

OLDSMOBILE'S



100 YEAR CELEBRATION

AUGUST 20-23 • DOWNTOWN LANSING

TAKE A TRIP BACK INTO OUR HISTORY...



OLDSMOBILE REMOVES THE HORSE FROM THE BUGGY

In the same year he founded Olds Motor Vehicle Company, visionary Ransom E. Olds makes his dream for "self-propelled" transportation a reality when he builds four gasoline-powered internal combustion vehicles.

1897

1901



CURVED DASH JOURNEYS HUNDREDS OF MILES FOR AUTO SHOW

Ransom E. Olds plans an ingenious publicity stunt to promote his latest model: Test driver Roy Chapin is sent from Detroit to New York in a Curved Dash. Olds distributor Ray Owen is so impressed, he orders 1,000 models on the spot.

DRIVING SHIFTS GEARS WITH REVOLUTIONARY TRANSMISSIONS

Oldsmobile wants to make driving as safe and easy as possible. So they build an "Automatic



Safety Transmission" that does practically all of the shifting, allowing drivers to keep both hands on the wheel. What could be safer and easier? The fully automatic Hydra-Matic Drive that comes in 1940.

1937

1949



OLDSMOBILE TAKES OFF WITH SCORCHING ROCKET V8 ENGINE

According to Assistant General Sales Manager George Clemeson, cars equipped with the Rocket engine "just ran anything and everything off the road." It's no wonder: The "Rocket" effortlessly cranks out 135 horsepower in a heartbeat.

FRONT-WHEEL DRIVE TORONADO SETS NEW STANDARD IN PERFORMANCE



Drivers are amazed. How can a full-throttled

385 horsepower coupe handle like it's on rails? Answer: Toronado's innovative front-wheel drive design. With its sleek fastback roofline and muscular shoulders, it has all the makings of a top performer.

1966

1994

A SLEEK SPORTS SEDAN HAS DRIVERS INTRIGUED

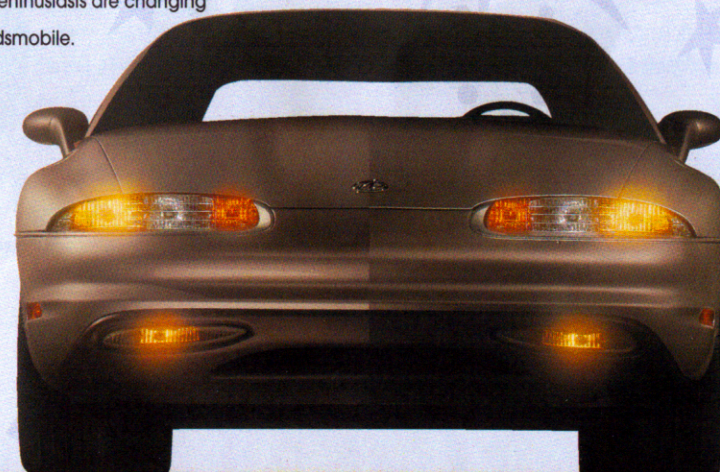
A lean, sculpted form and an exclusively designed suspension. Even import-minded drivers are turning their heads because the new Intrigue has all the allure they're looking for. Critics couldn't agree more.



1997

AURORA ARRIVES

A bold innovator in design and engineering comes off the assembly line, and suddenly, thousands of driving enthusiasts are changing their minds about Oldsmobile.



...THEN TAKE THE WHOLE FAMILY TO OUR 100TH BIRTHDAY CELEBRATION



OLDSMOBILE HISTORIC PARADE

It's the history of Oldsmobile on wheels. For each year of production, we'll send three Oldsmobiles down Michigan Avenue to the State Capitol. Join us afterwards when the City of Lansing throws a special party for Oldsmobile.

AUGUST 23

OLDSMOBILE CAR DISPLAY

You'll see over 2,000 vintage Oldsmobiles. The innovative 1901 Curved Dash, America's first mass-produced vehicle. 1926 models with chrome-plated radiator shells. The power-packed '49 models with their "Rocket" V8 engines. And more.

AUGUST 21-23

SWAP MEET

Find that perfect Oldsmobile souvenir! You can purchase or exchange accessories, literature, T-shirts, even rare replacement parts!

AUGUST 21-23

AUGUST 20-23

R.E. OLDS TRANSPORTATION MUSEUM OPEN HOUSE

Experience the world's largest collection of Oldsmobiles up close and personal. You'll see Oldsmobile's first gasoline-powered horseless carriage. And trace the company's evolution from a modest engine builder to the most enduring auto maker in America.

