaller compacts. The wheelbase is longer—111 inches, not 108 or 103. It's wider in track, front and rear. You can feel the difference on the road. It feels strong. Steady. Solid. And it's surprisingly roomy and quiet inside. (Typically Olds.)

The good stuff is standard. Omega gives you what you may pay extra to get in other compacts. Deluxe interior. Full loop-pile carpeting. Vinyl-clad steering wheel. Chrome trim around the windows and wheel openings. A 250-cu.-in. engine that's bigger than extra-cost engines in some compacts. Even a color choice that includes three special sun-glow colors—orange, red and yellow.

And there's more good stuff you can add. Start with our famous Olds Rocket 350 V8—with 4-barrel carburetor. Turbo Hydra-matic. A vinyl roof. Deluxe wheel covers. Even a camper-tent conversion for vacations or weekends. Your Omega can be as practical or as fancy as you want to make it.



OMEGA COUPE



OMEGA TOWN SEDAN

MODEL AVAILABILITY: Hatchback Coupe, Coupe, Sedan

STANDARD ENGINE: 250 6-Cylinder with 1-bbl. carburetor

STANDARD TRANSMISSION: Fully synchronized 3-speed manual with column shift

EXTERIOR DIMENSIONS: Sedan (in.)

Wheelbase	Length	Width	Height	Curb Weight (lbs.)
111.0	197.5	72.4	53.8	3283

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

Headroom	Shoulder-room	Legroom
39.3/37.3	56.6/56.2	41.7/35.3

OTHER STANDARD FEATURES INCLUDE: Cigar Lighter, Wall-To-Wall Carpeting, Interior Door-Operated Dome Lamp, Dual Head Restraints, Seat Lap Belts (3 Front and 3 Rear), Seat Shoulder Belts (2 Front), Self-Adjusting Drum Brakes, Space-Saver Spare Tire (Hatchback).

OTHER AVAILABLE OPTIONS INCLUDE: Tinted Glass, Bucket Seats (Hatchback Coupe, and Coupe), Protective-Side Moldings with Vinyl Inserts, Vinyl Rooftop Covering, Bright Door-Edge Guard Moldings, Rear-Window Defogger (Forced-Air), Air Conditioner, Remote-Control Outside Rearview Mirror, Sports-Styled Outside Rearview Mirrors Color-Matched to Body, Sports Console, Two-Tone Paint, Anti-Spin Rear Axle, Power Brakes, Power Brakes (with discs up front), Engine Block Heater, Rocket 350 V8 with 4-bbl. carburetor, 3-Speed Fully Synchronized Floor-Shift Manual Transmission, Turbo Hydra-matic Transmission, Tilt-Away Steering Wheel, Custom-Sport Steering Wheel, Vari-Ratio Power Steering, Super Stock III Wheels, Chrome Wheel Discs, White-Stripe Tires, Dual Horns, Electric Clock, Radio, Bumper Guards (Front) with Vinyl Inserts, Rocker-Panel and Body-Side Moldings.

Custom-Cruiser. First it's an Oldsmobile. Then it's a station wagon.



And like our most luxurious Oldsmobiles, our largest wagon is built on a 127-inch wheelbase. It comes with the features you'd expect. And some you wouldn't. Carpeting that stretches almost halfway up the doors. Solid-foam seats. Finely tailored upholstery. A Rocket 455 V8. An automatic transmission. Power steering. Power front disc brakes. Power-operated rear window. All standard. And a cargo area that gives you up to 106 cubic feet of space. That's a lot of room for something that handles and rides like a sedan.



The Custom Cruiser seat is exquisitely upholstered in green Oxen-grain Moroccan. It also comes in Wedgewood blue, cranberry red, beige or saddle. Or you can choose saddle Lochmoor cloth.



The tailgate doesn't just open—it disappears into the floor. Notice the rear bumper guards—they're standard.



