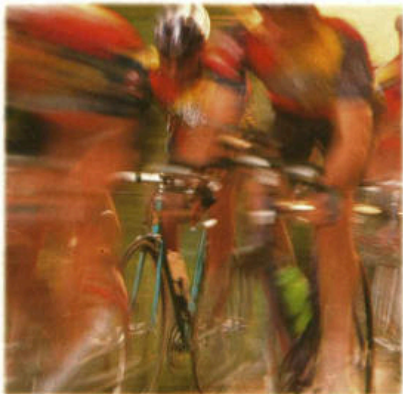


Nineteen Ninety-Seven



ACHIEVA

BY OLDSMOBILE

DON'T JUST MAKE A GOOD BUY. MAKE THE BEST BUY.

According to *Consumers Digest*, "When it comes to choosing a Best Buy...value reigns supreme." Is it any wonder that the editors selected the Achieva coupe and sedan as a "Best Buy" in 1996? With its long list of standard



With some competitors, you'll pay extra even for "must have" items like air conditioning. On Achieva, it's standard.

safety and convenience features, like anti-lock brakes, dual frontal air bags[†] and 4-speed automatic transmission with enhanced traction system, Achieva simply gives you more of what you want (features), and less of what you don't (big payments). You can conduct your own analysis of what qualifies as a "best buy" on the market. But the experts have already done it for you.



Little things mean a lot. They sometimes cost a lot, too. Not so on the Achieva, where standards like power mirrors abound.

All Achievas come with standard features like automatic programmable power door locks. Series II models also include power windows.



Achieva's level of standard equipment in both coupe and sedan includes automatic headlamp control, tinted windows, automatic programmable power door locks, ABS/lock vehicle security system, daytime running lamps, and much more. [†]Consumers Digest November/December 1995. [†]Always wear your safety belts, even with air bags.



Of course, I offered to drive.

I wanted to get the coupe

out on that road. So when we

reached the fork, I

hooked left. My friend, who's

a nice guy but short on

personality, said it's shorter

to go right. "Wah," I

said, "but it's straight." He

insisted it was faster.

