

FEATURES TO PROTECT YOU, YOUR NEW OLDSMOBILE AND THE ENVIRONMENT

TO HELP PROTECT YOU—THESE OCCUPANT PROTECTION FEATURES:

- ☐ Cargo Guard (Exc. Station Wagon).
- ☐ Contoured full-roof inner panel (Exc. Omega, Delta 88 Royale Conv.).
- ☐ Contoured windshield header (Exc. Omega).
- ☐ Energy-absorbing steering column.
- ☐ Energy-absorbing padded instrument panel.
- ☐ Folding seat-back latches (Coupes).
- ☐ Two front seat head restraints or integral head supports.
- ☐ 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 pushbutton buckles for all passenger positions.
- ☐ Two front combination seat and shoulder belts for driver and right front passenger (with reminder light and buzzer, inertia shoulder belt reel and starter interlock). Convertible not equipped with shoulder belt.
- ☐ Steel side guard beams in all doors.
- ☐ Thick laminate windshield.

TO HELP GUARD YOUR INVESTMENT—THESE ACCIDENT PREVENTION FEATURES:

- ☐ Improved bumper systems.
- ☐ Backup lights.
- ☐ Dual action safety hood latches.
- ☐ Dual master cylinder brake system with warning light.
- ☐ Four-way hazard warning flasher.
- ☐ 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.
- ☐ Wideview inside day/night mirror (vinyl-edged, shatter-resistant glass and deflecting support).
- ☐ Windshield defrosters, washers and dual speed wipers.

THESE THEFT PREVENTION FEATURES:

- ☐ Anti-theft ignition key warning buzzer.
- ☐ Anti-theft steering column lock.
- ☐ Inside hood latch release (Exc. Omega).

TO HELP CUT REPAIR COSTS, MANY MODELS PROVIDE THESE FEATURES:

- ☐ Aluminized muffler and tailspout.
- ☐ Alternator with integral voltage regulator.
- ☐ Battery has side terminals that resist corrosion.
- ☐ Positive valve rotators on all V8 engines.
- ☐ Self-adjusting brakes.
- ☐ Thermoplastic inner front fenders.
- ☐ Easily removable instrument panel and two-piece door panels.

AND TO HELP CLEAN THE AIR, EVERY OLD SMOBILE 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.
- ☐ An Exhaust Gas Recirculation System, to control peak combustion temperatures and reduce 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.
- ☐ All 1974 Oldsmobile engines are equipped with exhaust emission control systems, and are designed to operate efficiently on unleaded or low-lead fuels of at least 91 Research Octane. In addition to the lower exhaust emissions attainable, there are benefits in longer life for your spark plugs, exhaust system, and other engine components. If these unleaded, low-lead gasolines are not available, any leaded 91 Research Octane or higher regular grade fuel containing 0.5 grams, or less, of lead per gallon should be used.

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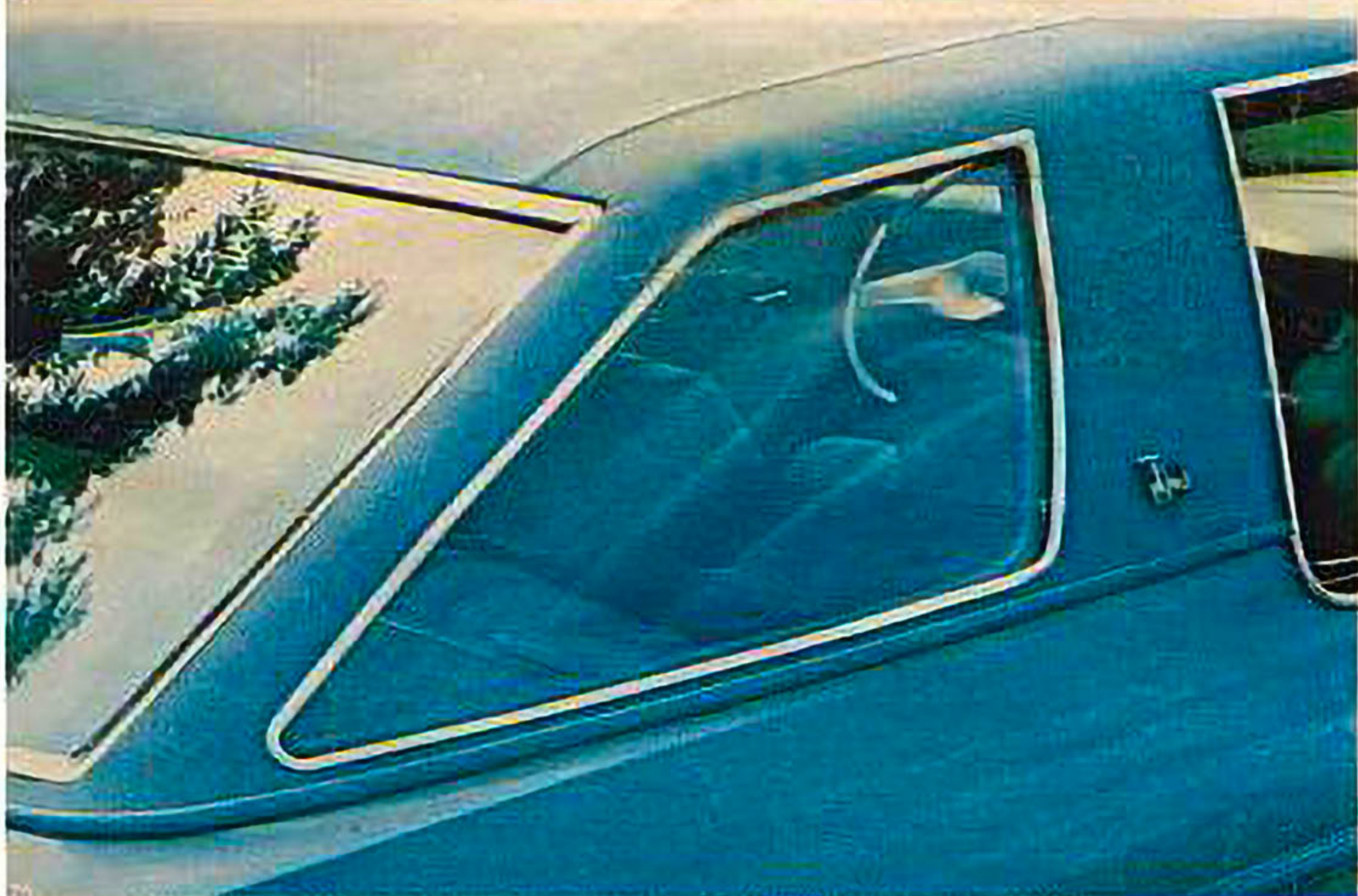


1974 OLDSMOBILES

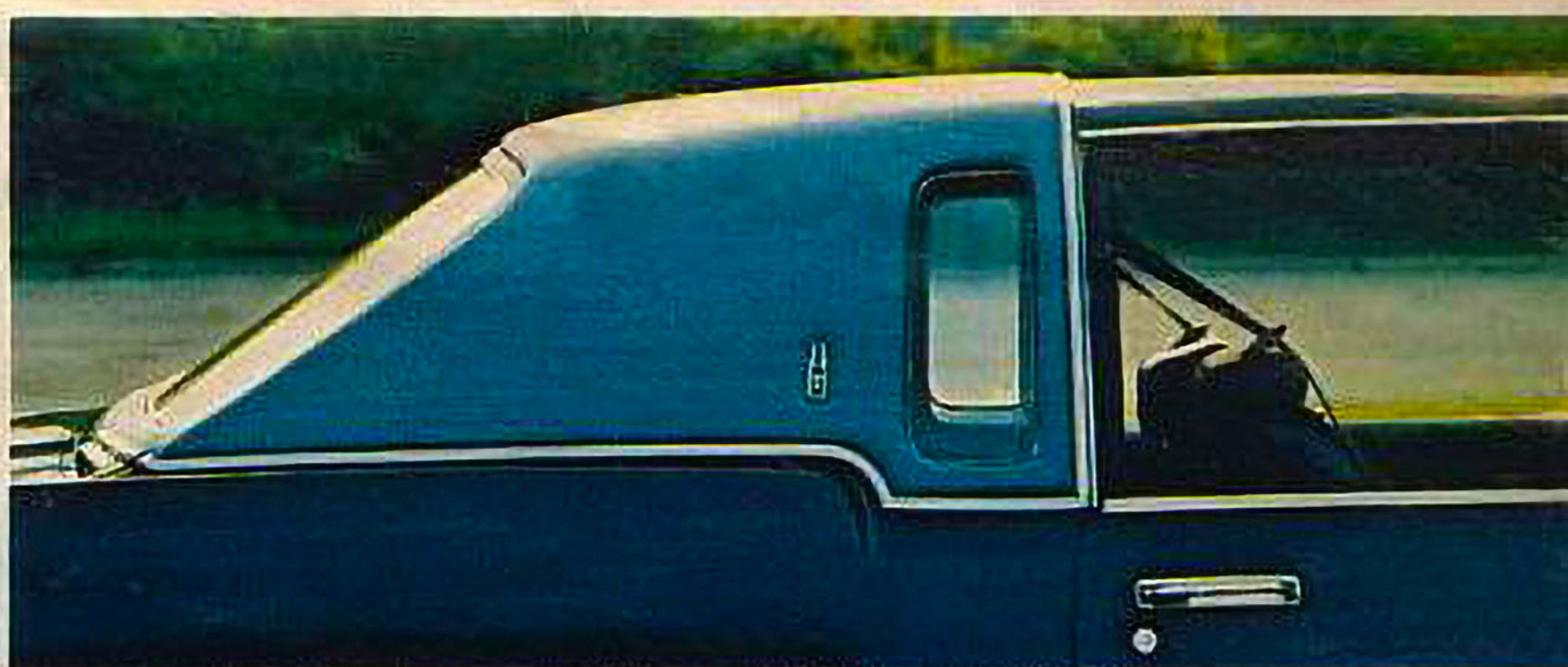
TORONADO NINETY-EIGHT DELTA 88 CUTLASS OMEGA STATION WAGONS



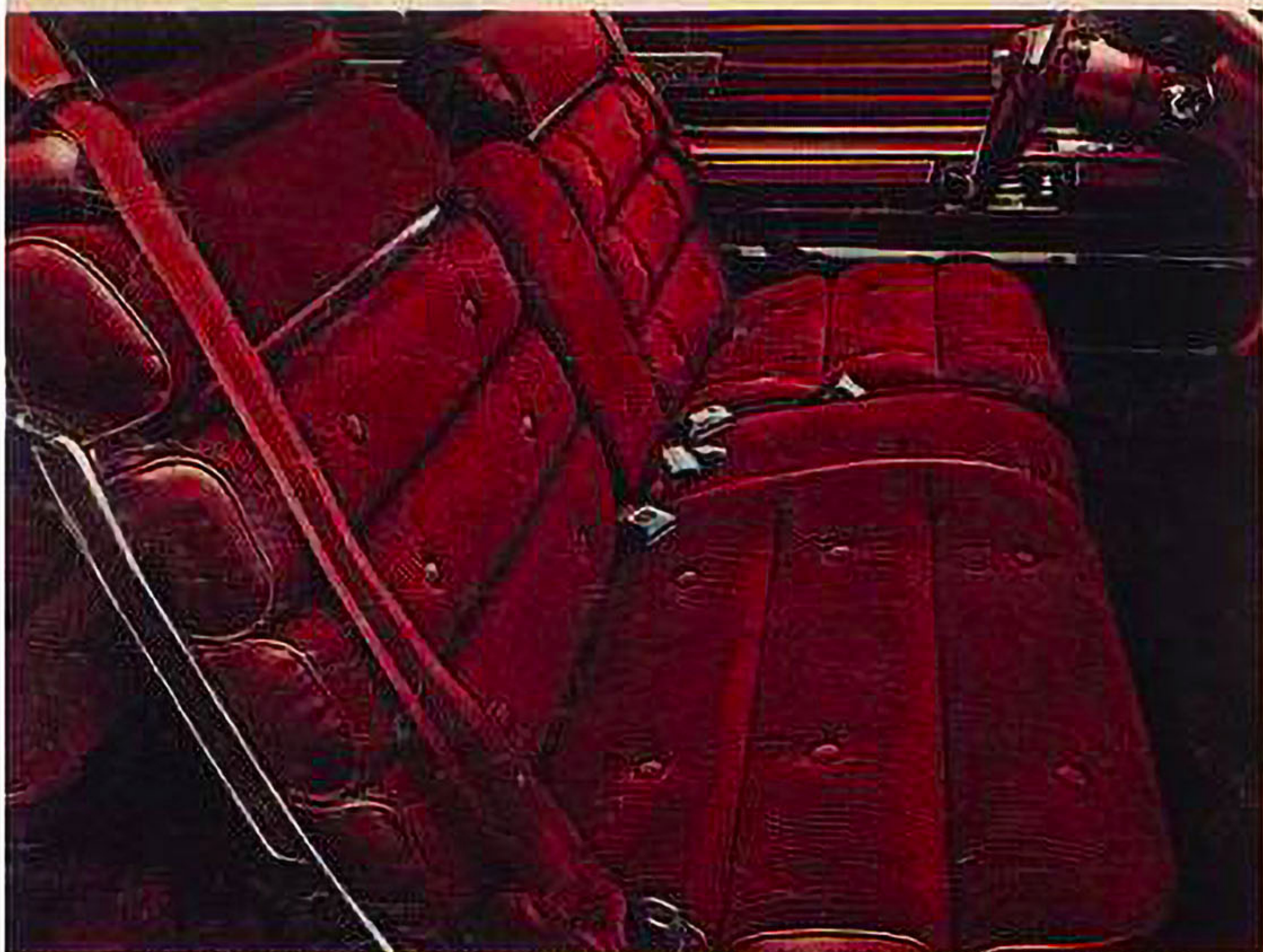
WHAT'S NEW FOR '74



New roofline for Delta 88 Coupe combines distinctive looks with greatly increased glass area for visibility.



Toronado offers this new opera roof treatment. Richly padded canopy plus opera windows lend a most distinctive look.



Velour upholstery like this proved so popular in Regency and Cutlass Salon models, it's now available in Toronado's Brougham interiors.



New White Compaticolor option offers white seats with four fully color-coordinated interiors in hardtop models of Delta 88 Royale, Cutlass S and Supreme Coupe—and three interior schemes for Omega. Instrument panel, carpets, cowl panels and package shelf are the specified color, instead of black as before. A nice touch—a nice look.



Not only can you now get a Cutlass Salon Coupe, you can order it with this new Landau roof treatment.

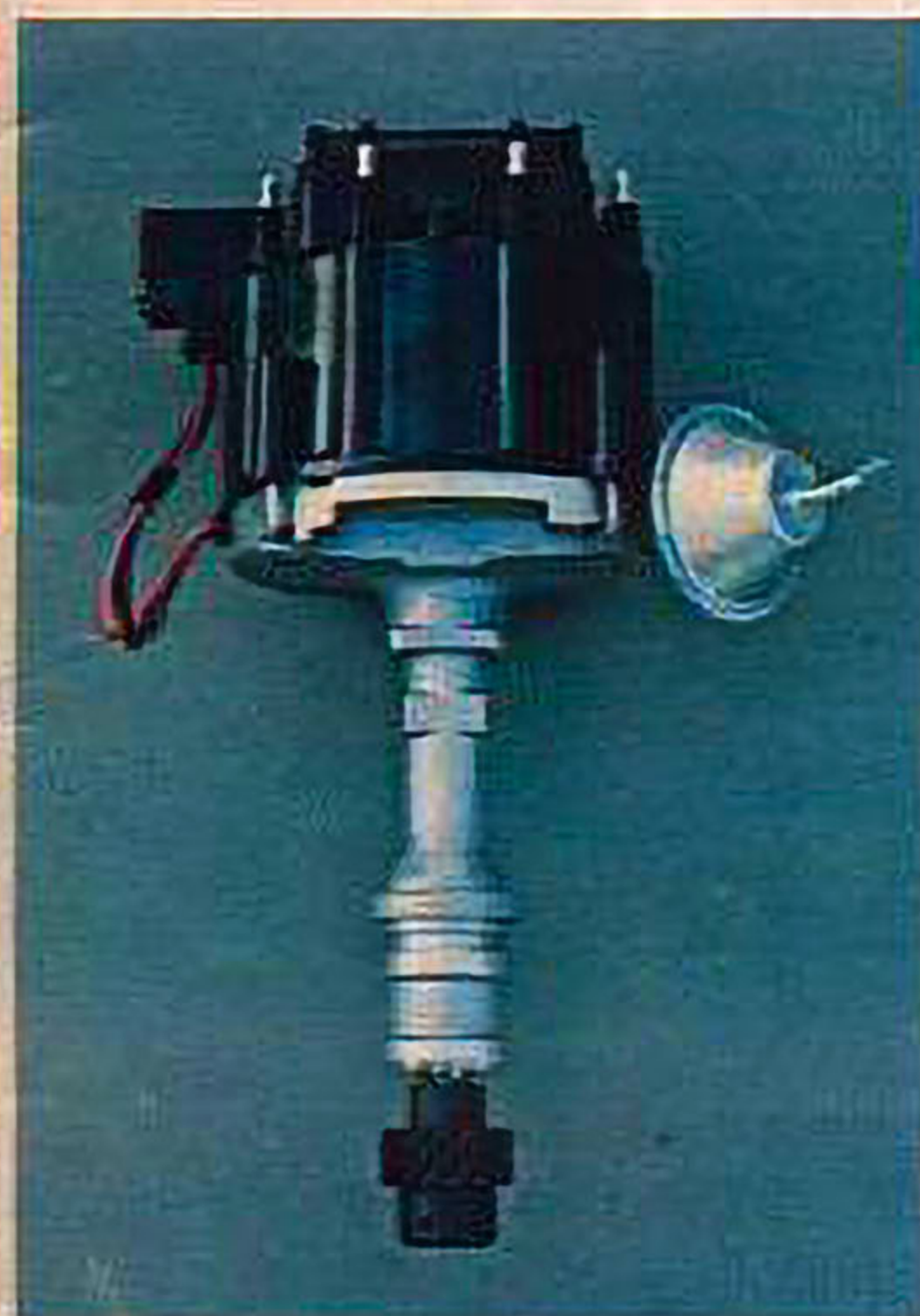


New instrument panels for Toronado, Ninety-Eight and Delta 88 have enlarged glove compartments, individually adjustable air conditioning vents and new message centers. (See close-up below.)



