

The 1996
CIERA





Comfort and convenience.

SERIES I — Standard features include a fuel-injected 2.2-liter engine, 3-speed automatic transmission, anti-lock brakes, driver air bag, power rack-and-pinion steering, air conditioning, automatic programmable power door locks, power front seat recliners, TILT Wheel adjustable steering column and an AM/FM stereo with cassette player.



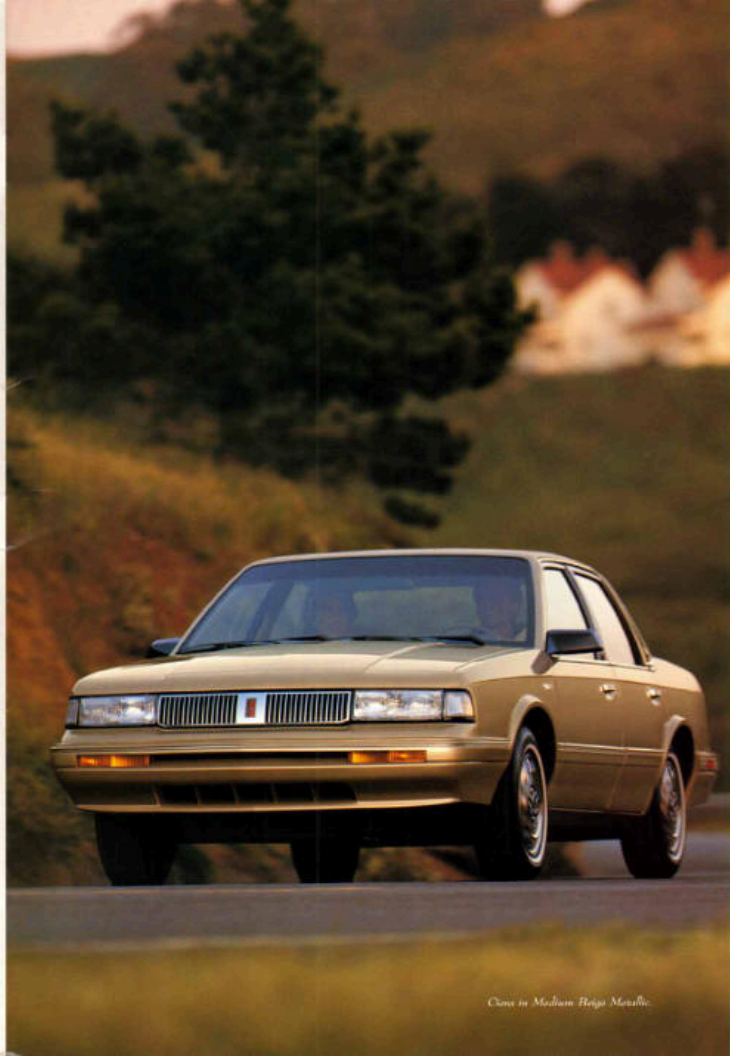
Power and luxury.

SERIES II — Additional standard features include a powerful fuel-injected 3100 SFI V6 engine, 6-speed electronic-shift automatic transmission, power windows, cruise control and power outside mirrors. Available equipment includes a remote-control keyless entry system, 6-way power driver's seat and aluminum wheels or wire wheel covers.



Roominess and versatility.

WAGON — Provides all the comfort and luxury features of the Series II model and also offers standard split-folding rear seat back, rear-facing third seat, rooftop luggage carrier, rear-quarter vent windows, rear-window air deflector and a power tailgate lock release.



STRAIGHTFORWARD BUYING

UNDERSTAND YOUR BUYING

POWER TO BUY YOUR OWN

BY PACKAGING THE MOST

POPULAR FEATURES INTO

TWO CONVENIENCE

SERIES FOR THE DRIVE AND

ONE FOR YOUR BUDGET.

