



OLDSMOBILE '76

Cutlass · Omega · Starfire

Who buys an Oldsmobile ... and why?

That's not a question—it's an ever-present challenge to those who produce the cars of Oldsmobile Division.

Over a half-million Americans will buy a '76 Olds—each one with his or her own tastes, needs and lifestyle. Yet all, we believe, will share certain traits in common.

Oldsmobile buyers typically hold high standards—for themselves, and their cars. They're achievers, who enjoy the challenge of their professions and their leisure-time pursuits. And those attracted to our younger Oldsmobiles want a car that offers the same kind of satisfaction they find in their lifestyle.

Oldsmobile buyers are thoughtful shoppers, who shop for more than price alone. They look for quality. Careful workmanship. They expect comfort and luxury as part of an automobile's value. They appreciate excellence, and the prestige that goes with it.

They find it all in Oldsmobile. In fact, the more you shop around, the more likely you are to finally choose an Olds. It's a good feeling to have an Olds around you.

For 1976 there are six different kinds of Oldsmobiles, from full-size and luxury models—to the mid-size Cutlass, compact Omega and sporty Starfire models presented in this brochure.

But each Oldsmobile is designed, engineered and built for that buyer who seeks a car beyond the ordinary in its class...

Can we build one for you?



Cutlass Supreme Brougham

A classic look . . . a graceful response . . .
 a special elegance. Experience these same values ashore—
 in the luxurious new mid-size Olds.



Cutlass Supreme Brougham



If a classic travel crisp-berg driving you'd excite you, then you'll appreciate the new mid-size Olds personal luxury car—Cutlass Supreme Brougham.

We look like best looks are of our popular Cutlass Supreme—good handling, very precise, easy to handle, an affordable price—and added a full measure of luxury.

Outside, new classic lines that bring the distinguished look and spirit of luxury to a mid-size car.

Inside, elegance like never before in an Olds car. Even our full-size and low-line "base" models have the "base" look of the most luxurious full-size Oldsmobiles. The directed front seat is very special. It offers superior seating comfort for two, with individual controls. Underfoot, sound-absorbing deep-pile carpeting.

Cutlass Supreme Brougham—a new concept of personal luxury in a car that is remarkably unassuming and self-assuredly unassuming. A classic now standard for other mid-size cars to live up to.

Cutlass Supreme Brougham Cutl... with Brougham Coupe (see 488). New... (see 488) to a mid-size car.

1. Cutlass Supreme Brougham interior featuring a 100% leather seat. 2. Cutlass Supreme Brougham exterior. 3. Engine compartment.

1. 2. 3.



To some, driving is more than getting from point A to point B. It's communication between man and car... command and feel... excitement. It's the grand touring experience of Cutlass Salon.



In the grand touring tradition, Cutlass Salon is a rare find to be driven. And enjoyed.

Enter. Slip into a contoured lounge seat. Adjust the reclining seat back to the position you prefer. Then, turn it on. Slip the sporty 5-speed manual transverse into gear—and nerve up!—as a suspension that seems to disappear tightens and steers long drives.

Maybe you prefer to do your driving automatically. Then, be out-guessed. Choose the smooth, efficient Turbo Hydramatic 40 automatic.

Shake some front, front, front, quick-acting power steering, steel-walled, football-ply tires, and power front-disc brakes make driving a pleasure.

If you take your driving seriously, you may prefer a hot drive in Oldsmobile Cutlass— a grand touring experience. Available in Oldsmobile's classic, American style.

Oldsmobile's Turbo Hydramatic 40. A grand touring experience with a grand touring drive.

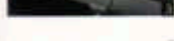
1. Reclining front seats are closely available in some models.

2. Cutlass Salon Turbo 40. Power front-disc brakes are available in some models.

3. Turbo 40. Hot drive for the fun and thrill of it. Available in some models.

4. Turbo 40. Hot drive for the fun and thrill of it. Available in some models.

5. Turbo 40. Hot drive for the fun and thrill of it. Available in some models.



Cutlass Salon

The easy way isn't your way. You demand more of yourself—and the car you drive. You get more in Cutlass Supreme—the most popular Olds ever.



Cutlass Supreme's crime to the top started with an idea. Change allegiance and history is a child's play. American obviously liked the idea. Because it has become the most popular Olds in history—and 1977's best-selling mid-size car.

