

1995 Eighty Eight



by Oldsmobile

— YOU SHOULDN'T HAVE
TO GIVE UP ROOM AND
COMFORT SIMPLY BECAUSE
YOU DEMAND VALUE.

If you've been comparing contemporary "full-size" sedans, and are wondering where all the size and comfort went, we invite you to consider the 1995 Eighty Eight. → This thoughtfully engineered, powerfully responsive sedan is large — where it counts. In addition to a long list of standard comfort and convenience features, you'll find spacious seating for six adults and a trunk big enough to hold family-size cargo. Of course, you'll also enjoy the smooth, quiet ride that you've come to expect from an Eighty Eight. → Another thing that will make you feel comfortable is the Eighty Eight's sticker price. For 1995, we offer you two competitively priced models: the Eighty Eight Royale and Eighty Eight Royale LS. → No matter which model you choose, you'll get a comfortable full-size sedan with plenty of standard features that are high-cost options on many other cars. So you'll get luxury without paying a premium — exactly the kind of value you want from your next new car.

EIGHTY EIGHT offers a TOUCH OF LUXURY,
without the luxury-car price.



Eighty Eight Royale in Light Gray Metallic.

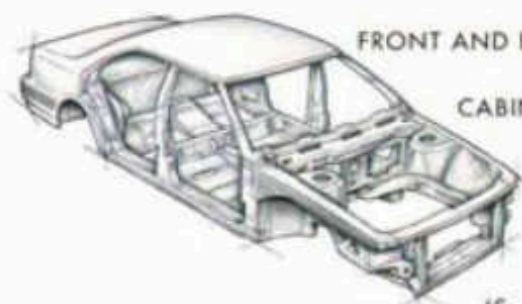


Eighty Eight Royale in Beige Metallic.

STOP

The Safety Factor

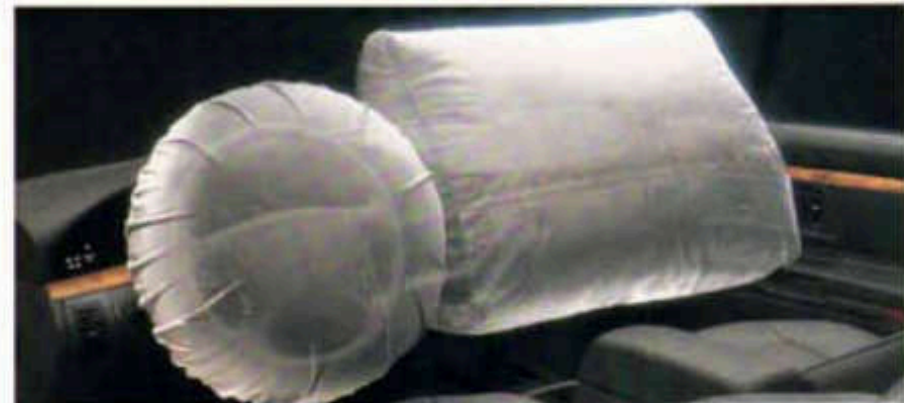
WE KNOW SAFETY MATTERS TO YOU AND YOUR FAMILY. WHICH IS WHY EIGHTY EIGHT IS ENGINEERED TO HELP YOU **PREVENT** AN ACCIDENT. FOUR-WHEEL ANTI-LOCK BRAKES AND POWER RACK-AND-PINION STEERING HELP YOU MAINTAIN CONTROL, WHILE FRONT-WHEEL DRIVE AND 4-WHEEL INDEPENDENT SUSPENSION GIVE YOU SURE-FOOTED TRACTION AND STABILITY. OF COURSE, EIGHTY EIGHT IS ALSO ENGINEERED TO HELP **PROTECT** YOU IF A COLLISION OCCURS. DUAL AIR BAGS ARE STANDARD. A UNIBODY STRUCTURE FORMS A STEEL SAFETY CAGE WITH