Oldsmobile's message center is arranged in two panels flanking the Hydra-matic quadrant, signals you when any one of many functions requires your attention.

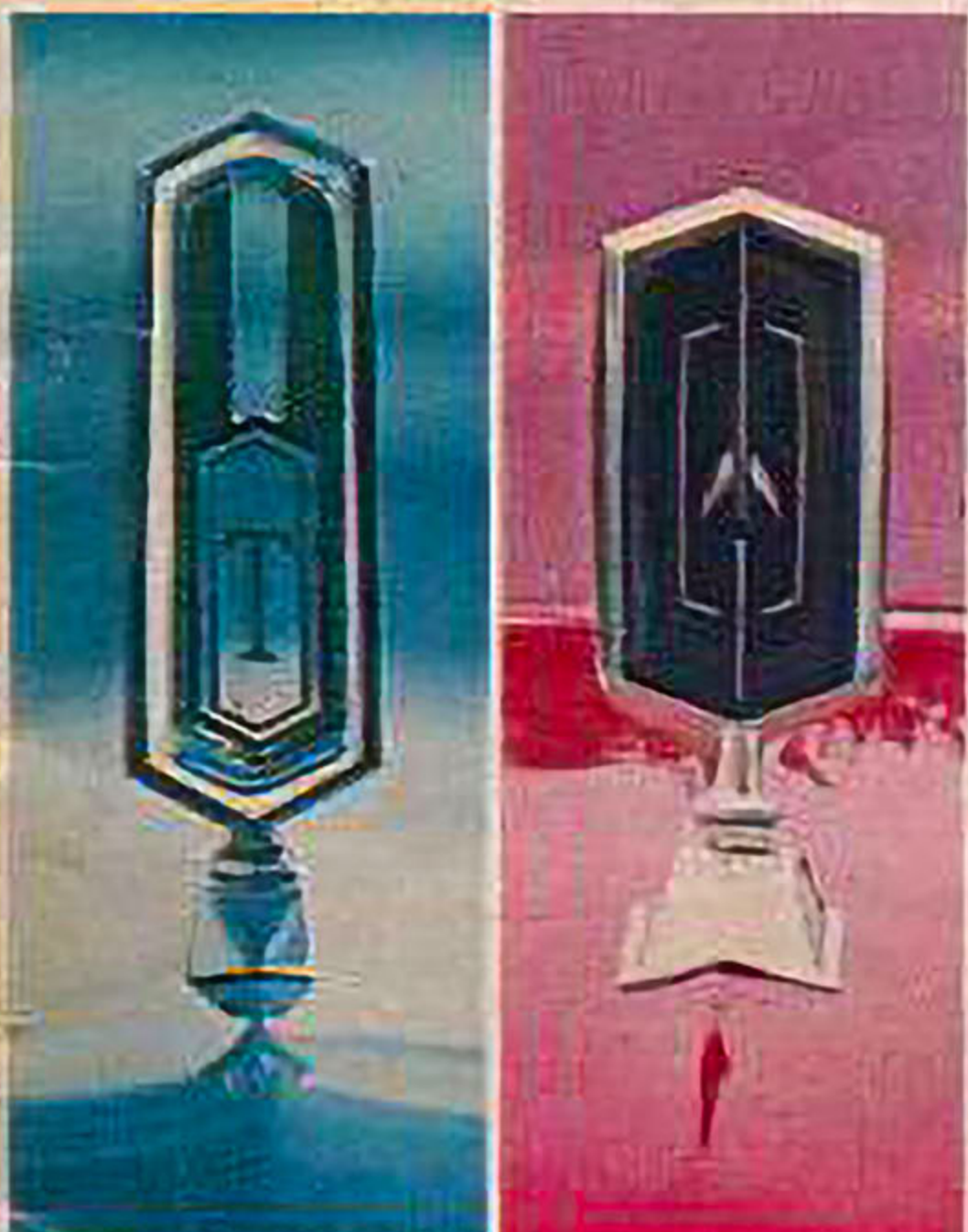
You'll see new models, new features, new advances highlighting the '74 Oldsmobile line. Here is just some of the good news—looks like a great year to step into an Olds!



New high-energy ignition system, available for all full-size Olds models, eliminates distributor points and condenser, has built-in coil, delivers a more powerful charge to the spark plugs and helps reduce maintenance.



New Pulse-Wiper system is available to let you set precisely the slower-than-normal wiper speed you want for clearing away a light rain or mist.



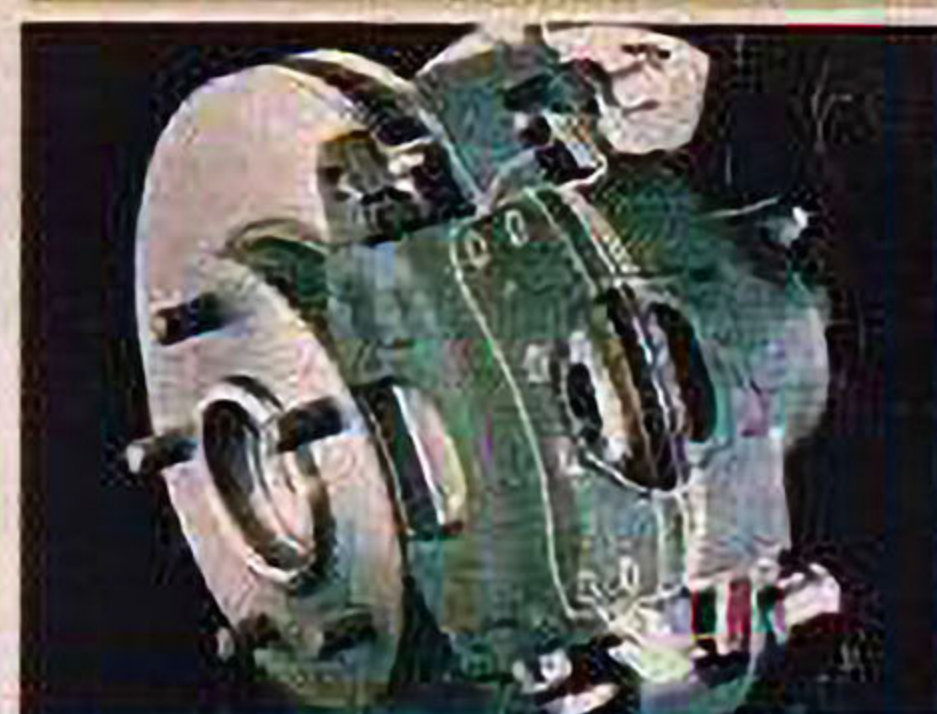
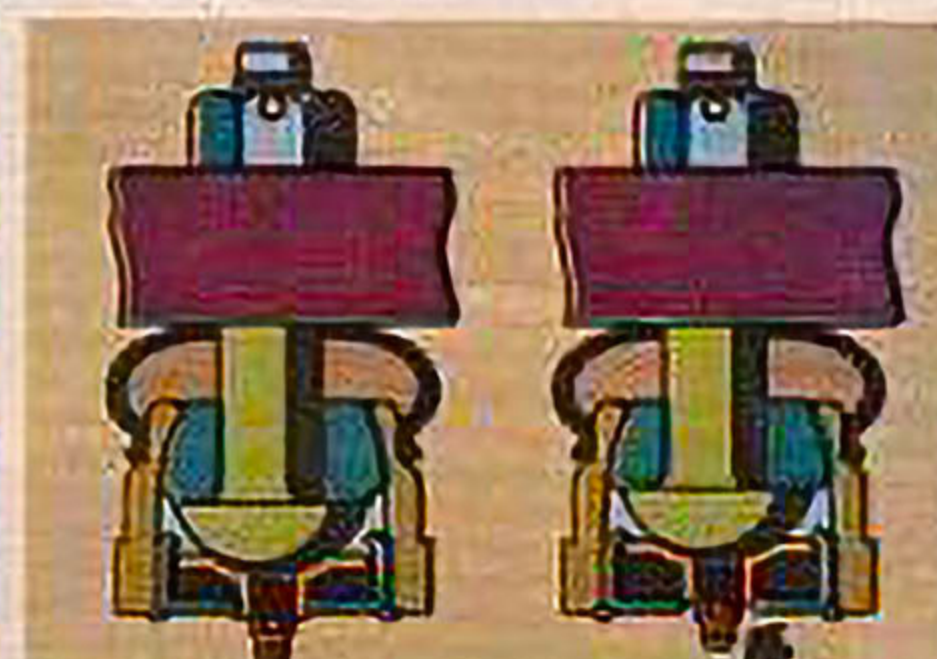
Hood ornaments are an extra touch of distinction for Toronado and Ninety-Eight this year; each has its own design.



Now the rear bumper of every Olds is mounted to a hydraulic system to help cushion minor impacts—and most have a vinyl impact strip besides.



You'll find the new seat/shoulder belts allow free movement, and are easier to buckle up. They "give" as you move—until their protection is needed. Then they're automatically cinched into a firm "hold" position. (See page 46.)



Little-things-mean-a-lot dept! Ball joints (top) and front disc brakes on most Olds models both have built-in wear indicators to tell you when service is needed.



New steel-belted radial tires, designed to meet GM performance specifications, are available for all Oldsmobile models, standard on Cutlass Salon. (See page 46.)

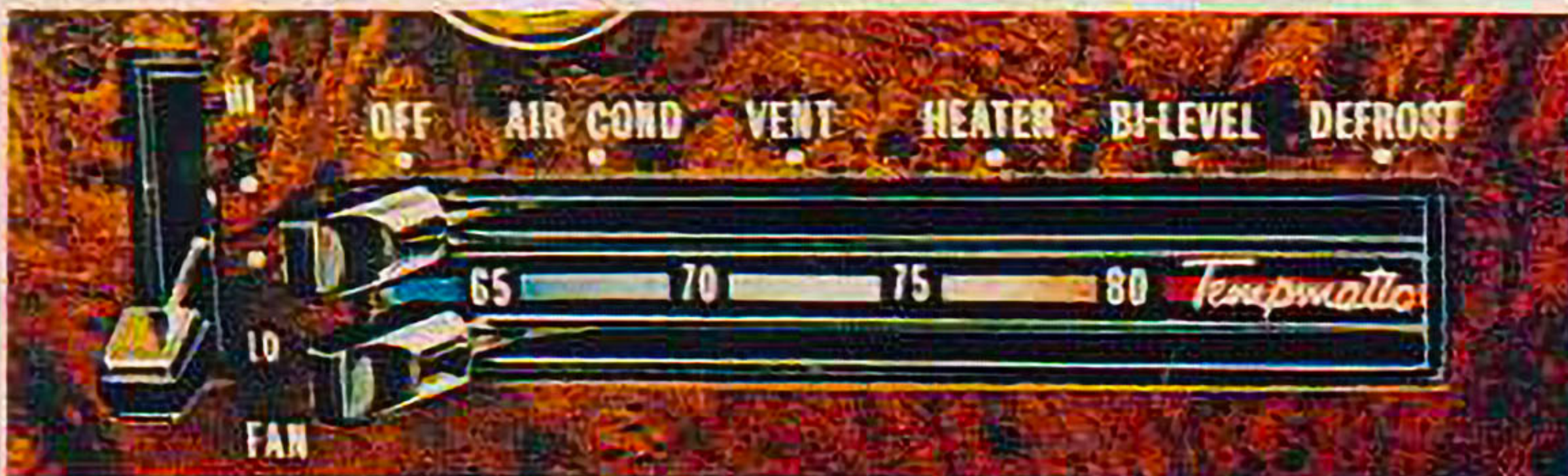


New digital timepiece is standard in Toronado and 98 Regency. Space-age quartz-crystal controlled movement gives it exceptional accuracy. Available for other full size models.

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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 44-47. For specific prices and availability, check your Olds dealer.



New Tempmatic air conditioning, available on full-size Oldsmobiles, has an activated charcoal filter to help reduce unpleasant outside odors from the air which enters the passenger compartment.



New crowning touch for the Toronado is a sun roof that slides open or closed at the touch of a button. Available with or without opera roof or full-vinyl roof.

TORONADO

Oldsmobile's personal luxury car with front-wheel drive.
One of the world's most distinguished motorcars, designed and
built in the belief that engineering can be beautiful.



TORONADO



Toronado offers this Brougham interior with divided front seat and available with power controls. Its deep comfort and quiet are accented by luxurious new velour upholstery in a choice of five colors. Also available in supple white vinyl.



Toronado's new instrument panel is engineered for easy serviceability. New message center organizes warning lights and monitor systems for quick and easy reference.



Another benefit of Toronado's front-wheel drive: a flat front floor, with added foot room for the passengers.



Toronado standard Custom Sport seat offers a front center armrest. Is available in your choice of black, green, blue or cranberry Bravado nylon, or Moroccan vinyl in white or saddle. The new plush, cut-pile carpet is color-coordinated.



A new touch of distinction. Toronado's T-crest hood ornament. Another, the opera roof you can order (seen below).



Distinctive eye-level stop-and-turn lamps supplement the taillamps, help indicate your intentions. Note the vertical bumper guards—they're standard.

The Toronado is an extraordinary car on many counts.

It is built on its own private assembly line by specialists who work on no other car.

Its power train is also unusual. A Rocket V8, Turbo Hydra-matic transmission, and front-wheel drive combine to deliver power to the front wheels.

So you're pulled around curves and along straightaways. And the engine weight over the wheels that do the pulling adds to traction efficiency—a fact you'll appreciate when roads are wet and slippery.

And as this car comes alive on the road, the fact that you're driving a Toronado never completely leaves your mind.

This year on Toronado, energy-absorbing hydraulic bumper systems, front and rear, are standard; so are vertical bumper guards and color-coordinated bumper impact strips, front and rear. Front brakes have new, heavier-duty pads.

A handsome opera roof is now available, with a padded canopy of oxen-grain vinyl plus new opera windows. And, a padded full-vinyl top is also offered.

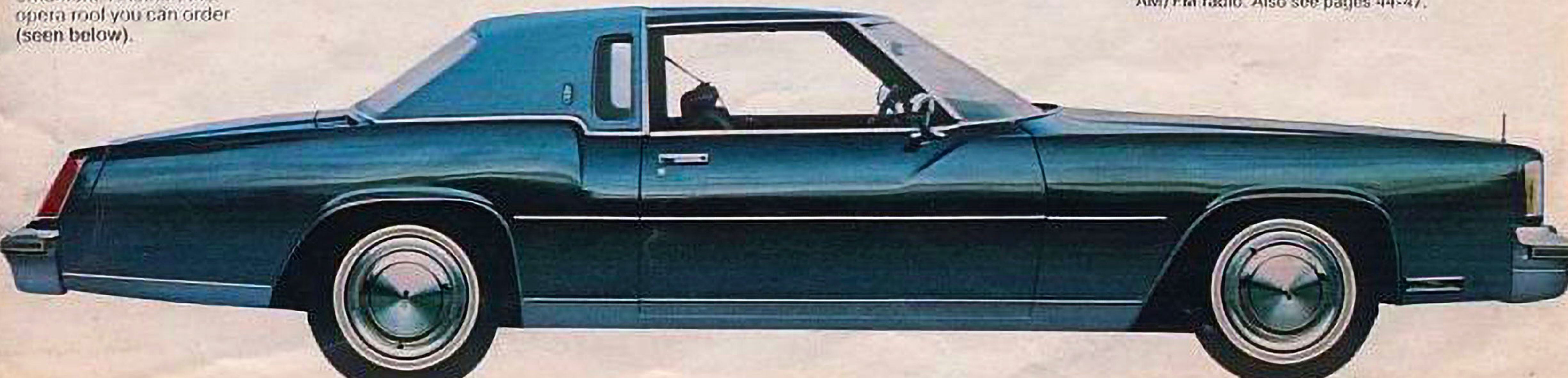
Toronado now offers a new Olds Tempmatic air-conditioning system which provides automatic temperature control, and an activated charcoal filter. The filter acts to reduce many offensive odors from the air entering your car.

For 1974, both the Toronado look and interior have been subtly refined. And the details you see, the comforts you experience, are reminders that engineering can be beautiful—and no car in the world is engineered exactly like the Toronado by Oldsmobile.