CUSTOM CRUISER

MODEL AVAILABILITY: 2-Seat, 3-Seat Cruiser				
STANDARD ENGINE: Rocket 455 V8 with 4-bbl. carburetor				
STANDARD TRANSMISSION: Turbo Hydra-matic column shift				
EXTERIOR DIMENSIONS: 2-Seat (in.)				
Wheelbase	Length	Width	Height	Curb Weight (lbs.)
127.0	228.3	79.5	57.2	5058
INTERIOR DIMENSIONS: (1st/2nd Seat) (in.)				
Headroom	Shoulder-room	Legroom	Cargo Capacity	
39.6/39.3	64.3/63.3	42.1/39.4	106.1 cu. ft.	
OTHER STANDARD FEATURES INCLUDE: Deluxe Armrests (Front and Rear). Power Brakes (with discs up front). Cigar Lighter. Interior-Operated Hood Lock. Right-Hand Outside Rearview Mirror. Seat Lap Belts (3 Front and 3 Rear, Plus 2 for Third Seat in 3-Seat Models). Seat Shoulder Belts (2 Front). Vari-Ratio Power Steering. Deluxe Steering Wheel. Glide-Away Tailgate. Flo-Thru Ventilation. Chrome Wheel Discs. Heavy-Duty Wheels.				
OTHER AVAILABLE OPTIONS INCLUDE: Tinted Glass. Power Windows. Power Seats. Power Door Locks. Power-Operated Glide-Away Tailgate. Rear-Window Defogger. Air Conditioner. Remote-Control Outside Rearview Mirror. Illuminated Visor Vanity Mirror. Anti-Spin Rear Axle. Engine Block Heater. Cruise Control. Tilt-Away Steering Wheel. Deluxe Wheel Discs. Cornering Lamps. Radio. Stereo Tape Player. Power Front Fender Antenna. Safety Sentinel and Trip Odometer. Electronic Lamp Monitoring System. Bumper Rub Strip (Front) and Bumper Guards with Vinyl Inserts (Front). Rooftop Luggage Carrier. Low Washer Fluid. Low Fuel Level Indicator. Heavy-Duty Suspension. Trailer Wiring Harness.				

Vista-Cruiser. The brand new wagon with a window on top.



Cutlass Vista-Cruiser for 1973 starts from scratch to give you a better mid-size wagon. It's redesigned from its ride to the new Vista Vent in the roof. From hydraulic front bumper system to new, one-piece tailgate. And with more of what it takes to live up to the Oldsmobile name.



If it looks too luxurious inside to be a wagon, remember, it's an Olds. Handsome Lansing cloth upholstery in beige; all-Moroccan interior available in five additional colors.



The new, single-unit tailgate is counter-balanced to raise and lower with ease. Release it with just a turn of the key or a touch of the finger from up front—and it lifts easily and out of the way.



Open the new Vista Vent, and out goes Uncle Henry's cigar smoke. Lets in light like a sunroof, closes tight against the elements. And it's tinted to reduce glare.



Just push this button in the glove compartment, and the tailgate releases electrically. It moves. You don't. And it's standard.

Although the new Vista-Cruiser is trim and agile on its 116-inch wheelbase, you still get 85 cubic feet of usable load space inside.

It's powered by a husky Rocket 350 V8. Rides luxuriously on a new suspension system patterned after those on our big Oldsmobiles. And stops with power brakes (disc-type, up front) as standard equipment. So Vista-Cruiser can handle the long haul and a good load—in style, with comfort.

Vista-Cruiser is available in two- or three-seat models—the three-seater has vent side windows your third-seat passengers can open when they like. The handsome side and tailgate paneling is standard, on both models. And there's a wide choice of additional equipment, from roof racks to stereo radios, available to help make any drive a personal pleasure cruise.



