

1994
CUTLASS CIERA
By Oldsmobile



C u t l a s s C i e r a

OUR EDGE. YOUR EDGE. *Three*



SAFETY AND SECURITY. *Five*



ENDURING QUALITY. *Seven*



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During a Cutlass Ciera means meeting a price above. A car you can depend on. In 1994, Cutlass Ciera again offers long-lasting quality, comfort and safety at an agreeably affordable price. Cutlass Ciera models include the Sedan and Cutlass Cruise 5 wagon. Each is an example of refined engineering, inherent reliability and enduring value. And each is a remarkable economy car about the people who produce them. But we don't believe building a great car like Cutlass Ciera is enough. We believe you might to get even more for your money. So we also offer value-priced Cutlass Ciera 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. 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 Cutlass Ciera.



Cadillac Coupe DeVille in Dark Green Gray Metallic

Guaranteed Satisfaction.

Not satisfied with your new

Cadillac Coupe or Cadillac Crossover?

Bring it back within 30 days or
1,000 miles, whichever comes first.

That's because full credit toward
the purchase 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 made through our
network of over 75,000 emergency
technicians nationwide.

Bumper-to-Bumper

Warranty.

Every part of your new Cadillac
Coupe or Cadillac Crossover 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 temporary warranty repairs,
we'll give you a rent way shuttle
up to 30 miles. For overnight
warranty repairs, we'll give you
a loaner or reimburse you up to
\$25 a day for transportation.



*It rained in a deserted parking
garage, Angela Rodriguez of
Huntington Beach, California,
accidentally locked her keys in
her car. Was that a problem?
Not at all, she had the
Oldsmobile Edge.*



OUR EDGE. YOUR EDGE.

When you leave a dealership in your new car,
you don't want to be forgotten. That won't hap-
pen with Oldsmobile. Angela Rodriguez won't
forget. When she locked her keys inside her
Oldsmobile with the engine running, she called
us. As she tells it in her associated letter: "It
was 9:45 p.m. and I was alone in my office parking

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

garage, 30 miles from home. I had never used
Oldsmobile's roadside assistance before and was
hesitant about what to expect. Boy was I sur-
prised! The advice was very polite and sym-
pathetic. Within a few minutes she called me back
with the name of the locksmith and estimated
my waiting time to be 20-25 minutes, but he
arrived in 10 short minutes! This was my first
Oldsmobile, but definitely not my last. Thank
you for your commitment to quality automobiles
and to your commitment to me and all the other
Oldsmobile owners around the world!" Mrs.
Rodriguez got a lot more than a car when she
bought her Oldsmobile. Well, that was the idea.

Based on a true Oldsmobile Edge experience. Letter called for length and
clarity only. Complete letter on file.



Edge benefits listed on
page 2 are included with
new Cadillac Coupe or Crossover
changes. For details, please see
any of our 1,000 Oldsmobile
dealers across the country
or call 1-800-442-OLDS.

Cutlass Ciera
Cutlass Ciera
SAFETY FEATURES
include:

- Driver-side air bag
- 4-wheel anti-lock brakes
- Automatic front lap-and-shoulder belts
- Rear lap-and-shoulder belts
- "Safety cage" passenger compartment construction
- Front and rear crush zones
- Rear end side window defoggers
- Programmable power door locks



Cutlass Ciera 5 in Bright White



SAFETY AND SECURITY.

Safety matters. At Oldsmobile we believe our cars should help you avoid accidents, and also be able to help protect you...just in case. To do that, every Cutlass Ciera has four-wheel anti-lock brakes (ABS) and front-wheel drive to help you maintain control, and power rack-and-pinion steering for better road feel. The suspension pro-



Every Cutlass Ciera has standard computerized anti-lock brakes (ABS) to help you maintain control by minimizing the chance of wheel lockup and skidding during hard braking.

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



A driver-side air bag is standard on Cutlass Ciera. Remember, always wear safety belts even with an air bag.

vides a smooth, stable ride and is matched with a responsive powertrain for effective performance. Just what you need to help deal with the unexpected. The end result is a road-worthy car that gives you driving confidence. Yet, if the unavoidable does happen, Cutlass Ciera can help protect you and your passengers. A driver-side air bag is standard. The unibody structure forms a steel safety cage. Front and rear crush zones help absorb and guide crash energy away from the passenger compartment. And the interior incorporates flame-retardant fabrics and padded surfaces. We've engineered safety and security into every Cutlass Ciera. Knowing that, you can just enjoy this car.



Security also is a key part of safety. The available remote control lock system keeps the interior lights and unlocks the car from up to 15 feet away. Standard power door locks provide added security.