TORONADO STANDARD FEATURES INCLUDE: Rocket 455 V8 with cold-air induction, dual exhausts, Turbo Hydra-matic transmission, Constant-ratio power steering, Power brakes (disc-type, front), new heavy-duty front brake linings, Full-time power ventilation, Instrument panel with message center, Digital clock, quartz-crystal controlled movement, New combination seat/shoulder belts (self-storing) with starter interlock, for driver and right front passenger, Front center armrest, Hydraulic bumper systems, front and rear, with integral bumper guards, Wheel discs, 73-amp battery with lightweight case.

SPECIFICATIONS: Wheelbase, 122 in. Length, 228 in. Width, 79.5 in. Height, 53.2 in. Approximate curb weight, 4838 lbs.

AVAILABLE OPTIONS & ACCESSORIES INCLUDE: New high-energy ignition system, Steel-belted radial tires, True Track braking system, Headlights-on warning system included in reminder package group, Protective side moldings, Brougham interior, Stereo AM/FM radio. Also see pages 44-47.



NINETY-EIGHT REGENCY

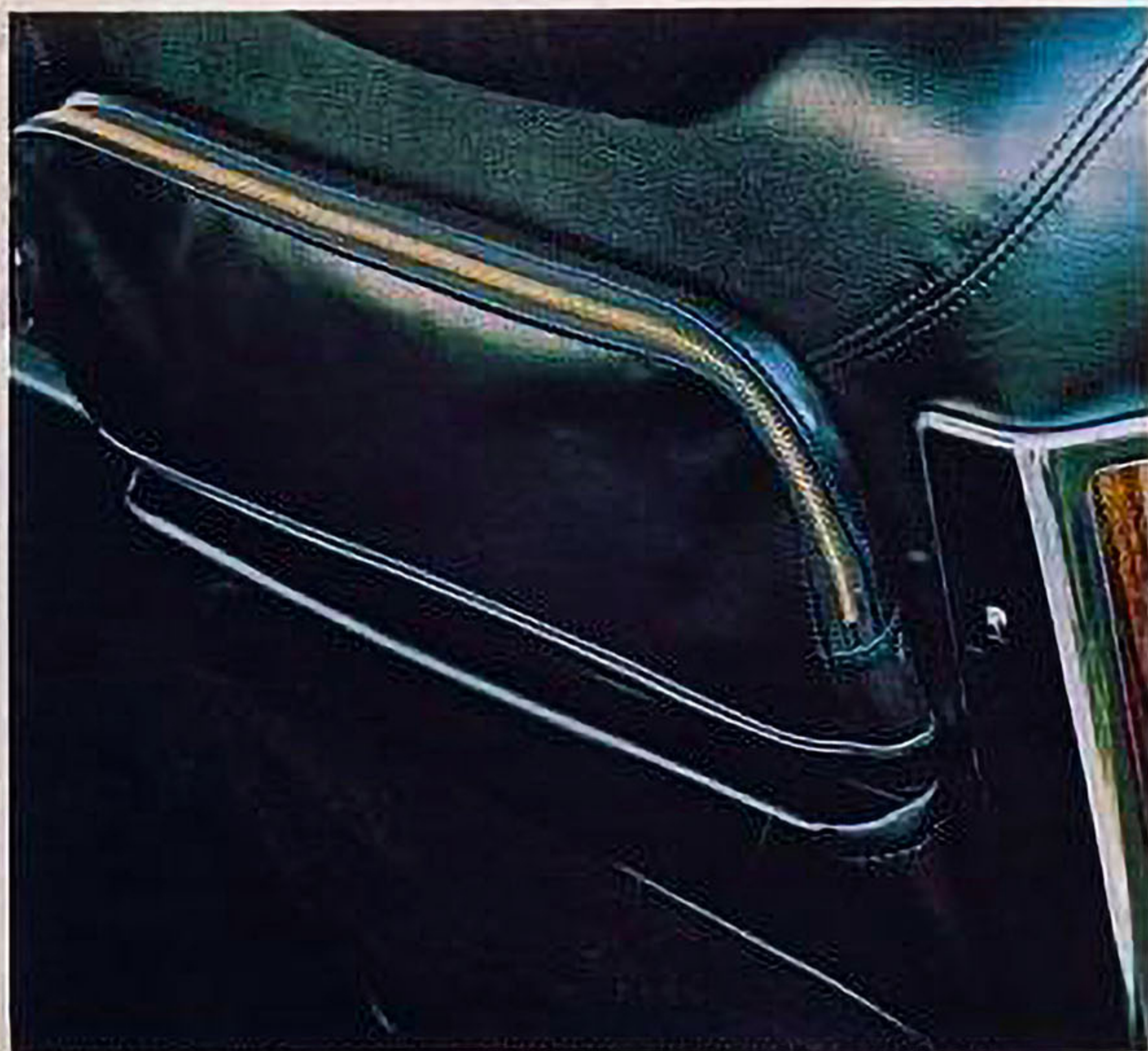
If you're going to spend more than five thousand dollars on a car, you should get the kind of comfort you can live with a long, long time—the Ninety-Eight Regency kind of comfort.



NINETY-EIGHT REGENCY



Regency takes a new approach to motorcar comfort. Deeply tufted look of "loose" cushions and backs has the feel of a fine sofa or chair. Soft, strong nylon velours, or Laredo textured nylons heighten the luxury. Folding center armrests, front and rear, are standard.



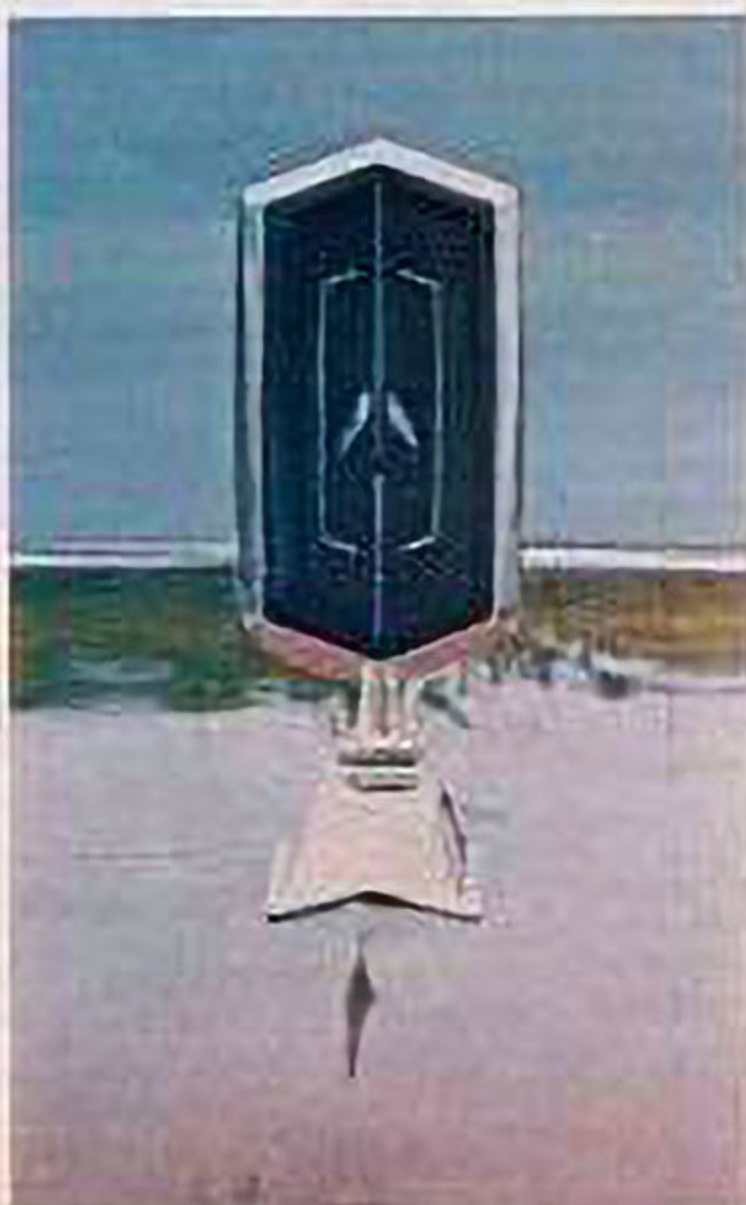
Handy zippered pouches are tailored into the seatbacks, with folio pockets beneath; color-matched to interiors of black, saddle, cranberry, blue or green.



You'll appreciate the quiet inside a Regency. Additional acoustical insulation has been added to the roof, floor and sides.



Oldsmobile's new digital clock gets special treatment in the Regency—its facing is styled and signed by Tiffany & Co. The movement is quartz-crystal controlled for exceptional accuracy.



Rising proudly above the Regency's Swingaway grille and the hood is this new hood ornament with Oldsmobile's Rocket emblem signature.



This medallion appears on the front door sills... but you get the deep-down toughness of a Body by Fisher all around you.

It could be said that nobody really needs such grand comfort as the Ninety-Eight Regency provides. True enough. But isn't that just another way of saying how fortunate are those who possess it?

For Regency is indeed a new approach to motorcar comfort—now available in a new 2-door coupe as well as a sedan.

Step into the interior of this spacious car. Sink down into its rich, deep comfort. The deep-foam seating, front and back, is fashioned after the loose-cushion look used in fine furniture.

Feel the elegance of the fabrics. Lustrous, long-wearing nylon velours are available in two colors; textured Laredo-pattern nylon in three more. Another smart touch, and a practical convenience you'll appreciate, is the zippered pouches sewn into the backs of the front seats, each with a handy folio pocket beneath.

A new Tempmatic air conditioner is available, with automatic temperature control and a new activated charcoal odor filtering system. The filter absorbs unpleasant outside odors, helps keep them from being detected when entering the car.

The Regency's living quarters offer a level of quiet as impressive as its comfort. Additional acoustical insulation in floors, sides and roof has been provided.

The ride on Regency's 127-inch wheel-base is simply magnificent. And an extensive array of power features (listed below) will contribute to your ease of command.

Step into the new Regency Coupe, or the 4-door sedan. Until you do, you can only half believe its remarkable luxury.

NINETY-EIGHT REGENCY STANDARD FEATURES INCLUDE: Rocket 455 V8 with cold-air induction system. Turbo Hydra-matic transmission. Variable ratio power steering. Power brakes (disc-type, front). Full-time power ventilation. Power windows. Power driver's seat control. Chrome control console for driver's armrest. Instrument panel with message center. Digital clock, quartz-crystal controlled movement, facing styled by Tiffany & Co. Divided 60/40 front seat. Zippered pouches, folio pockets on front seatbacks. Center armrests, front and rear. Acoustic insulation. Spare tire cover.

AVAILABLE OPTIONS & ACCESSORIES INCLUDE: New Tempmatic air conditioning. High-energy ignition system. Steel-belted radial tires. Headlights-on warning system included in reminder package. Protective side moldings. Stereo AM/FM radio. Stereo tape player. Also see pages 44-47.



NINETY-EIGHT REGENCY SEDAN

NINETY-EIGHT

Oldsmobile's easy step into the luxury car field. Impressively handsome, spacious and comfortable. Compare it with other luxury cars in ride, value... and price.



NINETY-EIGHT



Tasteful elegance is provided in the Ninety-Eight LS by this Armrest Bench seat upholstered in textured Bravado nylon in a choice of colors; or in oxen-grain Moroccan in beige, white or black.



Individual driver and front passenger comfort is offered in this divided front seat with dual controls. Bravado nylon in black, green, cranberry, blue or saddle; or beige Moroccan.



Ninety-Eight Hardtop Sedan offers this textured nylon with Moroccan trim in rich tones of black, green or blue, and in all-Moroccan upholstery of beige.



The Ninety-Eight instrument panel is now redesigned to provide a new message center which monitors various functions of the car and signals you when something is wrong.



A new hydraulic rear bumper system is now standard, as are bumper impact strips and bumper guards. Note the exceptionally low trunk sill, for easy packing and unpacking.

"What's the difference between ostentation and opulence?" There's one very simple answer. Oldsmobile Ninety-Eight. Opulent it is, indeed . . . ostentatious it is not.

But there is something more that makes the Ninety-Eight an outstanding big-car value. It is thoroughbred Oldsmobile.

The more acquainted you are with the ride quality of other luxury cars, the more you'll find a ride in the Olds Ninety-Eight a satisfying experience. Its long wheelbase, Rocket V8 and agile handling give you a luxurious motorcar that's also smooth, responsive and pleasant.

This year Ninety-Eight introduces a redesigned instrument panel with a message center which consolidates warning lights and monitor systems into one area for quick and easy surveillance.

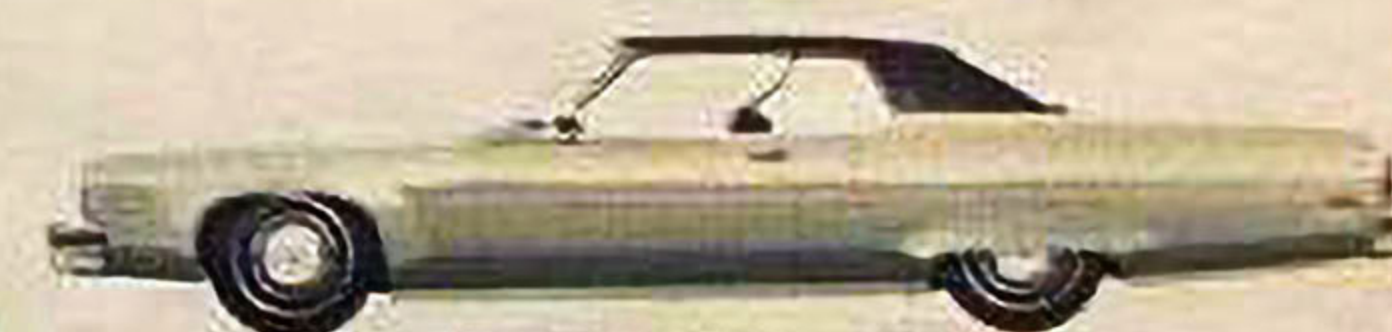
Its new combination lap-and-shoulder belts allow free upper body movement for the driver and right front passenger. The shoulder belt "gives" as you move—until its security function is required. Then an inertia monitor in the retractor locks the belt to hold you firmly.

You owe your family the experience of a ride in this stately car. You owe yourself a chance to compare its value with more expensive luxury cars in today's market.

NINETY-EIGHT STANDARD FEATURES INCLUDE: Rocket 455 V8 with cold-air induction system, improved starter, Turbo Hydra-matic transmission, Variable-ratio power steering, Power brakes (disc-type, front), Full-time power ventilation, New instrument panel with message center, New combination seat/shoulder belts (self-storing) with starter interlock, for driver and right front passenger, Deep-foam seat cushions, Front center armrest, Hydraulic bumper systems, front and rear, with vinyl impact strips, Integral bumper guards, Rear fender-opening covers, Stand-up hood ornament, Power windows (LS).

SPECIFICATIONS: Wheelbase, 127 in. Length, 232.4 in. Width, 79.8 in. Height (sedan), 54.2 in. Approximate curb weight (sedan), 4830 lbs.

AVAILABLE OPTIONS & ACCESSORIES INCLUDE: New Tempmatic air conditioner with new activated charcoal odor filter, Tinted windows, Electric rear-window defogger, New high-energy ignition system, New steel-belted radial tires, Padded vinyl top, Protective side moldings, Door-edge guards, Cruise Control, Digital clock, quartz-crystal controlled movement, Illuminated visor vanity mirror, Tilt-and-Telescope or Tilt-Away steering wheel, Headlights-on warning system included in reminder group, Whitewall tires, Deluxe wheel discs, Power windows, Power door locks, Power trunk release, Power seat controls (6-way), Pulse-wiper system, Stereo AM/FM radio. Also see pages 44-47.