THERE'S NO NEED TO WALK

THROUGH ANOTHER LINE OF

OFFERS. WHY TO MAKE IT

EASIER STILL, UNDERSTAND

YOUR OWN BUYING AND

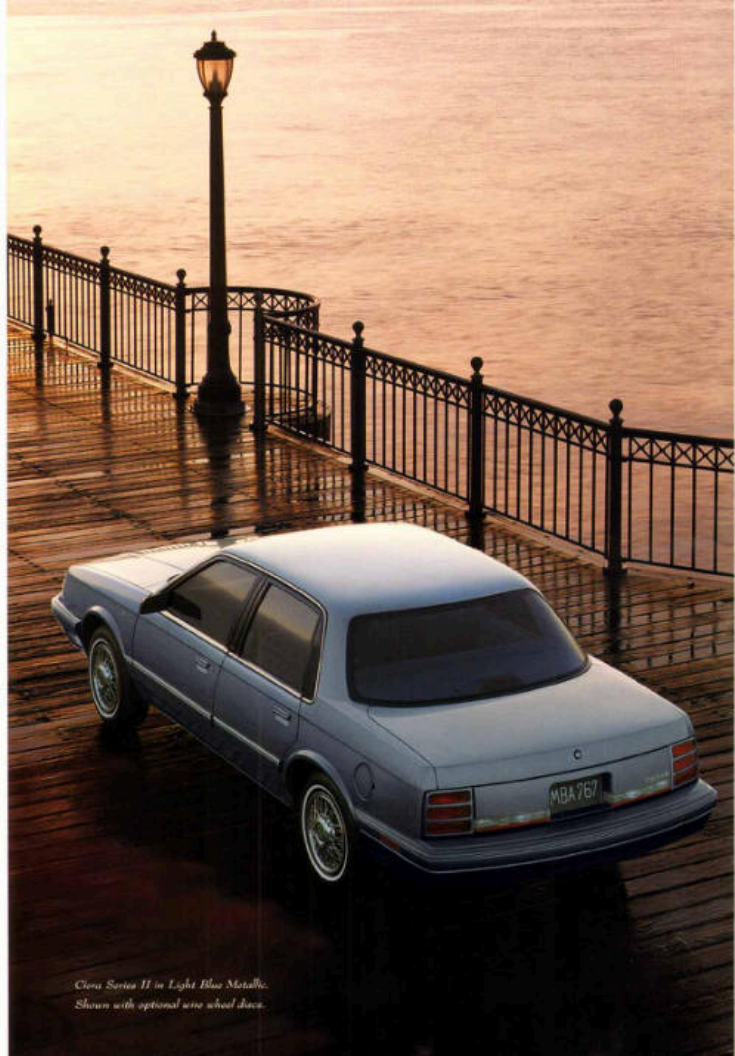
STRAIGHTLY THROUGH TO

WHERE YOUR QUESTIONS

AND MORE CAN BE ANSWERED

EFFICIENTLY AND AFFORDABLY.

Cadillac in Medium Heavy Metallic.



*Ciera Series II in Light Blue Metallic.
Shown with optional wire wheel discs.*

A durable car built for the long run.



Roomy, functional and equipped with the powerful 3100 SFI V6 engine, the Ciera Series II sedan provides an ideal combination of spirited driving and affordable luxury.

With over two and a half million sold to date, you know Ciera is designed so you can depend on it. The new 1996 Ciera is no exception, combining the best of the latest automotive technology with proven reliability and exceptional value. And with its low-maintenance engines and wealth of standard features, you'll value your Ciera for many years to come.



The Ciera Wagon is not just ready for the long run but for the long haul as well. It has enough room for eight occupants or an impressive 74 cubic feet of cargo space with the rear seats folded.



STRAIGHTFORWARD BUYING

OLDSMOBILE IS MAKING IT EASIER TO BUY YOUR CIERA BY PACKAGING THE MOST POPULAR FEATURES INTO TWO COMPREHENSIVE SERIES FOR THE SEDAN AND ONE FOR CIERA WAGON. THERE'S NO NEED TO WADE THROUGH ENDLESS LISTS OF OPTIONS. AND TO MAKE IT EASIER STILL, OLDSMOBILE SALES CONSULTANTS ARE SPECIALLY TRAINED TO ANSWER YOUR QUESTIONS AND MAKE YOUR BUYING EXPERIENCE ENJOYABLE.

Loaded with space and features, Ciera is
designed for driving comfort.



