



Oldsmobile.



EUROPEAN CUES PART OF OLDSMOBILE'S O4 CONCEPT

Combining the best of technology with innovative design themes from both sides of the Atlantic, Oldsmobile's O4 concept is designed for open air driving in a spirited, fun, four-passenger coupe.

Playing off the chemical symbol 'O' for oxygen and the numeral 4, the passenger capacity of the vehicle, the sporty coupe reflects Oldsmobile's architectonic theme developed within the Oldsmobile studio and seen on recent concepts including the Profile sedan and Recon sport utility. Working closely with creative designers in Detroit, the exterior and interior shapes were created jointly with Turin-based Bertone, the traditionally exotic Italian designer. The final design execution represents the best interpretation from both sides of the Atlantic.

Underneath the gold metallic exterior panels, the O4 features a complete chassis borrowed from the current Opel Astra, one of the world's best-selling compact cars. The 2.0 liter, turbo-charged DOHC I-4 engine, mated to a 5-speed manual transmission, delivers 190 hp and 184 ft/lb of torque. Nearly as wide as the standard Alero coupe at 70.2", the O4 measures 162.2" in length, or 24.5" shorter than the current Alero coupe. Ride height is slightly lower to present a more compact look.



OLDSMOBILE O4





"Over the past five years, Oldsmobile has redefined its designs to become very contemporary and more import oriented," explained Ed Welburn, executive director, Corporate Brand Character Center at General Motors Design. "The O4 concept provides us with an opportunity to leverage a contemporary General Motors platform with the world-renowned craftsmanship of Bertone. This is yet another example of General Motors becoming more global in every aspect of our business."

According to Welburn, the O4 is designed to attract recent college graduates looking for a small, fun vehicle – but one that's also practical. "Ten years ago, younger customers wanted a two seat roadster. Now, the ability to carry four passengers is more desirable. It's appeal to younger buyers and its function across all four seasons, is undeniable."

"The O4 provides us with a new way to design an open air car," said Jeff Perkins, brand character chief designer for Oldsmobile. "When you design a convertible or a car with a targa top, it sometimes is difficult to have two or three pleasing variations."

With the O4, the twin targa tops are easily removed and stowed behind the rear seat area providing a rush of open air to passengers. As an added bonus, the rear backlite also can be lowered for full ventilation. If the driver desires a full convertible, the targa airfoil also can be detached and stowed.

While the vehicle looks sleek in convertible form, an added bonus is the inclusion of rear access doors. The rear doors provide easy entrance and exit for rear seat passengers and allowed designers to retain the lines of a sleek coupe.



O4 INTERIOR





O4 INTERIOR



Current Oldsmobile style is carried through with the clean front profile that gives a sense of solid protection. Strong, prominent, fender flares, thin horizontal headlamps and sharp, creased taillights are among the current design themes borrowed from the Oldsmobile line-up including Alero, Intrigue and Aurora.

Despite a height of just 35mm, the headlights burn brighter than current lamps that measure up to 100 to 150 mm due to fiber optics and projector beam technology.

HIGH TOUCH, HIGH TECH INSTRUMENT PANEL

Looking to ergonomically integrate all displays and control points for the driver, the O4 includes an "information ring" around the steering column that replaces the traditional instrument cluster.

The liquid crystal display can be reconfigured to illustrate functions including speed, engine rpm, heat or air conditioning settings or music choices, depending on the immediate needs of the driver.

Ten buttons around the perimeter of the rings control all functions. "Most of the buttons simply toggle from one function to another and all are placed less than three inches from the driver so they can be easily reached," explained Perkins. "The controls feel good to the touch and can be operated by feel only, allowing drivers to keep their attention on the road."



Enormous amounts of data are available to the driver through integrated docking ports that the driver can access with a Personal Data Assistant (PDA) or Sony Memory Stick that is included on the key-fob. The PDA can be utilized to display driving directions, phone numbers or personal calendars on the information ring. The Memory Stick can be used to carry digital music, maps, radio presets and front seat occupant settings for mirrors and seats.

"The O4 concept provides Oldsmobile with an opportunity to leverage a contemporary global platform and benefit from Bertone's legacy of craftsmanship," Perkins said. "We set the theme in Detroit and Bertone helped bring the concept to life."



GM 2001 CONCEPT VEHICLE SPECIFICATIONS

OLDSMOBILE O4

Body/Chassis Structure _____ Unitized Body
Body Material _____ Painted Steel
Chassis Material _____ High-strength Steel
Suspension
Front _____ MacPherson Strut
Rear _____ Twist Axle
Wheels _____ 19-inch, Cast Aluminum
Tires _____ Michelin, P245/35 R 19

POWERTRAIN

Engine
Displacement _____ 2.0 Liter
Configuration _____ DOHC I-4
Horsepower _____ 190 hp
Torque _____ 184 ft/lbs
Aspiration _____ Turbocharged
Transmission _____ 5-speed Manual
Front-wheel Drive

DIMENSION

Height _____ 51.8" (1315.7 mm)
Length _____ 162.2" (4119.9 mm)
Width _____ 70.2" (1783.1 mm)
Wheelbase _____ 102.9" (2614.0 mm)
Weight _____ 3300# (1496.9 kg)

FINISH

Exterior _____ Yellow/Gold Metallic
Interior _____ Oyster with Aluminum Accents