NINETY-EIGHT LUXURY COUPE



NINETY-EIGHT HARDTOP SEDAN

DELTA 88 ROYALE

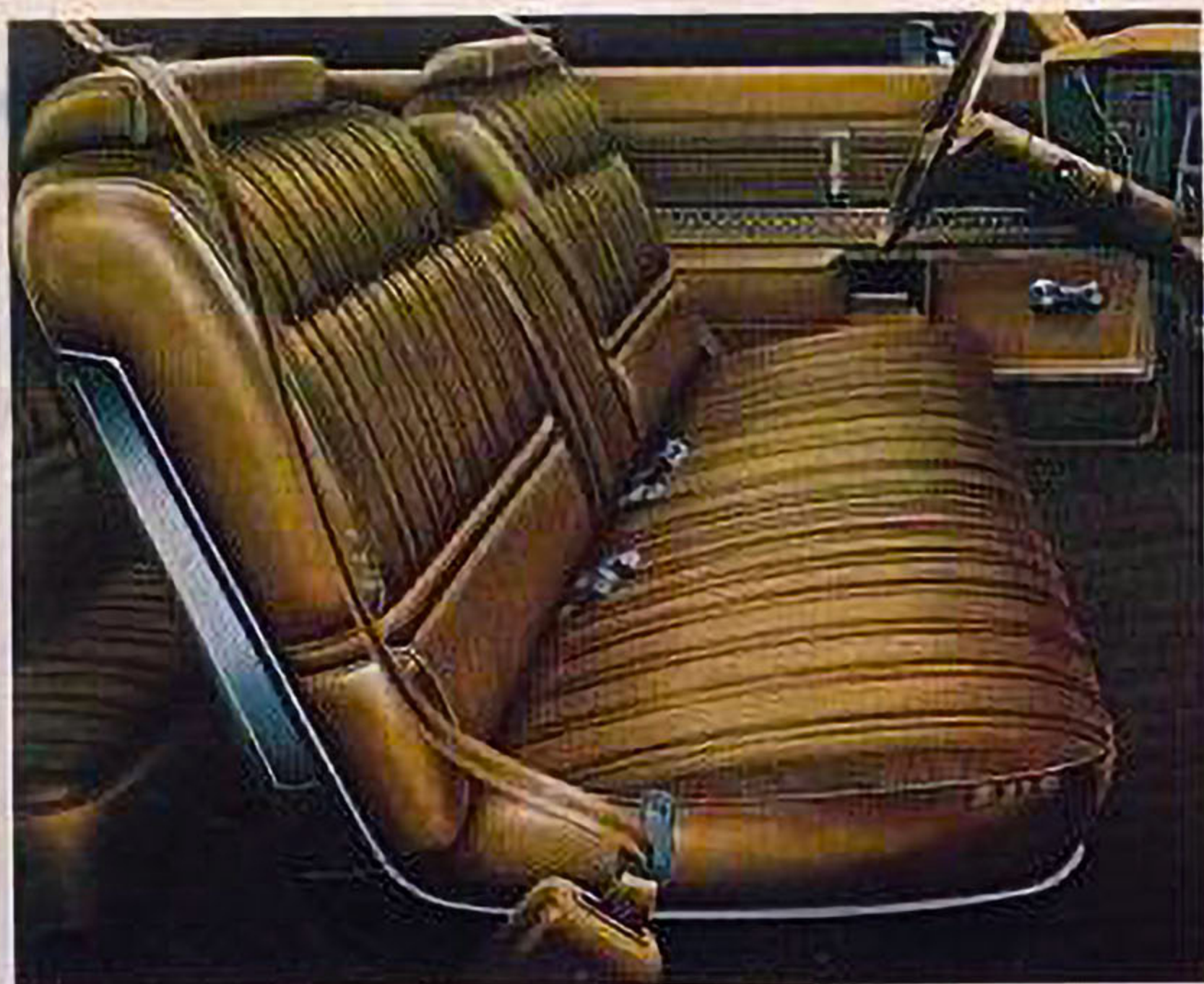
The royalty of the 88 line. A handsome automobile, with the poise and appointments of luxury. But the Delta 88 Royale is more than just a pretty car. It's really put together.



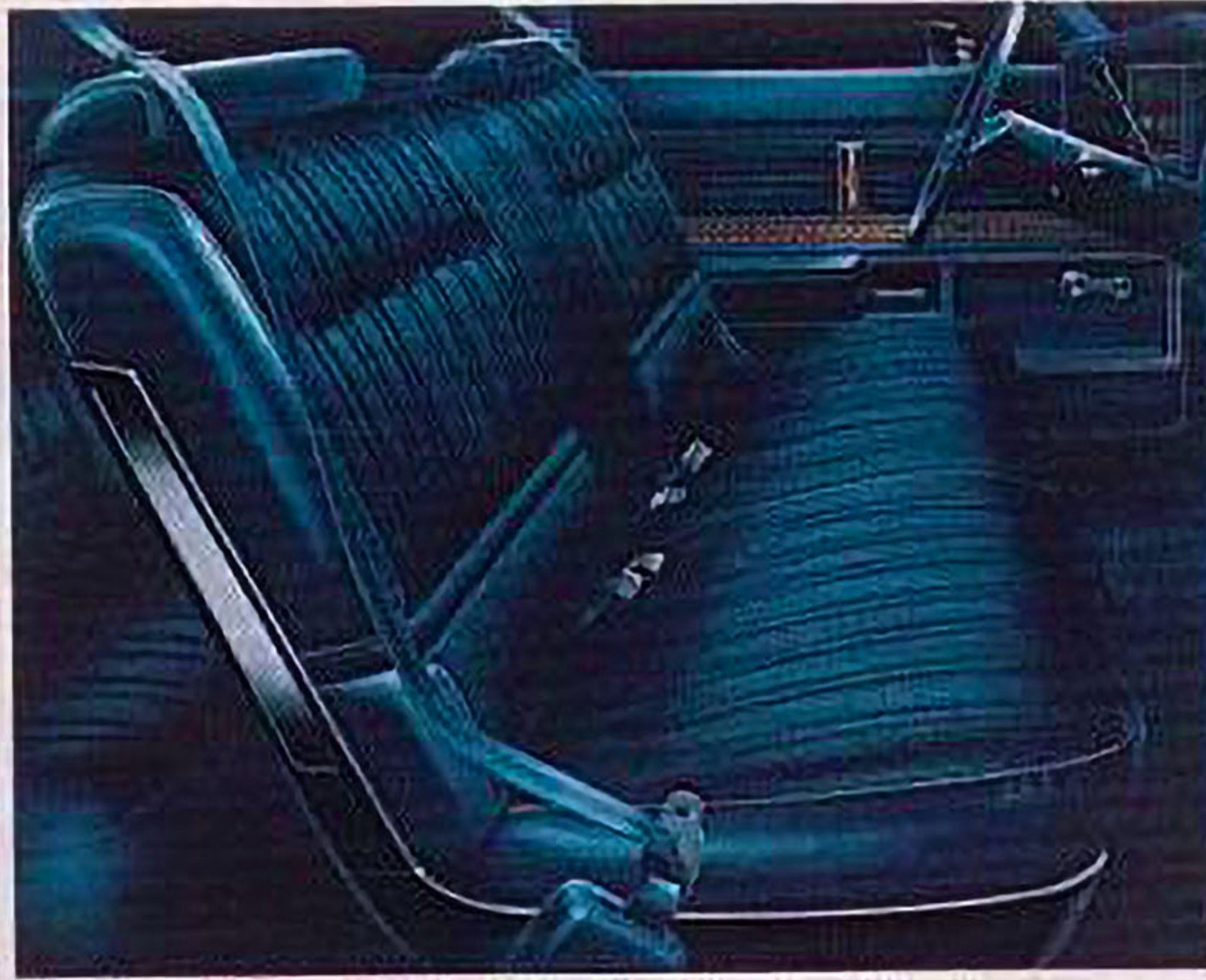
DELTA 88 ROYALE



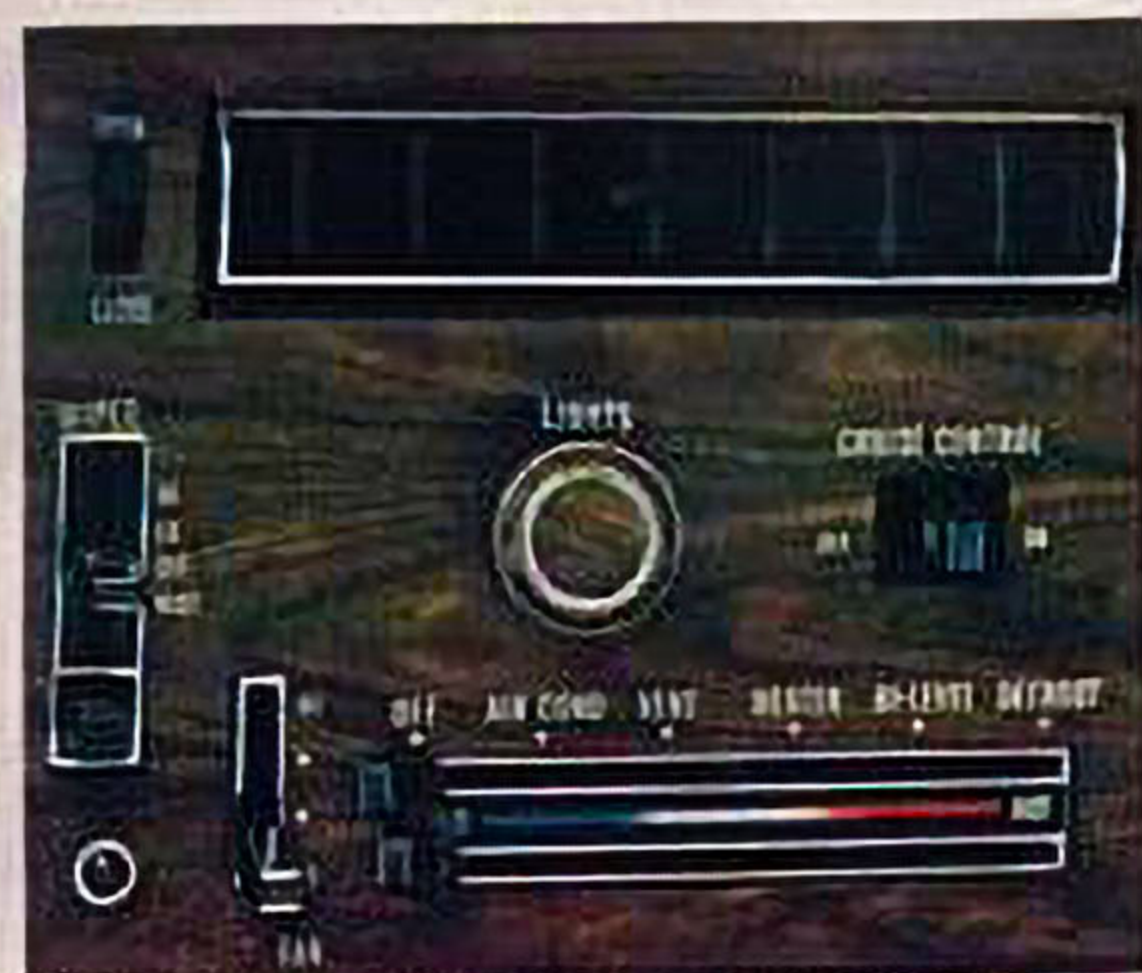
Now available for Royale is this divided front seat with dual adjustment controls. It's tastefully appointed in textured Regatta nylon and Moroccan, in black, green, cranberry, blue or saddle; also available with a white or saddle all-Moroccan interior.



This Custom Sport seat with fold-down center armrest is standard for the Royale Convertible, Hardtop Coupe and Sedan.



The Royale Town Sedan has this interior of its own. Distinctive Regatta nylon with Moroccan trim, available in black, green, blue, cranberry or saddle.



Order air conditioning, and you can control airflow from each vent. Order Cruise Control, and you can travel at a pre-set speed.



Order a rear-window defogger, and little electric filaments in the back window help clear away mist and fog. Order a radio—several are available.

To see the Delta 88 Royale, to walk around it, to sit in it, is to be impressed by its striking good looks.

But Oldsmobile engineers take a more professional view—they define it in terms of its strength, quality and long life.

For example, the Delta 88 Royale has a double panel roof—for added strength and noise insulation. It has springs computer-matched to the weight of the car. Steel guard beams are welded into each door. Its new bumpers, which appear to be ordinary bumpers, are mounted to hydraulic systems that cushion minor impacts. The front fenders have thermoplastic inner fenders to increase their corrosion resistance.

The 1974 Royale ride system has new refinements, in the interests of comfort, smoothness and quiet. Body mounts and shock absorber valving have been refined, and the bushings on upper front control arms are larger, to improve isolation of road shocks.

Royale's power train combines Oldsmobile's Rocket V8 and Turbo Hydramatic transmission—a power team famous for performance and durability. To these, add variable-ratio power steering and power brakes with discs up front—you have a big car that's really built to handle.

For added passenger-driver comfort, you can order a 60/40 divided front seat. The seating itself, front and rear, is up to six inches of contoured foam. There is a soft-padded front center armrest in the hardtops and the convertible. Rich fabrics in a wide range of colors. And a distinctive Royale touch is the attractive color-coordinated vinyl molding which accents each side.

Best of all, it's more than just a pretty car.

For a listing of basic Delta 88 Royale features and specifications, please see page 23.

SPECIAL ROYALE FEATURES INCLUDE: Custom Sport seat interiors with front center armrest (except Town Sedan). Cut-pile carpeting on cowl and door panels. Courtesy, glove box and map lights. Bright-metal accented floor pedals. Deluxe steering wheel. Color-coordinated vinyl side moldings. Bright-metal window moldings.

AVAILABLE OPTIONS & ACCESSORIES INCLUDE: Digital clock with quartz-crystal controlled movement. Tempomatic air conditioning. Vinyl top. Rocket 455 V8. High-energy ignition system. Reminder light group. Steel-bellied radial tires. Power windows. Power door locks. Power seat controls. Adjustable steering wheels. Lighted visor vanity mirror. Also see pages 44-47.



DELTA 88 ROYALE HARDTOP SEDAN



DELTA 88 ROYALE TOWN SEDAN



DELTA 88 ROYALE CONVERTIBLE

DELTA 88

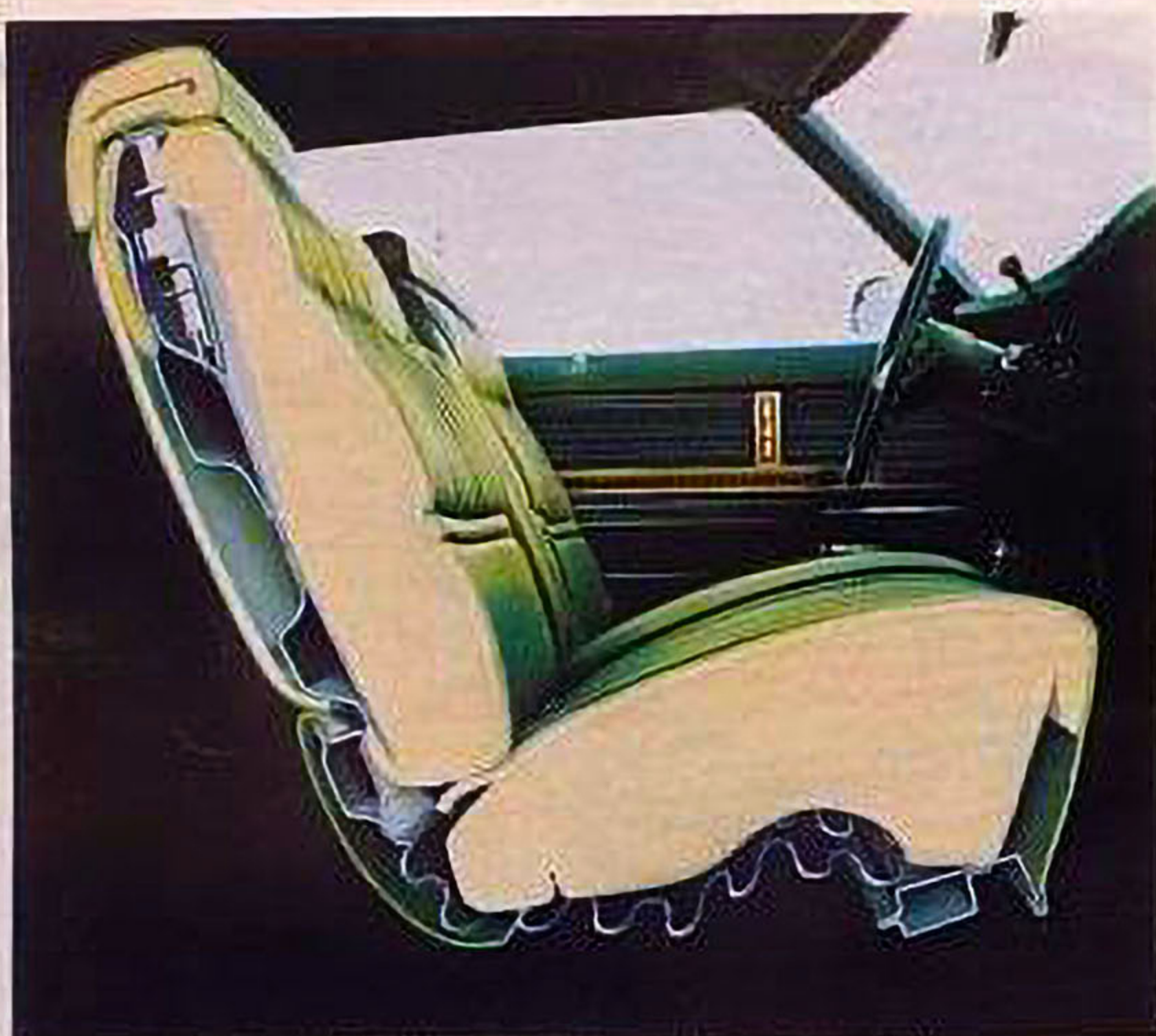
Oldsmobile's lowest priced big-car series. Beautiful to see, even more beautiful to own—for like the Royale, it's really put together. A rare car-for-the-dollar value in today's market.



DELTA 88



Rich and roomy, this Delta 88 Hardtop Sedan interior combines durable nylon and Madrid-grain Moroccan in tones of blue, green or saddle. Even the carpet panels on the doors are color-coordinated.



The secret of great comfort starts with contoured foam up to six inches deep. And, they'll hold their shape and tailored look, too. (Royale seat shown.)



Front and rear bumpers are mounted on hydraulic cylinders which cushion minor impacts.



With taillamps stacked vertically in the fenders, Delta 88's trunk opening comes down close to the bumper across its full width—requires less lifting than some other cars to clear the sill.

The Delta 88 is a great buy today, combining size, performance and quality with an affordable price.

Even though it's Oldsmobile's lowest priced full-size car, Delta 88 is a handsome, spacious automobile on a 124-inch wheelbase—with the smooth ride full-size Oldsmobiles are known for. The trunk is full-sized, too. All of which helps to make it an admirable family car.