ECOLOGICALLY SOUND
GENERAL MOTORS IS
COMMITTED TO THE NATURE
CONSERVANCY* AND ITS
WORK OF PROTECTING
NATURAL HABITATS. GM
CONTRIBUTES GENEROUSLY
TO THE CONSERVANCY'S
EFFORTS AND DOES ITS
SHARE TO PROTECT THE
ENVIRONMENT BY USING
CFC-FREE REFRIGERANT
AND THE LATEST ON-BOARD
DIAGNOSTIC SYSTEM (OBDII)
TO HELP REDUCE
ENGINE EMISSIONS.

Whether you're behind the wheel or in the rear seat,
you'll find Ciera's interior comfortable, quiet and
roomy enough for six adults. The divided bench
front seat has power recliners on both sides and a
center storage armrest that folds back for 3-across
seating. Even getting into the Ciera is a comfortable experience,



Standard power door locks
add a measure of
convenience and safety.

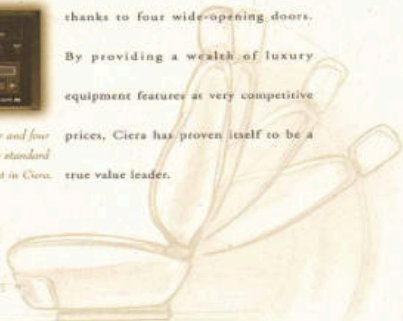


An AM/FM stereo with cassette player and four
extended-range speakers is part of the standard
equipment in Ciera.

thanks to four wide-opening doors.

By providing a wealth of luxury
equipment features at very competitive

prices, Ciera has proven itself to be a
true value leader.



Standard front-seat power recliners
feature control buttons conveniently
located at the front of the seat.

Inside every Ciera you'll find a comprehensive level of standard
features that include easy-to-read analog gauges, air conditioning,
illuminated entry/exit system, TILT Wheel adjustable steering column,
dual cupholders, pulse wipers and a rear-window defogger.



CORROSION PROTECTION
TO PROTECT A CAR'S
WARRANTY DEFENSE LIFE,
Ciera's UNDER-BODY PROTECTANT
AND DEFENSE TREATMENT
RESIST CORROSION IN
ADVERSE WEATHER CONDITIONS.
WATER-RESISTANT FINISHES
PROTECT AGAINST THE WEATHER
WEAR AND TEAR THAT
PREPARE YOUR INVESTMENT.
ADD YOUR TIGHT-FITTING
OIL PAN, UNDER-SEAL
CONSOLE AND A LIMITED
WARRANTY TO YOUR Ciera.
PROTECT YOUR INVESTMENT.

Ciera Series II in Medium Beige cloth.



Ciena Series II in Medium Beige cloth.



ECOLOGICALLY SOUND

GENERAL MOTORS IS COMMITTED TO THE NATURAL ENVIRONMENT AND THE WORK OF PROTECTING NATURAL RESOURCES. GM CONTINUOUSLY INVESTS IN THE ENVIRONMENT THROUGH PROGRAMS THAT HELP US MAKE TO PROTECT THE PERFORMANCE OF OUR PRODUCTS THROUGH THE LATEST DESIGN AND THE LATEST MATERIALS TO HELP REDUCE ENGINE EMISSIONS.



SUPERIOR PROTECTION

TO INSURE A LONG, DURABLE RIDE, ALL GM VEHICLES ARE DESIGNED TO WITHSTAND EXCESSIVE WEAR AND TEAR. ADDITIONAL ANTI-CORROSION MATERIALS ARE APPLIED THROUGHOUT THE VEHICLE TO PROTECT FROM RUST, HOLES AND FOLDING. AND FOR YOUR PEACE OF MIND, GM IS COVERED BY A LIMITED 5-YEAR/100,000-MILE BODY CORROSION WARRANTY.

Class in Modern Range Metals.

ECOLOGICALLY SOUND
 GENERAL MOTORS IS
 COMMITTED TO THE FUTURE
 CONCERNED? AND ITS
 WORD OF PROTECTING
 NATIONAL WILDLIFE, SHE
 CONTRIBUTED GENEROUSLY
 TO THE CONSERVATION'S
 PARTNER AND TOOK THE
 LEAD TO PROTECT THE
 ENVIRONMENT BY USING
 SAFER, NON-TOXIC
 AND THE LATEST INNOVATIVE
 POLLUTION CONTROL SYSTEMS
 TO MEET REGULATORY
 REQUIREMENTS.



Ciera Series II in Light Blue Metallic. Shown with optional wire wheel discs.