"Faster isn't always better," I

said. I just kept driving

and reminded myself I should

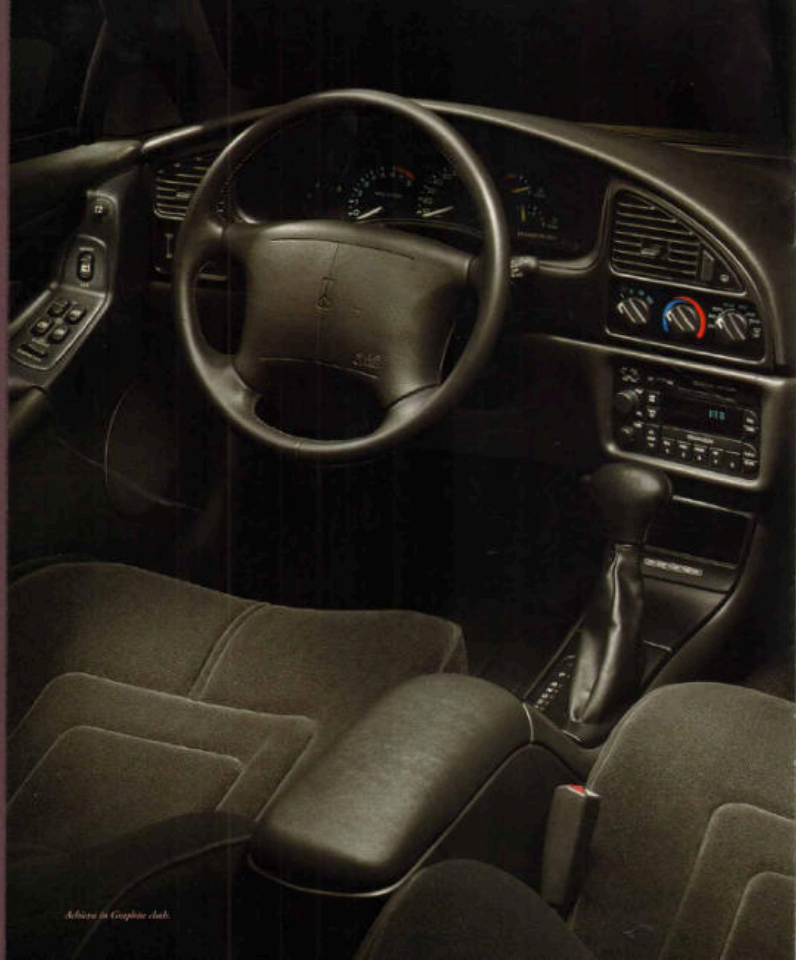
choose my driving

companions more carefully

in the future.



In a world of \$5 bottled water
and \$100 haircuts, my
Achieva is like the atomic
bomb of bang-for-your-buck.
I look at some cars, and I
think, "Where is the
value?" I guess some people
need to spend a lot of
money to convince themselves
they made the right
decision. I guess some people
have a lot of vacant space
under their \$100 haircuts.



Achieva in Graphite cloth.

Interior

GET ALL THE NICE SURPRISES WITHOUT THE STICKER SHOCK.

"Ouch" is not the response a new car should evoke. "Oooh" is more like it. That's the reaction you and your passengers can expect inside the Achieva coupe or sedan. For you, standard features like driver's-side lumbar support, TILT-Wheel adjustable steering column, and large, easy-to-reach controls



An AM/FM stereo is standard in every Achieva. Series II models add a cassette player, and even offer an available CD/ cassette combination.

make the drive more enjoyable. For your passengers, rear-seat heat ducts and a roomy interior space with ample rear headroom and legroom eliminate the need to ask, "are we there yet?" Aaah.



The convenient split-folding rear seat back, standard on Series II and available on Series I, lets you maximize all that interior and trunk space to suit your particular cargo-carrying needs. You can even carry bulky or long items plus a rear passenger without infringing on his or her comfort.



Stay organized and in touch. Dual cupholders, an auxiliary power outlet and a center storage area are standard.

Enhancing Achieva's comfort and convenience are other features like reclining front bucket seats, wrap-around instrument panel with tachometer, center console with floor shifter, front seat back map pockets, illuminated entry/exit system, remote trunk and fuel-filler door releases, and much more.

Of course, I offered to drive.
I wanted to get the coupe
out on that road. So when we
reached the fork, I
bashed left. My friend, who's
a nice guy but short on
personality, said it's shorter
to go right. "Yeah," I
said, "but it's straight." He
insisted it was faster.
"Faster isn't always better," I
said. I just kept driving,
and reminded myself I should
choose my driving
companions more carefully
in the future.



ENGINEERED TO STRICT SAFETY STANDARDS — YOURS.



Achieva's standard 3100-Incubator, 24-Valve Twin-Cam engine gives you confidence and efficiency. Even more power and torque are available with the optional 3100 SFI V6.

When it comes to driving, safety is not an option. It's a must. That's why you'll find so many standard safety and security features on every Achieva. The list starts with anti-lock brakes and daytime running lamps to help you avoid trouble in the first place. For

protection in the event of a collision, Achieva provides dual frontal air bags, safety-cage construction with side-impact reinforcements, and front and rear crush zones. Your security is enhanced by battery run-down protection and automatic programmable power door locks. And peace of mind comes from either of Achieva's two responsive, low-maintenance* engines.



To help feel secure, Achieva's PASSLock vehicle security system "recognizes" the proper key and prevents attempts to start the engine without it. And the available remote-control keyless entry system features "rolling codes" that change with every use.



Rain or shine, the Achieva auto-lock brake system helps you maintain steering control in white-knuckle situations.