Like the Royale, this Delta 88 is really put together. With Body by Fisher on a strong, heavy frame. A Rocket V8 with cold-air induction system and improved starter. Turbo Hydra-matic, power steering and brakes. Deep-foam seats. New instrument panel with message center. Plus many more features listed below.

Beauty is not a rare thing today in cars. But when it comes to the Delta 88, what you have is more than just a pretty car. Its real beauty is in the pride and satisfaction of its owner. Only he can know what a thoroughly satisfying car it is, in performance, durability and all-around value.

The Delta 88 is a big car. A beautiful car. A rugged car. A car that will continue to please you in many ways. Beginning with a price that makes it so easy to enjoy.

Which brings a lot of people over to Olds.

DELTA 88 AND ROYALE STANDARD FEATURES INCLUDE: Rocket 350 V8 with cold-air induction system, improved starter, Turbo Hydra-matic transmission, Variable-ratio power steering, Power brakes (disc-type, front), Full-time power ventilation, Instrument panel with message center, Inside hood release, New combination seat/shoulder belts (self-storing) with starter interlock, for driver and right front passenger, Deep-foam seat cushions, Hydraulic bumper systems, front and rear, with vinyl impact strips, Swingaway grille, Chrome rocker panel and wheel discs, Bright-metal accented floor pedals, Color-coordinated vinyl side moldings (Royale).

SPECIFICATIONS: Wheelbase, 124 in. Length, 226.9 in. Width, 79.5 in. Height (sedan), 54.3 in. Approximate curb weight (sedan), 4536 lbs.

AVAILABLE OPTIONS AND ACCESSORIES INCLUDE: New digital clock with quartz-crystal controlled movement, Vinyl top, New Tempmatic air conditioner with activated charcoal odor filter, Tinted windows, Electric rear window defogger, Rocket 455 V8, New high-energy ignition system, Anti-spin rear axle, New steel-belted radial tires, Pulse-wiper system, Power windows, Power door locks, Power seat controls, Power trunk release, Whitewall tires, Deluxe wheel discs, Body side moldings (Delta), Monitor system reminder group, Cruise Control, Tilt-Away steering wheel, Sport mirrors, Door-edge guards, Trailer towing equipment. Also see pages 44-47.



DELTA 88 HARDTOP COUPE



DELTA 88 TOWN SEDAN

CUTLASS SALON

Team GT road behavior with family car comforts, and you have Cutlass Salon—an outstanding road car inspired by the grand touring tradition.



CUTLASS SALON



The grand touring influence shows through beautifully at the wheel of a Salon. The contoured reclining front seats feel like high-backed lounge chairs. Choose corduroyed nylon velours in green, blue, cranberry or saddle; or perforated vinyl in black or saddle.



Salon's driving command post puts everything in its place for quick and easy reference. And the headlight dimmer switch is located in the turn signal lever, continental style.

Nice little improvement at hand—this padded soft-grip wheel.



GM's new-design steel-belted radial tires on 15-inch wheels are standard on Salon. So are these special wheel covers with color-coordinated accents.



When it comes to comfort, Salon's reclining front seats are in a class of their own. The lever adjustment is new and easier.



The international grand touring tradition is alive and well here!

Last year, Oldsmobile introduced the Salon as a sedan—and America's driving enthusiasts promptly snapped up all that were built.

This year, with both coupe and sedan available, there'll be a lot more Salons for those who like the idea of an American car born of the grand touring tradition—for less money than those expensive imported touring cars.

Salon's basic credentials are impressive. Its special suspension has heavy-duty stabilizer bars, front and rear. Steel-belted radial tires on 15-inch wheels standard, for grip—a new, faster steering ratio, for handling response. A Rocket V8 is teamed with Turbo Hydra-matic; power steering and front disc brakes are also standard.

Inside, it's even more impressive. A special vinyl-clad soft-grip steering wheel makes you feel like the boss. The seats are deftly contoured—front and rear. The headlight dimmer control is in the turn signal lever. And even the inside door panels get special treatment.

As you can see, Cutlass Salon is a very sophisticated road car. But what you feel at the wheel is even more important—the kind of grand touring performance, with luxury, a lot of people enjoy. And if you really enjoy driving, Cutlass Salon is your car.

A road car in the grand touring tradition. But one that's built in the U.S.A. And priced lower than you might think.

CUTLASS SALON STANDARD FEATURES INCLUDE: Rocket 350 V8 with cold-air induction system, improved starter, Turbo Hydra-matic transmission with floor-mounted shifter, Variable-ratio power steering, Disc-type front brakes, Special ride and handling package, GM-design GR78 x 15 white-stripe steel-belted radial tires, Color-coordinated wheel discs, Hydraulic bumper systems, front and rear, with vinyl impact strips, Swingaway grille, Chrome rocker panel and wheel-opening moldings, Salon identification plaques with flag motif.

INTERIOR: Corduroyed velour or perforated vinyl upholstery, Cut-pile carpeting, Contoured reclining front seats, new lever back-adjustment controls, Deep-foam seat cushions, Padded soft-grip steering wheel, Headlamp dimmer in the turn-indicator lever, Inside hood release, New combination seat/shoulder belts (self-storing) with starter interlock for driver and right front passenger.

SPECIFICATIONS (SEDAN/COUPE): Wheelbase, 116/112 in. Length, 215.5/211.5 in. Height, 56.1/53.2 in. Approximate curb weight, 4127/4035 lbs. Luggage space, 16.0/16.4 cu. ft.

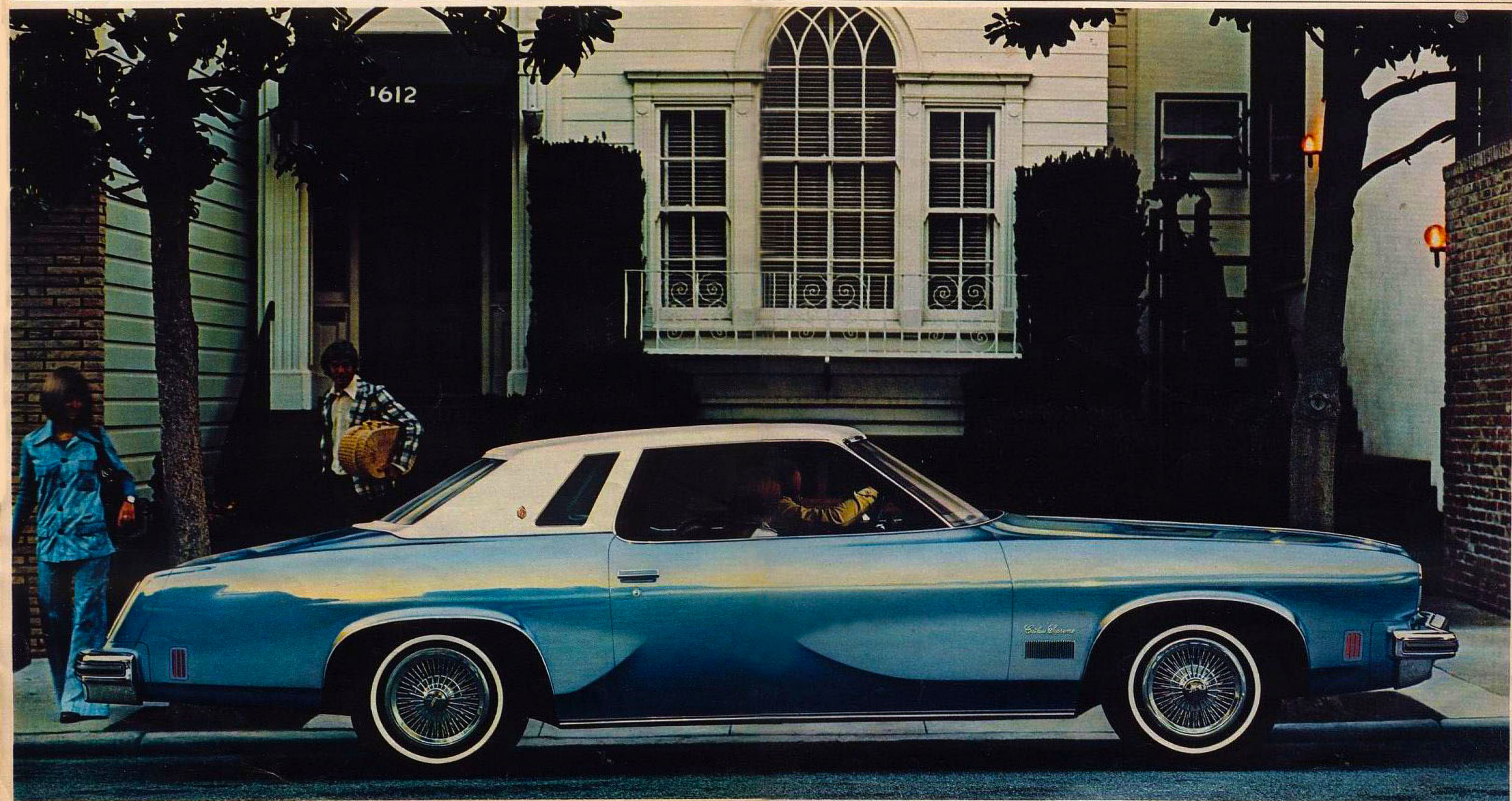
AVAILABLE OPTIONS AND ACCESSORIES INCLUDE: Landau roof treatment, or full-vinyl top, Four-Season air conditioning, Tinted windows, Power brakes, Power windows, Power trunk release, Rocket 455 V8, Anti-spin rear axle, Cruise Control, Vista Vent (coupe), Sport mirrors, Protective side moldings, Custom paint striping (coupe), Electric rear-window defogger, Tilt-away steering wheel, Stereo AM/FM radio, Stereo tape player. Also see pages 44-47.



Here's the original sedan-style Salon. Remarkably roomy in back, with 4-door convenience for the family.

CUTLASS SUPREME

Oldsmobile's now-famous "little limousine," Cutlass Supreme helped set the trend for luxury in a trim size; it's still out front with the comforts and performance that can make you "Drivehappy."



CUTLASS SUPREME



Limousine interiors can come bigger than this, but you'd have to search hard for one more luxurious. This divided front seat is newly available in Cutlass Supremes; driver and passenger each can select the position of greatest comfort. In lustrous Bravado and Laurel nylons of green, blue and saddle. All-Moroccan in black or beige. (Coupe also offers this in white.)



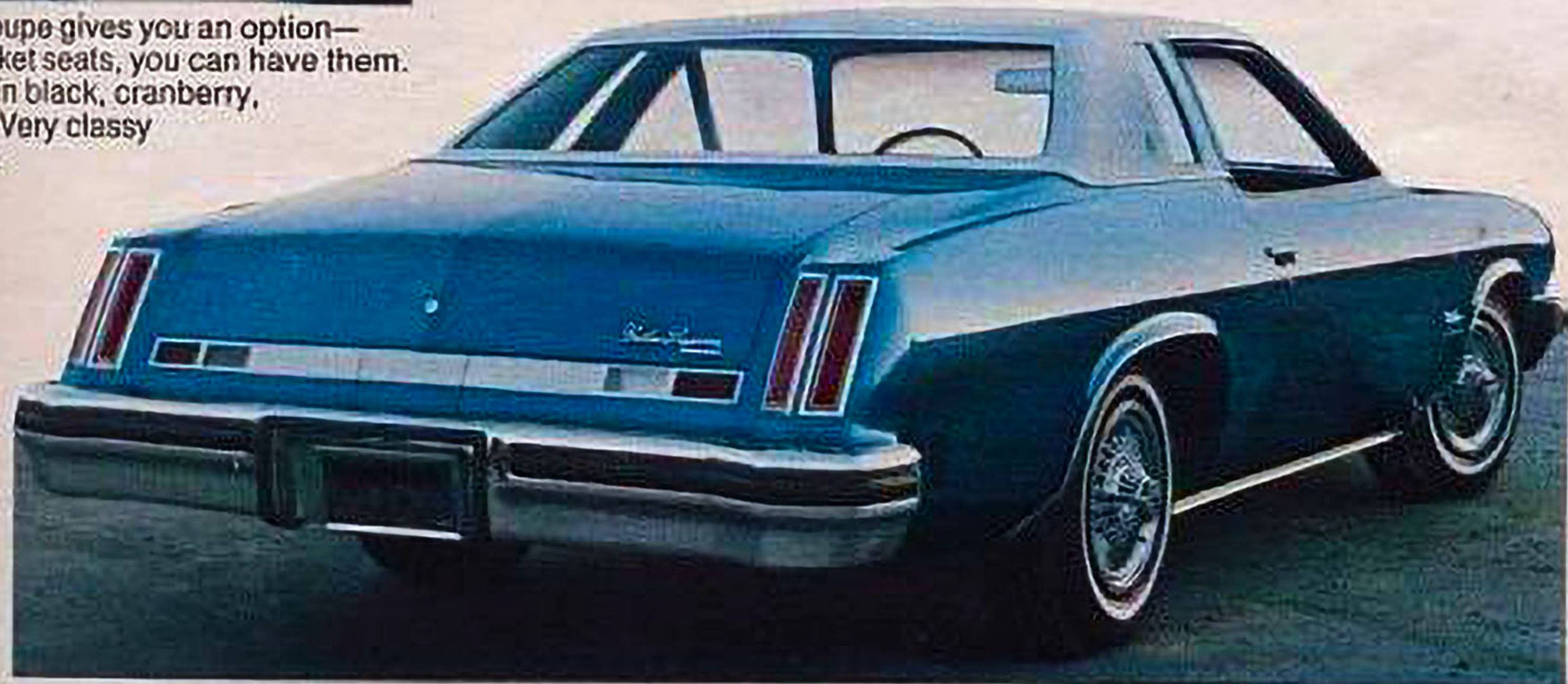
This is the kind of luxury that's standard. In Bravado and Laurel nylons in three colors; all-Moroccan in four more.



The Supreme Coupe gives you an option—if you prefer bucket seats, you can have them. All-Moroccan, in black, cranberry, white or saddle. Very classy buckets, indeed.



If you order the coupe, you also can order this Landau roof treatment. Padded vinyl canopy is offered in seven colors. A handsome final touch.



High-rise taillights, low-rise trunk sill—we think it's a most sensible arrangement.



Oldsmobile's little limousine, 4-door style. You'll love the roominess in back and the luxury all around.

Being the most popular Oldsmobile in history is no small accomplishment—but then, that's Cutlass Supreme for you. This "little limousine" is indeed a very classy car, in a lot of ways.

You'll like the luxury it offers, in a trim get-around-size automobile. It's quick-handling, easy to park. Yet the ride definitely reminds you of a big car because the suspension system is patterned after our bigger Oldsmobiles.

Supreme has a personality all its own. The sculptured look, the formal roofline and opera windows of the coupe set it apart from other cars.

You can add to the elegance of your Cutlass Supreme Coupe with the very handsome Landau roof treatment shown on this page; or with a full-vinyl top, on either the coupe or sedan.

Speaking of the sedan, *Car and Driver* magazine's 1973 Reader Poll voted the '73 Cutlass America's "Best Family Sedan." And every '74 Cutlass gives you automatic transmission and power steering, standard.

Other things you'll appreciate: A new soft-grip steering wheel. Hydraulic bumper systems, front and rear, with impact strips—and a Swingaway grille that's hinged to move when the bumper gets bumped. Plus all that good Olds engineering to make Cutlass Supreme as tough as it is classy—a real "little limousine."

CUTLASS SUPREME STANDARD FEATURES INCLUDE: Rocket 350 V8 with cold-air induction system, improved starter. Turbo Hydra-matic transmission. Variable-ratio power steering. Disc-type front brakes. New soft-grip steering wheel. Grained wood appearance on doors and instrument panel. Inside hood release. Center armrest front seat, sedan or coupe; also deluxe bucket seat available for coupe. Deep-foam seat cushions; embossed vinyl inserts on all seatbacks. Cut-pile carpeting. Body by Fisher. Steel sideguard beams in the doors; twin-layer steel roof construction. Chrome rocker panel and wheel-opening moldings. Hydraulic bumper systems, front and rear, with vinyl impact strips. Swingaway grille. New combination seat/shoulder belts (self-storing) with starter interlock, for driver and right front passenger.

SPECIFICATIONS (SEDAN/COUPE): Wheelbase, 116/112 in. Length, 215.5/211.5 in. Height, 56.1/53.2 in. Approximate curb weight, 4085/3988 lbs. Luggage space 16.0/16.4 cu. ft.

AVAILABLE OPTIONS & ACCESSORIES INCLUDE: Landau roof treatment, or full-vinyl top. 60/40 divided front seat with individual controls. Steel-belted radial tires. Four-Season air conditioning. Tinted windows. Power brakes. Power windows. Power seat controls. Power trunk-lid release. Sports-style outside rearview mirrors. Rocket 455 V8. Dual exhaust system. Super Stock wheels. Heavy-duty suspension and trailer towing packages. Protective side moldings. Paint striping (coupe). Also see pages 44-47.

CUTLASS S

The popular step-up Oldsmobiles for people who didn't think they could afford an Olds. Three "Drivehappy" choices: Cutlass S Coupe, Cutlass Coupe or Sedan.



CUTLASS S



If you like bucket seats, you'll love these—they swivel! Available exclusively in the Cutlass S Coupe, they feature high-rise seatbacks, slick, wet-look Espana Moroccan trimmed with Niota-grained vinyl, and a nice choice of colors: black, cranberry, white or saddle.