Performance and reliability you can depend on.



The 3100 SFI V6 engine is a model of power and reliability. Sequential port fuel injection ensures efficiency.

The 1996 Ciera inherits Oldsmobile's enviable history of long-lasting dependability and proven performance. In fact, 95% of all Cieras sold in the last eight years are still on the road.* So, whichever model you choose — Series I, Series II or the Ciera

Wagon — Oldsmobile reliability is evident in features like platinum-tipped spark plugs, which provide 100,000-mile tune-up intervals. The 160-horsepower 3100 SFI V6 engine in Series II and Wagon models includes long-life coolant and "filled for life" automatic transmission fluid for responsive power as well as years of reliable, low-maintenance performance.



The stainless steel exhaust system will resist rust and corrosion longer than conventional systems and reduce maintenance costs over the life of the vehicle.

*R.L. Polk registrations, 1987-1994.

Standard Ciera features that contribute to performance and reliability include a 2.2-liter engine and 3-speed automatic transmission in Series I, and a 3100 SFI V6 engine and 4-speed electronic-shift automatic transmission in Series II and the Wagon. All models feature power rack-and-pinion steering, on-board diagnostic system (OBD-II) and a maintenance-free battery.



KORROSION PROTECTION
 TO ENSURE A LONG,
 DURABLE SERVICE LIFE,
 CIERA OUTER BODY PANELS
 ARE DESIGNED TO BETTER
 RESIST CORROSION. IN
 ADDITION, ANTI-CORROSION
 MATERIALS ARE APPLIED
 THROUGHOUT THE VEHICLE
 IN AREAS THAT TEND TO
 TRAP AND HOLD MOISTURE,
 AND FOR YOUR PEACE
 OF MIND, CIERA IS
 COVERED BY A LIMITED
 5-YEAR/100,000-MILE RUST*
 THROUGH WARRANTY.

Ciera Equipment

SAFETY AND SECURITY		EXTERIOR (SEAT)	
SERIES	I II WGN	SERIES	I II WGN
Anti-lock power front disc/rear drum brakes	■ ■ ■	Rear-quarter vent windows	— — —
Brake/transmission shift interlock	■ ■ ■	Rear-window air deflector	— ■ ■
Driver air bag	■ ■ ■	Rear-tray luggage carrier	— ■ ■
3-point front and rear outboard safety belts, plus front and rear center lap belts, plus dual lap belts on wagon third seat	■ ■ ■	COMFORT AND CONVENIENCE	
Automatic programmable power door locks	■ ■ ■	Air conditioning with CTC-free refrigerant	■ ■ ■
Remote-control lock/unlock entry system	■ ■ ■	TILT/TELE adjustable steering column	■ ■ ■
Illuminated entry/exit system	■ ■ ■	Urethane control	■ ■ ■
Halo-gen headlamps	■ ■ ■	Power windows with driver's auto-down	■ ■ ■
Side and electric rear window defoggers	■ ■ ■	Analog gauge cluster	■ ■ ■
Dual power outside mirrors	■ ■ ■	Front storage console with dual cupholders	■ ■ ■
MECHANICAL		Slip pockets in front doors	■ ■ ■
2.3-liter 4-cylinder engine with multipoint fuel injection	■ ■ ■	Lighting package includes dual/dual reading, glow plug, sidestay and underhood lamps, plus trunk lamp or reflector	■ ■ ■
3100 RPM V6 engine	■ ■ ■	Inside luggage storage	■ ■ ■
3-speed automatic transmission	■ ■ ■	Dual covered rear vanity mirrors	■ ■ ■
4-speed electronic-shift automatic transmission	■ ■ ■	Headlamp and turn signal reminder chimes	■ ■ ■
Power-wheel drive	■ ■ ■	Inside hood release	■ ■ ■
Power lock and mirror steering	■ ■ ■	Cargo area lamp	■ ■ ■
On-board diagnostic system (OBD-II)	■ ■ ■	Power tailgate lock release	■ ■ ■
Stainless steel exhaust system	■ ■ ■	AUDIO SYSTEM	
Maintenance-free battery	■ ■ ■	Delco ETR AUDIO5 stereo with cassette, AM/FM, automatic tone control and digital clock	■ ■ ■
Engine block heater	■ ■ ■	Fourteen-speaker fixed-mount stereo	■ ■ ■
EXTERIOR		SEATING AND TRIM	
14-inch wheels with hub-on wheel discs	■ ■ ■	254S divided bench front seat with manual adjustment and power reclining seat bases	■ ■ ■
14-inch steel wheel discs	■ ■ ■	6-way power driver's seat	■ ■ ■
14-inch aluminum wheels	■ ■ ■	Front and rear carpeted floor mats	■ ■ ■
P185/70R14 all-season radial tires, steel sidewall	■ ■ ■	Soft-falling rear seat back	■ ■ ■
P185/75R14 all-season radial tires, black sidewall	■ ■ ■	Non-facing third seat	■ ■ ■
P195/75R14 all-season radial tires, steel sidewall	■ ■ ■	Standard ■ Optional ■ Not available	
P195/75R14 all-season radial tires, black sidewall	■ ■ ■	Three-side mirror, passenger side mounted on Series I	■ ■ ■
Red, side moldings	■ ■ ■	Available and available only with 3100 RPM engine	■ ■ ■
Soft-Ray tinted windows	■ ■ ■	Includes P185/75R14 black sidewall all-season tires	■ ■ ■
Flux stripes	■ ■ ■	Wagon 3100 RPM engine	■ ■ ■