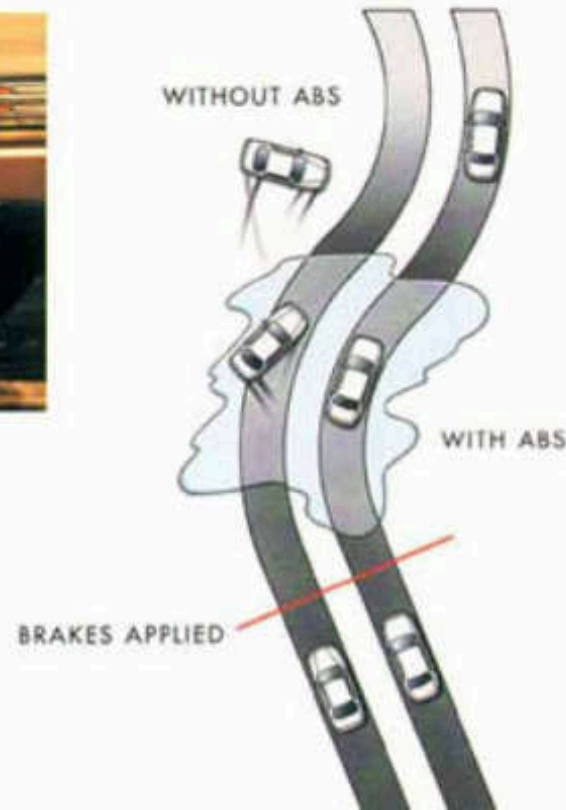
FRONT AND REAR CRUSH ZONES TO HELP ABSORB AND GUIDE CRASH ENERGY AWAY FROM THE PASSENGER CABIN. IN ADDITION, FLAME-RETARDANT FABRICS AND IMPACT-ABSORBING PADDED SURFACES HAVE BEEN DESIGNED INTO THE INTERIOR. GM-EXCLUSIVE CHILD COMFORT GUIDES LET YOU ADJUST THE OUTBOARD REAR SAFETY BELTS TO BETTER FIT SMALL CHILDREN. AND SINCE SECURITY IS ALSO AN IMPORTANT PART OF SAFETY, EIGHTY EIGHT IS EQUIPPED WITH REAR DOOR CHILD-SECURITY LOCKS, REMOTE-CONTROL KEYLESS ENTRY AND A PASS-KEY VEHICLE SECURITY SYSTEM.

*Eighty Eight is designed to help you **PREVENT** an accident, and to help **PROTECT** you when a collision is unavoidable.*

Eighty Eight features standard dual air bags. Remember, you should always wear safety belts, even with air bags.



Available electronic traction control helps the driver maintain control and stability on slippery surfaces by automatically modulating the brakes and throttle to minimize the chance of wheelspin.



A computer-controlled 4-wheel anti-lock braking system (ABS) is standard on every Eighty Eight. ABS helps the driver maintain steering control by minimizing the chance of wheel lockup and skidding when braking.



Eighty Eight Royale in Dark Green Gray Metallic.

Performance

UNDER THE HOOD OF THIS FULL-SIZE SEDAN IS A FULL-SIZE ENGINE: THE WORLD-CLASS 3800 SERIES II V6. FURTHER REFINED FOR 1995 TO RUN SMOOTHER AND MORE EFFICIENTLY, THIS DURABLE ENGINE NOW DELIVERS 205 HORSEPOWER AND 230 LB-FT OF TORQUE. YET ITS SWIFT AND SEEMINGLY EFFORTLESS ACCELERATION ISN'T AT THE EXPENSE OF FUEL ECONOMY: THE EPA ESTIMATED MILEAGE IS 19 MPG CITY AND 29 MPG HIGHWAY. THE ENGINE IS MATCHED TO A 4-SPEED ELECTRONIC AUTOMATIC TRANSMISSION THAT IS SO PRECISE, IT SHIFTS ALMOST IMPERCEPTIBLY. OF COURSE, EIGHTY EIGHT'S RIDE, COMFORT AND HANDLING ARE EQUALLY IMPRESSIVE, THANKS TO 4-WHEEL INDEPENDENT SUSPENSION AND POWER RACK-AND-PINION STEERING THAT ARE RESPONSIVE TO BOTH THE ROAD AND DRIVER INPUT.

