

'85
OLDS
A Special feel



ALBUM NO. 3: CALAIS · ARENZA · ARENZA CRUISER

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OLDS
A Special Feel

There is
a special feel in
an Oldsmobile.



Welcome to a 1985 Olds album of fine cars, where you can sample a medley of our newest hits. Every one a masterpiece of style, performance and value. Each a harmonious blend of attributes that give that special feel to an Oldsmobile. First, enjoy

our newest hit, Olds Calais ... once it gets in your mind, it's designed for today's quality-conscious, style-conscious Buyers Next... Olds Frenza and Frenza Cruiser, front-wheel-drive, fun-to-drive cars that let you easily

step up to Olds in style. Like all Oldsmobiles—each has been meticulously orchestrated by people who care about the quality of what they do. Yes, there is a special feel in an Oldsmobile and for 1985, it goes like this.



Olds Calais Supreme Coupe



Olds Frenza L.S. Sedan



Olds Frenza Cruiser



Olds Frenza Soft Coupe



Palais Supreme

No matter how
you look at it,
it will get in
your mind and
stay in your mind.

From every angle, its
styling is the epitome of
contemporary. The new
Palais from Oldsmobile is
a sporty, sophisticated,
4-cylinder, five-passenger
coupe that's sized for pre-

mium handling and built
with world class quality.
It's built with the most
advanced technology,
tools and processes in the
industry. You must drive
it. Until you've experienced

the electronically fuel-
injected spirit of its 2.5-liter
I4 engine or available 5.0-
liter V6, you haven't begun
to get the Palais feeling.



Palais Supreme

The look tells you it's new. The quality tells you it's Oldsmobile.

Quality makes Olds Cakes very special. Inside and out. From its superb fit to its gleaming metal coachery, glass-crowned finish to its elegant interior. Look inside and you discover five-passenger comfort with full reclining front

bucket seats. They are covered in soft Stafford velvet and have both lateral and lumbar support built in. To make getting in easy for rear passengers, Cakes has an "easy entry" passenger side front seat that slides forward. How

get behind the wheel and take hold of Cakes' deluxe steering wheel. You're surrounded by cockpit-styled instrumentation. Speedometer and odometer, in blue backlight graphics, read clearly. An instrument pod includes wiper, washer

and headlamp controls. Plus available auto trip calculator... all within fingertip reach. Yes, Cakes Supreme's look tells you it's new... its quality tells you it's Oldsmobile.



Olds
Balais

Its interior taste is
matched only by
its exterior styling.

Swing open the door and Olds Calais welcomes you with its own distinct blend of quality and comfort. Notice the full-length console with courtesy lamps and storage space. Relax and sample the rich, soft velour or supple vinyl. Ease into the full-foam

seat. Feel the comfort with lateral and lumbar support built in. Touch a lever and recline. The instrument panel surrounds you like a cockpit. As very impressive as it is especially considering that this is the lowest priced Olds Calais of all

Calais is stylish.
It's youthful.
It's Oldsmobile.
Any way you
look at it,
it measures up.

Take a good look. Then look even closer. You'll find that the new Calais measures up to any car being built today. Styling. Calais has a look all its own. Comfort. The ride is pure Oldsmobile Quality. The fit and finish of doors, hood and trunk are precise. The

multi-coat/high-gloss enamel finish looks a foot deep. Value. It's even there in things you can't see like corrosion protection and sound absorption—the new Olds Calais is not only a beautiful car, but a beautifully built value, too!



Olds Cutlass

The Colossus Story.
It's the quality
that makes an
Olds worth owning.

Before Cutlass could be built, the way cars are built had to be revolutionized.

There is a transformation taking place in the American automobile industry.

A rebirth that is redefining the way world class quality cars are designed and built. And Oldsmobile's Cutlass is at the very core of it.

Oldsmobile's goal for the Cutlass was to go beyond your expectations of what a quality car should both look like and behave like. The new Oldsmobile Cutlass is what a world class quality car should be. But before Cutlass could be built, the way cars are built had to be revolutionized.

Where does Cutlass' quality come from?

From quality people working together as a team—pooling their resources into one, everyone an expert at their chosen craft.

They are specialists who, from the very beginning, understood that design engineers have to be able to implement what they envisioned. And manufacturing and production engineers, who know how to build what the stylists and designers created.

Plus, teams of workers—each with 40-100 days hours of proprietary Cutlass training using their skill and knowledge to make sure that the quality that was designed into Cutlass... was, in fact, built into Cutlass.

It takes quality tools to create a world class quality car. Sixteen-year tools. High-tech looms. The same type of tools that have helped America reach further and further into outer space.