MODEL AVAILABILITY: 2-Seat Cruiser, 3-Seat Cruiser				
STANDARD ENGINE: Rocket 350 V8 with 4-bbl. carburetor				
STANDARD TRANSMISSION: Fully synchronized 3-speed manual with column shift				
EXTERIOR DIMENSIONS: (in.)				
Wheelbase	Length	Width	Height	Curb Weight (lbs.)
116.0	219.3	76.8	55.3	4357
INTERIOR DIMENSIONS: (1st/2nd Seat) (in.)				
Headroom	Shoulder-room	Legroom	Cargo Capacity	
38.8/39.4	59.8/58.9	42.1/36.8	85.1 cu. ft.	
OTHER STANDARD FEATURES INCLUDE: Deluxe Armrests (Front and Rear), Wood-Grain-Vinyl Body and Tailgate Panels, Power Brakes (with discs up front), Cigar Lighter, Interior-Operated Hood Lock, Bright Rocker-Panel and Wheel-Opening Moldings, Windshield Radio Antenna, Dual Front-Seat Head Restraints, Seat Lap Belts (3 Front and 3 Rear, Plus 2 for Third Seat in 3-Seat Models), Seat Shoulder Belts (2 Front), Deluxe Steering Wheel, Remote-Control Tailgate Release, Tailgate Ajar Lamp, Vista Vent Roof Ventilator, Heavy-Duty Wheels.				
OTHER AVAILABLE OPTIONS INCLUDE: Tinted Glass, Power Windows, Power Seat, Power Door Locks, Rear-Window Deflector, Air Conditioner, Remote-Control Outside Rearview Mirror, Two-Tone Paint, Anti-Spin Rear Axle, Engine Block Heater, Cruise Control, Rocket 455 V8 with 4-bbl. carburetor, Turbo Hydra-matic Transmission, Tilt-Away Steering Wheel, Custom-Sport Steering Wheel, Vari-Ratio Power Steering, Chrome Wheel Discs, White-Stripe Tires, Electric Clock, Radio, Stereo Tape Player, Bumper Rub Strip (Front and Rear) and Bumper Guards with Vinyl Inserts, Rooftop Luggage Carrier, Rear Storage Compartment Lock and Trim (2-Seat), Outside Temperature Indicator, Heavy-Duty Suspension System, Trailer Wiring Harness.				

Options and accessories to make your new Olds even more special...and more valuable.

Ebony Black

Tanbark

Honey Beige
ALL MODELS BUT OMEGA

Cameo White

Chamois Gold

Crystal Green

Moss Gold

Zodiac Blue

Cranberry Red

Brewster Green

Mayan Gold

Emerald Green

Wedgewood Blue

Chestnut

Eclipse Blue

Silver Taupe
ALL MODELS

Omega Yellow

Omega Orange

Omega Red
OMEGA ONLY

1973 EXTERIOR COLORS

Take a minute or two, to make sure you order your Olds with everything you'll want later on — check your Olds dealer for details on availability.

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



Add a Vista Vent window to the roof of any Cutlass Coupe. Opens to the breezes for greater air circulation.



There are times when the lighted vanity mirror on the passenger sun visor can turn out to be very helpful to a lady.



This litter container is available for bigger Oldsmobiles to help keep them neat. Not to mention the countryside.

There are lots of other nice touches you may add to your Olds that aren't illustrated here. They include:

- ☐ A Night-Watch Headlamp Control (stays on for a minute to light the way to your door).
- ☐ Power Seats.

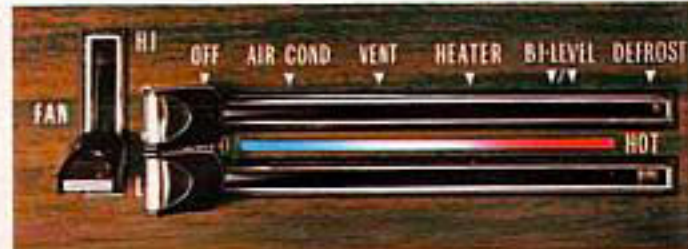


Special wheels and wheel covers from top to bottom: Deluxe Cover for Toronado; Deluxe Disc for 88 and Ninety-Eight; Deluxe Cover for Omega and Cutlass; Wire Disc for Cutlass or Delta; Painted Disc for Cutlass Salon (standard); Super Stock Wheel for Omega and Cutlass.



Rear-window defogger. Tiny electric filaments in the glass help clear fog or steam. Available all models except Omega and Vista-Cruiser.