Eighty Eight's PERFORMANCE features were engineered to achieve a specific goal: your total driving SATISFACTION.



Take the proven technology of the 3800 V6 engine, increase the horsepower, torque and fuel economy, and the result is the extraordinary new 3800 Series II V6 engine. Peak output is now 205 horsepower and 230 lb-ft of torque.

Comfort and Convenience

THE EIGHTY EIGHT'S INTERIOR OFFERS GENEROUS HEADROOM AND LEGROOM FOR SIX ADULTS. BUT WHAT MAKES EIGHTY EIGHT SO COMFORTABLE ISN'T SIMPLY A MATTER OF ROOM. IT'S THE WAY THE INTERIOR IS THOUGHTFULLY DESIGNED TO MEET ALL OF YOUR DRIVING NEEDS. FOR EXAMPLE, THE PASSENGER CABIN IS EXCEPTIONALLY QUIET AND THERE'S AN 8-WAY POWER DRIVER'S SEAT THAT LETS YOU FIND A SEATING POSITION TO SUIT YOU PERFECTLY. AFTER YOU'VE ADJUSTED THE TILT-WHEEL STEERING TO YOUR DRIVING PREFERENCE, YOU'LL FIND THAT CONTROLS FOR THE POWER WINDOWS, DOOR LOCKS AND DUAL POWER OUTSIDE MIRRORS ARE RIGHT AT YOUR FINGERTIPS AND EASY TO OPERATE. FOR YOUR CONVENIENCE, THE FRONT CENTER ARMREST INCLUDES DUAL CUPHOLDERS AND A STORAGE COMPARTMENT, AND TO KEEP THE INTERIOR COMFORTABLE, THE EIGHTY EIGHT FEATURES SOLAR-CONTROL GLASS AND AN AIR CONDITIONING SYSTEM THAT USES CFC-FREE REFRIGERANT.

The Eighty Eight is a sedan that is WELL-EQUIPPED to satisfy your DESIRE for comfort, convenience and style.

The control for the standard 8-way

power driver's seat is shaped like the seat itself. Just push it in the direction you want the seat to adjust.



The remote-control keyless entry system lets you unlock the driver's door, all four doors or the trunk from up to 15 feet away. The interior lights also illuminate when you unlock the doors.

The convenience of a power trunk release is standard.