The tradition continues. New styling features rectangular front grille and dual grilles that sweep gracefully up and back. The profile—a classic from the start—is even cleaner now. The formal trim includes open windows.

Inside, the kind of stretch-out seats and comfort that has helped make Supreme a driver's friend and mother—a push-back comfort. Relax. Enjoy. Cutlass Supreme's trim and helps make traveling and parking almost second nature.

At home in town, expect value. Because Supreme's popularity helps make it one of America's leading resale values, year after year.

Cutlass Supreme Coupe (see left). A Cutlass Supreme coupe and a standard A-1000 coupe (see left) with dual headlights, available.

2. Cutlass Supreme Sedan (see left). See how elegant it is.

3. Close-up of bucket seats with dual headlights. (Circle 100)



Cutlass Supreme

Feeling free. Letting your spirit soar. It's a great feeling—and you want it in the car you drive. Meet Cutlass S... the carefree, smooth-lined Olds fastback.



Cutlass S Coupe



Went smooth, smooth sailing styling can do for you in the air. Olds Cutlass S can do for your spirit on the road.

For 1975, Cutlass S lines are sleek and more sophisticated than ever. The new grille is that all-new front end, for example. It starts out like a usual grille, then slants back with a flair all its own. Those headlamps, too, are new. They're rectangular.

The new side styling—smooth like a feather. In the rear—a gently sloping fastback makes that say "Let's buckle up and go!"

And when you do, you find the going smooth and quiet. Standard power steering and a new 112-inch wheelbase help make handling and parking a driver's delight.

A lot of road-star ease? Turbo sure. Yet, even with all its sporty good looks and carefree flair, Cutlass S is still proud with ease that every low-price owner. And that, good friends, can keep you feeling carefree, too!

Cutlass S, Oldsmobile Member Coupe like all! Sports, quiet, low priced.

1. Available power window, door locks, "air" and to seat air. A low-price available 4-cylinder. A four-cylinder is standard.
2. Cutlass S with available 4-4-2 package. Includes sport design, 4-4-2 wheels, 702 cc. suspension.
3. Sport 4-speed manual transmission available. The 36-year is available for all models.



Because family outings aren't always picnics in a park. This is the wagon that takes you away from it all and back. Beautifully.



Put your bowler hat on back, would it be? Well, Optima Supreme Cruiser is right at home with either.

Monday through Friday, this Cruiser is an elegant, smooth-riding Club for us. Come weekends, it's a spacious, traveling workaholic that can take you, your family and a lot of gear where adventures are!

With coil-spring suspension and a 116-inch wheelbase, the ride is smooth and comfortable. One trip to the corner... or to the country... and you'll appreciate that fact.

The seats are full beam bench-style seats. The obligatory, all-steel, Woodstone Durabilt. And it cleans up beautifully. A few wagons with a dump-truck and your stylish Supreme Cruiser is ready for a night on the town.

Smooth street? Not you! It has all steel steering. You've got it—with our remote, elegant Vista-Cruiser. Even its handsome wood-grain vinyl exterior trim is standard.

The steel for Supreme Cruiser built a available. 2. Steel wheels, standard. Third row available. 3. Supreme Cruiser Custom Sport bench seat upholstered with leather around the floor, a woodgrain, leather interior vinyl. Also available with a woodgrain vinyl seat.

4. Standard, integrated front floor seat, available in both Club Cruisers. Best seat available, steel and all-steel with three seats.

5. The heavy-duty suspension standard is standard on 2 and available.

6. Lots of "easy to use" loading space with convenient second row fold-down seats. 40 cubic feet of total space for whatever it is you're in for.

7. Vista-Cruiser. The standard Club wagon with wood-grain vinyl trim.



Cutlass Supreme Cruiser

The quick response of a well-tuned machine . . . the skill and handling on tight turns . . . the excitement of motion. It doesn't end when you head for home—in Starfire SX.



Starfire SX



Starfire SX is a Sport Coupe that turns drivers into motorists. One turn in the cockpit and you begin to know why. Not just to color seats, but full-size, high-backed buckets, for firm support and solid control. In your right an available Turbo Hydra-matic transmission and cruise. A full-track 4-speed manual, standard. Or you can order a 5-speed sensitive manual transmission.

The steering wheel is sporty all the way, with pod-tilt and grip rim and brushed metal spokes.

But the real fun starts when you set it all in motion.