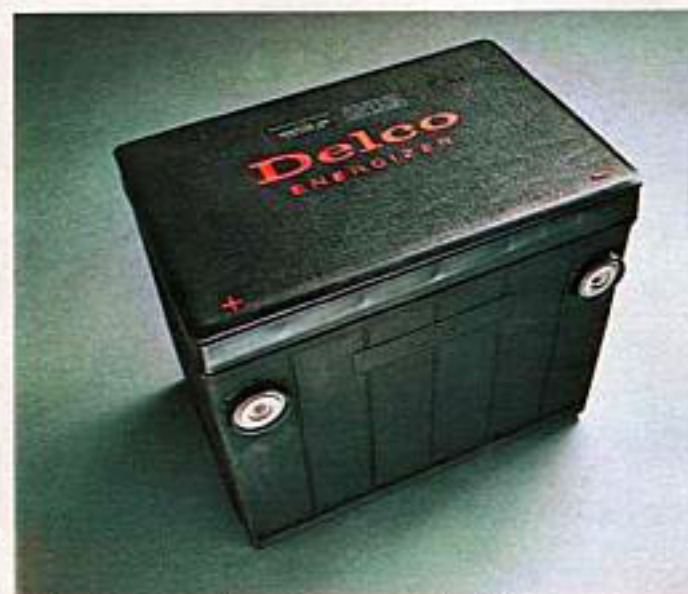
- ☐ Power Windows.
- ☐ Power Door Locks.
- ☐ Cornering Lights (to illuminate the area you're turning into).
- ☐ Vinyl Roofs.
- ☐ Tinted Glass.
- ☐ Steel-Belted Bias-Ply Tires.



Four-Season Air Conditioner not only cools on the hot days and warms on cold ones, it also filters and dehumidifies on stuffy ones...



...Or let the Comfortron Air Conditioner do the job automatically. Just set the thermostat to the temperature you prefer—and forget it. Winter or summer.



Maintenance-free battery never needs refilling under normal use. Side terminals for better contacts. Sealed fluid system.



This gas gauge monitor light will signal you when the gas tank's getting thirsty.



An inside light which warns you when certain exterior lights fail.

- ☐ Trip Odometer & Safety Sentinel speed warning (lets you know how many miles you've driven and when you've exceeded the preset speed).
- ☐ A Remote-Control Outside Mirror.
- ☐ Anti-Spin Rear Axle.
- ☐ True-Track Braking (Toronado only).



Help ward off those aggravating little dents and dings with these high bumper guards with thick vinyl impact strips. Standard on Toronado. Bumper impact strips are standard on the Delta 88 Royale, and are available for all other models.



AM and AM/FM push-button radios are available for all models. AM/FM Stereo radios with four speakers available for all models except Omega and Royale convertible.



AM/FM and AM push-button radios with Stereo tape deck and four-speaker system are offered for all models except Omega.



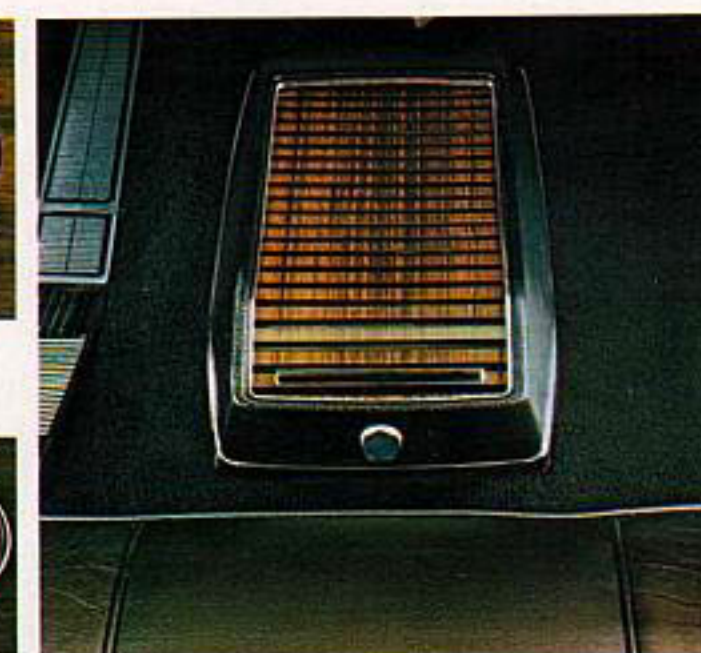
Outside thermometer mounts ahead of the sideview mirror, tells you the temperature outside at a glance. Revolving scale.