AUGUST 20-23

GM PLANT TOURS

Find out how an Oldsmobile is built from the ground up. You can tour the body plant, the engine plant...up to six plants in all!

AUGUST 21-22

FUTURE OF OLDSMOBILE EXHIBIT

Take a close look at the innovative cars in our current line-up: The stylish Aurora, the all-wheel-drive Bravada, the all-new Cutlass and Silhouette, even the mysterious new Intrigue. Then, find out where we're headed. We'll give you a preview of the advancements coming down the road. At Lansing Center.

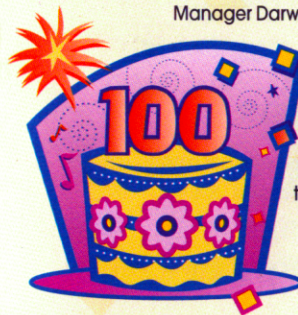
AUGUST 20-23



BIRTHDAY PARTY AT OLDSMOBILE PARK

Celebrate 100 years with us and special guests! To kick off the festivities, Olds General Manager Darwin Clark will unveil a special surprise dedicated to the City of Lansing. You can also enter a raffle to win a brand-new Oldsmobile! There will be plenty of cake for everyone.

AUGUST 21



EXPLOSIVE GRAND FINALE AT MICHIGAN FESTIVAL

The show to end all shows! Four of the most renowned performers in country music—Randy Travis, Tammy Wynette, Deana Carter, and Daryle Singletary—will perform together on the same night, on the same stage at the Michigan Festival on the Michigan State University campus. What could be more spectacular? The most dramatic fireworks display Lansing has ever seen. See you at the Oldsmobile Main Stage!

AUGUST 23

PLAN ON JOINING US IN LANSING, MICHIGAN

A SCHEDULE TO REMEMBER

WEDNESDAY • AUGUST 20, 1997

- 9AM • 7PM** R.E. OLDS TRANSPORTATION MUSEUM OPEN HOUSE
- 12PM • 8PM** FUTURE OF OLDSMOBILE EXHIBIT AT LANSING CENTER
- 4PM** CROSS COUNTRY CARAVANS MEET AT STATE CAPITOL
Greet a massive caravan of over 500 Oldsmobiles from around the country when they arrive in Lansing at the State Capitol.
- 8PM** ★ **LITTLE RICHARD**
Michigan Festival: Be-bop to the vigorous boogie-woogie that made Little Richard one of the most memorable stars of the '50s and '60s.

OLDSMOBILE'S 100TH BIRTHDAY! THURSDAY • AUGUST 21, 1997

- 9AM • 5PM** R.E. OLDS TRANSPORTATION MUSEUM OPEN HOUSE
- 10AM • 7PM** OLDSMOBILE CAR DISPLAYS, DOWNTOWN ➡
FUTURE OF OLDSMOBILE EXHIBIT AT LANSING CENTER
SWAP MEET AND CAR CORRAL
- 12PM • 3PM** BIRTHDAY PARTY AT OLDSMOBILE PARK 🎂
GENERAL MOTORS PLANT TOURS ☉
- 7:30PM** MEMORABILIA AUCTION AT LANSING CENTER
Perhaps you're looking for that classic "Rocket" hood ornament or a vintage sign. You may just find it at the Memorabilia Auction.
- 8PM** ★ **STEVE MILLER BAND**
Michigan Festival: One of the biggest bands of the '70s plays their biggest hits.

**FOR THE LATEST INFORMATION VISIT OUR WEB SITE AT
WWW.OLDSMOBILE.COM**

- ➡ Show off your car! To register your Oldsmobile for the car displays or parade, call **517-885-OLDS**.
- ☉ Sign up at Lansing Center, beginning August 20. Spaces are limited. You must be 12 years or older. Sorry, there are no ramps in the plants.
- ★ To attend the Michigan Festival Events, you must purchase a Michigan Festival button by calling **1-800-935-FEST**.