These state-of-the-art devices are the keys that allowed a high standard of quality to be designed into Olds Cutlass.

Cutlass was designed so that all the ingredients that go into manufacturing, production and quality assembly match Cutlass' personal requirements exactly.



Quality starts with design.

From the start, "third tool" called computers were used by designers to aid in Cutlass' design and manufacture.

Robots—some as big as a two-story building, others as small as a personal computer—provided exact body dimensional control.



1. Computers aid in design and manufacture. 2. Robotic body forming. 3. Precision paint of all body parts. 4. Worker tasks. 5. Instrument panel covering station. 6. Final body of cutlass enters. 7. Rubber body cover with wire coat. 8. Final tuning.

Over two hundred robots, the highest number in any GM facility, apply their precise, predetermined winds in the same exact pace—accuracy.

A master body "cube" with a precision scanner, the first to be used in the automobile industry, checks Cutlass' metal surfaces and compares them to a numerically "perfect" Cutlass. It helps ensure that each part, as well as the entire car, is built to the Cutlass master formula for quality.

Down the line, optic laser scanners keep an incredibly close eye

on Cutlass' tight quality tolerance levels throughout manufacture and assembly.

And every electrical device is checked both before and after it goes into Cutlass. Making sure it works the way it was designed to work.

New quality programs, processes and techniques were developed. For instance, to fight off the effects of weather, Cutlass' body is totally drenched in an EPOC bath of rust-resistant primers.

Even a special paint process was added using full-thickness multi-coat high gloss enamels. These "curved" paints are not only more

weather resistant but also more radiant and brilliant to look at... in fully marine perfect.

And to make sure that all of Cutlass' parts meet Cutlass' specifications, "just-in-time" inventory sourcing and statistical process control procedures were instituted.

Automated Guided Vehicle Systems were created—the most sophisticated in North America—to bring parts on moving workbenches to worker teams.

These unique individualized quality worker teams use their training in the new technologies to not only set, but meet Cutlass' world class quality goal.

Now workers who join wheels with tires, assemble engines, bumpers, brakes, rear axles and front suspension systems have greater control over the critical work that they perform.

And when each team's work is finished, it's tested by the workers themselves and their computers to make sure nothing was overlooked.

Even after Cutlass is built, the quality process is further heightened by using Dynamic Vehicle Testing. Here Cutlass is computer directed and monitored on dynamometer rolls. All critical functions are checked to make sure that everything meets Cutlass' world class quality standards.

See, hear and feel Cutlass' quality for yourself.

You can see Cutlass' quality in the eyes, precise fit where trunk lid meets quarter panel, quarter panel meets door, door meets fender, and fender meets hood.

You can get a feeling for Cutlass' quality every time you close its trunk. All it takes is two fingers.

You can hear Cutlass' quality every time you close its doors. Solid.

And if you look closely, you'll notice the little things that add up to quality.

For instance, all of Cutlass' exterior trim is rubber backed so metal never touches metal.

And there are fewer body joints on Cutlass, which mean fewer places where "fit" problems might occur.

Cutlass also makes use of more one-piece component units than ever before. They are held firmly in place thus reducing the chance for annoying rattles to occur. Quiet.



Quality that was designed in... is in fact, built in.

Yes, Cutlass' quality even shows up under its hood. The engine compartment is not only laid out to project a neat orderly appearance, but also to make serviceability a lot easier.

Quality is what makes an Olds worth owning.

Quality is the essential character of the new 1985 Olds Cutlass. But Oldsmobile offers quality in Toronado, Ninety, Eight Regency, Delta 88 Royale, Cutlass Supreme, Cutlass Cruiser, Olds Firenza and our Cruiser wagon.

Patron L. Olds stated our goal best, "to build a carriage in as nearly a perfect manner as possible." And after 87 years we're proud to be living up to those words.

Now we invite you to test drive, inspect, and completely check to your heart's desire the new world class quality of the New Cutlass from Oldsmobile—a car built for the 90s.

Experience for yourself that special feeling of quality that makes this Olds worth owning.

There is a special feel in an



FIRENZA
SX

Get in on
the fun—and
excitement!

The look of youth—with a spirit to match. That's Firenza SX, sleek and sexy, with fold-down rear seat and room for your gear. The fun begins with 2.0-liter I-4 engine with

electronically fuel-injection performance. Its standard running mate is a 4-speed manual transmission with sporty console-mounted shifter. To heighten the action, a 1.8-liter I-4 with

overhead cam and 5-speed or automatic transmission are available. The special feel in this affordable Oldsmobile? It's pure fun. And excitement.





Its twin qualifications: Style and affordability.