Additional safety and engineering features on Achieva include composite halogen headlamps, rear door child security locks (brake), side and electric-rear window defoggers, 11-inch steering tires, MacPherson strut front suspension, power windows, rear-window grid radio antenna, 100,000-mile platinum-tipped spark plugs, stainless steel exhaust, long-life brake fluid and engine coolant, two-sided galvanized steel exterior body panels (except roof), and a maintenance-free battery.

*Maintenance still vary with use and driving conditions.



Achieva. The way you drive. Right. Red.

I want my car to be as predictable as gravity. Which is the reason I picked an Achieva. Especially when it gets wet or icy out there. With standard equipment like ABS and an automatic transmission with enhanced traction system, it's almost as predictable in the wet as it is in the dry. I've driven cars costing more than Achieva that don't even offer traction control. I think these cars are just spinning their wheels.

Value isn't just the price of a product when you first buy it. It also has to do with maintenance costs and reliability. With Achieva, I've got a Bumper-to-Bumper Limited Warranty, 24-hour roadside assistance and a lot of other after-purchase features that give me a tremendous sense of reassurance when I'm out on the road. No matter how far from home, I know Achieva's backing me up.

AVAILABLE IN TWO COMPLETE,

FEATURE-PACKED VERSIONS, ACHIEVA IS AS THOROUGHLY

EQUIPPED AS IT IS EASY TO PURCHASE.

COLOR COMBINATIONS

INTERIOR	EXTERIOR
Glophic, Medium Beige, Tau	Bright White (60)
Glophic, Medium Beige	Blue Metallic (24)
Glophic, Medium Beige	Bright Green Metallic (37)
Glophic, Medium Beige, Tau	Black (61)
Glophic, Medium Beige, Tau	Medium Green Metallic (32)
Glophic, Medium Beige, Tau	Light Green Metallic (64)
Glophic, Medium Beige	Medium Beige Metallic (69)
Glophic, Medium Beige	Red Metallic (72)
Glophic, Medium Beige	Bright Red (81)
Glophic, Medium Beige	Purple Metallic (89)

The paint color samples shown above may vary slightly from actual vehicle color due to the printing process.

STANDARD FEATURES

SAFETY AND SECURITY
<ul style="list-style-type: none"> Anti-lock power front disc/rear drum brakes Brake/automatic transmission shift interlock Dual frontal air bags 3-point front and rear outboard safety belts, rear center lap belt, and front belt height adjusters (seats) Rear-seat Child Comfort Guides Daytime running lamps with halogen headlamps PASSlock vehicle security system Automatic programmable power door locks Rear door child-security locks (seats) Illuminated entry/light system Side and electric-rear window defoggers

COMFORT AND CONVENIENCE
<ul style="list-style-type: none"> Air conditioning with CPC-free refrigerant Recar-seat heat adjuster TRIP/Wh adjustable steering column Analog instrumentation with speedometer, tachometer, coolant temperature and fuel gauges Center console with storage drawers, front and rear cupholders, coin holder, ashtray and auxiliary power outlet Automatic headlamp control Lighting package (includes mirrors, map, glove box, ashtray, underhood, trunk and reading lamps) Dual power outside mirrors Inside daylight mirror Headlamps, turn signal, key-in-ignition and safety belt reminder chime Remote trunk lock and fuel-filler door releases Inside hood release

SEATING AND TRIM
<ul style="list-style-type: none"> Reclining contour front bucket seats with driver's-side lumbar support and 4-way adjustment Front passenger-seat easy entry feature (seats) Front and rear carpeted floor mats Map pockets in front seat backs

EXTERIOR
<ul style="list-style-type: none"> 15-inch wheels with bolt-on wheel covers (fleet I) P195/65R15 touring radial tires Body-color lower side moldings Tinted windows Power wipers with wax-arm wipers Rear-window grid radio antenna

MISCELLANEOUS
<ul style="list-style-type: none"> 2.4-liter Twin-Cam engine with balance shafts 4-speed electronic-shift automatic overdrive transmission with enhanced traction system Front-wheel drive Power rack-and-pinion steering Front MacPherson strut/coil-spring suspension On-board diagnostic system (OBD II) Maintenance-free battery with automatic run-down protection