J.W. Masley, GM Quality Network representative, has worked at the Oklahoma City assembly plant since 2004. Today Mr. Masley is part of a labor-management team responsible for maintaining high levels of quality in the Cutlass Ciera plant.



ENSURING QUALITY

Cutlass Ciera's quality comes from a simple concept: teamwork. That's what's letting us reach high quality levels in our Cutlass Ciera plant in Oklahoma City. High enough, in fact, to win industry recognition. To reach these levels, we decided to rethink how we did things. So we brought everybody together: Engineers,

Come on, what's really behind Cutlass Ciera quality?

assemblers, management—everyone had a say. Engineers went on the assembly line, assemblers helped design efficient work areas, programs for better production, like the Quality Network, were set up, and people got excited. They still do. Their work matters to them. Because they know it translates directly into what customers think—and buy. High-quality cars are being built here. In fact, of all the Cutlass Cieras sold in the past eight years, 95% are still on the road! When we asked these people what they'd like to tell you, they said, "We care about the cars we make, about our customers, about what they think. And we'll never build a car we wouldn't buy ourselves." You should see all the Cutlass Cieras in the Oklahoma City parking lot.

*Based upon R. L. Polk & Co. registrations, 1991-1992.



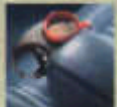
The people we asked to create the plant's high quality in an intelligent work force that knows what competition is. Russell White, second from top, relates the prevailing attitude: "I build a world-class product every day."



HIGHER SPACE



Cadillac's new interior has been selected for convenience and comfort. It's quiet. So people can enjoy the ride and the clarity of the Color AM/FM stereo, the added driving ease. 131 Wheel steering is standard. And thanks to the air conditioning, power windows, rear and side windows, mirrors, and plenty of legroom and storage are provided.



The available center console storage pan on Cadillac's new and classic 3100 series are available and featured features are listed.

The available instrument panel is built for easy reading of gauges and air of controls.



- Cadillac's new interior features:
- Overhead air bag
 - Air conditioning
 - AM/FM stereo
 - Divided bench front seat with optional
 - Power steering with Tilt Wheel
 - Power windows
 - Programmable power door locks
 - Rear end side window
 - Mirrors

Cadillac's new interior is available in Medium Gray.

The picture returns from safety belt system is shown activated 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 costs of monthly payments can be a hassle. So we've taken popular Chevrolet models and equipped them with the features you've told us you want. Then we gave them a special price to give you the best value possible. These are our Special Editions. For details, just see your dealer. You could pay more and get less. Or you could get a Custom Color Limited Edition and a great value. It's your money, but the choice should be clear.



A 200-horsepower V6 engine and electronic four-speed automatic transmission are included in the Custom Color Limited Edition.



- Custom Color Special Edition silver metallic
- 3.1-liter SFI V6 engine
- Electronic 4-speed automatic transmission
- AM/FM stereo with cassette and extended range speakers
- Cruise control
- Power windows
- Dual adjustable power mirrors
- Storage compartment
- Carpeted floor mats



WAGON

If you really want to get your eyes opened about wagons, take a ride in a versatile Cadillac Criterion 5. Because while it's quite impressive carrying cargo, it does a very nice job carrying people, too. Select a spacious two- or three-row interior. You'll have room for six or eight, and standard equipment like air-



lock brakes, air conditioning, power steering and AM/FM stereo. There's also a 3.1 liter 241 V6 engine and electronic



four-speed automatic transmission with the power to tow a weight trailer across America.* When it's loading time, fold down the rear seats, and there are 74 cubic



feet of space waiting to be filled. A hidden compartment under the rear floor adds even more room. Wagons that are safe and comfortable. Obviously. Not a bad idea at all.

*3,000 lb capacity, including passengers, trailer weight and equipment.

The new one wagon has a 4-speed automatic for smooth, easy loading and can be tilted up and out of the way for access steps.

An available retractable cover helps cargo stay out of sight, out of weather, that's best.

When you order the available fold-down third row, you'll also get rear quarter rear window and a storage compartment.



Cadillac Criterion standard features include:

- Detachable air bag
- 4-wheel antilock brakes
- 3.1 liter 241 V6 engine
- Electronic 4 speed automatic transmission
- Front wheel drive
- Air conditioning
- Power door locks and tailgate release
- Light folding rear seat locks
- Rear end side window defogger

Cadillac Criterion 5 available in Maroon Garnet Red Metallic.

