

1994
ACHIEVA
By Oldsmobile



Achieva

OUR EDGE. YOUR EDGE. *Three*



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The 1994 Oldsmobile Achieva presents an intriguing proposition: a compact car that's pretty high on quality and surprisingly affordable. The very traits you might demand from your next car. There are four Achieva models: the performance-focused SC and SL, and the 5 coupe and sedan with their unique blends of style and practicality. No matter which Achieva you ultimately choose, you'll find it's a terrific car to drive. But we don't believe building a great car like Achieva is enough. We believe you ought to get even more for your money. So we also offer value-priced Achieva Special Editions equipped with our most popular options. And we support you with the Oldsmobile Edge—our comprehensive customer care program. The objective is simple: your complete satisfaction. We know you have lots of choices when it comes to buying a car. We invite you to read on and see why we think you should consider Achieva.



YOUR EDGE BENEFITS INCLUDE:

Guaranteed Satisfaction:

Not satisfied with your new Achieva? Bring it back within 30 days or 1,000 miles, whichever comes first. You'll get full credit toward the purchase of another new Oldsmobile.

Roadside Assistance:

24 hours a day, 365 days a year, during the warranty period, help at no charge is a toll-free phone call away through our network of over 10,000 emergency facilities nationwide.

Bumper-to-Bumper

Warranty

Every part of your new Achieva is covered, except tires (they have their own warranty), for three years or 36,000 miles, whichever comes first, with no deductible.

Courtesy Transportation:

For some day emergency service, we'll give you a courtesy shuttle up to 50 miles. For overnight warranty service, we'll give you a loaner or substitute, give up to \$30 a day for transportation.



OUR EDGE. YOUR EDGE.

When you lease a dealership in your new car, you don't want to be forgotten. That won't happen with Oldsmobile. Just ask Brandys Farmer. She locked herself out of her new Achieva outside a video store. The locksmith she called suggested she phone the Oldsmobile 800 number. In an unsolicited letter, she wrote

Sure, I buy the car and then
it's like... "Who are you?"

us about her experience: "I spoke with Rachel, a very polite operator, who reassured me all I had to do was have the locksmith make another key and send the bill to you. You have a very happy Oldsmobile owner. I suppose I should have looked into all of the benefits of owning one of your cars before actually buying it, but what I really liked was the car itself. I'm now even more excited about my bright red Achieva SC and I plan to be an Oldsmobile owner for a very long time." Not bad, when all Ms. Farmer really expected was a great car, which, of course, she got. We just gave her more.

Letter edited for length and clarity only. Complete letter on file.

Brandys Farmer of Jacksonville, Illinois, locked herself out of her car after visiting a video store. She call an Oldsmobile's roadside assistance and she was back in her car and on her way - tape delayed.



Edge benefits listed on page 2 are included with every Achieva at no extra charge. For details, please see one of our 3,000 Oldsmobile dealers across the country or call 1-800-442-6255.



- Acura's safety systems include:
- Driver-side air bag
- Anti-lock brakes
- Programmable power door locks
- Side-impact door beams
- Security system
- Childproof rear belts with Child Comfort Guides
- Rear seat side window defogger

Acura Integra in Bright Red.



THE SAFETY FACTOR

Safety matters. We want to help you avoid accidents in the first place. And help protect you... just in case. So every Acheva has four-wheel anti-lock brakes, front-wheel drive, power rack-and-pinion steering, exceptional visibility, responsive engine power and more—what you need when reacting to unforeseen hazards. But in the event



Every Acheva has a standard driver-side air bag. Remember, always wear safety belts even with an air bag.