FRIDAY • AUGUST 22, 1997

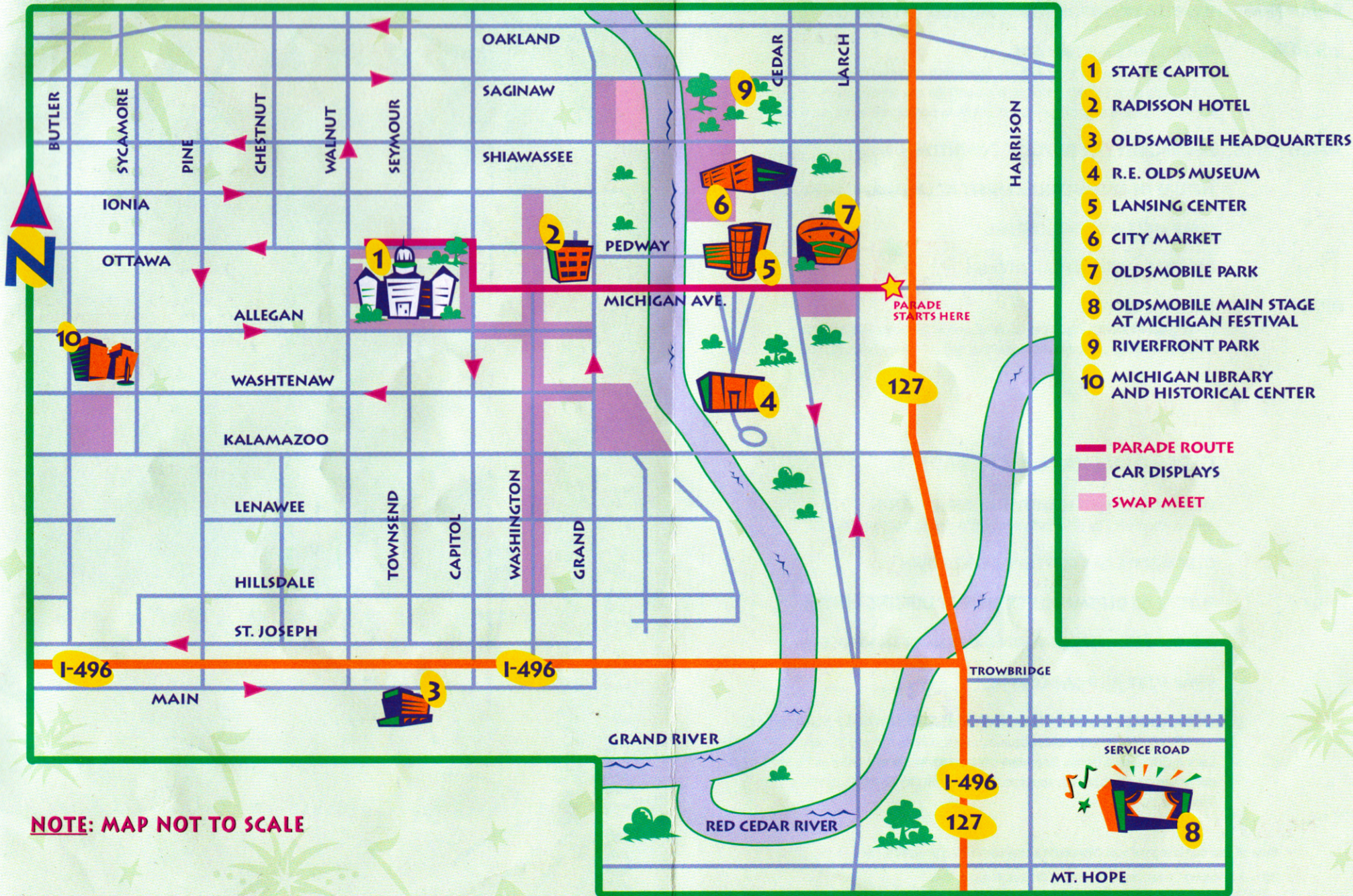
- 9AM • 7PM** R.E. OLDS TRANSPORTATION MUSEUM OPEN HOUSE
- 9:30AM** OLDSMOBILE MOTORCADE
Get ready to wave to the crowd! Join thousands of proud owners in your Oldsmobile on a 38-mile motorcade around the city of Lansing! Meet at Oldsmobile headquarters at 8 A.M. to participate in motorcade.
- 10AM • 7PM** OLDSMOBILE CAR DISPLAYS, DOWNTOWN ➡
FUTURE OF OLDSMOBILE EXHIBIT AT LANSING CENTER
SWAP MEET AND CAR CORRAL
GENERAL MOTORS PLANT TOURS ☉
- 8PM** ★ **SHERYL CROW**
Michigan Festival: Enjoy the music of one of today's most popular rock artists as she performs material from both of her best-selling albums.