This is what the Cutlass S Coupe looks like if you don't order buckets. In Logan cloth in blue or saddle, or in Moroccan of black, cranberry, white, green or beige.



Inside, a Cutlass doesn't remind you of the modest price you paid. Smart Lansing nylon in blue or saddle; all-Moroccan upholstery in black, green or white.



How to make a Cutlass or Cutlass S Coupe still sportier? Give it the famous 4-4-2 treatment, with special suspension and markings. Your Olds salesman has the details.



Cutlass models have their own special Swingaway grille, plus a vinyl bumper strip to help protect against nicks and scratches.



Touch a lever and this seat swivels out to meet you, swivels you neatly into the car.

Even the briefest look, the shortest round-the-block ride, will tell you why Cutlass brings more new people into the Olds family than any other series.

Sleek, agile, roomy, modestly priced—Cutlass has a special appeal when you discover how easily you can step up to all the virtues of an Oldsmobile.

The sedan puts four doors and family-size room on a 116-inch wheelbase. The coupe puts a sporty fastback look on a 112-inch wheelbase.

Whichever Cutlass you choose, you get lots of standard equipment. Rocket V8, of course. Front disc brakes. Power steering. And automatic transmission.

But there's more. A soft-grip vinyl-covered steering wheel. Deep-foam seats. A Swingaway grille that's hinged to swing back when the bumper gets bumped. And thick vinyl impact strips on the bumpers, front and rear.

Now, if coupes are your style—and the sportier, the better—Cutlass S has a lot to offer. It has a distinctive grille. Neat parking lamps sculptured into the panels on each side. Chrome accents on rocker panels and wheel openings. Cut-pile carpeting on floors and lower door panels. And those great swivel buckets are available only in the S.

You can see Cutlass and Cutlass S have a lot to help you feel "Drivehappy" this year.

CUTLASS STANDARD FEATURES INCLUDE: Rocket 350 V8 with cold-air induction system, improved starter, Turbo Hydra-matic transmission, Power steering, Disc-type front brakes, New soft-grip steering wheel, Grained wood appearance on doors and instrument panel, Hydraulic bumper systems, front and rear, with vinyl impact strips. New combination seat/shoulder belts (self-storing) with starter interlock, for driver and right front passenger.

CUTLASS S FEATURES ALSO INCLUDE: Chrome hood molding; chrome rocker panel and wheel-opening moldings. Swingaway grille with flanking parking lights. Cut-pile carpeting.

SPECIFICATIONS (SEDAN/COUPE): Wheelbase, 116/112 in. Length, 214.6/211.5 in. Height, 56.1/53.4 in. Approximate curb weight, 4040/3984 lbs. Luggage space, 16.0/16.0 cu. ft.

AVAILABLE OPTIONS AND ACCESSORIES INCLUDE: Vinyl top; Super Stock wheels, Steel-belted radial tires, 4-4-2 package (coupe), including special suspension and handling components. Power brakes (disc-type, front), Rocket 455 V8, Dual exhaust system, Anti-spin rear axle, AM/FM stereo radio, Stereo tape player, Four-season air conditioning, Vista Vent (Coupe), Sports mirrors. Also see pages 44-47.



CUTLASS COLONNADE HARDTOP COUPE



Stylish rear end of the Cutlass and Cutlass S features a low trunk sill, too.



When you can get this much room and this much class in a Cutlass Sedan—for less than you'd pay for a lot of other cars—it's no wonder *Car and Driver* readers voted the '73 Cutlass "best family sedan" last year.

It's a lot of little Oldsmobile. A compact—but one that shows a lot of big-car thinking built in. Yet it's priced lower than some smaller imports.



OMEGA



Here you are, sports fans—contoured, foam bucket seats you can order together with a sports console. Very smart, very comfortable in washable knit vinyl, wet-look vinyl trim, in black or saddle.



The soft grip steering wheel is wrapped in vinyl, and feels good underhand. The instrument panel has a good-looking quality to it, too, right down to the look of wood-grained inlays. Air conditioning is available also.



Want to go camping? Olds dealers offer you this custom-fitted camper conversion tent and a roof rack to turn an Omega Hatchback into a home away from home.



Order up a Rocket 350 V8 with your Omega—you've got Olds big-car performance going for you, too.



This kind of comfort is standard. Black-and-white houndstooth check, trimmed in black wet-look vinyl. Or in a new ribbed-knit vinyl in green, blue, white or saddle.



Spice up your Omega with Super Stock III wheels, special suspension, sports mirrors, custom sport steering wheel and special decals—and you've ordered up Omega's own new S Package!

When Oldsmobile's big-car people give you a little car, you can be sure Omega isn't going to be just another compact.

It sure isn't. Omega is more car than some of the other compacts. Its wheelbase is longer—the tread is wider, too. A smooth-running 250-cubic-inch engine is under the hood. You can see the big-car thinking built in—and feel it, too. Because inside, it's surprisingly roomy and quiet.

Omega uses the same kinds of sound insulators put into big Oldsmobiles. And they're used generously.

It also gives you nice little touches you don't find everywhere. The standard interior features slick, wet-look vinyl trims. A soft-grip steering wheel. Cut-pile carpeting on the floor—and partway up the doors on coupes. And a glove compartment, with a door and a lock.

Omega offers a 3-stage Turbo Hydra-matic to go with its standard 250 Six, or the famous Olds Rocket V8 that's available. When equipped with the V8, automatic, and new steel-belted radial tires, Omega comes out a responsive and maneuverable road car—equally at home at expressway speeds or exploring backcountry roads.

Add it up, and Omega is indeed a lot of little Oldsmobile. Small enough for tight budgets and for tight parking spots—but in driving satisfactions, it doesn't feel small at all.

It's just about what you'd expect from Oldsmobile, isn't it?

OMEGA STANDARD FEATURES INCLUDE: 250-cubic-inch Six, single-barrel carburetor. Full synchromesh, 3-speed manual-shift transmission. Flow-through ventilation. Vinyl-clad steering wheel. Grained wood appearance on doors and instrument panel. Cut-pile carpeting. New hydraulic bumper systems, front and rear. Chrome window and wheel-opening moldings. New combination seat/shoulder belts (self-storing) with starter interlock, for driver and right front passenger. Space-saver spare tire (hatchback). SPECIFICATIONS (SEDAN/COUPE): Wheelbase, 111 in. Length, 200.3 in. Height, 53.8/52.5 in. Approximate curb weight, 3382/3334 lbs. AVAILABLE OPTIONS & ACCESSORIES INCLUDE: Rocket 350 V8. Turbo Hydra-matic transmission. Power steering. Power brakes. Steel-belted radial tires designed to meet GM performance specifications. Omega S package: heavy-duty suspension, dual sport mirrors, Super Stock III wheels, special steering wheel, paint striping and markings. Camper-conversion tent. Bucket seats. Sports console. Also see pages 44-47.



OMEGA COUPE



OMEGA TOWN SEDAN

CUSTOM CRUISER

Start with the luxuries of a big Olds sedan, translate them into an elegant station wagon—that's Oldsmobile's Custom Cruiser.

Of course, it has a husky station wagon suspension for its smooth-riding 127-inch wheelbase. A glide-away tailgate and a power-operated back window—opening up to 106 cubic feet of carry-space. And it comes in 2- or 3-seat models, with or without that handsome "wagon" paneling along the sides and around back.

There's also an ingenious spare-tire extractor available. But after that, the Custom Cruiser is a real luxury car in its comforts and fine appointments.

The seat cushions are full foam, up to six inches thick. The upholstery's tailored with a fine eye to details. Plush, cut-pile carpeting is underfoot and partway up the door. The new instrument panel comes complete with message center.

All of which may be a bit extraordinary for a wagon—but not for one that's so much like a luxurious Olds sedan.

CUSTOM CRUISER STANDARD FEATURES INCLUDE: Rocket 455 V8 with cold-air induction system, improved starter, Turbo Hydra-matic transmission. Power steering. Power brakes (disc-type, front). Power ventilation. New instrument panel with message center. Hydraulic bumper systems, front and rear; vinyl bumper impact strips. New combination seat/shoulder belts (self-storing) with starter interlock, for driver and right front passenger. Rear wheel opening covers. **SPECIFICATIONS:** Wheelbase, 127 in. Length, 231.2 in. Height, 57.2 in. Approximate curb weight, 5239 lbs. Cargo capacity, 106.1 cu. ft. **AVAILABLE OPTIONS & ACCESSORIES:** Tempmatic air conditioning. Tinted glass. Cruise Control. Steel-belted radial tires. Power windows. Power door locks. Power seat controls. Stereo AM/FM radio. Stereo tape player. Protective side moldings. Roof rack. Trailer towing packages. Also see pages 44-47.



Handsome Custom Cruiser seats are offered in a choice of Madrid-grain Moroccan trims, in green, blue, cranberry, saddle or beige; also in saddle Logan-pattern nylon.



The rear window is power-operated—power tailgate is available, too. Both disappear, making loading and unloading easier.



CUSTOM CRUISER AVAILABLE IN 2- AND 3-SEAT MODELS 41



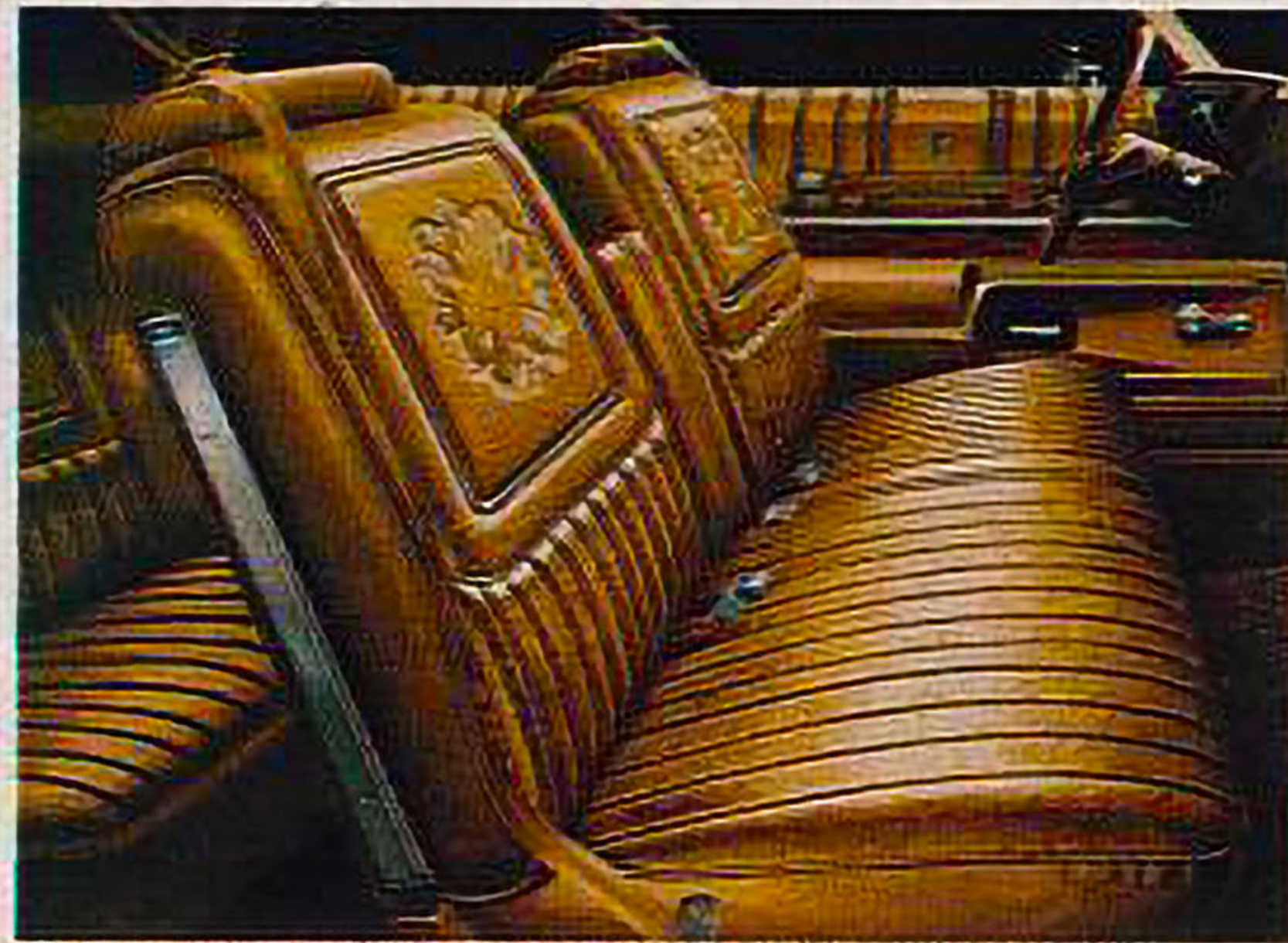
VISTA-CRUISER & CUTLASS SUPREME CRUISER



Oldsmobile's trim-size station wagons. Both are available in 2- or 3-seat models; both are big on Olds performance and ride.



New 60/40 divided front seat, now available in both Cruisers, offers individual comfort, a choice of beige or saddle oxen-grain Moroccan.



This is the seat that's standard in both wagons—rich looks, center armrest, embossed seatbacks, and deep-foam cushions. Nice? Nice!



No tailgate to walk around or reach over—it's up and out of the way. And, it's counterbalanced—so the lifting is very easy.



Just touch this button, and you've released the tailgate from the driver's seat. It's interlocked with the ignition—so you can't release it accidentally while in motion.



Cutlass Supreme Cruiser—Oldsmobile's new, lowest priced wagon.

VISTA-CRUISER: Obviously a luxury station wagon—but built on a trim, agile 116-inch wheelbase, with a suspension system patterned after those on our bigger Oldsmobiles. It's handsomely paneled outside. And it affords deluxe accommodations inside, with a front center armrest and finely detailed oxen-grain upholstery—plus 85 cubic feet of space out back. There's a Vista Vent in the roof, a one-piece easy-lift tailgate behind, and that good Olds feel all around. Vista-Cruiser comes in two- or three-seat models; the latter version even has vent side windows (standard) your third-seat passengers can open when they like. If all that's not enough, you can go still further in luxury with the new 60/40 divided front seat, now available for the first time. Maybe it's more luxury than you've had in a wagon before—but it can spoil you in a hurry.

CUTLASS SUPREME CRUISER: Who needs to settle for an ordinary station wagon when you discover this handsome Oldsmobile is our lowest priced wagon? You get Supreme touches inside and out. An Olds Rocket V8 with cold-air induction system for efficiency; Turbo Hydra-matic, power steering and power brakes with discs up front—all standard. And if you simply have to have that Vista Vent you saw on the Vista-Cruiser, you'll be happy to know you can order that, too. In fact, whatever you add, you're building on basic Olds value.

VISTA-CRUISER AND CUTLASS SUPREME CRUISER STANDARD FEATURES INCLUDE: Rocket 350 V8 with cold-air induction system, improved starter, Turbo Hydra-matic transmission, Variable-ratio power steering, Power brakes (disc-type, front), New soft-grip steering wheel, Grained wood appearance on instrument panel and door panels, Inside hood release, Remote-control tailgate release in glove compartment, Center armrest front seat, embossed vinyl inserts on seatbacks, Deep-foam seat cushions, Cut-pile carpeting, Chrome rocker panel and wheel-opening moldings, Hydraulic bumper systems, front and rear, vinyl bumper impact strips, New Swingaway grille, New combination seat/shoulder belts (self-storing) with starter interlock, for driver and right front passenger, Rear vent windows (3-seat models), Vista Vent and grained paneling on sides and tailgate (Vista-Cruiser).

SPECIFICATIONS: Wheelbase, 116 in. Length, 220.0 in. Height, 55.3 in. Approximate curb weight, 4496 lbs. Cargo capacity, 85.1 cubic feet.

AVAILABLE OPTIONS AND ACCESSORIES INCLUDE: Four-Season air conditioning, Tinted windows, Rocket 455 V8, New steel-belted radial tires, Trailer towing equipment packages, Anti-spin rear axle, Stereo AM/FM radio, Roof rack, Power windows, Power door locks, Power seat controls, Tailgate window air deflector, Deluxe wheel discs. Also see pages 44-47.

AVAILABLE OPTIONS & ACCESSORIES



Headlights-on warning system helps prevent you from walking away from your car with the lights on. Available on all full-size models.



A rearview mirror on the right side is very handy, especially when it has a remote control. Available on full-size models. Color-matched sports mirrors also available on some models.