Firenza LX Sedan is handsome and sporty—with surprising room that makes it a wise and most affordable choice for today's first families. Full-foam reclining front seats for comfort. Storage pockets in the doors for convenience. Front-wheel drive, rack-and-

pinion steering. MacPherson struts up front for handling. Smooth Oldsmobile ride. Plus a quieting acoustical package to help make it even more a sound value. The sporty Olds Firenza LX Sedan. Include it in your family planning.



When your first Olds is a winner, you come back for more.

Because Firenza models are the most affordable Oldsmobiles, and because they are loaded with quality features, they are often a new-car buyer's first Oldsmobile. Bucket seats, sport console, 4-speed shifter, front-wheel drive and AM radio are all stan-

dard. (Radio may be deleted for credit.) From the fit-and-finish to the impressive fuel economy, every Firenza is built to be a rewarding experience. Oldsmobile is dedicated to the proposition that your first Olds won't be your last.



FIRENZA GT

Its numbers
speak louder
than words.

Acceleration, 0-60... 9.5 seconds* Displacement, 2.8 liters Configuration, V6 Horsepower... 150 at 4800 R.P.M. Lateral acceleration... 0.81g* Tires... 14" Eagle GT Forson bars... 20mm front, 10mm rear Braking... 60-0... 3.58 seconds* The numbers go

on but the joys is this... with 2.8 V6, contoured hood, special grille, GT paint scheme, rally suspension, leather-wrapped steering wheel, special interior, available rear window louvers and more... Firenza GT is one hot number!

*Based on average ground tests.



FIRENZA ES

A sporty way
to tone the
open road.

It's what a sporty, front-wheel-drive road car can be when it's an Oldsmobile. Quick. Agile. Corrozent. With sophisticated blacked-out trim, accent stripes and aerodynamic styling, it has a look all its own. With electronically fuel-injected 1.8-liter overhead

cam engine, corrole-mounted 5-speed shifter, rallye gauges, leather-wrapped steering wheel, 14" Eagle GT tires and more... it has a feel all its own, too. For even more performance, a 2.8-liter multi-port fuel injected V6 is available.





Options and accessories add to the feeling of pride.

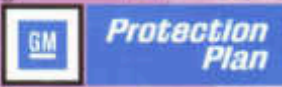
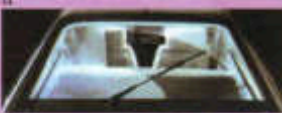


1. Tilt-wheel steering. Adjusts to six different driving positions. Swing us for easy entry and exit. 2. Automatic Cruise Control. Lets you select the cruising speed you want and automatically maintains it. Includes "Resume" and "Accel" features. 3. Illuminated vanity mirror lights at each end when the cover is opened. 4. Add a fresh feeling with a Vista-Vent sunroof. For Sun, Sun and Sun 5. Pulse wiper system. Offers a variety of delay-interval wipers. 6. Dual spot patch mirrors. Driver's side with remote control. 7. Radio availability chart. 8. Electrically-lowered AM/FM stereo cassette with Seek and Scan; plus digital clock. 9. Four-Season air conditioner. Heats, cools, demisters and filters for year-round comfort. 10. Stylish two-tone paint scheme adds a "custom" look to Firenza. Also available on Calais. 11. Trunk luggage rack. Adds a look of distinction and extra-cargo capacity. 12. Rear window wiper/washer. Clears windows quickly on Firenza coupe or wagon. 13. High-visibility mounted stop lamps. Calais. This distinctive eye-level lamp supplements the tail lamp. 14. GM's Protection Plan offers service protection in addition to that provided by GM's Vehicle Limited Warranty. Ask your dealer for details. Coverage available only in U.S. and Canada. *Always drive without it!*



SELECTION	SEVEN-NOV SPECIALIST RANGES	CALAIS	FIRENZA
Decorative Door Panel System	A		
ETS AM/FM Stereo/Cassette/Auto Reverser/Seek & Scan/Chase Repeater/CLK Digital Scan/Display	A		
ETS AM/FM Stereo/Cassette/Auto Reverser/Seek & Scan/ Chase Repeater	A	A	
ETS AM/FM Stereo with Clock	A	A	A
ETS AM/FM Stereo	B	B	B
AM Transistor			

A=Standard, B=Optional, C=Not Available, D=Not Offered, E=Optional, F=Not Offered



Important: A word about this catalog. We have tried to make this catalog as comprehensive and factual as possible, and we hope you find it helpful. However, since the time of printing, some of the information you will find here may have been updated. Also, some of the equipment shown or described throughout this Olds catalog is available at extra cost. Your dealer has details and, before ordering, you should ask him to bring you up-to-date. The right to reserve to make changes at any time, without notice, in prices, colors, materials, equipment, specifications and models. Check with your Olds dealer for complete information.

