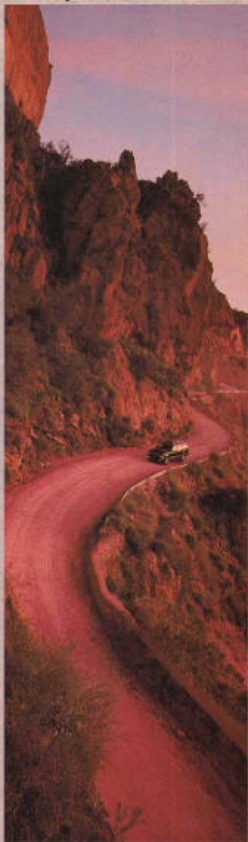


1994

# BRAVADA

*By Oldsmobile*



# B r a v a d a

OUR EDGE. YOUR EDGE. *Three*



THE SAFETY FACTOR. *Five*



INNER SPACE. *Six*



BALANCED PERFORMANCE. *Nine*



SPECIFICATIONS. *Ten*



*The 1994 Oldsmobile Bravada offers all-wheel-drive confidence and versatility, complete passenger comfort and exceptional overall value. The exact traits that make sense for a sport utility vehicle today. Bravada builds its performance around SmartTrak, our advanced, full-time road management system, and bases its high comfort standards around the fact that it's an Oldsmobile... a perfect blend of luxury and mobility. But we don't believe building a great sport utility like Bravada is enough. We believe you ought to get even more for your money. So we offer a value-priced Bravada Special Edition 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 a lot of choices when it comes to buying a sport utility. We invite you to read on and see why we think you should consider Bravada.*



*Bravada in Block.*

YOUR EDGE BENEFITS INCLUDE:

**Guaranteed Satisfaction.**

Not satisfied with your new Bravada? Bring it back within 30 days or 1,500 miles, whichever comes first. You'll receive full credit toward the SmartLease or 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 15,000 emergency facilities nationwide.

**Bumper-to-Bumper Warranty.**

Every part of your new Bravada 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 same-day warranty service, we'll give you a one-way shuttle up to 10 miles. For overnight warranty service, we'll give you a loaner or reimburse you up to \$30 a day for transportation.



*Jim Higgins of Milton, Massachusetts, had a great time skiing until his Bravada keys took a powder. Then Oldsmobile got him moving again quickly, at no charge.*



OUR EDGE. YOUR EDGE.

When you leave a dealership in your new vehicle, you don't want to be forgotten. That won't happen at Oldsmobile. Jim Higgins agrees. In an unsolicited letter, he told us what happened to him: "I had the unfortunate experience of losing my Bravada's keys on the ski slopes of northern New Hampshire. It was a snowy Sunday in a fairly

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

remote section of the state. I prepared myself for the worst: hitching a ride back to Boston. With few alternatives and little hope left, I immediately phoned the free Oldsmobile 800 number and was greeted by Kelly. She did a terrific job locating a locksmith, who arrived 55 minutes later with a new set of keys at no charge. Kelly and Oldsmobile truly made my life immeasurably easier today." Not bad, when all Mr. Higgins really expected was a great sport utility, which, of course, he got. And a lot more.

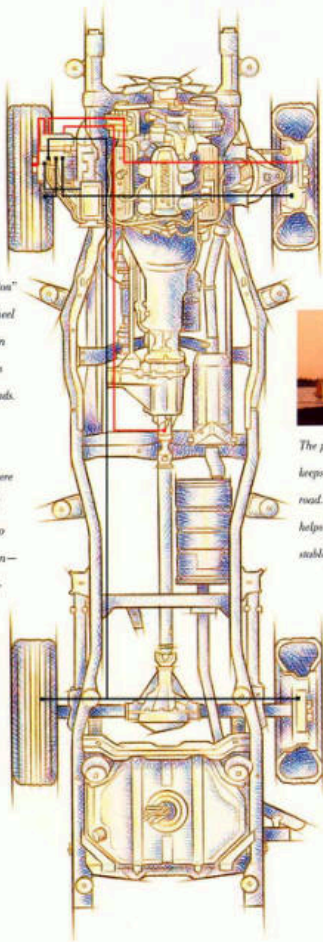
*Letter edited for length and clarity only. Complete letter on file.*



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

Bravada's SmartTrak gives you the confidence to drive in all sorts of weather and road conditions. SmartTrak effectively combines full-time all-wheel drive and four-wheel anti-lock brakes (ABS) to give you sure-footed moving and stopping power. SmartTrak senses road surfaces and automatically adjusts for them. There's no need for you to shift into four-wheel drive as some systems require. And while four-wheel drive vehicles have a fixed front- and rear-wheel power ratio, all-wheel-drive SmartTrak senses if a wheel is slipping and sends torque needed through the viscous clutch assembly to the wheels that are gripping, to give you traction. You never have to think about SmartTrak, just enjoy the traction and control it gives you.