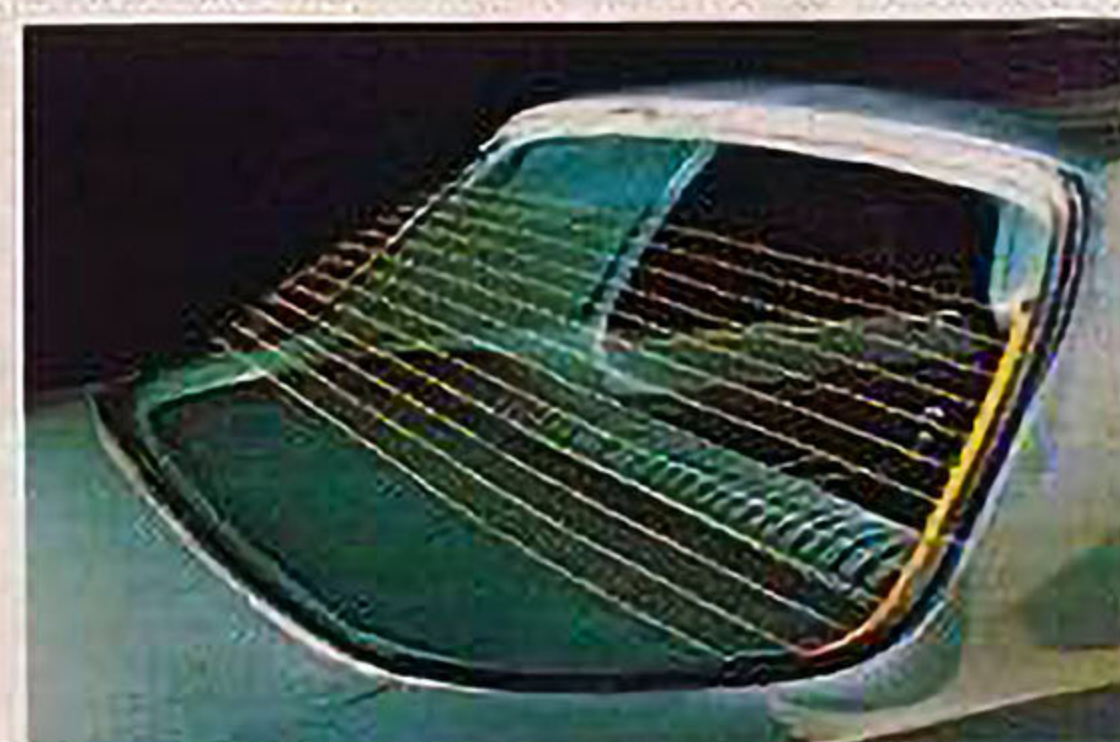
GM's Love Seal for infants provides scientifically designed comfort and protection, buckles securely in place with the regular car seat belt.



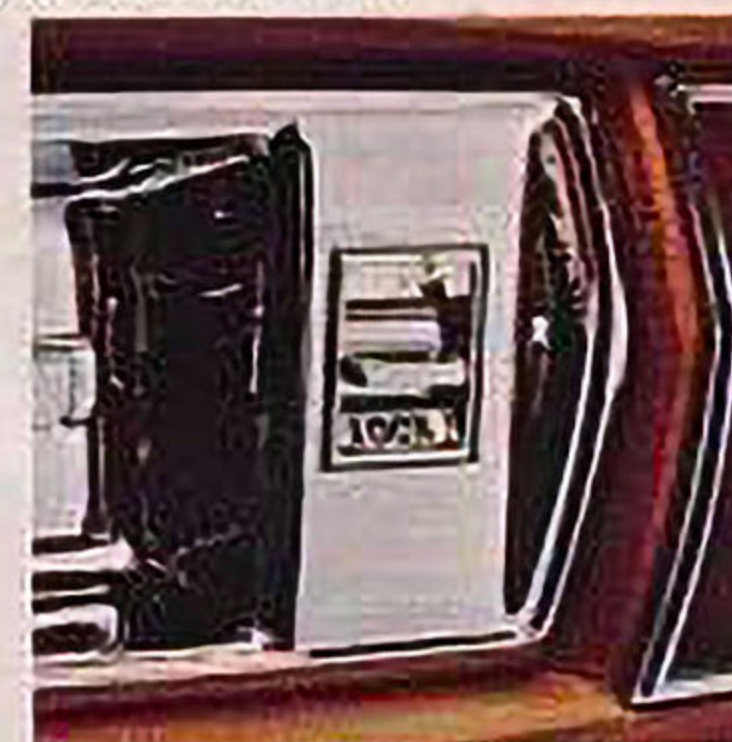
New Pulse-Wiper system for full-size models lets you select a slower-than-normal speed to clear light rain, mist.



Add a Vista Vent window to the roof of any Cutlass Coupe. Non-glare glass. It opens up for more circulation.



Rear-window defogger uses tiny electric filaments in the glass to help clear away fog or frost.



Power door locks secure all doors with a switch in the driver's door.



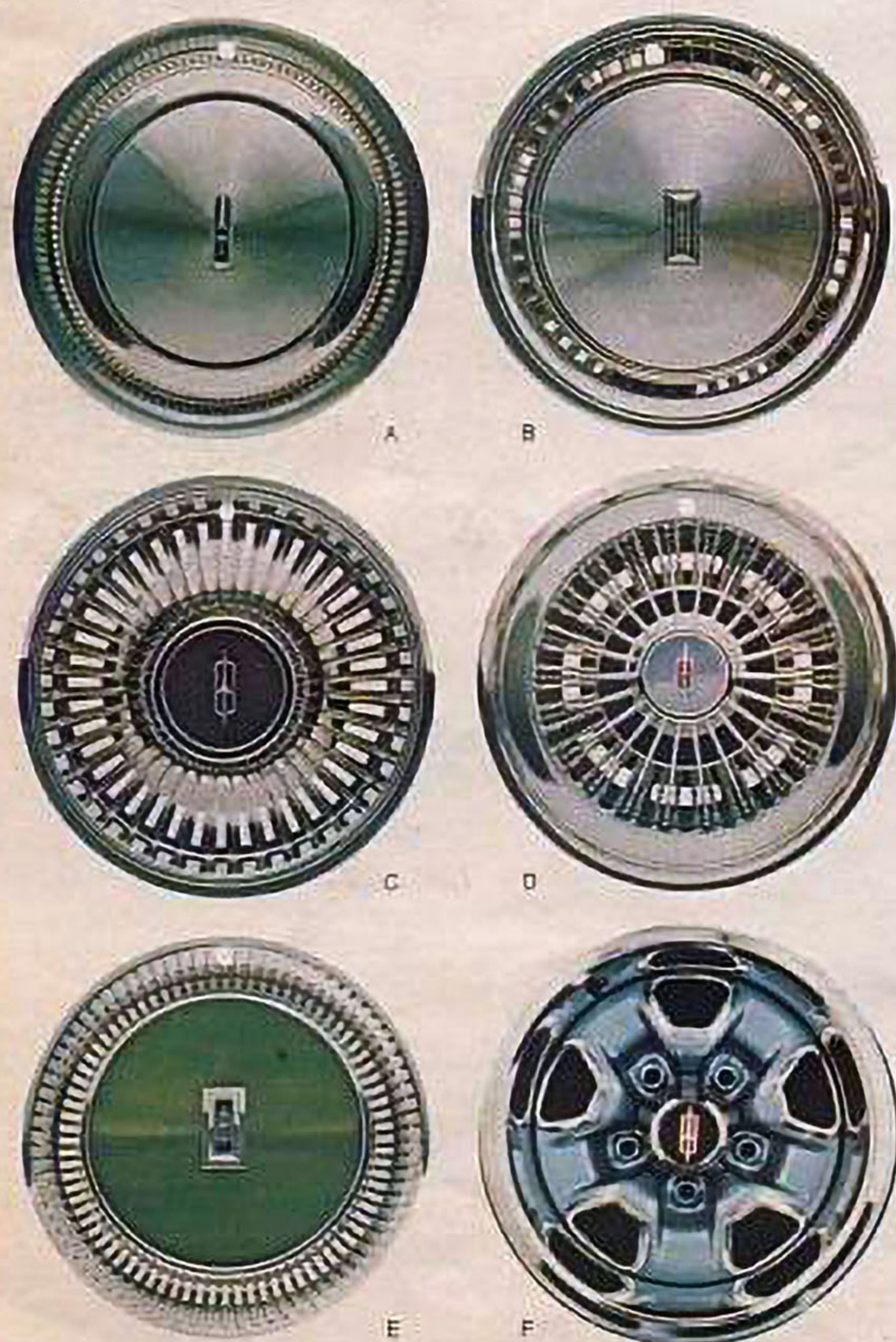
New Tempmatic air conditioning with activated charcoal odor filter. You'll find additional details when you turn the page, but it doesn't hurt to give added exposure to our new system. Available on full-size models.



Toronado's True Track braking system uses a mini-computer to help prevent brake lockups, help provide nonskid stops.



A lighted vanity mirror for the passenger sun visor has a protective shield, lights up when the shield is raised. A thoughtful little idea ladies will particularly appreciate.



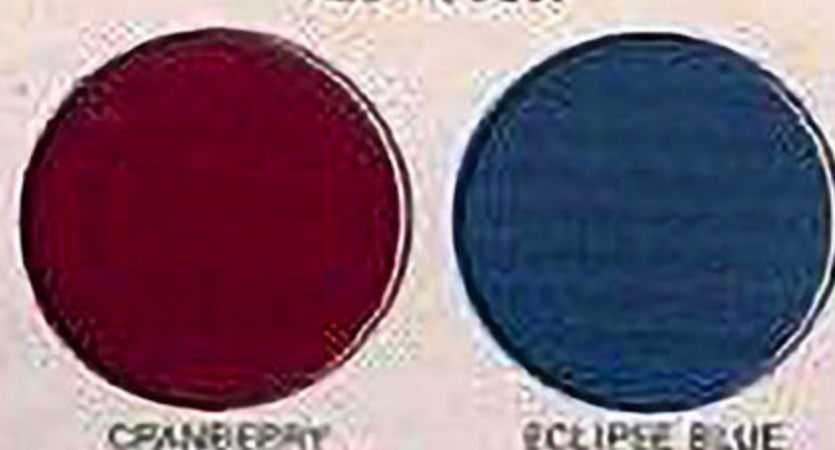
Deluxe wheel disc for (A) Toronado; (B) Ninety-Eight, Delta 88, Custom Cruiser; (C) Cutlass, Omega, Vista-Cruiser; (D) Wire disc for Delta 88, Cutlass; (E) Painted disc for Salon, standard; (F) Super Stock wheel, available for Cutlass and Omega.

Nice extra touches like these not only add to your pleasure in an Olds—they can add to its value at trade-in time. Here are just a few of the items you'll want to consider.

TRAILER TOWING

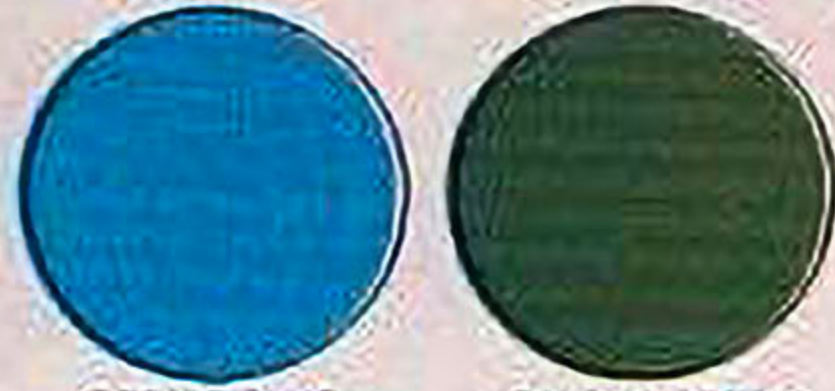
1974 EXTERIOR COLORS

ALL MODELS



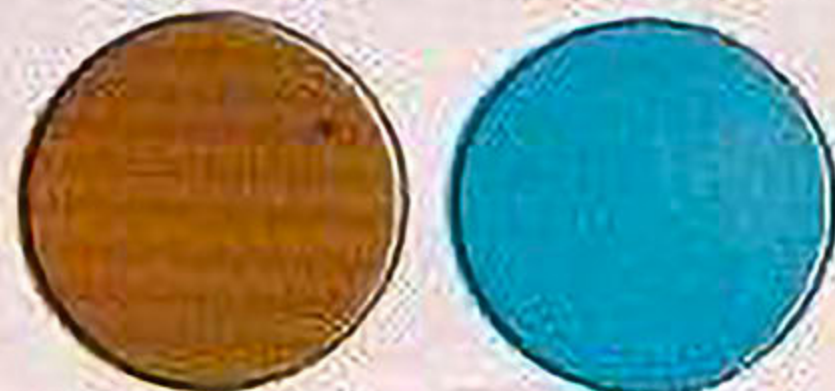
CRANBERRY

ECLIPSE BLUE



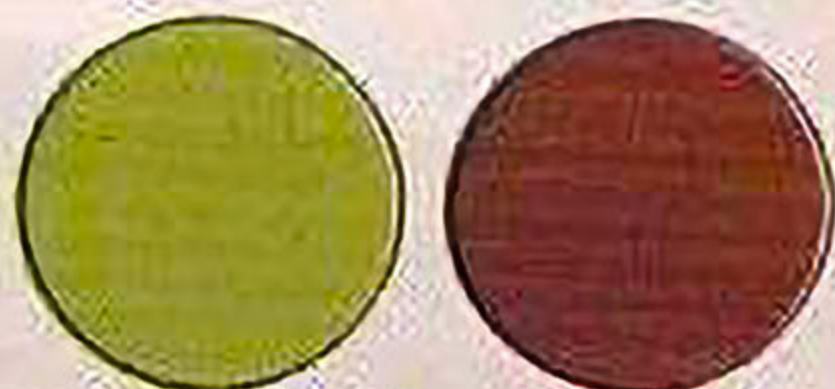
ZODIAC BLUE

BALSAM GREEN



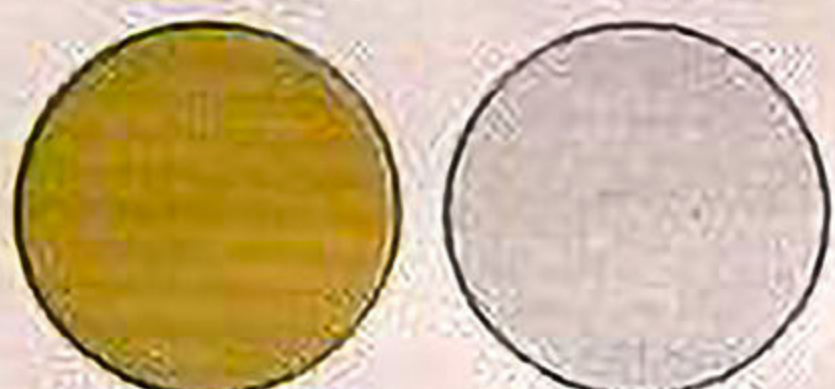
CITATION BRONZE

REEF TURQUOISE



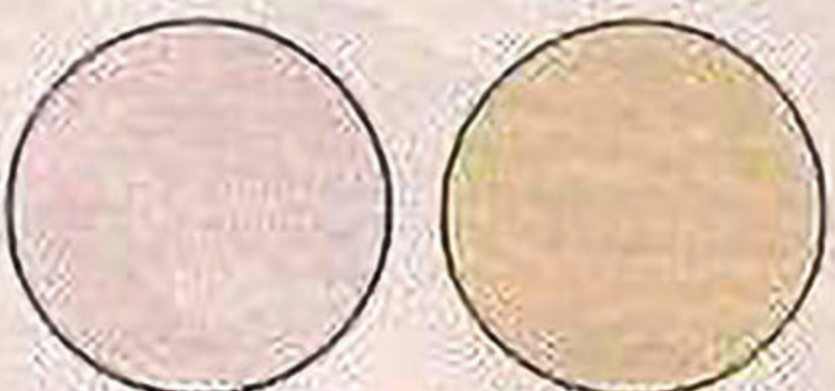
CYPRESS GREEN

CINNAMON



COLONIAL GOLD

SILVER TAUPE



CARAMEL WHITE

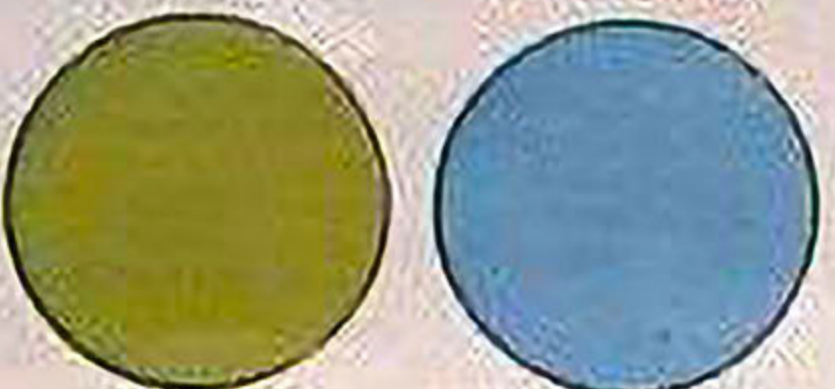
COLONIAL CREAM

ALL MODELS EXCEPT OMEGA



EBONY BLACK

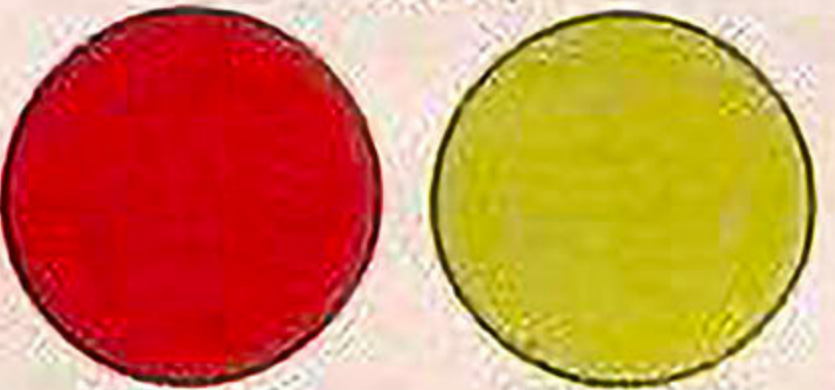
CLOVE BROWN



SAGE GREEN

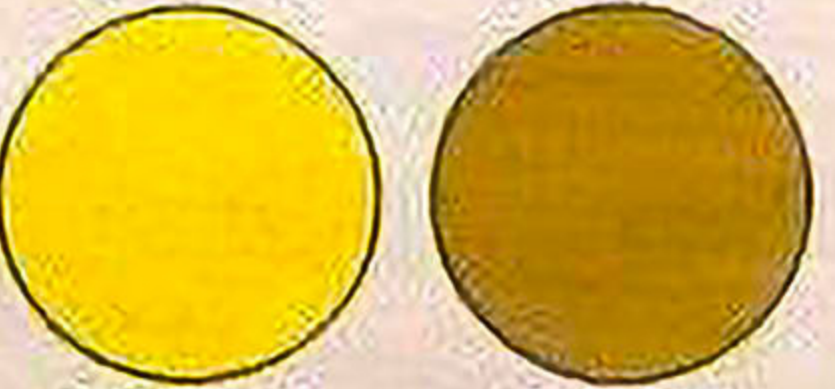
WEDGEWOOD BLUE

OMEGA ONLY



OMEGA RED

OMEGA LIME



OMEGA MAIZE

OMEGA GOLD

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



If you're choosing an Olds because you're in the habit of towing a house trailer, a boat, or whatever, you're off to a good start. If you order it factory-equipped for the particular kind of towing you do, it can help you save trouble and money.