- ☐ An adjustable Tilt, or Tilt-and-Telescope Steering Wheel.
- ☐ An Infant Safety Carrier (a little seat for little shavers).

And other items that not only add comfort and convenience while you own the car, but also help add value at trade-in time.



Further protection for the rear of your Olds is available with these custom fitted bumper guards. Standard on Ninety-Eight, Toronado and Custom Cruiser.



A mini console helps provide a convenient storage place for anything from stereo tapes to sunglasses. Available on Ninety-Eight, 88 and Cutlass models.



This handy little light glows a warning when the windshield washer fluid is low.



Cruise Control maintains the constant speed you preset, automatically disengages when you brake.

Here's to a long life for you and your new Oldsmobile.

To help protect you, every Olds provides all this for occupant protection:

- ☐ Cargo Guard (Exc. Convertible).
- ☐ Contoured full-roof inner panel (Exc. Omega).
- ☐ Contoured windshield header (Exc. Omega).
- ☐ Energy-absorbing steering column.
- ☐ Energy-absorbing padded instrument panel.
- ☐ Folding seat-back latches (Coupes).
- ☐ Two front seat head restraints.
- ☐ Fuel tank impact security.
- ☐ Glove box and console door latches for impact security.
- ☐ Padded front-seat-backrest tops (also second-seat-backrest tops on three-seat Wagons).
- ☐ Padded sun visors.
- ☐ Passenger guard door locks with forward-mounted lock buttons.
- ☐ Safety armrests.
- ☐ Safety door latches and hinges.
- ☐ Safety steering wheel.
- ☐ Seat belts with push-button buckles for all passenger positions.
- ☐ Single push-button buckles for shoulder and seat belts—driver and right-front passenger positions only (Exc. Convertible).
Reminder light and buzzer feature.
- ☐ Steel side-guard beams in all doors.
- ☐ Thick laminate windshield.

To help guard your investment, every Olds provides all this for accident and theft prevention:

- ☐ Anti-theft ignition key warning buzzer.
- ☐ Anti-theft steering column lock.

- ☐ Improved bumper systems.
- ☐ Backup lights.
- ☐ Dual action safety hood latches.
- ☐ Dual master cylinder brake system with warning light.
- ☐ Four-way hazard warning flasher.
- ☐ Inside hood latch release (Exc. Omega).
- ☐ Lane-change feature in directional-signal control.
- ☐ Outside rearview mirror, driver's side (and passenger side on Custom Cruiser).
- ☐ Parking lamps illuminate with headlamps.
- ☐ Side-marker lights and reflectors.
- ☐ Starter safety switch.
- ☐ Thermoplastic inner front fenders (Exc. Omega).
- ☐ Visible vehicle identification number.
- ☐ Wideview inside day/night mirror (vinyl-edged, shatter-resistant glass and deflecting support).
- ☐ Windshield defrosters, washers and dual speed wipers.

To help cut repair costs, every Olds provides all this:

- ☐ Aluminized muffler and tailspout.
- ☐ Alternator with integral voltage regulator (Full-Size models).
- ☐ Battery has side terminals that resist corrosion (Exc. Omega V8).
- ☐ Positive valve rotators on all V8 engines

- ☐ Self adjusting brakes.
- ☐ Easily removable instrument panel and two-piece door panels (Exc. Omega).

And to help clean the air, every Olds provides all this:

- ☐ A Controlled Combustion System, which alters the combustion process to help reduce exhaust pollutants.
- ☐ A "hot-air" Induction System, to help provide faster engine warm-ups, eliminate carburetor icing, improve gasoline economy—as well as further reduce the exhaust emissions.
- ☐ A new Exhaust Gas Recirculation System to control peak combustion temperatures and minimize the formation of nitrogen oxide.
- ☐ A Positive Crankcase Ventilation System which recycles crankcase vapors and fumes.
- ☐ An Evaporative Control System to help eliminate fuel vapor emissions.
- ☐ And is designed to operate efficiently on no-lead gasoline for the lowest exhaust emissions, as well as low-lead or regular fuels.

Oldsmobile reserves the right to make changes at any time, without notice, in prices, colors, materials, equipment, specifications, and models, and also to discontinue models.
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