A word about engines. Some Oldsmobiles are equipped with engines produced at facilities operated by GM car groups, subsidiaries or affiliated companies worldwide. See your dealer for details. Please refer to the "Fuel Economy Estimate Sheet" provided to your dealer for engine source and EPA mileage estimates.

A word about assembly, components and optional equipment in these Oldsmobile products. The Oldsmobiles described in this catalog are assembled at facilities operated by General Motors or GM of Canada. These vehicles incorporate thousands of different components produced by car groups or various component divisions of General Motors and by various suppliers to GM. From time to time during the manufacturing process, it may be necessary, in order to meet public demand for particular vehicles or equipment, or to meet federally mandated emissions, safety and fuel economy requirements, or for other reasons, to produce Oldsmobile products with different components or differently sourced components than initially scheduled. All such components have been approved for use in Oldsmobile products and will provide the quality performance associated with the Oldsmobile name.

With respect to extra-cost optional equipment, make certain you specify the type of equipment you desire on your vehicle when ordering it from your dealer. Some options may be unavailable when your car is built. Your dealer receives advice regarding current availability of options. You may see the dealer for this information. GM also requests that you advise us if the option you ordered is unavailable. We suggest that you verify that your car included the optional equipment you ordered or, if there are changes, that they are acceptable to you.

Standard occupant protection features. Manual lap/shoulder belts for driver and front passenger (driver side includes visual and audible warning system). Manual belts at each rear seat position. Energy-absorbing steering column. Energy-absorb-

ing instrument panel. Energy-absorbing front seat. Laminated safety windshield glass and tempered safety side and rear window glass. Safety interlocking door latches. Passenger guard inside door sills. Handles - inertia-locking, folding front seat backs. Safety armrests. Safety strength seat attachments. Head restraints, driver & right front glass. (adjustable/intrigal)

Standard accident-avoidance features. Side marker lights and reflectors. Parking lamps that illuminate with headlights. Four-way hazard warning flasher. Backup lights. Directional signal control. Windshield defroster, wiper and dual speed wipers. Inside rearview mirror with vinyl-bonded glass. Outside left rearview mirror (right also standard on some models). Brake system with dual master cylinder and warning light. Starter safety switch. Dual action hood latch system. Low glare fresh air instrument panel fan, inside windshield moldings, wiper armholders, metallic steering wheel surfaces. Illuminated rear and defroster controls. Burnished windshield wiper and wiper controls. Tires with built-in tread-wear indicators.

Standard built-in, anti-theft features. Audible reminder for ignition key removal. Anti-theft steering column lock. Visible vehicle identification number.

Every new 1985 Oldsmobile delivered by an Oldsmobile dealer in the United States comes with a one year, \$10,000 new car insurance certificate from PIC General Insurance Corporation at no additional charge. \$10,000 will be paid to the estate of any occupant who suffers fatal injuries as a result of an accident involving that vehicle while wearing a GM seat belt. Buckle up every time you drive.

A word about updated service information. Oldsmobile regularly sends its dealers useful service bulletins about Oldsmobile products. Oldsmobile monitors product performance in the field. We then prepare bulletins for servicing our products better. Now you can get these bulletins, too. Ask your dealer to get ordering information, call toll free 1-800-351-4123.

EBERSOLE PONTIAC, OLDSMOBILE,
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THE 1985 OLDSMOBILES
TORONADO BROOKHAM COUPE
NINETY-EIGHT REGENCY BROOKHAM SEDAN
NINETY-EIGHT REGENCY BROOKHAM COUPE
NINETY-EIGHT REGENCY SEDAN
NINETY-EIGHT REGENCY COUPE
CUSTOM CRUISER
DELTA 88 ROYALE BROOKHAM LS SEDAN
DELTA 88 ROYALE BROOKHAM SEDAN
DELTA 88 ROYALE BROOKHAM COUPE
DELTA 88 ROYALE SEDAN
DELTA 88 ROYALE COUPE

CUTLASS SALON COUPE
CUTLASS SUPREME BROOKHAM COUPE
CUTLASS SUPREME BROOKHAM SEDAN
CUTLASS SUPREME COUPE
CUTLASS SUPREME SEDAN
CUTLASS CRUISER
CUTLASS CIENA BROOKHAM SEDAN
CUTLASS CIENA BROOKHAM COUPE
CUTLASS CIENA LS SEDAN
CUTLASS CIENA LS COUPE

CALAS SUPREME COUPE
CALAS COUPE
FIRENZA SX COUPE
FIRENZA LS SEDAN
FIRENZA COUPE
FIRENZA SEDAN
FIRENZA LX CRUISER
FIRENZA CRUISER

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