SERIES-SPECIFIC AND AVAILABLE FEATURES

PACKAGES	I	II
Sport Package: rear air wing, foglamps, and leather-wrapped steering wheel and shift knob (optional)	\$1-	\$10
Economy Package (credit approval): 5-speed manual transmission and 14-inch wheels	0	-
Convenience Package: remote-control keyless entry system and driver's-side 6-way power seat	-	0

EXTERIOR	I	II
15-inch aluminum wheels	-	\$
Power sunroof with sliding glass panel	-	0

COMFORT AND CONVENIENCE	I	II
Power windows with driver's-side auto-down and system lockout	0	\$
Cruise control (optional)	\$10	\$15

AUDIO SYSTEM	I	II
Delco ETR AM/FM stereo with tach/cass, digital clock and 4-speaker sound system	\$	-
Delco ETR AM/FM stereo with cassette player, automatic tune control, seek/scan, digital clock and 4-speaker extended-range sound system	0	\$
Delco ETR AM/FM stereo with CD and cassette players, automatic tune control, seek/scan, digital clock and 4-speaker extended-range sound system	-	0

SEATING AND TRIM	I	II
Split-folding rear seat back with trunk pass-through	0	\$

PERFORMANCE	I	II
3100 SFV 6-cylinder engine with variable-effort power steering (optional)	0-	0/0
5-speed manual transmission (not available with V6 engine) (optional)	0/0	0/-
Engine block heater	0	0

\$ Standard 0 Optional - Not available

SPECIFICATIONS AND DIMENSIONS

ENGINE	2.4-LITER TWIN-CAM	3.000 SFV V6
Displacement	2414cc (146 cu in)	3113cc (191 cu in)
Horsepower	160 @ 5600 rpm	175 @ 5200 rpm
Torque	155 @ 4400 rpm	185 @ 4000 rpm
Delco fuel injection	Sequential port fuel injection	

EPA ESTIMATED FUEL ECONOMY	CITY	HIGHWAY
2.4-liter Twin-Cam/Automatic (mpg city/hwy)	22/32	22/32
2.4-liter Twin-Cam/Manual (mpg city/hwy)	23/33	28/33
3000 SFV V6/Automatic (mpg city/hwy)	26/29	20/29

EXTERIOR DIMENSIONS	I	II
Wheelbase (in)	103.4	103.4
Length (in)	182.9	182.9
Width (in)	68.8	68.2
Height (in)	53.5	53.5
Curb weight (lb)	2730	2815
Tread width, front/rear (in)	54.0/53.5	54.6/53.5
Turning circle (ft, curb-to-curb)	35.3	35.3

INTERIOR DIMENSIONS	I	II
Headroom, front/rear (in)	37.8/36.5	37.8/37.0
Legroom, front/rear (in)	43.3/34.6	43.3/34.5
Shoulder room, front/rear (in)	52.2/52.5	52.2/52.2

CAPACITIES	I	II
Seating (passenger)	5	5
Trunk volume (cu ft)	14.8	14.8
Fuel (gal)	15.2	15.2

Values in this catalog may be shown with available equipment.
 Visit us at www.oldsmobile.com or call 1-800-255-0337 for information on any Oldsmobile product.

A WORD ABOUT OLDSMOBILE

THE GM CARD Don't forget to use your GM Card. When you use The GM MasterCard, you can use 1% on every purchase, which you can apply toward the purchase or lease of a new GM car or truck of your dreams. You could save hundreds, even thousands of dollars, over and above any other discount an incentive GM may be offering. To apply for your GM Card, call 1-800-GM-CARD any time, day or night.

ACCELERATED FINANCING NETWORK Visit participating GM dealers for up to 10% in GM Card earnings on eligible parts and service transactions. Call 1-800-947-0000 for more information.