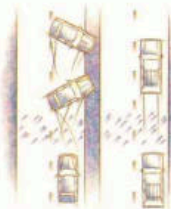
*All-wheel drive is always "on" with SmartTrak, so four-wheel traction is full-time. Bilstein gas-assisted shock absorbers smooth out the roughest roads. The transfer case is automatic—there's no shifting required. Torque is sent where it's most needed. If a wheel slips, power is transferred to the wheels that have traction—you keep moving. The four-speed automatic overdrive transmission is standard.*



*The precise power steering keeps you in touch with the road. The tuned suspension helps maintain a smooth, stable and controlled ride.*

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

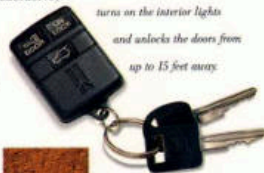
Safety matters. We want to help you avoid accidents in the first place. And help protect you...just in case. So Bravada's SmartTrak road management system, with its all-wheel drive and four-wheel anti-lock brakes, gives you mobility and control. And Bravada's responsive V6 engine power, power steering and exceptional visibility



*Every Bravada has standard four-wheel anti-lock brakes (ABS) to help maintain control by minimizing the chance of wheel lockup and skidding during hard braking.*

can help you react to unforeseen hazards. In the event of the unavoidable, Bravada helps protect you and your passengers. The body is a steel safety cage mounted on a full-frame chassis. Front and rear crush zones help absorb and guide crash energy away from the passenger compartment. The self-aligning steering wheel, a GM exclusive, reduces the chance of injury in a frontal impact. Safety is engineered into every Bravada. Take comfort in it.

*A remote control lock system turns on the interior lights and unlocks the doors from up to 15 feet away.*



*Standard foglights help improve visibility in poor weather conditions.*

*Road surface and weather conditions can change quickly. SmartTrak can adjust to them just as quickly.*



THE SAFETY FACTOR.



#### INNER SPACE

Sitting in a Bravada, you might not realize you're in a sport utility. Its luxury and high level of standard features are more akin to grand touring cars.



*The overhead console houses a digital compass, external temperature readout, twin reading lamps and storage compartments for sunglasses and a garage door opener.*

Reclining front bucket seats with power lumbar support and six-way power driver's seat are standard. Custom leather is available in the seating areas.

Air conditioning, cruise control, power windows and mirrors are also standard. So is the AM stereo/FM stereo with graphic equalizer and auto-reverse cassette. And pulse wipers and defoggers help visibility. You'll choose Bravada for how it handles



*A Delco AM/FM stereo with compact disc player and coaxial speakers is available.*

the outdoors, but you'll love how it presents the indoors.



The center console, standard, includes cup holders, power seat controls and two auxiliary electrical outlets.



*The analog instrument cluster contains oil pressure, coolant temperature and fuel level gauges, voltmeter, trip odometer and an anti-lock brake monitor light.*



#### BRAVADA INTERIOR FEATURES INCLUDE:

- Reclining front bucket seats with power lumbar support and 6-way power driver's seat
- Floor and overhead consoles
- Power windows
- Remote control locks
- Cruise control
- TILT-WHEEL steering
- AM stereo/FM stereo with cassette
- Power tailgate lock release

*Bravada interior with seating areas trimmed in available Dark Charcoal leather.*

BRAVADA STANDARD  
FEATURES INCLUDE:

- 4.3-liter central  
port fuel-injected  
V6 engine
- Electronic 4-speed  
automatic  
transmission
- Full-time all-  
wheel drive and  
anti-lock brakes
- Bilstein gas-  
assisted shock  
absorbers
- Rooftop luggage  
carrier
- Aluminum wheels



Bravada in Bright Red.



BALANCED PERFORMANCE.

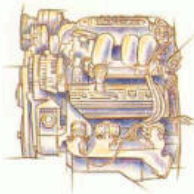
We know why you really want a sport utility: for the performance, the fun, the driving confidence. Rest assured, that's why we built Bravada. The SmartTrak road management system lets you take to the road whenever you want, automatically adjusting for changing road surface conditions. There's lots of muscle. The 200-horse-



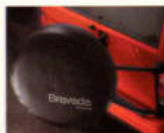
*fold Bravada's rear bench seat down, and there's over 74 cubic feet of space. Enough to load items up to 26 inches long. Might we mention skis and camping gear?*

## Fine, now that I'm really driving a Bravada, what should I expect?

*The powerful 4.3-liter, central port fuel-injected V6 precisely delivers fuel with less complexity than conventional systems.*



power, 4.3-liter V6 engine, matched with the electronic four-speed automatic transmission and its seamless shifting, makes Bravada powerful and responsive. It can even tow up to 5,000 pounds.\* The tuned suspension with gas-assisted shocks front and rear, allows a flat and controlled ride. If you're concerned about the elements, don't be. Bravada has improved protective coatings to fight corrosion on many underbody and underhood components. Plus, Bravada's quiet. Real quiet. One reason is that constant velocity joints are used in the front drive shafts to reduce noise. Bravada's something special. Quietly taking you wherever you want to go.