Okay, now let's talk about something no one wants to think about.

of the unavoidable, Acheva helps protect you and your passengers. A driver-side air bag is standard. The unibody structure forms a steel safety cage. Its front and rear crush zones help absorb and guide crash energy away from the passenger compartment. And GM's exclusive Child Comfort Guides adjust the outboard rear belts for children. The interior incorporates flame-retardant fabrics and is also designed to absorb crash energy and reduce the likelihood of injuries, with padded and rounded corners and an energy-absorbing steering column. Safety is engineered into every Acheva. Once you know it, you don't have to think about it.



Acheva's standard compartment and anti-lock brakes (ABS) help to maintain control by minimizing the chance of wheel lockup and skidding during hard braking.

Security also is a key part of safety. The automatic power locks help provide it. In addition, the available remote control lock system turns on the interior lights and unlocks the car from up to 15 feet away.



ActiveX 5 speaker
retained music

• Driveside air bag

• Anti-lock brakes

• 3.3-liter Quad

OHC engine

• 5-speed manual

transmission

• Front-wheel drive

• Power steering

with TILT WHEEL

• Buckling front

bucket seat

• Programmable

power door locks

• Rear and side

airbags

• Foggers

• Rear heat ducts



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INSURING QUALITY

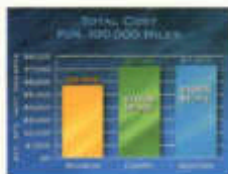
We design Acuras to last. Then we test them where it matters: the real world. Because we believe everyday driving is the true test of a car's quality. When first introduced in 1992, six Acuras went up against 1992 Toyota Camrys and Honda Accords in an independent 100,000-mile real-world driving test. Non-professional



Peter Villalona was one of the non-professional drivers in our Acura real test. His opinion was clear: "The Acuras will still like a new car even after 100,000 miles."

So, what are the chances of the car lasting longer than the warranty?

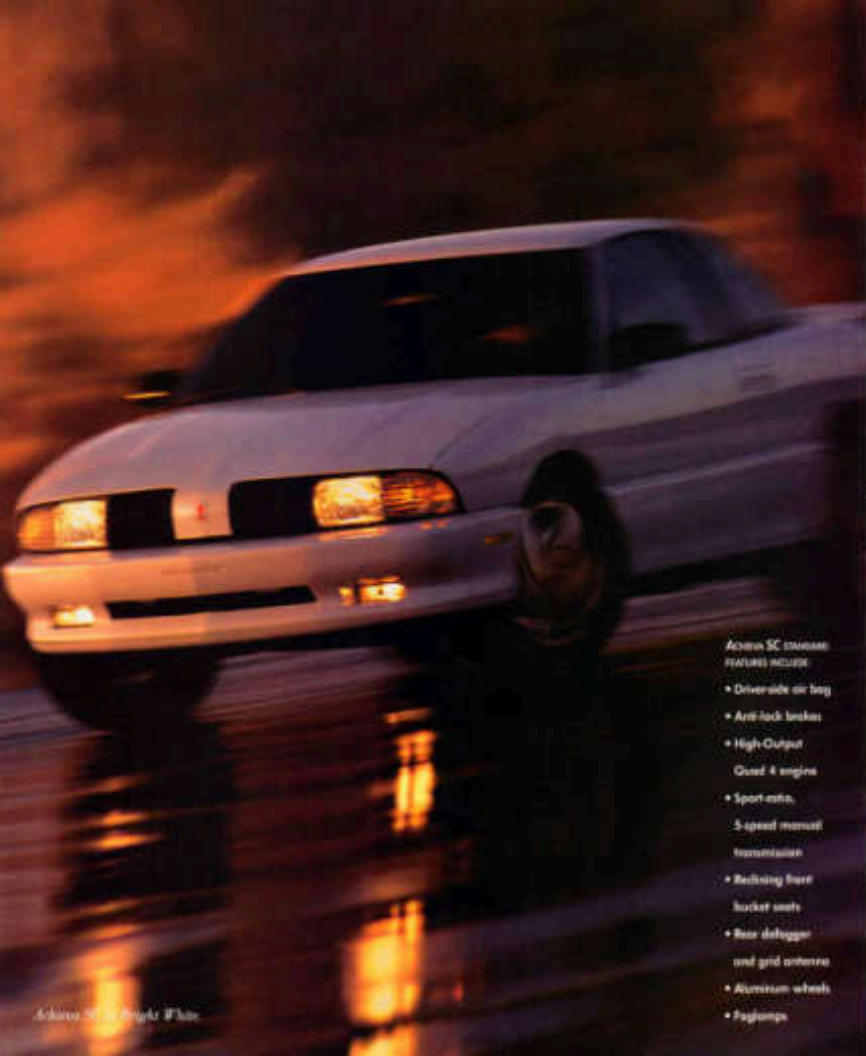
drivers ran the cars in the road and weather conditions you'll most likely encounter. Acuras outperformed the competition in total cost, which consists of maintenance, repair and operating costs. Three Acuras were equipped with the standard Quad OHC engine. While your experience may vary, nothing went wrong with the engines during the test. Is all this impressive? You decide. But keep in mind, we measure Acura's quality, reliability and durability by real-world standards. Which is where most of us happen to drive, before and after the warranty expires.