SATURDAY • AUGUST 23, 1997

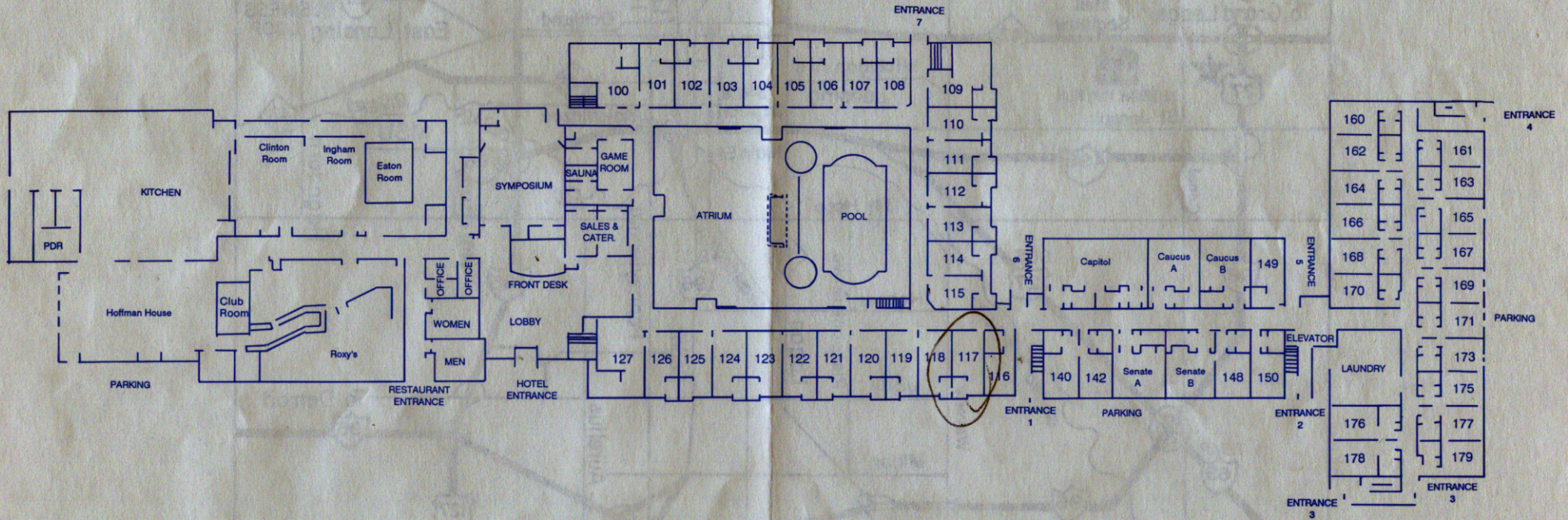
- 11AM** OLDSMOBILE HISTORIC PARADE 🎆
- 2PM** OLDSMOBILE 100TH BIRTHDAY CELEBRATION
Join us when the City of Lansing throws a special party in our honor!
- 8AM • 6PM** OLDSMOBILE CAR DISPLAYS, DOWNTOWN ➡
FUTURE OF OLDSMOBILE EXHIBIT AT LANSING CENTER
R.E. OLDS TRANSPORTATION MUSEUM OPEN HOUSE
SWAP MEET AND CAR CORRAL
- 7PM** ★ **OLDSMOBILE GRAND FINALE AT THE OLDSMOBILE MAIN STAGE**
Michigan Festival: Country superstars Randy Travis, Tammy Wynette, Deana Carter and Daryle Singletary take center stage in a show-stopping performance capped with spectacular fireworks! On the Michigan State University campus. 🎆