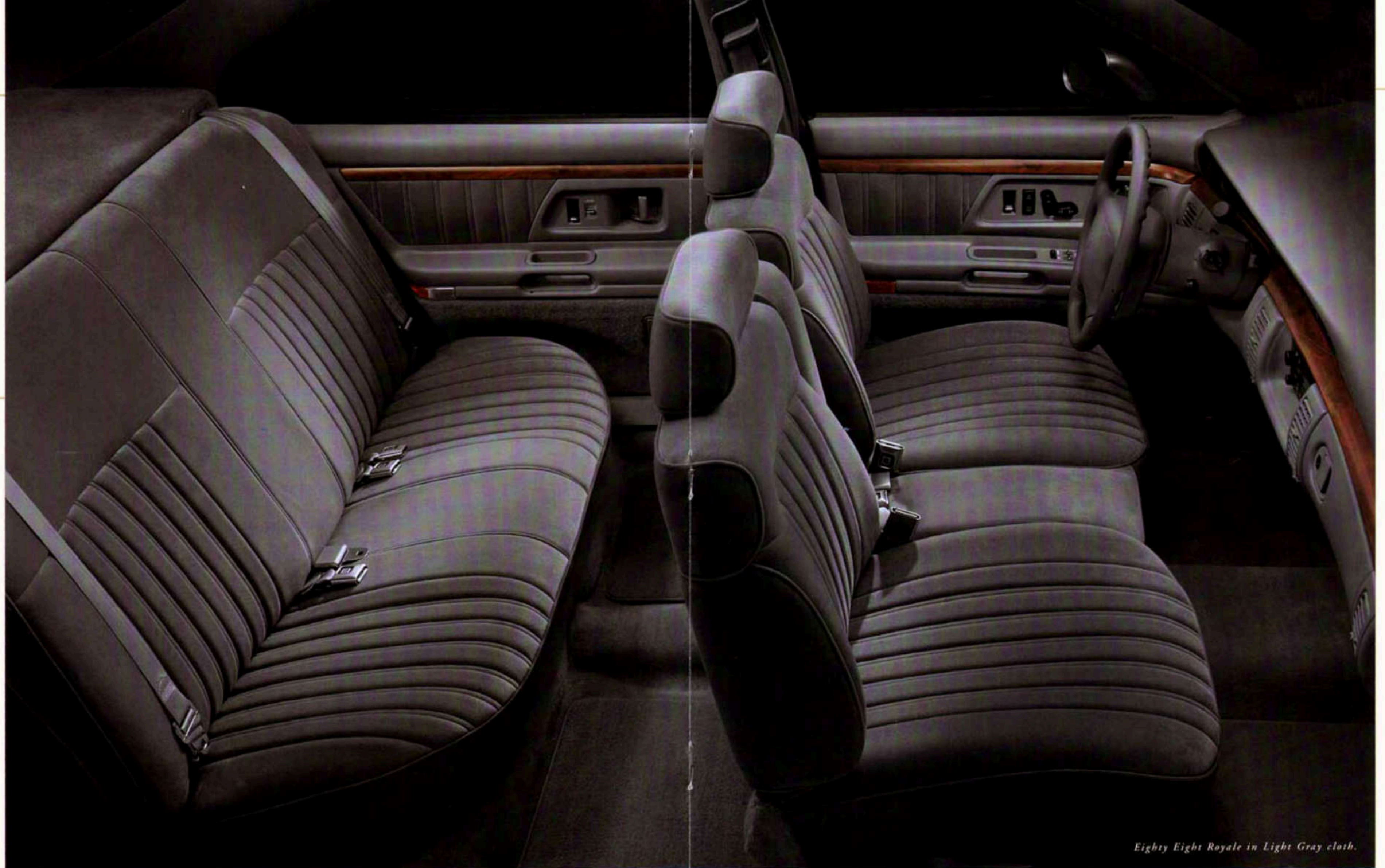
The trunk's low liftover height and wide opening make it easy to load and unload up to 17.5 cubic feet of luggage.



Eighty Eight Royale in Light Gray cloth.

Oldsmobile introduces a simpler, BETTER way for you to buy a car.

After all, it's your MONEY.



Eighty Eight Royale in Light Gray cloth.

Oldsmobile introduces a simpler, BETTER way for you to buy a car.

After all, it's your MONEY.



Eighty Eight Royale in Beige Metallic.

YOU SHOULD FEEL AS
GOOD ABOUT BUYING
YOUR NEW CAR AS
YOU DO DRIVING IT.

Buying a new car SHOULD be fun. But we know that sorting through options and haggling over prices can make it a frustrating experience. So not long ago, we began to explore a new, simpler way to buy an Oldsmobile. → First, we simplified the selection process by making our most popular options standard equipment on most models. To simplify our pricing, we removed the confusing discounts and rebates. But we left in the savings. → The response was so encouraging, we've gone a step further for 1995. This year, every Oldsmobile model is available in just one or two versions that are so well-equipped, there is only a handful of options to consider. And we've simplified pricing across the board, enabling your Oldsmobile retailer to skip the haggling and quote you the best possible price right up front. → Simply put, our new way of doing business means Oldsmobile now offers you even more car for your money... and a more enjoyable way to buy it. And that's certainly something you can feel good about.

Oldsmobile introduces a simpler, BETTER way for you to buy a car.

After all, it's your MONEY.



Eighty Eight Royale in Beige Metallic.