When you do, you're off and raring on steel-tubed radials and sophisticated axle systems. Up front, composite-welded coil springs and struts. In the rear, a torque-arm suspension that handles drive lines—and the road—with authority. You turn quick. You set with little loss. And stop smoothly with front disc brakes.

If you've been wondering where the joy of driving went, now you know. Reckonover it—in a 1980 Starfire SX.

Starfire SX has lots. Super look, super ride—Superpower.

1. 88 standard buckets. Outlines of a groove-up. Watcher way. Also available in Turbo mode with 160-hp. Sport mode has 160-hp.

Starfire

You can't tell by looking, but Starfire SX is our lowest priced Superpower. Summary: all-weather, doesn't have to be dull. A couple of miles of winding road in Starfire and you may never want to go straight again! It's not just a ride—it's a fun experiment!



**It's the Starfire experience.
And then some.**

The "and then some" in the available GT package includes big, raised-letter steel-belt low for cornering and lively steering. Turbocharger, temperature, oilmeter, fuel gauges, and electric clock to keep you posted. A rear stabilizer bar to help flatten away.

Five wide hood and side stripes are specially designed step-spoiler rally wheels for GT lookalike. Add the available sporty new 5-speed shifter and you have the ultimate Starfire experience. But then, you'll know that the last time you get your driving gloves on that packlock,

four-spoke steering wheel and inside a winding stretch of concrete. The sport. The handling. The confidence. It's all there. When you climb out of this one, you know that "GT" is no occasion title. It's all you request. And then some!



1. With sporty like Starfire GT's you just might go out looking for bumps and curves.
2. A few spins of the wheel will tell you when you've reached top speed.
3. Pull down the second seat and you'll get more than 600 cu. in. of seat space with your 150-watt stereo system.
4. To save space with complete ease.
5. Because you prefer to keep you properly heated, ventilated, and cooled, automatic temperature and fan speed direction Starfire GT.
6. A 5-speed manual transmission, available, lets you get the best—most drivers do.

GENERAL CORPORATION AND ITS DIVISIONS are the only U.S. manufacturers of cars, trucks, vans, and buses. Chevrolet, Oldsmobile, Buick, Pontiac, and Cadillac are the divisions of General Motors. Chevrolet is a registered trademark of General Motors. Buick, Oldsmobile, Pontiac, and Cadillac are trademarks of General Motors. © 1982 General Motors. Buckle up, America!



Starfire GT

FRONT END BRAKE: For quiet and big, low-maintenance and long life. New design and mounting system. Includes front coil-over. Locking rear drum spring with a new locking coil spring. Fully adjustable rear suspension. Power-assist brake performance.

DRIVE SHAFT: 200,000-mile warranty. Designed to provide a great balance of quiet, sporty and performance and light weight with economy.

COIL-OVER FRONT SUSPENSION: All forward sport full sport. A shock absorber that lets you get the job done smoothly. Quiet.

5-SPEED FORWARD-WHEEL TRANSMISSION: Available. The 5th gear, 30 to 1, allows the ultimate shift ratio for sport performance.

TURBO TURBOCHARGER: Available. Three speeds for performance and efficiency.

STEERING-ON-DEMAND: For quiet and big, low-maintenance and long life. New design and mounting system. Includes front coil-over. Locking rear drum spring with a new locking coil spring. Fully adjustable rear suspension. Power-assist brake performance.

DRIVE SHAFT: 200,000-mile warranty. Designed to provide a great balance of quiet, sporty and performance and light weight with economy.

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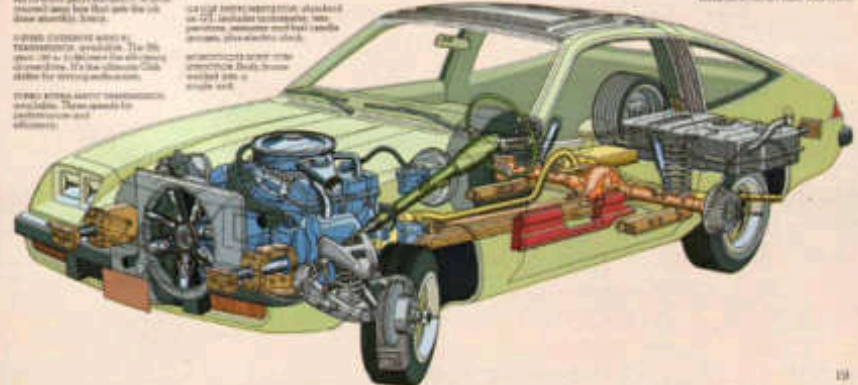
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Yesterday's experience is for others. You go looking for what's new and exciting. You find it in this new Omega—the Olds compact offering Brougham luxury.