When you buy a Cadillac Coupe or Cadillac Sedan, you'll start to realize Oldsmobile isn't just another car company. Our philosophy is different. We know you expect a high-quality car, and that one is far out there by a thousand miles. But we know, believe the way we hear you is just as important as the car you buy. In fact, we know your business depends on that. One expression of our conviction is the Oldsmobile Edge. We not only look out for you, we also look out for you. We know that sometimes things can go wrong. And it isn't right for you, your family, the people who depend on you, to be inconvenienced. So we support you 24 hours a day every day, at no extra charge, and help with your questions, roadside emergencies, emergency service and even things beyond our control. Like towing out of gas or locking your keys in the car. All it takes is a toll-free call to 1-800-443-GLSS. Being a car should be the start of your relationship with a car company, not the end. We have a right to expect more. At Oldsmobile, we're delivering it.



FOR OCCUPANT PROTECTION:

- Supplemental inflatable restraint
- Automatic lap/shoulder belts, three-point passenger and driver air bags
- Manual inflatable safety belts, without rear seat position
- Manual lap safety belts, center seat position
- Energy-absorbing steering column
- Energy-absorbing instrument panel
- Laminated windshield glass, urethane bonded
- Tempered safety glass side and rear windows
- Interlocking door latches
- Side-impact door beams
- Rearcrossed-hitch door lock bodies
- Safety mirrors
- Head restraints, front adjustable
- Dual sun visors
- Breakaway brake master-cylinder
- Security door locks and door-rotation components
- Automatic door locking system
- Front and rear crash zones
- Precast lock refinisher cap

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FOR ACCIDENT AVOIDANCE:

- Side marker lamps and reflectors
- Parking lamps
- Four-way hazard warning flashers
- Backup lamps
- Center, high-mounted stop lamp
- Brakelamp signal control
- Windshield defogger, wiper and multi-speed wipers
- Inside day/night mirror-mirror
- Outside mirror-mirror
- Brake system with dual master-cylinder plus warning light
- Anti-lock brakes
- Driver safety switch
- Dual action head lamps (rear opening)
- Low-glide front (rally windshield wipers, wiper arms and blades)
- Safety steel wheel rims
- Tire with built-in load-sensometer

• Illuminated brake and defogger controls

- Pressure relief fuel cut
- Audible tire brake lining wear indicators
- Electric rear window defogger
- Day-wearing light reflector

FOR FUEL ECONOMY:

- Fuel-injection timing control lock
- Remote fuel-air valve release
- Under-vehicle-debris-removal
- Low-inertia V6 pistons
- Hooked body parts (where applicable)

IMPORTANT WORDS ABOUT THE CHASIS:

- We have tried to make it as comprehensive and factual as possible. We cannot be held responsible for changes of any kind, without notice, in price, color, material, equipment, specification, models and availability. Some items which may have been included since the time of printing, please check with your Oldsmobile dealer for complete details.
- A WORD ABOUT FINISHES: Oldsmobiles are equipped with engines produced by different operating units of General Motors. In addition to suppliers to GM worldwide.
- A WORD ABOUT ASSEMBLY: Oldsmobiles are assembled by different operating units of General Motors. In addition to suppliers to GM worldwide. We sometimes find it necessary to produce Oldsmobiles with different or differently sourced components than originally scheduled. All such components have been approved for use in Oldsmobiles and will provide

the quality performance associated with the Oldsmobile name. Since some options may be unavailable when your vehicle is assembled, we suggest that you verify that your vehicle includes the equipment you ordered or, if these are changes, that they are acceptable to you.

• A WORD ABOUT UPDATED SERVICE INFORMATION: Oldsmobile regularly sends its dealers useful service bulletins about Oldsmobile products. Oldsmobile maintains product performance in the field. We then prepare bulletins for servicing our products better. Now you can get these bulletins. Ask your dealer to get ordering information, call toll-free 1-800-551-4323.

• A WORD ABOUT CORROSION PROTECTION: Oldsmobiles are designed and built to resist corrosion. All body sheet metal components are wax-treated against rust-through from corrosion for six years/100,000 miles. There is also no sacrifice for rust-through repairs. Application of additional rust-inhibiting material is not required under the corrosion coverage.

• A WORD ABOUT WARRANTY: The GM 3-year/36,000-mile Bumper-to-Bumper Warranty covers repairs for any new Oldsmobile, including labor and parts, to correct any defect in material or workmanship occurring during the warranty period. The complete vehicle (except tires, which are covered by their manufacturer) will be covered for three years or 36,000 miles, whichever comes first, with no deductible charges. See your Oldsmobile dealer for terms of these limited warranties.

The 1994 Oldsmobile lineup offers a wide choice of models. An every-driving need. There's something in it for everyone.



ROYALE



CUTLASS SEDAN



CUTLASS SUPREME



EIGHTY FOUR



EIGHTY SIX



NINETY SIX



BREAKER



DELTA



AURORA

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