Incomparable Value

BOTH EIGHTY EIGHT MODELS OFFER A TOUCH OF LUXURY IN A CONTEMPORARY FULL-SIZE SEDAN. THE EIGHTY EIGHT ROYALE COMES STANDARD WITH A 3800 V6 ENGINE, 4-SPEED ELECTRONIC AUTOMATIC TRANSMISSION, DUAL AIR BAGS, ANTI-LOCK BRAKES, AIR CONDITIONING, POWER WINDOWS AND LOCKS, REMOTE-CONTROL KEYLESS ENTRY SYSTEM, 8-WAY POWER DRIVER'S SEAT, CRUISE CONTROL, TILT-WHEEL STEERING, AM/FM STEREO WITH CASSETTE, 6-SPEAKER DIMENSIONAL SOUND SYSTEM, 15-INCH ALUMINUM WHEELS AND DUAL POWER OUTSIDE MIRRORS. THE EIGHTY EIGHT ROYALE LS ADDS DUAL-ZONE AUTOMATIC CLIMATE CONTROL, STEERING WHEEL TOUCH CONTROLS, 8-WAY POWER FRONT PASSENGER SEAT, OVER-HEAD CONSOLE AND AN ELECTROCHROMIC REARVIEW MIRROR WITH COMPASS.

We invite you to COMPARE Eighty Eight with other cars in its class.

We don't think you'll find a better VALUE anywhere.



Both Eighty Eight models offer available leather-trimmed seating areas. The Eighty Eight Royale LS provides standard power seats for both the driver and right front passenger.

Equipment

	EIGHTY EIGHT	ROYALE	ROYALE LS
SAFETY & SECURITY			
Anti-lock power front disc/rear drum brakes	■	■	■
Brake/transmission shift interlock	■	■	■
Electronic traction control	□	□	□
Dual air bags	■	■	■
3-point front and rear outboard safety belts with front height adjustment and rear Child Comfort Guides, plus front and rear center lap belts	■	■	■
Automatic programmable power door locks	■	■	■
Rear door child-security locks	■	■	■
Remote-control keyless entry system with illumination features and retained accessory power	■	■	■
PASS-Key vehicle security system	■	■	■
Halogen headlamps with flash-to-pass feature	■	■	■
Side and rear window defoggers	■	■	■
Dual power outside mirrors	■	■	■
MECHANICAL			
3800 Series II V6 engine	■	■	■
Front-wheel drive	■	■	■
4-speed electronic automatic transmission	■	■	■
Power rack-and-pinion steering	■	■	■
4-wheel independent suspension	■	■	■
Maintenance-free Freedom battery	■	■	■
High-capacity engine cooling equipment	■	■	■
Engine block heater	□	□	□
EXTERIOR			
15-inch aluminum wheels	■	■	■
Wire wheel covers and white sidewall tires ¹	□	□	□
Tinted windows with solar-control windshield	■	■	■
Pulse wipers	■	■	■
COMFORT & CONVENIENCE			
Air conditioning with CFC-free refrigerant	■	■	■
Dual-zone climate control	—	■	■

■ Standard □ Optional — Not available

	EIGHTY EIGHT	ROYALE	ROYALE LS
COMFORT & CONVENIENCE, continued			
Steering wheel touch controls	—	■	■
Cruise control	■	■	■
TILT-Wheel adjustable steering column	■	■	■
Power windows with driver's auto-down	■	■	■
Analog gauge cluster	■	■	■
Auxiliary 12-volt power outlet	■	■	■
Ashtray, glove box and trunk lamps	■	■	■
Day/night inside mirror	■	■	■
Electrochromic inside mirror with compass	—	■	■
Dual sun visors with lighted vanity mirrors	■	■	■
Dual front and rear reading lamps	■	■	■
Overhead console with storage compartment	—	■	■
Front door map pockets	■	■	■
Headlamp and turn signal reminder chimes	■	■	■
Reminders for low fuel, coolant and washer fluid	—	■	■
Power trunk-lid lock release, trunk cargo net	■	■	■
AUDIO SYSTEMS			
Delco ETR AM/FM stereo with cassette, seek/scan, digital clock and power antenna	■	■	■
Delco ETR AM/FM stereo with CD, cassette, seek/scan, digital clock and power antenna	□	□	□
6-speaker Dimensional Sound system	■	■	■
SEATING & TRIM			
55/45 divided front seat with dual recliners and center storage armrest with cupholders	■	■	■
8-way power driver's seat	■	■	■
8-way power front passenger seat	—	■	■
Cloth interior trim	■	■	■
Rear center storage armrest with dual cupholders	—	■	■
Leather-trimmed seating areas (includes leather-wrapped steering wheel, rear center storage armrest with cupholders, and rear-seat air conditioning duct)	□	□	□
Carpeted front and rear floor mats	■	■	■

¹No extra charge.