After 100,000 miles of real-world independent testing, Acuras outperformed the competition in total cost, which consists of maintenance, repair and operating costs.



ACURA



Achieva SC STANDARD FEATURES INCLUDE:

- Driverside air bag
- Anti-lock brakes
- High-Output Quad 4 engine
- Sport rims
- 5-speed manual transmission
- Reclining front bucket seats
- Rear defogger and grid antenna
- Aluminum wheels
- Foglamps

Achieva SC in Night White



BALANCED PERFORMANCE



The 2.3-liter High-Output Quad 4 engine, standard on the Achieva SC and SC, shares an 170-horsepower



The engine-controlled electronic five-speed automatic transmission offers precise and seamless shifting. It's paired with the 2.3-liter 167-hp engine and available with the Quad OHC and Quad 4 engines.

And when I drive my Achieva, what's it really going to be like?



A powerful 167-horsepower, 2.3-liter V6 is available on all Achievas.

Its torque curve provides quick start-up acceleration and excellent passing capability. A 165-horsepower Quad 4 engine is also available.

Driving an Achieva will really open your eyes. Achieva's a tight road car, offering the performance qualities you might expect to find only in an import. Check Achieva SC. Our High-Output 170-horse Quad 4 engine with multipoint fuel injection is standard, along with a sport-tastic, five-speed manual transmission. It makes for an

energetic combination. Yet, SC deftly tames its power. The touring suspension and P205-55R16 tires on wide 30" aluminum wheels provide a firm ride with flat cornering. The standard power rack-and-pinion steering is crisp and precise. Achieva S offers a feisty, 2.3-liter Quad OHC fuel-injected engine standard. It's matched with a five-speed manual transmission. A 3.1-liter V6 with a new computerized, electronic four-speed automatic transmission is available on all Achieva models. Turn to page 19 for complete engine availability. No matter which Achieva you choose, you'll find it's a road-sensitive car with the driving feel and traits of an import. Drive it. You'll understand.



Achieva suspension with MacPherson front drive and rear coil springs are tuned to provide a smooth, even and controlled ride.

If you think your love of performance will be compromised by your need for four doors, look at the Acura SL, and think again. It begs to be driven. Like the SL, its High-Output Quad 4 engine slices out 170 horse power through a sport-tuned, five-speed manual transmission. The special tuning suspension gives it a smooth, but well-controlled ride. It's also exciting to look at, with its new dual-spoke, five-spoke, 170/128 16 tire, 17" aluminum wheels and dual exhausts. And all the items we've mentioned—and more we haven't—can standard. If the call is for a sport, SL's a sport.



The new, available power Acurasol offers a fresh outlook on driving. The glass panel is tinted a cool grey.

Acura SL in Light Grey Metallic.