*The available outside-mounted, swing-away spare tire is easily removable. Exterior mounting provides more interior space.*

\*With available heavy-duty towing package, includes passengers, trailer, cargo and equipment.

Model	Bravado
<b>Standard and Optional Features</b>	
Anti-lock brakes	S
Full-time all-wheel drive	S
Locking rear differential	S
Remote control power door locks	S
Power windows	S
Air conditioning	S
Cruise control	S
Tilt-WHEEL, adjustable steering column	S
Leather-upholstered steering wheel	S
Self-aligning steering wheel	S
Analog instrument cluster	S
Reclining front bucket seats with power lumbar adjustment	S
3-way power driver's seat	S
Folding rear bench seat with center storage	S
Console with cup holders, power seat controls and dual 12-volt outlets	S
Overhead console with compass, outside temperature and reading lights	S
Power outside mirrors	S
Tinted Ray tinted glass in windshield and front doors	S
Deep tint glass in rear doors, cargo area and tailgate	S
Saving-up rear window	S
Side/rear window defoggers	S
Rear window wiper/washer	S
Pulse wipers	S
Front and rear hip-and-shoulder safety belts, without pretension, plus center rear passenger lap belt	S
Assist handles for all seating positions (except driver)	S
RoofRag luggage carrier	S
Foglights	S
Heavy-duty high-capacity battery	S
Day/night mirror with trap lights	S
Tool kit with screwdriver, auxiliary jacks and lighted waxy mirror	S
Covered floor mats	S
Promotive rear cargo rack	S
15" aluminum wheels	S
Full size spare tire	S
All-terrain radial 85W tires	S
White letter all-terrain radial tires	O
Exterior spare tire carrier	O
Electronic instrument cluster, including tachometer and English/metric conversion switch	O
Leather seating area	O
Heavy-duty towing package (3,000 lbs)*, including platform hitch, wiring harness and speed 1.7:1 axle ratio	O
Gold package, including gold tinted exterior emblems and gold tinted aluminum wheels with black ports	O
Tanport black trim	O



Bravado

## Wheels



15" aluminum wheel. Standard.



15" gold tinted aluminum wheel. Included in gold package.



Shown above is the available Bravado gold package, featuring gold-accent exterior emblems and gold tinted aluminum wheels with black ports.

Model	Bravado
<b>Audio Systems</b>	
AM stereo FM stereo with cassette, graphic equalizer and digital clock	S
AM/FM stereo with compact disc and cassette speakers	O
<b>Engineering Features</b>	
Power front disc/rear drum brakes	S
Tuned suspension—Independent front with torsion bars and stabilizer bars, rear semi-elliptic leaf springs—with high-pressure Bilstein gas-assisted shocks	S
Power steering	S
4.3 liter V6 engine with central port injection and 4-speed automatic transmission	S

Engine Specifications	4.3-Liter V6 with Central Port Injection
Displacement	4.3 liter (262 cu. in.)
Engine type	V6
Horsepower	200 @ 4500
Torque	260 @ 3600
Compression ratio	9.3:1
Fuel management	Central port injection
Availability	Standard

Dimensions	
Wheelbase (in.)	107.0
Track, front/rear (in.)	55.6/54.1
Tire size**	P235/75R15
Wheel size	15 x 7
Brake type, front/rear	Disc/Drum
Fuel tank (gals.)	20.0
Length (in.)	172.0
Width (in.)	65.2
Height (in.)	65.5
Weight, curb (lbs.)	4031
Headroom, front/rear (in.)	39.5/38.8
Luggage, front/rear (in.)	42.5/26.5
Shoulder room, front/rear (in.)	53.9/55.6
Seating capacity	5
Cargo capacity (cu. ft.)	74.3/11
Towing capacities, curb to curb (ft.)	30.1

## Cargo Area Dimensions

Floor height from back of front seat to inside of tailgate (in.)	76.1
Minimum horizontal distance from rear seat back to inside of tailgate at floor level (in.)	58.5
Minimum distance between wheelbases at floor level (in.)	39.4
Rear end opening width at back (in.)	48.3
Maximum cargo height (in.)	39.0

S=Standard O=Optional  
 \*Includes passenger, trailer, cargo and equipment.  
 \*\*Maximum C-Quan® AM stress brackets. Must add stress members across the country bracketed in C-Quan, but some do not.  
 †Use chains with your local stations for compatibility.  
 ††Tie chains may cause vehicle damage.

## Exterior Colors



Interior colors: Dark Charcoal, Medium Beige, Dark Blue, Dark Red. Not all interior colors are available in combination with all exterior colors. See your dealer for compatibility.





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