The standard dual-zone climate control system allows the right front passenger to adjust the temperature to his or her personal preference. (Standard on Royale LS.)



Touch controls let you adjust the stereo and climate control from the steering wheel. (Standard on Royale LS.)



Available wire wheel covers and white sidewall tires add a look of traditional luxury.

Specifications & Colors

EIGHTY EIGHT SPECIFICATIONS	
EXTERIOR DIMENSIONS	
Wheelbase (in)	110.8
Length (in)	200.4
Width (in)	74.1
Height (in)	55.7
Curb weight (lb)	3439
Tread width, front/rear (in)	60.4/60.4
Turning circle (ft, curb-to-curb)	40.7 left/39.4 right
INTERIOR DIMENSIONS	
Headroom, front/rear (in)	38.7/38.3
Legroom, front/rear (in)	42.5/38.7
Shoulder room, front/rear (in)	59.0/58.3
CAPACITIES	
Seating capacity (passengers)	6
Trunk volume (cu ft)	17.5
Fuel capacity (gal)	18.0
EPA ESTIMATED FUEL ECONOMY	
3800 Series II V6 (mpg, city/hwy)	19/29
TIRES	
P205/70R15 black sidewall radial	■
P205/70R15 white sidewall radial	□ ²

POWER TEAM	
ENGINE	
3800 SERIES II V6	
Displacement	3.8 liters (231 cu in)
Horsepower	205 @ 5200 rpm
Torque (lb-ft)	230 @ 4000 rpm
Fuel delivery	Sequential port fuel injection
Transmission	4-speed electronic automatic

²Requires wire wheel covers (no extra charge).



Light Gray Metallic
Gray or red interior



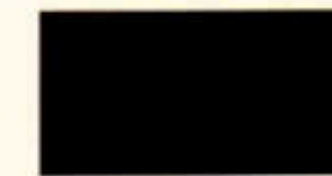
Bright White
Beige, gray, blue or red interior



Dark Green Gray Metallic
Beige or gray interior



Light Adriatic Blue Metallic
Blue interior



Black
Beige, gray, blue or red interior



Dark Green Metallic
Beige or gray interior



Beige Metallic
Beige or red interior



Medium Garnet Red Metallic
Beige, gray or red interior



Dark Cherry Red Metallic
Beige, gray or red interior



Purple Pearl Metallic
Beige or gray interior

INTERIOR COLORS	
CLOTH	LEATHER
Light Beige	Light Beige
Light Gray	Light Gray
Adriatic Blue	Adriatic Blue
Ruby Red	Ruby Red

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

WE WANT YOU TO BE SATISFIED WITH YOUR NEW OLDSMOBILE LONG AFTER THE SALE.

In addition to a comprehensive warranty, we also offer courtesy transportation, provide 24-hour roadside assistance and even guarantee your satisfaction. Which may not sound so important right now, but you'll appreciate them should the need ever arise. Just ask one of our owners.

Charles Bacon, of Lincoln, Nebraska, thought Oldsmobile Roadside Assistance was nothing more than PR hype.

Until he locked the keys in his car. After calling 1-800-442-OLDS, he had a new set of keys in 35 minutes, at no charge.



Charles wrote us, "I want to thank and congratulate your Oldsmobile emergency lockout service. This was my first experience with your customer care

program and it reaffirmed my satisfaction with Oldsmobile."

(Edited for length and clarity only. Complete letter on file.)

As an Oldsmobile owner, you'll get the Oldsmobile Edge:

Bumper-to-Bumper Warranty

Every part of your Oldsmobile is covered under our warranty, except tires (they have their own warranty), for three years or 36,000 miles, whichever comes first. And you won't have to pay a deductible.

24-Hour Roadside Assistance

We'll be there to help you 24 hours a day, 365 days a year, during the warranty period. All you need to do is call our toll-free number. There are over 15,000 emergency facilities ready to help you.