Omega Brougham



The compact class isn't new. But Oldsmobile's luxury is its compact. And you find it, approximately enough, in our new Omega Brougham.

Settle into its full foam seats. Notice that your head over the risk now breathes free. You get the feeling you're in a bigger, more expensive car.

You're surrounded with noise-killing insulation. Overhead, musical sound-absorbing ceiling. Underfoot, thick, lush carpeting. Interior room is for us.

You may find Brougham's ride impressive. It features engine mounts galvanized after larger Chevrolets.

And if you wish, you may even get it off by ordering a special Louisa roof with privacy side windows on coupe models. Very elegant.

Yet with all its luxurious and comforting ways, Omega Brougham remains a most efficient compact.

It is designed to help you save on operating costs by getting up to 22,000 miles between tune-ups, up to 12,000 miles between oil filter changes.

Compact economy has its own beauty in a grand class. Here it's a proud, comfortable and elegant class of two.

Omega Brougham. Give the gift that comes in class.

1. Omega Brougham's rich, brushed metal three-spoke wheel makes it more elegant. (Always use proper tire inflation.)

2. Omega Brougham's leather seats are available in the coupe and sedan models.

3. Omega Brougham's leather seats are available in the coupe and sedan models.



Steerway opens the Standard on Starline. Available on other models and options. An compact rear provides added luggage space. Inflate in seconds with compressed gas from included.



Hatch, flat. This "lift off" roof gives you the sun, but staid out of a non-ventilate - in a hatch! Two custom designed heated glass roof panels lift off easily. They store vertically in a special carrying case. Available on Supreme Interceptor, Supreme, and Delta Coupes.



3-speed overdrive manual transmission. 2.5 liter 4-cylinder engine fully synchronized. Lets you enjoy the sport of driving. It's efficient, too, because the 5th gear LFO to D is overdrive. Lets the engine turn lower rpm.

Let us entertain you. Five quality radios available. AM/PM Stereo Radio with Stereo Tape Player, AM/PM Stereo Radio and AM Radio with Stereo Tape Player—all with front and rear speakers. AM/PM Radio and Deluxe AM Radio—with front speakers, rear available.



Tilt away steering wheel. It's the wheel that adjusts five ways to fit all driving members of your family. It also helps make entry and exit easier and more convenient.

Cruise Control. Lets you maintain a constant speed on highways, without the use of the accelerator pedal. Helps reduce fatigue on long trips.



Deluxe Wheel (Disc and Wheel). (A) Cutlass, Vista-Cruiser. (B) Omega, IC Cutlass, Vista-Cruiser. (C) With steel gray center to body paint color. Starline. (D) Starline. (E) Starline.



Fuel economy meter. This dash-mounted gauge shows you when you're returning effort and gas mileage—and when you're not. Helps improve your driving habits, so that you can improve your gas mileage.

MORE OPTIONS AND ACCESSORIES YOU CAN ORDER! Head light on rearview. A gentle look to help prevent soiling lights on.

Power trunk release. Open the trunk lid from inside the car. Makes loading and unloading more convenient—especially in the rain.

Best window design. Clear and wide to remove fog or frost. Temperature Air Controller. Automatically maintains the temperature you select. Cools, heats, dehumidifies. An "economy" setting indicates to the driver that the compressor has cycled. Available on all Cutlass models.

Four-Season Air Conditioning. Heats, cools, dehumidifies. Also includes an "economy" setting. Provides year-round comfort. Dual speed wipers. Aeronautically styled dual wipers that match your car's body paint color. Left side features remote control. Power door locks. Sleepy all doors instantly with one touch of a switch in either front door. Custom sport steering wheel. Standard on Starline SL. Features a black padded rim of simulated leather and four braided metal spokes.

Full wiper system. For a cleaner, faster wiper speed. Added convenience for light rain, fog or mist. Also includes remote speed. A remote-control outside rear-view mirror.

THREE MORE! Power windows. Power seats. Electric clock. Special paint strip. Tinted glass. Anti-spin axle. Full or limited steel and springs. Locking fuel cap. One horsepower light packages. Trailer towing equipment. Semi-automatic front brakes, shock absorbers with instrumented gas pedal. Lighted vanity mirror. Aft hours.