Acura SL standard features include:

- Downside air bag
- Anti-lock brakes
- High-Output Quad 4 engine
- Sport-tuned, 5-speed manual transmission
- Front-wheel drive
- Full loading instrumentation
- Reclining front bucket seats
- Aluminum wheels
- Foglamps



Achieva SC/SL interior with seating areas trimmed in available Graphite leather.



CONTROL CENTER

While we've made sure Achieva's outside is nice to look at, the inside is equally appealing. Because, as attractive as Achieva is, this is where you drive. So we've designed an ergonomic interior with a contoured, comfortable-sockpit feel. You can enjoy driving without distractions. The standard Tilt Wheel steering adjusts for your individual pref-

Yeah, the styling's great, but inside is where I drive.



A Delco audio system features a compact disc player, AM/FM stereo and six speakers. Dimensional Sound system. It's automatically yours.

erence. Controls are easy to see and use. The SC and SL instrument cluster is a full analog display including speedometer, tachometer, voltmeter, and temperature and oil pressure gauges. And cruise control and air conditioning, standard on SC and SL, make driving more comfortable. Gervox insulation keeps out road and wind noise. But the quiet can be filled with the clear tones of a Delco audio system. Please see page 19 for details on standard and available sound choices for the Achieva you select.



Quiet-Ride contoured front bucket seat features an electronic seat-circling over the frame. The seat adapts to your body and stays firm and supportive.

Comfortable seating for you and your passengers gets overriding attention. There's room for the bucking front bucket seats we designed for real human proportions. The small, but important touch: that make-up everything difference we have, too. Like front and rear cup holders, power door locks, rear and side window defoggers, and remote trunk release. All standard. There's plenty of storage—eight compartments, in fact—and ample lighting, including reading lamps. The SC and SL models also offer seating areas dressed in available leather. Driving is riding. Acura's comfortable creature to be in.



The split-folding rear seat, standard on Acura SC and SL, available on Acura S, allows front access and increases capacity for extra-long items.



The remote trunk, standard on every Acura, offers convenient cup holders front and rear. A refreshing touch creature to be in.

Every Acura has the standard Child Guard Locks, a GMF feature that allows the rear bench seat and shoulder belt to be adjusted to comfortably fit children and small adults without interfering protection, which means you'll be comfortable, too.

- Acura S_L interior features include:
- Overhead air bag
 - TILT WHEEL steering
 - Full audio instrumentation
 - Air conditioning
 - Folding front bucket seats
 - AM/FM stereo with cassette
 - Power windows
 - Split-folding rear seat locks
 - Side front seats



Acura S_L interior in Grayskin

The picture illustrates front safety belt system in driver's seat for photographic purposes. The system should remain fastened at all times for optimum safety.



SPECIAL EDITIONS

Buying a car should be an enjoyable experience. But comparing models and options and figuring out the maze of vehicle regulations can drive you crazy.



So we have a way to make your shopping experience simpler. We've taken popular Chevrolet models and equipped them with the features you've told us you want. Then we give them a special price to give you the best value possible.

We call these our Special Editions. To get all the details, just see your dealer. Keep in mind, you could easily get more and get less. Or you could get an Achieve Special Edition and a great value. It's your choice. But the choice should be clear.

Achieve's craft lighting automatically dims, much like the steering in溜冰溜冰 just before a performance begins. What a combination.



All Achieve vehicles have new drive shafts and belts standard.



The 2.3-liter Quad IHC fuel-injected engine is standard on Achieve's Special Editions.

The 4-speed automatic opening is standard on all Achieves.



- Achieve Special Edition comes equipped with:
- 2.3-liter Quad IHC engine
- 4-speed automatic transmission
- Air conditioning
- Full analog instrumentation
- AM/FM stereo with cassette
- Cruise control
- Power windows
- Dual outside power mirrors
- Carpeted floor mats



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by Oldsmobile