Courtesy Transportation

When you drop off your Oldsmobile for same-day warranty service, we'll give you a free one-way shuttle up to 10 miles. For overnight service, we'll give you a loaner or reimburse you up to \$30 a day for transportation.

Guaranteed Satisfaction

If you're not satisfied with your new Oldsmobile, you can bring it back within 30 days or 1,500 miles, whichever comes first, and receive full credit toward the purchase or SmartLease of another new Oldsmobile.

THE GM CARD

Every time you use the no-annual-fee 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 1-800-8GM-CARD for more information, including annual limits and restrictions.

ACCELERATED EARNINGS NETWORK

Visit participating GM retailers for up to 10% in GM Card earnings on eligible parts and service transactions. Call 1-800-947-1000 for more information.

SMARTLEASE

SmartLease 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 more often or drive a higher-priced model. Ask your Oldsmobile retailer for more information.

FOR OCCUPANT PROTECTION:

• Driver and right front passenger Supplemental Inflatable Restraints • Manual lap/shoulder safety belts, driver/right front passenger • Manual lap/shoulder safety belts, outboard rear seat positions • Manual lap safety belts, center seat positions • Energy-absorbing steering column • Energy-absorbing instrument panel • Laminated windshield glass, urethane bonded • Tempered safety glass, side and rear windows • Interlocking door latches • Side door beams • Passenger-guard inside door lock handles • Safety armrests • Head restraints, front adjustable, driver and right front passenger • Dual sun visors • Break-away inside rearview mirror • Security door locks and door retention components • Rear door child-security locks • Power window lockout • Automatic door locking system • Front and rear crush zones • Pressure lock radiator cap • Pressure relief fuel cap

FOR CRASH AVOIDANCE:

• Side marker lamps and reflectors • Parking lamps • 4-way hazard warning flashers • Back-up lamps • Center high-mounted stoplamp • Directional signal control • Windshield defroster, washer and multi-speed wipers • Inside day/night rearview mirror • Outside rearview mirrors • Brake system with dual master cylinder plus warning light • Anti-lock brakes • Starter safety switch • Dual-action hood latch (front opening) • Low-glare finish (inside windshield moldings, wiper arms and blades) • Safety road wheel rims • Tires with built-in tread wear indicators • Illuminated heater and defroster controls • Brake/transmission shift interlock • Audible disc brake lining wear indicators • Electric rear window defogger • Door warning lights/reflectors

FOR THEFT DETERRENCE:

• Theft-deterrent steering column lock • Remote inside hood release • Visible vehicle identification number • Laser-etched VIN plate • Marked body parts (where applicable) • Theft-deterrent key locking system • PASS-Key vehicle security system

IMPORTANT WORDS ABOUT THIS CATALOG:

We have tried to make this catalog as comprehensive and factual as possible. We reserve the right, however, to make changes at any time, without notice, in prices, colors, 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, its subsidiaries or suppliers to GM worldwide.

• A WORD ABOUT ASSEMBLY:

Oldsmobiles are assembled by different operating units of General Motors, its subsidiaries or suppliers to GM worldwide. Oldsmobiles incorporate thousands of components produced by different operating units of GM, its subsidiaries or 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 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 monitors product performance in the field. We then prepare bulletins for servicing our products better. Now you can get these bulletins, too. Ask your retailer. To get ordering information, call toll free 1-800-551-4123.

• A WORD ABOUT CORROSION PROTECTION:

Oldsmobiles are designed and built to resist corrosion. All body sheet metal components are warranted against rust-through from corrosion for six years or 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/36,000-mile Bumper-to-Bumper Warranty covers repairs for any new Oldsmobile, including labor and parts, to correct any defects 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 retailer for terms of these limited warranties.

The 1995 Oldsmobiles

The 1995 Oldsmobile lineup offers you a wide choice of models for every driving need. There's something in it for everyone.



Aurora



Cutlass Supreme Convertible



Achieva Coupe



Eighty Eight



Achieva Sedan



LSS



Cierra



Ninety Eight



Cutlass Supreme Coupe



Cutlass Cruiser



Cutlass Supreme Sedan



Silhouette