SHARELEASE BY GMAC SmartLease has qualified customer pay for the portion of the vehicle they expect to use, rather than paying for the entire vehicle as you would with traditional financing. You'll also enjoy lower up-front costs and lower monthly payments. Plus, you'll be able to drive a new vehicle more often or drive a higher-priced model. Ask your Oldsmobile dealer for more information.

FOR OCCUPANT PROTECTION • Driver and right front passenger Supplemental Inflatable Restraints • Manual lap/shoulder safety belts, driver and right front passengers • Manual lap/shoulder safety belts, outboard rear-seat positions • Manual lap safety belts, center rear-seat position • Safety belt use reminder system • Frontal-impact air bag locks, inertia-type/manual (optional) • Energy-absorbing seating columns • Energy-absorbing instrument panel • Laminated windshield glass, urethane bonded • Tempered safety glass side and rear windows • Interlocking door latches • Side door beams • Passenger-guard inside door lock handles • Safety anchors • Head restraints, front adjustable, driver and right front passengers • Dual sun visors • Break-away inside rearview mirror • Security door locks and door retention components • Rear door child-security locks (seats) • Automatic door locking system • Front and rear crash seats • Pressure lock outflow cap

FOR OTHER ADVANCES • Automatic daytime running lamps • Side marker lamps and reflectors • Parking lamps • 4-way hazard warning flashers • Backup lamps • Center high-mounted stoplamp • Dimensional light control • Windshield defogger, wiper and wiper speed wipers • Inside daylight mirror • Outside mirror mirrors • Brake system with dual master cylinder plus warning light • Anti-lock brakes • Steer-by-wire switch • Dual-lens hood lock (front opening) • Low-glass finish (inside windshield moldings, wiper arms and blades) • Safety road wheel rims • Tires with built-in tread wear indicators • Adjustable heater and defroster controls • Brake/automatic transmission shift interlock • Available disc brake lining wear indicators

FOR THEFT DETERRENCE • PASSlock vehicle security system • Theft-deterrent steering column lock • Theft-deterrent key locking system • Ignition key removal audible reminder • Remote inside hood release • Vehicle theft identification number • Laser-etched VIN plate

IMPORTANT WORDS ABOUT THIS CATALOG We have tried to make this catalog as comprehensive and factual as possible. All illustrations, photographs and specifications are based on the latest product information. We reserve the right, however, to make changes at any time, without notice, in prices, colors, materials, equipment, specifications, models and availability. Since some information may have been updated since the time of printing, please check with your Oldsmobile dealer for complete details. Comparisons are based on 1995 competitive vehicles.

A WORD ABOUT ASSEMBLY AND ENGINES All vehicles and components are produced and/or assembled by different operating units of GM and its subsidiaries/affiliates worldwide. When it is necessary, vehicles may be built with different or differently sourced components than originally scheduled or ordered. Please verify that your vehicle includes the equipment that you ordered, and if there have been changes, that they are acceptable to you. Oldsmobiles are equipped with engines produced by different operating units of General Motors, its subsidiaries or suppliers to GM worldwide.

A WORD ABOUT UPDATED SERVICE INFORMATION Oldsmobile dealers receive useful service bulletins about Oldsmobile products. You can order them by calling 1-800-551-4023.

BUYER-TO-BUYER LIMITED WARRANTY For three years or 36,000 miles, whichever comes first, every part of your new Achieva is warranted for repairs to correct any vehicle defect related to materials or workmanship, including tires. With this limited warranty, there's no deductible, which means we'll pay for any repairs beyond routine maintenance. All body shop metal components are warranted against rust-through from corrosion for six years or 100,000 miles, whichever comes first. There is also no deductible for rust-through repairs. Application of additional rust-inhibiting materials is not required or recommended.

OWNER AFTER-CARE In addition to our 3-year/36,000-mile (whichever comes first) bumper-to-bumper limited warranty, we also offer courtesy transportation, tire flip service and 24-hour roadside assistance by calling 1-800-842-OLDS. At Oldsmobile, we committed to your satisfaction long after the purchase of your car.

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