Color Combinations

EXTERIOR COLORS	INTERIOR CLOTH COLORS			
	BLUE	LIGHT GRAY	DARK RED	MEDIUM BEIGE
Medium Gray Metallic (H)	■	■	■	■
Bright White (H)	■	■	■	■
Dark Green Gray Metallic (S)	■	■	■	■
Naham Blue Metallic (30)	■	■	■	■
Light Blue Metallic (35)	■	■	■	■
Dark Blue Metallic (39)	■	■	■	■
Medium Green Gray Metallic (47)	■	■	■	■
Medium Beige Metallic (49)	■	■	■	■
Red Metallic (52)	■	■	■	■
Dark Red Metallic (57)	■	■	■	■



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

Ciera Specifications

EXTERIOR DIMENSIONS			CAPACITIES		
BODY STYLE	SEDAN	WAGON	BODY STYLE	SEDAN	WAGON
Length (in)	193.2	195.4	Seating capacity (passenger)	5	8
Wheelbase (in)	104.9	104.9	Trunk volume (cu ft)	15.8	—
Width (in)	69.5	69.5	Maximum cargo volume (cu ft)	—	78.4
Height (in)	54.1	54.5	Trunk opening width (in, at full)	—	49.4
Curb weight (lb)	2733	3220	Trunk opening height (in)	—	28.7
Tread width, front/rear (in)	58.7/57.0	58.7/57.0	Fuel capacity (gal)	16.6	16.2
Towing capacity (lb, curb-to-curb)	38.1	38.1	POWER TRAINS		
INTERIOR DIMENSIONS					
Headroom, front/rear (in)	38.6/38.3	38.6/38.9	ENGINES		
Legroom, front/rear (in)	43.1/35.9	43.1/34.7	22-LITER 4-CYL 3100 RPM V6		
Shoulder room, front/rear (in)	55.9/36.0	56.2/36.2	Displacement	2.2 liter/131 cu in	3.1 liter/191 cu in
EPA ESTIMATED FUEL ECONOMY					
2.3 liter 4-cylinder (mpg, city/hwy)	28/32		horsepower	120 @ 5200 rpm	166 @ 5200 rpm
3000 RPM V6 (mpg, city/hwy)	20/29		torque (lb-ft)	110 @ 4000 rpm	185 @ 4000 rpm
			Fuel delivery	Multiport fuel injection	Sequential port fuel injection
			Transmission	3-speed automatic	4-speed electronic-shift automatic

A Word about Oldsmobile

THE GM CARD

Every time you see the red-on-red GM MasterCard, GM will credit 5% of your purchase toward buying or leasing a new Oldsmobile. It could mean saving hundreds, even thousands, of dollars. Call 1-800-GM-CARD for more information, including annual limits and restrictions.

Visit participating GM dealers for up to 10% to GM Card savings on eligible parts and service transactions. Call 1-800-445-5000 for more information.

SMART LEASE BY GMAC
Smart Lease lets qualified customers pay for the portion of the vehicle they 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 over often or drive a higher priced model. Ask your Oldsmobile retailer for more information.