Ordinarily, an Oldsmobile requires no special equipment to tow trailers weighing less than 1000 pounds. But remember—don't go by the advertised hitch weight of your trailer—go by the total weight of your trailer, plus all the gear you'll pack into it for a trip. There's usually quite a difference.

Oldsmobile offers a wide range of trailering equipment to tailor your Olds precisely to your needs. And your Olds dealer has guide charts available, showing what equipment is required or recommended, depending on which model you choose and the category of trailering your load fits into.

Lightweight trailering qualifies any load from 1000 to 2000 pounds. Middleweight trailering spans loads from 2000 to 3500 pounds. Heavyweight trailering covers the range from 3500 to 7000 pounds.

Oldsmobile's available trailering equipment includes Rocket V8 engines, heavy-duty cooling equipment, performance rear axles, anti-spin rear axles, heavy-duty suspensions, Superlift rear shock absorbers, heavy-duty wheels, heavy-duty transmission coolers, and trailer electrical harnesses.

See your Olds dealer for guidance—and happy trailering!

ADDITIONAL OPTIONS AND ACCESSORIES AVAILABLE:

Your Oldsmobile dealer offers many more items not illustrated here. Among them: Power seat controls. Power windows. Cornering lights to illuminate the area you're turning into. Tinted glass. Trip odometer & Safety Sentinel speed warning. Anti-spin rear axle. Adjustable tilt, or tilt-and-telescope steering wheels. Cruise Control. Maintenance-free battery. Plus many more your dealer can tell you about. Not all options and accessories are available on all models; please check your dealer for availability of specific items.



GM's Love Seat for toddlers too small to use regular seat belts for protection. Scientifically contoured seat raises child up so he can see and ride comfortably; combines with the car's regular seat belt to provide protection.



Program your own drive-along concerts on stereo tape with this Stereo tape/AM/FM stereo radio system, complete with four speakers. All models but Omega.



AM/FM Stereo pushbutton radios with four speakers, and AM pushbutton radio with rear-seat speaker are also available for most models, including station wagons.



Four-Season air conditioner is available on all Oldsmobile models. Like the Tempmatic, it has bi-level feature, delivers cooler air through upper vents for comfort, summer and winter. Cools, heats, dehumidifies.

TECHNICAL NEWS & FEATURES

NEW COMBINATION SEAT/SHOULDER BELTS



This year, all Oldsmobile models (except the Delta 88 Royale Convertible) are equipped with new combination seat/shoulder belts for the driver and right front passenger. You'll find them different in several

ways from those of previous years:

1. The seat and shoulder belts are joined together with a "D"-ring clasp and are self-retracting. This makes entering and exit from the car easy, and buckling up simple.

2. As the pictures show, buckling up takes just a sweeping motion

with the "D"-ring clasp in hand. This brings the belt from the door side of the seat over to the buckle.

3. The shoulder portion of the belt permits free movement of the upper body. A shoulder belt guide on the seatback holds it to a low and comfortable angle across the body—and the belt "gives" as you turn, lean or reach while driving.

BUT: In the event of rapid deceleration and shoulder belt protection is required, an inertia monitor in the belt retractor locks, cinching the shoulder belt into a firm "hold" position.

GM STEEL-BELTED RADIAL TIRES



For the first time, steel-belted radial tires built to GM's own specifications will be standard on Cutlass Salon, and available for all other Oldsmobile models.

1974 Oldsmobiles equipped with "GM specification steel-belted radial tires" provide a desirable combination of important tire performance characteristics. These characteristics include handling, ride, tread life, endurance, hazard resistance, as well as significant improvement in traction on wet and snowy roads.

AIR CUSHION RESTRAINT SYSTEM

This highly sophisticated new protective feature is available in Toronado, Ninety-Eight and Delta 88 models (except convertible) as an alternative to the standard combination front seat/shoulder belt system shown above.



ELECTRONIC MESSAGE CENTER



Using the technology of space-age monitor systems and solid-state circuitry, Oldsmobile engineers have designed a centralized message panel into the new instrument panels of the Toronado, Ninety-Eight, Delta 88 and Custom Cruiser.

Warning lights and monitor systems for a number of different functions and accessories have been provided

for, in dual units which flank the transmission quadrant, directly below the speedometer. When one of these requires your attention, its identification unit on the panel lights up, advising you of the problem.

The message center warns you of these automotive malfunctions: If your car is not generating electrical current. If oil pressure is low. If the parking brake is not released. It will also notify you when a seat belt needs to be buckled up and when the engine is overheated.

When accessory warning systems are ordered, the message center will also advise you when you've left your lights on after the engine is turned off. When your fuel supply is low. And when headlamps, parking lamps or taillamps are not working properly.

Space-age, solid-state electronics . . . monitor systems . . . new advances in people-pleasing features. They're all here, helping to make the '74 Oldsmobiles better cars to own and drive.

TEMPMATIC AIR CONDITIONING

For 1974, Oldsmobile makes available a new air conditioning system with two significant advances: (1) You enjoy more precise control of temperature and airflow. (2) And many offensive outside odors are reduced to undetectable levels inside your car.

The Tempmatic unit provides the most versatile automatic temperature control system Oldsmobile has ever offered. The thermostatic control valve has been relocated in the air receiving chamber to permit more sensitive maintenance of the temperature you select.

Another refinement is the new on-off valve control for each of the upper

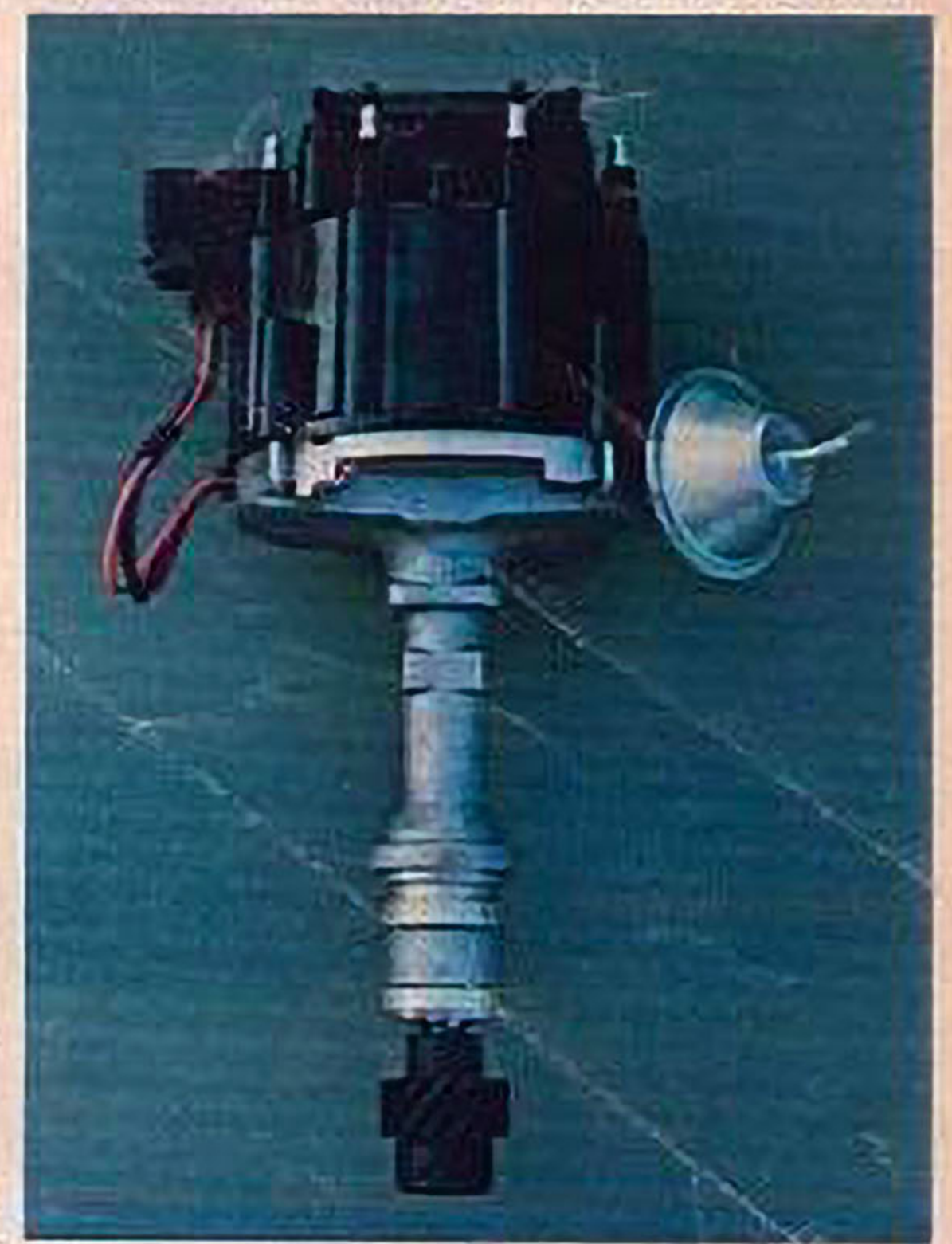
air vents located on the instrument panel—providing added control of the airflow to your preference.

Still another feature of the Tempmatic system is an activated charcoal odor filter. This new Olds development is designed to help keep many offensive outside odors from being detected inside the car.

Tempmatic air conditioning is available in Toronado, Ninety-Eight, Delta 88 and Custom Cruiser models.



HIGH-ENERGY IGNITION



Another advance Oldsmobile makes available is a new ignition system which employs a higher energy level in a simple and efficient way. The new system eliminates distributor and condenser; there are no distributor points to "pit" or get out of time. A high power charge is delivered to the spark plug, permitting a hotter spark and more complete combustion. So the engine operates efficiently, with less maintenance required. Available on Toronado, Ninety-Eight, Delta 88 and Custom Cruiser with Rocket 455 V8.

RETUNED RIDE SYSTEMS

With heavier frames and changes in weight distribution for '74, suspension systems have been carefully retuned to preserve ride quality. Spring rates, shock absorber valves and body mounts were reevaluated. In many models, larger control arm bushings have been introduced to help isolate road noise and vibration.

EVEN A "POLITE" BUZZER...

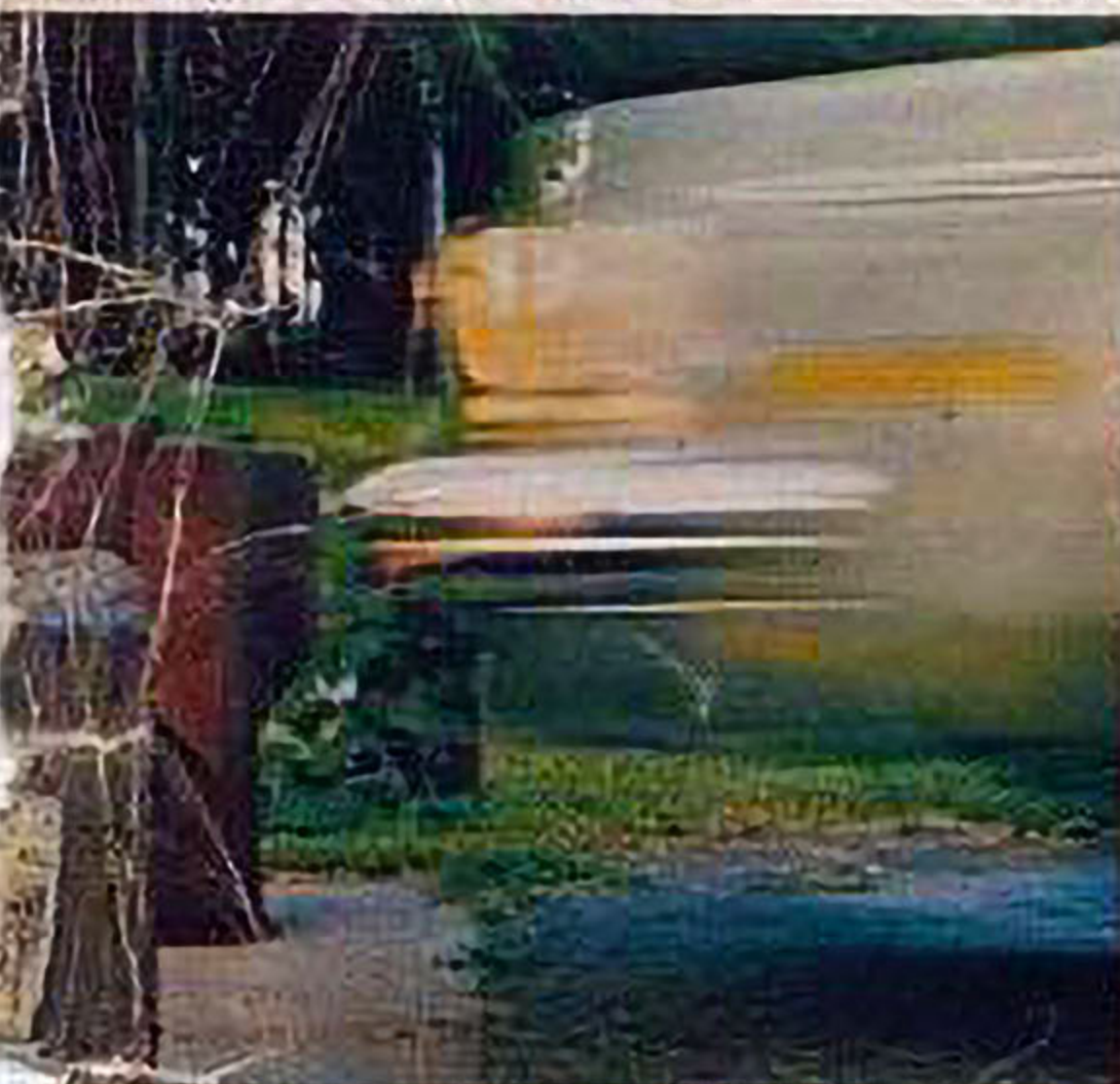
The seat belt warning buzzer in full-size Oldsmobiles provides a gentle, pleasant tone that gets your attention in a polite way.



NEW LIGHTWEIGHT BATTERY

To Oldsmobile engineers, finding ways to eliminate weight in a car is as important as it is to aircraft engineers. One such development for the 1974 Toronado is the introduction of a new lightweight battery as standard equipment. A new light and strong polypropylene casing replaces the heavier rubber used formerly, thus reducing battery weight by nine pounds. It's only a minor detail, perhaps, but it's another example of the many ways Olds keeps ever-lastingly at improving the breed—to keep Oldsmobiles always a step ahead.

HYDRAULIC BUMPER SYSTEMS



1974 Oldsmobiles have improved energy-absorbing bumper systems, both front and rear. The bumpers themselves are stronger, and they have thick vinyl impact strips



standard on most models to help discourage dings and scratches. Each bumper is mounted to dual hydraulic shock absorbers of special design. These units cushion minor impacts. Flexible vinyl panels, color-matched to the body paint, fill in the area between bumper and body for a more pleasing appearance.



Ninety-Eight, Delta 88 and Cutlass models also have a unique Swing-away grille integrated with the front bumper. The grille is hinged at the top so it moves when the bumper gets bumped; then it returns to position.

ROCKET V8 FEATURES

For years, Oldsmobile has been proud of the performance and reliability of its famous Rocket V8s. And each year, Olds engineers find new ways to improve them. For instance, the 1974 editions include these significant features.

New cold-air induction system provides a direct flow of ambient air to the carburetor, for improved hot weather performance.

New improved starters, with new coil insulation, cold-formed pinion teeth for durability, and a five-roller clutch assembly.

Flex-head intake valves, which help enable the heads to conform to the valve seats to maintain proper seating.

Olds-developed positive valve rotators on all valves. The rotators cause each valve to turn slightly with each cycle, thus helping to smooth wear and aid proper fit.