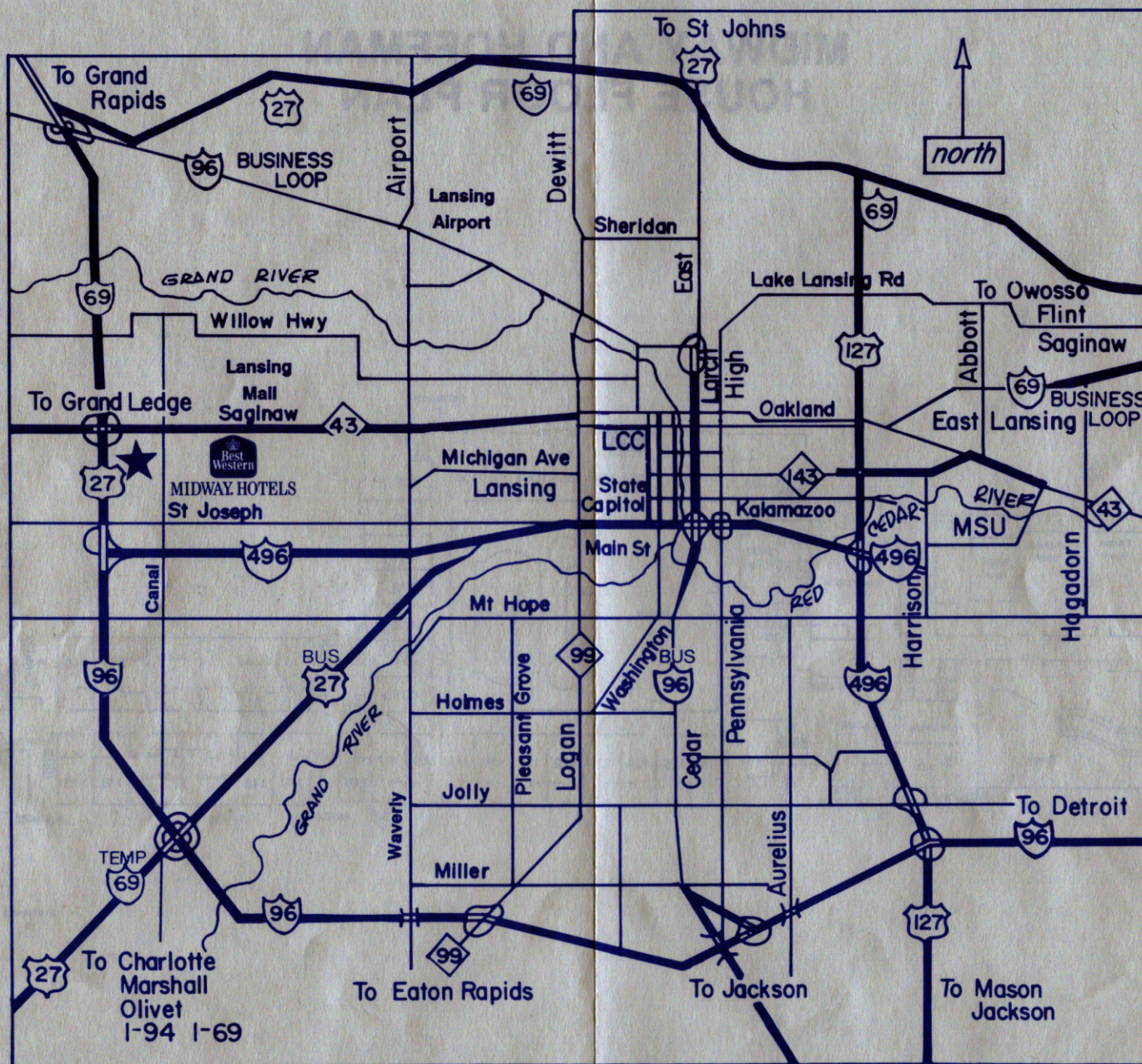
- ➡ Show off your car! To register your Oldsmobile for the car displays or parade, call **517-885-OLDS**.
- ☉ Sign up at Lansing Center, beginning August 20. Spaces are limited. You must be 12 years or older. Sorry, there are no ramps in the plants.
- ★ To attend the Michigan Festival Events, you must purchase a Michigan Festival button by calling **1-800-935-FEST**.

FOLLOW YOUR OWN PATH INTO HISTORY



MIDWAY AND HOFFMAN HOUSE FLOOR PLAN



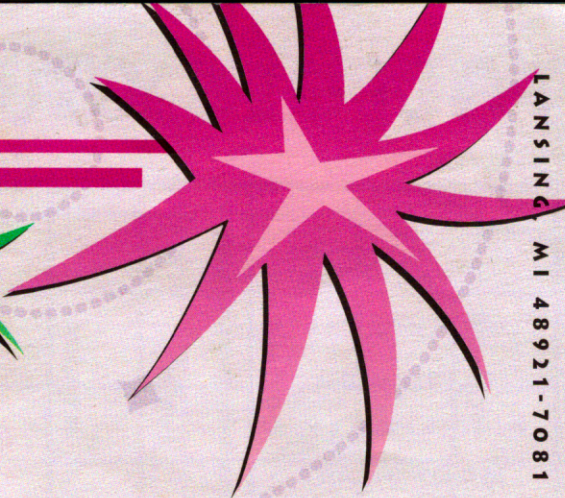




Oldsmobile.

920 TOWNSEND STREET

LANSING, MI 48921-7081



**IT'S BEEN 100 YEARS IN THE MAKING.
BUT IT WON'T BE THE SAME WITHOUT YOU.**