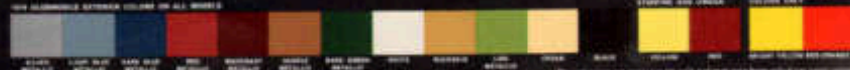
Special note: Not all of these accessories are available on all models. Check your Oldsmobile for specific availability.

Beside the Oldsmobiles you've seen in this catalog

... your dealer offers these models

| CUTLASS | OMEGA | TOURNAER | DELTA 90 |
|---|--|--|---|
|  CUTLASS SUPREME BROUGHTAM COUPE |  OMEGA BROUGHTAM COUPE |  TOURNAER BROUGHTAM COUPE |  DELTA 90 BROUGHTAM COUPE 90 |
|  CUTLASS SALON COUPE |  OMEGA BROUGHTAM INTERCEPTOR |  TOURNAER CUSTOM COUPE |  DELTA 90 ROYALE 90 SEDAN |
|  CUTLASS SALON SEDAN |  OMEGA BROUGHTAM SEDAN |  DELTA 90 SEDAN |  DELTA 90 ROYALE TOWN SEDAN |
|  CUTLASS SUPREME SEDAN |  OMEGA COUPE 90 |  DELTA 90 SEDAN |  DELTA 90 COUPE |
|  CUTLASS SUPREME SEDAN |  OMEGA INTERCEPTOR 90 |  DELTA 90 SEDAN |  DELTA 90 SEDAN |
|  CUTLASS 4-DOOR 90 |  OMEGA SEDAN |  DELTA 90 SEDAN |  DELTA 90 TOWN SEDAN |
|  STARLINE 90 |  OMEGA 2-DR COUPE | and these Olds Cruisers | |
|  STARLINE 90 SPORT COUPE 90 |  STARLINE 90 SPORT COUPE 90 |  DELTA CRUISER |  CUSTOM CRUISER |
| | |  VISTA CRUISER |  CUSTOM CRUISER 90 2-DR SEDAN |
| | |  CUTLASS SUPREME INTERCEPTOR |  CUSTOM CRUISER 90 2-DR SEDAN |

Options and Accessories They can help make your new Olds even more enjoyable and rewarding.



Painted colors are approximate and not guaranteed from vehicle to vehicle.

Built-in Olds features to help protect you, your investment and the environment.

TO HELP GUARD YOUR INVESTMENT

- FIVE ELEMENTS HAS THREE ACCIDENT PREVENTION FEATURES.

Side marker lights and reflectors
• Parking lamps that illuminate
• Rear wiper
• Horned warning marker • Backup
lighting • Laminated safety glass in
direction signal needed • Wind-
shield defroster, wiper and seal
speed wiper • Wide view inside
mirror (view angled, mirror com-
partment and deflecting support)
• Cruise over rear vision • Dual
independent brake system with
warning light • Brake safety
switch • Dual action safety
belt latch

TO HELP PROTECT YOU—THREE

OCCUPANT PROTECTION FEATURES.

Seat belts with pull-in/out buckles
for all passenger positions • Two-
year construction seat and inertia
web shoulder belts for driver and
right front passenger (with re-
tractor belt and harness) • ENERGY
absorbing steering column • Pas-
senger panel door locks • Safety
glass latches and hinges • Folding
seat back latches • Energy ab-
sorbing padded instrument panel
and head rest back rest • One-
touch windshield heater • Thick
insulate windshield • Safety
seats • Safety steering wheel
• Compact Ground Control Hatch
back and station wagon models
• Continuous road noise panel

Optional sunroof/shade roof rack, top
rack, rear window defogger, wiper.

AND TO HELP PREVENT THEFT—

SEVEN OBSCURINGLY FINEST THIEF

ANTI-THEFT FEATURES. Add-thief re-
sisting key indicator beam • Anti-
theft steering column lock • Inertia-
lock latch release for most models.

Oldsmobile reserves the right to make
changes at any time, without notice, to
product colors, materials, equipment, in-
specification and features, and the in-
formation herein. Printed in U.S.A.
©1978. See the Oldsmobile logo and name or
equipment shown on the models that
belong to the company you describe.

Some are extra cost, and available only
on specific models. See
page 20. For specific
price and availability,
check your Oldsmobile
dealer.



Oldsmobile

Can we build one for you?