FOR OCCUPANT PROTECTION

- Driver's Supplemental Inflatable Restraint • Automatic lap/shoulder safety belts, driver and right front passenger • Manual lap/shoulder safety belts, outboard second position • Manual lap safety belts, center seat positions and wagon third seat • Safety belt use reminder system • Energy-absorbing steering column • Energy-absorbing instrument panel • Laminated windshield glass, urethane bonded • Temporary safety glass, side and rear windows • Intruding door latch • Side door beams • Three-pointed metal door lock handle • Safety anchors • Head restraint, front adjustable, driver and right front passenger • Dual sun visors • Break-away inside rearview mirror • Security door locks and door retention components • Automatic door locking system • Front and rear crash seats • Passenger lock indicator cap • Passenger relief lap cap

FOR CRASH AVOIDANCE

- Side marker lamps and reflectors • Parking lamps • 4-way heated steering wheel • Backup lamps • Corner light-recessed moldings • Directional signal control • Windshield defroster, wiper and multi-speed wipers • Inside daylight rearview mirror • Outside rearview mirror • Brake system with dual master cylinder plus warning light • Anti-lock brakes • Brake safety switch • Dual-actuator hood latch (front opening) • Low-fuse fuses (inside windshield moldings, wiper motor and horn) • Safety seat and child seats • Tires with built-in road wear indicators • Illuminated brake and defogger controls • Brake/ transmission shift interlock • Audible gas brake lamp wear indicators • Electric rear window defogger • Door warning light/reflectors

FOR THEFT DETERRENCE

- Theft-deterrent steering column lock • Theft-deterrent key locking system • Ignition key removal audible reminder • Remote inside hood release • Vehicle identification number • Laser-etched VIN plate

IMPORTANT WORDS ABOUT THIS CATALOG

We have tried to make this catalog as complete, accurate and factual as possible. We reserve the right, however, to make changes at any time, without notice, in price, color, materials, equipment, specifications, models and availability. Since some information may have been updated since the time of printing, please check with your Oldsmobile retailer for complete details.

A WORD ABOUT ENGINES
Oldsmobiles are equipped with engines produced by different operating units of General Motors. We substitute or replace to GM worldwide.

A WORD ABOUT ASSEMBLY
Oldsmobiles are assembled by different operating units of General Motors. Its substitution or supplies to GM worldwide. Oldsmobile incorporates thousands of components produced by different operating units of GM. Its substitution or supplies to GM worldwide. We sometimes find it necessary to produce Oldsmobiles with different or differently named 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 there are changes, that they are acceptable to you.

A WORD ABOUT UPDATED SERVICE INFORMATION
Oldsmobile regularly sends its retailers useful service bulletins about Oldsmobile products. Oldsmobile receives product performance in the field. We thus prepare bulletins for servicing our products here. Now you can get these bulletins, too. Ask your retailer. To get updating information, call toll-free 1-800-555-4123.

A WORD ABOUT CORROSION PROTECTION
Oldsmobiles are designed and built to meet corrosion. All body sheet metal components are welded against rust through their entire lives for as many as 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 under the corrosion coverage.

A WORD ABOUT WARRANTY
The GM 3-year/50,000-mile Bumper-to-Bumper Limited Warranty covers the complete vehicle will be covered for three years or 50,000 miles, whichever comes first, with no deductible charges. See your Oldsmobile retailer for terms of these limited warranties.



OWNER AFTERCARE

IN ADDITION TO OUR

3-YEAR/50,000-MILE

WHICHEVER COMES FIRST,

BUMPER-TO-BUMPER LIMITED

WARRANTY, WE ALSO OFFER

COURTESY TRANSPORTATION,

FIVE TRIP ROUTING AND

24-HOUR ROADSIDE

ASSISTANCE BY CALLING

1-800-445-OLDS,

AT OLDSMOBILE, WE'RE

COMMITTED TO YOUR

SATISFACTION LONG AFTER

THE PURCHASE OF

YOUR CAR.

The 1996
OLDSMOBILES



Aera



Cirra Sedan



Ninety Eight



Cirra Wagon



ESS



Achieve Sedan



Eighty Eight



Achieve Coupe



Cutler Supreme Sedan



Silhouette



Cutler Supreme Coupe



Bravada

